



FORWARD FOCUS| BEAUTY TRENDS

AGENDA

| THE NEW NORMAL

| GLOBAL KEY DRIVERS

| BEAUTY CARE TRENDS

| FRAGRANCE INTERPRETATION OF TRENDS

KEEPING UP WITH GLOBAL TRENDS

Constant adaptation



CHANGE IS THE NEW NORMAL



THE GLOBAL KEY DRIVERS

Impacting Beauty Care

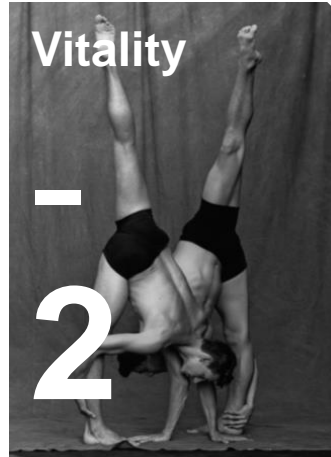
Green Desire

World
Consciousness



Well-aging

Vitality



Diversity

Diversity
Boom



Connectivity

Inclusion



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Green Desire

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Vitality /



Diversity

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WORLD CONSCIOUSNESS



- Water The New Luxury
- Sustainability
- Authenticity



- Traceability
- Purity
- Environmental Foot Print



- Pollution
- Physical Protection



WORLD CONSCIOUSNESS

Companies partner to focus on sustainable sourcing of fragrance materials





Beauty is...
SIMPLE

Natural, Organic & Vegan, Oh My!

Less is More: Fewer Ingredients

Farm To Face: Locally Sourced Ingredients

Environmental Protection

Natural, Organic & Vegan, Oh My!



SCHMIDT'S LAVENDER & SAGE DEODORANT
Certified Vegan & Gluten Free



**JASON NATURAL
Gluten Free Facial Creme**
Delivers deep, long-lasting moisturization for smooth, revitalized skin. The botanically-rich blend of intensive Cocoa Butter and Aloe Vera softens and nourishes your skin for a smooth, pampered complexion. Certified by the Gluten Free Certification Organization

Less is More: Fewer Ingredients



S.W. BASICS
Body Scrub
Made with only 3
ingredients: organic
sugar
coconut oil
coconut flakes



EARTH TU FACE
Honey + Coconut Mask
A fusion of antioxidant-rich raw
honey, coconut, rose petals and
lavender buds. These work deep
to heal inflammation, tighten
pores, plump the skin and give an
instant glow.

Farm To Face: Locally Sourced Ingredients



POSIES & CO Body & Hair Oils

Lovely dried blooms are a key component of these luxurious bath products and moisturizing oils handcrafted on the California coast.



WAXING KARA Certified Organic Sweet Body Balms

"We promote a socially-conscious message about the importance of bees, not only through our personal health but also for the health and sustainability of the planet."

Environmental Protection

SUMMER-PROOF YOUR HAIR

FROM SUN, SALT AND CHLORINE DAMAGE WITH SUN CARE FOR HAIR



AVEDA Sun Care Line

- UV Defense Mist- Hair Veil
- Sun Care Hair & Body Cleanser
- After Sun Hair Masque



REN Flash Defence Anti-Pollution Mist Powercell Urban Active Shield

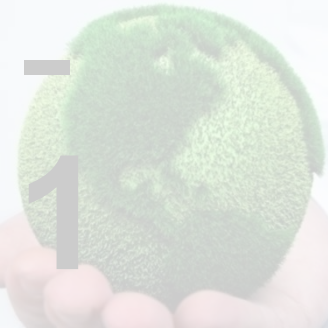
A fine mist that instantly forms an invisible protective, breathable barrier to shield skin from the aging effects of pollution.

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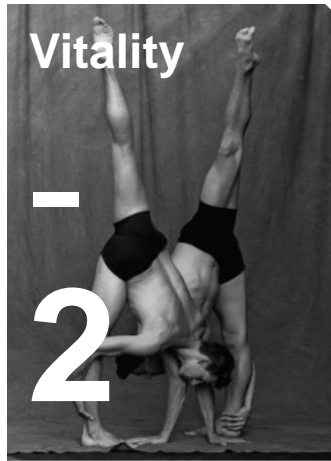
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VITALITY & WELL-AGING

