

IT'S A MAN'S



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WORLD...

All aspects of men's grooming see increased innovation and sales.

According to a recent Harris Poll grooming survey, 86% of U.S. male consumers regularly use grooming products, spending on average \$27 a month. Only 25% of men are "extremely" or "very concerned" with aging and 76% believe they are somewhat or very attractive. If men could look any age, on average they would look 31 years old, the Harris Poll indicated.

The men's facial skin care category has the biggest opportunity to expand, according to global information company The NPD Group's *2015 Men's Grooming Consumer Report*. Men's lack of interest in the facial category and perceived "problem free" skin are the leading reasons why men choose not to use facial skin care.

Specifically, 42% of non-users report that they do not have any problems with their skin, and an equal percentage say they are just not interested in such products, while 17% are of the attitude that such products are for women.

"The great news continues to be that the vast majority of men are into grooming, and add to it the fact that a majority are also dedicated when it comes to their hair care," said Karen Grant, Global Beauty Industry Analyst, The NPD Group. "The proverbial white whale is the potential billion dollar opportunity in mobilizing men to adopt facial skin care."

Millennials (aged 18-34) outpace their peers in facial skin care usage and are most enthusiastic about the grooming category as a whole. Younger users seek facial products with preventative and aesthetic benefits, while older users look for those that protect and reinvigorate. Benefits including acne prevention/treatment, oil/shine control and pore minimizing are more important to Millennials, while moisturizing/hydrating, sun protection and anti-aging are among the top for older facial skin care users.

"What we understand and what we need to understand is different when it comes to men," explained Grant.

"Women see problems in their skin, but most men don't. From childhood, males are taught the importance of grooming their hair but, other than cleansing, not their face. For most men, facial care is not introduced until they are already adults, and often as a problem-solution type of product."

Rather than waiting for skin problems to arise, German retailer **Douglas Perfumery** launched a new range of men's grooming products for everyday. Products include **Douglas Men 24H Hydro Face Cream**, a moisturizing and soothing product containing pure sea water, bamboo extract, panthenol, vitamin E, arginine and shea butter. It's quickly absorbed into the skin and provides protection against harmful environmental influences.



Douglas Men 2-in-1 Hydro Energy Face Gel absorbs quickly, nourishes skin with moisture during the day and soothes after shaving. The 2-in-1 formula with nourishing avocado oil, vitamin E, panthenol and extracts of bamboo and cactus helps ensure a proper kick that improves elasticity and relieves irritation. The products come in 75mL and 50mL Magic Star airless dispensers from RPC Bramlage-Wiko.

Reactiv Bodycare is a new premium skin care brand specifically developed for the athletic male who exercises regularly. The products feature a rapid absorption gel technology and are multifunctional, with broad spectrum UV screens, antibacterial and antioxidant qualities, as well as vital dermal vitamins A, C and E. The first three launch products are for facial skin care: **Moisturizing Gel**, **Zero-Breakout Hydrating Gel** and **Booster Hydrating Gel**. Packaging includes the Twist Up airless dispenser from RPC Bramlage-Wiko.

A CLOSE SHAVE...

Only 3% of men shaved their facial hair because of changes in celebrity or fashion trends but nearly 30% of men would shave their facial hair for a significant other, according to a recent Harris Poll. Furthermore,

according to another poll from The Benchmarking Co., 80% of shaving cream intended for use by men is purchased by the women in their lives. Regardless of who's purchasing it, almost 254.5 million shaving products were filled in the U.S. in 2014, according to the Consumer Specialty Products Association.

Shaving foam keeps on trend with consistent innovation. **Barbasol** now features rust-proof aluminum bottoms on all 6oz. and 10 oz. sizes. Developed by Crown Aerosol Packaging USA, the rust-proof aluminum bottoms enhance the package performance while improving the overall consumer experience.



Acure Foaming

Shaving Gel is an all-natural shave gel that dispenses and foams “just like Dad’s,” and is packaged in recyclable PET container with a patented air compression dispenser from Airopack that creates a foam packed with soothing aloe, calendula and blue chamomile.



THE TOTAL MALE...

It's not just the face that counts, personal care products for the body are increasing in popularity, as well. **Bayer** updated its packaging for its **Tinactin Antifungal Liquid Spray**, which relieves burning and itching and helps cure and prevent most athlete's foot. Bayer also revamped its **Dr. Scholl's Odor-X Foot & Sneaker Spray Powder**, which helps prevent most athlete's foot with Tinactin tolnaftate antifungal medication. It also destroys odor instantly when used on feet and in sneakers. Both products utilize the Vail Twist to Lock accessory on VX valve from Aptar.



The AP/Deo market is heating up with fun-looking offerings to engage the male consumer.

Kevingston Deodorant comes in 160mL cans from Ball that feature athletic cartoon characters. Instead of scents, consumers can pick their favorite sport: **Football**, **Rugby**, **Tennis**, **Polo**, **Pesista** (weightlifting), **Basketball** and **Surfing**.

