

# PEACHES AND CREAM FOR PERFECT COMPLEXION

**R**ussian women always paid much attention to their appearance. Face enjoyed special treatment. Today cosmetic products for various body parts show increasing sales. However, facial creams retain the highest popularity.

Facial skin care category added other 20% in 2006 as compared to 2005 and reported one of the highest growth rates in the Russian market (ExpoMediaGroup Staraya Krepost). The category growth was outpaced only by male grooming (24% increase) and depilatories (23%). The results look more impressive being compared with Russian perfumery and cosmetics market general growth dynamics that slowed to 12% last year.

Facial care accompanied with food additives is a much promising trend in Russia. Local companies Forma-Farm and Istochnik Dolgoletia offer complex series of this kind. The majority of Russian women prone to believe, that special vitamin beauty complexes can substantially improve skin condition. According to the poll conducted at web-site Beautytime.ru, 29% of respondents regularly take food additives for beauty and confirm their positive effect. 27% of women believe in beauty vitamins, though have never take them yet. However, about 30% of respondents said «Oral cosmetics is more about good marketing, than real effect». 15% of women avoid taking vitamins considering them to be not natural and bad for health.

Another tendency is representation of facial cosmetics in the form of food. Floresan, a local manufacturer, offered Cosmetic Joghurts series, while Cliven entered the market with Skin Delicatessen including Grape Seeds, Pomegranate Juice and Satsuma Pulp creams.

Notwithstanding high popularity of facial care, only 60% of total population claimed to be facial products consumers. In the past five years the share has increased from 52.9% to 60%. The growth tendency is evident. Customer base promises to be widened further with men and teenagers.



Facial skin care is almost the only category where Russian manufacturers remained solid positions. Local manufacturers are equally strong only in oral care. However, international giants share in facial care has increased from 40% in 2001 to 52% in 2006. The parity is achieved in sales value. Russian companies still manage to retain 65%/45% leadership in terms of items.

In the past five years consumption of foreign facial care brands has showed a stable growth, while consumption of local brand remained unchanged. Active advertising hit the target. Imported products found new consumers among grown up teenagers and people improved their welfare. High product price is regarded as confirmation of its quality.

Foreign companies stir up consumer interest to their products with highlighting effectiveness and quick result. Special attention is paid to anti-age products.

Though the majority of women (about 60%) starts using anti-age products at the age after 30, a substantive part of consumers (20%) is ready to apply anti-ageing creams at 20 years old. 21% of women will use age-preventive cosmetics only when they are after 40. Only 3% of Russian women at the age after 50 are ready to use anti-age cosmetics (www.beautytime.ru). Many women still believe a good moistur-

izing cream can replace anti-ageing products. Moisturizing procedures in general are very popular in Russia. About 60% of women include them in their daily routine (Clinique).

Anti-acne facial care for teenagers is another promising sector. Novelties in this market enjoy popularity among both teenagers and adults. For example, recently Chemical and Biological Association of the Russian Academy of Sciences, Vita, has launched HI-TEC, a new line of cosmetic products for teenagers. The line includes classical problem skin care products: a gel cream for washing, a tonic, a scrub gel, an all-purpose cream, an antiacneic dotted cream and decorative cosmetic products: a balsam and a lip gloss balsam with silver. All the cosmetic products of the new line contain modern disinfecting antibacterial additives (silver citrate, potassium alums and others), moisturizers, a balanced amount of fats and herb extracts, non-comedogenic components and substances normalizing the work of sebaceous glands. According to the manufacturers, the products of the line facilitate deep purifying, optimization of sebaceous glands activity, normalization of hydrobalance and skin nourishment, implement an anti-inflammatory action and minimize buildup of comedons, development of inflammatory process and as a consequence, emergence of acne and total acneogenicity.

Facial care in general is moving towards narrow specialization. The offer shifts from standalone products to cosmetic complexes including special treatment for eyes, lips and neck. Foreign companies rule the trend. For example, in spring 2006 Lancaster launched renovated collection Suractif Non-Stop Lifting comprising serum, face mask and six creams (for eye, lip, neck as well as night, day and day enriched ones). The collection is described as giving 24 hour lifting effect after 1 minute of application.

Other examples are Biotherm brand widened Anti-Rides Line Peel series with night cream, eye cream and special bio-peeling for men, and Primordiale Optimum by

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