



The average age at which women start using beauty products has gone down from 17 to 13.7

The beauty youth market is escalating and is here to stay

Ed Schack, owner, EES
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With over 25 years in the cosmetic and personal care industry, I've seen multitudes of beauty trends come and go. One that's gained momentum in recent years and even appears to be spiking upwards is the youth cosmetics industry.

The NDP Group Inc reports that in 2005, the average age a woman began using beauty products was 17; today it is 13.7. What's more, 43 per cent of six- to nine-year-olds use lipstick or lip gloss, 38 per cent use hairstyling products and 12 per cent use other cosmetics, according to market research company Experian.

This trend is driven, in part, by working mums who want to spend more 'girl time' with their daughters and pass on products and behaviours that will foster greater self confidence. This 'princess movement' has resulted in many girls focusing on their physical appearance, fuelled by a image-focused media and celebrity culture. New

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beauty and self care product lines have hit the market for teens, tweens and even younger girls. Girls are throwing spa parties – with manicures, pedicures and facials – for their birthdays.

Salons and spas today have service menus and retail items tailored specifically for young girls. Yet with so much opportunity, companies will continue to invest in this profitable new demographic well into the future. The global spa industry could carve out considerable market share as mothers actively seek providers – whether at home or on vacation – that allow their daughters to take part in the same spa experiences they themselves enjoy. Offering packages, parties and product lines at hotels, destination spas and even on cruise lines that are geared toward the youth market is an emerging and growing strategy.

The youth cosmetics industry will take a similar path as the adult market – focusing on natural and organic product lines. The younger set are even more aware about what they put on their bodies and faces. Mothers, too, want to make sure that products used by their daughters – with delicate, young skin – are free of chemicals and potentially harmful ingredients.

While no one is ever really too young to learn about personal care, hygiene and the importance of maintaining one's skin, the notion of beauty – and related products – are now part of our youth culture ... like it or not. And the manufacturing industry does.

Embrace beauty, but remember your core values

Katie Welch, vice-president of
global communications, Bliss

I was interested to read The Race for Beauty feature in the last issue of *Spa Business* (see SB11/1 p20). I agree with the points made – that adding beauty services not only round out your spa menu, but also has the potential to encourage greater loyalty from existing clientele.

However, pitfalls and false starts abound. First, beauty services must be authentic to the brand. It is important that brand tradition and quality are not compromised in an effort to provide a 'one-stop shop'. Ardent clientele at Bliss love the spa: its smell, touch, colour and space and new beauty treatments need to fit seamlessly with this spa experience and ambiance – nothing jarring or bleak.

Secondly, placement of new services must give the clientele the confidence of an educated choice, not an add-on or bait. Staff training is paramount, and commitment in any new beauty service must be evident at every turn. It's important that our technicians are known as experts with unique talents and professionalism, not simply jack-of-all-trades. For Bliss, a foray into beauty treatments must be flawless and authentic to our brand

An example of bringing a beauty product to market would be the recent launch of He-Wax (men's waxing) in the US. We saw a gap in the market and created this service in response to what our clients were requesting. Technically, men are not new to Bliss, however, He-Wax was a clear opportunity to grow our client base. But the launch still presented a few challenges from staffing, training, and communication. As we began to format our services, attention was given to perfecting procedures, client comfort level – especially important with waxing – and technician rapport. The name of the product also had to have fit in with the Bliss 'tongue-in-chic' voice. The strategy was to make the client's encounter quintessentially Bliss.

To conclude, it's important to be forward thinking in services offered to clients – and that includes embracing beauty. But you should never compromise on your core values or alter your brand.