

Celebrating Gender-Neutral Trends in Personal Care!

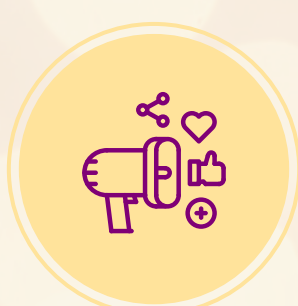
AS SOCIETY EVOLVES, the personal care industry must keep up-to-date with the latest beauty trends and opportunities that these changes provide. An increasing number of consumers are rejecting gender stereotypes and the products that are marketed to them. This presents a major opportunity for diversification of men's care and gender-neutral personal care products.



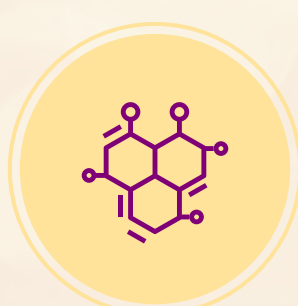
40%
INTEREST IN
GENDER-NEUTRAL
BEAUTY PRODUCTS

Nearly 40% of adults aged 18-22 have shown interest in gender-neutral beauty products (such as skincare and cosmetics) according to NPD's iGen Beauty Consumer report.¹

Today's booming personal care market segment caters equally to all genders via their:



MARKETING



FORMULATIONS



PRODUCT
PACKAGING

The Washington Post

Newer brands are entering the gate with **gender fluidity already built into their DNA**, experts say, using advertising that reflects diversity in race and gender, and packaging products in ways that avoid old stereotypes. 'They're more inclusive, and they hit on more of the things that are important to younger consumers today, like **sustainable** or **clean** or **genderless**,' said Larissa Jensen, Senior Beauty Analyst at market research firm NPD Group.²

Fast-growing players embracing a gender-neutral approach to personal care products

SkinMedica™

FIRST AID BEAUTY

COVERGIRL

SKINCEUTICALS®

Dr Dennis Gross
SKINCARE

AMPER & SAND

OBAGI

ALLIES of SKIN

FLUIDE

dermalogica®

Aēsop.

FB
FENTY BEAUTY
BY RIHANNA

PCA skin®

BATHING CULTURE

ASOS

The Ordinary.

PLANT
APOTHECARY™

NOBLE PANACEA

Pew Research Center

ACCORDING TO A 2019 PEW SURVEY OF 10,000 AMERICANS:

Younger consumers are largely credited with transforming gender norms and definitions, and studies suggest they have less rigid definitions of masculinity and gender identity than older customers do. **59 percent** of Generation Z consumers said forms that ask about a person's gender should **include options besides "male" and "female."**



TODAY'S LEADING BRANDS recognize the benefits of gender-neutral product development and marketing due to its ability to target a wider range of consumers. As a result, companies are personalizing their offerings to cater to this market shift.

THE FUTURE IS NEUTRAL!

At PLZ Personal Care, quality is the foundation of our ever-expanding network of personal care facilities. We are well equipped to manufacture products featuring custom formulas for every brand we serve.

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¹ <https://www.cnbc.com/2019/05/17/men-are-a-multibillion-dollar-growth-opportunity-for-the-beauty-industry.html>

² https://www.washingtonpost.com/lifestyle/wellness/hello-coverboy-cosmetics-and-skin-care-brands-turn-to-gender-neutral-packaging/2020/03/02/2c30f49e-54d4-11ea-9e47-59804be1dcfb_story.html