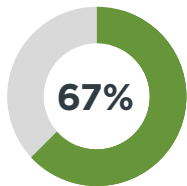




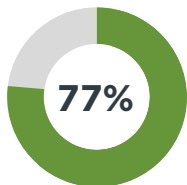
TRENDS & INSIGHTS

LIP CARE MARKET OVERVIEW

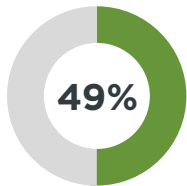
New products that exfoliate, hydrate and protect the lips are fueling the burgeoning lip care category over traditional color treatments. The global lip care product market was valued at \$1.94B in 2018 and is projected to reach \$2.51B by 2024.



In the US, 67% of women use lip balm, with declining use of lip color in 2020 signaling a preference for moisturized lips over added pigment.



Among female personal care buyers, 77% have used/are interested in using on-the-go lip care products.



Among female personal care buyers, 49% rank ease of use as a main purchase driver.

POPULAR FLAVOR LAUNCHES

- › Vanilla/Vanilla Bourbon
- › Coconut
- › Mint
- › Rose (Flower)
- › Cherry
- › Strawberry
- › Peppermint

POPULAR FLAVOR GROUPS

- › Fruit & Vegetable
- › Seeds & Nuts
- › Sweet
- › Herbs & Spices
- › Flora
- › Beverage
- › Bakery

TOP LIP BALM CLAIMS

- › Ethical to Animals
- › Brightening / Illuminating
- › Moisturising / Hydrating
- › Long Lasting
- › Botanical / Herbal
- › Vegan / No Animal Ingredients
- › Paraben-Free
- › Seasonal

Sources: Stylus & Mintel GNPD





TRENDS & INSIGHTS

LIP CARE PRODUCT SPOTLIGHT



SUSTAINABILITY

Beauty Made Easy lip balm is made with 100% natural origin ingredients, with an upcycled raspberry seed oil that is a by-product from the juice and jam industry, 65% certified organic ingredients and 0% plastic.



CONVENIENCE

360 lip balm by QUR has a patented round lip balm shape with slide mechanism allows for easy and practical 360-degree application; there's no cap to remove, nor twist-up needed.



FOOD FOR THE SKIN

Tatcha's Kissu Lip Mask recent re-release prompted a 4,000- person waiting list. The jelly-like mask contains moisture-locking squalene, reparative Japanese peach and nourishing camellia oil.



HYDRATING OILS

Famed for its use of waxy sheep-derived lanolin, Australian brand Lano's Lip Water is a lightweight fluid with hyaluronic acid, glycerin, peppermint oil and holographic shimmer.

Sources: Stylus & Mintel GNPD

The Lebermuth Company
South Bend, Indiana USA
800.648.1123
lebermuth.com