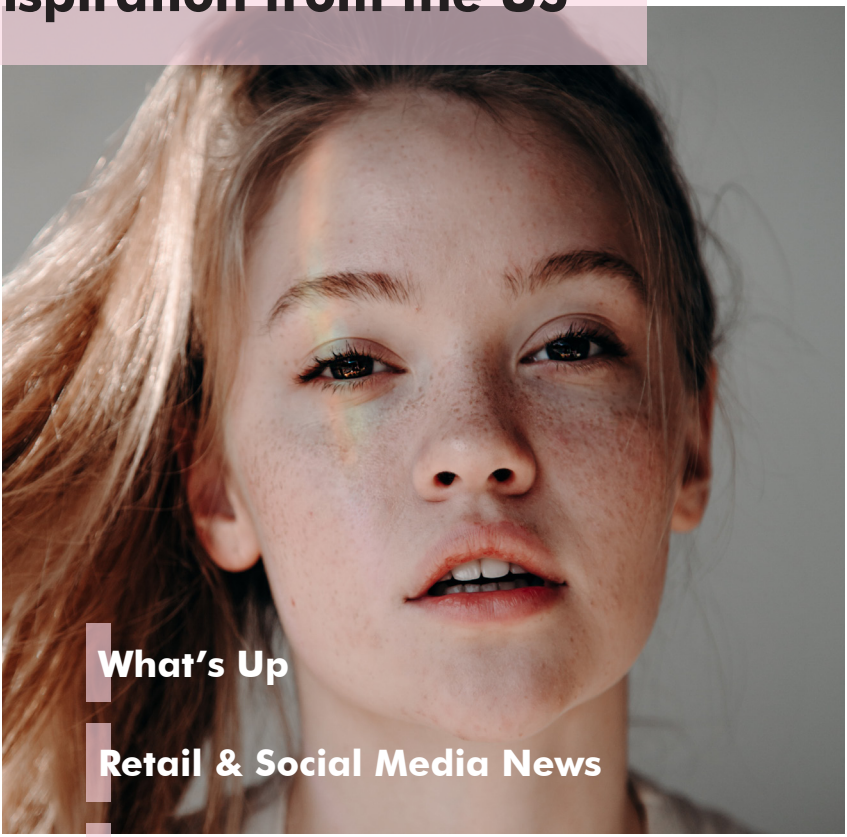
TIME FOR CHANGE

Inspiration from the US

SKINCARE



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What's Up

Retail & Social Media News

6 Prospective Trends

Product Innovations

Interactive Report

COSMETICS
Inspiration & Creation

SKINCARE

TIME FOR CHANGE

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INSPIRATION BOOK

Time For Change - Inspiration from the USA - is our new Skincare Inspiration Book for 2019. Every year our "Inspiration from the USA - Skincare Edition" books decipher and analyze the latest skincare trends in the United States. Beauty, fashion, design, retail, consumption, digital... every item and current trends are decrypted to provide several creative ideas to develop your own innovations.

Our vision is based on a Prospective Intelligence Method that consists in a thorough analysis of the market (articles, studies, magazines, digital, social media and Fashion Week), field visits (6 visits per year - New York, New Jersey, Los Angeles, San Francisco), and product analysis (deciphering of product innovations and storytelling). Covering the East and West coasts, we attend or curate conferences such as MakeUp in NY/Los Angeles and CEW.

PITCH

Disruption defined the last several years in the beauty market and was the theme of our 2018 report. In response, retailers and brands have morphed to seduce a more demanding and savvy consumer. While consumers are turning away from the "insta-glam" to the "insta-self", skincare is at the center of all attention. “Nourish rather than decorate” could serve as the motto of this new orientation celebrating perfect complexion through skincare - replacing the covering makeup routine. Paradoxically, on the tech side, augmented reality, data science and machine learning create revolutionary tools and a new approach to beauty. With the upsurge of the generation Z, skincare is also having an hedonistic twist boosted by a new generation of skincare indies.

Time For Change is the theme of our new Inspiration from the US book, portraying the adjustment of our industry in the light of a changing society and influences. The report highlights the latest news of the market, retail and social media. The book covers 6 prospective skincare trends, with more than 80 innovative products from our inspiration basket, expressing the Time For Change theme. Conclusions with inspiration seeds, ingredients and techniques will provide pragmatic guidelines for your future innovations.

What's Up

Retail News

Social Media News

6 Prospective Trends

Inspiration Seeds

Product ID Sheets

Interactive Report with Links

FORMAT

During a two-hour presentation in your premises, discover our Time For Change Trend Book - Inspiration from the USA - Skincare Edition, with emblematic products that illustrate and highlight the latest US trends.

Receive a complete book with the presentation, the product ID sheets and the interactive report in a PDF format.

Every year our agency creates one book dedicated to skincare trends.

RATES AND CONDITIONS

Please contact us.

Cosmetics Inspiration & Creation is a trends and consulting office specialized in beauty innovation.

Our mission is to bring inspiration seeds to beauty players and help them design their future innovations.

COSMETICS
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