

INSIGHT INTO THE \$450 BILLION SELF-CARE MARKET

• **Eating organic food, using natural** home remedies, taking vitamins and disinfecting homes are just a few ways in which consumers are taking control of their own health and getting a handle on rising health care costs. With 88% of Americans actively practicing self-care and 34% increasing their self-care activities in the past year, these new purchasing and consumption habits are creating big opportunities for brands and retailers alike, according to IRI, which has released its latest IRI Point of View, "Taking Charge: Consumers Grabbing Hold of Their Health and Wellness Drives \$450 Billion Opportunity."



Consumers are taking control of their own health, creating opportunities for personal care brands.

The report shares how consumer trends are currently impacting the CPG industry and what retailers and manufacturers must do to win in this market. To bring much-needed clarity to this very complex environment, IRI is introducing an updated self-care segmentation to help marketers develop personalized products and marketing campaigns.

"Self-care is not one large action or behavior, but a series of small, incremental actions and behaviors that accumulate to result in better health and wellness," said Amruta Gupta, principal and health care leader for the IRI Consumer and Shopper Marketing practice. "To truly maximize the self-care opportunity, brands and retailers must think outside of traditional and

narrowly defined categories and redefine their competitive sets to better understand where and how each product fits in their stores and strategy."

According to IRI, self-care is virtually everywhere; however, different shopper groups practice self-care differently, and brands and retailers must understand the dynamics of each and tailor product benefits and marketing programs to engage and activate different shopper groups, noted IRI.

IRI's self-care segmentation also features eight distinct consumer profiles:

- **Proactive Naturalists:** Motivated by keeping fit and preventing illness;
- **Active Health Managers:** Focused on limiting health care expenses and avoiding doctor visits;
- **Awakened and Dedicated:** Seeking a balanced life and more energy;
- **Unconcerned Realists:** No distinctive health and wellness motivation—simply taking life as it comes;
- **Healthy Passives:** No motivation to adopt self-care behaviors—healthy and haven't had to deal with anything too serious;
- **Preventive Moderates:** No distinctive self-care motivation; simply want to prevent illness and stay fit and healthy, and are open to vitamins or supplements and prescription medications, as needed;
- **Advice Seekers:** Managing a health condition and seeking constant reassurance from health professionals; and
- **Doctor, Doctor:** Dealing with health conditions, but trying to stay healthy while aging, through medications and guidance from health professionals.

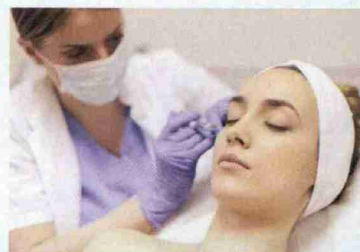
More info:

www.iriworldwide.com

Plastic Surgery Trends for 2019

• **Gone (but not completely forgotten)** are requests for highly sculpted noses, plumped-out puckers and frozen faces;

today's procedures create natural-looking results that are designed to create more of a best version of oneself. This shift in thinking should lead to an even greater uptick in the number of men and women seeking cosmetic enhancements, say industry stakeholders, including doctors who are part of the American Academy of Facial Plastic and Reconstructive Surgery.



Patients are looking for more natural-looking results from cosmetic surgery.

"The desire to look better, but natural, is not new. In fact, most patients fear the stretched or windblown look as well as the overdone, un-natural looking nose. Overdone Hollywood celebrities do more to create fear of surgery. The biggest challenge for well-trained facial plastic surgeons is to help patients understand that they can have improvements, while looking totally normal, just better," noted Phillip R. Langsdon, MD, a Memphis facial plastic surgeon and president of the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS).

The pendulum is swinging back to a more natural look, according to Nashville facial plastic surgeon Mary Lynn Moran, MD, who is president-elect of AAFPRS.

"We will see less overfilling of cheeks and lips in the coming year," she said.

According to AAFPRS, look for micro-needling with platelet rich plasma (PRP), microblading and micro and baby Botox to gain momentum this year. •