



# 2017 Trend Watch: Personal Care & Household Product's Functional Beverage Movement

THE MOVITZ GROUP INSIGHTS

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# 2017 Trend Watch: Body Care

- **Probiotic body care formulas** are gaining popularity, in response to over-cleansing and the antibacterial movement of yore, with cleansers, creams, and more to support our microbiome and natural defenses.



# 2017 Trend Watch: Body Care

• **Superfoods** are no longer just for smoothies! Topical applications across a variety of products have been formulated to supercharge our body care regimens.



# 2017 Trend Watch: Body Care

- ***There's no trimming the fat*** in these body care products. Popular among the Paleo tribe and gaining steam amidst the mainstream, fat ingredients like tallow and ghee are no longer just for consumption...although these product's ingredient profiles look good enough to eat.



- ***These not so basic, back-to-basics*** formulas pack a punch with minimal ingredients.



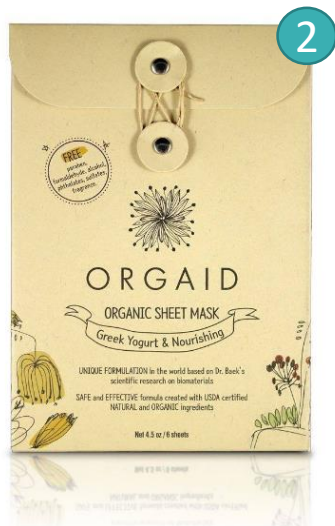
# 2017 Trend Watch: Body Care

- **Craft is no longer just for beer.** Small-batch beauty products are carefully crafted with premium ingredients, attention to detail, and attractive packaging styles. There's no need to hide these products away in the medicine chest!



# 2017 Trend Watch: Body Care

- **Korean beauty care or “K-beauty”** continues to gain popularity in America, helping us to win the battle against environmental toxins and conquer our quest for perfect skin with ingredients like birch juice, yuzu, charcoal, and bamboo.



