

Pregnancy and community: growing stronger together



We are reaching out to you- mothers, fathers, grandparents, extended families and friends – who have an important support role during pregnancy.

Several studies suggest that women respond better to pregnancy when they feel part of a community and have a social support network (Skurzak, Kicia, Wiktor, & Iwanowicz-Palus, 2015; Lei, Wu, & Ye, 2022). This community should extend beyond those close to the expectant mothers to include everyone they interact with during pregnancy, including the brands they choose to buy from. Cosmetic beauty brands should also be part of this community because pregnant women are, first and foremost, women who care for their skin and hair. During pregnancy, this care becomes even more important, leading to more selective brand choices.

Create a community around your brand dedicated to pregnant women. Do not just design a product.

The evolution of global beauty and personal care product launches with descriptions that include pregnancy-related terms show a progressive increase, as seen in Figure 1. This indicates growing consumer interest in dedicated products. Consumers are generally mindful of how hormonal changes can affect their mental health and appearance. Specifically, pregnant women seek products that maintain skin elasticity and prevent stretch marks throughout pregnancy. Their main concerns are product safety and effectiveness.

Global: % of beauty & personal care launches with product descriptions that include pregnancy, with word variants

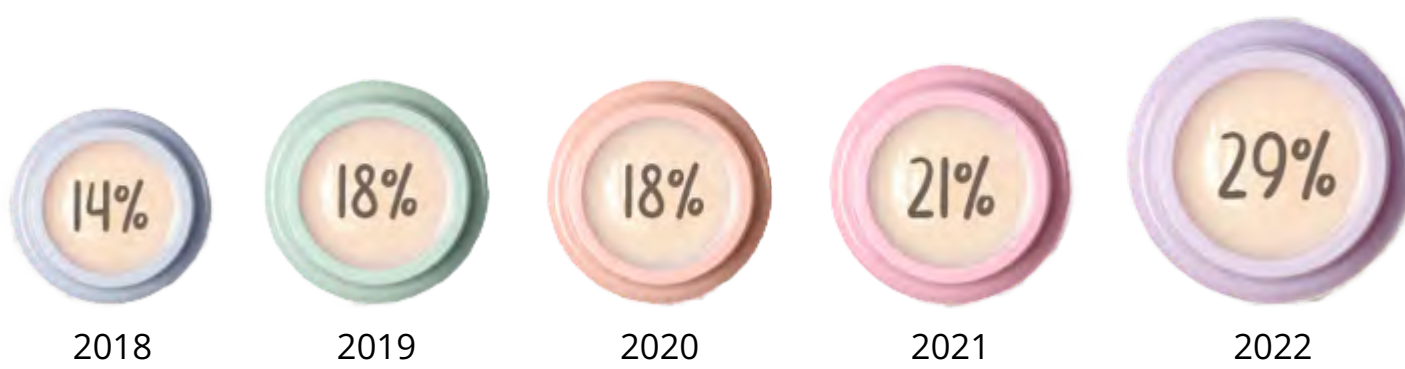


Figure 1: Source: Mintel.GNPD, January 2018–December 2022

At RAHN-Cosmetic Actives, we have committed to developing a safe and effective ingredient specifically for pregnancy, taking a step forward becoming a part of this important community. PERFELINE®-ESSENCE is the perfect companion for a nine-month journey to keep your skin elastic and free from stretch marks.

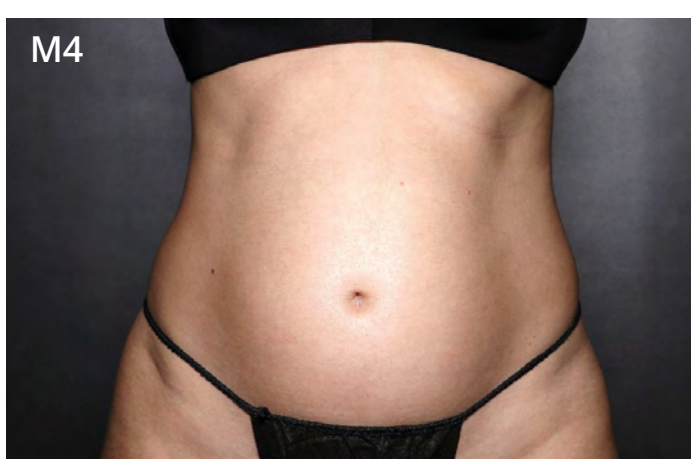


QUICK & NERDY

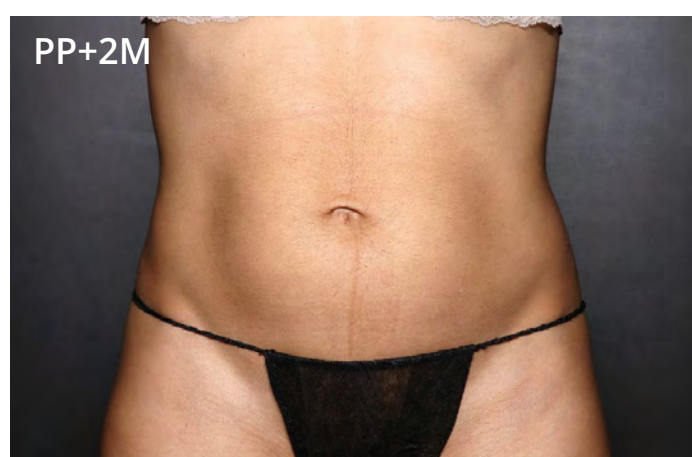
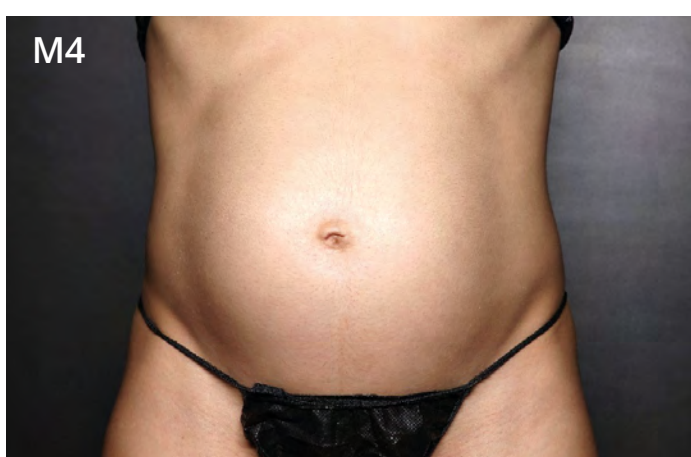
Claims of safety and effectiveness are the most searched during pregnancy

Just slide through these pictures to see the capability of PERFELINE®-ESSENCE.

#15A, female, age 26 years, placebo (stretch marks)



#8B, female, age 33 years, PERFELINE®-ESSENCE 3% (no stretch marks)



If you want to discover more about this fantastic, unique product and its application, then click here www.perfeline-essence.swiss