

# SCRUB-A-DUB

by Ashley G. Williams



## IN OR OUT OF THE TUB

Personal care for any time, any place

**P**lain bar soap from the corner market may make your 2,000 parts clean, but it lacks that luxurious and pampering experience. And today's consumers mandate products with extra little touches.

In fact, Packaged Facts, the publishing division of MarketResearch.com, estimated sales of skincare reached \$5.8 billion in 2006, a gain of about 4.8 percent. In 2005, total sales grew 6.8 percent to over \$5.5 billion from \$5.2 billion in 2004. Despite a decline in sales in 2003, the market



grew at a compound annual growth rate of 4.3 percent between 2001 and 2005. Packaged Facts attributes this growth largely to the hand and body lotion segment and facial anti-aging market.

"Mass-market sales of hand and body lotions totaled well more than \$848 million in 2005 surging 13.0 percent ... after sales declines in 2003 and 2004. Tracked 2006 sales were

The 2-oz. Hand Sanitizer is a new addition to the Greenleaf Bath Collection; available in 10 fragrances. Suggested retail: \$3.99. From Greenleaf Gifts; 877/GREENLEAF.

estimated in the neighborhood of \$918 million, an increase of about 8.2 percent," states Packaged Facts, also noting the growth of anti-aging products.

According to Martha Van Inwegen, president of Life Elements (800/634-1158), "Consumers are looking for more sustainable, environmentally friendly products made with natural, organic ingredients, which includes aromatherapy (essential oils).

"This is evidenced by the success of such retailers as Whole Foods and buyouts by larger corporations such as AEA Investors, Colgate, and L'Oreal of Burt's Bees for \$177 million, Toms of Maine for \$100 million and the



With classic black and white, the new Formal Affair collection of fragrance lamps combines glamorous style with the function. Suggested retail: \$59.95. From La-Tee-Da!; 800/246-1826.

Body Shop for £652.3 million."

The Big Box corporations obviously affect the marketplace; however, Gerald Gaucher, president of Ellesca (888/565-0666), reminds us that personal care products are consumable items — meaning repeat business. Here are the top five reasons he says consumers buy:

- 68 percent to look/feel better
- 57 percent to indulge
- 34 percent to give a gift card
- 31 percent to improve mental health
- 29 percent to improve physical health

This one category where it is all about the personal space — So find out what to put in your customers' personal spaces now.

*Ahh... Style meets Comfort by Pendergrass*

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