

sederma
MARKET TRENDS



BODYCARE

Sederma SAS
29 rue du Chemin Vert
F-78612 Le Perray en Ynes
Tel ++ 33 1 34 84 10 10
Fax ++ 33 1 34 84 11 30
E-mail sederma@sederma.fr
www.sederma.fr

Sederma, Inc.
300 Columbus Circle
Edison, NJ 08837 USA
Tel ++ (732) 692 1652
Fax ++ (732) 417 0804
E-mail marketing@crodausa.com
www.crodausa.com

Sederma GmbH
Herrenpfad-Süd 33
41334 Nettetal Germany
Tel ++ 49 21 57 817318
Fax ++ 49 21 57 817361
E-mail sederma@sederma.de
www.sederma.fr

A body under
control



Innovation you can build on™

BODY CARE MARKET

Body care is one of the most dynamic cosmetic markets, having increased by 69% worldwide since 2000. Retail dollar sales in 2007 reached \$11.7 billion.

Many people treat their hands and face, but tend to neglect the skin care needs of other body parts that are usually covered with clothing.

For years, body care merely meant moisturisers; products were just basic creams and lotions and made no further claims.

Today, the body care market is fast changing shape and catching up in terms of advanced formulas and ingredient breakthroughs.

Consumers not only want results-oriented products, they want them to be multi-functional at the same time.

With consumers more health and fitness-conscious, body care is becoming a regular part of their daily grooming routine.

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