

TWEEN BEAUTY

FSS Current Trend Focus

RISE OF THE TWEENS

For years, brands within the cosmetic and personal care industry have historically created products focused on both young and mature adults. From anti-aging, to wrinkle reduction, our industry has covered it all. Except one rising area- **tweens!**

The interest in skincare and cosmetic products only continue to grow for those ages 9 to 12. The desire to prevent and protect, while also feeling confident, are the key focus points for these young tweens. However, the questions remain as to what products do they need? What skin concerns should be addressed? What ingredients are ideal for tween formulations?

LET'S GO

Here we will evaluate 3 key trends, 3 ingredients, and 3 finished product examples. Let's go!



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PREVENT

At an early age, we teach our children the importance of good hygiene. We teach them the basics such as brushing their teeth or washing their hands. For tweens however, hygiene begins to advance into **proper facial cleansing**. Implementing a healthy skincare regimen should start before skin issues arrive.

FSS WATER KEFIR PHA

FSS Water Kefir PHA delivers a vegan source of gluconic acid from water kefir to enhance natural skin beauty. A gentler version of the well-known alpha and beta hydroxy acids, polyhydroxy acids allows the removal of dead skin cells and surface buildup, without the irritation.

Benefits Include-

Increases Cellular Renewal

Stimulates Collagen Production

Great for Sensitive Skin



FINISHED PRODUCT

When it comes to a tweens skin, it is important to remember sensitivity. This ingredient makes a great addition to a **gentle facial cleanser**, providing gentle exfoliation to wash away dirt, sweat, and dead skin cells.

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PROTECT

As parents, we want to always protect our children. Tweens today are busier than ever, running from school, to dance, to sports activities. One way that we can provide protection to these busy tweens, is by **pollution protection**.

PHYTOFUSE RENEW

Phytofuse Renew is able to provide barrier protection against everyday air pollution and environmental pollutants such as automobile exhaust gas, industrial emissions, and even emissions from simple household chores such as cooking and cleaning.

Benefits include-

Pollution Protection

Perceivable Sensorial Attributes

Moisturization



FINISHED PRODUCT

*This ingredient can be used in both skin and hair formulations, such as a **lightweight moisturizer**. A lightweight moisturizer is a great addition to a tween product line, as it provides weightless moisture to the skin.*

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CONFIDENCE

It is important for tweens to feel confident and comfortable expressing who they are. For many tweens, this is expressed through fashion and **color cosmetics**.

For those involved in activities such as theater or dance, color cosmetics are introduced at a young age, sparking the initial interest for these products.

POMEGRANATE STEROLS

Pomegranate Sterols is not only capable of increasing moisture levels on the skin, but is a natural replacement for synthetic materials such as petrolatum and animal-derived materials, like lanolin. In addition to these benefits, this super food ingredient provides functional and sensory attributes to your formulation

Benefits Include-

Functional Active

Perceivable Sensorial Attributes

Intense Moisturizing Benefits

FINISHED PRODUCT

This ingredient can help create a creamy texture, while enhancing spreadability in a formulation, such as a **tinted lip and cheek balm**. For tweens, simplicity is key, making a tinted balm a fun and easy to use product.



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Check out our website and Youtube channel to view full formulas' and tutorial videos!



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PROTECT

CONFIDENCE