

Natural and Organic Personal Care Consumer - US - December 2017

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Opportunity to cross-promote NOPC products as part of healthy lifestyle

NOPC comprised of three consumer segments

Emerging legislation, growth among Hispanics and high consumer confidence impact market

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Medium NOPC Engagers show moderate enthusiasm

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Direct-to-consumer private brands offer convenient, low cost options

Biotechnology, local production will ease environmental challenges

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Purchases of NOPC have gone mainstream

Importance of NOPC, purchase trends support industry growth

NOPC is appealing due to healthy, gentle, high quality perceptions

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