

TOP 10 INGREDIENTS

Q2 2021

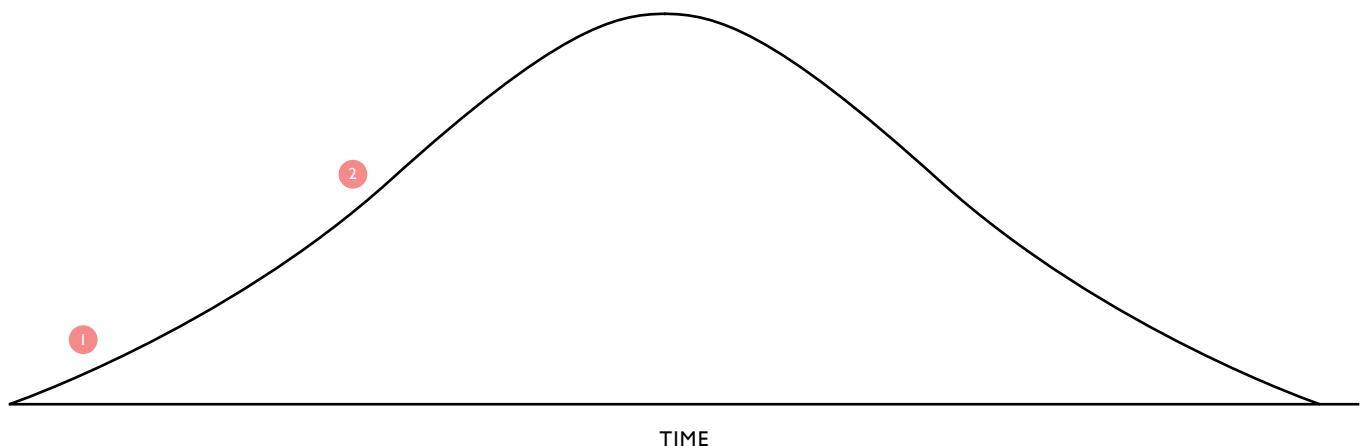


METHODOLOGY / TOP 10 INGREDIENTS

WHAT'S NEW

Using our proprietary algorithm, we've identified ingredient trends that are exhibiting two distinct behaviors: emerging and safe bets. Our goal is to help you make more forward-looking decisions by giving you the ability to capitalize on undiscovered ingredients rather than just jumping on the bandwagon. Each category represents not only where the trend is in its lifecycle, but also where it is heading. This will make it easier to invest in the right trends at the right time for your business.

TREND BEHAVIORS: EXPLAINED



1 EMERGING



These trends are exhibiting emerging behavior and are likely to grow in the next few months.

2 SAFE BETS



These trends have been growing for a year and will continue to grow for another year.

ICON INDEX

Most popular product category based on current products in the market.



