

swiss expertise 

RAHN COSMETIC ACTIVES

Beauty in Motion: The Energy Revolution in Beauty



Energy is the new language of beauty. Around the globe, consumers seek products that recharge the skin, revive hair, and radiate inner vitality. Performance and wellbeing are no longer separate – they are one.

What's driving this shift?

Skincare

Radiant, resilient and balanced – consumers are redefining what it means to have healthy skin. The pursuit of instant energy and lasting strength fuels demand for brightening, barrier-boosting actives that revive dullness and enhance the skin's natural glow.

Haircare

The same vitality-driven mindset extends to hair. As concerns about thinning, damage and scalp balance rise, consumers gravitate towards protective and restorative formulas that nurture strength from root to tip – with growing attention to the unique needs and vibrancy of textured hair.



Regional Beauty Insights

- **North America:** Social media fuels the demand for instant, multi-benefit results.
- **Europe:** Natural actives and energising botanicals elevate wellness-driven routine.
- **Asia Pacific:** Beauty and vitality are deeply linked – radiance and harmony remain key beauty ideal.

Key Consumer Insights

- 43% of US skincare users are willing to pay more for products that deliver instant results.
- 38% of German Gen Zs and 29% of young millennials associate healthy skin with a glowing complexion.
- 51% of Chinese women value radiant skin over a fair complexion.
- 48% of Indian consumers prefer natural ingredients in hair care.

The 'Energising Beauty' Movement Connects Three Powerful Drivers

- **Performance and immediacy:** Visible results that build trust.
- **Natural energy:** Botanicals that awaken and protect.
- **Holistic wellbeing:** Beauty as an expression of vitality and balance.

This shift is not just a passing trend – it represents a new beauty mindset, where energy equals confidence and connection.



At RAHN Cosmetic Actives, we turn these insights into high-performing solutions. YERBALUXE®-PEARL and YERBALUXE®-CROWN deliver proven energising and protective benefits for skin and hair – empowering your brand to lead the energy beauty movement with authenticity and science.



Discover how our Actives can
power your next formulation.

