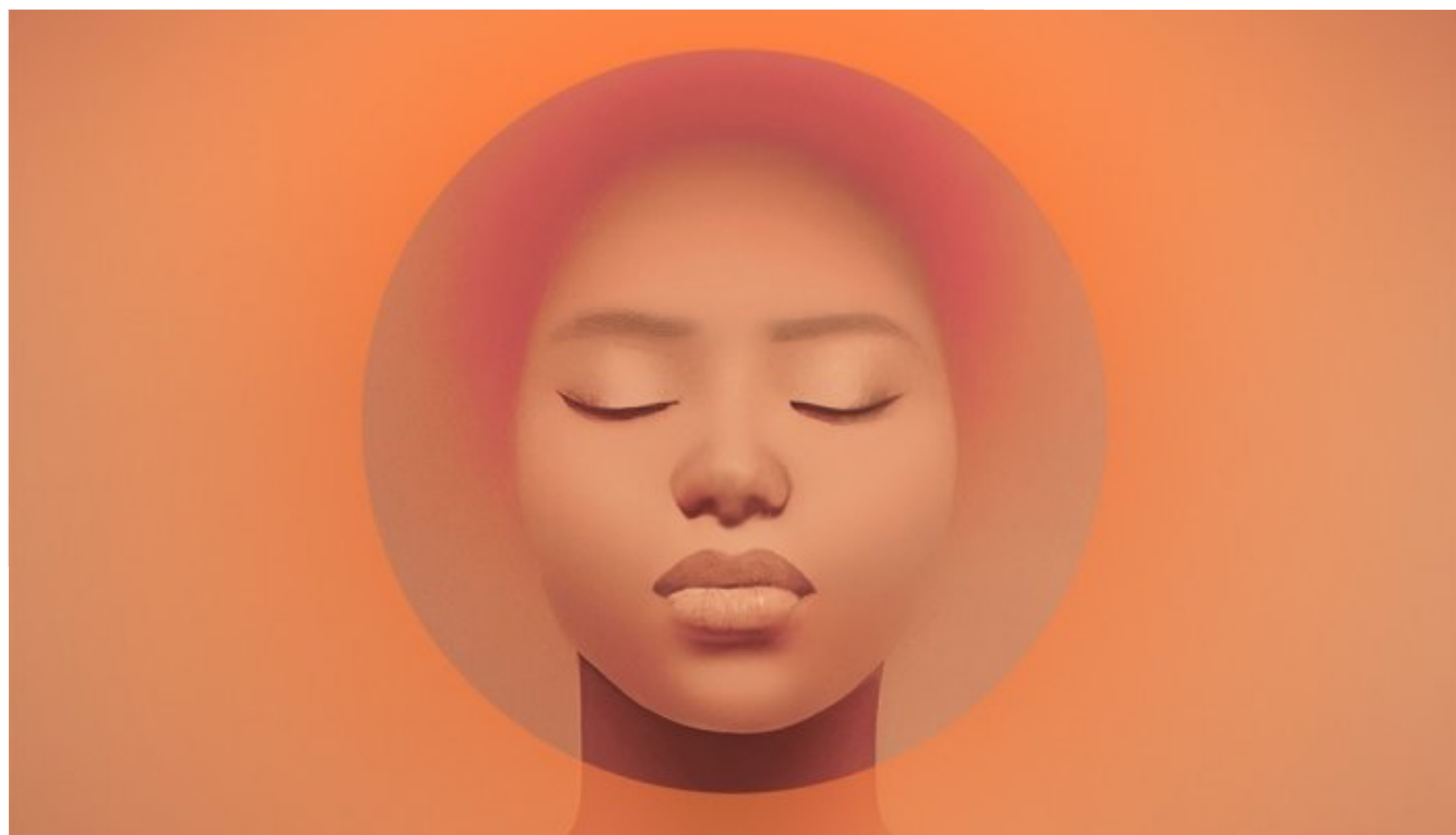


PSYCARE: The emergence of a new beauty category

Beautystreams

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Amid an unprecedented backdrop of political tensions, recession, war, and climate emergency, the notion of holistic beauty, which has been present for some years, is becoming more relevant than ever. It is no wonder that pathologies linked to stress and sleeping disorders are on the rise. The consumer mindset today is centered on finding pleasure and reassurance. For many consumers, the quest for happiness is outpacing the race for success. With this new mindset, the definition of beauty is evolving into one that is focused on psychological well-being, self-care, and health. No longer just a trend, this is a key emerging beauty category.

