

Mintel Group Ltd.

MINTEL

Intelligence in time

Leading innovation...

What's next?

INTERNET E LA COSMETICA

Seminario formativo UNIPRO – 19.Nov.12

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METHODOLOGY



What does Mintel do?

MONITORING WORLDWIDE BEAUTY MARKETS

1300+ local Mintel agents shop for new product launches every two weeks, in 49 countries covering all distribution channels.

THE SHOPPERS

49 COUNTRIES



MINTEL

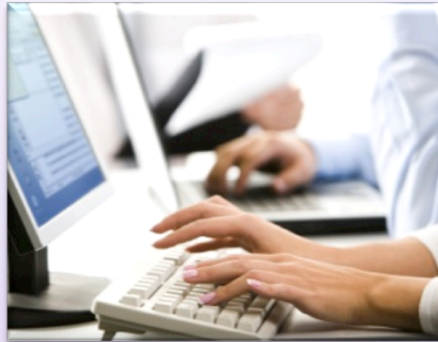
What does Mintel do?

Products collection methodology / Database editing system:



1300+ local agents buy new products launched in 49 countries around the world and send them to the Mintel's HQ in UK.

New Innovative Product Collection



120+ editors in the UK enter all of the product's details into the GNPD database. Each product takes c.45 min of editorial work.

Record Entry



60+ researchers, analysts and consultants analyse the information to deliver exclusive presentations on market innovation and trends.

Data analysis

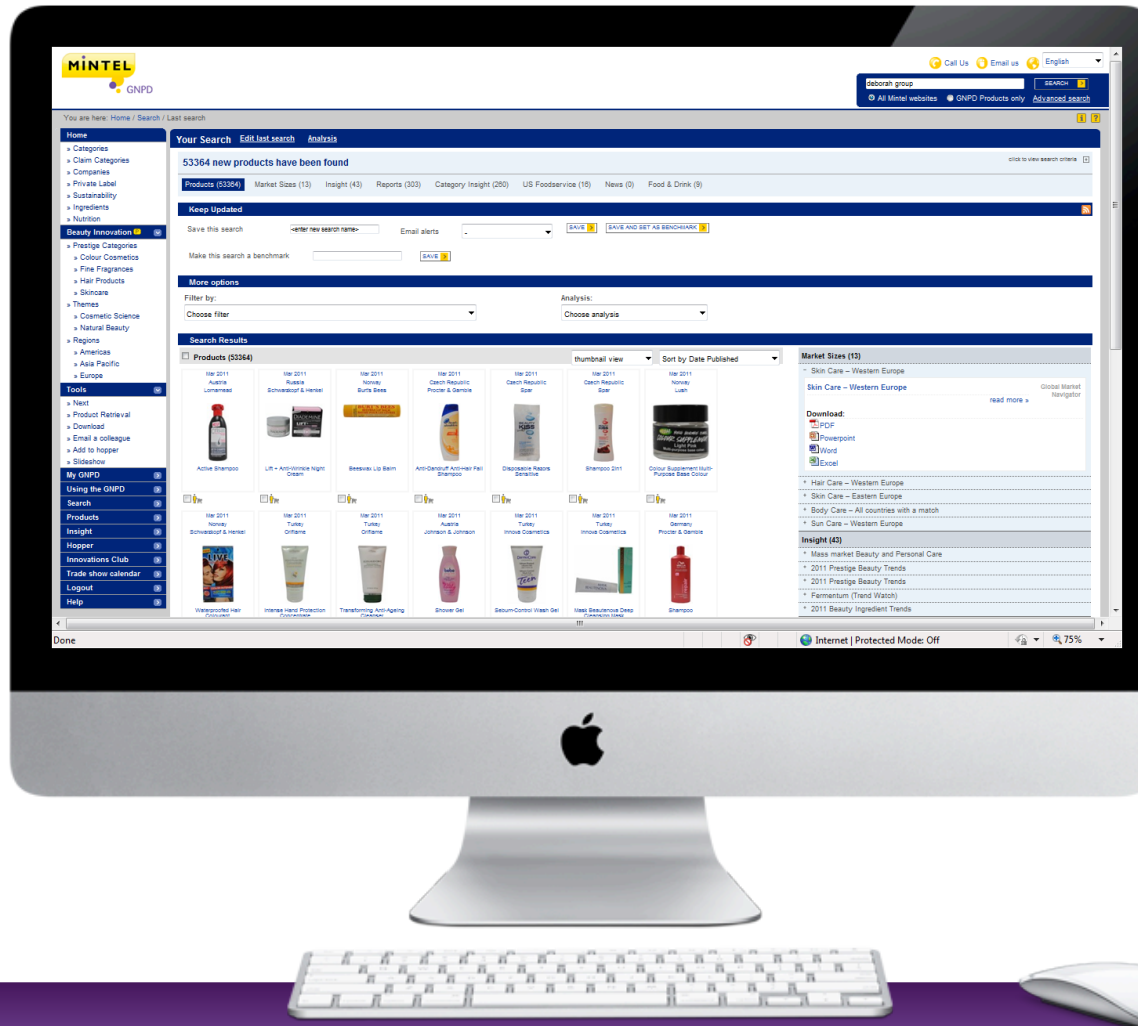


ONLINE TOOLS



1. How does the database look like?

GLOBAL NEW PRODUCT DATABASE – www.gnpd.com



2. How does a product record look like?

GLOBAL NEW PRODUCT DATABASE – www.gnpd.com

The screenshot displays the Mintel 40 GNPd website interface. On the left, a sidebar contains navigation links such as 'Profile', 'Home', 'Categories', 'Claim Categories', 'Companies', 'Private Label', 'Sustainability', 'Ingredients', 'Tools', 'Next', 'Product Retrieval', 'Download', 'Email a colleague', 'Add to hopper', 'Slideshow', 'My GNPd', 'My alerts (8)', 'My searches (118)', 'My download templates (0)', 'My IRIS Alerts', 'My benchmarks (478)', 'My hoppers (127)', and 'My feed (from 0)'. The main content area is titled 'Your Search' and shows '76 new products have been found'. A yellow circle highlights the 'Apr 2012 Norway' entry in the search results. A yellow arrow points from this entry to the detailed product record on the right.

Your Search [Back to search results](#) [Edit last search](#) [Analysis](#)

Shampoo

[Download](#)

Company	Lilleborg	Sandakerveien 56, Oslo, 0401, Norway
Brand	Sunsilk Minerals Stronger to Grow Longer	
Country	Norway	
Store Name	Meny	
Store Type	Supermarket	
Store Address	Trondheim 7041	
Date Published	Apr 2012	
Product source	Shopper	
Pack Size	250.00 ml 8.45 fl. oz (US)	
Price in local currency	NOK43.5	
Price (major currencies)	€5.75 \$7.67	
Bar Code	7046110058084	
Patent Number	GRANTED	

Product Description

Sunsilk Minerals Stronger to Grow Longer Shampoo is designed for damaged, Nordic hair, and is formulated with Mineral Beauty Hair System which contains strengthening minerals and proteins, and patented Micro Technology, to provide a long, healthy and glossy finish. The anti-breakage product features a UV filter, and retails in a 250ml pack.

Packaging Details





Package Type	Primary
Package Material	Bottle Plastic PE

More about this product

Positioning Claims
Brightening / Illuminating*, Damaged Hair, Ethnic, UV Protection, Vitamin/Mineral Fortified