WELLNESS



HAIRCARE



SKINCARE



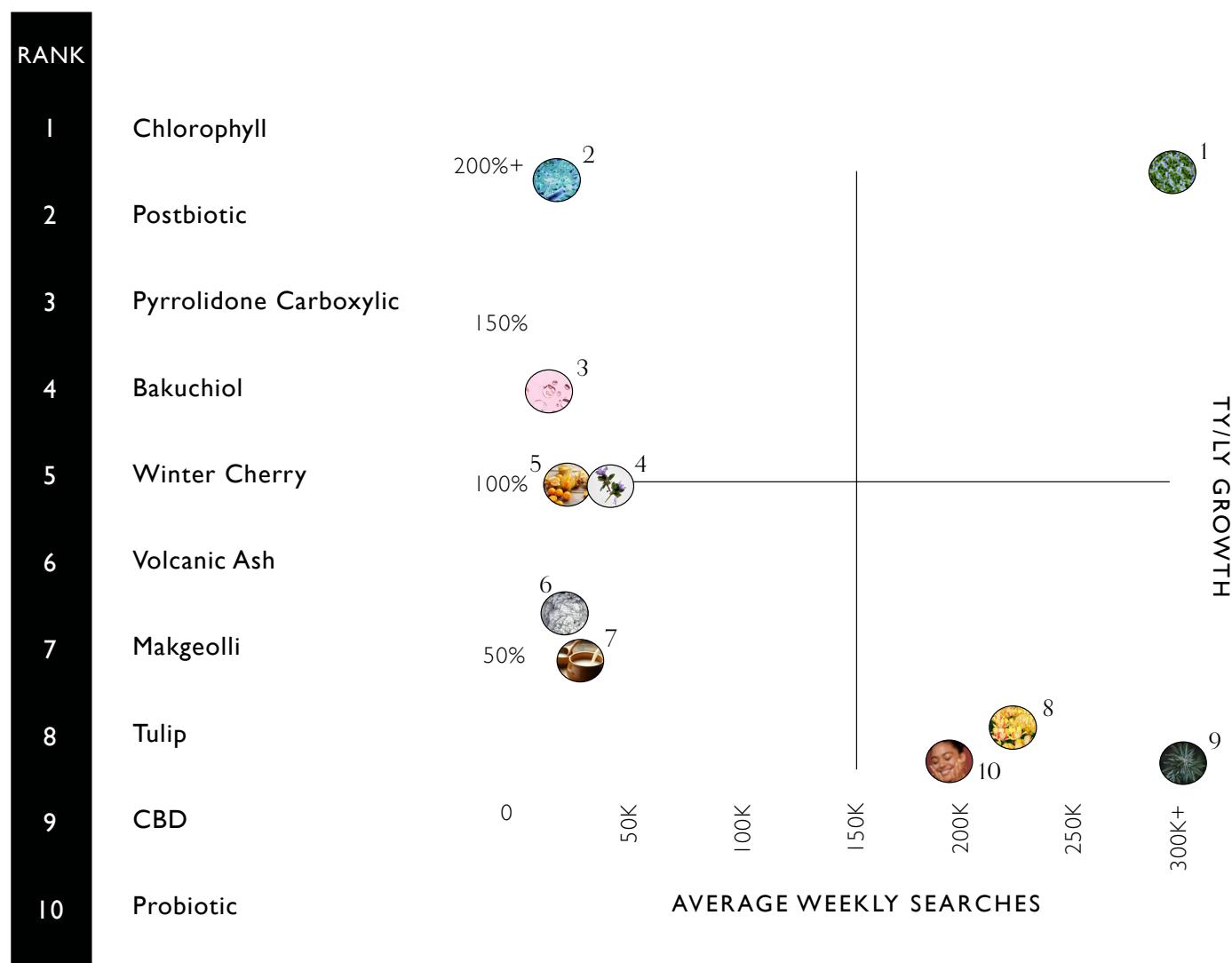
COSMETICS

INTRODUCTION / TOP 10 INGREDIENTS

The pandemic [pushed millions](#) to seek out supplements that support immunity and ultimately brought about lasting change in the way consumers think about safeguarding their health. While mental health matters across demographics, different generations are in search of supplements that address specific concerns. Consumers, especially Millennials, are searching for natural ways to increase mental stamina and reduce the impact of stress, driving demand for [CBD](#). A high volume trend, there are 344K average weekly searches for CBD, +11% to last year.

In the #1 spot, [chlorophyll](#) has garnered mass attention thanks to its viral takeoff on TikTok. There are 362K average weekly searches for the 'wonder supplement,' +317% to last year. So, is chlorophyll the cure-all TikTok touts it to be? Unfortunately, the answer is unclear. According to the available data, medical professionals still have a lot to learn before it can be recommended—despite what TikTok users want you to believe.

[Probiotics](#) and [postbiotics](#), in ingestible and topical form, emerge as ingredients to watch. A safe bet, there are 2K average weekly searches for postbiotics, +228% to last year. The microbiome-boosting ingredient is expected to continue growing over the next year with 70% confidence.

