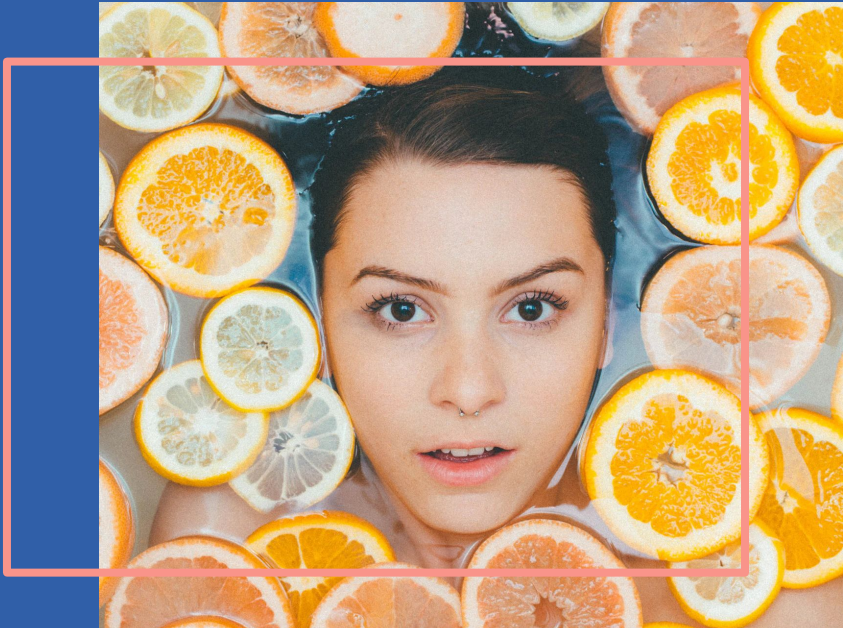


CULTURE SHOT

# EDIBLE BEAUTY



COMMUNITY INSIGHT

**EDUCATED BEAUTY  
CONSUMERS ARE EXPLORING  
THE CLOSE RELATIONSHIP  
BETWEEN WHAT THEY EAT  
AND THEIR SKIN'S HEALTH**



# BEAUTY + FOOD: A TOPICAL TREND SPACE TO TAKE NOTICE OF

As consumers become better informed about their individual skin needs, there is a growing awareness of the **symbiotic relationship between diet, skincare and appearance.**

Catalysed by Covid, we've seen a huge increase in engagement with education and upskilling content; consumers seeking ways to **boost immune systems** through optimised diets, vitamins and minerals.

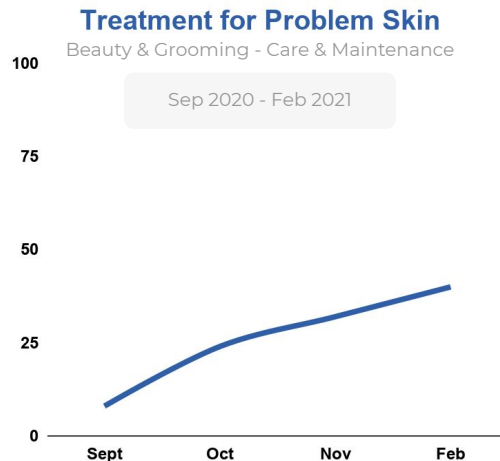
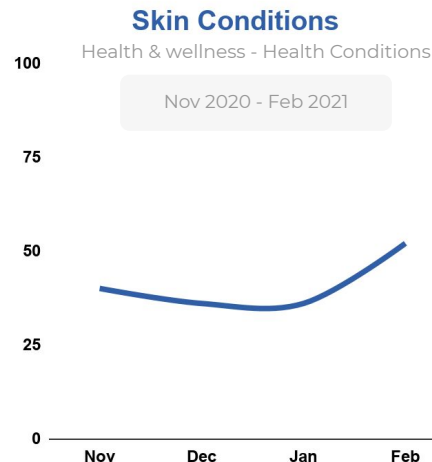
**There's also a growing consciousness and acceptance of the link between functional foods and skin health.**

**Probiotics** are not only benefitting gut health, but skin health too. Whole Foods has called **"Juiced Up Beauty"** **one of the top beauty trends for 2021**, naming celery and blueberries as just a couple of the smoothie ingredients that can **have huge benefits to the skin.**

In China, the birthplace of many beauty trends, brands are also playing in the emerging **hyaluronic foods** space.

# WE'VE SEEN A STEADY INCREASE IN ENGAGEMENT WITH SKIN HEALTH CONTENT ACROSS BEAUTY COMMUNITIES TRACKING ON THE CODEC PLATFORM

CODEC



Beauty communities are looking to learn and are seeking solutions; causes of skin problems, ways to manage conditions and effective treatments.

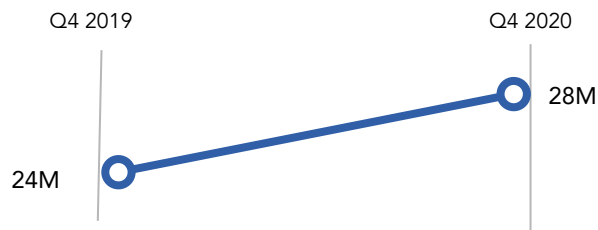
Using a unique AI algorithm, the Codec platform tracks billions of digital content engagements in real-time.