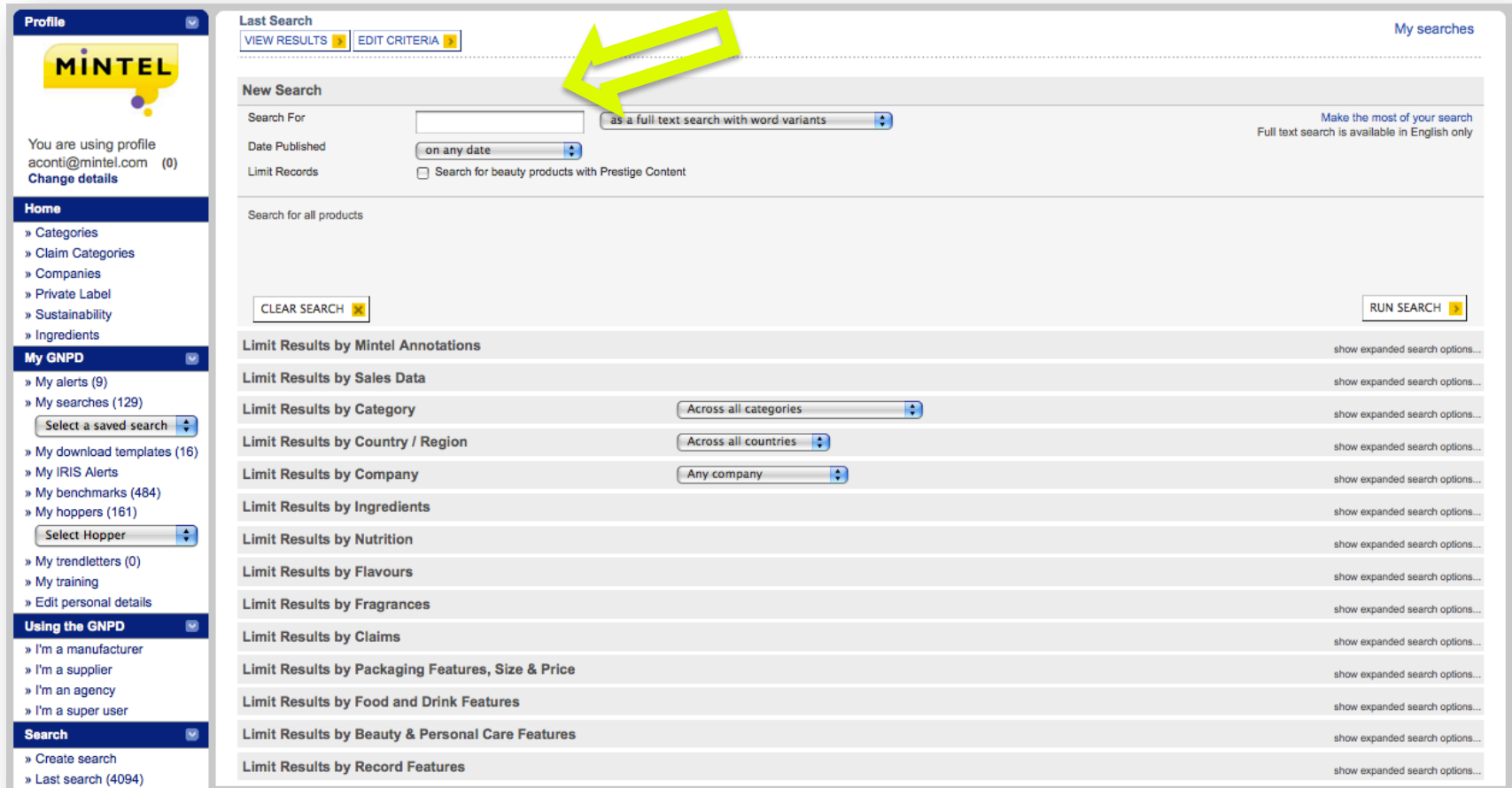
Fragrances
Fragrance Unavailable

Ingredients ☒ On Pack ☐ Standard form
aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium chloride, dimethiconol, glycol distearate, glycerin, carbomer, guar hydroxypropyltrimonium chloride, hydrolyzed wheat protein PG-propyl silanetriol, hydrolysed wheat protein, hydrolyzed wheat starch, DMDM hydantoin, benzophenone-4, propylene glycol, saccharomyces/silicon ferment, saccharomyces/magnesium ferment, saccharomyces/copper ferment, saccharomyces/iron ferment, saccharomyces/zinc ferment, TEA-dodecylbenzenesulfonate, amodimethicone, citric acid, disodium EDTA, PEG-45M, trideceth-12, cetrimonium chloride, parfum, benzyl benzoate, benzyl salicylate, citronellol, hexyl cinnamal, linalool, silica, CI 77019, CI 77891



3. How to run searches?

Select criteria to customise your search



The screenshot shows the Mintel search interface. On the left is a sidebar with navigation links: Profile, Home, My GNPD, and Search. The main area is titled 'Last Search' and includes buttons for 'VIEW RESULTS' and 'EDIT CRITERIA'. Below this is the 'New Search' section, which contains a 'Search For' field, a 'Date Published' dropdown set to 'on any date', and a 'Limit Records' checkbox for 'Search for beauty products with Prestige Content'. A yellow arrow points to the dropdown menu next to the 'Search For' field, which is currently set to 'as a full text search with word variants'. To the right of the search field, there is a note: 'Make the most of your search. Full text search is available in English only'. Below the search field is a 'CLEAR SEARCH' button. To the right of the search field is a 'RUN SEARCH' button. Below the search field is a list of 'Limit Results by' criteria, each with a dropdown menu and a 'show expanded search options...' link. The criteria include: Limit Results by Mintel Annotations, Limit Results by Sales Data, Limit Results by Category (set to 'Across all categories'), Limit Results by Country / Region (set to 'Across all countries'), Limit Results by Company (set to 'Any company'), Limit Results by Ingredients, Limit Results by Nutrition, Limit Results by Flavours, Limit Results by Fragrances, Limit Results by Claims, Limit Results by Packaging Features, Size & Price, Limit Results by Food and Drink Features, Limit Results by Beauty & Personal Care Features, and Limit Results by Record Features.

Profile

MINTEL

You are using profile
aconti@mintel.com (0)
[Change details](#)

Home

- » Categories
- » Claim Categories
- » Companies
- » Private Label
- » Sustainability
- » Ingredients

My GNPD

- » My alerts (9)
- » My searches (129)
[Select a saved search](#)
- » My download templates (16)
- » My IRIS Alerts
- » My benchmarks (484)
- » My hoppers (161)
[Select Hopper](#)
- » My trendletters (0)
- » My training
- » Edit personal details

Using the GNPD

- » I'm a manufacturer
- » I'm a supplier
- » I'm an agency
- » I'm a super user

Search

- » Create search
- » Last search (4094)

Last Search

[VIEW RESULTS](#) [EDIT CRITERIA](#)

New Search

Search For as a full text search with word variants

Date Published [on any date](#)

Limit Records ☐ Search for beauty products with Prestige Content

Search for all products

[CLEAR SEARCH](#) [RUN SEARCH](#)

Limit Results by

- Mintel Annotations [show expanded search options...](#)
- Sales Data [show expanded search options...](#)
- Category [Across all categories](#) [show expanded search options...](#)
- Country / Region [Across all countries](#) [show expanded search options...](#)
- Company [Any company](#) [show expanded search options...](#)
- Ingredients [show expanded search options...](#)
- Nutrition [show expanded search options...](#)
- Flavours [show expanded search options...](#)
- Fragrances [show expanded search options...](#)
- Claims [show expanded search options...](#)
- Packaging Features, Size & Price [show expanded search options...](#)
- Food and Drink Features [show expanded search options...](#)
- Beauty & Personal Care Features [show expanded search options...](#)
- Record Features [show expanded search options...](#)

4. View the results

Run the search to get the list of products

Profile
MINTEL
You are using profile
acontini@mintel.com (0)
[Change details](#)

Home

- » Categories
- » Claim Categories
- » Companies
- » Private Label
- » Sustainability
- » Ingredients

Tools

- » Next
- » Product Retrieval
- » Download
- » Email a colleague
- » Add to hopper
- » Slideshow

My GNPD

- » My alerts (8)
- » My searches (118)
[Select a saved search](#)
- » My download templates (9)
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- » My benchmarks (478)
- » My hoppers (127)
[Select Hopper](#)
- » My trendletters (0)
- » My training
- » Edit personal details













Using the GNPD


- » I'm a manufacturer
- » I'm a supplier
- » I'm an agency
- » I'm a super user

Search


- » Create search
- » Last search (3859)
[Select a saved search](#)
- » Search the archive

Your Search [Edit last search](#) [Analysis](#)
3859 new products have been found
Products (3859) [Category Insight \(107\)](#) [Food & Drink \(0\)](#) [Beauty & Personal Care \(9\)](#) [Market Sizes \(0\)](#) [Insight \(62\)](#)
Keep Updated
Save this search Email alerts [SAVE](#) [SAVE AND](#)
Make this search a benchmark [SAVE](#)
More options
Filter by: Analysis:
Search Results
☐ **Products (3859)**


 Jun 2012 Germany Schwarzkopf & Henkel Day Care	 Jun 2012 Germany Rossmann 6in1 Beauty Balm	 Jun 2012 Germany Yves Rocher Refreshing Cleansing Gel	 Jun 2012 Germany Schwarzkopf & Henkel Tinted Day Cream	 Jun 2012 Germany Schwarzkopf & Henkel Sun Protection SPF 30 Day Care	 Jun 2012 Germany Schwarzkopf & Henkel Skin Refining Scrub
 Jun 2012 Germany L'Oréal Nude BB Cream	 Jun 2012 Germany La Roche-Posay La Roche-Posay	 Jun 2012 Germany Sans Soucis Sans Soucis	 Jun 2012 Germany Sans Soucis Sans Soucis	 Jun 2012 Germany Sans Soucis Sans Soucis	 Jun 2012 Germany Sans Soucis Gentle Toner

Search Results
☐ **Products (3859)**
Day Care

The Aok Aqua Minerals range, designed for skin from the age of 30, is formulated with sea minerals and algae extract to improve the complexion, promote cell renewal, provide long-lasting hydration, plump up skin from within, visibly reduce the appearance of fine lines, and protect against environmental aggressions, leaving skin radiant, smoother and firmer. The products are suitable for all skin types, pH-neutral and dermatologically tested. As part of the range, the Anti-Falten (Anti-Wrinkle) line includes: Tagespflege (Day Care); and Nachtpflege (Night Care) (50ml/5.99 EUR). The Day Care has a quickly-absorbed formula that is claimed to provide intense hydration for 24 hours, activate the cell metabolism, and vitalise, soothe and balance skin, without leaving a greasy film. It can be used as a make-up base. The Night Care is designed to deeply moisturise skin, support its overnight regeneration process, and promote its natural balance. It is quickly absorbed without leaving a greasy film. (ID: 1798296)

Date Published Jun 2012	Category Skincare	Subcategory Face/Neck Care
Company Schwarzkopf & Henkel	Brand Aok Aqua Minerals Anti-Falten	Country Germany

6in1 Beauty Balm

Rival de Loop 6in1 Beauty Balm is described as a multi-effect day cream with SPF 15 that covers redness and impurities, for an instantly radiant, fresh and even complexion. Suitable for light to medium skin types, it features a formula with hyaluronic acid and caffeine to moisturise skin and promote microcirculation; almond oil, jojoba oil and shea butter to nourish skin and prevent moisture loss; and fine pigments to optically smooth the complexion, reducing the look of fine lines. This dermatologically-tested product contains no paraben and retails in an FSC certified pack. (ID: 1807106)

Date Published Jun 2012	Category Skincare	Subcategory Face/Neck Care
Company Rossmann	Brand Rival de Loop	Country Germany

