

# COMMERCIAL BULLETIN ALOE VERA IN SHAVING MARKET



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## Aloe Vera in shaving market

The global market for shaving lotion and creams is projected to reach US 8.5 billion by 2020, driven increasing preference for natural and organic products ( as Aloe Vera), rising products awareness and the return of wet shaving technique. Shaving lotions and creams comprising pre-shave products such as shaving soaps, creams, foams, gels and oil as well as aftershave lotions and balms represent an indispensable component of the daily shaving routine. These creams and lotions experience a continuous growth in demand mainly because there are no replacements for these products. The lubrication offered by pre-shave products including oil, creams, foams and gels enables razor to glide easily on the skin and shave with minimal nicks and cuts. Growth in the global shaving lotions and creams and foams is currently riding on product innovations and advancements.



Shaving gels, creams and foams in new fragrance and with beneficial ingredient like vitamin E and Aloe Vera are being introduced in the market on a frequent basis. Organic and natural ingredients are becoming increasingly popular in shaving preparations to make safer and chemical free. The return of the traditional wet shaving techniques after being gradually encroached by the popularity of electric shaver, also bodes well for the market. Rapid growth for shaving and creams is expected in emerging markets of Asia-Pacific and Latin America driven by increasing population, prospering economies, increasing incomes and growing interest in personal grooming.

Favorable demographics represent another important growth driver with people in the age 15-64 years presently accounting for 66% of the global population. Rising awareness over the significance of personal grooming among the expanding middle class population coupled with increasing disposable incomes represent key driving forces for pre-shave and post-shave products markets. Europe represents the largest market worldwide, followed by the United States. Growth in these developed markets is predominantly driven by increasing importance of grooming among youth population, with compelling motivation to look good.



iDemand over the years also benefitted with format innovations such as compact packaging and travel kits. Europe also offers a growing market for new ingredients such as natural, organic, mineral as well as skin nourishing shaving creams and lotions. Aloe Vera and Hygiene Industries are very old, this ancient plant has been used since ancient times to preserve the natural care, has been described as the plant of eternal youth, a miracle of nature. These ingredients are vital to a better quality of life. In order to preserve bioactive components of natural extracts and to ensure that the functionalities will also be found in the final product the formulation and manufacturing process are crucial.



Conscious of this new trend AMB R&D department has flexible policies to support and develop products according needs. Most of the male grooming brands offer shaving products, and they very often position toiletries as a pre- or post-shaving procedure in order to help cross-sell to existing male customers. Modern society has dictated that hair removal in certain anatomical regions is a crucial part of grooming. Although waxing and electrolysis fulfill some hair removal needs, shaving is by far the most common hair removal operation—carried out by billions every day, worldwide.

### Key Takeaways

The global male grooming market is booming, as more men are paying attention to their appearance and skin. Growth of the men's toiletries category, which includes male-specific skin care and hair care products, is expected to outpace that of shaving products and fragrances. However, we believe that shaving products will remain an important category, as it is the anchor point for male grooming routines, where toiletries products are marketed as post- or pre-shaving products.

The wet shave is the conventional method getting clean shave where there is the usage of water, gels, lotions and shaving creams. Wet shaving is traditionally done using razors; shaving creams are used after cutting to ensure the skin remains free from infection due to cuts, irritation, to make the skin glow, and moisturize the skin. The global market is anticipated to grow at a rapid rate for the forecast period owing to increase in corporate culture and growing awareness about personal grooming among men. The challenge for the market growth is the high replacement cost of razor cartridges. With the evolving technology and the need for better grooming products, razor manufacturers are launching razors with some blades and lubricant stripes for smooth shaving, thereby increasing the benefit of shaving experience.





## Skin Care and hygiene industries

The power of consumer perception is quite evident in the continually growing category of naturals; manufacturers need to be prepared to drive consumer interest into new options. Relating to naturals, beauty has come to mean nutrition, health and wellness, and emits feelings of happiness. The constant search for convenience and instant solutions to the always “on-the-go” lifestyles, have generated many new business opportunities, it is easy to understand why products made of botanical and herbal ingredients become part of our daily lives and the material of choice for many end-uses and applications. Consumers feel that a company being green is important to their purchase decision, consumers citing “natural” as the most important green attribute. It’s true that people are more concerned with skin care nowadays. The Skin Care and hygiene industries have seen a dramatic growth in the number of new and innovative products applications. The development of new natural applications has been triggered by the changing marketplace.

Playing in Aloe Vera’s favor is the fact that a substantial number of consumers all over the world have already come across this ingredient in skin care products. A widespread association exists between Aloe Vera and personal care products, add high value to your shaving and balming products applying botanical extracts as Aloe Vera . The personal care and hygiene industries have seen a dramatic growth in the number of new and innovative shaving product applications. The constant search for convenience and instant solutions to the always “on-the-go” lifestyles, have generated many new business opportunities within the personal care industry



Promote innovation in your grooming line and define the desired direction for improvement, one of this strategies is to enriched with Aloe Vera and vitamin E Lotion and other skin care preparations, ingredients known for their soothing properties, to help to soothe and protect your sensitive skin after shaving and make a differentiation with your competitors and improve de desirable benefits for the consumer.

