



# SPARK TRENDS 2022

Personal & Household Care



Color of  
the Year  
2022

**PANTONE®**

**Very Peri**  
**17-3938**



# MEET OUR GLOBAL SPARK TRENDS

This year, our Spark Trends platform has evolved to identify five key global macro consumer trends. These macro trends represent the fundamental behavioral values that are present in all human beings..



## FINDING SILVER LININGS

Embracing comfort



## WELL BALANCED

A better me



## ESCAPISM

Celebrating life



## GLOBAL CONSCIOUSNESS

Planet first



## TOGETHER APART

Renewed ties

# FINDING SILVER LININGS

## Embracing comfort

Finding the positive side of each day generates a purpose and a reason to smile, which is why now we seek to live each moment doing what we love the most.

In recent years we have searched for new ways to pamper ourselves and connect with our roots in order to take a breath from the changes in the world, seeking and creating moments to enjoy a sense of delight, security and comfort. The life feels more enjoyable when we experience it through childhood memories, traditions and comforting moments.





# *finding* **SILVER LININGS**

## MICROTRENDS



### **back to the** *roots*

The concepts inspired by the **traditions** of each region attract attention because they awaken feelings of **belonging** and **pride** in the consumer.

From **regional** and **ancestral** concepts to **local** ingredients, indigenous profiles are making a comeback.



### **novel** *nostalgia*

**Good memories** come to life by delighting our senses through concepts and colors that transport us to those **memorable moments** in our lives, childhood memories and anecdotes, **rewriting** and **reinventing** our **memories**.



### **sweet** *moments*

Life feels better when we learn to **enjoy** every moment and **live in the present**. In times of uncertainty, we look for products that **comfort** us through **indulgent** aromas and textures.

*finding*  
**SILVER LININGS**

RELAXATION  
DELIGHT  
COMFORT  
TREATS  
TRADITIONS  
REGIONAL  
MEMORIES

**INDULGENCE**

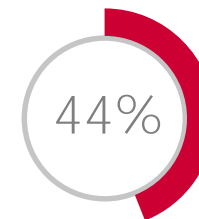
HEDONISM  
CHILDHOOD  
NOSTALGIA  
COZZINES  
REMEMBERED  
ROOTS





back to the roots

During the pandemic, we have learned to embrace our roots through fragrances inspired by local ingredients and regional concepts.



of consumers in LATAM would like to see more regional products



**Happiness is home-made**



# BACK TO THE ROOTS

Cucumber and watermelon scented spray



Moisturizing cream with pomegranate and lemon aroma



Cactus scented candle



Shampoo with agave and avocado



Tequila-scented perfume

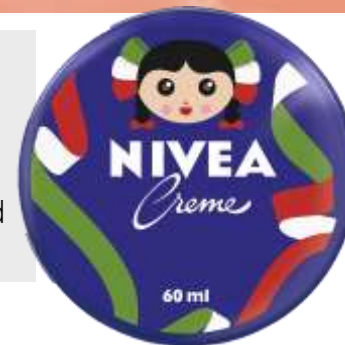


Tropical hibiscus scented soap



40%

of the Mexican consumers are interested in products inspired by their country



Edition Mexican Independence Day



Elorea launched fragrances inspired by the Korean flag and local ingredients.

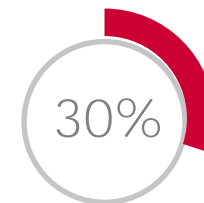




2

# novel nostalgia

Nostalgia is a driver in the personal care industry. Increasingly, the consumer is attracted to concepts inspired by the past, by the good times, by generational fashions and pop culture that marked their childhood and youth.



of consumers in LATAM enjoy products that remind them of their past

“Remember is to live again”



# NOVEL NOSTALGIA

15%

of consumers  
in LATAM are interested in  
products inspired by their  
childhood

Consumers are gravitating toward early 2000s  
nostalgia.  
On average, there are 141,000 weekly searches  
for this trend.

Rose Scented  
Body Butter

Perfume  
Play-Doh

Campbell's  
Chicken Soup  
Scented Candle

Candle in  
concept  
*enchanted*

Cola drink aroma

The NYX Professional Makeup  
brand launched a collection  
inspired by Tetris

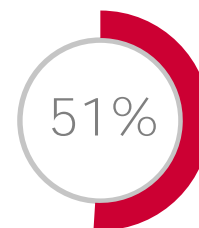






sweet moments

Consumers enjoy pampering themselves with products inspired by desserts and indulgent foods that evoke that sensation of delight and comfort that they can enjoy from home.



of consumers in LATAM enjoy taking moments to pamper themselves

“

**It's time to pamper myself**

”



# SWEET MOMENTS

Shampoo inspired  
by strawberry  
smoothie



Crème brûlée  
scented body  
wash



Margarita  
cupcake  
scented body  
lotion



Donut and  
raspberry jam-  
scented fragrance



Body wash  
vanilla cupcake



Personal care line inspired by  
desserts for children



# SWEET MOMENTS

The pandemic encouraged pet adoption particularly among younger consumers. Dogs and cats are important members of the family and they are being humanized with new products that promote their well-being and that feeling of delight.

69%

of consumers in Colombia have purchased grooming products for their pets in the last 12 months

Anti-stress shampoos for dogs

Wipes

Aloe vera shampoo for cats

Air freshener for cats

Nose balm





# FRAGRANCE TRENDS

## BACK TO THE ROOTS

Plum	Coffee beans
Guava	Incense
Mexican lime	Oats
Coconut	Avocado
Passion fruit	Arnica
Grapefruit	Chestnut
Prickly pear	Buriti
Cactus	Guarana



## NOVEL NOSTALGIA

Rose  
Cake  
Sweets  
Cotton candy  
Strawberries & cream  
Bubble gum

Concepts inspired by iconic eras,  
songs, cartoons, etc.

## SWEET MOMENTS

Hazelnut	Cinnamon
Caramel	Lime pay
Banana	Vanilla
Cherry	Honey
Coffee	Cupcakes

Concepts inspired by desserts  
and sweet foods



# WELL BALANCED

## A better me

The pandemic has shown us how human and vulnerable we are. Consumers are more aware of their health and well-being than before, it is an element that has been strengthened and will remain. Consumers changed their perspective of wellness towards a more holistic view, a balance between physical, mental and spiritual health.

Wellness is becoming embedded in consumer lifestyles and is ubiquitous: it is now a differentiator for all kinds of products, services, and technologies.





# well BALANCED

## MICROTRENDS

**holistic**  
life



Consumers are adopting the notion of **holistic health** that includes all the interrelated aspects of **physical and mental well-being**. COVID-19 has accelerated this trend in several ways by highlighting the importance of holistic health and healthy, preventative habits.

same but  
**healthier**

Today we look for products that **provide us with the same pleasure and joy**, but at the same time we demand that these products show us **real and transparent credentials** for being healthier options.

make me  
**stronger**

The focus is shifting towards taking more proactive **preventative measures** on our health. Consumers focus more on **self-care and intrinsic well-being**, aiming to improve their current and future quality of life.

# *we* BALANCED

REST & RECHARGE  
HEALTHIFICATION  
MICROBIOME  
PREVENTION

## SELF CARE

CLEAN LABEL  
PREVENTION  
INGREDIENT SYNERGIES  
FUNCTIONALITY  
MOOD & EMOTIONS  
IMMUNITY  
TRANSPARENCY





# 1 holistic life

Where wellness was once seen as frivolous and woo-woo, **we're now seeing** a return to the fundamentals —sleep, movement, a balanced diet and mental healthcare



8 of every 10  
Latin Americans, states that  
health is the most precious thing  
we can have in life.