“As mental health issues increasingly affect consumers worldwide, PSYCARE will eventually evolve into a beauty category of its own,” says Michael Nolte, SVP Creative Director at Beautystreams, adding: “In the beauty industry, we have the unique opportunity to bring moments of joy and a piece of mind to the lives of many individuals.”

Consumers will continue to prioritize mental health

As one response to the “perma-crisis,” consumers seek out beauty and personal care that offer an experience which is more profound and which goes beyond the aesthetic, amplifying the effects of the time that they spend on themselves. They’re interested in beauty products and routines that can enhance their well-being, improve their psychological health, address stress, and quiet a racing mind. According to [a survey released in January 2022](#), when asked “what areas will be important to you in the next 12 months?” the most common answer was “mental wellness,” chosen by 65% of respondents. Meanwhile, “stress management/relaxation/sleep” was the fourth most-popular response, highlighted by 59% of those surveyed.

This prioritizing of mental health is translating into a holistic approach to beauty, as brands actively seek to lift consumers’ mood and spirit. Brands tap into treatments that draw on ancestral and holistic medicine – cue adaptogenic herbs or taking inspiration from the phases of the moon – to create a feeling of well-being and being grounded in one’s body.

Loneliness, too, is transforming from a taboo topic into an issue that’s being directly addressed, whether through purposefully building a community around a brand or crafting scents that can positively impact one’s emotional state. Beauty routines are a powerful ally in helping perpetually distracted consumers to focus on themselves, via rituals and self-care treatments that create a moment of relaxation.

Psychedelic micro-dosing: the new well-being frontier?

In a bid to weave together the aesthetic, physical, and psychological spheres, beauty brands are emphasizing treatments and products that soothe both the body and mind. These concepts often draw on traditional remedies and ancient wisdom, thereby linking the consumer – and the brand – to something larger that transcends time, that has a resonance beyond the individual. Depending on the slant taken, this can bring an almost spiritual dimension to a treatment, creating a feeling of healing on every level.

One potential source of that emotional support is psychedelics, which are creating a buzz in mental health for their potential in treating myriad psychological conditions. There’s also scope for them to make their way into beauty and wellness.

The demand for PSYCARE will drive all beauty categories

From skin and personal care via color cosmetics, men’s grooming, and fragrance to hair care, all beauty categories will be driven by the PSYCARE movement in the upcoming years, confirming the beauty industry’s essential social function.

More than just a superficial fix, make-up and hair color are important factors contributing to mental well-being. Color can directly affect our brains, and the concept of “dopamine color,” already trending in fashion and interior design, will increasingly find its way into the beauty color categories, as well. For many consumers putting on make-up or coloring their hair is turning into a mindful self-care routine.

Skin and personal care will continue to evolve towards well-being rituals. While the categories are expected to remain functional and results-oriented for most of the time, consumers will also use them as a vehicle for momentary premium body and skin rituals on weekends and special occasion to celebrate mental well-being or to simply forget their stressful lives for just a moment.

The role of fragrance also gradually evolves. While previously, comparable to fashion, the main functions of fine fragrance were self-expression and social status, over the last years the role of fragrance evolved towards feel-good moments and psychological well-being. This explains the rising demand for home fragrance and niche fragrance brands. Today, showing off a social status through fashion or perfume is considered indelicate. New essential functions of premium perfumes are to feel in harmony with oneself and to boost mental wellness and self-confidence.

A special symposium dedicated to PSYCARE on January 31, 2023

Beautystreams will explore how PSYCARE will influence the skin care, color cosmetics, hair care, and fragrance categories for an entire afternoon.

For more information about the symposium please [visit the dedicated page](#).

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