

## SKIN MINIMALISM

An approach towards beauty & wellness



### Roadmap to simple & sustainable approach towards beauty & wellness

#### PROBLEM

Extensive skin-care routines downfall



Patients are now using three or four products that do the same thing, or they're mixing products that shouldn't be used together leading to skin problem

– Top dermatologist quote



#### SOLUTION

Skin needs a break which is exactly why **Skinimalism**, is the next big thing

8.2% penetration

Since 2019, Skinimalism, the trend has remained "stable" across beauty social media as of March 2022.

\$181bn by 2025

Skinimalism trend is set to drive global Skin care market growth to **\$181 billion** by 2025 – Euromonitor International

#### INDUSTRY APPROACH TOWARDS SOLUTION 'SKINIMALISM'



01 R&D

Exploring opportunities and scouting for multifunctional approaches in formulation & packaging to reduce raw material wastage



02 PARTNERSHIPS

Collaborating with start-ups for focused innovations around minimalism leading to economical and faster solution to the market



03 AWARENESS

Awareness program with consumers and relevant stakeholders, enabled by digital platforms for good applicable and gap between consumers.

### Value chain constantly evolving w.r.t Skinimalism

#### CORE VALUE CHAIN

##### PACKAGING PLAYERS Minimalistic packaging designs



Revitalift Triple Power Broad Spectrum SPF 30 Sunscreen



Clinique For Men™ 2 in 1 Skin Hydrator + Beard Conditioner



Multi-Use Glow Stick  
A moisturizing highlighting balm for face, eyes and lips.



Pond's No Makeup Glow kit

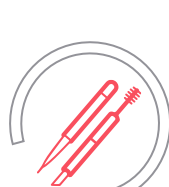
New peers and competitors bring unique vantage points on consumer and market trends, and enabling solutions

#### EXPANDING VALUE CHAIN

##### PACKAGING PLAYERS Minimalistic packaging designs



GEKA's fusion applicator for the precise application of formulation.



Maybelline's 2-in-1 pencil and powder, eyebrow makeup.



DSM's Vitamin Panthenol is valued in skin and hair care cosmetic applications for its moisturizing properties.



Jungbunzlauer's Multifunctional ingredients for a minimalist deodorant.

#### START-UPS VENTURING INTO THE SPACE

USA  
Koope introduced Cleansers and Moisturizers that have everything your skin needs.

KOOPE

INDIA  
Skin Pot believes in a minimalist approach to skincare and develops hybrid products for women.

SKIN POT

SWITZERLAND  
NUME-Lab Clean Minimalist Effective Skincare range of products having multi purpose effective functions.

NUME-LAB

UK  
Lixir Skin Ltd uses multi-tasking essentials for everyday skin needs with advances benefits yet has relaxed approach to good skin.

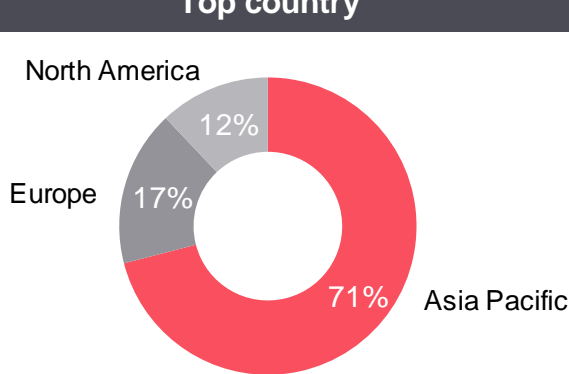
lixirskin

### Research innovation activity in past 10 years

#### Filing trend



#### Top country



#### Top corporate brands – Research Activity

- L'Oréal
- COSMAX
- ESTÉE LAUDER
- AMOREPACIFIC
- DSM
- P&G
- Henkel
- Unilever
- symrise

Top brands contribute to only **10-15% of overall research filing**; with focuses on multifunctional approaches in formulation & packaging

#### About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.