We track cultural communities; groups of consumers linked by shared values, leaders, symbols and behaviours.

# MIRRORING SHIFTS IN CONSUMER ATTITUDES AND BEHAVIOURS

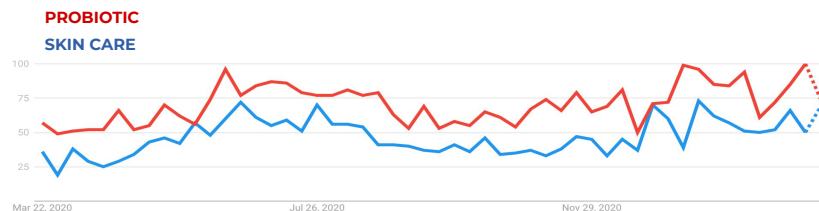
Rising interest in skincare mirrors the rise in wellness through better nutrition.

GW



**+16% YOY increase in beauty communities interested in skin health**  
(GWI Q4, 2019 vs Q4, 2020)

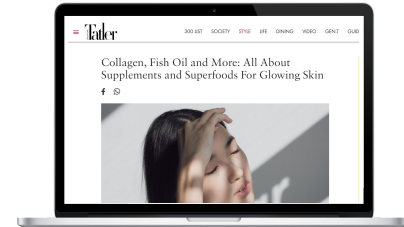
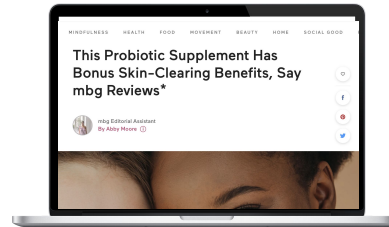
Google trends



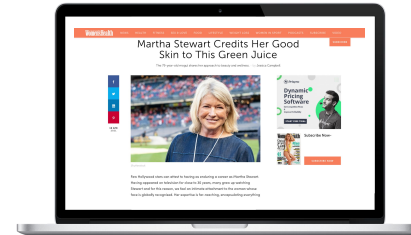
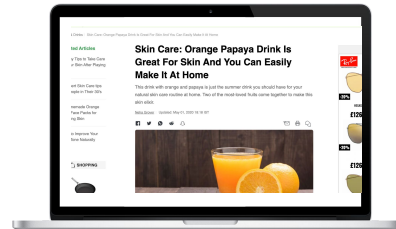
Relationship between functional food terms and skin care suggests consumers are increasingly aware of the symbiotic relationship between diet and skin health.

# CODEC BEAUTY COMMUNITIES ARE ENGAGING WITH CONTENT FOCUSED ON NUTRITION AND OPTIMISED HEALTH, PARTICULARLY WHEN IT COMES TO THEIR SKIN.

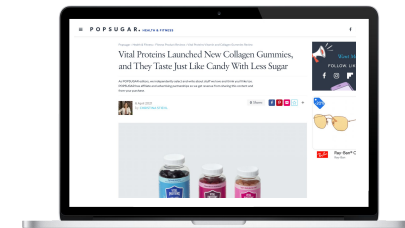
SKINCARE TIPS AND SUPPLEMENTS FOR BETTER COMPLEXION



EDIBLE SOLUTIONS; IMPROVING SKIN HEALTH FROM THE INSIDE OUT



SPECIFIC NUTRIENTS AND PROTEINS THAT CAN BE EATEN IN DIFFERENT FORMATS FOR SIMILAR RESULTS







**AS LINKS BETWEEN  
FOOD & SKIN HEALTH  
START TO STRENGTHEN,  
THE LINES BETWEEN  
NUTRITION & BEAUTY  
BEGIN TO BLUR.**

# BRAND OPPORTUNITIES

## CREATE NEW SELF-CARE MOMENTS

- Frame healthy eating as part of a healthy skincare routine; dial up food beauty benefits.
- Encourage people to slow down and enjoy experimenting with new beauty rituals; from homemade facemasks to preparing 'healthy skin meals'.

## BRING PRODUCT BENEFITS TO LIFE

- Educate consumers on the connection between skincare and nutrition; the skin is also an organ that needs to be taken care of and fed.
- Team up with influencers/experts to create tutorials and guides. Demystify complicated topics by showing the links between ingredients and skin benefits.



# WE ARE A CULTURAL INTELLIGENCE PLATFORM

Fusing AI-driven cultural intelligence with human imagination, Codec helps brands to discover and tap into the pockets of culture that drive growth.

We harness cultural data to inform every step of the marketing process - from brand strategy through to creative approaches, to activating in media.



**2 x** increase  
in sales



**51%** engagement  
rate increase



**3 x** brand awareness  
increase

**“Codec-powered  
media strategies have  
led to an over 2X  
increase in sales  
versus our approach  
in targeting generic  
audiences.”**

Reckitt Benckiser Health UK

## GET IN TOUCH



Speak to a  
strategist  
[info@codec.ai](mailto:info@codec.ai)

