



# Clean and Conscious Beauty – US – 2022

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## This report looks at the following areas:

- Awareness of “clean beauty” and understanding of its meaning
- How consumers define “clean beauty”
- What types of “clean” beauty and personal care products are used
- Reasons why consumers buy “clean” beauty and personal care products as well as reasons why consumers haven’t purchased
- Attributes that build consumer trust in a beauty and personal care brand
- Attitudes and behaviors toward beauty and personal care with emphasis on discovery of changes in product usage, sustainability and safety perceptions

The majority of consumers have heard of “clean beauty” (60%), but only 27% know what it means. At its core, “clean beauty” is a marketing term, which perpetuates inconsistency among suppliers that leads to confusion among consumers. “Clean” can be used to encompass healthy, wholesome, natural and nontoxic ingredients but also taps into ingredient sourcing, safety and sustainability. The subjectivity of its definition allows consumers to find products that align with their values and holistic health ideology. This is why “clean” and conscious beauty remains on a positive growth trajectory: 82% of consumers are using more clean products and 72% agree that “clean beauty” is more important to them this year than last year. By leading with science and educating consumers on the benefits of “clean beauty,” brands can leverage transparency and trust to advance a holistic approach to wellness and self-care.



“Beauty companies simply can’t be all things to all people when it comes to defining ‘clean.’ There is a notable shift toward people aligning how and what they consume with their values. Yet the most successful brands will remain authentic to their mission and identity by leveraging a compelling ingredient story.”

– Jennifer White Boehm,  
Director, BPCH Reports

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