

Natural Personal Care Products Gain Visibility

LONDON—An increasing number of innovative natural and organic products are being launched by cosmetic manufacturers to meet burgeoning consumer demand for ethical and natural cosmetics, according to Organic Monitor (OrganicMonitor.com). The market research firm sees sales in the natural and organic sector of the North American cosmetics and toiletries industry growing at 20 percent annually; market share should expand from 8 percent in 2007 to 15 percent in the coming years. In its report, "The North American Market for Natural and Organic Personal Care Products," Organic Monitor noted product penetration is increasing in all channels, from specialty personal care stores and department stores to spas, online retailers and both chain and independent natural products retail stores. In addition, the first cosmetic products with the Fair Trade logo were launched by Hain Celestial under the Queen Helene Naturals brand. Supporting research was also recently published by Packaged Facts (PackagedFacts.com) in its report, "Natural and Organic Personal Care Products in the U.S." New York-based Packaged Facts expects the market for natural and organic personal care products to reach sales of \$10.2 billion by 2012. Sales between 2005 and 2006 grew 11 percent to top \$6.1 billion in 2006. Among the factors cited by the market research firm as important drivers are: sales to the aging Baby Boomers; growing retail dynamics including crossover sales to mass, and direct online and catalog sales; and environmental concerns including sustainability of resources and consumer fears about chemicals.



Coughlan Expands Salt Line

WAYNE, N.J.—Exotic salts delivering medicinal, detoxifying and relaxing properties can form the basis of new products, according to Coughlan Products Corp., a custom formulator of personal care products. The company noted trace minerals in salts vary depending on location and technique of harvest. Magnesium, potassium, iron, calcium and other minerals can also impact the skin's health and serve as colorants.

"Using one or more of the various salts as substrates, the addition of essential oils and emollients allows us to formulate salt soaks with enhanced benefits," said John Brahms, director of R&D for Coughlan (CoughlanProducts.com). "We can also achieve striking visual aesthetics for the product on the shelf as well as a variety of aroma therapeutic and skin benefits in bath."

Going Green Only Moderate Driver

CHAPEL HILL, N.C.—Yankelovich research suggests "going green" is only of moderate concern to most consumers, with only one-third feeling more concerned about environmental issues today than a year ago. Further, only 22 percent of consumers feel they can make a difference when it comes to the environment.

"Consumers are not drinking the Kool-Aid when it comes to green," said J. Walter Smith, president (Yankelovich.com). "While they're highly aware of environmental issues due to the glut of media attention, the simple fact is that 'going green' in their every day life is simply not a big concern or a high priority."

However, Smith added companies can—and should—exploit the greenness of their products to target the niche market opportunity and leverage product marketing to help change consumer behavior, making green attributes on a product a feature in the buying decision.

Twincraft Develops Soap Technology

WINOOSKI, VT.—Twincraft Soap Co. (Twincraft.com) has developed a new delivery technology that allows bar soaps to deliver active ingredients that adhere to the skin. The company cited studies in which the effectiveness of salicylic acid was "strongly enhanced" when the agent was delivered using Twincraft's technology. The company collaborated with Salvona Technologies, which has developed several advanced controlled delivery systems based on nanotechnologies.