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Make It Magic

As organised religion continues to lose relevance, magic is becoming the new zeitgeist. Young consumers are looking for more holistic, nuanced and spiritual approaches to beauty, and this desire is driving developments in astrology-based treatments, chakra-activating products, and crystal healing services.



Mary Kabanizou - SS 16

SUMMARY

NEW AGE TO NOW AGE Consumers are increasingly adopting more holistic, spiritual lifestyles as a way to disconnect from tech and connect with what it means to be human. By cherry-picking practices and principles such as astrology and crystal therapy to suit their modern lifestyles, spiritual wellbeing loses its hokey 'voodoo' associations.

PLANET POWER Astrology becomes a key driver in new beauty treatments and product offerings – with consumers consulting the stars for guidance as to their most suitable colours or scents. Elsewhere, the moon's energy is harnessed in products touting its healing and energising power.

CRYSTAL HEALING Beauty and lifestyle influencers such as It girl Kylie Jenner are adopting crystal healing and exploring the nuanced, holistic benefits of crystal energies. The natural vibrations and energies of these stones (such as rose quartz, moonstone and jade) provide skin-healing and rejuvenation properties as well as emotional balance.

MODERNISING ANCIENT PHILOSOPHIES The connection between the mind and the body is explored by ancient practices and philosophies such as Reiki and Ayurveda – opening up a niche space for brands to offer treatments and products that provide holistic benefits, both inside and out.

The New Religion

Changing attitudes towards spirituality see consumers searching for more intuitive, open and holistic lifestyles. This shift is seen in the growth of content outlets and retail/treatment spaces offering consumers an environment to explore more spiritual guidance with a like-minded community of soul seekers.



As organised religion continues to lose its relevance, people are left feeling spiritually bereft. We have a human need to believe, or have faith, in something bigger than us – to feel connected and to give our lives meaning. In addition, our increased reliance on technology and its ever-encroaching influence on our lives reminds us how magical it is to be human.

RUBY WARRINGTON, FOUNDER, THE NUMINOUS



Weekly Astro Oracle reading March 21-27 on The Numinous



Weekly Astro Oracle reading March 7-13 on The Numinous



Weekly Astro Oracle reading March 14-20 on The Numinous

- New York trend-forecasting company K-Hole, which coined the term Normcore in 2014, is advocating magic as the new zeitgeist. Its latest report [K-Hole #5](#) explores the concept of Chaos Magic, which acknowledges the now broad and varied ways in which people are looking for self-betterment. "You opt into whatever belief system you think will help you reach your intended goals: Wall Street's Confidence Fairy, your Fairy Godmother, or the Church of Agape. Mixing your own Kool-Aid, deciding how strong to make it, knowing when to drink it and when to stop, is Chaos Magic in practice."
- Described as "a space where Celine shoes and the [Celestine Prophecy](#) exist in beautiful harmony", [The Numinous](#) is a website that explores and celebrates this shift in consciousness. New York-based founder Ruby Warrington (formerly Features Editor on the UK Sunday Times Style supplement) created the platform to update "all things New Age" to what she calls the "Now Age", by giving astrology, energy healing and other spiritual touchpoints an aesthetic upgrade. "We discuss them in a way that took away the 'woo-woo' element and showed how relevant they are to modern life," she told Stylus.
- In Los Angeles, [Window of the Sky](#) – a store-cum-arts and healing treatment space – feeds off similarly spiritual, but grounded attitudes. Its aim is to build a community of people who find healing and presence through art, ritual and adornment. It stocks non-toxic, handcrafted products that support this holistic lifestyle, such as perfumes from LA-based herbal healing space [Hall of Spells](#).

"The shift towards more holistic and spiritual approaches is global," founder Caren Motika told Stylus. "Earth has become more polluted, more people are unwell, and the overall homeostasis of the planet is veering off-kilter. These changes have caused people to search for cleaner, simpler and less stressful ways of living."

For more on modern, alternative attitudes to spirituality, see [Selective Spirituality](#) and [The New Spirituality](#), and [America's Spiritual Awakening](#).



Aura Cleansing Fashion on The Numinous



Window of the Sky, Los Angeles



Window of the Sky, Los Angeles

Astrology's Hook

Horoscopes, lunar rotations and planetary alignments are the new religion for young beauty consumers looking for meaning and a deeper understanding of the self in a celestial path. This is translating into intriguing new beauty offerings.

