WINTER 2026

Surf-It

PERSONAL CARE TRENDS



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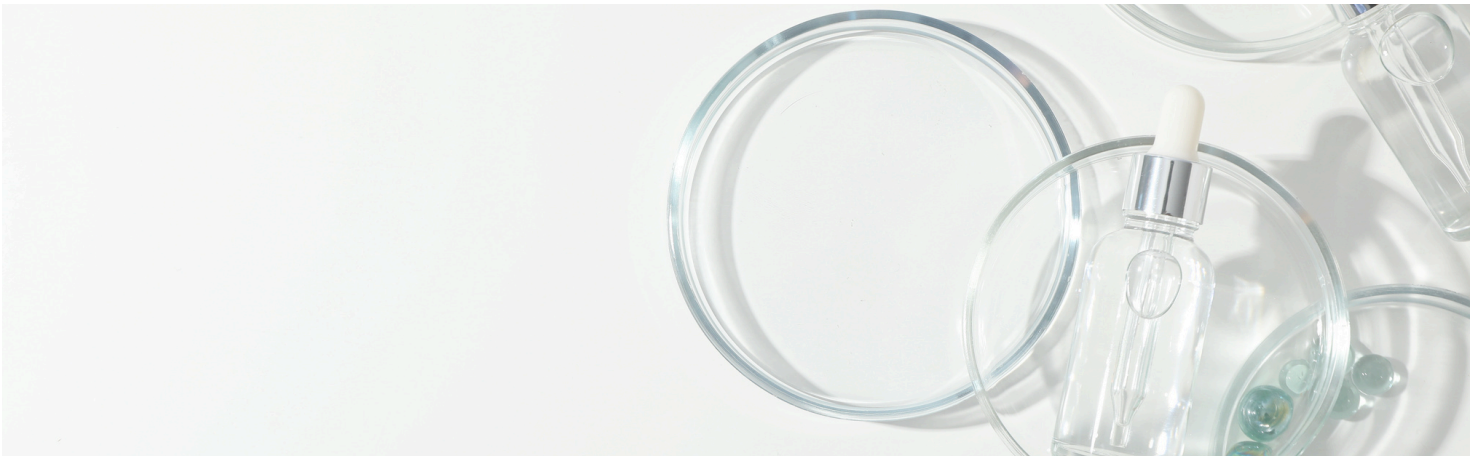


