



TRENDS & INSIGHTS

TAP INTO WELLNESS

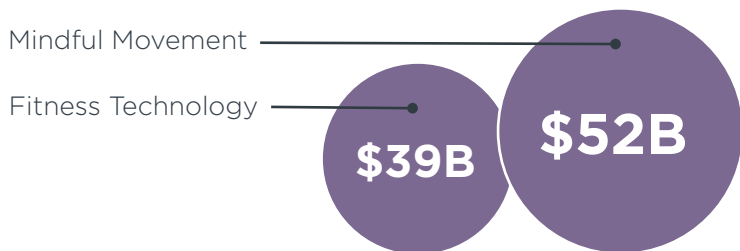
The Trend - Mood Modifier: With the rise of anxiety and depression, brands can lift consumer's spirits by creating mindful moods with a sense of nostalgia, tranquility, and relaxation that can fundamentally improve wellbeing and can make them smile, even on the worst day.

The Consumer: Inner wellness through pleasure and happiness. This search for personal harmony and happiness has become a key priority for a great number of consumers. They embrace anything that can help them achieve true connection with themselves in order to experience long-lasting and transformational wellbeing benefits.

The Opportunity: Colors and aromas as a natural energy healer said to restore the body's sense of well-being, relieving it of any pain or stress, and that promises to open and cleanse the entire chakra system.

The Numbers

Mindful movement (yoga, pilates, tai chi, barre, Gyrotonic, etc.) will be the #1 growth sector, reaching \$52B by 2023, followed by fitness technology at \$39.8B by 2023.



(Source: Global Wellness Institute - Oct 2019)

Trending

Holistic wellness is becoming a widespread trend across BPC categories as consumers seek products that complement their health and wellness, both physically and mentally.

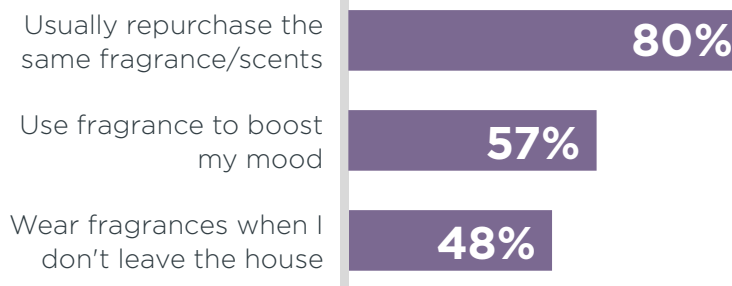
While functional categories, such as deodorant, aren't typically associated with self-care, there are opportunities for brands to tap into holistic wellness trends. For instance, mood-boosting fragrances and mask formats blossomed during the COVID-19 pandemic, and continue as consumers maintain their new wellness routines in the resurgence.

In The US

42%+ of fragrance users agree that it's most important that fragrances/scented products make them feel attractive, happy or confident.

Base: US: 1,710 internet users aged 18+ who use any fragrance and/or scented personal care products
Source: Kantar Profiles/Mintel, August 2020

Behaviors Toward Fragrances, August 2020



Base: 1,710 Internet users aged 18+ who use any fragrance and/or scented personal care products



FRAGRANCE IDEATION

THE CONCEPT: CHAKRA FRAGRANCES

Understanding The 7 Chakras



CROWN CHAKRA

Knowledge, Consciousness,
Fulfillment, Spirituality
"I UNDERSTAND"

THIRD EYE CHAKRA

Intuition, Lucidity,
Meditation, Trust
"I SEE"

THROAT CHAKRA

Communication, Expression,
Creativity, Inspiration
"I TALK"

HEART CHAKRA

Acceptance, Love,
Compassion, Sincerity
"I LOVE"

SOLAR PLEX CHAKRA

Strength, Personality,
Power, Determination
"I DO"

SACRAL CHAKRA

Sensuality, Sexuality,
Pleasure, Sociability
"I FEEL"

ROOT CHAKRA

Energy, Stability,
Comfort, Safety
"I AM"



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CHAKRA TRENDING PRODUCTS



Plant Therapy, an Idaho based company, has created a set of 7 chakra blends. When your chakras are in balance, natural energy flows smoothly, creating a sense of overall well-being. Chakra Synergies support balance in each of the individual chakras, providing a gently inviting experience. Each Chakra set is formulated for each of the 7 chakras. The sets are packaged in beautiful round boxes that include a booklet with detailed information on each of the chakras, and the blend that it compliments.