Refreshing Cleansing Gel

The Yves Rocher Hydra Végétal skincare range is formulated with sustainably sourced, concentrated plant saps, which are claimed to provide instant and long-lasting hydration. The dermatologically-tested range includes the following products: Erfrischendes Reinigungsgel (Refreshing Cleansing Gel); Reichhaltige Feuchtigkeits-Creme 24h (Rich 24h Moisturising Cream) (50ml/11.90 EUR); Erfrischendes Gesichtswasser (Refreshing Toner) (200ml/7.90 EUR); Gel-Creme 24h Intensive Feuchtigkeitspflege (24h Intensive Moisture Gel Cream) (50ml/11.90 EUR); Feuchtigkeits-Booster-Konzentrat (Moisture Boost Concentrate) (30ml/19.90 EUR); Express Anti-Falten Feuchtigkeitspflege (Express Anti-Wrinkle Moisturiser) (30ml/17.90 EUR); and Belebende Reinigungsmilch (Revitalising Cleansing Milk) (200ml/7.90 EUR). The Refreshing Cleansing Gel, for normal and combination skin, features a formula with organic agave juice extract and organic witch hazel water that is said to remove impurities, make-up and excess sebum, leaving skin clear, fresh and radiant. The Rich 24h Moisturising Cream, for normal to dry skin, is formulated with maple sugar extract, organic agave juice extract, betaine, shea butter and organic witch hazel water. It is designed to deeply and lastingly moisturise skin, for a radiant and smooth complexion. The Refreshing Toner contains maple sugar extract, organic witch hazel water, and is claimed to provide a boost of freshness, invigorate and moisturise skin, and remove cleansing residues. The 24h Intensive Moisture

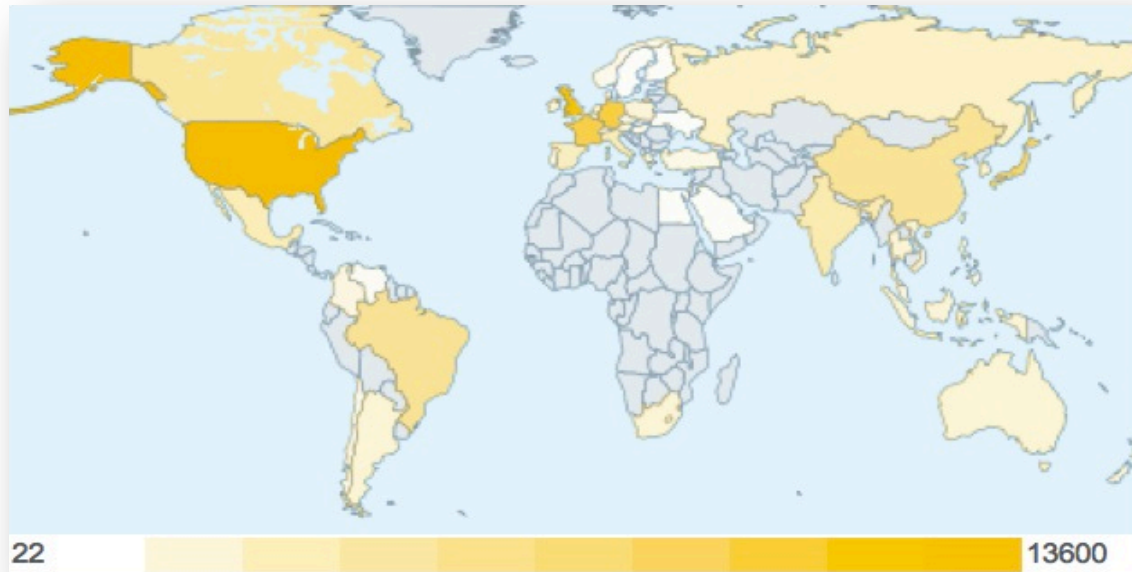
NPL in 2011 - By country

Date Published is between *Jan 2011* and *Dec 2011*

Super-Category matches *Beauty & Personal Care*

METHODOLOGY

TOP 20



Country	Number of Variants
USA	13600
UK	12156
Germany	9237
France	8845
Japan	7169
Brazil	4702
China	4544
Canada	4074
India	3105
Mexico	2692
Italy	2637
Spain	2411
Russia	2085
South Korea	1745
South Africa	1520
Argentina	1469
Australia	1455
Thailand	1278
Indonesia	1247
Vietnam	1238
Other	16309
Total Sample	103518