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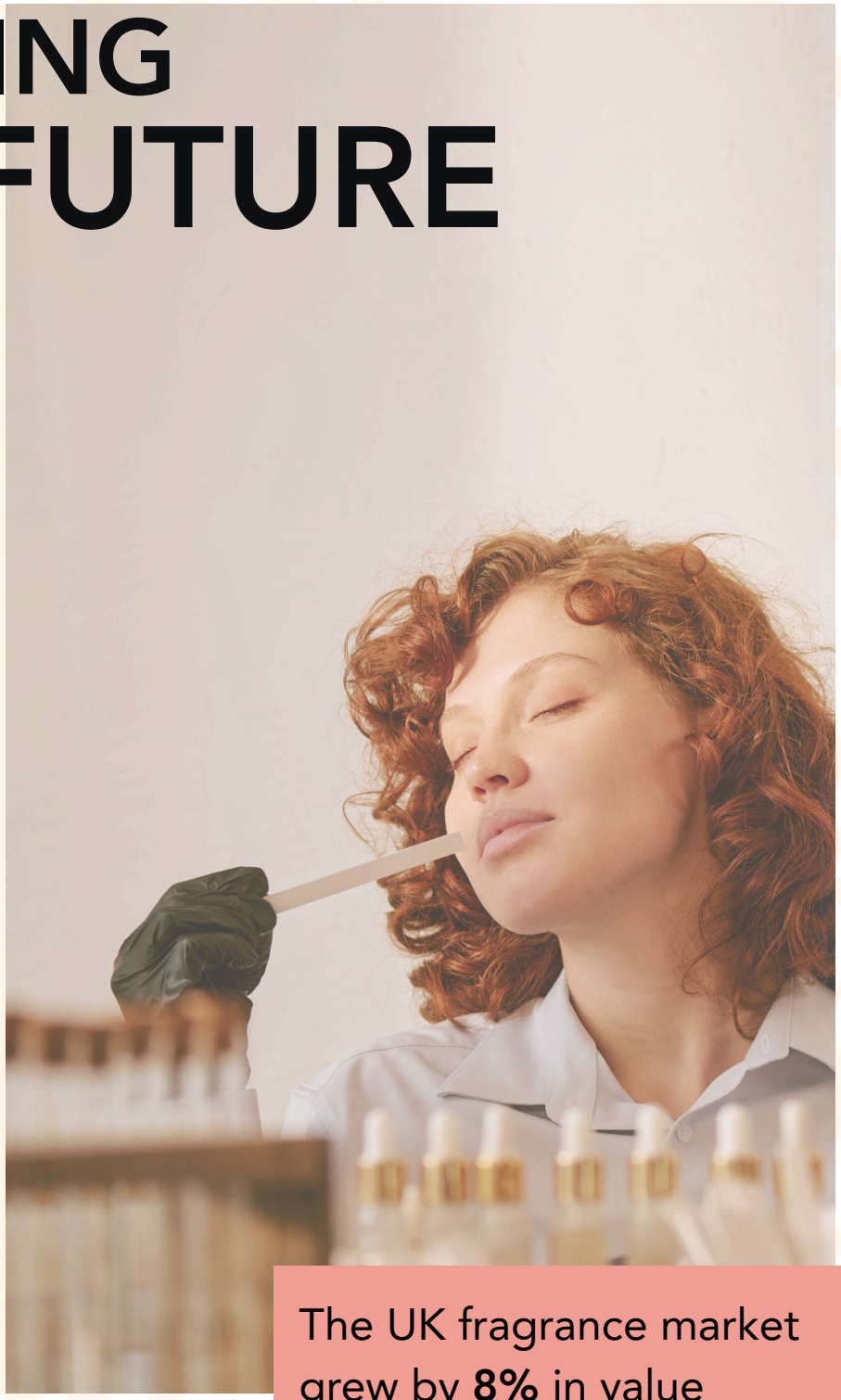
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SCENTING THE FUTURE



HOW NEW SCENT DIRECTIONS ARE SHAPING FORMULATION

As fragrance evolves beyond scent alone, consumers are seeking experiences that inspire emotion, elevate daily rituals and reflect their individuality.

The UK fragrance market grew by **8%** in value during 2025 to reach **£3.3 billion**, with Euromonitor forecasting continued growth through to 2030.

-Euromonitor

NEW RITUALS, NEW FRAGRANCE EXPERIENCES

From playful experimentation to unexpected gourmand notes and mood-inspired fragrances, emerging trends are creating new opportunities for brands to rethink how fragrance is experienced.

> ***65%** of consumers prefer mixing and layering scents, highlighting the growing demand for personalised fragrance experiences.*
>
> *-Cosmetica Labs*

THE NEW GOURMAND: FROM SWEET TO SAVOURY

Fragrance as sensory exploration

Gourmand fragrances are evolving beyond sugary indulgence. Rice, sesame, grains, roasted nuts and creamy savoury accords are introducing new textures and sophistication to the category. Comforting yet unexpected, these culinary-inspired fragrances offer a more refined interpretation of indulgence while expanding the creative possibilities of gourmand perfumery.