Today’s man wants nothing more than the smooth and soft feel of a shave without undertaking any pain. Much of that is dependent on the shaving agent they use as part of their morning routine. Many prefer a good shaving cream. Others keep things traditional with a shaving soap. Shaving creams are known to dry out skin faster. Same applies for soaps. Besides moisturizing and sanitizing skin, they facilitate the shaving experience in numerous ways. The benefits of aloe are nothing short of amazing. But as with all high-quality shaving products, a shaving gel is only as good as its ingredients.



## ALOE VERA IN SHAVING MARKET

It is known that many factors contribute to overall discomfort during the shaving process. Such factors may include excessive frictional drag of the razor across the skin and the inflammation of various known epidermal conditions which may become irritated by the shaving process, e.g., psoriasis, eczema, erythema, skin rashes, acne, etc.

Efforts to address some of these factors have led to the use of emollients such as, for example, pre-shave and/or after-shave lotions, beard softening agents, lathering emollients, medicinal or soothing ointments, aloes, foams, soaps, etc. Even though shaving comfort may be enhanced to some degree utilizing one or more of the above emollients, the requirement that they be applied before or after shaving tends to decrease their overall effectiveness and simply adds to the complexity and time consuming process of shaving.

In shaving products as shaving foam (gels, creams, foams, soaps, among others) and prepare the hair (beard, moustache, among others) for cutting. Aloe provides adequate lubrication of the skin. It does not leave the feeling of dryness normally felt after shaving and does not adhere so firmly to the blades of the razor so that said blades can be easily rinsed. It is also known that shaving systems themselves may be significantly enhanced by utilizing a shaving aid to lubricate the skin engaging surfaces during the shaving process.



As a result, several manufacturers have attempted to develop new systems associated with the delivery of shaving aids to enhance and prolong the release of the shaving aid during the initial shaving process and over the course of several shaves. Other efforts have been directed at providing delivery systems which consistently apply the appropriate amount of shaving aid over repeated shavings.

Pre-shaving products try to prepare the hair by softening the hair and skin before shaving. Then a shaving cream is applied to the skin and the hair is cut. Once the hair is cut, a user may apply any number of post-shaving products to the skin to hydrate the skin, soothe the skin, and reduce skin irritation. A pre-shaving composition is needed that can soften hair and skin prior to shaving and leave the skin moisturized after shaving. Post-foaming shaving gels, also known as “self-foaming” or just “foaming” shaving gels, have become popular because of their unique characteristics: in use, the product is dispensed from a container in a gel form substantially free from foam, and is transformed into a foam when rubbed onto the skin. (In this respect, post-foaming shaving gels differ from “shaving creams”, which are dispensed as foam.)

Aloe Vera as natural ingredient care, can be used for after shaving, for repairing skin damage, from shaving and alleviating irritation and discomfort associated with shaving (redness). Shaving typically involves scraping the skin with a sharp blade.

The aim is to shear the hairs until flush with the skin surface, without cutting into the skin surface. Razors have been developed which seek to follow the contours of the skin, so as to maintain the blade in a position where it cannot easily cut the skin. Because the skin surface is not always uniformly smooth, it is sometimes cut, and is typically abraded by the shaving operation.



Abraded skin becomes instantly irritated as a natural physiological response to help combat infection and promote healing so as to restore skin and its protection against infection. Accordingly, shaving often results in the immediate symptoms of pain, burning, itching, and dryness, especially among people with sensitive skin. The amount of discomfort and skin damage is in part related to the intensity of the inflammatory response.

One of the most common forms of skin irritation is known as pseudofolliculitis. Commonly known as “razor bumps”, pseudofolliculitis often occurs immediately following the shaving operation. In men, pseudofolliculitis barbae commonly follows facial shaving. In women, however, it is more prevalent after either shaving, waxing or when using depilatory creams on legs, bikini lines, and underarm areas. In time, pseudofolliculitis can result in permanent “dark spotty scars” on the skin.

## Aloe Vera an excellent ingredient with properties for the skin



Surprise your customers adding Innovaloe™ ingredients in your shaving preparations. The personal care industry often uses ALOE VERA, as an emollient and moisturizer in a myriad of products such as moisturizers, body and hand creams, cleansers, soaps, suntan lotions, shaving preparations and depilation products. Aloe Vera improves the skin's ability to hydrate itself; it is therefore an active skin conditioning agent. Externally applied, it is a natural skin with the ability to penetrate into the skin and transport healthy substances through it. Aloe Vera make it a treatment for healing of nicks and cuts, more.



### Aloe pre-shave and after shave

When applied topically, the gel acts as best moisturizer, removes dead skin cells and rejuvenates the skin. Ideal for hydration of body in long trips and long working hours, rich in minerals, apply before make up. Aloe is the perfect way to replenish moisture and soothe skin with an invigorating, refreshing spray. Natural Aloe give skin a boost after a day in the sun, after stepping out of the shower or any time skin needs an added touch of moisture. Avoid skin irritation.