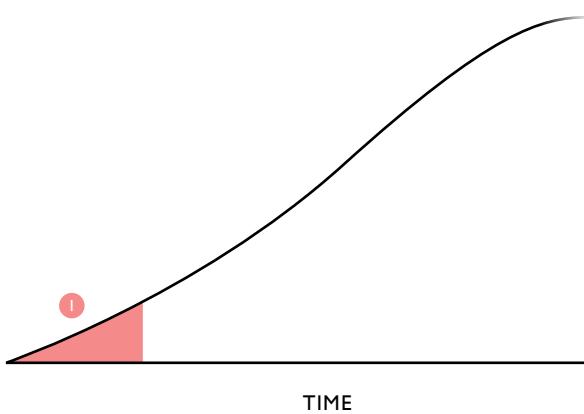


TREND INDEX / TOP 10 INGREDIENTS



EMERGING

These trends are exhibiting emerging behavior and are likely to grow in the next few months.



[Pyrrolidone Carboxylic Acid](#)

[Hibiscus Seed Oil](#)

[Volcanic Ash](#)

[Tulip](#)

[CBD](#)

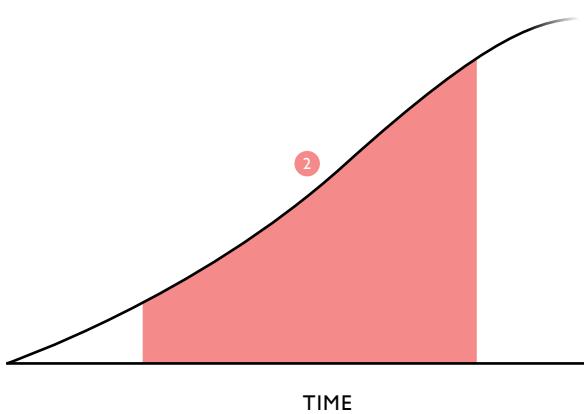
[Orange Blossom](#)

[Probiotic](#)

[Gotu Kola](#)

SAFE BETS

These trends have been growing for a year and will continue to grow for another year.



[Chlorophyll](#)

[Postbiotic](#)

[Bakuchiol](#)

[Winter Cherry](#)

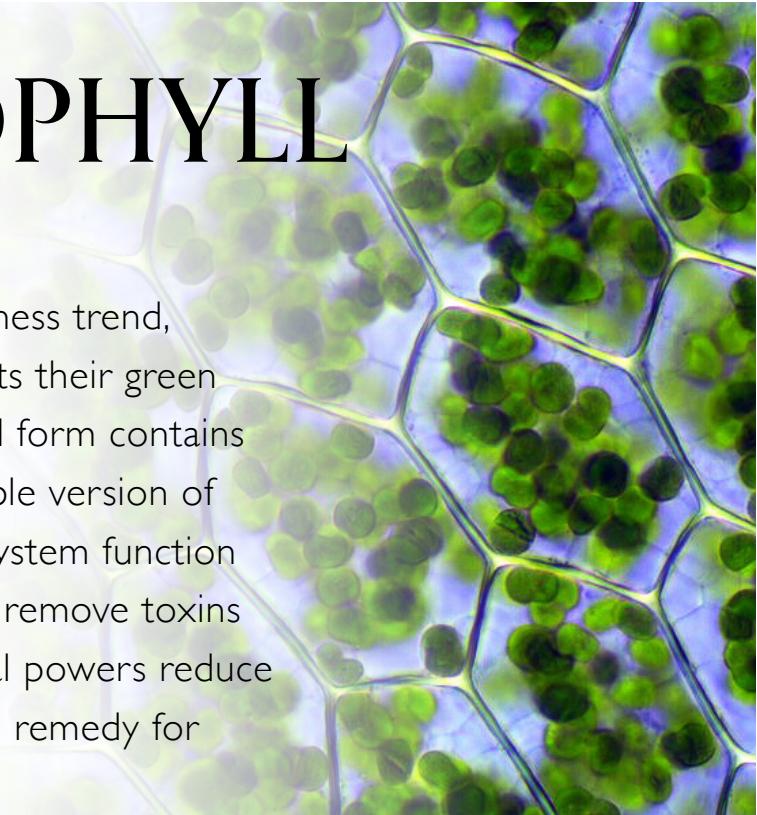
[Makgeolli](#)

