
THOUGHT-STARTER: WHAT'S NEXT FOR THE INDIE BEAUTY MARKET?

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From cyclical-based beauty to brands celebrating their ethical credentials, creative researcher Jessica Smith rounds up the top independent brands on display at London's first Indie Beauty Expo.

Gallinée a brand renowned for harnessing **microbiotic beauty**, presented a new face vinegar that contains hibiscus vinegar, known for its astringent, exfoliating and soothing properties. As consumers' knowledge of their microbiome grows, more beauty products are catering for the balance of the skin's bacteria.

Cosmeceutical skincare brand **One Skin** takes a **cyclical approach to skincare**, creating personalised skincare prescriptions to meet the needs of individuals' skin at different times. With a range of skin programmes that target environmental and lifestyle factors such as stress, partying, living in a city, age or sun damage, the brand seeks to educate consumers about how to understand their skincare needs based on their lifestyle not their skin type.

In an effort to disrupt the oral care market, **Lebon** launched an organic mouthwash at the show in a bid to protect, neutralise and prevent the build-up of plaque in a more natural but effective way.

Read the full round-up [here](#).