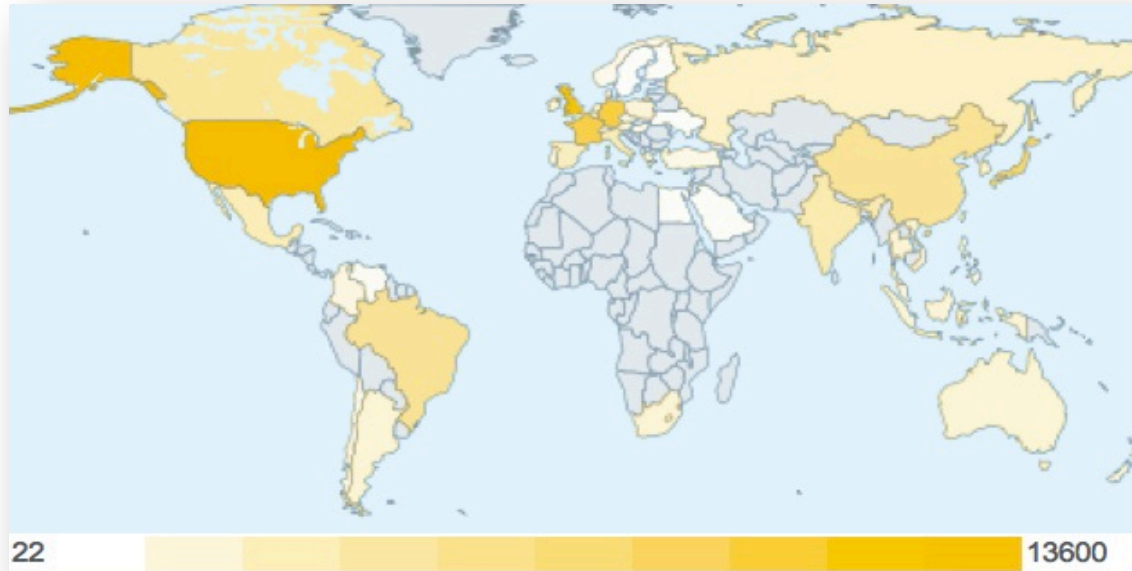
NPL number 103518

NPL in 2011 - By country

Date Published is between *Jan 2011* and *Dec 2011*

Super-Category matches *Beauty & Personal Care*

METHODOLOGY



NPL number 103518

TOP 20

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P R E S T I G E

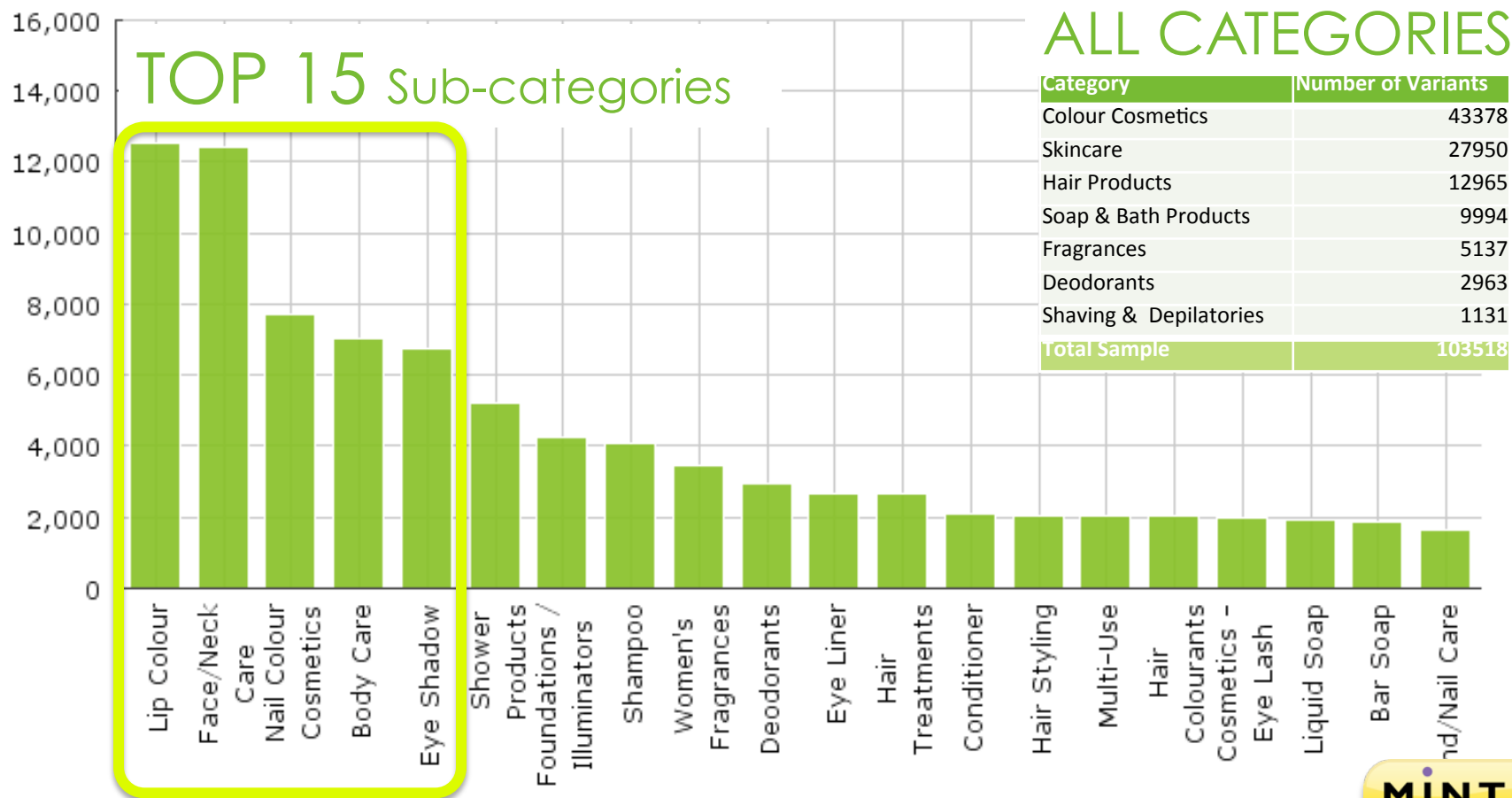
NPL in 2011 - Category / Sub-category

Date Published is between *Jan 2011* and *Dec 2011*

Super-Category matches *Beauty & Personal Care*

NPL number: **103518**

METHODOLOGY



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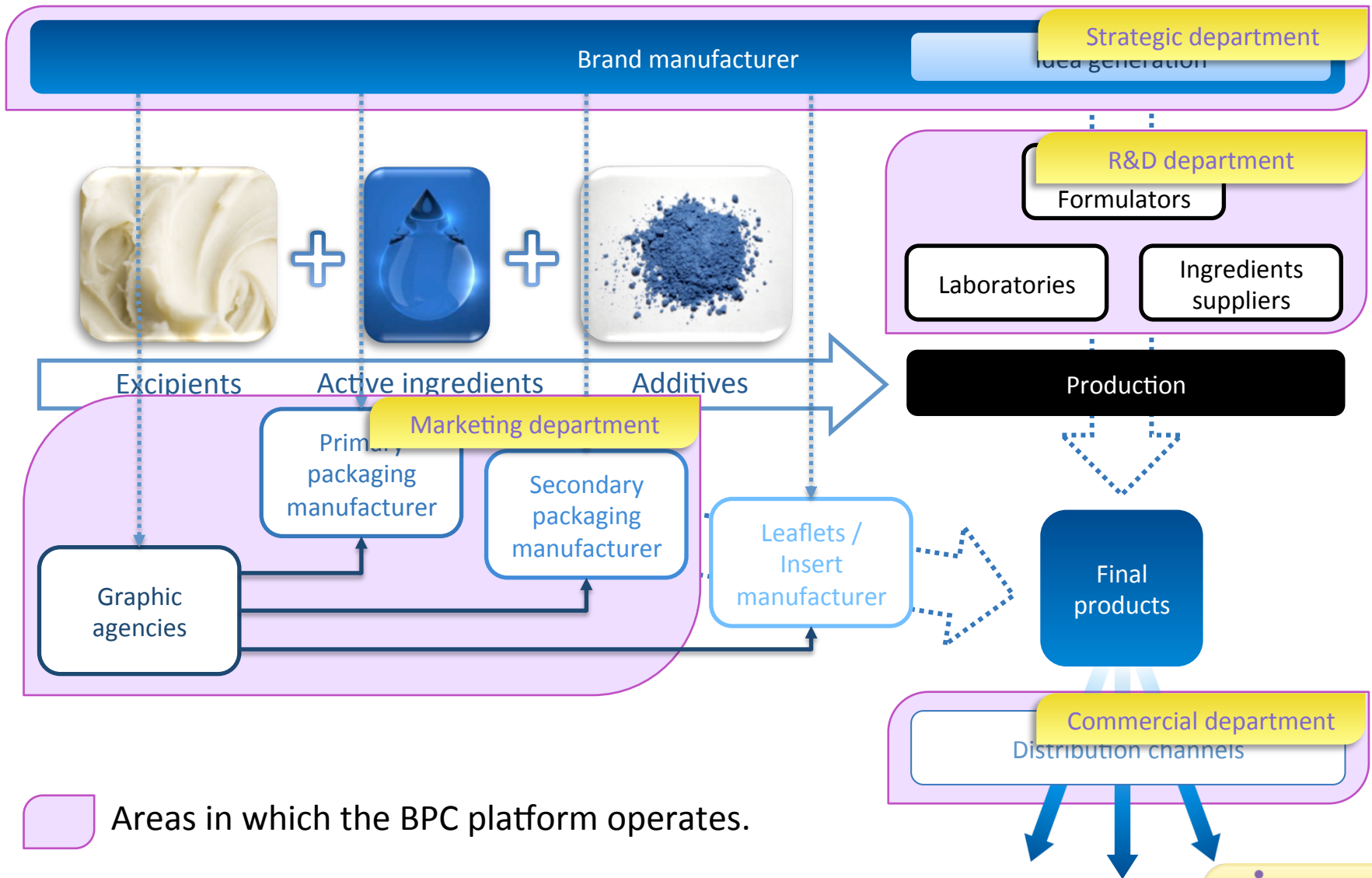


NPD PROCESS

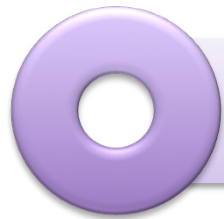


MINTEL

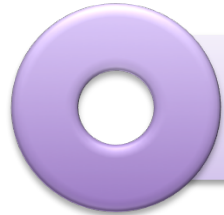
REMINDER – Who is involved in the NPD process?



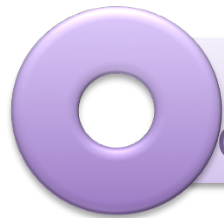
What are the NPD objectives?



PRODUCT LINE
EXTENTION?



RESTYLING OR
REFORMULATION?



ENTERING NEW
CATEGORIES / MARKETS?



NEW IDEA OR
NEW CONCEPT?



CAVEMAN Shampoo
softens you beard
protects the colour

SKINCARE

Face

For men

Innovative formulation

Chic design

Selective distribution

Design
the new
product



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1 MARKETING

From your perspective



Looking at the competition's activity

INDUSTRY ACTIVITY

From *BEAUTY* and
PERSONAL CARE
COMPANIES



SEE IT AS IT HAPPENS



Looking at the competition's activity

Claims matches *Male as the claim*

Date Published matches *less than one year ago*

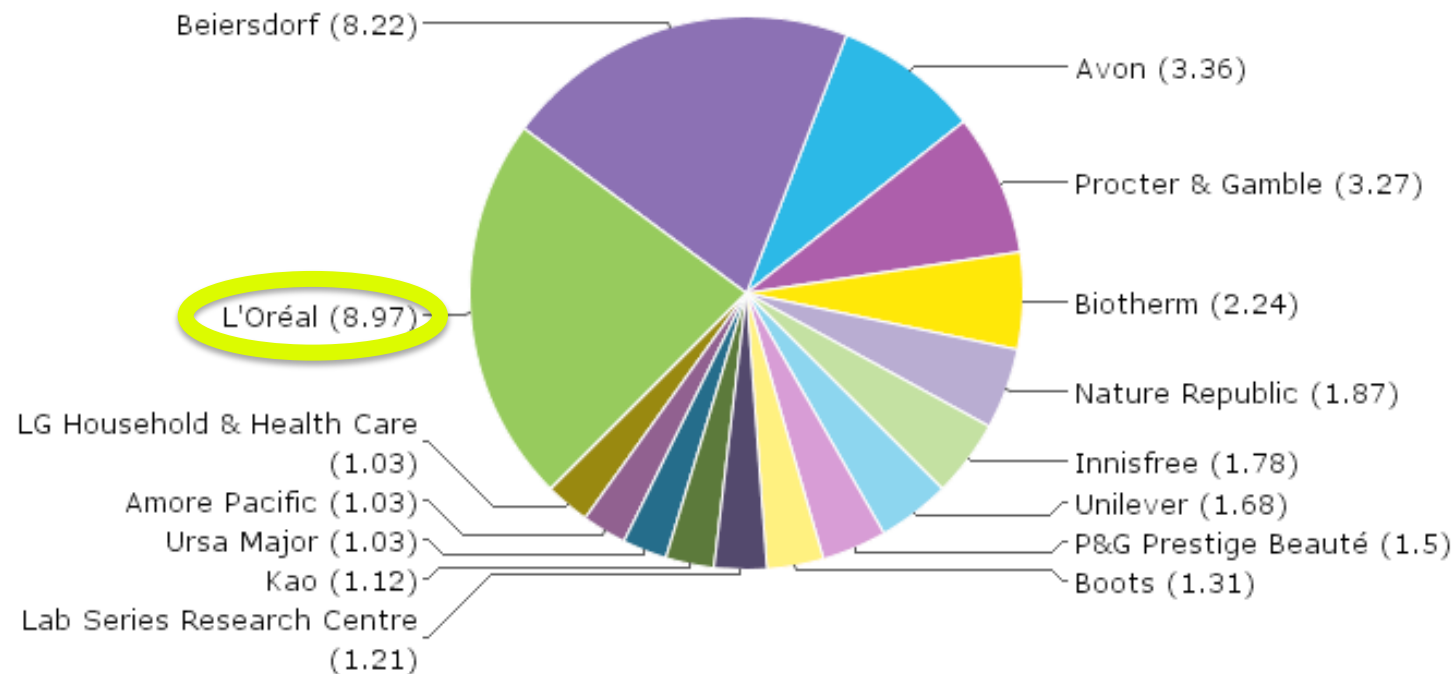
Sub-Category matches *Face/Neck Care*

1070 new products have been found

METHODOLOGY

TOP 15 COMPANIES

Number of product launches in % on the total



MINTEL

Looking at the competition's activity

L'OREAL

<p>Nov 2012 Canada L'Oréal</p>  <p>Ice Effect After-Shave Multi-Repairing Gel</p>	<p>Nov 2012 Canada L'Oréal</p>  <p>After-Shave Multi-Repairing Balm</p>	<p>Sep 2012 China L'Oréal</p>  <p>Bright Charcoal Black Foam</p>	<p>Sep 2012 Finland L'Oréal</p>  <p>Moisturising Gel</p>	<p>Sep 2012 Netherlands L'Oréal</p>  <p>Aftershave Balm</p>	<p>Sep 2012 Russia L'Oréal</p>  <p>Morning Freshness After Shave Lotion</p>	<p>Sep 2012 Belgium L'Oréal</p>  <p>Hydra Intensive 24H Daily Moisturiser</p>
<p>Sep 2012 Thailand L'Oréal</p>  <p>Bright + Oil Control White Foam</p>	<p>Sep 2012 Germany L'Oréal</p>  <p>Anti Skin Ageing Moisturiser</p>	<p>Aug 2012 Netherlands L'Oréal</p>  <p>Hydra Intensive Moisturising Cream</p>	<p>Aug 2012 UK L'Oréal</p>  <p>Daily Moisturiser</p>	<p>Aug 2012 Denmark L'Oréal</p>  <p>After Shave Balm</p>	<p>Aug 2012 Poland L'Oréal</p>  <p>Magnetic Charcoal Daily Cleanser</p>	<p>Aug 2012 Poland L'Oréal</p>  <p>Hydra 24H Moisturising Cream for Normal Skin</p>

What's innovative?