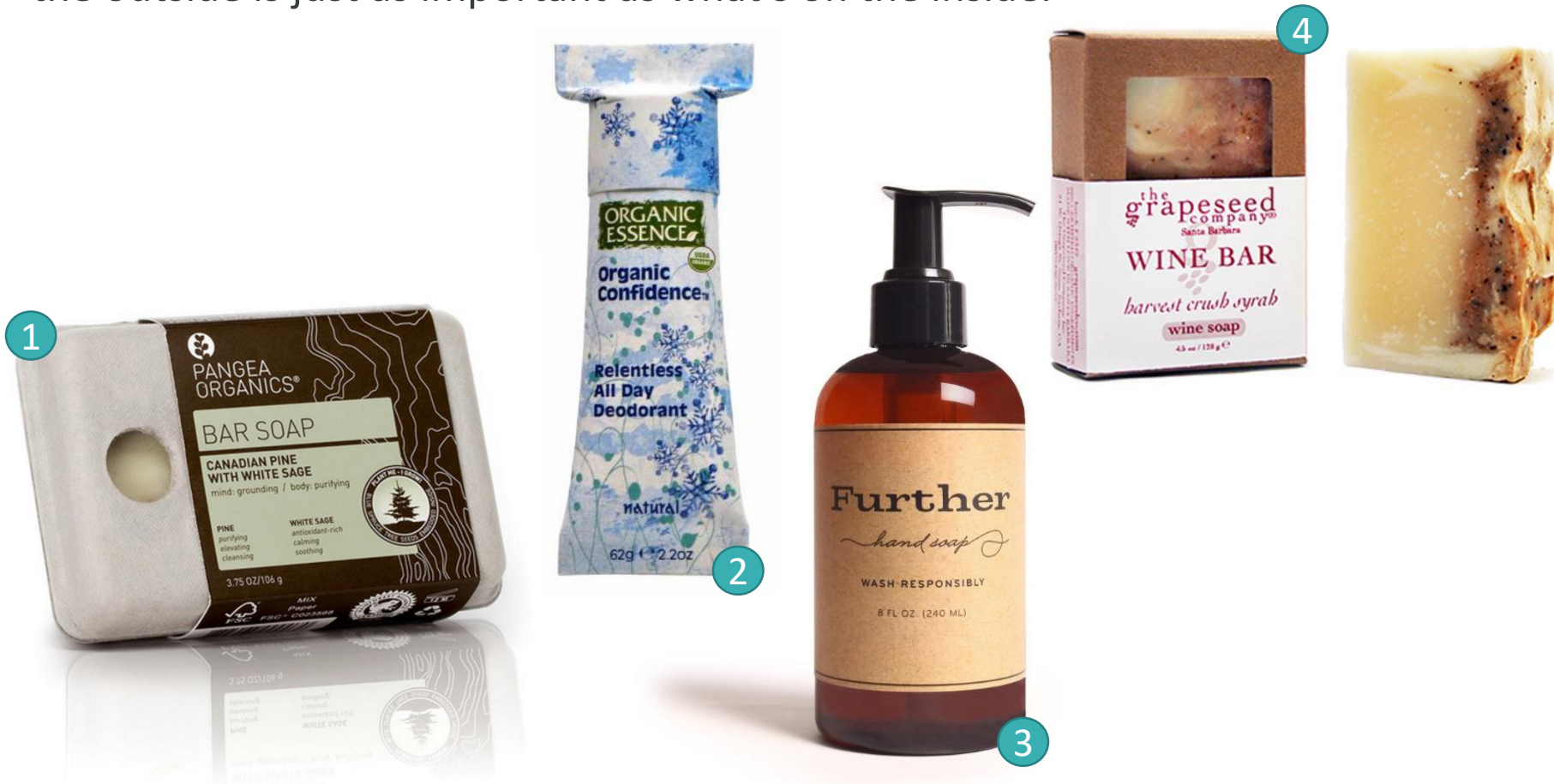
# 2017 Trend Watch: Body Care

- **Beauty starts on the inside.** An apothecary of functional products with superfood ingredients, probiotics, and collagen help consumers to put their best face forward.



# 2017 Trend Watch: Body Care

- **Waste-based** innovation isn't just happening in food. **Upcycled** body care aims to reduce waste while providing quality ingredients to the consumer. **Sustainable packaging** is also gaining traction in body care; what's on the outside is just as important as what's on the inside.





# 2017 Trend Watch: Body Care

- **Convenience is key**, especially for on-the-go millennials. Hair, face, and body touch-ups carry consumers from the gym to brunch, and off to the office on a hurried Monday morning.



# 2017 Trend Watch: Household

- **Probiotic care** is not just limited to internal or topical care. Microbiome friendly household cleaners get rid of the grit without over cleansing.



# 2017 Trend Watch: Household

• **Sustainable and refillable** packaging with **sophisticated scents** rule the household care category. Spring cleaning never looked (or smelled) so good!



# 2017 Trend Watch: Household

- **Reusable, portable** food storage and **sustainable**, sturdy convenience dinnerware allows consumers to dine in style while minimizing environmental impact.



# Glossary of Goods: What's in stock?

**Slide 2:** (1) Mother Dirt – A+O Mist Probiotic Spray for the Skin (2) EmerginC Scientific Organics – Citrus Kombucha Body Wash (3) Pacifica – Hot Vegan Probiotic Face Mask (4) Tula – Probiotic Purifying Face Cleanser (5) Kensington Apothecary – City Girl Kombucha Face Serum (6) Éminence Organic Skin Care – Probiotic Masque (7) NERD Skincare – Clarifying Cleanser with Yogurt Powder.

**Slide 3:** (1) Herbivore Botanicals – Moonfruit Superfruit Night Treatment (2) Maya Chia – Supercritical Chia Waterless Wonder Balm (3) Epicuren Discovery – Himalayan Superfruit Enzyme Polish (4) Soak Superfood Skincare – Parsley Stem Skin Detox Hand & Body Wash (5) Youth To The People – Kale + Green Tea Spinach Vitamins Age Prevention Cleanser (6) Origins – By All Greens Foaming Deep Cleansing Mask (7) Nubian Heritage – Abyssinian Oil & Chia Seed Soap Bar (8) nügg Beauty – Revitalizing Face Mask.

