

Beauty Aid Market has **increased by 17%** from 1999 - 2004. Forecast to be **worth £104 Million** by 2005.

36% of Women think beauty aids are a Luxury, yet 33% would never buy for themselves.



50% of Sales are from Catalogue Show rooms.

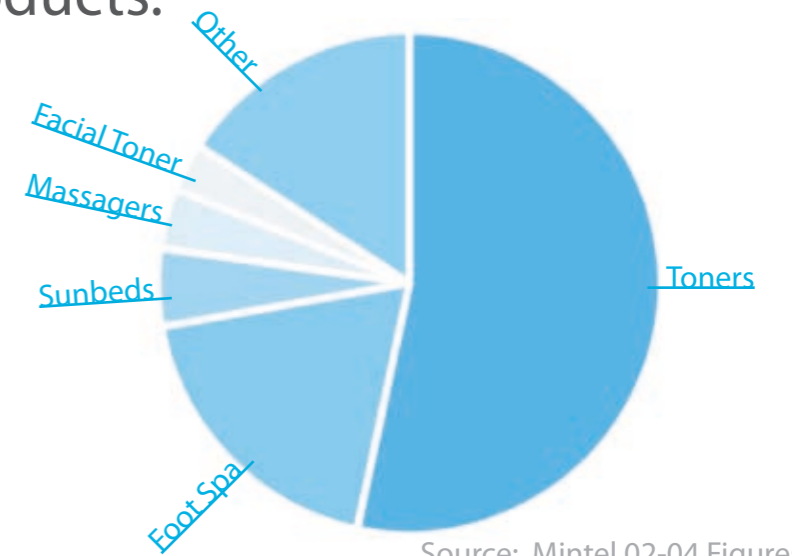
70% of young Mothers want too look good.

60% of British women say that they only use quality toiletries.

72% of young want too look good.

Source: Mintel 01-04 Beauty Aid Market Report. March 2005

Current Market share of beauty products.



Source: Mintel 02-04 Figures

Market Share

As we know Rio isn't purely in the beauty aid market they are a very flexible company that is more of trend follower and niche filler. The ability to be small and adaptive will be key to Dezac's key to keeping alive in cut throat industry.

Competitors in Beauty Aid Market

Brand owner/UK	Brand name(s)	Sector
Alba	Hinari/Viva	Facial saunas/massagers
Bio Medical Research	Slendertone	Toners
Conair Group	Babyliss	Bath and foot spas, massagers, toning systems
Dezac Group	Rio Beauty	Spray tanning, toners, nailcare
Elysee	Elysee	Body/facial toning, hair removal systems, massagers
Schering-Plough	Scholl HoMedics	Foot spas, massagers, manicure/pedicure systems Massagers
James Stuart & Co Ltd	Club-Cleo	Facial/body toners
Morphy Richards	Morphy Richards	Foot spas, massagers
Neuromed Ltd	ISIS Beauty	Body/facial toners
Philips	DAP	Philips Sunbeds/facial saunas
Premier Direct UK	Abtronic	Body/facial toners
	Gymform	Body/facial toners, build & shape body/facial toners
Remington Consumer Products	Remington	Foot spas/massagers
Revlon	Revlon	Nailcare
Salton Europe Terrailon	Carmen Foot spas Terrailon	Facial saunas, nailcare systems, massagers Massagers/foot spas
Visiq B.V Winterwarm	Visiq Paula Radcliffe	Footbaths/nailcare kits/facial saunas/massagers Foot spas/massagers

Market Research

As part of my Market research, Me and two other students spent a day in London Visiting various department stores, from Boots to Selfridges. This gave us a vital insight into the Beauty Aid Market.

The most important discoveries on our trip were

- > Less is more...
- > Use of Tactile Materials.
- > Packaging and aesthetics are key for beauty products.
- > Cheap product feel cheap.
- > Form above Function.
- > If you can try, you will most likely buy.
- > Packaging and POS is key.



Analysis of Market Place

Product Experience

Advertising

A product will only sell if people know its available to buy. Where Dezac is in the Boots and Argos they give a **cheap alternative approach to other Spa treatments**. Where the Rio Laser hair remover is advertised in The Times, its given a very simple but very clinical graphical design to the product.

Packaging

Where we found Rio Products displayed next to other products in the beauty aid market. We found that Rio is **lacking a clear graphical style**. The use of blacks and greys, and a overly complicated layout confused the product and doesn't make you want to pick it up and find out more.

Shop Display

Where Rio products were placed in the shop, they had **no unique POS**, and the mixture of poor graphic design doesn't help to draw people to these products.

Product

At this current time I have not been able to test the Salon Laser while on. The **user guide and buttons are simple** and even though this treatment will take a long time it will result in long lasting effects.

Use

From a secondly source, the Salon Laser is an easy to use product. Consumers who don't have the knowledge of how to use, and how long, and how many treatments will **buy the Salon Laser and not realize the effort**, and amount of repeat treatments needed.