[Oxygen](#)

01 CHLOROPHYLL

[klaw-ruh-fil]

Taking over TikTok as the latest viral wellness trend, chlorophyll is the pigment that gives plants their green color. Chlorophyll in supplement or liquid form contains chlorophyllin, a semisynthetic, water-soluble version of the ingredient, which supports immune system function and enhances the liver's natural ability to remove toxins and waste from the body. Its antimicrobial powers reduce swelling and can also be used as a topical remedy for wrinkles, acne, and wounds.



SEARCH VOLUME



362K average weekly searches
+317% to LY

SOCIAL INTEREST



203K social engagement
+92% to LY

TOP BENEFITS/CONCERNS

1. Healing	4. Immunity
2. Detox	5. Energy
3. Acne	6. Antioxidant



POSTBIOTIC 02

[powst-bai-aa-tuhk]

Let us break it down for you—prebiotics are the “food,” probiotics are the microorganisms, and postbiotics are the results of probiotics consuming that “food.” When applied topically, postbiotics target inflammation, protect against pollution, and promote the skin microbiome.



SEARCH VOLUME



2K average weekly searches
+228% to LY

SOCIAL INTEREST



8K social engagement
-42% to LY

TOP BENEFITS/CONCERNS

1. Balancing	4. Stomach Aid
2. Anti Microbial	5. Inflammation
3. Immunity	6. Anti Diabetic

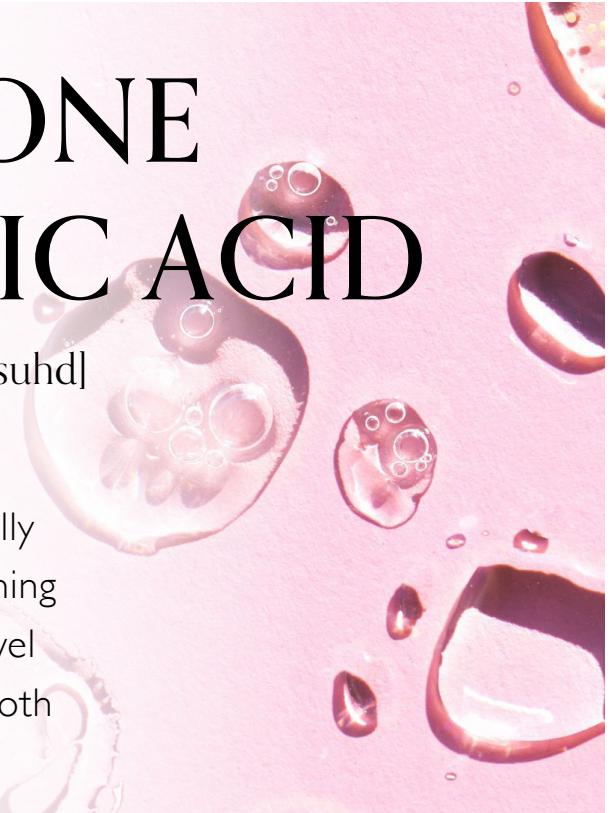


Balancing Serum, SkinHit (\$8)

03 PYRROLIDONE CARBOXYLIC ACID

[pr-ow-luh-down car-box-y-lik a-suhdl]

Derived from amino acids, pyrrolidone carboxylic acid (PCA) is a natural moisture factor and naturally occurring component of human skin. This replenishing ingredient helps to maintain the skin's moisture level by attracting moisture from the air, creating a smooth feeling for both hair and skin.