CAPTURING SUNSHINE

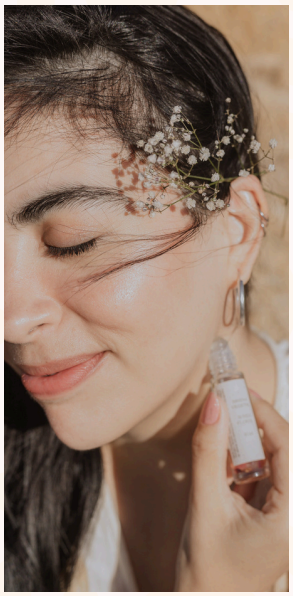
Fragrance as emotional connection

Warm, radiant compositions featuring sun-warmed florals, salty mineral accords and soft amber notes recreate the sensation of sunshine on skin.

> *According to PwC, **97%** of children aged 7-14 make independent purchasing decisions at least some of the time, highlighting Generation Alpha's growing consumer influence.*

ALPHA SCENTSCAPES

Fragrance as personal expression



Generation Alpha is shaping the future of fragrance through a desire for self-expression, creativity and immersive experiences. Playful scent concepts, bold gourmands and experience-led products are influencing the next generation of fragrance innovation, creating new opportunities across categories.

FROM TREND TO OPPORTUNITY

As fragrance becomes increasingly personal and experiential, formulators have opportunities to explore how scent, texture and product format create distinctive, memorable experiences.

ChériScentz™ - Givaudan: Through our partnership with Givaudan, Surfachem offers innovative fragrance technology designed to evoke sensuality, attraction and emotional connection.

DISCOVER THE HIDDEN EXPERIENCE

Scan the QR code to unlock the inspiration behind **A Kiss of Sunlight**.

Explore the story, emotions and creative journey behind the fragrance and discover a little sunshine waiting to be revealed.

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ULTRA GENTLE BY DESIGN



Sensitive skin is now a mainstream consumer concern.

A global systematic review found that **71%** of adults describe their skin as sensitive, with **40%** identifying their skin as very or moderately sensitive.

At **Surfachem**, we see *Ultra Gentle by Design* as an important direction for personal care formulation.

-Journal of the European Academy of Dermatology and Venereology

Consumers are increasingly looking for products that feel mild, reassuring and carefully considered, whether they are managing dryness, irritation, caring for their baby's skin or simply choosing a gentler daily routine.

This shift is shaping a new direction in personal care: *Ultra Gentle by Design*.

INFLUENCING FORMULATION STRATEGY

In this space, "gentle" cannot be treated as a generic claim. It needs to be supported by formulation choices.

For formulators, this means considering the full architecture of the product, including surfactant selection, emulsifier systems, preservative strategy, fragrance approach, pH, texture and the balance between humectants, emollients and occlusives.

THE RISE OF BABY CARE

Baby care has long set the benchmark for gentle formulation, and as sensitive skin becomes a broader consumer priority, these same principles are now influencing adult skincare, shaping products that feel reassuring, protective and carefully designed.

ULTRA GENTLE INGREDIENTS

Creating effective sensitive-skin formulations requires a careful balance of barrier support, gentle cleansing and skin comfort.

VIATENZA® from **Aldivia** offers a way to incorporate oils into rinse-off and cleansing formulations, helping support skin barrier care, while **TEGOSOFT® LO MB** from **Evonik** provides a natural-origin alternative to mineral oil for formulations focused on skin comfort.

For cleansing applications, **STEPAN-MILD® LSB MB** from **Stepan** offers a mild surfactant solution, helping formulators develop products that prioritise gentleness without compromising everyday functionality.

Together, these ingredients highlight how thoughtful ingredient selection can support the development of skincare designed around the needs of sensitive skin.

Baby care requires exceptionally mild, gentle and safe formulations.

The UK baby toiletries market, valued at £3.4bn in 2024, is projected to reach £4.9bn by 2030, growing at a 6.3% CAGR.

-Grand View Research, 2026



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MEN'S CARE: THE ROUTINE RESET

Men's care is no longer limited to shaving and basic grooming. The opportunity is to make effective skincare easier to build into everyday life.

01 SIMPLE CLEANSING

A straightforward routine starts with a cleanser that leaves skin feeling comfortable. Choose a cleansing system for both performance and mildness.

