Break Through a Competitive Landscape to establish their credibility. They will need to put in extra work to stand out and be noticed. Clean beauty is not just a marketing buzzword; it is a movement that consumers are looking for. Transparency, clear and distinct labels, and visibility into the production processes will be essential. Consumers are looking for beauty credentials that are genuine. They will be suspicious if brands are not providing authenticity or if they are adding or covering up ingredients but merely enhancing the look. From the user's perception, clean beauty is defined as products that are free from contaminants and harmful chemicals. Consumers are looking for fewer chemicals and more natural ingredients when purchasing beauty products. They expect that clean beauty products will improve the look and feel of their skin. 

Consumers in our study found their skin was reinforced, with certain clean beauty products making their skin look and feel healthier. 

Emphasize Value and "Use Less but Get More" 

Clean Beauty is about simplicity with fewer ingredients and processes. It's a change in consumers' expectations for beauty products. Consumers are looking to get healthier, such as becoming pregnant, quitting smoking, or starting to exercise more. Good opportunities to convert users are around transitional life moments when consumers are looking for fewer chemicals and more natural ingredients. 

Focus on Transitional Life Moments 

Consumers are looking to get healthier, such as becoming pregnant, quitting smoking, or starting to exercise more. Good opportunities to convert users are around transitional life moments when consumers are looking for fewer chemicals and more natural ingredients. 

Convert Traditional Beauty Consumers 

Convert traditional beauty consumers to clean beauty by highlighting on social media the benefits of clean beauty. Social media can be a powerful tool for reaching out to traditional beauty consumers and informing them about the advantages of clean beauty. 

Show How Others Are Benefiting From Clean Beauty 

Highlight Self-Love & Self-Expression 

Highlight self-love and self-expression by showing how others are benefiting from clean beauty. Consumers need to see real people who are using clean beauty products and experiencing benefits from them. 

Foster Community Connection and Mission 

Foster a sense of community and mission by allowing consumers to recommend their products to others and introducing them to their favorite clean beauty products. This creates a sense of belonging and shared values with the brand. 

Pick One Core Value Message for Your Brand Identity 

Pick one core value message for your brand identity. It is important to focus on one aspect of beauty and build around it. 

Make Sure Your Product Offers a Sensorial Experience 

Make sure your product offers a sensorial experience. It's all about the user experience and how the product makes them feel. 

Identify a centerpiece of your brand's identity rather than dilute it with multiple values. Your brand should have a clear and consistent message that resonates with your target audience. 

Pick One Core Value Message for Your Brand Identity 

Pick one core value message for your brand identity. It is important to focus on one aspect of beauty and build around it.

Highlight Self-Love & Self-Expression 

Highlight self-love and self-expression by showing how others are benefiting from clean beauty. Consumers need to see real people who are using clean beauty products and experiencing benefits from them.

Foster Community Connection and Mission 

Foster a sense of community and mission by allowing consumers to recommend their products to others and introducing them to their favorite clean beauty products. This creates a sense of belonging and shared values with the brand.

Make Sure Your Product Offers a Sensorial Experience 

Make sure your product offers a sensorial experience. It's all about the user experience and how the product makes them feel.

Identify a centerpiece of your brand's identity rather than dilute it with multiple values. Your brand should have a clear and consistent message that resonates with your target audience.