PCA Bond Repair, The Inkey List (\$12.99)



SEARCH VOLUME



150 average weekly searches
+122% to LY

SOCIAL INTEREST



no social engagement

TOP BENEFITS/CONCERNS

1. Hydrating	4. Acne
2. Dryness	5. Wrinkles
3. Healing	6. Inflammation

BAKUCHIOL 04

[buh-koo-chee-all]



A plant-based alternative to retinol, bakuchiol, pronounced “buh-koo-chee-all” is an antioxidant found in the seeds of the *psoralea corylifolia* plant. The naturally-occurring pale purple ingredient gives formulas a unique purple hue. Like retinol, it works to increase cellular turnover, stimulate collagen production, and diminish photodamage. Unlike retinol, the plant is gentle and soothing to the skin, rather than sensitizing, and it can be used safely during pregnancy.



SEARCH VOLUME



20K average weekly searches
+102% to LY

SOCIAL INTEREST



245K social engagement
+39% to LY

TOP BENEFITS/CONCERNS

1. Anti-Aging	4. Wrinkles
2. Firming	5. Brightening
3. Hydrating	6. Balancing



Blemish Serum, Typology (\$20.90)

05 WINTER CHERRY

[win-tuh cheh-ree]

Winter cherry, also known as ashwagandha or Indian ginseng, is an antioxidant-rich plant that has been used in Ayurvedic medicine for over 4,000 years. The potent herb helps combat damage from blue light exposure, effectively preventing hyperpigmentation, fine lines, and uneven skin.



Adaptogen Soothe + Hydrate Mist, Youth To The People (\$42)



SEARCH VOLUME



3K average weekly searches
+100% to LY

SOCIAL INTEREST



200 social engagement
no change to LY

TOP BENEFITS/CONCERNS

1. Hydrating	4. Immunity
2. Wrinkles	5. Inflammation
3. Dryness	6. Firming

VOLCANIC ASH 06

[vaal-ka-nuhk æ-shl]

Rich in antibacterial minerals, volcanic ash is commonly used in “purifying” or “detoxifying” cleansers and masks, as it extracts pollutants, sebum, and dirt from pores. It also contains exfoliating properties to draw out even more impurities for a smoother and brighter complexion. Ideal for those prone to acne or excess oil production.



