

business news

Sales of colour cosmetics soar

New research has revealed that sales of colour cosmetics in the UK are set to reach £2 billion this year, up 7.2 percent from £1.8 billion in 2016.

Britain's love of beauty products shows no signs of fading, as analysts Mintel predict the market to grow by 36 percent and reach £2.5 billion by 2021. Today, as many as 83 percent of UK women wear make-up. The most purchased products within the last 12 months were classic make-up bag staples: mascara (57 percent), lipstick (49 percent) and liquid/cream foundation (46 percent).

When considering why women turn towards the make-up box, the data found that tiredness is the leading motivator. As many as 41 percent of women say they wear make-up to look less tired, followed by 39 percent who use it to cover blemishes and 25 percent who use make-up to look more youthful.

Over three in five (64 percent) women who wear make-up say it makes them feel confident and 43 percent say it makes them feel attractive. What's more, it seems that being selfie-ready is also an important factor for younger make-up users in particular. Almost a quarter (22 percent) of women aged 16-24 wear make-up to create a camera-ready look, up from an average of 7 percent.

Best in beauty

A number of leading professional brands have been honoured in the Best Beauty by Stylist Awards 2017.

Jessica Nails' Speed Dry Spray was voted 'Best Nail Game Changer'. The product ensures nails are touch-dry in just two minutes, helping to speed up manicure and pedicure times. Expert judge Adam Slee noted: "Love this. Always does what it says on the tin. Also has the best fragrance compared to others out there."

Voted by 50 leading experts and 500 members of Stylist's Beauty Council, nail award winners also included OPI for 'Best Bold Colour Collection' and Seche Vite for 'Best Fast-drying Topcoat'. In the skin care category, Dermalogica's Age Smart Multivitamin Power Serum took home the prize for 'Best Serum', whilst Elemis picked up two honours winning 'Best Everyday Moisturiser' for their BIOTEC Skin Energising Day Cream and 'Best Facial Cleanser' for their Pro Collagen Cleansing Balm.



Visual innovation for ANP

The Advanced Nutrition Programme™ has introduced its new packaging featuring 100 percent recyclable materials.

Distributed in the UK and Ireland as well as across 13 international locations, the skin, hair, nails and wellbeing supplements' new packaging is about visual innovation as well as reflecting the brand's inherent commitment to environmental responsibility.

"The new brand identity and creative delivery is a statement of our history, scientific journey and values over the past decade," explains David Alpert, Managing Director at the Advanced Nutrition Programme™. "It provides skin professionals with a product that appeals to the consumer on the shelf and contributes to the well-being of the environment as well as the consumer."

Meanwhile, the brand has reported a 74.4 percent increase in consumer demand during the first five months of 2017 for Skin Accumax™, the award-winning supplement designed to help alleviate problematic skin.

From recent consumer purchasing analytics viewed, the Advanced Nutrition Programme™ reports the biggest percentile increase in male consumers purchasing Accumax™. While the highest demographic is still within the 18-30 consumer group, it also notes a growth in the 30 plus market.

Aesthetic beauty ambassador named

Rabbia Aslam, Clinical Director of HC MedSpa, has been announced as UK Aesthetic Beauty Ambassador for Alma Lasers.

An expert in aesthetics beauty, Rabbia has been successfully specialising in non-surgical cosmetic treatments for over a decade channelling this into her work as Clinical Director at HC MedSpa. Her expert voice has also been featured in the likes of *ELLE*, *Cosmopolitan*, *Harpersbazaar.co.uk*, and *The Daily Telegraph* to name but a few.

Rabbia regularly treats HC MedSpa clients using Alma Lasers platforms including the Soprano ICE Platinum, Accent Prime and Harmony XL Pro. With a commitment to delivering absolute best practice within a clinic environment, Rabbia's dedication to raising the bar on achieving optimum results for patients has now lead to her appointment as UK Aesthetic Beauty Ambassador for the brand.

"As an ambassador, I am excited to grow with Alma and very much look forward to supporting their quest for clinical excellence both in the UK and globally," Rabbia told us.