Degree Men MotionSense Dry Spray Anti-Perspirant from **Unilever** goes on instantly dry for a cleaner feel. The 48-hour MotionSense formula provides motion-activated



protection with no visible residue. The spray is available in five scents: **Adventure** (citrus, wood and musk), **Everest** (frosty, piney, woody notes), **Sport Defense** (rustic and manly), **Extreme** (citrus and mint)

Overtime (citrus). The cans are from Ball and feature a distinctive rubber tire tread top that industry sources tell us was designed in conjunction with a renowned European tire maker. The valve is from Lindal.

Speed Stick GEAR Deodorant Body Spray

from **Colgate Palmolive** comes in **Clean Peak** and **Fresh Force** scents. Both utilize FreshCore technology for long-lasting freshness. The can is topped by a unique ring-shaped nozzle by Lindal.



INSPIRED BY THE ELEMENTS...

The market for men's fragrances remains strong in the U.S.

“By all appearances, it seems that men are establishing a new relationship with fragrance, and their level of experimentation and sophistication has risen; the growing presence of multicultural men as well as women—likely buyers for men's fragrance—within the U.S. population provides a new audience for richer scents,” explained Karen Grant of The NPD Group.

The Benchmarking Group Co. confirms this, indicating that 68% of men's cologne is bought by a woman for the man in her life, while only 21% of men buy cologne for themselves.

Just launched is **Cool Water Summer Seas Limited Edition EDT Spray for Men** By **Davidoff** Eau De Toilette Spray. The fragrance has notes of mandarin, fresh mint and sandalwood.



Aqua Fahrenheit EDT Spray by **Christian Dior** consists of a combination of fire and water elements bringing a refreshing scent for use any time of day. The masculine scent features notes tangerine, grapefruit, violet, basil, mint, vetiver and leather.

The **Old Spice** brand from **Procter & Gamble** announced a new product lineup to its collection of male grooming products,





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the **Fresher Collection**. Influenced by studies proving the great outdoors and its fresh scents have the power to calm the mind and body, Old Spice partnered with neuroscience research firm Innerscope Research to deliver three new masculine scents inspired by ingredients in nature, each with descriptive names and scents that guys know and can place: **Timber** has herbal base notes complemented by fresher scents of woody timber and leafy mint. **Amber** is a combination of oriental and gourmand base notes with hints of seaberry, amber and molasses. **Citron** has Green base notes of citrus, lemongrass and sandalwood. The Fresher Collection scents are available in anti-perspirant/deodorant, deodorant, body wash and body spray. Cans for the body spray are supplied by Ball.

THE THICK OF IT...

The top three concerns among men when it comes to hair is thinning, with 27% claiming this is a concern, while 24% say they're concerned about hair loss and 17% are worried about hair that is difficult to style, according to market research firm Mintel.

Highlighting these concerns, Mintel's research shows that when it comes to product innovation opportunities, 24% would like to try products that stimulate hair growth, 23% would be interested in products that make hair easier to style, while 21% would be interested in products that thicken hair.

"Hair loss is a universal concern for men, although the reasons for being concerned may be different," indicated Roshida Khanom, Senior Personal Care Analyst at Mintel.

"Younger men may find it harder to retain hair styles or experiment with different hair styles as they lose hair. For older men, being concerned about hair loss may be more about not wanting to look older. Products that stimulate hair growth will therefore

appeal to men of all ages."

Salon brand **NIOXIN** from **P&G** has redesigned its styling collection to introduce **3D Styling** to better help individuals with thinning hair achieve and maintain thicker, fuller hair styles. **Thickening Spray With Pro-Thick Technology** adds texture and long-lasting body for thicker-looking hair. **NioSpray Regular Hold With LightPlex Technology** is a light-hold



finishing spray designed for thin-looking hair to help create a fuller looking effect.

As part of the first men's range to join the **KEVIN.MURPHY** line, **KEVIN.MURPHY** introduced **Thick Again**, formulated to thicken and lengthen hair while helping to prevent hair loss and stimulate hair growth. Thick Again instantly plumps and adds density to hair. It lengthens the growing phase of hair follicles for long-term benefits, while shortening the falling phase.



The product also helps remove the build up of DHT, the number one cause of thinning hair for men. Apigenin (a flavonoid derived from parsley) helps to increase scalp micro-circulation; Oleanolic Acid from Lovely Hemsleya Root fights follicle aging by fortifying hair roots; Biotinyl-GHK provides protein necessary for re-growth and swelling the hair shaft. Packaging is from Container Made.

Garnier Fructis Style introduced a new generation of hairspray for guys. **ORDER Power Hairspray for Men** locks hair in for a neat finished look with 24-hour extra strong hold with Taurine and citrus complex for natural shine. The product is humidity-resistant, dries fast with no visible residue, is never sticky or rigid and fits in a briefcase or gym bag. The portable 6oz can is secured by the hoodless, twist-to-lock Moritz accessory from Aptar. **SPRAY**

