

Inside & out: Winter health & skincare

As winter approaches, beauty and health routines must adapt. Savvy category managers know this and plan accordingly. Changing seasons bring changing routines, from what we eat and how we protect our families, to how we treat our skin and what steps we take to ensure our good health. These changes have a big enough impact on the lives of consumers that retailers and wholesalers need to adapt to accordingly, or risk losing out to those who planned ahead.

Keep in mind that a healthy balance of on-shelf products is essential, but your online offerings can and should be broader and more varied, offering shoppers a wide range of options to suit their needs. Understanding just how South Africans shape their shopping habits to the season is as important as communicating that understanding to your customers. This makes data gathering and analytics as important as effective marketing and communications, in the race to attract and retain shoppers.

A focus on health

Immune boosters and superfoods. Consumers are increasingly aware of their health and are becoming more proactive when it comes to maintaining good health. Immune boosters, gut health support, and superfood ingredients that help fight the effects of winter lurgies are popular basket items year-round. In the winter months, however, these products take off.

“Millennial and Gen Z consumers are spending more on health and wellness than older consumers. They want effective, data-driven, science-backed health and wellness solutions.”

In a McKinsey & Company report titled The trends defining the \$1.8 trillion global wellness market in 2024, the authors state that, “Millennial and Gen Z consumers are spending more on health and wellness than older consumers.” A global survey noted that, “Consumers want effective, data-driven, science-backed health and wellness solutions,” and 58 percent of US respondents said they are “prioritising wellness more now than they did a year ago.” These are significant stats, particularly for category managers looking to capitalise on this type of global move towards improved health and wellness.



Local consumers are also moving more towards a wellness-based lifestyle, particularly after the pandemic shocks of 2020 and 2021 where health and wellness came under such scrutiny.

In winter, supplements, homeopathic, and naturopathic remedies are hugely popular with South African consumers, many of whom can't afford the prices charged by doctor's offices and

pharmacies. For others, simply keeping ahead of winter infections and staving off illness is the goal.

Tried and trusted brands are a go-to for many consumers when it comes to taking care of their families. While they are often prepared to try newly launched products for themselves, the health and safety of their families, particularly children and the elderly, is more often entrusted to well-known brands.

That need for science-backed, proven results is universal. McKinsey & Company says, “Roughly half of UK and US consumers reported clinical effectiveness as a top purchasing factor.”



Left to right: Beauty influencers Mhlali Ndamase, Cynthia Gwebu and Nuzhah Jacobs.

Retailers can't ignore the impact of social media and other marketing tools, and what 'influencers' consumers are taking heed of. Beauty influencer culture is big in South Africa, with the five biggest channels being YouTube, Instagram, TikTok, Pinterest and Facebook. However, as the McKinsey & Company report notes, "Consumers said they are most influenced by doctors' recommendations when seeking care related to mindfulness, sleep, and overall health (which includes the use of vitamins, over-the-counter medications, and personal- and home-care products)."

Eat yourself well

A greater focus on healthy eating, as well as traditional remedies that include honey, lemon,



Image: <https://foodloversmarket.co.za/>

ginger, and garlic, means there are excellent opportunities for cross merchandising and smart marketing that educate and encourage shoppers.

South African consumers are lucky because even in winter, local producers can provide a range of health-boosting seasonal fruits including apples, citrus

fruit, beetroot, leeks, tomatoes, and cabbage – all of which are rich in the various vitamins and micronutrients that can help to keep winter blues (and colds) at bay.



Over-the-counter medication

Family-friendly remedies and medications for common winter ailments are in high demand

in the chillier months. Medications that treat fever, pain, chills, headaches, and a range of ailments from coughs and sneezes to congested sinuses should be available to shoppers at a variety of points, including personal hygiene shelves, queuing points, and points of sale.

Take popular remedies into account and ensure you are displaying the right combinations – for example, mucolytics combined with immune boosters, vitamin C, and decongestants. Most consumers prefer to do an all-in-one shop for these combinations and remedies, so stock availability is key.

Changing the winter beauty care routine

Winter beauty routines change significantly due to the effects of colder, drier weather, wind, rain, and the use of heaters and air conditioners. For many, the chillier months simply mean a move to a lower factor sunscreen, while others take more extreme measures such as changing their moisturiser to a heavier, creamier formula and adding hydrating serums or oils as well as barrier creams. Lips and other areas such as hands, elbows, knees, and heels also need extra attention in the colder months.