- **Star-Sign Synergies:** A growing number of posts on popular beauty blogs (see [Your 2016 Lipstick Horoscope](#)) speak to a rising interest in more intuitive beauty solutions, based on star signs and their claimed links to strengths, weaknesses and personality traits.

LA nail salon [Enamel Diction](#) is generating buzz for offering appointments with a resident Colorastrologer. Clients can book astrologer Rose Theodora to provide a full astrological reading to determine the colours and nail art that best suit them according to star sign and birth chart. Based on the premise that wearing certain shades on your nails will affect your mood and energy, fire signs such as Aries are assigned energising colours like red and orange, whereas water signs such as Pisces are naturally attributed to blues and greens. "It's the most effortless way to see the effects of Chromotherapy (colour therapy)," says Theodora on her [website](#). Clients can also take home a prescription detailing the colours they should embrace in the future.



LIBRA

Prince Läder for Vogue Mexico via Behance



PISCIS

Prince Läder for Vogue Mexico via Behance



TAURO

Prince Läder for Vogue Mexico via Behance

Enamel Diction x ROSE THEODORA



Enamel Diction x Rose Theodora



Enamel Diction x Rose Theodora

- **Phases of the Moon:** Lunar cycles are playing an increasingly nuanced part in beauty routines. US brand Species by the Thousands markets a range of bath salts to be used during the different phases of the moon. **New Moon** bath salts are recommended for consumers “starting a new adventure or a new beginning”, while **Full Moon** salts are for “letting go, and releasing”.

Brands are also touting the benefits of using ingredients harvested during specific lunar cycles. US apothecary brand Midnight Collective’s line of **Essential Waters** are formulated with glacial water collected during new and full moons. Californian brand **Flora Luna**’s essences are “handcrafted exclusively during a full moon, allowing them to soak in a full moon cycle as well as a sun cycle, packing each tincture with the most celestial power possible.”

“

We have been farming by the cycles of the moon and following the seasons for health and wellness since ancient times. Sure, some of these ideas are trendy right now, but it is a principal as old as time and ultimately a part of our inherent way of surviving on this planet.

CAREN MOTIKA, FOUNDER, WINDOWS OF THE SKY

- **Planet-Powered Treatments:** A planetary-themed treatment at British natural brand Lush’s spas plays on this mysticism of the cosmos. The **three-hour-long immersive session** includes a palm reading and therapy session and is supported by custom music inspired by English composer Gustav Holst’s symphony, *The Planets*.

At the **Urban Retreat** spa in London’s luxury department store Harrods, internal wellbeing is targeted with healing and spiritual treatments, including a spiritual astrologer and intuitive palm reading expert to improve personal clarity and self-awareness.



Species by the Thousands New Moon and Full Moon bath salts



Midnight Collective Palo Santo & Cedarwood Essential Water



Lush The Planets treatment

Capturing Crystal Energies

A growing interest in crystal energies and crystal healing (Kylie Jenner is an advocate) is manifesting in beauty, with products and treatments harnessing their natural vibrations and energy to improve skin condition and enhance mood.

“

I see an increase in small brands infusing their products with healing energy from crystals and mantras to make them more effective. In light of all the environmental dangers and toxins we are being made more aware of, the conversation about ways to shift away from these negative lifestyle elements is only going to become more important to people.

RUBY WARRINGTON, FOUNDER, THE NUMNOUS



Crystal healing

- **Pumped Product:** International science-based brand [SkinChemists](#) recently launched its Rose Quartz range, boasting the mood-enhancing and cell-rejuvenating abilities of the gemstone commonly associated with love and happiness.

"We are always researching new ingredients and technologies. By incorporating rose quartz into skincare, it can help to stimulate cell renewal, heal and re-energise the skin. Plus, you have the added feel-good benefit of the crystal and the rosy-glow effect on the skin," founder Richard Walker told Stylus.