Inside Out Beauty

Longevity

- **Vital Boost**

Pro Aging

Beauty-food

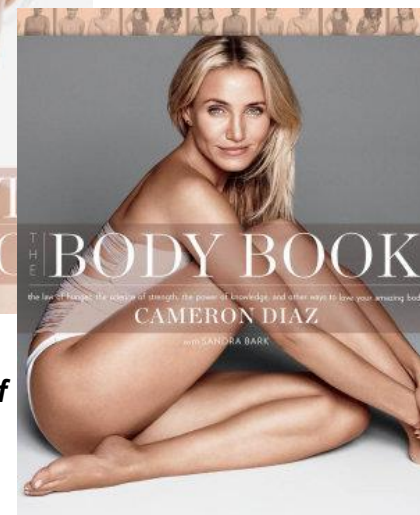
Nutraceuticals

Detox Delight

Athleisure



“The Science of Aging, the Biology of Strength, and the Privilege of Time”



VITALITY & WELL-AGING

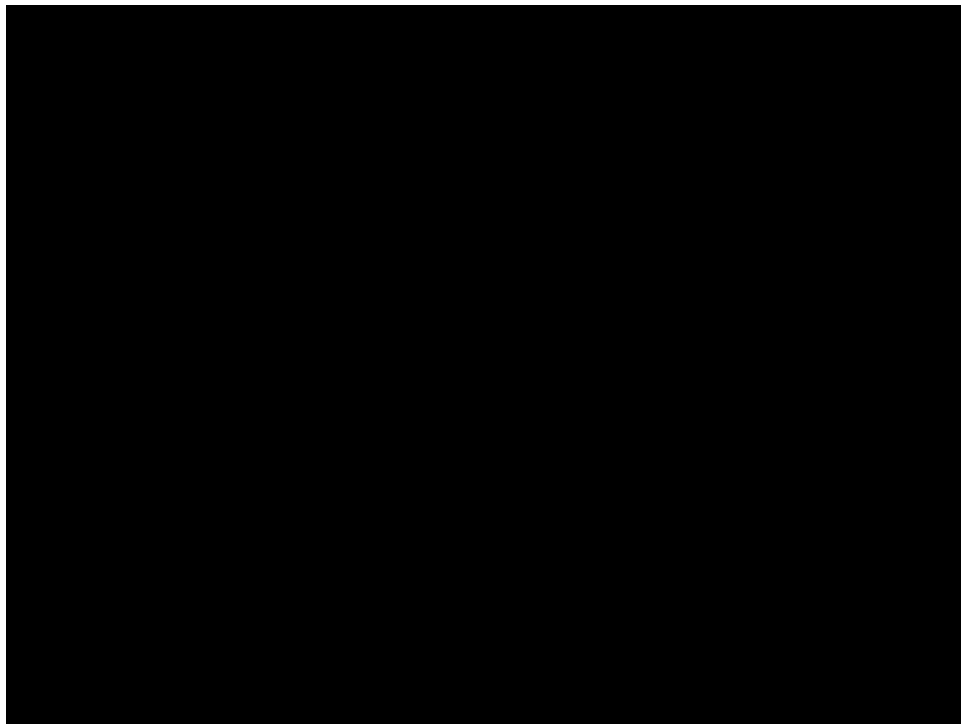
Longevity & Well Aging

Stereotypes

Natura's latest campaign #Velhapraisso (Too Old For That) aims to encourage Brazilian women to challenge age-based stereotypes.

- Being 40 and pregnant
- Being over 70, tattooed and a heavy metal fan
- Starting a new career in your late thirties

The campaign aims to promote the brand's revamp of its Chronos line, which caters to women aged 30-70.





Beauty is...
TIMELESS

Ancient Wisdom & Fermentation

Beauty Foods

Premium Ingredients

Gold Standard

Ancient Wisdom & Fermentation



NEOGEN DERMALOGY Green Tea Real Fresh Foam Cleanser

Features a natural extract formula and real fermented green tea leaves that continuously deliver fresh benefits throughout the duration of use



SULWHASOO Snowise EX Brightening Mask

Each mask is created from plant pulp and individually fermented in white ginseng for 2 weeks to bring about immediate brightening results and boosted circulation.

Beauty Foods



THE BODY DELI- RAW BEAUTY

Two "foodies" with an extensive background in nutrition, raw food, wellness and beauty, envisioned a personal care brand so different, fresh and unique that they started making their own healthy skin care products. Their special method is a process similar to crafting fresh juices and smoothies in a high-end Organic Juice Bar.

Premium Ingredients



DR. BRANDT RUBY CRYSTAL RETINOL HYDRACREME

instant complexion enhancing moisturizer formulated with skin illuminators, optical diffusers & micronized ruby crystals to convert light into energy providing a softer, more smooth look and a healthy radiant complexion.



