

BEAUTY TRENDING INSIGHTS: BOTANICAL INGREDIENTS

The root in beauty

Botanical ingredients originate from plants and are a leading component in beauty and health. Such ingredients are derived from natural resources, but one you may not have considered is a root—dandelion.



Freeman
Detoxifying Kale + Dandelion Cell Bubble Mask



SheaMoisture
Daily Hydration Body Wash



RawSugar
Kids Shampoo +Conditioner

The regenerative & sustainable underdog

Dandelion is best known for its resilience as a weed, but its heartiness is what makes it a sustainable ingredient. This root grows in nearly all planting zones and can live off very little water, leaving a small footprint on this earth!



Diverse

Dandelion can be applied topically as a cream, tincture, oil, or ground up and consumed in your morning yogurt. Therefore, it is appearing in products within other categories like hair care, hair body lotion, and bath & shower.



Benefits

Because of its many health benefits, it's no surprise that dandelion has over 25 health & beauty benefits too such as stimulating hair growth, treating skin diseases, and even has anti-aging benefits.



+36.3%

Dandelion as an ingredient has demonstrates a presence in products within the facial skin care category and is +178.5% versus YA but also continues to grow in cosmetics, nail grooming, and hair care.



Why botanicals are needed in a beauty routine

- Anti-inflammatory properties
- Robust in antioxidants
- Benefits in anti-aging
- Acne scar reduction
- Remove pollutants from skin

Other botanicals spotlight

Milk Thistle

+7.5%
Dollar sales vs YA

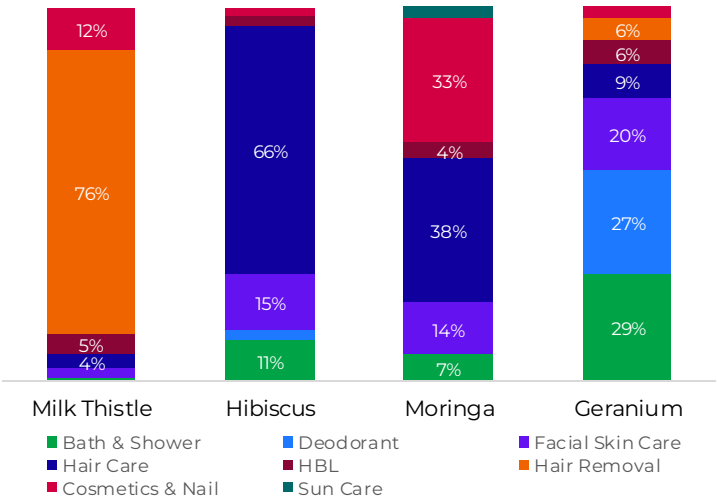
Milk thistle is one of the most common medicinal plants popularly used for anti-fungal activity, digestion, and is even known for delaying aging and keeping your skin glowing and radiant. Brands with this ingredient include: CoverGirl, Clinique, & Harry's .

Hibiscus

+12.3%
Dollar sales vs YA

Besides its superfood benefits, hibiscus has two others that are very important in beauty that even the Egyptian Pharaohs used: Anti-aging and skin elasticity improvement—yes please! Brands with this ingredient include: Bodycology, Dove, & Shea Moisture.

\$ Share



Moringa

+21.5%
Dollar sales vs YA

Need to get rid of free radicals? Moringa as an oil helps with protecting hair and skin cells from damage. It can also be hydrating and detoxifying. Brands with this ingredient include: Alaffia, Farmacy, & Burt's Bees.

Geranium Oil

+10.7%
Dollar sales vs YA

Geranium oil is one of the most common botanical ingredients found in all categories thanks to its antibacterial, antimicrobial, and antiseptic properties and can be found in brands like Smarty Pits, Mrs. Myers, & Andalou Naturals.