**Slide 4:** (1) FATCO – Fat Stick All Over Moisturizer with Grass-fed Tallow (2) The Dirt – Dirty Balm Lip Treatment with Ghee (3) FATCO – Myrrhaculous Face Cream with Grass-fed Tallow (4) S.W. Basics – 3 Ingredient Cream (5) RAAW in a jar – Blue Beauty Drops Face Oil (6) Root Science – Gentle Cleansing Bar.

**Slide 5:** (1) Earth Tu Face – Hydrate + Repair Face Balm (2) Herbivore Botanicals – Rose Hibiscus Hydrating Face Mist (3) Pratima Skincare – Sandalwood Rose Mask (4) FIG+YARROW – Bath + Body Oil {Woods} (5) Claribel Skin Care – Dead Sea Mud Mask & Cleansing Grains (6) Yarok Hair – Feed Your Volume Shampoo (7) S.W. Basics – 3 Ingredient Cleanser for Face (8) Waxing Kara – Haute Cocoa Body Scrub.

**Slide 6:** (1) Sea Rx – Birch Sap Moisturizing Lotion (2) ORGAID – Greek Yogurt Organic Sheet Mask (3) Aster & Bay – White Clay & Activated Coconut Charcoal Face Wash (4) nügg Beauty – Detoxifying Charcoal Face Mask (5) Saavy Naturals – Yuzu & Meyer Lemon Body Cream (6) Primary Raw DoYou – Azulene Gel Cream with Bamboo Sap (7) Éminence Organic Skin Care – Bamboo Firming Liquid {Natural Retinol Alternative}.

**Slide 7:** (1) Bulletproof – Collagen Protein (2) HUM Nutrition – Raw Beauty Vanilla & Berry Green Superfood Powder (3) The Beauty Chef – Glow Advanced Inner Beauty Powder (4) Moon Juice – Probiotics Digestive Aid & Immune Booster (5) Moon Juice – Beauty Dust Herbal Supplement to Enhance Radiance (6) Raw Complexions – No.1 Skintox Beauty Food (7) Fountain Skin Care – The Glow Molecule Glutathione Concentrate.

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**Slide 8:** (1) Pangea Organics – Canadian Pine with White Sage Bar Soap (2) Organic Essence – Organic Confidence Relentless All Day Deodorant (3) FURTHER Products – Glycerin Hand Soap (4) The Grapeseed Company – Harvest Crush Syrah Wine Bar Organic Soap.

**Slide 9:** (1) Acure Organics – Dry Shampoo for Brunette to Dark Hair (2) Pacifica – Coconut Milk Underarm Deodorant Wipes (3) Giovanni Cosmetics – Touch-up Hair Towelettes with Argan Oil (4) Mineral Fusion – Medium Brown Gray Root Concealer (5) Ursa Major Super Natural Skincare – 4-in-1 Essential Face Wipes.

**Slide 10:** (1) Natural House – Surf Probiotic Surface Cleaner (2) P2 Probiotic Power – All-in-One Probiotic Surface Cleaner Concentrate (3) Miessence – BioPure Probiotic Household Cleaning Concentrate (4) Airbiotics – All Purpose Cleaner Kit.

**Slide 11:** (1) Seventh Generation – Citrus & Cedar Laundry Detergent Packs (2) Seventh Generation – Geranium Blossoms and Vanilla 4X Concentrated Laundry Detergent (3) Method Products – Pink Persimmon All Purpose Cleaner (4) GreenShield Organic – Fresh Mint Glass Cleaner (5) GreenShield Organic – Fresh Mint Surface Wipes (6) Common Good – All Purpose Spray Refillable Glass Bottle (7) Method Products – Ginger Yuzu Dish Soap (8) Method Products – Ginger Yuzu Dish Soap Refill.

**Slide 12:** (1) Leafware – Palm Leaf Dinnerware Sample Kit & Flatware (2) Bambu Home – All Occasion Disposable Plates (3) Lunchskins by 3 Green Moms – Reusable Sandwich & Snack Bags (4) Stasher, Inc. – Pinch & Seal Platinum Silicone Food Storage with Spokes Design (5) BentGo – All All-in-one Stackable Bento Lunch Box.

# Thank You

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