MINTEL

Looking at the competition's activity

L'OREAL

After-Shave Multi-Repairing Balm
L'Oréal Men Expert Hydra Sensitive After Shave Multi-Repairing Balm is said to have an "extinguisher effect" to help fight razor aggression, irritations, razor burn and redness.

Hydra Intensive 24H Daily Moisturiser
L'Oréal Men Expert Hydra Intensive Soin Quotidien Hydratation 24H (Hydra Intensive 24H Daily Moisturiser), designed for men with dry skin and an uncomfortable tight feel, is



Moisturising Gel

L'Oréal Men Expert Hydra Energetic X Ihon Sävyä Pirstävä Kosteusgeeli (Moisturising Gel) is formulated with sun-gel technology for instant and ultra-natural 'tan-tastic' sunny weekend effect. According to the manufacturer, this ultra-fresh gel moisturises for 24 hours; is immediately absorbed; and leaves no greasy residue. This dermatologically-tested product retails in a 50ml pack. (ID: 1875889)

In hopper

Date Published
Sep 2012

Category
Skincare

Subcategory
Face/Neck Care

Company
L'Oréal

Brand
L'Oréal Men Expert Hydra Energetic X

Country
Finland

Moisturising Gel
L'Oréal Men Expert Hydra Energetic X Ihon Sävyä Pirstävä Kosteusgeeli (Moisturising Gel) is formulated with sun-gel technology for instant and ultra-natural 'tan-tastic' sunny weekend effect. According to the manufacturer, this ultra-fresh gel moisturises for 24 hours; is immediately absorbed; and leaves no greasy residue. This dermatologically-tested product retails in a 50ml pack. (ID: 1875889)

In hopper

Date Published
Sep 2012
Company
L'Oréal

Category
Skincare
Brand
L'Oréal Men Expert Hydra Energetic X

Subcategory
Face/Neck Care
Country
Finland

Anti Skin Ageing Moisturiser
L'Oréal Men Expert Vita Lift Feuchtigkeitspflege Anti-Hautalterung (Anti Skin Ageing Moisturiser) is now available in newly designed 50ml packaging. It has a patented formula with: Active Defense System to improve skin's resilience; Par-Elastyl and pro-retinol to fight wrinkles and sagging; and UV filters to prevent light-induced premature skin ageing. The non-greasy, quickly absorbed moisturiser is claimed to provide 24-hour hydration, revitalise and firm skin, and reduce irritations, leaving skin relaxed, soft and supple. It has been dermatologically tested. Also available in new look packaging is Straffende Feuchtigkeitspflege Intensive Doppelwirkung (Firming Moisturiser Intensive Double Effect) (30ml/13.95 EUR), which features a formula with Pro-Tensium and pro-retinol that is said to moisturise skin for 24 hours, reduce the appearance of wrinkles, and firm the face and neck area. The product is said to be quickly absorbed, non-greasy and non-sticky. (ID: 1818937)

Going regional

INDUSTRY ACTIVITY

From *BEAUTY* and
PERSONAL CARE

COMPANIES



SEE IT AS IT HAPPENS



Going regional



Energising Emulsion for Men

Gf Energising Emulsion for Men features a triple nourishing formula, which contains ceratonia siliqua fruit extract and carbonated Spa water, combined with a "Santoes" energizing technology. It is claimed to instantly absorb into skin to replenish with moisture and nutrients, relieve skin against dryness and roughness, and improve dull looking skin texture, for a radiant, translucent and healthy-looking complexion. The product is available in a 150ml pack. (ID: 1857026)

Date Published

Aug 2012

Category

Skincare

Subcategory

Face/Neck
Care

Company

Jahwa (Jiahua)

Brand

Gf

Country

China

CHINA

KOREA



ASIA

INDIA



CHINA



JAPAN



MINTEL

Going regional



MEXICO



After Shave Gel

Armazém Amazônico Store Amazon Men Gel Pós Barba (After Shave Gel) is formulated with soothing ingredients and copaiba oil. According to the manufacturer, it provides a pleasant feeling of freshness; hydrates and smoothes the skin; helps prevent irritation and burning sensations caused by shaving; and leaves the skin soft. The product has not been tested on animals, and retails in a 60g pack. (ID: 1853905)

Date Published

Aug 2012

Category

Skincare

Subcategory

Face/Neck
Care

Company

Indústria de Cosméticos Pelle
Natural

Brand

Armazém Amazônico Store
Amazon Men

Country

Brazil

BRAZIL

LATIN AMERICA



BRAZIL

MINTEL

Running analyses

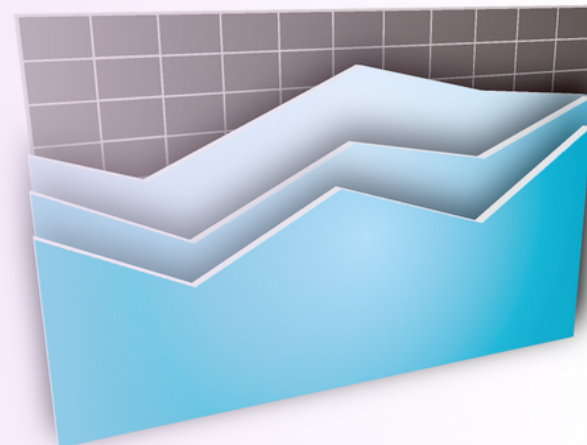
INDUSTRY ACTIVITY

From *BEAUTY* and
PERSONAL CARE

COMPANIES



SEE IT AS IT HAPPENS



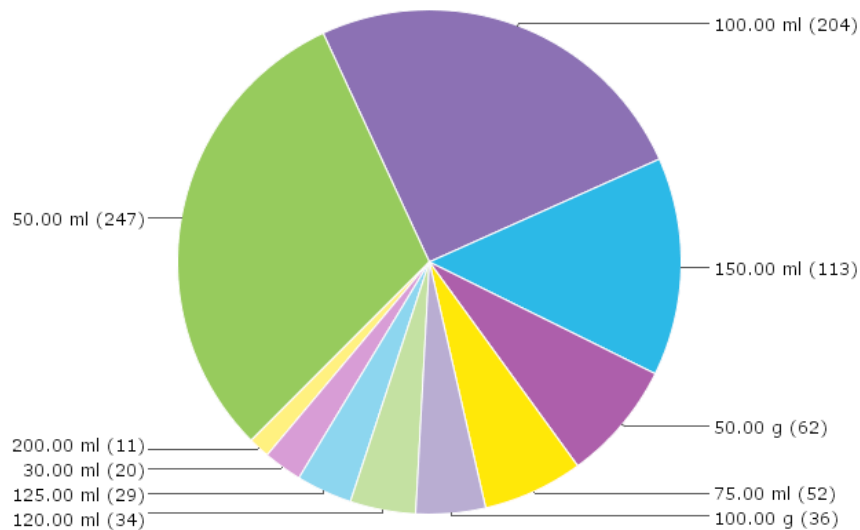
Packaging analysis



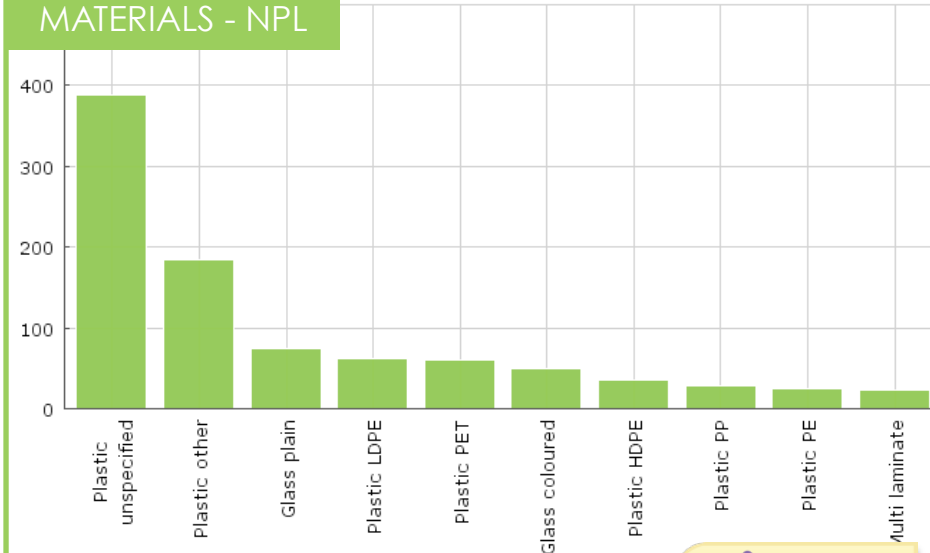
Package Type	Number of Variants	Number of Variants
Tube	577	53.93%
Bottle	271	25.33%
Tottle	42	3.93%
Jar	28	2.62%
Flexible sachet	14	1.31%

TOP 10 TYPES - NPL

TOP 10 PACK SIZES - NPL



TOP 5 MATERIALS - NPL



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Claims analysis

Claims matches *Male as the claim*

Date Published is between Jan 2010 and current date (Nov 2012)

