

# All Eyes On These HBC Trends

Industry insiders divulge the hottest HBC trends for 2008 and offer tips for updating your HBC aisles.

By Kaylynn Chiarello-Ebner

**W**e're just a few months into the new year and it already looks like 2008 will be an exciting year for natural health and beauty care (HBC) with numerous planned new launches. According to industry insiders contacted for this report, here are some predictions of what we may see this year:

- Additional products with anti-aging benefits.
- Surge in niche products that address specific skin problems.
- Rise of more innovative products.
- Product lines striving for the USDA organic seal.
- Buyouts of small HBC companies by large corporations.
- Natural companies reaching out to mainstream markets.
- More companies going green.
- Continued use of superfruits.

The superfruit trend was important in previous years and may continue to be in 2008. This overview article will highlight the superfruits (and other food ingredients) making a splash in this category, the new-and-improved packaging that makes them stand out from the crowd and how to redesign your HBC aisles to match these exciting changes.

## Beauty Has Never Tasted This Good

America is a food-obsessed nation and our love of food has spilled out into the HBC category. Though people have been marrying food ingredients with beauty products for centuries, today's HBC leaders are delving into this winning combo with added vigor.

"While we have been concerned about the quality and naturalness of what we eat for some time, the concept that what we apply to our body also affects our overall health is now taking hold," notes Mindy Seiffert, senior

brand manager at Aura Cacia, Norway, IA. She adds, "Creative product developers are capitalizing on the health benefits of traditional food ingredients to deliver the product characteristics typically delivered via synthetics in most personal care products."

According to HBC experts, several factors are driving consumers to these food-based products. First, customers are often drawn to ingredients (like food ingredients) they know and love. Says Linda Miles, vice president of derma e Natural Bodycare, Simi Valley, CA, "These ingredients appeal to consumers because they are easily recognized."

Jodi Drexler-Billet, vice president of Desert Essence Organics, Valencia, CA, agrees. "People can identify with these 'superfruits' because these are the same foods found at their local grocer and they have heard or read about their benefits."

But though they are familiar, some food ingredients (like superfruits) offer an element of the exotic that consumers crave, according to Dorie Greenblatt, director of sales/marketing for Home Health, Ronkonkoma, NY. "Using exotic berries such as goji berry in personal care formulas offers customers the excitement of trying something new, especially when the product uses an ingredient sourced from a far away, 'exotic' region of the world," she says.

Another major boost for fruit- and vegetable-derived ingredients is that they epitomize natural—a factor that is extremely important to shoppers in this category. The reason why is simple, according to Laura Setz-fand, vice president of marketing at Nature's Gate, Chatsworth, CA. "Consumers make the assumption that if something is good for them to eat, it is good for them topically as well," she explains.

Bryan Jackowitz, marketing director of

Humphreys Pharmacal, Inc., East Hampton, CT, adds, "When basic ingredients contain high levels of antioxidants such as vitamins A, C, E and beta-carotene and can have a positive impact internally, then why not compound their effect by also using them topically? This yields both topical and personal, emotional benefits as consumers feel better about the ingredients in the products that they are using. Sometimes it is merely the sensory perception of a product that is high in antioxidants, and that looks, smells and perhaps even tastes good that is most beneficial."

Though ingredients may be natural, manufacturers must make sure they are using ingredients that are efficacious. "Not only do we want natural and organic, we want our products to work," says Steve Byckiewicz, founder of Kiss My Face Corporation, Gardiner, NY. "We want consumers to love using our products because they feel good, smell good and do the job intended, all the while being natural and organic. The consumer may initially buy a product because of the pure ingredients but if it doesn't work, there's no second purchase."

A third factor in the success of food ingredients is their research support. For example, Aura Cacia's product specialist Tom Havran describes some research relevant to a bath product made with milk and organic whole oat flour. "The anti-itch, skin-soothing properties of oats have a firmly established tradition in folk-cosmetics. Modern chemical deconstruction of the product has revealed that oat flour has a unique matrix of phytochemicals that are a boon to skincare, such as tocotrienol compounds that exhibit free radical scavenging vitamin E activity, skin conditioning lipids and beta glucan which supports skin repair and renewal. Oat flour's moisture-retentive properties keep breads soft and moist; it has similar effects on the skin."

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New and Healthy in 2008

**Annemarie Börlind** will be introducing a Skin Whitening Fluid that uses nasturtium extract to lighten dark spots on the skin and will complete its upscale NatuRoyale line with a Cleansing Mousse and Night Repair Cream.

