

WGSN 

BEAUTY

At-home DIY beauty

THERESA YEE 17.06.10

Gadgets: skincare and cleansing Tools: facial massage rollers Skin products from top facialists DIY home facials

Gadgets: home waxing Body sculpting: non-surgical Dental whitening kits Home hair colouring and treatments

From at-home microdermabrasion kits and electric cleansing tools to dental whitening and hair removal devices, a new wave of at-home beauty products, gadgets and treatments are making their mark in the cosmetics market this year. WGSN highlights the latest products offerings for skin, body and hair.



Méthode Jeanne Piaubert Stimuloval



Go Smile Go Discover Set



E-Swin E>One



Bremenn Research Labs Butt Lift In A Box



Tända Regenerate

At-home and do-it-yourself beauty products, gadgets and treatments are on the rise, with many beauty brands offering practical and functional toiletries for consumers to create their own at-home spa experience and home-grooming routine. The economic recession has certainly contributed to this trend as consumers are swapping their visits to the spa and salon with more affordable indulgences such as at-home pampering products.

In the recent issue of trade publication The Grocer the impact of the economic recession on beauty spending was highlighted, with many cash-strapped women opting for high-performance beauty products rather than going to a salon for treatments. Kathryn Lakeland, Nair brand manager at Church & Dwight UK, said: "The growth of this DIY approach to beauty means that women are expecting more from their

beauty products - they need to be easy and enjoyable to use, at a fraction of the cost of professional treatments. We endeavour to provide consumers with great, effective and affordable alternative to salon treatments."

Euromonitor's Global Report: Still Pampering? Opportunities and Challenges Facing the Spa and Beauty Industry in 2010 outlined the current consumer behaviours in pampering. It stated that, "As consumers become increasingly recession-weary, the need for pampering has perhaps never been greater. In a bid to look and feel good, consumers continue to indulge in the services of salons and spa while supplementing these with at-home beauty treatments to save costs."

With greater demand for at-home pampering treatments and the trend for "cocooning" (consumers are making savings by staying at home rather than going out) the market for home products will continue to expand this year.

WGSN Key Trends

- Gadgets: skincare and cleansing facial tools
- Tools: facial massage rollers
- Skincare products from top facialists
- DIY home facial products
- Gadgets for home waxing
- Body-sculpting creams and gels
- Dental whitening kits
- Home hair colouring and treatments

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