TREND LAB 2022

“ Wellness is shifting from a “feel-good” luxury  
to survivalism as people seek resilience. ”

Global Wellness report 2022

# HOLISTIC WELLNESS



Serenbe (Atlanta) - model of wellness communities, based on the pillars of agriculture, art, education and wellness

Investing time in personal care routines is one of the fastest growing trends in Latin America. Due to the enormous number of changes caused by the pandemic, people are looking for moments of inner connection that allow them to relax.

## Vibing high



How to protect your energy

**+60%**

How to elevate your vibration

**+145%**

2022 marks the call for greater spiritual awareness. The web-searches for raising the spiritual vibration and intimate healing are growing.

Source: trendhunter, pinterest, mintel



**BLUE ZONES**  
*live longer, better*

Para llegar a los 100 años, debes haber ganado la lotería genética. Pero la mayoría de nosotros tenemos la capacidad de llegar a principios de los 90 y en gran medida sin enfermedades crónicas. Como demuestran los adventistas, la esperanza de vida de una persona promedio podría aumentar entre 10 y 12 años al adoptar un estilo de vida de Zonas Azules.

*Dan Buettner*



# SELF CARE

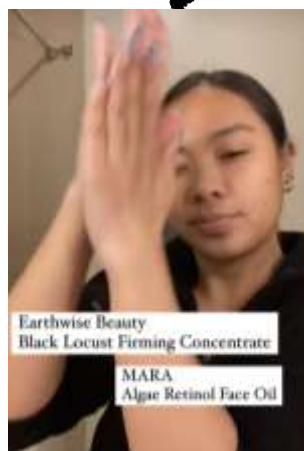
## Self-care routines

In Latin America, skin care routines increased more than **+170%** google 2021



Papaya Scalp Scrub

Outlook 2022:  
Self-care remains  
**beauty consumers'**  
top priority



## Rest & Relaxation



Brings everything you'll need to schedule some much-needed rest and relaxation



Of Latin Americans look for relaxing aromas ENCUESTA BELL 2022



Yoga skin is a technique to care for the skin that mimics the effect that a yoga class has on the face

## Mind, Body & Soul Care



Body and Hair Oil is Sensory and Calming



Mindful Moments

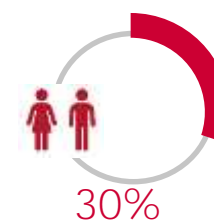
Holistic approach to calming the mind & reducing everyday stress

Source:

# EVOKE CALM



Awaken oil, Balance, OM, S3, Fit, Sleep y Spa; se acomodan a la necesidad del consumidor



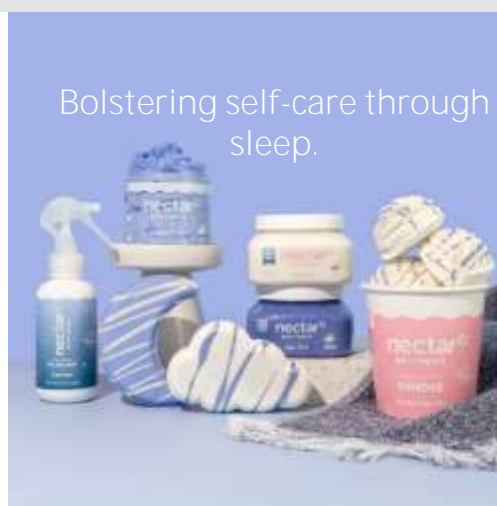
Of LATAM consumers say they use beauty and personal care products to reduce stress levels.  
MINTEL 2021

“We now understand sleep as something sacred. WGSN 2022 – Bedroom Wellness

of Latin Americans seek to reduce stress or anxiety levels  
ENCUESTA BELL 2022



Bolstering self-care through sleep.



Source:



# AROMATHERAPY – GLORIOUS BOTANICALS



Detox Mask,  
formulated with  
green tea

Google  
Searches of  
"aromatherapy"  
+194%



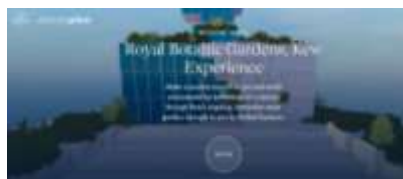
Coffee cup to cosmetics: Colombian  
company introduces coffee cherry  
ingredient with big protective claims

3% Caffeine  
Concentrated



Chinese herbs and botanicals  
inspired, which is all about  
supporting self-care.

Source: trendhunter



Ayurveda Indian Rose & Sweet Almond Oil



"One benefit to having a heavy load of natural  
ingredients in your formulations is that you do  
get those aromatherapy benefits of real plants.  
With personal fragrance, people are looking for  
those added benefits of relaxation, centering, or  
[a sense of] calm."

Cecil Han Pyle, founder of Nette



# CBD & HEMP GO MAINSTREAM



Full-spectrum CBD with an array of botanical ingredients that include cucumber, lemon balm, willow bark and hydrolyzed oats

Global CBD is expected to  
growing at a CAGR of  
**+21,4%**  
By 2028



CBD is not just about body aches, mood, or other body disorders. Several beauty products use CBD for its perceived benefits. And, remarkably, emerging research shows that it may have some unique advantages for skin care.



CBD-infused fragrance is designed to impact mood and behavior with its aromatic compounds





# MOOD BOOSTING



**ENERGY:** Activate your energy and spread it wherever you go with a bright citrus cocktail.

**HAPPY:** An addictive combination of red fruits, the dose of joy that your day needs.

**CALM:** Take a break and calm your day with fresh notes of lavender.



of Latin Americans  
would like to improve  
energy levels and  
endurance  
ENCUESTA BELL 2022

41%



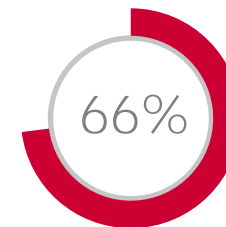
The pleasure of scent, brightening the mood and evoking happiness





The pandemic triggered consumers to make The Great Life Refresh, resulting in drastic personal changes and a collective reboot of values, lifestyles and goals.

Euromonitor Consumer trends 2022



of global consumers say that they have become more attentive to the ingredient listings (FMC 2021)



“ Every day you can choose to improve your life ”



# BE TRANSPARENT

I consider products clean if every ingredient and sub ingredient in that product is proven safe for people and the planet. True Botanicals founder the list Feb 2022

founder the list Feb 2022



Source: trendhunter



Blockchain technology to trace the ingredients (France)



Many exfoliating ingredients and acids are a no-no during pregnancy, but AHAs are widely regarded to be a gentler, baby-safe option. This peel will help keep hormonal breakouts at bay, without being too aggressive on the skin.

# SUPERFOOD INGREDIENTS

**Consumers are not losing interest in natural ingredients** not only in the food segment, but also in cosmetics—they are **quite demanding about what they eat and what they apply to their skin and hair.**



*Health-food:* kale, avocado, quinoa, papaya, matcha tea, cocoa, mushrooms



Experience superfood-infused hair care that nourishes, moisturizes, adds shine and restores dull, lackluster hair.





# CLEANICAL WELLNESS



clean skincare

+200%  
revenue increase  
compared to last January



‘Cleanical’ it’s the sweet spot between camps ‘clean’ and ‘clinical’, “promising efficacy while also taking into account the desire for natural product claims” – and their impact on the environment.