Sub-Category matches *Face/Neck Care*

2848 new products have been found

METHODOLOGY

EUROPE - TOP 15 CLAIMS % of NPL

Claims	2010	2011	NOV2012
Moisturising / Hydrating	70.2%	63.5%	60.4%
Botanical/Herbal	60.0%	48.5%	44.6%
Dermatologically Tested	36.2%	36.5%	45.8%
Time/Speed	29.6%	39.8%	43.4%
Vitamin/Mineral Fortified	28.5%	30.4%	26.5%
Anti-Ageing	21.6%	18.7%	21.7%
Cleansing*	22.7%	16.4%	22.0%
Long-Lasting*	14.3%	22.6%	25.1%
For Sensitive Skin	16.6%	23.4%	20.8%
Antioxidant	14.8%	13.6%	16.2%
Ethical - Animal	14.3%	15.9%	13.8%
Paraben Free	9.1%	20.1%	15.5%
Mattifying*	14.6%	12.5%	15.5%
Reduces Fine Lines / Wrinkles*	16.1%	11.7%	11.5%
No Additives/Preservatives	13.0%	13.6%	11.7%

ASIA - TOP 15 CLAIMS % of NPL

Claims	2010	2011	NOV2012
Moisturising / Hydrating	55.0%	60.3%	50.6%
Botanical/Herbal	46.4%	46.9%	43.1%
Mattifying*	39.3%	36.2%	39.6%
Cleansing*	39.9%	36.2%	34.5%
Time/Speed	26.6%	26.9%	25.9%
Vitamin/Mineral Fortified	17.5%	23.1%	24.7%
Long-Lasting*	17.2%	21.5%	16.1%
Skin Disorders	15.7%	19.0%	14.2%
Anti-Acne	15.4%	18.7%	14.0%
Brightening / Illuminating*	13.0%	10.5%	13.8%
Dermatologically Tested	12.7%	10.5%	13.5%
Whitening	11.2%	9.5%	12.1%
Protects Against Elements*	11.5%	12.3%	8.9%
Exfoliating	11.2%	12.1%	8.2%
Reduces the Appearance of Pores*	9.2%	10.8%	10.5%

Claims analysis

Claims matches *Male as the claim*

Date Published is between Jan 2010 and current date (Nov 2012)

Sub-Category matches *Face/Neck Care*

2848 new products have been found

METHODOLOGY

EUROPE - TOP 15 CLAIMS

% of NPL

Claims	2010	2011	NOV2012
Moisturising / Hydrating	70.2%	63.5%	60.4%
Botanical/Herbal	60.0%	48.5%	44.6%
Dermatologically Tested	36.2%	36.5%	45.8%
Time/Speed	29.6%	39.8%	43.4%
Vitamin/Mineral Fortified	28.5%	30.4%	26.5%
Anti-Ageing	21.6%	18.7%	21.7%
Cleansing*	22.7%	16.4%	22.0%
Long-Lasting*	14.3%	22.6%	25.1%
For Sensitive Skin	16.6%	23.4%	20.8%
Antioxidant	14.8%	13.6%	16.2%
Ethical - Animal	14.3%	15.9%	13.8%
Paraben Free	9.1%	20.1%	15.5%
Mattifying*	14.6%	12.5%	15.5%
Reduces Fine Lines / Wrinkles*	16.1%	11.7%	11.5%
No Additives/Preservatives	13.0%	13.6%	11.7%

ASIA - TOP 15 CLAIMS

% of NPL

Claims	2010	2011	NOV2012
Moisturising / Hydrating	55.0%	60.3%	50.6%
Botanical/Herbal	46.4%	46.9%	43.1%
Mattifying*	39.3%	36.2%	39.6%
Cleansing*	39.9%	36.2%	34.5%
Time/Speed	26.6%	26.9%	25.9%
Vitamin/Mineral Fortified	17.5%	23.1%	24.7%
Long-Lasting*	17.2%	21.5%	16.1%
Skin Disorders	15.7%	19.0%	14.2%
Anti-Acne	15.4%	18.7%	14.0%
Brightening / Illuminating*	13.0%	10.5%	13.8%
Dermatologically Tested	12.7%	10.5%	13.5%
Whitening	11.2%	9.5%	12.1%
Protects Against Elements*	11.5%	12.3%	8.9%
Exfoliating	11.2%	12.1%	8.2%
Reduces the Appearance of Pores*	9.2%	10.8%	10.5%

MINTEL

Claims analysis

Claims matches *Male as the claim*

Date Published is between Jan 2010 and current date (Nov 2012)

Sub-Category matches *Face/Neck Care*

2848 new products have been found

METHODOLOGY

EUROPE - TOP 15 CLAIMS % of NPL

Claims	2010	2011	NOV2012
Moisturising / Hydrating	70.2%	63.5%	60.4%
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MINTEL

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MINTEL

2

R&D

From your perspective



SPF analysis

Claims matches *Male as the claim*

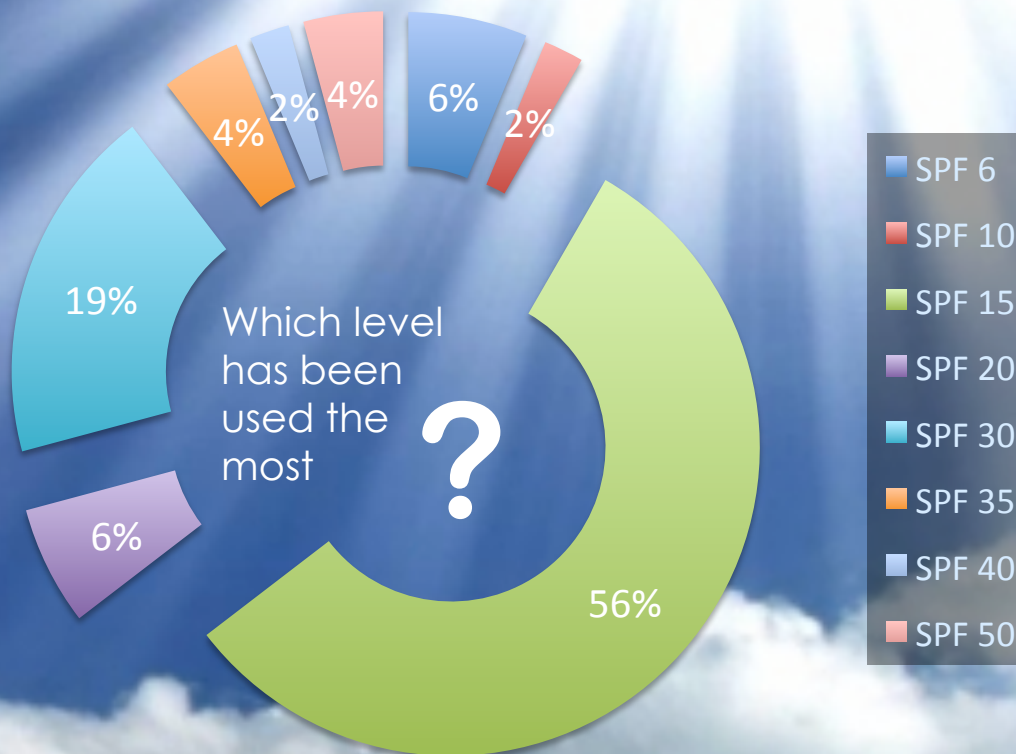
Date Published is between Jan 2010 and current date (Nov 2012)

Sub-Category matches *Face/Neck Care*

2848 new products have been found

METHODOLOGY

3%
of the 2848
new product
launches
has SPF



Exploring new formulations

[Your Search](#)
[Back to search results](#)
[Edit last search](#)
[Analysis](#)

Shampoo

Company

Lilleborg

Sandakerveien 56, Oslo, 0401, Norway

Brand

Sunsilk Minerals Stronger to Grow Longer

Country

Norway

Store Name

Meny

Store Type

Supermarket

Store Address

Trondheim 7041

Date Published

Apr 2012

Product source

Shopper

Pack Size

250.00 ml 8.45 fl. oz (US)

Price in local currency

NOK43.5

Price (major currencies)

€5.75 \$7.67

Bar Code

7046110058084

Patent Number

GRANTED

Download

Product Description

Sunsilk Minerals Stronger to Grow Longer Shampoo is designed for damaged, Nordic hair, and is formulated with Mineral Beauty Hair System which contains strengthening minerals and proteins, and patented Micro Technology, to provide a long, healthy and glossy finish. The anti-breakage product features a UV filter, and retails in a 250ml pack.

Packaging Details

Package Type

Primary Bottle

Package Material

Plastic PE

More about this product

Positioning Claims

Brightening / Illuminating*, Damaged Hair, Ethnic, UV Protection, Vitamin/Mineral Fortified



Fragrances

Fragrance Unavailable

Ingredients

☒ On Pack
 ☐ Standard form

 aqua, sodium laureth sulfate, cocamidopropyl betaine, hydrolyzed wheat protein, glycol distearate, glycerin, carbomer, guar hydroxypropyltrimonium chloride, hydrolyzed wheat protein PG-propyl silane, hydrolyzed wheat starch, DMDM hydantoin, benzophenone-4, propylene glycol, saccharomyces/silicon ferment, saccharomyces/iron ferment, saccharomyces/copper ferment, saccharomyces/zinc ferment, TEA-dodecylbenzenesulfonate, amodimethicone, citric acid, disodium EDTA, PEG-45M, trideceth-12, cetrimonium chloride, parfum, benzyl benzoate, benzyl salicylate, citronellol, hexyl cinnamal, linalool, silica, CI 77019, CI 77891

Learning more about ingredients

Hydrolyzed Wheat Protein

Type	Ingredient
Definition	Protein hydrolyzates, wheat germ. Substance obtained by acidic, alkaline, or enzymatic hydrolysis of wheat germ composed primarily of amino acids, peptides, and proteins. It may contain impurities consisting chiefly of carbohydrates and lipids along with smaller quantities of miscellaneous organic substances of biological origin (European Commission Cosmetic Ingredients & Substances Database http://ec.europa.eu/consumers/cosmetics/cosing/)

Alternative Names

CAS Number	222400-28-4, 94350-06-8
EINECS/ELINCS #	305-225-0
General	Hydrolysed Wheat Protein, Triticum Vulgare (Hydrolyzed Wheat) Protein, Hydrolyzed Triticum Vulgare Protein (Hydrolyzed Wheat Protein), Hydrolyzed Wheat Peptides (Protein)
INCI name	Hydrolyzed Wheat Protein
Tradenames /	Aqua Pro WO

