



Put Your Best Face Forward



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The beauty industry is set to experience a boom in business.

The beauty biz will enjoy a boom soon, say demographers at [Age Curve Consulting](#) who predict that the demographics that are most actively interested in beauty products will saturate the market soon. Hispanic women spend almost one-third more on beauty products than their peers, and the large Generation Y group will be active beauty consumers, adds Age Curve.

What about that talk of the poor economy and Americans cutting the spending? Is beauty indeed priceless?

“We live in a beauty-obsessed society and people are starting to have procedures earlier in life,” explains Dr. Brooke Jackson, a Board Certified dermatologist and founder of [The Skin Wellness Center of Chicago](#). “There is a larger segment of society looking for procedures, [such as] Boomers and their kids.”

Margery Krevsky, president of [Purely Pro Cosmetics](#), says that any product that will enhance a woman’s image as a professional will sell.

“With more women entering professions, looking professional is part of succeeding,” she explains. “Classic items like foundation and powder are good but the new generation wants liquid mineral foundation powder, bronzers, [and] eye makeup, especially mascara. Women are focused on products that make them look better, younger and hipper.”

Citing improved technology, Jackson expects to see more demand for procedures that don’t demand a lot of patient downtime. Like Krevsky, the doctor recognizes that most of her patients are busy professionals.

“People need to work. Ninety-five percent of my patients work and can’t take time off to recuperate so they want procedures where they can go right back to work or at most, have a day of downtime rather than weeks for more invasive procedures,” she explains.

Less invasive procedures, while providing for less recovery time, may also mean more of them, Jackson notes. “The trade-off is that less invasive procedures with no downtime usually require more procedures, which is okay if there is no downtime.”

Easier accessibility for the average woman will also account for the growth in beauty procedures, Jackson says. More competition means better prices for the consumer.

“Now once-exclusive procedures and products have competition because patents have expired [such as Botox], so there are more choices out there which bring prices down and make these products and procedures affordable for the average consumer,” she explains. “It’s not just for Hollywood types anymore.”

For those who are not keen on procedures, focus will be on prevention, and overall health as a necessary beauty tool. Chloe Cohen, CDN, CPT is a beauty nutritionist and owner of NutraLounge.com. Cohen maintains that beauty begins with inner health that radiates from the inside.

“Beauty until now has mostly been narrowed down to plastic surgery, topical creams, [and] external procedures which alter or tweak one’s natural look,” Cohen says. “In the world of ‘beauty nutrition,’ it is the food, vitamins, and supplements that one consumes which helps determine the outcome.”

Financial concerns may fuel this trend toward beauty nutrition, Cohen notes. “With a recession, I believe many women looking to avoid the aging process, Baby Boomers, menopausal and post-menopause will start expanding their beauty regimen to include a ‘beauty diet’ which will help to stop the aging before it even occurs and/or slow down the process—by internally targeting the enzymes,” she explains.

Aside from an aging Boomer population, women from Generation Y are paying more attention to nutrition for beauty, Cohen adds.

“[The] younger generation is starting to buy more nutritional supplements and is requesting diets for their beauty needs versus only for dieting and weight loss,” she explains. “They typically buy corrective products for their external beauty needs such as acne, thinning hair, weak nails, [and so on], which is starting to change as the demand for supplements will be used as part of beauty nutrition trend, which will see a boom.”

Again, the economy will help boost this trend, Cohen adds. “Most people can’t afford plastic surgery, expensive creams and procedures and are looking for cheaper, long-lasting holistic alternatives such as vitamins, minerals and nutritional supplements that will prevent the damage starting at a younger age, [as] opposed to cosmetic surgeries that would otherwise later need fixing, continual maintenance—for example, Botox—and additional cosmetic repair.”

Along with beauty nutrition will be a greater focus on overall health and eco-friendly products, says Salah Boukadoum, founder of online body care product shop Soap Hope, which guarantees that all products are cruelty-free and completely all-natural. Soap Hope also helps women in poverty by investing 100 percent of its profits into microloans for women in need.

Boukadoum says that the beauty business will see consumers shop with their hearts as well as with their heads. They will want to buy from “companies that care about their environmental impacts [such as] green products and companies,” he explains. “[Consumers will also prefer] companies that have a heart—those that care about employees, customers, and their local and world communities.”

People will care less about pretty packaging, and more about inner beauty—at least when it comes to what they buy, he adds, noting that Soap Hope uses a special “Ugly Box,” eco-friendly packaging that minimizes environmental impact.

What consumers want today, he adds, is to know exactly what they are using on their bodies, and to know that it is safe. “[People want] products that are all natural, because skincare and body care products are absorbed into the skin,” Boukadoum contends. “People are very concerned about parabens, artificial ingredients, and other chemicals.”

Jackson says that consumers will have to be cautious about issues regarding their beauty regimes, now that skin care practitioners are making their services increasingly available. Citing that beauty trends in 2010 will include Botox and its competitor Dysport, fillers, lasers, and cosmeceuticals, the doctor urges patients to exercise discretion.

“Unfortunately more practitioners may be offering procedures and services because they are ‘fee for service,’” Jackson explains. “Consumers need to make sure they do their homework and go to a reputable board-certified physician who is board-certified in the specialty for the procedure [such as] dermatology, plastic surgery and ENT. Why would you go to a podiatrist to get Botox?”

Moreover, just as consumers who read the labels on a bottle of shampoo or a bar of soap may prefer to buy from Soap Hope, customers must be careful of more intense skincare products.

“Consumers must know how to read labels so they know if it will be effective or not,” Jackson advises. “Non-prescription products do not need to prove their claims.”