

Inspired by Asia



Appree design - Korea



Introduction

INFORMATION ET INSPIRATION, a unique cosmetic trend consulting agency specialized in Asian markets

- Monitor markets
- Collect new products in situ
- Spots key trends and emerging ones
- Provide consumer understanding
- Support new product/ concepts development
- Hold creativity meetings
- Offer guided tours



Florence BERNARDIN
+33 1 47 24 75 70
www.info-inspiration.com
f.bernardin@info-inspiration.com



Introduction

Let's get inspired by 3 different Asian market trends

Japan

- Mature market
- Educated to prevention and routine
- Cosmetics total turnover 38 Md Euros

China

- Fast growing market
- Reactive & requesting immediate results
- Cosmetics total turnover 17 Md Euros

Korea

- Booming market
- Obsessed by cosmetics and perfection
- Cosmetics total turnover 4.5 Md Euros



Euromonitor 2009

<http://www.cosmeticsbusiness.com>



Introduction

Without forgetting that each country features it's sense of ideal beauty enhancing many subtle differences from face shape to skin tone



Keiko Kitagawa – JAPAN



Fan Bing Bing – CHINA



Introduction

- Keeping in mind that these countries are
- searching for well being, balance & harmony... Lohas
 - are influenced by TCM, Buddhism ,purification...in &out



Massage

Facial roller Japan



**TAKESHOBO
KOKORO BIGAO ESTHE**
-15 balls of highly concentrated germanium
-Micro-current (weak current) appliances stimulate the skin beauty
-Battery-free thanks to solar panels.
Benefit = Global care



Source Takeshobo



Massage

Face and Body massage China/Japan

Ayura Bicassa special plate designed for the "Bicassa" massage derived from Chinese traditional Guassa Massage for easing the stiffness of skin.

Benefit = A traditional approach mixed with a refined ceramic



Shinagara cosme

Find time to be beautiful Japan

Panasonic EH-SA42 keeps your surroundings moist throughout the day without the need for any water thanks to steam generator that is inbuilt !

Skin is moist and shimmering all day and you can use it over the makeup while at work (at your desk) or watching TV

Benefit = Moisture anywhere, any type



Mini Facial Steamer with mobile phone style
Convenient, anytime and anywhere, easy use:
Slide the cover, and
enjoy spraying softly within 30 seconds.
Moisturize skin with ionic operating system & essence formula

Benefit = Essence moisture anywhere, any type



Natural & rare

Birds' nest China

Secret of imperial concubines'
eternal youth

Benefit = A traditional key ingredient
becoming THE cosmetic anti-oxidant
component



snail mucin

Biggest ingredient boom Korea

It's Skin: Prestige Cream Escargot & Prestige Lotion Cause d'Escargot - Tony Moly Intense Repair Live Snail Cream set - Missha Super Aqua cell renew Snail Cream & Missha Super Aqua Cell renew Snail Sleeping Mask - The face Shop Seal Rejuvenating Escargot Skincare set - Tears Moist Snail Recovering Cream - The etude House Total Age repair Wrinkle reduce BB Cream ...

Benefit = Antioxidant and regenerating properties as rich in allantoin.



W quantity

Capitalize on well-known ingredient Japan

Hyaluronic acid, collagen, royal jelly ...

Kanebo Evita EX, Shiseido Haku Melanofocus W, Shiseido Aqualabel Gold Series , Shiseido Senka, Kanebo Freshel, Cow Bouncia Pure Moist Body Wash...

Benefit = Higher concentration for an immediately understood benefit



Jelly

Greedy, moisturizing jelly jam Japan

Fuji Film Jelly Aquarysta: a jelly-like textured product for application after cleansing.

