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# 'Skintellectuals': the new generation of savvy beauty consumers

Knowledgeable, influential and demanding, they are driving the shift towards brand transparency

Niacinamide, hyaluronic acid, salicylic acid: if you know what these ingredients do for the skin, youâ€™re part of a growing tribe called the 'skintellectuals'. Savvy and extremely curious, these consumers are driving a revolution towards more transparent information in the beauty industry.

"Well represented by generation Z, these consumers know all about formulas, the benefits of every ingredient and how to mix them properly," says Marcia Bardauil, Quadpack Market Insights Lead.

They inspired the rise of search engines for beauty ingredients and customised beauty routines.

Hence, brands are sharing quantitative data on their product labels, inspired by nutrition fact charts in food and drinks.

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Social media plays a big role in this trend. Popular 'skinfluencers' provide in-depth reviews, analysing not only ingredients lists, science-backed efficacy and cost-efficiency, but also if products have the right packaging to protect formulas from oxidation or contamination. As a result, brands are changing product claims, avoiding generic statements and opting for more specific facts such as Vitamin C percentage, in a movement called 'radical transparency'.

A recent survey made by Mintel in the US shows that 40% of consumers think that brands must do a better job explaining what ingredients they use and why. Particularly women claim to be paying more attention to the list of ingredients than a year ago, a trend that seems to go beyond

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formulations.

"Consumers want products that answer to their skin needs and also their beliefs, such as vegan and animal cruelty-free formulas or biobased, compostable packaging," says Bardauil.

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***About Quadpack Industries SA***

*Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit www.quadpack.com.*

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