



Asia Pacific

Mintel suggests: “Food ingredients rich in nutrients are being used to ‘feed’ and nourish the skin, from superfoods, to oils and probiotics. Beauty products are drawing inspiration from diets and processing, positioning products as clean, raw or cold-pressed.”

One superfood ingredient that has successfully crossed over from food to skin care is kale, which has been adopted for use in face masks and other products to help nourish the skin. Nip + Fab Australia has even launched a whole skin care range based around the ingredient. The Kale Fix range includes moisturiser, clay mask, make-up removing pads and an exfoliating cleanser which combines kale and watercress to reinvigorate the skin and protect it against free radical damage.

Naturally native

Remaining particularly popular for use in cosmetic and personal care products is Australian-grown ingredients. “So many new trends are emerging but the one that stands out the most is using native ingredients,” says Chambers. “We started using Australian-grown ingredients such as kakadu plum extract over 18 months ago because they are so amazingly good for your skin and as a proud Australian brand we have so many amazing ingredients to show off,” she says. Kakadu plum, native to Australia’s far north is said to be the world’s highest source of vitamin C, offering anti-ageing, hydrating and skin repair properties. It is also used in Victoria-based Swisse’s brightening serum and high end salon products from Australian hair stylist Kevin Murphy.

Kakadu has a high vitamin C content and Australian indigenous groups in the far north of the country prize it for its healing powers, curing common ailments such as headaches.

Australian natural make-up brand Inika Organic, which uses 100% natural ingredients for its products, also uses the kakadu plum. Its Certified Organic Enriched Rosehip Oil, for example includes four Australian native seed oils – Kakadu Plum, Quandong, Lilli Pilli and Crown of Gold – to provide deep moisture, hydration and help fight the signs of ageing.

Water water everywhere

Another ingredient enjoying an Australian personal care product renaissance is water – an element that has particular resonance in drought-prone Australia. Water-based products and ultra-hydrating products, such as micellar water, are particularly popular.

Mintel’s 2016 report said: “Water is also being used more as a natural way to intensify hydration claims and the source of water is getting more attention, with the use of mineral-rich or thermal water growing.” This is being seen in many mid-range supermarket products, such as the top selling Micellar Cleansing Water from Garnier (L’Oréal).

BRAND SPOTLIGHT: THE MAKEUP FACTORY

The Makeup Factory is a sustainability-focused cosmetics brand based in Perth. Founder Jill Chambers speaks to *Cosmetics Business*



Who are your customers?

They’re every woman. We have so many different customers, the main thread being that they’re all very conscious about what they choose to use on their skin.

What are the main new trends on the Australian natural and organic market?

Ingestible beauty is huge right now. It’s an extension of the organic food trend. There are a couple of amazing brands who do this so well already (The Beauty Chef, Edible Beauty and WelleCo) and I’m certain there will be others trying to follow suit very soon.

Is there a difference in the way organic and natural cosmetics are marketed via social media in Australia?

Not really. Each brand has to identify their own market and engage with that audience, whether they’re organic or not.

Has social media helped you communicate your all-natural message with your customers for greater impact?

It has had an unbelievable impact. We’re so lucky we have these social platforms to promote our brand values and story.

Has social media changed the way you do business?

When I was a business development manager for various cosmetics companies many moons ago, we literally had to pound the pavement every single day and work so hard to build brands and get the word out. Now, social media basically does a lot of the hard work for us.

How do you get the word out about new trends?

Trends used to primarily start through fashion and beauty pages in magazines, but now they can easily start from someone’s bedroom. The public dictates the trends and I think that’s pretty fabulous.

Ultimately, however, the natural and organic segment can only benefit from the fact that Australians are becoming more sophisticated with their skin care, with demand for boutique and bespoke products on the rise across the board. Australians are searching for better quality products matched to their skin types, and all are different: 3-in-1 no longer means one-size-fits-all.

As Chambers says, things have changed with “consumers being so educated and so aware of what they are putting in and on their bodies.”



Added value will continue to come from natural, clean products that blur the line between food and beauty, says Mintel