

April 2023

皮肤管理 - China

“除舒缓和维稳外，敏感肌适用护肤品也需要具备抗衰老和美白等进阶功效。品牌可利用专研成分或植物替代成分等特殊成分，来说服那些既想获得进阶功效，又希望产品温和和不刺激的消费者。此外，当消费者遇到皮肤问题时，为他们提供精简护肤解决方案有助于鼓励消费者试用并吸引潜在用户。”

— 柴静彦，高级研究分析师

纯净美容消费者 - China

“纯净美容作为一个概念，仍对消费者具有吸引力，尽管他们对于这个抱有疑惑。无论美容及个人护理（以下简称“美容个护”）品牌是否打算采用纯净美容定位，都需要切实留意在竞争空前激烈的市场中，确保自身在产品安全性和功效上具有足够的竞争力。”

— 蒋亚利，美容个护品类副总监

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The Green BPC Consumer - China

“Clean beauty, as a marketing term, still carries attractiveness to consumers despite remaining confusions about the meaning. No matter whether BPC brands position clean beauty or not, they need to be really mindful to ensure that they have competitiveness over product safety and efficacy in the ever competitive market.”

Managing Skin Conditions - China

“Besides soothing and stabilising, skincare products for sensitive skin also require advanced benefits such as anti-aging and whitening. Brands can leverage special ingredients, such as self-developed ingredients or botanical alternatives, to convince consumers who desire to achieve advanced benefits but enjoy the mildness of the products. In addition, providing consumers ...