

Managing Skin Conditions - China - February 2018

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“Minor skin conditions seem to be no big deal for Chinese consumers. The majority of them don’t bother to use specialised products or take medicines to treat their skin conditions.”

– **Alice Li, Research Analyst**

This report looks at the following areas:

In order to broaden consumer base and usage frequencies, cosmeceuticals need to promote more preventative usage by positioning as a holistic approach to maintain a healthy skin, or address lifestyle factors (such as stressful life, lack of sleep etc) which is regarded as the crucial cause of skin conditions.

- **Solutions that echo with lifestyles are needed**
- **A good ingredient story is bilateral**
- **Focus shifts to prevention**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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