Image by Grafikonteam, www.canva.com

Dermatologists agree that the key to keeping skin healthy in winter is moisture. Centurion-based dermatologist Dr Temi Awotedu ([drtemiawotedu_](https://www.instagram.com/drtemiawotedu) dermatologist on Instagram) says, "Moisturiser is essential in winter. Moisturise to fight dryness and lock in your skin's natural moisture, a great winter facial moisturiser enhances the moisture content of your skin while also keeping it looking smooth."





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It's important to hydrate from the inside, eat antioxidant rich foods and get plenty of omega-3s, and make sure sufficient moisturising from top to toe is done. They also recommend keeping up with the use of sunscreen, even during winter and on cloudy days, as UVA rays are always present. Many brands offer highly hydrating and protective products that are ideal for winter skin health, and these should be stocked accordingly as the weather becomes colder.



Skincare routines don't just change with age and season, however, they change as consumers become more educated and knowledgeable, and as their requirements evolve. Now

more than ever, brands across the board are being held to higher standards. Yes, consumers want products that are effective and do what they promise, but they also expect the brands they support to support their ideals. Ethical, environmentally friendly, sustainable practices are becoming a non-negotiable on two fronts, as legislation races to catch up with climate change and the environmental impact of so many industries, and as consumers begin to demand accountability from producers, manufacturers, and retailers.

15 SUPER FOODS THAT BOOST THE IMMUNE SYSTEM IN CHILDREN

Superfoods by www.mylittlemoppet.com/



LEAFY VEGETABLES

Vegetables such as cabbage, cauliflower, spinach, broccoli, tomatoes and other leafy green veg help in fighting against the infections

Loaded with nutrients, antioxidants like beta carotene and other carotenoid, vitamins essential for a healthy immune system.

ROOT VEGETABLES

According to Chinese theory root vegetables like sweet potatoes, carrots and potatoes are immune strengthening and work specific to respiratory system.



GARLIC, ONIONS AND GINGER

The sulphur compounds present in onion and garlic are said to prevent cancer. The active compounds - flavanoids in all the three are immune boosting.

The active compounds are Anicillin in garlic, Quercetin in onions, shagaols and gingerols in ginger .

It aids digestion and keeps gastritis at bay.

It is also heart healthy.

CAYENNE PEPPERS

Pepper contains the chemical capsaicin , a rich source of vitamin C that aids your immune system in fighting colds and flu.



SQUASH OR PUMPKIN

They are loaded with antioxidants, Vit A, Vit C, manganese, magnesium to some extent n a rich source of folate.

APRICOTS

They are packed with Vit A, Vit C, potassium and good fibre.



CITRUS FRUITS

Oranges, lime, guavas have a good amount of Vit C and antioxidants.

BERRIES

The berries strawberry, blackberry, raspberries, blueberry and cranberry contain phytochemical and flavonoids. They are rich in antioxidants too and help in building the immune system.



PULSES

Lentils rich source of Protein and are the building blocks of our body rich in folate and potassium

PEAS

It is also rich in antioxidants like flavonoids, carotenoids, phenolic acids and polyphenols.



SPROUTS

Sprouts are loaded with proteins and a powerhouse of nutrition

NUTS AND SEEDS

Nuts are almonds, walnut, seeds are pumpkin seeds, flaxseeds, sunflower seeds. Nuts and seeds are rich in Vitamin E which is an important antioxidant and immune booster.



CURD

Curd has 'good bacteria' or Probiotics which are nowadays widely marketed as health shots to be had daily .It strengthens your immune system by fighting against several microorganisms.

TURMERIC

Turmeric has anti microbial properties. It has curcumin which is an antioxidant and has anti inflammatory properties.



HONEY

Honey has antimicrobial properties. Moreover it coats the throat and eases irritation of throat.

Note- Honey should be given only after 1 year

In Africa, according to a report from Euromonitor, consumers want brands and products that promote local beauty ideals, recognise diversity, incorporate local ingredients, and cater for African hair and

skin tones. Recognising the richness and multi-dimensionality of this powerful consumer base is essential for retailers, wholesalers, suppliers and manufacturers.