Ben Arent 2405419 R&D and Ideas Presentation



Product Semantics

Product as Signs

The Key signs on this products are the semantics are on the Buttons, Handle, Locking Device, and form of the object. These give the product a **easier, "out of box" usability**.

Form

The Form, is **simple and organic**, using a mixture of complex cues and lots of radius of different sizes.

Style

The style is a **clinical and bland design**. This product isn't trying to make any statements in the design of the product. I feel that this product doesn't need an extreme style, but if there was uniform brand shape and ethos. This would give Rio a more unique and marketable style.

Colour

Two shades of grey, The white is a off white, reminiscent of 1980 computer equipment, and the user interface is grey. Some might say this makes the product look more professional. I feel that small highlights of colour would make this more pleasing.

Character

The Salon Laser really **lacks a set character**. The handle for example, the form seems almost overly organic, and not ergonomic enough.

Materials

The ABS is used adequate and **clever use of two textures** to give it a different appearance. The signs of sink links and general **lack of tactile surfaces** is a downfall.

The Future of Dezac

Product Form

Looking at existing products **the form will have to change** to keep up to date with existing styles of beauty aid, and other products that are currently on the market. The form should be a lot more well thought out, will a lot more attention paid to detail. On the form, this should include a better look into ergonomics and using them to **emulate and make the form look more beautiful**, It is beauty products after all.

Isoprene Material

A lot of products currently out in the market, in all sectors of design are now integrating the use of **Isoprene and EVA, and other such tactile elastomers**. These make the product seem a lot more expensive and make you want to use them. Even if I can only use a small amount of these Elastomers, I believe this will be the **Product Pleasure point** that will help sell this product.

Symbol and Graphics

Even though Rio currently uses Symbols and graphics, I feel that they could be expanded into the form of the product to create **a better product association to the product**. I also feel that graphically the icons could have a more unique and Rio Branded Style.

Ergonomics

The **ergonomics side of design seems to be lacking** in some of Rio's Products, the one that stands out the most is the spray tan, this is a perfect design for someone wanting to spray someone else, but would be very tricky if you were trying to apply the spray tan to your self. A better understanding of the product ergonomics and the complete user story board of products use will be useful and key to getting a product that performs well to the maximum amount of people.

Less Is More

The Oral-B humming bird is a great example of the product semantics . This product key attributes are

- > The tactile surface.
- > Use of Just a AAA Battery.
- > Interchangeable tips.
- > Small form factor.
- > Ergonomic Handle.
- > Great product deligheters.



Semantic Analysis



The Young



ABC1 Women



Not Your Average



Silver Pound



C1 Wealthy Family

Dezacs Customer profile.

The Young Market

Age: 15-24
 Statistics on market: 47% use a foot spa.
 Most Used product: Foot Spa.

This market is obviously keen on using a foot spa, this area appeals to both female and male consumers.

This is a large market, but the young sector needs products that look good, are good value for money and actually perform. Not just a gimmick that you pick up on QVC.

ABC1 Women

Statistics on market: 43% don't use anything.
 Most Used product: Foot Spa.

This is the largest groups in our sector, they are the key buyers of these lifestyle products.

Its obvious that this is an increasing market with a greater wage. They have the ability to buy more products, but they are also looking for quality along with a good price. This group might buy devices that don't work, but they are still very stylish and savvy in their buying habits.

Not your Average

Statistics on market: (Larger than the beauty market would let you know)
 Most Used product: Assortment

This is the market group that was identified by Dove in there 2005 advertising champaign. Although I haven't clearly identified the market here. This is a interesting way of thinking of the beauty trade, not everyone wants too look the same.

This a key market, they are smart and know that quick fixes don't work. A simple an effective aid will be key for this market.

C1 Wealthy Family

Statistics on market: Highest propensity to beauty aids.
 Most Used product: Facial Toners

This is a market in which people now have children, lots of money, and now are get many advertisers saying that they need to be more young, sexy and savey than ever before. Just seeing "Sex and the City", and "Desperate housewives" makes you realize the glossy look of married / not married life.

There are many products that this sector will buy, and even more if the actually work.

Silver Pound

Statistics on market: A Under catered for market.
 Most Used product: Shavers

This is the area of the beauty market that people just don't care about. At this point, unlike in the eastern world, we should embrace the old and the beauty of aging.

If there was a product that could be ergonomic, stylish and useful this expanding market could be very successful.

Stone Therapy

Based on hot stone therapy this product is designed to heat, and massage and sooth away pains via pseudo acupuncture and key areas of the body.

The Concepts

- Used to soothe pains.
- Used by couple on erogenous zones.
- Rechargeable, Comes in 4 different sizes, for different features.

The Market

This product is aimed at the health market. It can be used in all manor of ways and It also opens up the potential to take the first tentative steps into the Sex Industry, a booming more socially acceptable profitable area.