02 BARRIER SUPPORT

Prevention-focused routines need everyday care too. Hydration and barrier support give moisturisers a clear role alongside daily sun protection.



03 DAILY UV PROTECTION

Make sun protection easy to include in a morning routine. A facial SPF needs complementary UVA and UVB filters in a formula that is pleasant to wear.

04 LIGHTWEIGHT FEEL

A light, non-greasy finish can make daily use more appealing. Texture is a formulation decision, alongside the choice of functional ingredients.

THE SURFACHEM PERSPECTIVE

Simple routines still depend on thoughtful ingredient selection: each ingredient should earn its place through a clear function.

THE NEED, IN NUMBERS

68%

of US Gen Z men aged 18-27 used facial skincare in 2024

-Mintel

35%

of British men aged 18-34 use beauty products to prevent skin ageing

-YouGov

INGREDIENTS BEHIND THE ROUTINE



LIGHTWEIGHT FEEL

01 **SilSense™ Bio 5** from **Lubrizol**
A volatile emollient and silicone alternative that helps create a lightweight, non-greasy feel, making everyday skincare more pleasant to apply and wear.

BARRIER SUPPORT

02 **SKINLIPIX® HydraShield** from **Evonik**
An ingredient designed to support skin barrier function, helping formulators develop everyday moisturising products focused on skin protection and comfort.

SIMPLE CLEANSING

03 **OLIVOIL GLUTAMATE FOKSNaB** from **Kalichem**
An olive-derived surfactant for cleansing systems, giving a straightforward wash step a clear functional foundation.

UV PROTECTION

04 **Salisol® DHHB and Salisol® EHT** from **Salicylates and Chemicals**
DHHB absorbs UVA; EHT absorbs UVB. These complementary filters support daily facial SPF in a simple routine. **CITROFOL® BI** from **Jungbunzlauer**, an emollient that helps solubilise DHHB and EHT, supports their incorporation into sunscreen formulations.

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EVERY BODY *has a story.*

WHY THE NEXT CHAPTER OF BODY CARE IS PERSONAL

Our bodies change throughout our lives. From hormonal transitions and pregnancy to weight fluctuations, ageing and recovery, each chapter brings different skin needs. As consumers seek more targeted solutions, body care is evolving beyond basic moisturisation towards a more **personalised**, **science-led** approach.



INSPIRED TO FORMULATE?
Scan the QR code to explore our formulation sheets and discover how these ingredients can bring your next innovation to life.

DIFFERENT CHAPTERS. DIFFERENT NEEDS.

PREGNANCY & POSTPARTUM — Changing skin, increased sensitivity and evolving barrier needs	Changing skin structure and a greater need for nourishment and support — **MATURE & AGEING SKIN**
BODY & WEIGHT CHANGES — New skin concerns linked to rapid weight loss and body recomposition	Hormone shifts, increased oil production and evolving skin concerns — **ADOLESCENCE & PUBERTY**
POST-PROCEDURAL CARE — Aftercare is becoming part of the treatment journey, not an afterthought	Shifting routines, environments and habits create new demands on the skin — **LIFESTYLE CHANGES**



HORMONAL TRANSITIONS
Fluctuating hormone levels influence skin sensitivity, hydration and barrier function



BEYOND ONE-SIZE-FITS-ALL

For years, facial skincare has led the way in ingredient innovation, while body care has largely focused on cleansing, hydration and fragrance. *But consumer expectations are changing.*

Today's consumers are more informed and selective, looking beyond generic claims towards credible ingredients and visible benefits.



72%

of respondents who lost more than 20% of their body weight reported skin sagging.

-Dermatology and Therapy, 2026

+114%

projected global cosmetics-for-pregnancy market growth, 2025-2035.

-Spherical Insights & Consulting, 2026

+82%

projected global post-procedure skincare market growth, 2026-2036.

