

# Cosmeceuticals - China - June 2019

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## This report looks at the following areas:

- How can 'cosmeceuticals' position themselves?
- Testing before treating
- Value the power of authentication

Skin conditions have become more widespread and more complex among Chinese consumers in 2019, indicating multiple causes of skin conditions including both external environment and consumers' increasing attention. This has provided opportunities for cosmeceutical brands to target sensitive skin and problematic skin, leading to the growth of both international and local companies such as L'Oréal's Active Cosmetics Division and Winona.

The China Food and Drug Administration (CFDA) banned use of the wording 'cosmeceutical' in January 2019, to control unqualified products claiming to have medicated functions for skincare. But for brands that consistently provide high quality products, this could be good news.

As for consumers' perceptions, cosmeceuticals are associated with skin barrier protection and being suitable for sensitive skin, and the biggest motivation for using cosmeceuticals is because of the safety and effectiveness. However, barriers also exist, with the biggest being consumers' confusion over skin conditions.



"Associated closely with cosmeceuticals, both skin barrier protection and skin problem solving are feasible positionings and are more important features in consumers' minds than the 'for sensitive skin' claim, which is currently widely used but without much differentiation between competitors."

– Vicky Zhou, Research Analyst

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