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into natural beauty



VIVANESS: Column by Elfriede Dambacher

More creativity for Christmas

Gift-giving time is here. For the cosmetics market, in particular, this high-turnover period represents a good opportunity to win new customers. Natural and organic cosmetics under the tree are a contemporary and hopefully creative idea. But when I wander through the shops I see lots of gift sets that appear at first glance just to mean more packaging. Really, for natural and organic cosmetics? I ask myself where the creative aspect is, in an area where consumers tuned in to natural cosmetics pay attention to sustainability, and would prefer to reduce their carbon footprint when they consume, rather than increasing it.

I opened the weekly brochure from one discounter recently and thought, yes, they have it. Fewer products, but an impressive selection of gift vouchers to make up the balance. That is a clever idea, since gift vouchers are among the most popular Christmas gifts. It is something we don't see with natural and organic cosmetics. So why not think outside the box and offer something unusual that still fits with the product? Natural and organic cosmetics should be a source of pleasure and enthusiasm. Natural and organic cosmetics combined with a gift voucher – surely that could open up plenty of exciting projects for consumers to visit or support. Wouldn't it be great to give a really sustainable gift, one that will be remembered for a long time? In addition to buying the shower gel, what about funding a goat for a family, sponsoring sea turtles, protecting the regional tidal flats, providing a visit to an organic farm, or ensuring a child somewhere in the world has food for a year?

There is nothing more down-to-earth than getting a nice surprise when you unwrap your natural and organic cosmetics to find an unexpected bonus. You will remember the surprise even when the Christmas tree has long been packed away again.

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