- US brand [Gemstone Organic](#) markets a range of gemstone-infused essences touting mineral and high vibrational properties for skin regeneration. Stones such as jade, ruby and sunstone are soaked in ionized, reverse osmosis beauty water that is left under the light of a new moon to absorb its energy. The porous nature of skin allows these essences to be absorbed into the bloodstream, offering energy-balancing benefits to the whole body.
- **Healing Services:** Crystal energy treatments are also key spa offerings. The Omoi-yari (kind-hearted in Japanese) Ila Healing Menu at Tokyo's Shangri-La Hotel's [Chi Spa](#) includes an Inner Peace Crystal Healing Facial. This uses Tibetan techniques to release tension and encourage cellular regeneration.



Gemstone Organic

Rebirth of Ancient Philosophies

Ancient religious and spiritual practices and philosophies such as Reiki and Ayurveda are rooted in the connection between mind and body – offering the beauty market a dynamic opportunity to promote connectivity, balance and wellbeing to open-minded consumers.

- **Five Elements:** The ancient Greek philosophy of the Five Elements – fire, earth, air, metal and water – is driving brands to create products that aim to balance energies for optimum skin radiance. [Kita](#) addresses beauty from this perspective of equilibrium, which suggests disrupted balance can lead to common concerns such as dull skin or acne. The luxury British brand offers a line of serums based on each individual's dominant element, assigned based on birthdate and gender. Each serum features energy-balancing micro gemstones such as ruby and jade, delivered alongside a unique Face Map which details facial pressure points to be stimulated for optimum product efficacy.

"We believe that beauty and balance go hand in hand," said founder Chiara Vania. "Kita is so relevant today as we've taken an ancient philosophy and applied it to modern life. With the busy pace of life today, consumers are more in need now than ever before of some balance."



Kita five elements Skincare

- **Reiki:** Japanese energy healing technique reiki similarly promotes balance in the unseen energies that are believed to flow through our bodies. Australian boutique beauty brand Lemon Canary's range of perfumed oils are formulated to balance the body's seven different chakras (the spiritual energy power points running from the tailbone to the crown). The [Grounded](#) perfume oil stimulates the base chakra and encourages deeper meditation, while [Intuition](#) assists perception and instinct by activating the third-eye chakra. These perfumed oils are infused with healing Reiki energy to amplify their benefits.
- **Ayurveda:** Ayurvedic products are developed according to the 5,000-year-old Hindu medicinal practice of Ayurveda, which assigns one of three doshas, or constitutions, to each individual: Vata (air and ether/space), Pitta (fire, air and water) or Kapha (water and earth).

Founded by Australian Cali-based yoga teacher and Ayurvedic health practitioner Tamara Jones, [Yoke Ayurvedic Apothecary](#)'s skincare is handcrafted with traditional Ayurvedic ingredients like turmeric, and works to realign specific doshic qualities. The Fire+Water line provides soothing and stabilising benefits with the fiery Pitta dosha, while Ether+Air ground, hydrate and focus those assigned to the Vatta dosha.

For more on Ayurvedic beauty and its growth in India and the West, see [Wellbeing: Lifestyle-Driven Beauty](#).



Lemon Canary's Intuition perfume oil



Lemon Canary's Enlightenment perfume oil



Lemon Canary's Powerful perfume oil



Yoke's Vata balancing oil

Yoke's Kapha balancing oil

Yoke's Pitta perfume

FUTURE INSIGHTS

CUT THE HIPPI VIBE Brands should address how spirituality can play a part in new offerings without adopting the hippy aesthetic that can dissuade some modern, urban professional consumers. Brands like Kita and Yoke have harnessed this sense of holistic earthiness and spirituality, and delivered it in contemporary branding with luxury appeal.

AUTHENTICITY & HONESTY Ruby Warrington's advice for brands looking to enter this space is honesty. "It has to come from an authentic place – of being genuinely invested in researching and delivering products and services which carry a higher vibration (in both ingredients and messaging), and with respect to any traditions and ancient wisdom they may be referring to."

DELIVER As spiritual, holistic beauty offerings become more sought after by young consumers, the need for products and services to deliver the results and experiences they promise becomes more important – especially in convincing wary adopters. Partnering and consulting with experts should be a first port of call for brands – and tapping buzzy influencers wouldn't hurt.

MATURE MAGIC Currently, magic beauty is very much the Kool Aid of the young, whose open-minded attitudes drive them to explore unconventional beauty solutions. To increase their target market, brands should explore how to entice older consumers – whether through specialist marketing, or backing their claims with science.

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