-Future Market Insights, 2026

FROM CHANGING NEEDS TO FORMULATION OPPORTUNITIES

Changes in our skin can arise for many different reasons, each bringing its own formulation challenges. For formulators, understanding these evolving needs is key to developing more targeted and effective body care solutions.

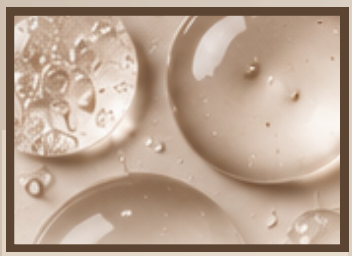
At **Surfachem**, we explore these opportunities through four formulation approaches - *Soothe*, *Balance*, *Nourish* and *Protect*, demonstrating how thoughtful ingredient selection and formulation design can support skin through different stages of life.



SOOTHE

COVAFRESH IV
Sensient

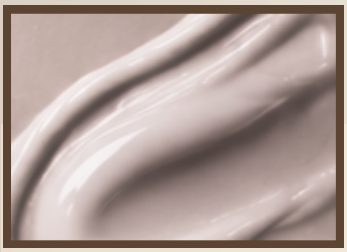
Cooling textures and gentle formulations designed for sensitive, post-procedural or hormonally influenced skin.



BALANCE

KALIBIOME ECOGENETIC
Kalichem

Microbiome-conscious approaches help maintain a healthy skin barrier across life's different chapters.



NOURISH

ALGAPŪR™ HSHO ALGAE OIL
Lubrizol

A highly stable, luxurious bio-based moisturising oil, rich in Omega-9, that helps hydrate, and repair the skin barrier while delivering a silky sensory feel.



PROTECT

SPHINOX® IMMULANCE
Evonik

A ceramide based on uneven fatty acids, combined with Phytosphingosine to strengthen the skin's natural antimicrobial defence and immune barrier.

LIFE DOESN'T STOP.

NEITHER SHOULD YOUR ROUTINE



THE RISE OF ON-THE-GO PERSONAL CARE

Personal care has left the bathroom. From gym sessions and morning commutes to travel and busy working days, consumers increasingly expect products that fit around their lifestyles.

THE ROUTINE IS MOVING

Fitness, travel and busy lifestyles are reshaping personal care habits. The rise of gym-focused beauty, alongside growing interest in portable and multifunctional products, reflects a shift towards routines designed around real-life moments.
-Cosmetic Business, Boots

CLEANSE FRESHEN HYDRATE

INFLUENCING FORMULATION STRATEGY

Removing water from the routine changes the formulation brief. No-rinse cleansers require mild surfactants and solubilisers that remove impurities while minimising residue. Moisturising ingredients must also perform across liquid, foam and solid applications, balancing efficacy, stability and sensory appeal.

52% of consumers are willing to pay more for convenience.

-NielsenIQ



REFORMULATE, DON'T RESIZE

On-the-go innovation isn't about making existing products smaller. It's about rethinking how products are formulated, applied and experienced. A post-gym refresh, a long-haul flight or a busy commute each presents different challenges. Consumers need products that cleanse without a sink, freshen without a shower and hydrate without unnecessary mess.

For formulators, the challenge is to deliver the same level of efficacy with little to no use of traditional wash-off systems. This demands a more considered approach to ingredient selection, where mild surfactants, effective solubilisers and multifunctional actives work together to remove impurities, manage odour and maintain skin comfort without a conventional rinse step.

From lightweight foams and sprays to concentrated jellies and solid sticks, these emerging formats require a fresh approach beyond packaging. The growing interest in waterless cosmetics further highlights the potential for innovation beyond traditional liquid products.

-Future Market Insights

Ultimately, consumers want a highly effective formulation that balances performance, skin compatibility and sensory appeal, wherever life takes them.

