

GLOBALLY GORGEOUS: CONTINENTAL SKIN CARE

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If skin care professionals have ever wondered what secrets their global counterparts might be using (whether they have access to other products or they have been sharing centuries-old skin care tips), look no further. Here is a glimpse into what skin care products and treatments are trending from around the world.

AROUND THE WORLD

Each of these continental trends tend to stay close to home, using products and remedies that are naturally abundant in their geolocation.

Africa

Centuries of local remedies and ancestral knowledge define which products Africans love best when it comes to taking care of their skin. With three main biomes on the continent (subtropical desert, tropical savanna, and tropical forest), they have a plethora of ingredients to choose from. The most popular products today are plant-based, natural or raw, ethically sourced, and female-empowered. Topping the list of natural ingredients are rich, decadent shea butter, argan oil, coconut oil, marula, idan oil, and baobab oil – all from local plants and trees that provide maximum skin hydration and healing.

Antarctica

What is happening way down South? Seven nations claim different parts of this continent: New Zealand, Australia, France, Norway, the United Kingdom, Chile, and Argentina. Most of the population consists of 4,000 or fewer multi-national scientists conducting seasonal research at field camps and whaling stations. Extended missions can last 18 months, and

scientists bring the basic vital products they need from home in large amounts – shampoo, hair conditioner, deodorant, and lotion.

Asia

Always on the edge of technology and the unusual (like the small fish pedicures), Asian skin care and K-beauty dominate the Eastern region with unexpected plant ingredients like red onion extract. Glass skin is out, and healthy skin is in. Sustainable packaging and vegan-friendly options also top the list. Tapping into the fermented tea craze, many popular products are now formulated with kombucha. Retinol and vitamin C are still clear winners. Minimalism and multiuse products are coming to the forefront for sensitive skin, following extended mask wearing and supply chain issues. Formulated products containing less than 10 ingredients are a big draw, and at-home and high-tech beauty devices continue to be in demand.

On the Eastern side of the continent, the desire for skin care products is growing, propelled by the youth market and, for the first time, men. Middle Eastern countries are showing a significant interest in specialty and premium aesthetic products, including K-beauty. Antiaging and skin whitening products are the highest in demand by the majority of the market, including noninvasive antiaging treatments. Natural ingredients are also big sellers.

Australia & Oceania

Taking cue from its geographic location to Asia, Australia and New Zealand participate in similar trends, from kombucha-infused skin care to LED therapy to skin care hybrids. Products focusing on protecting the

skin barrier and soothing natural ingredients are a must have; think R (Russian)-beauty.

Unlike their Asian neighbors, Oceania populations are moving away from retinols and acids towards nurturing anti-inflammatory ingredients. One surprising new option making waves are eco-conscious products formulated with little to no water. Hybrids also pack a punch with eco-conscious, multiuse formulas. Polynesia, Melanesia, and Micronesia love natural and organic products that are locally sourced, like hibiscus extract and monoi and coconut oil. As always, this sun-loving population needs lots of sunscreen products for blue light and ultraviolet A and B ray protection.

South America

Encompassing 12 countries and two territories, this continent has an abundance of exotic fruits and seeds and a whole rainforest of ingredients to choose from. Natural oils, like buriti oil, sacha inchi oil, jojoba, Cupuacu butter, and Amazonian white clay to red mangrove extract are commonly used. Camu camu berries, acai, and cocoa butter can also be found in many popular products for face, skin, and hair. Furthermore, lots of time outdoors and warm climates demand the need for moisturizing skin creams and heavy sun protection. Following the global trends as well, anything raw, vegan, cruelty-free, and organic continues to rise in popularity.

Ultimately, wherever someone resides, there is a whole world of beautiful skin treatment options waiting for them. It is important to stay informed and know what is happening around the globe. Inspiration may strike at the most curious corners of the world.