Relax & Repair Anti-Aging



“Clean + Planet Positive”





3  
make me  
stronger

“

From sleep supplements to psychobiotics, health and wellness trends for 2022 support the collective desire for rest and relaxation. Preventive wellness is a focus as we boost our immune systems and practice healthy habits.

”

Trend to Watch 2022 - Personal Pace (Foresight January 2022)



6 of every 10  
Latin Americans will seek to  
increase their immunity in 2022.  
(TREND LAB 2022)



# FUNCTIONAL ATTRIBUTES

## Top-5 Claims Functional (Beauty & Personal Care)

1. Long-Lasting
2. Cleansing
3. UV Protection
4. Antioxidant
5. Anti-Bacterial



Blend of exfoliating AHAs, calming cica, nourishing shea butter, willow bark extract, green tea extract



Multi-Functional Collagen



mental clarity -  
30 day

Science-backed aromas  
formulated for health purposes



Overnight  
Beauty  
Reset  
(biotin,  
Pro-  
Vitamin  
B5)



Source:

# FUNCTIONAL ATTRIBUTES

## Top-5 Claims Functional (Household Care)

1. Anti-Bacterial
2. Odour Neutralising

Others: Waterproof, Probiotic, Skin Disorder:



Bio-based ingredients that form enzymes that powerfully target different types of stains



Erasing the smell of stale sweat and killing gym-related odors.



Source:



# ANTIBACTERIAL BENEFITS



naturally enriched with active magnesium for a new generation of deodorants



Anti-Bacterial Hand Cream



20%  
Launches Latin America, claim Antibacterial - household. (Mintel 2022)



Reducing the spread of potentially harmful bacteria



glass bottles to reduce the spread of bacteria

Source:

# MICROBIOME, A BUZZWORD



**PreProbiotic Cleanser**  
prebiotics, probiotics, and polyhydroxy acid (PHA).



## Ingredients - Microbiome

- ✓ **Prebiotics**, many popular ingredients, including oat, ginseng and glucomannan
- ✓ **Probiotics**, living organisms
- ✓ **Postbiotics**, the metabolic by-products of the bacteria.

“The rise in microbiome science refutes any concept of a “gated” individual: Our bodies are 57% microbes and “we” are nothing more than an endless dance between the trillions of microorganisms in external biomes such as the **soil’s** and our own. ”

GLOBAL WELLNESS REPORT 2022



# INGREDIENTS IN RISE

## Skin Care



**skincare hero**  
The world's **most searched** skincare ingredients



Blend of chia seed, **bio-fermented bamboo leaf** & plant-based protein

Fermented ingredients as:

- Amino Acids
- Peptides
- Alpha-hydroxy acids
- Glycolic acid
- Fermented antioxidants

Powerful AHAs and BHA to anywhere and everywhere on the body. Meanwhile, much-loved ingredients as squalane, hyaluronic acid, aloe vera and glycerin are finding their way into body washes and oils, leaving limbs glowing



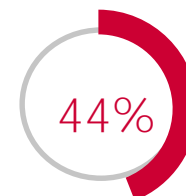
## Household Care

Cleaning/Hygiene – Clean promise



10 concentrated cleaning actives

Sensitive formulas



De los latinoamericanos buscan Ingredientes funcionales  
ENCUESTA BELL 2022

# FRAGANCIAS EN TENDENCIA

## HOLISTIC LIFE

Lavender	Incience
Rosemary	Sandalwood
White tea	Bamboo
Forest	Mint
White pachuli	Verbena
Lotus flower	Jazmine

Botanical extracts Belltanicals®

Aromatherapy

Chackras Collection



## SAME BUT HEALTHIER

Aloe Vera  
Chamomille  
Oats  
Coconut water  
Calendula  
Eucaliptus  
Basil  
Rice Milk

Natural Fragrances



## MAKE ME STRONGER

Citrus  
Bergamot  
Royal jelly  
Avocado  
Ginger  
Tea Tree  
Matcha  
Ginseng  
Elderflower  
Pink pepper





# ESCAPISM

## Celebrating life

Life is a journey full of moments, colors, music, textures, smells and tastes. In this new awakening of the humanity, we want to celebrate life enjoining each second. People want to go beyond the limits.

We want to use our 5 senses to experience new sensations, using our imagination, the technology and our reality to live great experiences. We look to discover new worlds, new stories, new moments and new beginnings. Life is a dance, and now is the moment to enjoy and celebrate it.



# ESCAPISM

## MICROTRENDS



**Exploring** the world and **enjoying** it through our **5 senses** is part of our human nature. That is why consumers are looking for **new, unique and unexpected experiences** that take them on a sensory journey through new **textures, sensations, flavours, aromas and colours.**



When we use our imagination there are no limits. Consumers want to **escape** and **transport** themselves far away, travelling to **real and imaginary worlds** inspired by **fantasy, magic, mystery and other latitudes** that invite us to dream and visualize the unimaginable.



**Fun** can be created at any moment through **unexpected and disruptive concepts** that break down barriers, stereotypes and concerns, unleashing our **creativity.**  
The consumer seeks to counteract the feeling of isolation with the **feeling of freedom.**



ESCAPISM

AMPLIFIED EXPERIENCES  
OTHER WORLDS  
SENSATIONS  
SATISFACTION  
ENJOYMENT

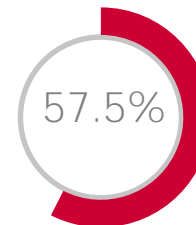
IMAGINATION

REDISCOVERING  
SENSORY EXPLORATION  
BORDERLESS TASTE  
GASTROESCAPISM  
FREEDOM  
ULTRA SENSORIAL



# sensory journey

People do not only reconsider caring for the environment, but also for their own beauty. Beauty is seen as a space to harmonize, enjoy me-time, have fun and reinvent oneself  
Google trends



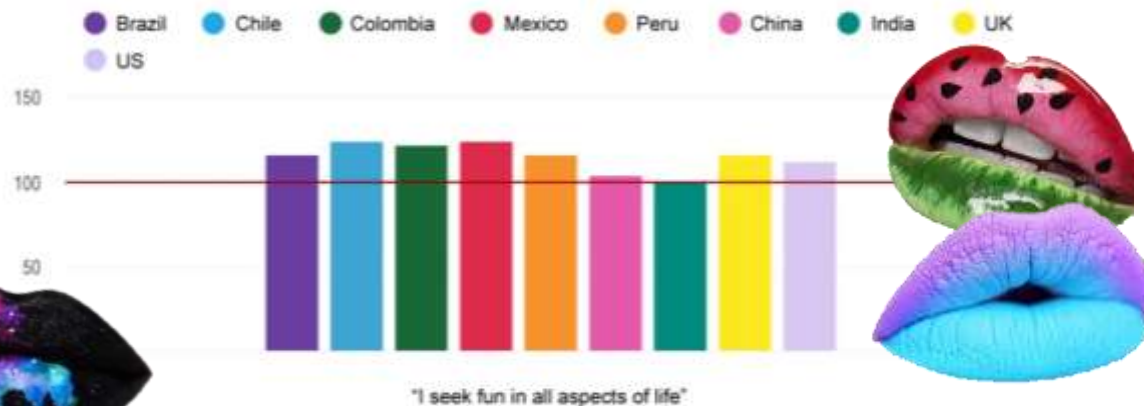
of Latin American consumers seek fun and entertainment in all aspects of their lives

“ Between knowing and understanding, I prefer to feel ”



# FUN AT ANY TIME

Select countries: index of factors driving consumer behavior around the "Experiences"  
Trend Driver – "I seek fun in all aspects of my life," 2021\*



## Beauty-tainment

Consumers are looking for fun at home not only through beauty treatments, but also through fun makeup like lip art, nail art, floating eyeliner and the #emojimakeup challenge



La popularidad del lip art en redes sociales aumentó en 20% en 2021

Bright colors increased their popularity on social media by 43%, and vibrant colors increased their mentions by 245%.