An irresistible attraction

Benefit = Watery completely transparent magic texture enriched with asthaxantin carotenoid



Jelly to foam

Convenient usage
Japan

Mandom Lucido- L Awadatsu
Hair Color – Foamy Hair Color :
“Sticky” jelly will sticks perfectly on roots An irresistible attraction
Benefit = get maximum closer to the roots



Bubble

Magical transformation of texture Korea

Oxygen or bubble mask is a new type of wash-off mask. Gel changes into oxygen foam when the product is spread on the skin. The bubbles clean pores and help massage.

Benefit = Skin is invigorated thanks to oxygen foam



Sheet Mask

3D, overlaid, local application, silky textures...a must

Japan / Korea

Daily use at any time thanks to perfect fit to face .

Benefit = infuse to skin high concentration of moisture & care



All in one

From 5 in 1 product to BB cream
Japan / Korea /China

Shiseido Senka : cream included in a lotion !

Kanebo Freshel Aqua moisture Gel : 5 in one

Kanebo Ururi : Essence in Lotion

Benefit = Shorter routine to save time and money



Inner beauty

Beauty drinks and shot , the Asian skin drink Japan /China/Korea

Fancl, Shiseido, Kanebo, Eisai, Lotte
... Collagen , hyaluronic acid, placenta
drinks ... inner beauty or out beauty =
a huge market

Benefits = Enhance skin beauty from
inside



Cool Bizz

Cool down skin & scalp by all means during hot summer
Japan

Mandom Gatsby Wear Deodorant Spray
Ice Type Deodorant for shirt Intense cooling jet spray (cool down by 40C).
KAO CORP Extra Cool BUB Shower
Choose your « cooling degree »!
Formulated with powder & to be rinsed off
Benefit = Get long-keep cool feeling



Whitening

Fight against spots, get transparent skin and avoid dullness

Japan/China/Korea

From rosy & even healthy skin in China to transparent spotless carnation in Japan, from UV protection to pollu- protection, from whitening to brightening, from seasonal to all year long !

Benefit = Remain young and radiant



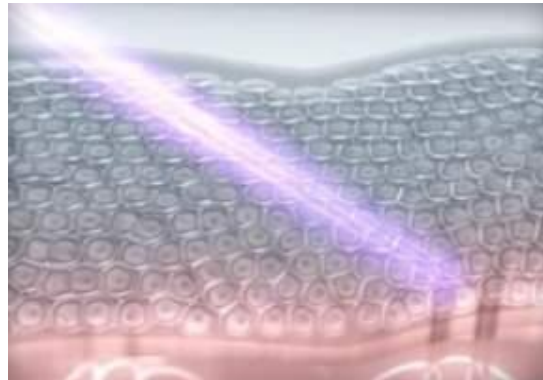
Whitening

A matter of light reflection Japan/China/Korea

From inside, deeper, passing through or reflected ...

Control light reflection from the dermis (blue light) by regulating melanin, blood circulation, stratum corneum + light reflection from the epidermis (pink light)) by regulating skin surface...

Benefit = Use RGB rays power to enhance skin brightness



Whitening

New anti-aging care Japan/China/Korea

Glycation or carbonylation ?

Lack of firmness, sagging, yellowing and dullness... glycation & carbonylation are the new aging factors .

Keep skin bright and transparent to look younger!

Benefit = Remain young with bright even carnation



Source Shiseido



Fragrance

**Avoid body smell, fight against aging smell
...new goals
Japan**

**Shiseido Joyfull Garden Body Care - Line
Renewal (01/07/2011 – Shampoo & body
soap)** Fight against “aging odor” with
“Harmonage” effect

**Pola Mergence (13/05/2011) - Shower gel &
Body mist** A specific line dedicated to men
suffering from smell changes caused by age
formulated with “Neutral” which works on the
mechanism of smell

Benefit = Avoid bothering surrounding working
colleagues and more ...



Thanks and get inspired !

Contact for more...



Florence BERNARDIN
+33 1 47 24 75 70
www.info-inspiration.com
f.bernardin@info-inspiration.com

