"The changing nature of wellbeing presents opportunities. Previously consumer focus was about the impact of products on the body; we are starting to see the mind take equal precedence. The inclusion of probiotics, adaptogens and aromatherapy claims could all help brands tap in to consumer demand for holistic solutions."

- Richard Hopping, Senior Brand and Household Analyst

This report looks at the following areas:

- Functionality drives caring image
- Holistic approach may adjust definition of health and wellbeing
- Expertise built over many years
- Premium traits often guided by high prices
- Lush sets the ethical standard in BPC
- Consumers believe self-described brands are natural

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