



**Title:** My own personal beautycare system: insights into business trends.

**Name:** Ximena Edith González Salgado Galindo

**Affiliation:** Sr. Consultant Cosmetics & Personal Care, Mexico

### **ABSTRACT:**

The agitated times we are living nowadays, has changed to way we live, the way we work and the way we consume and shop products.

We have passed from being consumers that focus in searching for high quality products to prosumers that carefully read ingredient labels, actively participate in reviewing products online and have the power to strengthen or weaken a brand through social media.

Beyond the assets of the beauty products themselves, our industry now require us to focus in our target consumers hobbies', lifestyle, eating behaviours, social media use and participation in specific trends such as clean beauty, *athleisure* or *lagom*.

All these aspects among with price point and packaging, are marking a milestone in the way we manufacture, package and merchandise beauty products.

Market niches upgrade, personalization and custom-made products are for fact major topics to understand and be part of, if we want to furtherly grow within the industry allowing us to cross boarders worldwide.

### **BIOGRAPHY:**

Ximena González is product development expert, speaker and cosmetology researcher with more than 8 years of experience in formulation, cosmetic efficacy testing and marketing affairs management.

As an MBA and Cosmetic Chemist, she is passionate and driven in the beauty industry, Co-founder of one of the major brands in custom-made haircare

system in Mexico and serves as consultant for several companies pushing a innovative product development.

Blending her R&D expertise with business skills and strategic focus in strengthening the cosmetic market in Mexico and worldwide, she has lectured throughout the world on Cosmetic topics; assisting to international tradeshows and congress, worked at major firms and teaching professionals Cosmetology in a unique perspective.