Vegan skincare and clean beauty

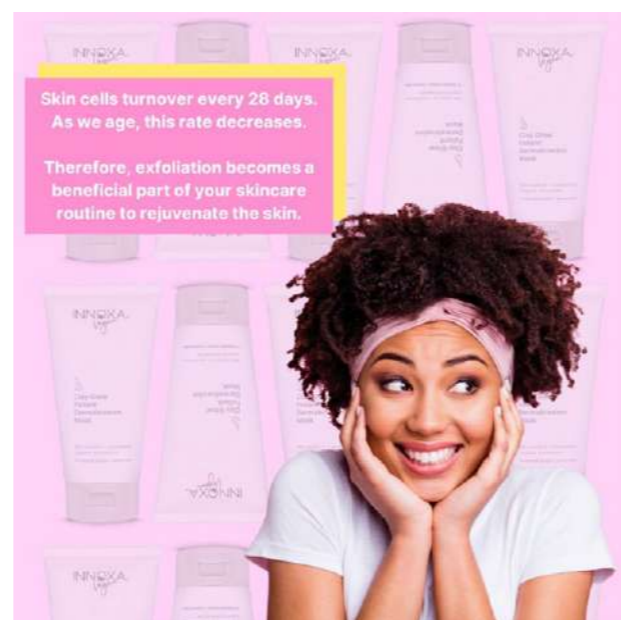
Vegan skincare is no passing fad, and it's not only about the vegan lifestyle, either. Although vegans practice a 'no harm' approach to life, from their food to their clothing and their skincare, there are additional benefits to vegan products that many non-vegan consumers appreciate. From cruelty-free testing practices to natural ingredients that are environmentally friendly, vegan products tend to be a little better for the planet, and conscientious consumers appreciate that.

Big brands are embracing the trends for vegan, environmentally safe, and natural products as more shoppers begin to demand transparency from their favourite labels. It's a trend that has taken off locally as well. Well-known international skincare brand Innoxia recently rebranded their vegan skincare range in South Africa, emphasising the fact that they've been cruelty-free since their inception in 1920. Innoxia was created in France by dermatologist Dr Francois Debat, who believed in treating every being gently. Since the beginning, the Innoxia philosophy has been 'first do no harm'.

Mirande Rossouw, Marketing Manager for Innoxia, says ...

"The global trend toward vegan, eco-friendly skincare has been actively reshaping the beauty industry across a lot of categories, with skincare brands being at

the forefront of embracing the change. We've seen a growing demand and awareness among South African consumers towards the environmental



Images: www.cosmetology.co.za

and ethical implications of their skincare choices. As people become more conscious of the ingredients and the impact of their products, they increasingly seek out products that align with their values. This trend is reflected in the rising demand for what we call 'clean' skincare options."

The same consumers that are pushing for more information on their food labels, the ones who want to know where their food comes from and how their cleaning products impact the environment – and their health – are those examining every product they purchase with more awareness and understanding than ever before.

Rossouw explains, "General educational initiatives and information campaigns raise awareness about the importance of choosing and consuming more vegan, sustainable and eco-friendly options. As consumers become more informed, they are more likely to choose products that prioritise sustainability, and animal and environmental welfare. To meet this demand, skincare brands are adapting their offerings to include vegan formulations and sustainable packaging. Innoxia Vegan is a prime

example of a brand embracing this trend by providing consumers with products that are not only effective but also align with their ethical and environmental principles."

Rossouw adds that the driving forces behind Innoxia's decision to relaunch as a vegan skincare brand that is also dermatologist approved was because of the rising market demand for clean skincare products that are also effective with proven results.

She says, "Consumers want to see the science behind the brand, too. Environmental concerns and ethical considerations also played a big role in the decision-making process to relaunch the brand, hence the need to have ingredients and packaging materials sustainably sourced while still adhering to regulatory compliance. We wanted to demonstrate our commitment to meeting the changing needs and values of consumers while contributing to a more sustainable and ethical beauty industry."



Mirande Rossouw

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What makes this trend a movement and not a fad?