SEARCH VOLUME



15K average weekly searches
+62% to LY



SOCIAL INTEREST



65K social engagement
+4% to LY

TOP BENEFITS/CONCERNS

1. Acne	4. Wrinkles
2. Detox	5. Firming
3. Brightening	6. Anti Viral

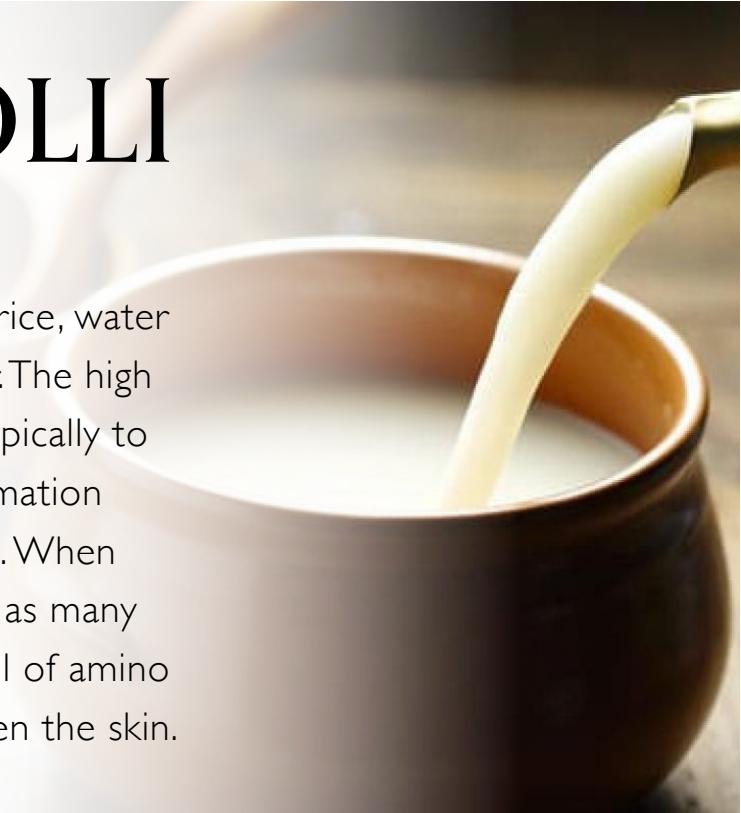


Crema Nera Reviving Volcanic Mask, Giorgio Armani Beauty (300)

07 MAKGEOLLI

[mahk-oh-leel]

Makgeolli is a brewed rice wine, made of rice, water and nuruk, which is a fermentation starter. The high quality natural rice extract can be used topically to nourish the skin and help prevent the formation of age spots while lightening existing ones. When ingested, one bottle of makgeolli contains as many probiotics as 100 cups of yogurt and is full of amino acids and vitamin B which firm and brighten the skin.



SEARCH VOLUME



19K average weekly searches
+50% to LY

SOCIAL INTEREST



4K social engagement
+4,000% to LY

TOP BENEFITS/CONCERNS

1. Purifying	4. Anti-Aging
2. Stomach Aid	5. Wrinkles
3. Immunity	6. Soothing



TULIP 08

too-luhp}

Tulips contain high levels of growth factors that allow the flower to continue growing after it's been picked.

Tulips contain a plant hormone called auxin, which is derived from the amino acid tryptophan; the combination promotes regeneration used for the repair and growth of tissues throughout the body. Being natural humectants, they can retain and hold their weight in water, and therefore are used as powerful moisturizers.



SEARCH VOLUME



228K average weekly searches
+23% to LY

SOCIAL INTEREST



1.4M social engagement
no change to LY

TOP BENEFITS/CONCERNS

1. Soothing	4. Healing
2. Antioxidant	5. Inflammation
3. Anti Microbial	6. Dryness



Tulip Tint, Bloomeffects (\$29)

09 CBD

[ca-nuh-bi-dye-ol]

Cannabidiol (CBD) has been shown to help reduce pain and inflammation brought on by inflammatory skin conditions. It has potent antioxidant properties that counteract the signs of aging caused by free radicals.



Emerald, Herbivore Botanicals (\$98)



SEARCH VOLUME



344K average weekly searches
+11% to LY

SOCIAL INTEREST



1.7M social engagement
-42% to LY

TOP BENEFITS/CONCERNS

1. Dryness	4. Repair
2. Hydrating	5. Soothing
3. Recovery	6. Vegan



PROBIOTIC 10

[prow-bai-aa-tuhk]

Containing live cultures of bacteria, probiotics are used to promote positive bacterial balance in the skin's pH. Probiotics induce the production of healthy ceramides, which create a barrier to protect the skin from environmental damage and irritation, and lock in moisture, preventing dry skin and eczema. Taken as supplements, probiotics improve gut health, immune response, and healing of the skin, brain and gut network.



SEARCH VOLUME



200K average weekly searches
+8% to LY

SOCIAL INTEREST



900K social engagement
+85% to LY

TOP BENEFITS/CONCERNS

1. Hydrating	4. Wrinkles
2. Brightening	5. Acne
3. Anti-Aging	6. Dryness



Daily Probiotic, Wisp (\$30)

TRENDALYTICS

We marry the art and science of retail to surface what consumers want today and tomorrow.

Our team of experienced retail professionals can provide a custom assessment of how you can integrate data analytics into your workflow. We have walked in your shoes and will partner with you to identify opportunities that will give your business a competitive edge.

[CLICK HERE TO LEARN MORE](#)