SKIN CHEMISTS Wrinkle Killer Anti-Aging Serum

From the Pearl Collection - a super-concentrated serum designed to smooth the skin in 3 steps - freezing, firming and hydrating with luxurious caviar

Gold Standard



MISS SPA
24K Gold Crème Mask

Pure 24K gold promotes luminosity while powerful moisturizers and peptide work together to deliver maximum hydration and encourage elasticity.



PETER THOMAS ROTH
24K Gold Mask

This lavish, pampering treatment helps to improve the appearance of fine lines and wrinkles for a youthful-looking complexion. Caffeine helps tighten and firm the look of skin while peridot—an exquisite gemstone rich in magnesium—re-energizes and helps reduce the aging effects of stress.

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DIVERSITY BOOM

Modern Conveniences

Value in Products

- Convenience
- Multi-Functionality
- Affordability



DIVERSITY BOOM: REFUSAL TO CONFORM

Embracing new cultural poles

Cultural Boom

- **Multi-ethnic Diversity**
- **Local Pride & Heritage**
- **Change of Social Norm, Androgyny**



A new cultural landscape



Beauty is...
DIVERSE

Beauty on the Run

The Custom Market

Heritage Collections

K Beauty

Beauty On The Run



PACIFICA Indian Coconut Nectar Hand & Body Lotion Wipes

Pacifica's brand new innovative lotion wipes allow you to easily wipe on lasting moisture and watch dryness disappear in seconds!



DR BRANDT Xtend Your Youth Dual Fusion Water

Unlike standard water, the dual fusion water formula won't disturb the pH balance of the skin and will protect it from inflammation caused by environmental stressors and inhibit bacterial reactions.

The Custom Market



FUNCTION OF BEAUTY SHAMPOO + CONDITIONER

Personalized hair care to make your routine as unique as you! Go online to fill out a hair quiz which asks hair type, structure and moisture level and then you can choose 5 hair benefits that you wish to receive. From there, you choose the color of your package and what the bottles say- you even get to choose a fragrance!

Heritage Collections

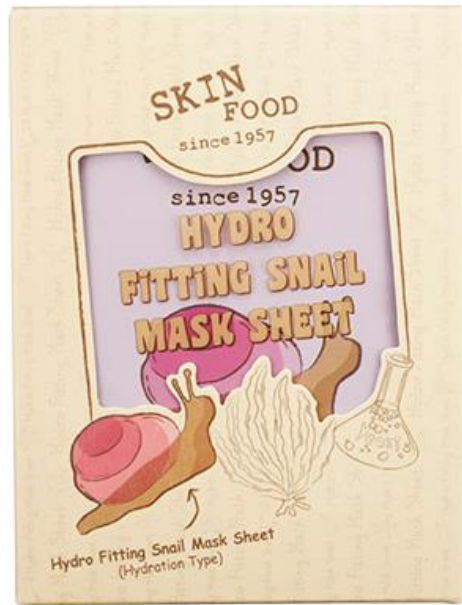


SHEA MOISTURE **Low Porosity Baobab Tea Tree Oil Line**

This collection includes a Protein-Free Shampoo, a Protein-Free Conditioner and a Protein-Free Leave-In Detangler. Our new natural wellness solution addresses the needs for moisture resistant and protein-sensitive hair.



K Beauty



SKINFOOD
Hydro Fitting Snail Mask Sheet

Healing ingredient snail mucin firms skin, encourages cell regeneration, and replenishes moisture in this sheet mask that conforms comfortably to your face's contours.



TONY MOLY
Haeyo Mayo Hair Nutrition Pack- Mask

Conditioning Hair Mask containing egg yolk and shea butter to deep condition hair and improve elasticity

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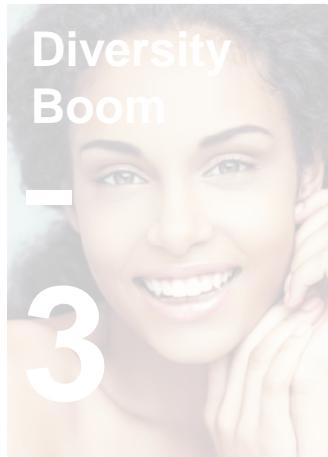
Well-aging

Vitality /



Diversity

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Connectivity

Inclusion



DIGITAL AGE

Connectivity & Inclusion

Augmented Living

- Digital Beauty
- 24/7 Connectivity
- Wearable Devices
- E-Reputations
- Social Influencers
- Haute Technology