Function

- Antistatic (2006/257/EC)
- Skin Conditioning (2006/257/EC)
- Hair Conditioning (2006/257/EC)

Classification

Chemical Class Groups

⌘ Protein Derivatives ⌘ Hydrolyzed Wheat Protein

Cosmetic Functional Groups

⌘ Antistatic ⌘ Hydrolyzed Wheat Protein
⌘ Hair Conditioning ⌘ Hydrolyzed Wheat Protein
⌘ Skin Conditioning ⌘ Hydrolyzed Wheat Protein

Additional Information

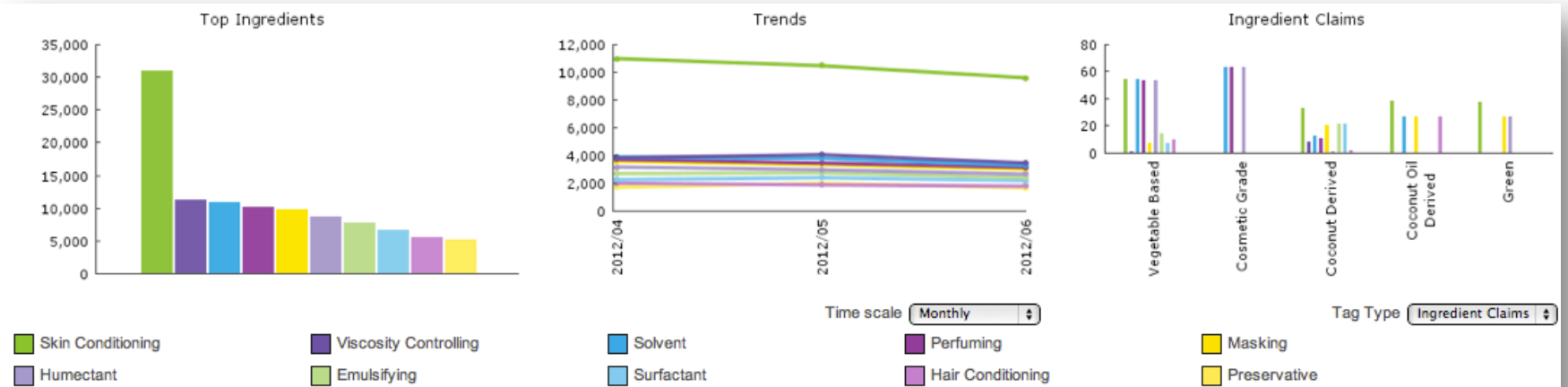
Legislation:

Council Directive 76/768/EEC of 27 July 1976 on the approximation of the laws of the Member States relating to cosmetic products ("Cosmetics Directive") and its amendments.

http://ec.europa.eu/consumers/sectors/cosmetics/documents/directive/index_en.htm

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Running ingredients analysis


















Click on the **ingredients group** to see the full list

Classification

☒ ☐  **Cosmetic Functional Groups (0)**

- ☒  **Skin Conditioning (31080)**
- ☒  **Viscosity Controlling (11367)**
- ☒  **Solvent (10987)**
- ☒  **Perfuming (10336)**
- ☒  **Masking (9957)**
- ☒  **Humectant (8806)**
- ☒  **Emulsifying (7871)**
- ☒  **Surfactant (6866)**
- ☒  **Hair Conditioning (5688)**
- ☒  **Preservative (5405)**
- ☐  **Emulsion Stabilising (4739)**
- ☐  **Antistatic (3695)**
- ☐  **Antioxidant (3155)**

☑ ☑ **Viscosity Controlling (4)**

- ☐  Butylene Glycol (1101)
- ☐  Disodium EDTA (850)
- ☐  Xanthan Gum (809)
- ☐  Propylene Glycol (660)
- ☐  Carbomer (529)
- ☐  Cetearyl Alcohol (445)
- ☐  Cetyl Alcohol (345)
- ☐  Acrylates/C10-30 Alkyl Acrylate Crosspolymer (327)
- ☐  Butyrospermum Parkii Butter (290)
- ☐  Benzyl Alcohol (281)
- ☒  Alcohol Denat. (270)
- ☐  Silica (262)
- ☐  Dipropylene Glycol (203)
- ☐  Sodium Chloride (191)
- ☐  Betaine (189)

Comparing ingredients (Moisturising)

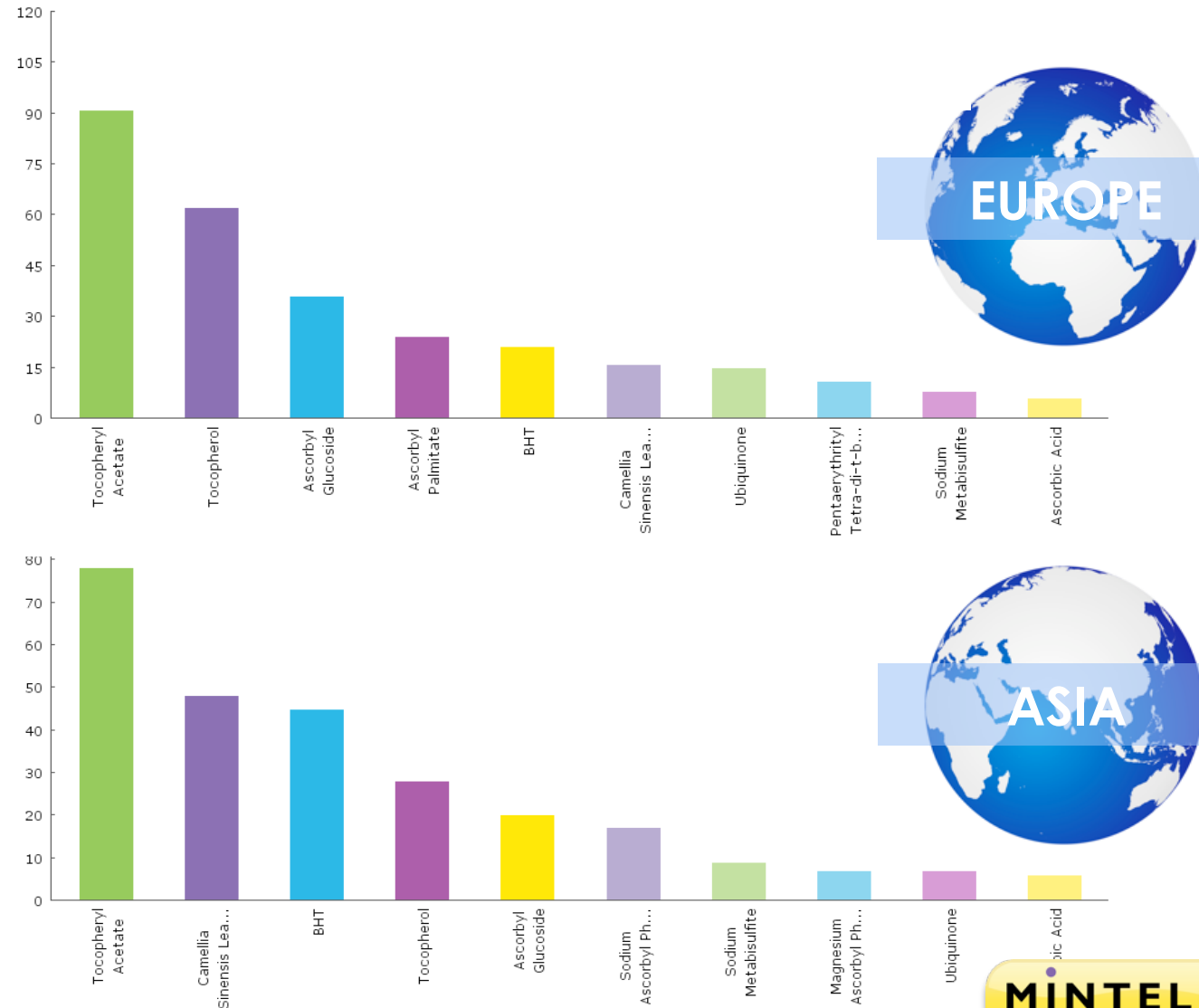
Classification	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Cosmetic Functional Groups (0)	
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Skin Conditioning (7683)	
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Perfuming (3385)	
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Moisturising	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Moisturising (0)
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Solvent (3140)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Dimethiconol (63)
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Masking (2821)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Mannitol (27)
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Emulsifying (2424)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Trehalose (16)
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Humectant (2259)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Hyaluronic Acid (13)
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Surfactant (2101)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Saccharum Officinarum Extract (13)
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Preservative (1641)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Erythritol (6)
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Hair Conditioning (1511)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Jojoba Esters (5)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Emulsion Stablising (1415)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Jasminum Officinale Extract (3)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Antistatic (1043)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Mel (3)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Denaturant (992)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Methyl Gluceth-20 (3)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Cleansing (888)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Manganese PCA (2)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Antioxidant (834)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Collagen (2)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> pH Corrector (820)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Glycyrrhiza Glabra (2)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Skin Protecting (815)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Prunus Persica Kernel Extract (2)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Film Forming (762)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> PCA (2)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Binding (650)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Methyl Gluceth-10 (2)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Opacifying (639)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Hydrolyzed Wheat Gluten (1)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Chelating (632)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Prunus Persica Leaf Extract (1)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Antifoaming (551)	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Whitening (551)	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Soothing (526)	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Astringent (489)	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Tonic (483)	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Antimicrobial (478)	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> UV Absorber (469)	

Comparing ingredients across regions (TOP 10 Antioxidants)

Tag	Variants
Tocopheryl Acetate	91
Tocopherol	62
Ascorbyl Glucoside	36
Ascorbyl Palmitate	24
BHT	21
Camellia Sinensis Leaf Extract	16
Ubiquinone	15
Pentaerythrityl Tetra-di-t-butyl Hydroxyhydrocinnamate	11
Sodium Metabisulfite	8
Ascorbic Acid	6