Pink cosmetics had 10,000 mentions, gold tones increased their popularity by 400%, and blue, yellow and green colors saw a 200% increase in social media conversations.



Music can also offer fun in daily activities

# PARTY TIME



## Celebrating non-famous moments

The change of course calls for a party. Millennials, Gen Xers, and Boomers know this. In 2022, events ranging from adoption to empty nest take center stage. Hard breakup? It is celebrated. The celebration marks new beginnings with parties worth remembering.

## Confetti Everywhere

The launch of products with the Confetti and Fiesta concept offer innovation and fun to the consumer.



## Celebrating Mini Occasions

With more time at home, consumers celebrate small milestones like the end of the workday or completing tasks with colorful snacks.



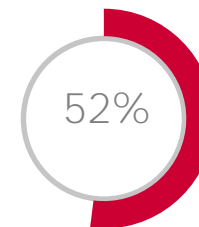
Pinterest Trends





## 2 exploring new worlds

This trend epitomizes consumers' desire to live their best lives to the fullest, engaging with brands online, offline, or a combination of the two, to receive a unique brand experience.



of Latin American consumers seek to try new experiences

“ There is no more magical moment than discovering unexpected places ”

# NEW EXPERIENCES

## AR Interactions



Pinterest is rolling out Try On augmented reality features for shadows

## App-Powered Store



Brands in China are partnering with WeChat to offer in-store experiences

## Virtual Try-On



Walmart acquires Zeekit, a virtual fitting room platform

## Virtual Labs



Clinique skincare school offering an immersive experience

## Ultra Protection

Consumers are protected against:

- UV rays
- Blue light
- Smoking
- Smog and pollution
- Germs, bacteria and viruses

Product launches with more specialized sunscreens, blue light protection therapies, antioxidant serums and antimicrobial product innovations are increasing in the market

## Outdoors Innovation



Activities outside of home have increased and companies develop innovations focused on outdoor activities



# NEW PATHS OF PURCHASING



33.7% of Latin Americans want to have elements to personalize their products.

Globally, 27% of teens and young adults look forward to new shopping experiences.

## In LATAM:

- 42% of Latin Americans would like to find information and tips on web pages
- 29.3% seek to have interaction in social networks
- 20.9% prefer to find information about their products on YouTube.

# COSMIC INSPIRATION



According to Pinterest, searches related to Sun, Stars and Moon themed parties grew from 110% to 180% in 2021

Baby shower temático de sol	+110%
Fiesta de cumpleaños temática de sol	+3 veces
Fiesta temática de estrellas	+140%
Decoración de luna para fiestas	+140%
Vestido de novia de luna	+180%

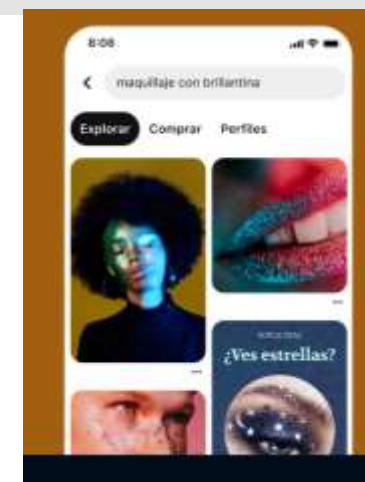


Space Inspiration



Social media:

More than 1 in 5 teens and young adults paid more attention to astrology memes in 2021 on Instagram.





# FANTASY WORLDS



Fantasy concepts continue to grow in different categories of personal care.

Mermaid Tears

The mermaid tears concept is up 31% over last year on TikTok



Magic and Unicorns

Launches of unicorn-inspired products in personal care grew 78.9% from 2020 to 2021 and those inspired by magic grew mainly in body care and body mist



# BE JEWELLED

Social media users bring glamor to any ordinary look by adding crystals to everything from dental gems to crystal eye adornments and decorating hair with jewel accents.



## Quartz

Launches of quartz-inspired personal care products grew by 19.4% from 2019 to 2020

## Glitter

Hair and skin care brands are including glitter in their products



## Pearlcore

It is a trend identified by Pinterest especially for the beauty industry, which has to do with pastel, pearlescent and opalescent tones and textures.

Thermal protection spray and shine complex, with crystal extract



Colgate Supernova Teeth Whitening Routine





# TRAVELLING THROUGH FRAGRANCES



## An olfactory journey to the tropics

Beach-inspired product  
launches increased by  
329% from 2019 to 2021

Ouai - Scrub for the scalp and  
body with notes of dragon fruit,  
orange blossom, tuberose and  
Baltic amber.



## Olfactive Escapes

In 2021 in LATAM, the  
products launched with  
the "Escapes" concept  
grew by 511% vs 2020



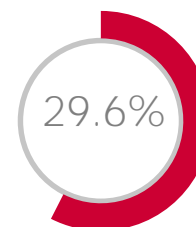
"Discovery"  
scented candle  
with passion fruit,  
carambola and  
mango, with  
vanilla and spices.







The sensory fatigue that consumers have felt during the pandemic has led them to seek to liberate their senses through surprising products and fragrances.



of Latin Americans are interested in travel and fantasy-inspired products

“

Leisure accelerates the development of eccentric and exciting innovations

Innova Market

”



# HYBRID PRODUCTS



Consumers want results with less effort, which is why hybrid products offer you the best of two products in one.

Hybrid concepts can include innovative ingredients in traditional formulas like moisturizing lip products or conditioning masks, offering simplified and eco-friendly routines.

## Category Blurring

Personal care brands continue to blur with other categories

Boticário Aroma & Therapy offers well-being for the skin and a pleasant aroma for homes



Neutrogena Healthy Scalp launched a range of hair care

# FOOD & BEVERAGES INSPIRATION



Products with fragrances inspired by food and beverages grew by 11.4% from 2019 to 2020 in LATAM, mainly in categories such as body care, hair care and shower products.





# TECH INSPIRATION



## 3D print

3D Erpro and Albéa design mascara brushes in just one week.

“With this technology we can create up to ten types of brushes in a week. The design options are endless. This makes the mascara brush unique for each client”



Hybrid hair wax for different styles



# FRAGRANCE TRENDS

## PARTY TIME & FANTASY

Birthday Cake	Kiwi
Acai	Orchid
Vanilla cake	Raspberry
Peach blossom	Tutti-frutti
Candy	Marshmallow
Pear	Blueberry
Merengue	

Fragrances inspired by concepts such as Pink, Pool party, Midnight, and Surprise



## COSMIC INSPIRATION

Lavender  
Rose water  
Cannabis  
Rosemary  
Lily  
Lotus flower  
Cassis  
Black peony

## BEACH ESCAPES

Coconut	Watermelon
Monoï	Acacia
Mango	Tangerine
Acai	Mint
Passion fruit	Blue ocean
Green Apple	Aqua
Carambola	Fresh
Tiare flower	





# GLOBAL CONSCIOUSNESS

## Planet first

The humanity is facing new challenges in terms of population growth, natural resource depletion and climate change, which has led to great concerns about the future of our mother earth. There has been a shift in the mentality about governments and companies being the only ones in charge of making a change.

