

PATENT INSIGHTS: FERMENTS IN BEAUTY PRODUCTS

Patent trends show ferments as emerging next-generation natural ingredients. Enhanced functional properties make them a safe alternative to harsh chemicals.



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Report Content



- Mintel recommends
- Consumers show interest in natural beauty products
- Patent activity has escalated over the last 10 years
 - Graph 1: fermented extracts in beauty product patent families, published each year, 2009-19
- Ferments have an important place in the Korean beauty world
- Asian beauty product manufacturers are the main drivers
 - Graph 2: currently active* patent families for fermented beauty products, by organisation, October 2019
- PITERA by SK-II: a revolution in the beauty world
- Fermentation enhances the effectiveness of natural ingredients
- Ferments hydrate the skin and reduce wrinkle formation
- Ferments to strengthen skin barrier properties
- Relieve atopic dermatitis using ferments
- Ferments nourish skin and reduce irritation
- Fermented skincare launches continue to grow
- Tap into ferments to preserve the youthful appearance of skin
- Leverage the benefits of ferments for skin whitening
- Ferments are the latest beauty fix for skin whitening
- Shape your future with Mintel bespoke patent analysis

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