

2015 EXPO WEST TRENDWATCH

We're excited to share our show review, favorites, trends, and insights from this year's Expo West show. It was packed and vibrant with a good buzz that business is good. Innovation is everywhere, and what is extra encouraging is that brands are really going all in. It's not just about the latest ingredient, or the latest ingredient to get rid of, it's about the holistic experience of good people making great things, and doing good along the way.

Navigating the crowded aisles, it sometimes feels like there's no more room, but in a lot of ways it's clear that things have really just begun. As conventional becomes more natural, it challenges us to continue to evolve standards, practices, quality, care, and of course, good. Walking the show floors every year, I truly feel a sense of gratitude. I'm thankful for what everyone is doing that is dynamically altering the landscape of consumable goods as well as that of our wellness, health, happiness, and environment.

Honestly, it is pretty simple. Keep it simple, human, and great. If it's real, honesty doesn't need a marketing campaign. We're not afraid of systematic change either, reinventing infrastructures, policies, dependencies, motivations, and consumption. Let's create the natural products industry today that we want to be the mainstream of tomorrow. It's inevitable, so we might as well make it the best we can.

-Brent Coons, Senior Director of the SPINS Product Library

PERSONAL CARE



WITH A CAUSE

As the ingredients landscape across the Body & Personal Care department evolves, successful innovation in the natural products industry must be paired with transparency and social responsibility. A growing number of mission-driven manufacturers are striking a chord with consumers.

NEXT UP IN ORAL CARE

Essential Oxygen BR is food-grade hydrogen peroxide blended with organic essential oils from peppermint, aloe vera, lemon, clove eucalyptus, rosemary and cinnamon, giving this brushing rinse a refreshing zest. USDA Organic and Non-GMO Project verified, this product is determined to rid toxins from oral care.