More than ever, individuals have assumed responsibility through their personal consumption choices and changing ethics. A more minimalist mind set is being adopted in terms of consumption.





# GLOBAL

## consciousness

### MICROTRENDS



**less is more**

Consumers have adopted a more minimalist mentality, **consuming less** material goods and **wasting less** resources. Practices of **circular economy** have become popular around the globe. Furthermore, **minimalism** has been connected to a greater **mental clarity, peace of mind and a better economy.**



**plantopia**

**Plant-based** products have become popular in recent years as consumers are searching for healthier and more ethical options to consume. **Plants, fungi, seeds and roots** are an inspiration for formulations that offer benefits of the nature.



**positive footprint**

In addition to greener options, the modern consumer is looking for **purposeful brands** that take **ethical, humanitarian and social initiatives**, such as the inclusion of people with special needs and **fair trade** practices. Leaving a more positive footprint has become the main motivation for many consumers.



# GLOBAL *consciousness*

PLANT-BASED  
TRANSPARENCY  
RECYCLING  
MINIMALISM  
FAIR TRADE  
SUSTAINABILITY  
ECOLOGICAL WELL-BEING

## 10 R'S

SEASONAL & LOCAL  
INDIVIDUAL RESPONSIBILITY  
REDUCETARIAN  
CIRCULAR ECONOMY  
INCLUSIVITY  
FRIENDLY FARMING



1  
less is more

Consumers have adopted a more minimalist mindset, seeking to consume fewer material goods and waste fewer resources. Circular economy practices and habits have become popular around the world.

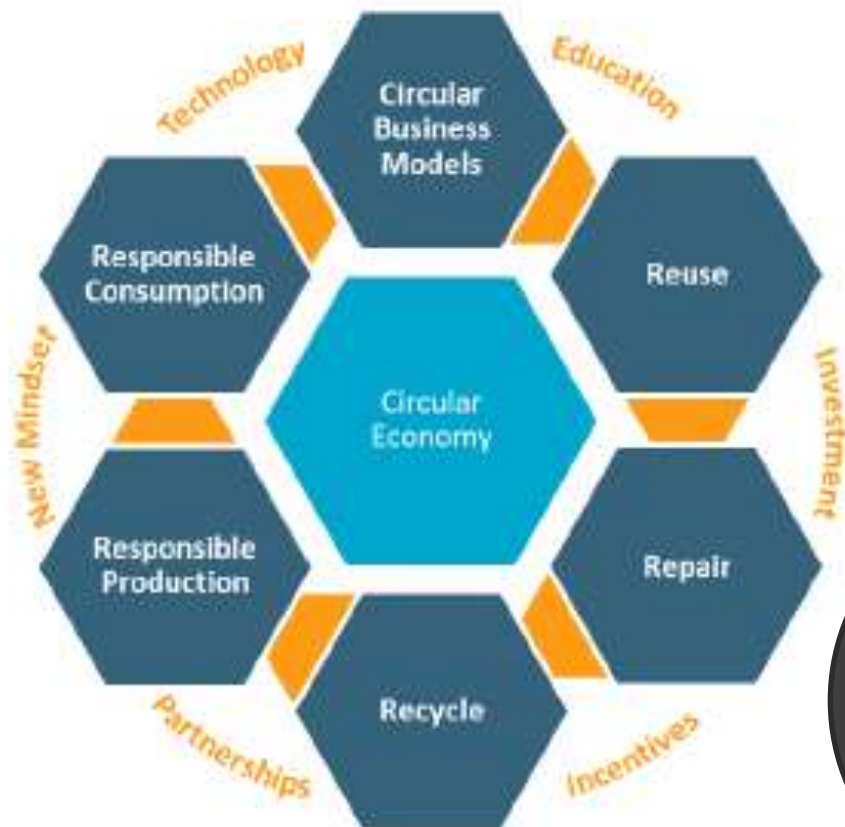


“ Buy less, choose well, make it last ”



# CIRCULAR ECONOMY

73% of Latin Americans try to have a positive impact on the environment through their daily actions.



## LATAM TOP:

1. Avoid food waste
2. Buy only what is necessary
3. Recycle
4. Reuse

## 10 R'S OF SUSTAINABILITY:

REDUCE

REUSE

RECYCLE

RESPECT

RETHINK

RESPONSIBILITY

REFUSE

RENEW

REPLANT

RESTORE

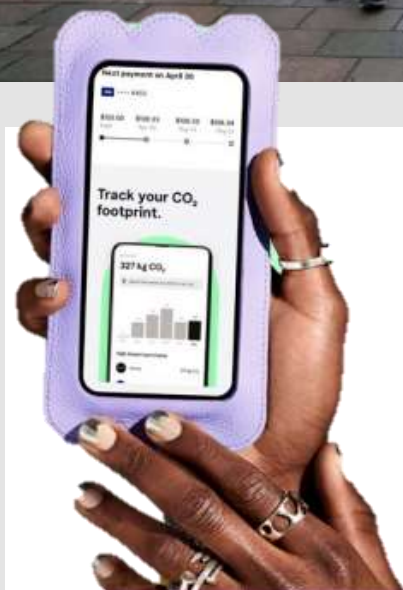
# PATH TO TRANSPARENCY



## Green Washing:

Several large companies are accused of exaggerating their climate actions.

Consumers demand that companies be transparent and truthful in their communication about their sustainable actions.



Swedish fintech company Klarna has launched a CO2 emissions tracker that provides information on the carbon footprint of 90 million customers, allowing users to know their footprint on every purchase

Brands offer easy tools to calculate the carbon footprint and environmental impact at the individual level and make better decisions





# MINIMALIST & TRANSPARENT



The consumer is looking for more sustainable and minimalist products. Products formulated with fewer ingredients or beauty routines with few steps are growing in the market. In addition, it is focusing more on the synergy of ingredients to provide more functionality with fewer products.

1/3 young consumers are interested in learning more about minimalism and "clean" and plant-based products



Minimalist brands with transparent formulations and a focus on preserving natural resources are trending



Waterless



# ECO-INNOVATION



Personal care brands combat food waste through formulations that use “rescued fruits and ingredients” that would have been discarded because of their color or appearance.

The brands innovate in new ingredients and technologies that allow the creation of more environmentally friendly products. Air Company launched a perfume that uses ethanol made from captured CO2





# PACKAGING REVOLUTION



The brands innovate through ecological and compostable materials, packaging that dissolves in contact with water, solid formats and refill.

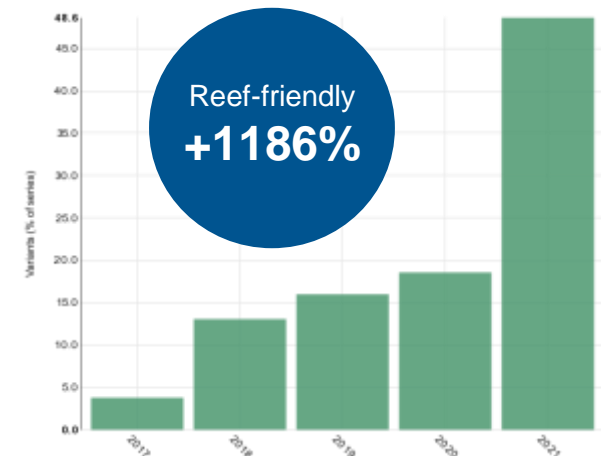
20% of Latin Americans would be willing to pay more for products with recyclable packaging.



