

## Clean Beauty - US - December 2019

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"The natural movement continues to shape the BPC industry due to perceptions of safety. However, a surge of retailers and brands are adopting clean beauty standards, leading to a shift from natural to clean. Additionally, consumers are becoming more aware of the impact their demand for natural ingredients has on the planet and are seeking ways to reduce their carbon footprint."  
**- Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- Natural is still valued by consumers, but clean beauty is shaking up the industry
- Functional products are benefitting from the natural movement
- Clean beauty is becoming a social media buzzword
- More clarity is needed within the natural and clean movements
- Sustainability is no longer just a buzzword for young adults
- Mass retailers are clean and NOPC shoppers' go-to retailer

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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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