**Aubrey Organics** will offer a new line of all-natural make-up powder foundations and colors. In addition, the company will offer lip colors in wand applicators in colors for all skin tones. Shortly thereafter, Aubrey Organics will be launching its USDA-certified organic lip balm line in great-tasting flavors.

**Aura Cacia** incorporates several food-related ingredients because of the beneficial cosmetic properties they provide. Future product releases will likely feature new organic botanicals and fruit essences with an emphasis on home applications.

**Brigit True Organics** will continue to create high-quality, effective, hypoallergenic organic skincare with the highest percent organic ingredients available. The company is increasing its product mix in adding to the Brigit Baby specialty line and Diabeticac, an organic line for the special needs of diabetics.

**derma e's** newest offering is the olive-based Organic Expressions skincare line. These formulas are packed with an array of certified organic botanicals and essential vitamins. They are ideal for preventing and reversing environmental and cellular damage, stimulating rejuvenation and restoring moisture balance in all skin types. Each Organic Expressions formula features an exclusive blend of extensively researched, topically effective anti-aging antioxidants including Pycnogenol, pomegranate and green tea.

**Desert Essence** is gearing up to offer consumers a wider selection of products in the organic category including: DE Organics Vanilla Chai Body Wash, DE Organics Bulgarian Lavender Body Wash, DE Organics Almond Body Wash, DE Organics Coconut Body Wash, DE Organics Lip Tints Clear Coconut Flavor, DE Organics Lip Tint Pink Red Raspberry Flavor, DE Organics Lip Tint Brown Vanilla Chai Flavor, DE Organics Lip Tint Purple Italian Red Grape Flavor, DE Organics Unscented Shampoo, DE Organics Unscented Conditioner, DE Organics Unscented Body Wash and DE Organics Unscented Lotion.

**Home Health** recently launched a skincare line infused with goji berries. The Goji Berry Eye Cream was developed to firm and tighten the delicate skin

around the eyes. The cream is non-greasy and absorbs quickly. Goji Berry Facial Cream is a replenishing moisturizing cream to be used alone or under make-up, day or night. The facial cream features the antioxidant properties of the certified organic goji berry with supportive organic botanicals, hyaluronic acid, retinol and standardized green tea. Goji Berry Hand and Body Lotion contains certified organic goji berry along with specially selected health-promoting skincare ingredients including standardized green tea extract, botanical oils, vitamins and hyaluronic acid.

**Humphreys Pharmacal, Inc.'s** newest offerings are Humphreys Witch Hazel Toners. These 100% natural witch hazel toners are alcohol-free versions of its witch hazel with specific nature-based benefits. The Lilac facial toner offers the benefits of skin softening; Cucumber Melon reduces redness; and Citrus offers oil control.

**Kiss My Face** will launch New Oral Care products (Anti Cavity and Sensitive toothpastes) as well as a Kids Line this month.

**Kuumba Made** offers several products with traditional food ingredients such as its new Herbal First Aid line (five out of six salves are made with organic olive oil); Bath & Body Oil made with organic avocado oil; and Lip Shimmers made with organic avocado oil.

**Nature's Gate** reformulated its Pomegranate Sunflower Shampoo and Conditioner for color-enhanced hair such as highlights, lowlights and overall color. Both products are gentle enough for everyday use and can be used on all hair types. Used regularly, they will extend the life and vibrancy of hair color. The Pomegranate & Sunflower Lotion was created to address the skincare needs of consumers seeking to defend against the damaging effects of the environment. This non-greasy formula absorbs quickly to leave skin feeling silky soft and moisturized all day long.

**Reviva Labs** launched several new products in 2007 such as #255 men's after shave conditioner lotion (protects the skin and helps it feel smoother); #297 men's sun protective moisturizer with SPF 25 (a greaseless formula that protects the skin from the sun and other harmful environmental elements); #365 men's alpha lipoic night cream (fights the signs of aging); #387 transformation lotion (to prevent loose skin during weight loss); #202 makeup primer (fills in tiny lines and wrinkles); and #303 dark circle under eye serum (biopeptide/bioflavonoid complex with enzyme activators to help eliminate under-eye discoloration).

**V'TAE Parfum & Body Care** offers a new line of Shea Butter Body Cremes that are paraben free. These cremes are available in the company's five top-selling scents: Cherry, Coconut Tangerine, Lemon, Almond Apricot and Lavender.

**Zia** will be re-launching the full size Pumpkin Exfoliating Mask and Apple Refining Mask in May 2008.

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