

RETHINKING BODYCARE

By Josh Walker

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Body Hero by Glossier, US



Body, Hair, Face by Le Labo, New York



Body Hero by Glossier, US

In the beauty world, bodycare products are often considered an afterthought – a functional but not critical part of consumers' everyday beauty routine. In an [article](#) promoting the launch of Glossier's Body Hero range, the brand explained how 'bodycare has turned into the outcast of the skincare world – as if the skin on your face isn't just as important as the skin everywhere else'.

The brand's new range was inspired by formulas used to produce facial skincare products. Its **Body Hero Duo** product, which is inspired by oil cleansers and rich facial creams, claims to 'clean, hydrate and enhance skin all over'.

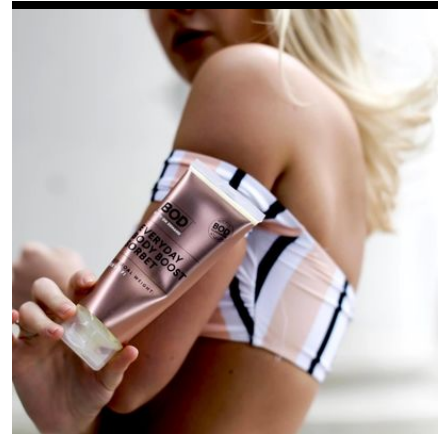
'With Body Hero, we wanted to think about going from the neck down, as opposed to going from the neck up, and how we could deliver the same glowy, dewy finish that has become synonymous with our brand,' says Glossier CEO Emily Weiss. The brand's Perfecting Cream product features 'light-reflecting particles' similar to those found in facial highlighters and luminisers. 'The look your skin gets is an afterthought for a lot of drugstore creams, it's more about the moisture they deliver. Of course, you have to have superior moisture, but what finish will the product leave on your arms, your collar bone, your legs?'



BOD by Be For Beauty



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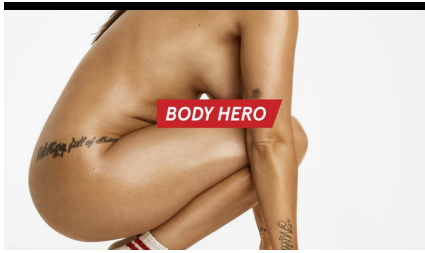


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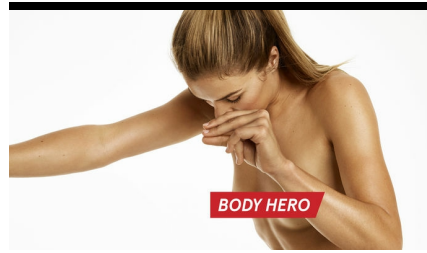
Cosmetics is not the only beauty category that enables consumers to express themselves. ASOS's **Face + Body range** aims to move the focus from the face to the body. 'We believe your face and body are a canvas, an adventure in individual self-expression, an opportunity to experiment and play,' the brand said in a statement. Each of the 46 products in the range are named after celebrated qualities of women such as 'Uncompromising' and 'Visionary'.

'It is true that bodycare does not receive the marketing support common to skincare, colour and hair,' Jodi Katz, founder and creative director of **Base Beauty Creative Agency**, explains to LS:N Global. 'There is a limit to how much someone will pay for a body scrub, shower gel, bath foam or salt bath that promises a practical and sensory experience, compared to the amount they are willing to pay for a skincare product that promises more youthful skin.'

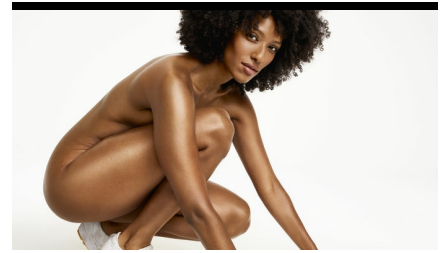
Be For Beauty's **Body On Demand** range was founded to bring 'effective body-boosting solutions to bath time'. The range's products and positioning are designed to encourage a more considered approach to bodycare among consumers.



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A new visual language is emerging in beauty as brands create bodycare campaigns that promote diversity and inclusivity. ‘There is no such thing as a beauty sample that won’t fit a size 14. Lipstick fits everyone,’ Lauren Chan, fashion features editor at Glamour, explained to Digiday.

Glossier collaborated with a series of female influencers including Olympic gold medalist Swin Cash, clinical research coordinator Mekdes Mersha and model Paloma Elsesser on a body-positive campaign to promote its Body Hero range. The campaign imagery depicts a variety of body types and skin tones to celebrate the diversity of women’s bodies.

As LS:N Global explored in our **Gen Viz** macrotrend, consumers, particularly members of Generation Z, increasingly place less value on body image and are looking for brands that share this mindset.

‘Bodycare marketing messages do not typically insult the customer in the backhanded way some colour and skincare brands do,’ says Katz. ‘In the shower, the customer is never too old, too round, too anything when she is exfoliating her legs. She is just herself. Customers and marketers are tired of pretending that there is one ideal woman. It’s an exhausting illusion to maintain.’

What this means to your brand

1. Highlight the diversity of the female form in your beauty campaigns. Consumers are tired the notion that there is a ‘perfect’ figure and will embrace brands that have moved on from this thinking.
2. Invest in the ingredients and formulas used in facial skincare products to highlight the beneficial properties of bodycare products.
3. Like ASOS, tailor your marketing to empower women by tapping into positive female attributes.
4. Position bodycare as a tool to enable self-expression and experimentation beyond cosmetics.
5. Promote diversity an inclusivity in your marketing campaigns. Every consumer is different, and campaigns should reflect this sentiment.