Aloe deals with various skin conditions. The skin enjoy a more soothing and cooling treat. It hastens the skin repair and hydrates your skin resulting in healthy and glowing skin. Moisturizes the skin. Preserve skin's vibrancy. A refreshing, hydrating mist to use anywhere anytime. Simply formulated, for dehydrated, tight and uncomfortable skin.

Aloe vera enjoys a great degree of popularity and is used in a wide variety of shaving products including shaving soaps, creams, foams, gels and oil as well as aftershave lotions and balms. It acts as a moisturizer. Aloe moisturizes the skin without giving it a greasy feel, so it's perfect for anyone with an oily skin complexion. For men: Aloe vera gel can be used as an aftershave treatment as its soothing properties can desensitize razor burned skin caused by shaving.

### Aloe vera reasons for shaving

**Better for thick hair:** Certain formulas do a sharper job of lifting whiskers off the face than creams.

**Aid to faster removal:** It softens skin and makes it easier to raise and remove hair. **Glide action:** Blades are much smoother to run across your face.

**Less application:** Whereas creams require a heavy amount of volume, gels are more effective when applied in smaller amounts.

**Shaving transparency:** It's easier to see where the blades from your razor are passing through.

**Skin protection:** A layer is created between the blade and your skin, shielding it from cuts, nicks, and most importantly, razor burns.

**Moisturizing effect:** Mucopolysaccharides help in binding moisture into the skin. Aloe stimulates fibroblast which produces the collagen and elastin fibers making the skin more elastic and less wrinkled. It also has cohesive effects on the superficial flaking epidermal cells by sticking them together, which softens the skin. Aloe moisturizes the skin without giving it a greasy feel, so it's perfect for anyone with an oily skin complexion. For women. Aloe Vera acts as a moisturizer and is great for the body prior to the depilation process. For men: Aloe Vera gel can be used as an aftershave treatment as its healing properties can treat small cuts caused by shaving



## Aloe is ideal to shave sensitive skin

Shaving is probably the most common feature of a man's routine. Whether your clean shaven or going for a stubbly do, regular maintenance is required. Unfortunately, if you suffer from sensitive skin this can mean dealing with irritation and redness on a regular basis. So, if you're looking for the best shave for sensitive skin and aloe can help to soothe skin after shaving. Antiseptic effect: Aloe Vera contains 6 antiseptic agents: Lupeol, salicylic acid, urea nitrogen, cinnamonic acid, phenols and sulfur. They all have inhibitory action on fungi, bacteria and viruses. Aloe is soothing and can reduce skin inflammations: Blistering and itchiness, while helping the skin to heal more rapidly.



Aloe leaves contain a plethora of antioxidants including, beta carotene, vitamin C and E that can help improve the skin's natural firmness and keep the skin hydrated. It lessens the visibility of stretch marks.

The skin is like one big piece of elastic that'll expand and contract as needed to accommodate growth.

Benefits of Aloe vera in pre-shave and post-shave products:

- Aloe Vera is a versatile natural ingredient for use in shaving Care.
- Aloe regenerates the skin for a smoother, even skin appearance after shaving
- Aloe vera is natural moisturizer deep penetrating effect
- Regenerates the skin for a smoother appearance
- Gives a healthier look
- Incredible long lasting moisturizing properties
- Elevates concentration of natural moisturizing factors
- Aloe Vera penetrates deep into all 3 layers of the skin, the dermis, epidermis & subcutaneous tissue
- Provides long-lasting skin softening , hydrating and soothing properties
- Aloe is ideal for dry & mature skin

## Aloe is suitable for all shaving types

There are for men and women sometimes shave their chest hair, abdominal hair, leg hair, underarm hair, pubic hair, or any other body hair. Head shaving is much more common among men. It is often associated with religious practice, the armed forces and some competitive sports such as swimming, running and extreme sports.

Our aloe vera ingredient / Innovaloe is developed to bring you the functionality you need while also enabling more efficient manufacturing process, AMB WELLNESS with 18 years of experience in personal care and cosmetic clients, we are committed to keeping your products and process at the forefront.



### A woman's shaving products for depilation.

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### Removing peach fuzz from women's face

Women grow vellus hair, which is soft and delicate. Facial shaving [for women] with a razor designed for the tough skin and terminal hair on a man's skin is counterintuitive. While peach fuzz is not unsightly for all women, removing it has other benefits for your appearance in the short term. Make up goes on more smoothly because of the elimination of peach fuzz in addition to removal of uneven outer layers of the skin. But anyone who has ever shaved knows the hair, whether it's on your legs, underarms, etc, will always grow back. Shaving made skin feel so much smoother; more of a glow, and foundation went on like silk. Face shaving instantly smoothes out the texture of the skin and allows make up to go on a lot more evenly, therefore, it is a great technique to use before an event to achieve glowing radiant skin.



### Women's skin will need some extra post-shave care

As with any skincare treatment, you need to make sure you take care of your skin afterwards to get the most out of it and to avoid irritation. Apply products with specific ingredients as aloe vera, chamomile, allantoin and Vitamin E in your formula, to moisturizer after shaving of customer. In legs and pubic area can develop significant irritation and redness, after shaving in value for recovery your skin appearance.