

NEWSWORTHY TRENDS

Newsworthy Trends

Baby Boomer Generation Defining Cosmetic Trends

(NAPS)—In the U.S., there are more than 40 million women over the age of 50, and they represent the fastest-growing segment of the population. Capturing their attention and loyalty is vital for cosmetic companies.

Truly understanding women's needs at this life stage and providing products that address their individual concerns has led many cosmetic companies to re-examine how they speak to these influential consumers.

According to cosmetic leader, Lancôme, there are five key expectations that women have:

The demand for multifunctional products. Women are less inclined to purchase five different moisturizers; they are looking to streamline their routine with products that target specific problems, very effectively.

The desire for immediate and visible results. Women want to apply a product and instantly see and feel a difference. Over the years, cosmetic companies have developed technology to aid in this process. At Lancôme, the use of time-release transporters, which can safely and effectively deliver essential ingredients directly to the skin, is an ongoing priority.

A desire for natural ingredients. Not since the days of washing your hair in beer and putting yogurt on your face have cosmetic companies seen such a demand for natural ingredients. Vitamins, minerals, vegetable and fruit extracts—all are making a comeback.

A demand for real health benefits. Consumers are more cognizant than ever of environmental



Wild Yams, Sea Algae and Soy are among the most sought after natural ingredients in skincare products today.

stresses. Pollutants, toxins and UV rays all wreak havoc on skin and have led women to be adamant in their use of products that protect, protect, protect.

Probably most important of all, *the desire for total well-being.* Women care about how a product makes them feel, as well as how they look. This polysensorial reaction—what the five senses perceive when a product is used—is a strong indicator of whether a product will be successful.

To meet these expectations, Lancôme has developed a skincare product called Absolue. Winning praise from women all over the globe, it is pure technology and utter luxury in a jar. By targeting the primary needs of aging skin—as a result of chronological aging, hormonal fluctuations and photo-aging, including sun exposure—Absolue restores skin's youthful appearance. It intensely hydrates the skin while improving its elasticity and visibly reviving skin clarity. Wild yam, sea algae and soy extract make up the formula, plus SPF 15 for complete protection.

For more information about Absolue, visit www.lancome.com or visit the Lancôme counter at a nearby department store.