

cosmetics that contain these controversial ingredients, placing the onus on brands to reassure consumers of the safety of their products' formulations. Brands also have to alleviate the concerns surrounding the inclusion of certain ingredients which may be perceived as harmful.

This trend has given rise to the free-from movement with formulations specifically omitting chemicals often used in traditional personal care products. These include parabens, preservatives, and phthalates. The approach is being consolidated in clean labelling strategies on pack, and through simplified, responsible product packaging.

In addition, the use of natural, easy-to-understand ingredients may allow brands to benefit from consumer familiarity. One example of this approach is Cape Town-based Ordinary Skincare's moisturising balm. The product features merely four ingredients: vegetable wax, olive wax, grape seed oil and beeswax and claims to be free from preservatives, petrolatum-derived products, and sodium laureth sulphate. The packaging consolidates the product's simple, natural and 'clean' approach through the use of white with green accents (indicative of its natural positioning) while also being recyclable.

Dr Claire Jamieson from Ordinary Skincare comments: 'We have been researching and testing for nearly five years, and one of our main brand philosophies is to be an honest

skin care range with genuine integrity. Our plain moisturising balm was formulated to be completely free of anything that might cause sensitivity. We had to balance the oils because we obviously could not add water without adding a preservative. The challenge was to make a product that did not leave a greasy, sticky residue, with the use of "normal" and well-known ingredients.'

Natural but effective

In the past there has been a disconnect and perceived compromise between natural ingredients and efficacy, compared to traditional formulations. Nevertheless, this perception is changing. Datamonitor Consumer's research showed that almost half (45 per cent) of South Africans believe that health and beauty products formulated with natural ingredients are equally effective as non-natural ones. This consumer senti-

ment has led to the incorporation of natural ingredients as key actives within personal care innovations.

One particular area of growth is the harnessing of natural carrier and essential oils for their hydrating properties. Traditionally used within parts of Asia for this very purpose, they are now migrating to new markets and foreign brands are using popular carrier oils such as argan, marula and jojoba oils in their formulations. This creates opportunities to utilise the benefits of natural actives while maintaining the integrity and

Two in five black consumers agree their hair care purchases are highly influenced by natural or organic ingredients

ment has led to the incorporation of natural ingredients as key actives within personal care innovations.

One particular area of growth is the harnessing of natural carrier and essential oils for their hydrating properties. Traditionally used within parts of Asia for this very purpose, they are now migrating to new markets and foreign brands are using popular carrier oils such as argan, marula and jojoba oils in their formulations. This creates opportunities to utilise the benefits of natural actives while maintaining the integrity and



BOTANICA
— NATURAL PRODUCTS —

BOTANICA is an award-winning social enterprise that harvests the *Bulbine Frutescens* plant to utilise its varied restorative qualities.



This revitalising plant has been used throughout Southern Africa as an effective remedy for a number of topical skin and hair conditions.

Botanica produces organically certified cosmetic raw ingredients.

DISTRIBUTOR
CONTACT
INFORMATION

shani@cosmetic-ingredients.co.za
www.cosmetic-ingredients.co.za
+27 12 653 3376
083 251 4373