Rossouw explains, "Embracing the vegan and eco-friendly trend by large stakeholders and brands in the beauty industry is important because it promotes environmental sustainability and supports conservation efforts, reducing the beauty industry's historic environmental footprint.

By avoiding animal testing and animal-derived ingredients, brands prioritise the welfare of animals, allowing for the brand's ethics to resonate with conscious consumers."

It's also a matter of treating skin health and beauty equally. She adds, "Vegan and eco-friendly formulations prioritise

natural, non-toxic ingredients, promoting safer skincare practices to protect the consumers' health. Industry-wide progress with leading brands is setting a positive example for the industry and

inspiring others to adopt similar practices and drive widespread change. By leading by example, brands contribute to a more conscientious and responsible approach to beauty and skincare."

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*<http://www.peta.org/issues/animals-used-for-experimentation/abolish-laboratories/>

Canva Creative Studio, www.canva.com



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Image by Rajesh Verma, www.canva.com

Natural healing

People frequently turn to nature for healing and health support. Often with fewer side effects, natural and homeopathic remedies are seen as being less processed and gentler on the body than 'modern' or allopathic medication. Although this is not always the case, these medications and supplements can be surprisingly effective. In some instances, doctors are even prescribing these remedies to complement and support Western or prescription medications.

There are homeopathic products that support a bevy of immune functions, targeting specific areas of concern and providing a health routine

that can be targeted quite specifically, if necessary. Remedies for common ailments such as congestion, coughs, and rhinitis are also popular as they tend to be non-drowsy and gently effective, with fewer of the concerns that accompany prescription antitussives (cough suppressants) and cold and flu medications. In addition to these, many homeopathic and natural remedies can also assist with other functions that are necessary to stay healthy and fight off infection – from anxiety to mental health and better sleep.

Stocking a good range of these types of remedy is a wise decision as consumers take a more proactive approach to their winter health and wellbeing, and that of their family. If physical shelf space is of concern, consider a seasonal stocking remedies, with winter being more targeted to winter ailments, as well as those that are for general health and wellbeing. Of course, online shopping options can offer a far more varied range of products.

Image: www.instagram.com/afrobotanics



Keeping abreast of international beauty trends



- K-beauty, or Korean beauty products, are taking the global market by storm. Well-researched, innovative ingredients, and interesting packaging are made even more tempting by a range of price points. As social media influencers continue to share their Korean beauty exploits, expect local consumers, particularly the younger generations, to become increasingly interested in these products. Currently available online and in a few select boutique or standalone stores, it's a beauty market ripe for exploration by local retailers.
- Innovation, from biotech to AI-beauty, is essential for driving product growth and development. Consumers are aware of this and are able to educate themselves on new ingredients, procedures, and products. They know what results they want, and they know how to get them. Ensuring your merchandise reflects these changing times is critical for sales growth. Social media platforms, skincare brands, and 'celebrity' dermatologists are good sources of information on upcoming trends and the latest innovations.

- Streamlined routines are becoming more popular as time constraints affect more product-intensive routines. More steps and more products take more time, but consumers have less and less of that precious commodity. Multi-functional products and more effective, easier routine are the current go-to.
- Age-appropriate skincare is, finally, a thing. There's a glut of products for young skin and old skin, but not a whole lot for middle-aged skin. That's a whole lot of consumers who are looking for targeted skincare products that actually address the skin they're in, and big brands are catching on.

Chill factor: Get ready for winter beauty

Innoxia's Vegan Educator, Dineo Makhubela, shares her top tips for winter-ready skin ...



Dineo Makhubela

"Winter can be harsh on your skin, and it can feel like there's no escape. Cold conditions outside leave your skin sensitive, while indoor heat sources dehydrate your skin.

Even the things that make winter wonderful, such as sitting by a roaring fire, can dry your skin, and although a hot shower can warm you up, hot water strips skin of its natural oils.

For healthy skin all through the colder months, I recommend the following ...



- Use lukewarm water instead of hot when cleansing
- Protect your skin from the sun, even in winter
- Moisturise daily with rich creams
- Always use a hydrating serum
- Use products that will support your skin's microbiome (the microorganisms on and in your skin that keep your skin healthy).

"In winter we need more protection and moisturising routine, while in summer we need a more hydrating and rejuvenating routine." **SR**

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