SURFACHEM'S ON-THE-GO SOLUTIONS

At **Surfachem**, we're exploring ingredient technologies to bring this trend to life through five example formulations:

INTIMATE DEO SPRAY – Targeted freshness using odour-absorbing and odour-control technologies.

WIPE & GO FOAMING CLEANSER – Mild surfactants for effective cleansing without a conventional wash-and-rinse routine.

NO-RINSE CLEANSING WATER – Gentle cleansing and solubilisation to remove sweat, dirt and make-up.

LOW-WATER JELLY SOAP – Concentrated, portable cleansing with a familiar lather.

WATER-FREE MOISTURISING STICK – Convenient, mess-free hydration using nourishing emollients.

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The Long Route

NAVIGATING STRONGER, HEALTHIER HAIR

CARE FOR TODAY. PLAN FOR THE LONG ROUTE.

Hair longevity focuses on maintaining the condition, appearance and quality of hair and scalp over time. For formulators, it brings scalp care, fibre care and ongoing protection into one routine.

Mintel identifies **skinification** and **longevity** as forces shaping hair care.
The opportunity is to pair targeted ingredients with convenient formats and clear evidence of effectiveness, from scalp treatments to conditioning masks and protective sprays.

£2.2bn

UK haircare market value in 2025; value sales up 7.7% year on year.

-Mintel

55%

of UK adults with hair believe stress has a very or severe negative impact on their hair.

-Mintel

Scalp

Comfort and hydration are starting points for targeted scalp care

Fullness

Separate immediate volume from benefits that require sustained use

Fibre

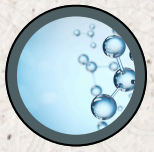
Conditioning and manageability to help maintain hair's appearance

Defence

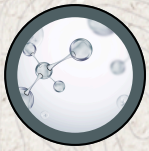
Explore formats for everyday care against environmental stresses

INGREDIENT SPOTLIGHT

Together, the following technologies offer opportunities across the hair longevity journey.



01. SCALP COMFORT SPHINOHANCE® Clear from **Evonik**
Helps calm an irritated scalp, reducing redness and flakiness and improving hydration in leave-on use. Enables ceramides to be solubilised in clear formulations, for leave-on and rinse-off applications.



02. IMMEDIATE PERFORMANCE CapilMax® NG from **Evonik**
Provides instant hair thickening and enhances volume and natural texture. It also moisturises the scalp, adding an immediate benefit to an ongoing care routine.



03. LONGER-TERM BENEFITS STIMUCAP® V from **Kalichem**
Kalichem reports improved hair density and thickness, alongside reduced scalp sebum, in its six-month in vivo study. These are ingredient-level findings; finished-formulation performance requires validation.

EXAMPLE FORMULATIONS

Four **Surfachem** formulations demonstrate how these foundations can translate into formulation approaches.



***SCALP HEALTH TONIC* – PC1679**
Daily care for scalp comfort, hydration and barrier health.



***UV-ENVIRONMENT PROTECTION SPRAY* – PC1681**
Lightweight daily defence against environmental stresses.



***FIBRE PROTECTION & CARE MASK* – PC1680**
Intensive conditioning for stronger, more resilient hair fibres.



***HAIR GROWTH SERUM* – PC1682**
Leave-on care for healthier-looking, fuller hair.

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Love down below

Intimate Care is Moving Mainstream

As intimate care becomes a visible part of personal care and wellness, consumers are becoming accustomed to specialised routines.

Beyond Basic Hygiene

Intimate care is moving beyond the basics. The category is expanding into more targeted products for grooming, skin comfort, daily cleansing and sensory experience.

Surfachem first explored intimate care in 2017. Nearly a decade later, we're revisiting the category as evolving consumer expectations create new opportunities for formulation.

The opportunity is to develop products with a clear purpose, designed for different moments of care.

12%

...of UK hand, body and footcare users would add another product to their routine

-Mintel

Natural, organic and dermatologically validated formulations are estimated to account for...

25-30%

...of UK intimate wash & care retail value.

