



MASKS

Masks on the Move

Masks are on consumers' minds (and bodies). As the wellness movement has grown, so has consumer interest in this skin care application, which can give consumers a quick dose of at-home self-care.

So much so that the market has exploded with mask options, from traditional formats to seemingly endless sheet mask varieties created with various materials. Today's masks target the face, of course, but also feet^a, feminine intimate regions (to "detox, soothe, brighten and hydrate")^b and even act to detoxify and tone the butt cheeks^c.

This variety, when combined with consumers' growing awareness of their health and K-beauty influences, has helped the global face mask market to grow at an estimated 8.97% CAGR from 2017-2023.^d

This growth would not be possible without the introduction of novel active and functional

ingredients that help create the interesting textures, sustainable claims and high efficacy that modern consumers crave; see the following responses from industry experts on how to achieve these popular products.



^a Baby Foot's Moisturizing Foot Mask, Skin Inc.

^b Intimate Care Charcoal Mask from Two Lips,

^c Bawdy Beauty's Butt Sheet Masks and

^d Health-savvy Consumers Flock to Face Masks, Cosmetics & Toiletries



Ensuring Sustainability

Facial care is the largest segment of the global skin care market, of which treatment products are a fast-growing component, according to Kelley Dwyer, senior vice president, Sales and Market Development, Floratech.

Dwyer cites sustainability as a major trend in today's face masks. Products that contain plant-derived or COSMOS-approved ingredients or are produced with low content per application can help achieve more sustainable formulating; Dwyer also noted that, "consumer resistance to single-use, nonrefillable plastic containers is growing. Face masks can be packaged in plastic-free containers."

Multifunctional and easy-to-use products provide immediate, consumer-perceptible benefits.

When it comes to sheet masks, "nonwoven face masks with high-function, plant-derived ingredients can provide skin barrier protection and treatment, [along with] hydration, cleansing, healing, whitening and fine line and wrinkle

reduction." According to Dwyer, multifunctional and easy-to-use products like these "provide immediate, consumer-perceptible benefits."

Dwyer identified masks that target skin barrier treatment and recovery; targeted products for various skin types, conditions and consumer demographics; men's care; the use of innovative packaging with multiple items per SKU; and masks formulated as preventative skin care as future directions for the mask market to expand.

"Plant-derived lipids with clinically defined and consumer-perceptible benefits are popular ingredients in face masks produced in Korea, Japan, Taiwan and other Asian markets. [These ingredients] can provide skin smoothing, brightening and increased firmness."

Such ingredients include Floratech's L22 Human skin surface lipid mimetic (INCI: Jojoba Oil/Macadamia Seed Oil Esters (and) Squalene (and) Phytosteryl Macadamiate (and) Phytosterols); Floraesters K-20W (INCI: Hydrolyzed Jojoba Esters (and) Water (*aqua*)); and Floralipids Moringa Oil Refined (INCI: *Moringa Oleifera* Seed Oil).



Kelley Dwyer
Floratech