Tag	Variants
Tocopheryl Acetate	78
Camellia Sinensis Leaf Extract	48
BHT	45
Tocopherol	28
Ascorbyl Glucoside	20
Sodium Ascorbyl Phosphate	17
Sodium Metabisulfite	9
Magnesium Ascorbyl Phosphate	7
Ubiquinone	7
Ascorbic Acid	6

Top Ingredients



Searching specific formulations

Search products containing a specific combination:

Type to look up
hyal

Drag circles to create combinations. [Show an example](#)

Include

Exclude

Select a circle for more options

Crosspolymer

- Potassium Hyaluronate
- Kinetin (Hyaluronidase)
- Dimethylsilanol Hyaluronate
- PEG-9 Diglycidyl Ether/sodium Hyaluronate Crosspolymer
- Sodium Hyaluronate
- Dimethylsilanol
- Sodium Hydrolyzed Hyaluronate
- Skin Conditioning - Emollient
- Sodium Sulfated Hyaluronate
- Hair Conditioning
- Hydrolyzed Hyaluronic Acid
- Sodium Stearoyl Hyaluronate
- Sodium Hydrolyzed Hyaluronate

Include

Hyaluronic Acid

Sodium Stearoyl Hyaluronate

Sodium Stearoyl Hyaluronate

Exclude

Sodium Sulfated Hyaluronate

	<p>Moisturising Whitening Cream</p> <p>Run Zhi Su Moisturising Whitening Cream is formulated with Japanese cherry blossom, asiatic pennywort herb, and calendula officinalis flower to deeply moisturise skin. This product retails in a 50g pack. (ID: 1912796)</p> <p>Date Published Nov 2012</p> <p>Category Skincare</p> <p>Company New Cogl Cosmetic</p> <p>Brand Run Zhi Su</p> <p>Subcategory Face/Neck Care</p> <p>Country China</p>
	<p>Fresh Nurturing Sleeping Facial Mask</p> <p>Et'Andas EX Moist Fresh Nurturing Sleeping Facial Mask is said to moisturise and brighten skin, for a elastic and shine finish. This product retails in a 120g pack. (ID: 1912854)</p> <p>Date Published Nov 2012</p> <p>Category Skincare</p> <p>Company Qianye Cosmetics</p> <p>Brand Et'Andas EX Moist</p> <p>Subcategory Face/Neck Care</p> <p>Country China</p>
	<p>Anti-Puffiness Age-Defying Eye Lift Masks</p> <p>Skinvitals Aquaflex Anti-Puffiness Age-Defying Eye Lift Masks is formulated with coenzyme Q10 and soy protein. According to the manufacturer, Coenzyme Q10 is a powerful anti-oxidant that regenerates protects and decreases the appearance of wrinkles and fine lines. It supports the skin's repairing mechanisms and promotes elasticity. Soy protein reinforces the skin's support structure to energize cells, stimulating the production of lipids and renewal of the epidermis, and leaves the skin replenished, nourished, smooth and plump. The masks are processed using advanced technology to deliver intense hydration and treatment that benefit to the skin. This product retails in a pack containing 4 x 5ml Masks. (ID: 1913329)</p> <p>Date Published Nov 2012</p> <p>Category Skincare</p> <p>Company World Beauty Direct Limited</p> <p>Brand Skinvitals Aquaflex</p> <p>Subcategory Eye Care</p> <p>Country China</p>
	<p>Acne Removing Set</p> <p>Junyisheng Acne Removing Set contains tea tree, forsythia, honeysuckle, viola mandshurica, taraxacum, and salvia miltiorrhiza by applying biological gene engineering technology and bacteriology according to the formulation principle of acne, quickly penetrate into deep skin and root of hair follicle, remove waste, promote dry and peel off comedones and acne. It is also said to nourish skin, dredge pores, balance oil secretion, repair damaged skin, remove scars caused by acne without leaving tracks, making skin smooth, tender and white. This product retails in a 25g pack. (ID: 1913515)</p> <p>Date Published Nov 2012</p> <p>Category Skincare</p> <p>Company San Jiu Group</p> <p>Brand Junyisheng</p> <p>Subcategory Face/Neck Care</p> <p>Country China</p>
	<p>Anti-Wrinkle Day Cream</p> <p>The Eveline Cosmetics Koenzymy Miodosci Q10 Plus R Kwas Hialuronowy (Coenzymes of Youth Q10 Plus R Hyaluronic Acid) range includes Przeciwzmarszczkowy Krem na Dzień (Anti-Wrinkle Day Cream), which is suitable for normal to dry skin, and also sensitive, and is described as an innovative combination of active ingredients. It has been developed especially for women aged 30+ to combat the first signs of ageing. According to the manufacturer, coenzyme Q10 stimulates the skin's natural ability to renew its deeper layers, active coenzyme R perfectly smoothes and regenerates the external layers of the epidermis, hyaluronic acid moisturises and gives firmness, and 5% urea hydrates even deep skin layers. Thanks to this combination of ingredients, the cream is claimed to effectively smooth out existing wrinkles, and prevent the appearance of new ones while leaving skin radiant. Extract of marine algae, bioCollagen and vitamins A, E and F make the skin firm and supple, while BioArgan oil stimulates cells natural renewal known to be the real 'elixir of youth'. The hypoallergenic cream is claimed to be perfect to be applied under make-up and provide intense moisturisation also featuring UVA/UVB filters. This dermatologically-tested product has not been tested on animals, and is retailed in a 50ml pack. Also available as part of the range are: Przeciwzmarszczkowy Krem na Dzień Nawilżająco-Matujący (Anti-Wrinkle Moisturising Matt Day Cream); and Przeciwzmarszczkowy Krem na Noc Odżywczo-Regenerujący (Anti-Wrinkle Nourishing & Regenerating Night Cream). (ID: 1924306)</p>

MINTEL

Beauty innovation

3 SALES / EXPORT

From your perspective

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Learning about specific markets

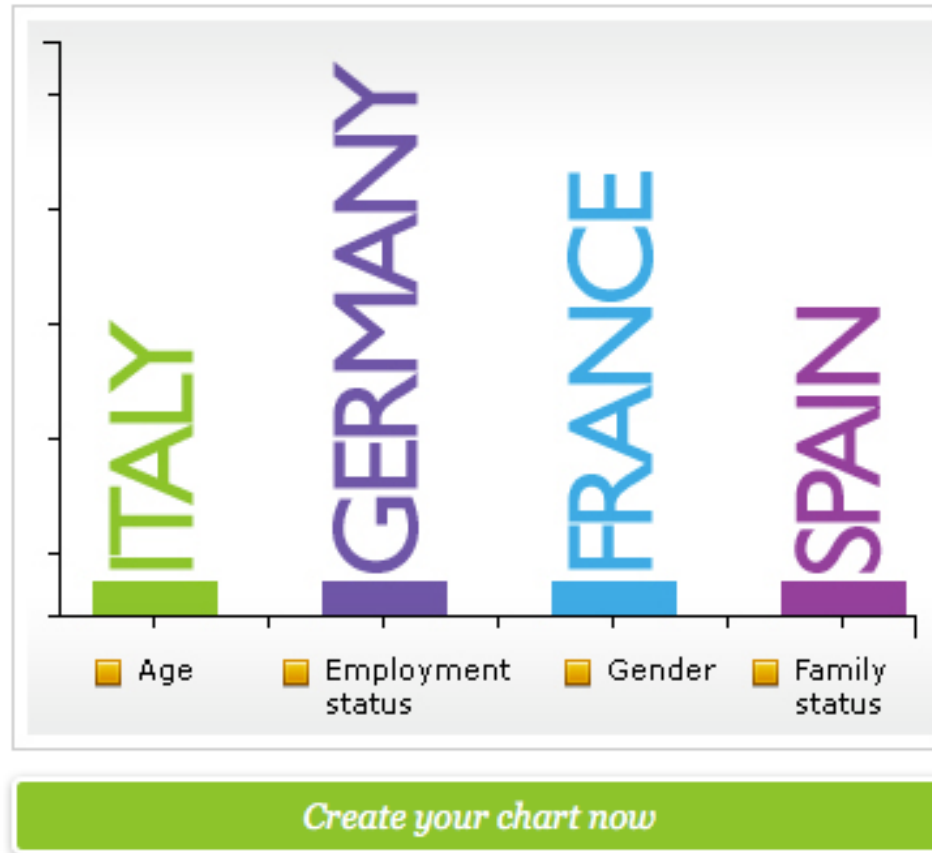
TOP 30 (+ OTHER)

ULTIMATE COMPANIES | SKINCARE | TURKEY



Ultimate Company	Number of Variants	%
Avon	1983	29.01%
L'Oréal	433	6.33%
Beiersdorf	309	4.52%
Procter & Gamble	226	3.31%
Evyap	211	3.09%
Unilever	194	2.84%
Henkel	160	2.34%
Erkul Cosmetics	154	2.25%
Hutchison Whamoa	140	2.05%
Oriflame	140	2.05%
Odak Cosmetics	122	1.78%
Colgate-Palmolive	118	1.73%
Kadioglu Cosmetics	110	1.61%
Coty	109	1.59%
Estée Lauder	104	1.52%
Kopas Kozmetik	82	1.20%
Shiseido	82	1.20%
Johnson & Johnson	75	1.10%
Carrefour	73	1.07%
Pinkar	63	0.92%
LVMH	56	0.82%
Hobi Kozmetik	47	0.69%
FlorMar	45	0.66%
Chanel	39	0.57%
Kosan Kozmetik	38	0.56%
No Name	37	0.54%
Micys	31	0.45%
Hunca Cosmetics	30	0.44%
Alix Avien Cosmetics	29	0.42%
Pierre Fabre	29	0.42%
Other	1567	22.92%
Total Sample	6836	

Consumer data chart



http://oxygen.mintel.com/cdc/choose_criteria/

THANK YOU



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