

Japan

Care to Share

The Unisex trend is spreading to personal care

- Open-minded new generation of consumers is breaking down stereotypes especially with regards to gender
- Consumers are choosing to live and look the way they want to
- Open to the idea of sharing products and services



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- Equality and stronger sense of self
- Empowerment through body building and fitness, more women as well as men are actively training

How to win over the new consumer generation?

With individuality, performance- and utility-related benefits



Waso Unisex Skincare line
by Shiseido

The brand empowering consumers to feel beautiful in their own skin whatever their gender, race, age or status

Source: Mintel



Cleansing Powder Sprinkler

Amino Acid Care



On-the-go, speedy and easy-to-use product appealing to busy working consumers.

Cleansing face powders require only a splash of water to transform them into lather.

Formulated with:

- [Zymo Clear MD](#) (enzyme protease) to remove dead skin cells, minimize skin impurities and reduce pore size
- Skin-friendly amino acid surfactants [Amisoft LS-11](#) and [Amisoft MS-11](#) for gentle cleansing and to keep skin moist

Cleansing Powder Sprinkler

Formulation



St	Substance	INCI Name USA	% w/w	Manufacturer
1	Amisoft LS-11	Sodium Lauroyl Glutamate	17.00	Ajinomoto, JP
	Amisoft MS-11	Sodium Myristoyl Glutamate	17.00	Ajinomoto, JP
	Mannitol	Mannitol	12.00	several
	Talc	Talc	25.00	several
	Agenajel 21.387	Zea Mays (Corn) Starch	23.50	Agrana Stärke GmbH, AT
	Amihope LL	Lauroyl Lysine	1.00	Ajinomoto, JP
	Keltrol CG-SFT	Xanthan Gum	0.50	CP Kelco, US
	Zymo Clear MD	Maltodextrin, Protease, Lipase	3.00	I.R.A, IT
	Fragrance Happy XP2	Fragrance	1.00	Huber the Nose, CH