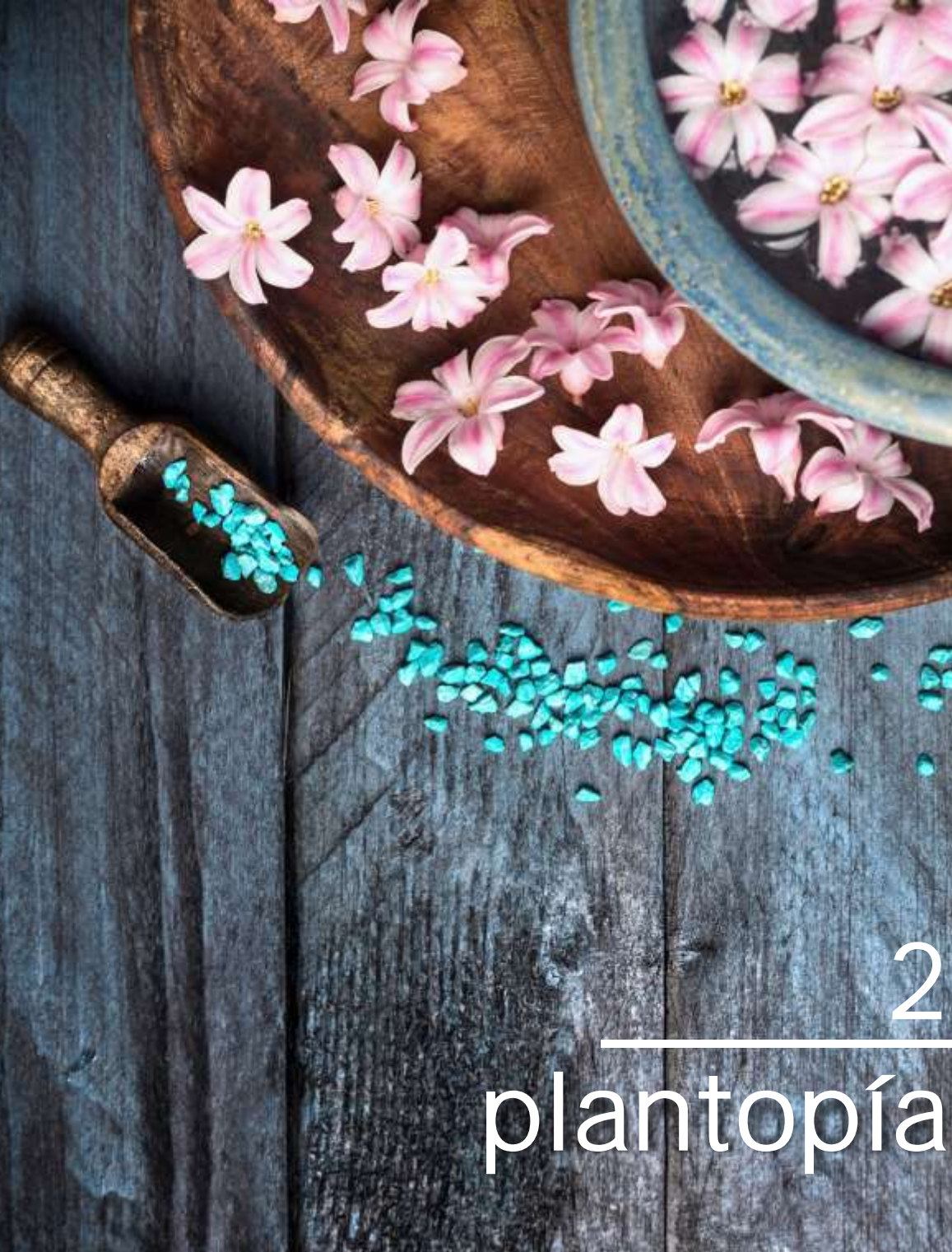
# FROM GREEN TO BLUE BEAUTY



Calling something "blue" indicates that the product is not harmful to the oceans and/or inspired by the ocean.

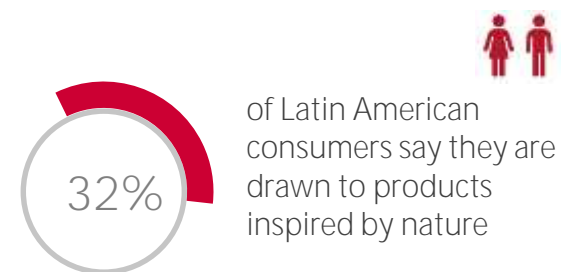






## 2 plantopía

Plant-based products have become popular in recent years as consumers seek more nutritious and ethical options to consume. The key is to offer natural products that use organic ingredients.



“ Live in harmony with nature ”



# NATURAL CARE



75% of Latin American consumers say that green, clean and natural formulations have had a great impact on their lives during the pandemic, and 78% believe that this will continue post-pandemic



Natural brands seek to comply with different ecological and ethical issues, through claims such as biodegradable and "carbon neutral"

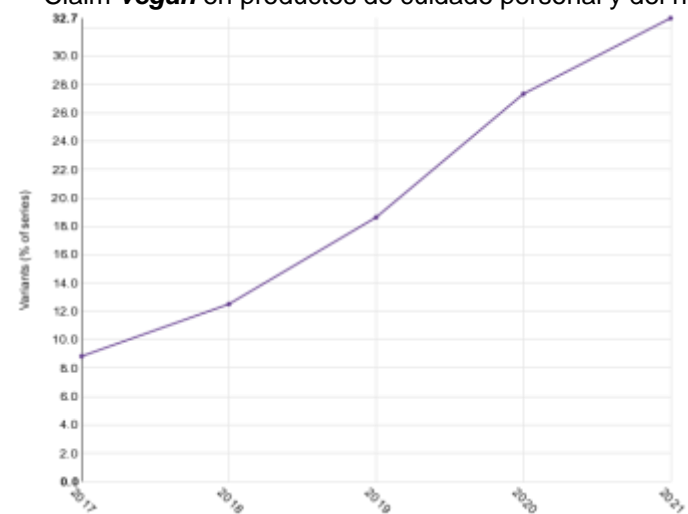




# VEGAN BOOM



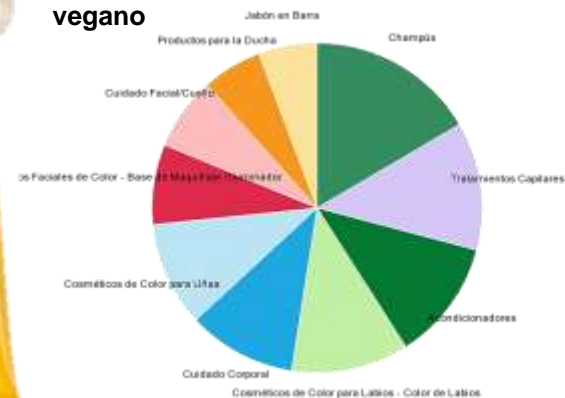
Claim **vegan** en productos de cuidado personal y del hogar



37% of Latin Americans would consider buying more plant-based products because they are more sustainable options



Categorías con más lanzamientos con **claim vegano**





3

positive footprint

In addition to greener options, the modern consumer is looking for purposeful brands that take ethical, humanitarian and social initiatives, such as the inclusion of people with special needs and fair trade practices.

Leaving a more positive footprint has become the main motivation for many consumers.