-IndexBox



From Prep to Play

Four complementary Surfachem formulations for a more considered intimate care routine.



Shave Cream

ECOHANCE® Soft
BOL
For glide and sensory properties



Post-Shave Soothing Gel

CALMAMELIS®
Evonik
For post-shave comfort



Intimate Cleansing Foam

KALIBIOME SENSITIVE
Kalichem
For sensitive-skin support



Preplay Oil

ALGAPŪR™ HSHO ALGAE OIL
Lubrizol
For emolliency and sensory feel

Four complementary example formulations

Intimate care requires formulation decisions that go beyond conventional body care. Mildness, skin compatibility and the intended external application area must all be considered.

Surfachem combines specialist ingredient technologies with prototype formulations and technical expertise, helping brands explore new formats and refine performance.

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TECH DRIVES, SKIN THRIVES.

HOW AT-HOME BEAUTY TECHNOLOGY IS CREATING NEW OPPORTUNITIES FOR SKINCARE FORMULATION

LED beauty devices are moving beyond specialist treatments and into everyday skincare routines. As consumers invest in at-home light therapy, expectations are shifting towards technology that combines **credible performance**, **comfort** and **convenience**.

102%

INCREASE IN LED MASK SALES YEAR-ON-YEAR IN 2025

-The Guardian

With LED masks becoming increasingly mainstream, the opportunity extends beyond the device itself. For skincare brands and formulators, a new space is emerging for complementary products that enhance the overall treatment experience.

MAINSTREAM GROWTH

LED face masks have moved from a niche beauty-tech product into the mainstream, with devices commonly priced between £100 and £500.
-The Guardian

HIGH EXPECTATIONS

Consumers are investing in LED technology, but expect visible benefits, comfort and clear guidance on how to use devices effectively.

BIGGER OPPORTUNITY

The growing LED beauty category creates opportunities for products positioned around credible performance, usability and inclusivity, rather than simply adding more features.

BEYOND THE DEVICE

As LED beauty becomes part of everyday routines, brands have an opportunity to develop complementary skincare that focuses on preparation, hydration and post-treatment comfort.

Rather than replacing topical skincare, LED devices can become part of a wider beauty ritual, creating opportunities for lightweight essences, soothing gels and refreshing aftercare masks.

PREPARE, TREAT, SOOTHE

Developing skincare for LED beauty routines requires careful consideration of texture, application and skin compatibility.

Fast-absorbing formulations, comfortable finishes and refreshing sensory effects can help create products that feel effortless to use.

For formulators, the challenge is balancing functionality with an enjoyable sensory experience, while ensuring products are suitable for their intended use alongside LED devices.

FOUR WAYS TO INNOVATE

01. PREPARE THE SKIN

Explore lightweight hydrating essences and serums that fit naturally into a home beauty routine.
Ingredient opportunity: **SK-INFLUX® Evolve MB** from **Evonik** - for barrier-support formulations.

02. PRIORITISE COMFORT

Develop lightweight gels and emulsions designed for a comfortable, pleasant skin feel.
Ingredient opportunity: **TayaGel® HA** from **Jungbunzlauer** - a natural rheology modifier that helps create smooth, appealing textures.

03. EXPLORE PDRN SKINCARE

Introduce PDRN-inspired formulations that complement modern, technology-led skincare routines.
Ingredient opportunity: **KALIGEN** from **Kalichem** - a PDRN-based ingredient for skincare innovation.

04. PERSONALISE THE ROUTINE

Explore complementary skincare kits, targeted boosters and single-dose formats to address different consumer preferences.



FROM TECHNOLOGY TO FORMULATION

For formulators, the opportunity is to create skincare that complements the LED experience through credible ingredient benefits, carefully designed textures and convenient product formats.

Combining ingredients from **Surfachem**'s partners with targeted example formulations could help brands turn growing interest in LED technology into new personal care opportunities.

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PERSONAL CARE TRENDS



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