KRISJENNER



CYBORGBLANE



THIBAUTDAVOULT



DERMALOGICA



FASHTECHFORUM



RODANFIELDS

INSTAGRAMS THAT INSPIRE



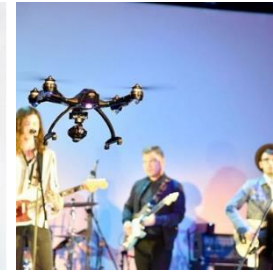
TESLAMOTORS



XENIATCHOUMI



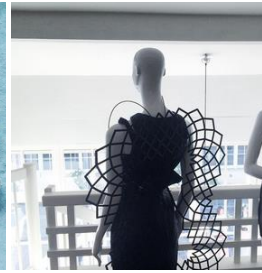
JAWBONE



TECHCRUNCH



DRBRANDT



CHROMAT

DIGITAL AGE

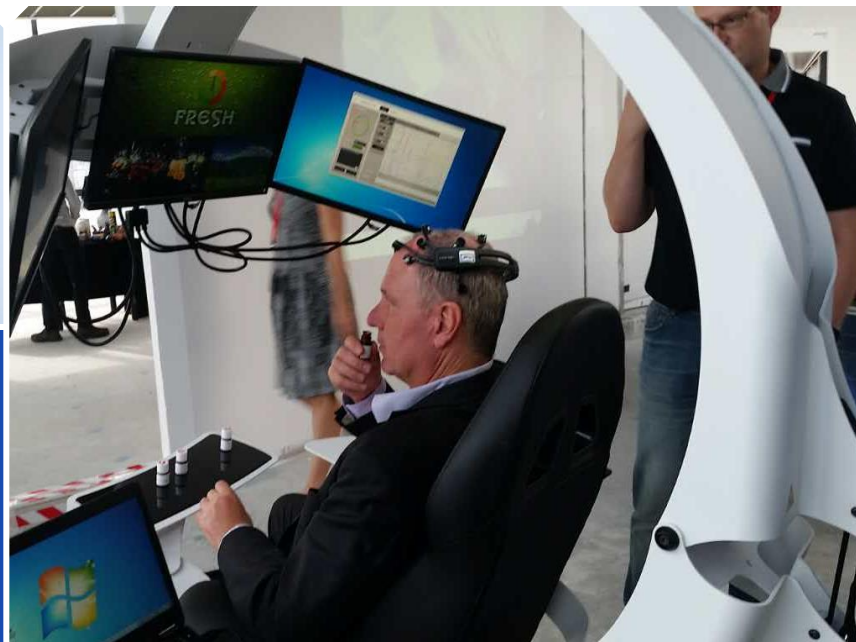
Augmented Fragrance Experiences



EEG

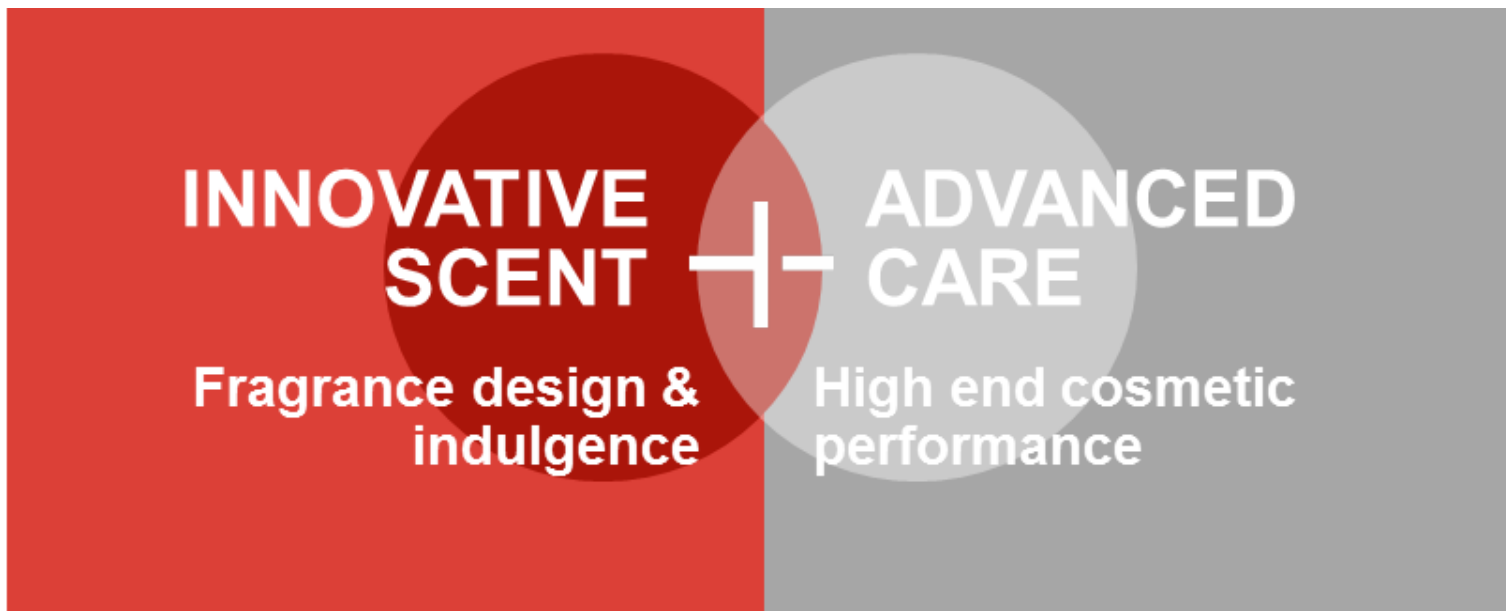
Electroencephalogram

- Leading edge technology for greater scent experience
- Real time display of brain activity
- Response to stimuli



SMART SCENT & CARE SYNERGIES

For fast forward-thinking beauty





Beauty is...
SMART

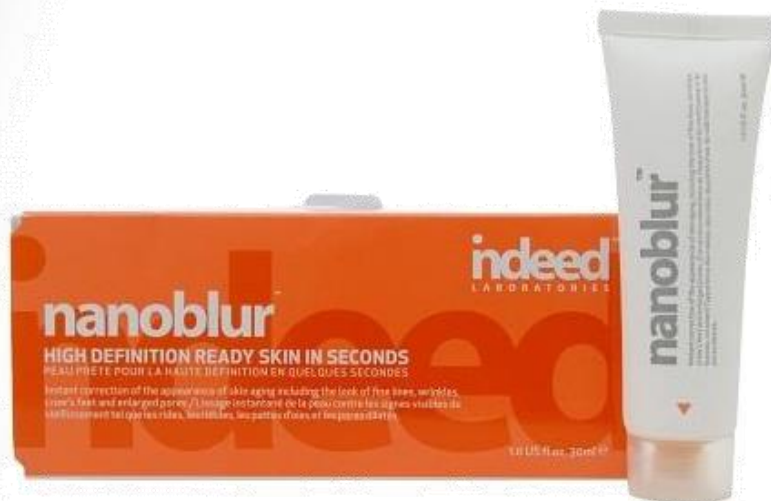
Instant Results

Stem Cell Technology

Multi-Benefit

Extended Benefit

Instant Results



INDEED LABORATORIES Nanoblur

An instant skin perfecting finisher that corrects the appearance of skin aging including the look of fine lines, wrinkles, crow's feet and enlarged pores.



FRESH Black Tea Instant Perfecting Mask

A hydrating treatment that immediately reveals softer, firmer, healthier-looking skin.

Stem Cell Technology



ACURE ORGANICS Pure Mint & Echinacea Stem Cell Shampoo

Builds dynamic volume without stripping natural oils or creating build-up. Quinoa protein extract supports keratin while echinacea stem cells promote cellular regeneration at the root level.



JUICE BEAUTY Stem Cellular Exfoliating Peel Spray

Formulated with a unique, gentle, plant-derived exfoliant that resurfaces skin within seconds on contact, to visibly loosen and lift away old skin cells.

Multi-Benefit



ELIZABETH & JAMES
Nirvana Black Dry Shampoo

The first fine fragrance dry shampoo that refreshes, volumizes, and texturizes while perfuming hair with the addictive fragrance of Nirvana Black.



CLINIQUE
Take The Day Off Cleansing Balm

A transformational, lightweight makeup remover that goes from balm to oil to milk to melt away every trace of makeup.

Extended Benefit



BIG SEXY HAIR Full Bloom Hair Spray

Keeping a blowout fresh and full is not always a simple task! With Big Sexy Hair Full Bloom, you get up to 72 hours of fullness and 24 hours of fragrance revival.



KATE SOMERVILLE Nourish Body Perfection Body Rescue Cream

Kate Somerville Nourish Body Perfection Body Rescue Cream is a luxurious body cream that provides long-term hydration and aggressively combats the most common signs of aging.



THANK YOU