“

No one has ever become poor by giving

Anne Frank

”



# DRIVEN BY A PURPOSE

24.8% of consumers in Latin America buy purpose-driven brands



+100% increase (yoy) in searches “volunteer opportunities near me”



The trend is evolving towards increasingly inclusive products

60% of Latin American consumers say that ethical products have had a great impact on their lives during the pandemic, and 72% believe that this will continue post-pandemic



# FRAGRANCE TRENDS

## LOCAL & OCEAN FRIENDLY:

Coconut  
Aloe Vera  
Tangerine  
Mango  
Passion fruit  
Avocado  
Cactus



## NATURAL CARE:

Aloe vera  
Herbs  
Fig  
Lemongrass  
Eucaliptus  
Lavender  
Lime  
Orange  
Mint

## VEGAN:

Rosemary  
Mint  
Tea Tree  
Green tea  
Pomegranate  
Rose  
Hemp  
Ginger





# TOGETHER APART

## Renewed ties

2022 is not just a new year. It is a new opportunity to reconnect with ourselves, with our family, our friends, our humanity and our environment. Now we are more aware of the value of each moment and each interaction.

The society has developed new values, more empathy and a different perspective on life. That is why we will find new paths of consumer behavior, new ways of appreciating the present and looking for a better future, and meaningful connections between people, brands and products, seeking a balance between the real and digital world.



# TOGETHER *apart*

## MICROTRENDS



The pandemic has taught us about the importance of **real and meaningful connections** with people. Being present and enjoying moments with our loved ones and **interacting with the nature** with all of our five senses is more valued than ever.



The stereotypes of perfection are in the past.

**Inclusiveness and acceptance of differences** go beyond the search of equity to enhance the **authenticity and unique essence** of each person.



**Welcome to the metaverse!**

A place where **digital and physical converge**, creativity is limitless, and **location-defying worlds** bring people together through **immersive, multi-sensory experiences** interacting in new ways with the use of **technology**.



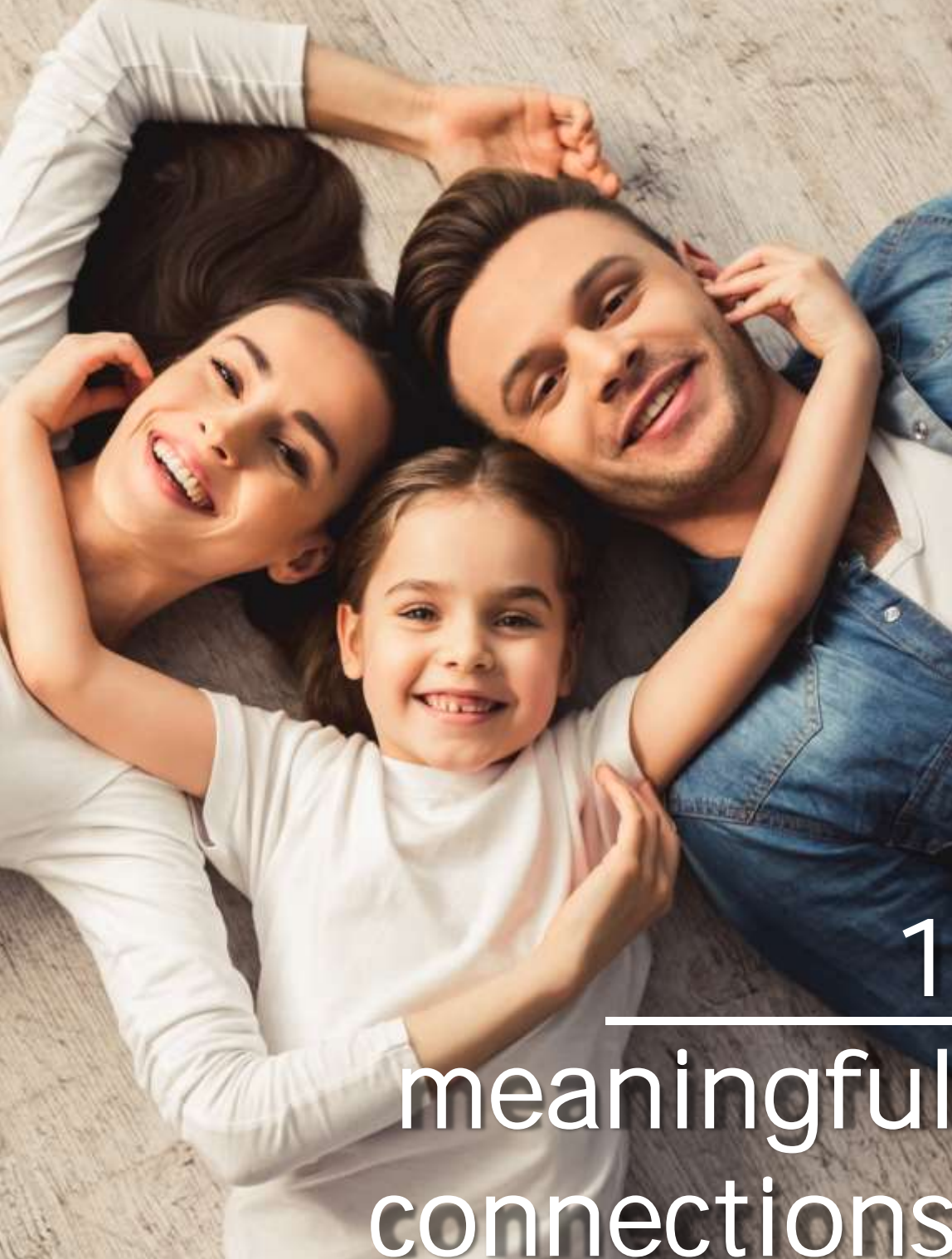
TOGETHER  
*apart*

NEW SOCIETY  
IMMERSIVE EXPERIENCES  
TECHNOLOGY  
EQUITY  
HUMANITY  
METAVERSE

CONNECTIVITY

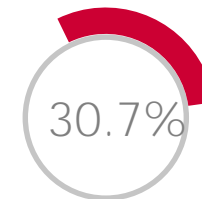
EVOLVED INTERNET  
INTERACTIONS  
UNIQUENESS  
INCLUSIVITY  
EMPATHY  
AUTHENTIC





# 1 meaningful connections

Disconnecting at times to appreciate and live real life is being strongly promoted by brands in order to be close, interact, feel our surroundings and reconnect with life.



of consumers  
Gen Z in LATAM are  
concerned about spending  
too much time behind the  
screen

“**Alone we can do little,  
together we can do a lot**”

Helen Keller



# MEANINGFUL CONNECTIONS



## REFORESTATION AND LIFE

Air Wick and WWF have joined forces to preserve and reforest 630 hectares of the monarch butterfly ecosystem in Mexico.

The monarch butterfly is key to agriculture and plant pollination, but its population is declining.