7 Over 7, a new London-based candle brand, has created a range based on the seven chakras (energy centers in the body). Designed to be used for aiding meditation or simply decompressing, each candle comes with a notecard detailing its composition and how it helps to set one of the seven intentions (such as Ground, Create or Believe).



Asutra, a Chicago-based wellbeing brand part-owned by tennis player Venus Williams, runs on the message “active self-care isn’t selfish”. The aromatherapy spray range Mist Your Mood is designed for “wherever and whenever you need a boost of energy or a moment to unwind”. For example, Ready Set Focus, a peppermint and rosemary essential oil spray aims to sharpen the mind.



Flow Cosmetics, a Finnish brand that developed aromatherapeutic Chakra Balancing Body Soaps – which are created with positive intentions to match each energy field to a specific soap. This is a great example of a brand developing a product with a spiritual narrative as mystical, energy-led practices really infiltrate mainstream beauty.



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CHAKRA TRENDING PRODUCTS



Indigo Wild, a Kansas City based personal care brand, wants to tune your seven chakras to a pitch-perfect state with their Chakra Salts Gift Set. This bath time treat features natural sea salt crystals infused with shea butter, meadowfoam seed oil, essential oil blends, and good juju. Each chakra gets an 8-ounce tube of crystals amped up with the essential oil blend that best resonates. Includes Lavender Crown Chakra, Rosemary Third Eye Chakra, Eucalyptus Throat Chakra, Peppermint Heart Chakra, Frankincense and Myrrh Solar Plexus Chakra, Sandalwood Sacral Chakra, and Dragon's Blood Root Chakra. Pour a bath, pour a tube, and balance your mind, body, and soul.



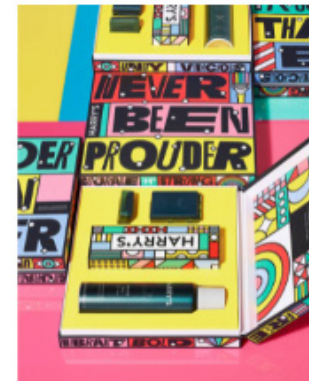
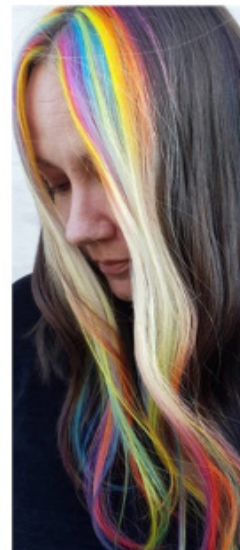
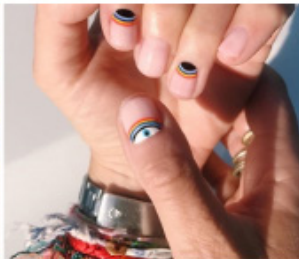
Vitamasque, a London-based brand, offers a Korean-formulated Gemstone Collection of sheet masks that incorporate a four-in-one approach, combining aromatherapy, color, gemstone and skin therapy “to target anxiety, low mood and mental health wellbeing for a more uplifted you”. For example, the Citrine Sheet Mask is infused with citrine stone extract “to enhance mental clarity and absorb negative energy”.



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CHAKRA COLOR CUES

Rainbow color scheme in beauty, fashion and food is not only trending but also signifies inclusiveness.





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