

How cosmetic devices continue the march from spas into consumers' homes

By Simon Pitman, 22-Aug-2012

The rising popularity of at-home cosmetic devices is being driven by a continued migration from spas, beauty salons and even medical institutions, explains a leading expert in this fast-growing category.

In the second of a three-part series on the trend for at-home electronic devices, we look at how often bulky and complex pieces of machinery are redeveloped and migrated to meet the demands of the consumer.

Dan Edwards, senior vice president of Sagentia's consumer & industrial products division, a company that specializes in the research and development of such devices, explains that technology is being migrated from a high cost, high skill environment to a low cost and low skill environment, namely consumer homes.

There is a 'plethora' of technology platforms

"There is a plethora of platforms available," explains Edwards, who goes on to point out how this migration is taking place from the beauty salon to the home.

"IT and telecoms will play a major role but there are a greater many other candidates, in particular the medical industry has a lot to offer."

"Light based therapeutics built around UV and IR are moving out of the clinic and into the retail arena. Lasers, ultrasound biometrics, vision systems and electrophoresis are some other contenders."

Migration of technology to homes takes about three years

Edwards explains that the migration and adaptation of many of these technologies invariably takes about three years to move from the professional environment to the home, but also adds that regulation, price point and consumer skills are challenges to a successful market launch.

"However, the demand from the consumer for results is a potent driver and this is backed up by the fact that the supply of this kind of technologies from the medical and communications technology categories is cast," Edwards said.

Although cosmetic devices are already a fairly established category in North America, market research company Kline Group earlier this year predicted that the category is set for significant growth, and also earmarked the European market as the next geographic area to take up the trend.

Likewise, Mintel research Nica Lewis has also identified the concept of brand bundling, earmarking as being likely to provide greater functionality and personalization for the consumer, as well as providing brand owners with significant opportunities.