**INTERACTIVE PLATFORM**  
War Paint USA  
Concealer makeup for men.  
You ask and he answers.

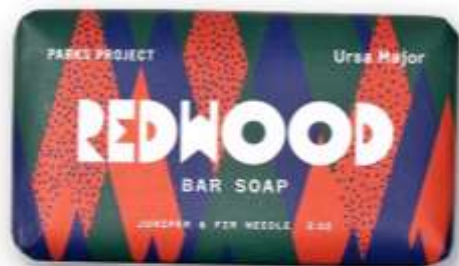
**NEW ACTIVITIES**  
Natura's team of players conducts "make-up and play" live streaming sessions



# CONNECTING WITH THE NATURE

30%

of consumers in LATAM are  
attracted to concepts  
inspired by nature



Soaps that protect  
national parks



Body spray concept  
Happy Camper



The Nue Forest Lungs



In to the forest  
concept candle





keeping it real

Showing natural beauty, without stereotypes, enhancing who you are and loving yourself for being unique is the approach that many brands are taking to promote self-love, self-expression of your identity without labels and showing you to the world as you are.



of consumers  
Mexican Gen Z, they are tired  
of being told how they should  
look

“ Self love has very little to do  
with how you feel about your  
appearance. It's about accepting  
all of yourself ”

Tyra Banks

# EXPRESSION AND EQUITY

## NEUTRAL SKIN CARE



For All Folks is a genderless Mexican brand of sustainable personal care products

## MUSIC IS FOR EVERYONE



Blind is the first fragrance house in Argentina to develop genderless luxury fragrances. Blind fragrances are inspired by musical rhythms from Latin America

## ALL IDENTITIES OF GENRE



Colombian feminine hygiene brand Nosotras has changed its message to target "people who menstruate" in order to be more inclusive of all gender identities and reduce violence



# LOVE AND ACCEPTANCE

## IN SEARCH OF SELF-ESTEEM

Consumers will focus on their personal growth and acceptance.

Products that help consumers feel good about themselves, positive and confident will be seen as better brands,

From the use of technologies such as AI, to products or services that strengthen these aspects.



## INCLUSION ON A LARGE SCALE

Dove will use real beauty role models to promote inclusion and acceptance.

Unilever will stop using the word "normal" in its shower and beauty products.

## BEAUTY WITHOUT STEREOTYPES

Sofía Jirau is the first model with Down Syndrome for the Victoria's Secret brand.



## MALE MAKEUP

War Paint opened the world's first men's makeup store.



# LOVE AND ACCEPTANCE

71%

of women in Colombia believe that the beauty industry should be more inclusive.

44%

of consumers who wear personal care fragrances do so to reflect their personality.

Schick Xtreme created an elite club, BIP (Bald Important People). His goal is to empower men to shave their heads and accept their baldness.



Men's nail polish (Korea)



Unisex fragrance and candle with notes of grapefruit and eucalyptus



Todomoda Beauty in a genderless skin care line



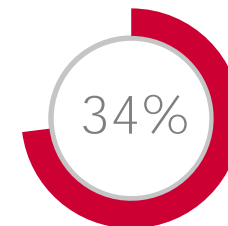


3

meta-physical

Socializing online is now the preferred way for many consumers, especially younger ones, who spend a lot of time on their mobile devices or computers.

With the metaverse, consumers will create their avatars to explore virtual worlds together with users from all over the world.



of consumers in Mexico like to be the first to try new technologies

“ Every once in a while, a new technology, an old problem, and a great idea become an innovation. ”

Dean Kamen

# VIRTUAL BEAUTY

Some beauty brands are turning to AI technology companies and experts to improve their services.

## ALGORITHMS

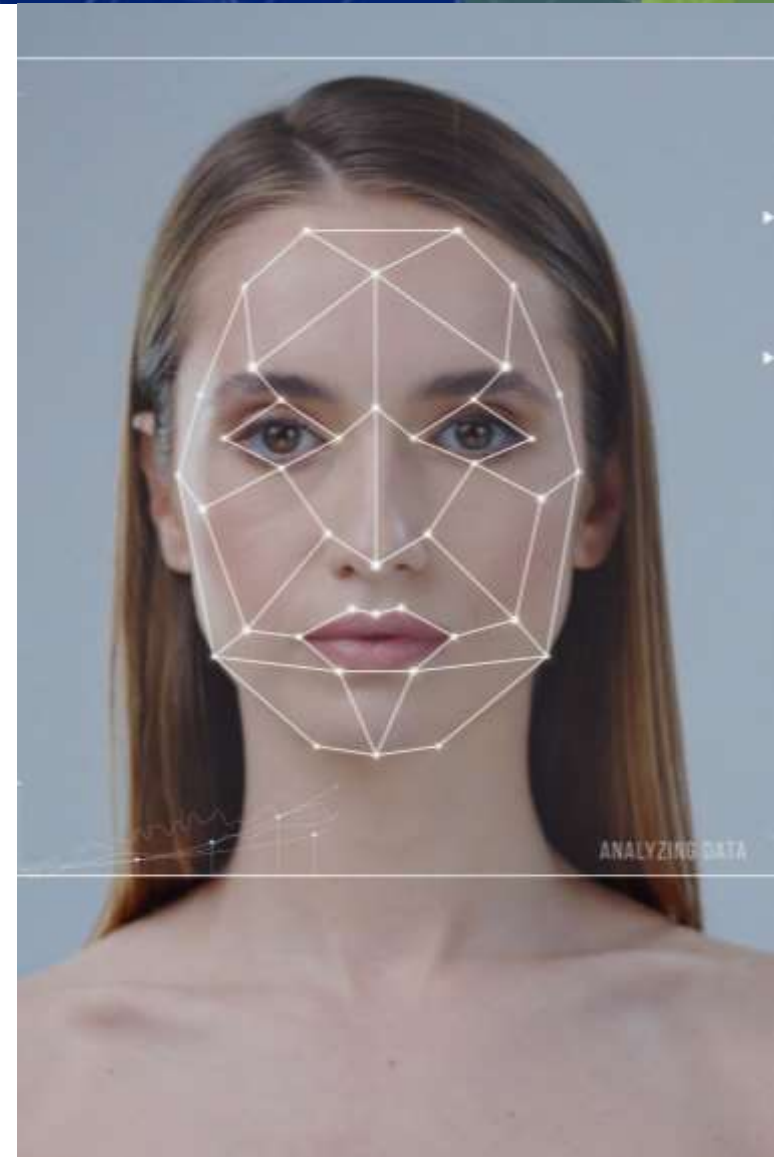
Function of Beauty acquired personalized skincare brand Atolla to improve skin and hair product recommendation algorithms.



## DIGITAL FRAGRANCE

Le Jardin Retrouvé will launch its first blockchain-enabled perfumes to guarantee authenticity.

This will work through a QR code that provides data on the origin of the ingredients, the manufacturing process, the IFRA certificates and all the details related to the product.





# METaverse, AVATARS AND PERSONAL EXPRESSION



Technology is increasingly helping consumers express their creativity and individual identity through avatars and exploring new worlds



# BELL'S FRAGRANCE PLATFORMS

## OLFACTIVE DNA



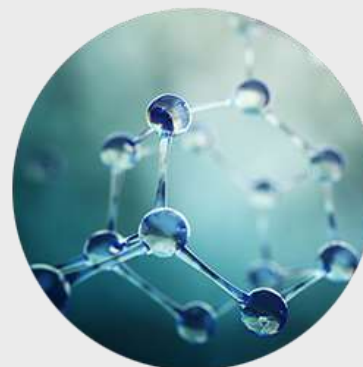
- Fit to brand
- Fit to consumer emotions
- Fit to concept
- Fit to performance

## NEUTRALIZATION



- Aromacote
- Reformulation
- Delivery Systems

## PERFORMANCE



- Bellcaps
- Microchips
- Scent2last
- MicroBurst
- MicroFilm

## NATURALS & BOTANICALS



- ActivNaturals
- MicroCreation
- BellTanicals®





**Discover Bell's range of**  
fragrances & technologies  
for delivering  
inspirations for your  
categories.