

**VIVANESS eSpecial**

Neuheiten und Trends 2021  
Novelties and trends 2021

## **Waterless Beauty/ solid cosmetics**

**Solid cosmetic products in natural cosmetic quality are experiencing a boom. Not only in hair washing and showering, more and more solid cosmetics are replacing conventional products. Also e.g. deodorant creams and solid hand creams are increasingly finding their way into bathrooms. Water-free products fulfill several aspects: they are functional and plastic-free, they conserve resources and the environment by reducing transport emissions.**

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## Me time & Comfort

The care routine changed due to the pandemic: more attention is paid to the daily beauty routine at home and me-time becomes one of the most important time-outs in a busy daily routine. It is the time to do something good for yourself! Beauty rituals are recharged with high-quality products, more frequent use of one's favorite products and supplemented with beauty tools. DIY products provide for creativity in the field of body care.

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## **Safe Beauty & health-booster**

Increasing safety is more current than ever - also by choosing products that strengthen one's own health. Innovative products such as those for holistic oral hygiene, as well as wellness and health products that offer support for an increased hygiene factor, meet the need for preventive natural products to strengthen one's own health.

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## **Circular Beauty/ economy**

The idea of a circular economy is becoming more central - also for cosmetics and personal care products. Waste prevention Zero Waste in itself now falls short of the mark; today, this involves the social commitment of companies, both in manufacturing and in retailing. Companies are taking on more and more social responsibility, going beyond the one aspect. Regionality of raw materials, refill systems and oversizing are gaining in importance.

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# Science-based beauty/efficacy

**Natural cosmetics with immediate effect! Visible and above all proven science-based efficacy plays a decisive role in facial care. The research and development of effective modern active ingredients based on natural substances today stands up to any comparison and is the result of intensive research and development. Active ingredients from nature, cosmetically fine textures - whether for the daily beauty routine or as a booster - determine the trend in facial care.**

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**NEW in 2021**

## **Unexpected Specials**

**Unconventional innovations that provide a breath of fresh air should not go unmentioned! The Unexpected Specials complement the trend categories in terms of surprising product ideas and therefore have their own separate section!**