

# What's Trending?

## Top Green Consumer Trends for 2013

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# Green is the Trending Color in Fashion

**“You may not care about fashion, but we all wear clothes.”**

- **Did you know** Americans throw away 70 pounds of clothing per year, sending 1.1 million tons of textiles to landfill? (not including towels, sheets, and other textiles)
- **Did you know** it takes about 1/3 pound of pesticide and herbicides to grow enough cotton for one T-shirt in the US?
- **Did you know** using recycled cotton helps reduce the **harsh dyes, pesticides & herbicides** of conventional cotton **and the energy, water and human labor** required for both conventionally and organically grown cotton?
- **Recycling** also helps divert millions of tons of textile waste entering our landfills each year. Mainstream retailers--H&M, Eileen Fisher, etc.--are creating **recycling programs** that offer discounts on new purchases.

**Reuse \* Recycle \* Upcycle \* Repurpose**



# Green is the Trending Color in Fashion

## What are the trending **biodegradable** fabrics?

- \*Coffee grinds! (Moving Comfort)
- \*Recycled water bottles (Levi jeans)
- \*Recycled polyester (PET)
- \*Recycled air bags (Keene)
- \*Fish “leather” and salmon skin (Manolo Blahnik)
- \*SeaCell: wood fiber and seaweed (Linda Loudermilk)
- \*Vegetable cashmere: soybean hulls (Hu Nu)
- \*Tencel: wood pulp fibers from sustainable wood farms (Hu Nu)
- \*Eucalyptus (Under the Canopy)

**Check out:** Sustainable Apparel Coalition (members include Gap, Target, Nordstrom, JC Penney, Levi Strauss, Timberland etc.)



# Green is the Trending Color in Fashion

## Conscious Companies

“Ethical fashion”

“Conscious Fashion”

“Slow Fashion--an antidote to Fast Fashion”

- On average Americans buy 64 garments every year, the overwhelming majority made overseas. Multiple polls and studies have shown that consumers *want* to buy ethically made clothing.
- In a recent National Consumers League poll, 59 percent of respondents said it is “very important” that the products they purchase are not made in dangerous or unfair conditions, while 94 percent said that the way workers are treated is important to them.
- Not long ago, there was a trade-off between shopping stylishly and shopping responsibly. But a new crop of conscious companies is proving that it’s possible to produce sustainable and ethical fashion without sacrificing style.
- Now they are teaming up with large brands like **J. Crew, Anthropologie, Whole Foods and Target** to get their products into the mainstream.
- Mainstream designers like **Gucci, Nicole Miller, Marc Jacobs** and more are creating fashion that is sustainable



# “Trade Not Aid”

- **Indigenous**

Apparel & Accessories made in Peru, Ecuador, Guatemala, US

**Partnerships:** Eileen Fisher

- **One Mango Tree**

Apparel, handbags, accessories made from Ugandan organic cotton and African kitenge fabric

**Partnerships:** Global Girlfriend, Whole Foods, TJX Europe, Target.com

- **Indego Africa**

Handmade jewelry, home décor, fashion accessories from Rwanda

**Partnerships:** J.Crew, Nicole Miller, Madewell, Anthropologie, Polo Ralph Lauren, Steven Alan

- **Basik 855**

Handwoven ikat textiles, home décor, fashion accessories from Cambodia

**Partnerships:** Friends-International, Stop Start, Watthan Artisans Collective



# Water

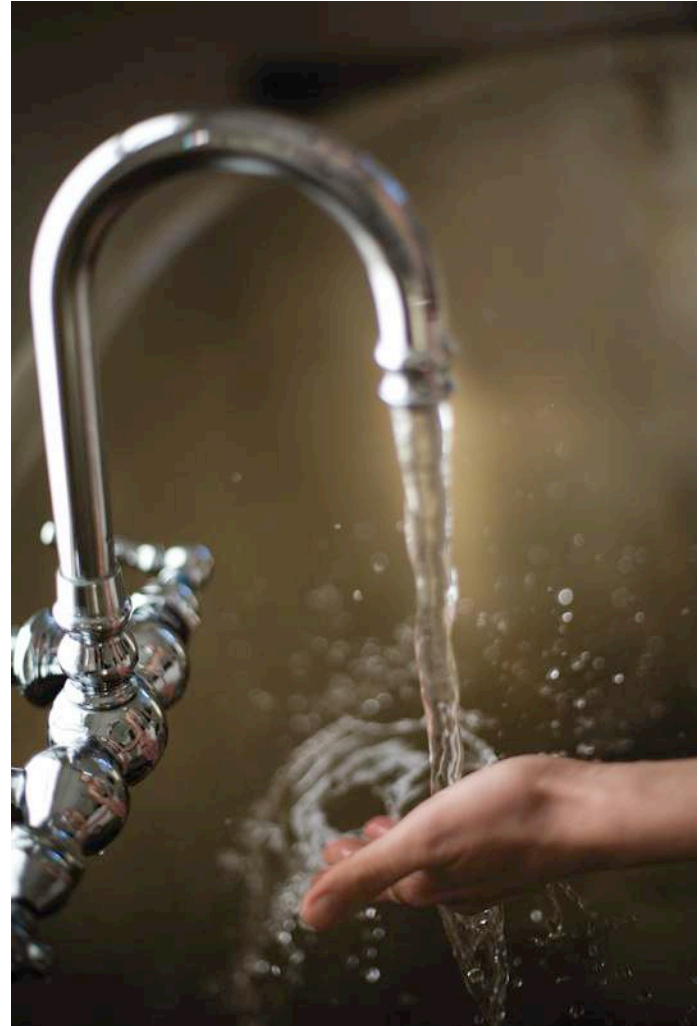
One billion people around the globe don't have access to clean drinking water.

## And what about those water bottles?

- Almost 80 percent of water bottles end up in landfills.
- 20 billion pounds of plastic finds its way into our oceans every year, accumulating in slowly rotating whirlpools, known as gyres. The North Pacific Gyre stretches more than 276K miles off the coast of CA, and is bigger than the state of Texas
- Plastic bottles in our landfills can wrap around the earth five times!
- Or in the ocean, where they are harming marine life who mistake it for food
- 24 percent of the bottled water we buy is tap water repackaged by Coke and Pepsi.
- Drinking imported bottled water is 2.5-4x more energy intensive than local.

**Trend:** Join restaurants and spas signing on for the Whole Wide Water initiative ([wholeworldwater.co](http://wholeworldwater.co)): **Tao, Auberge, Banyan Tree, Oberoi, Ritz-Carlton, etc**

**Also check out:** [winetowater.org](http://winetowater.org), [water.com](http://water.com), [charitywater.org](http://charitywater.org), [wholeworldwater.co](http://wholeworldwater.co)



# What's trending in Beauty?

- **Vegan Beauty:** collagen, elastin, lactic acid, squalene, vitamin A, sodium tallowate
- **Gluten-Free Beauty:** wheat, barley, oats, lactic acid
- **ABCs: serums with vitamins C, D, K**
- **Face & body oils**
- **Natural skin brighteners with natural and organic ingredients:** algae, seaweed extract, wheat, bearberry, licorice extract, daisy, lupin, alfalfa
- **Omeegas 3, 6, 9**

## Green Cosmeceuticals:

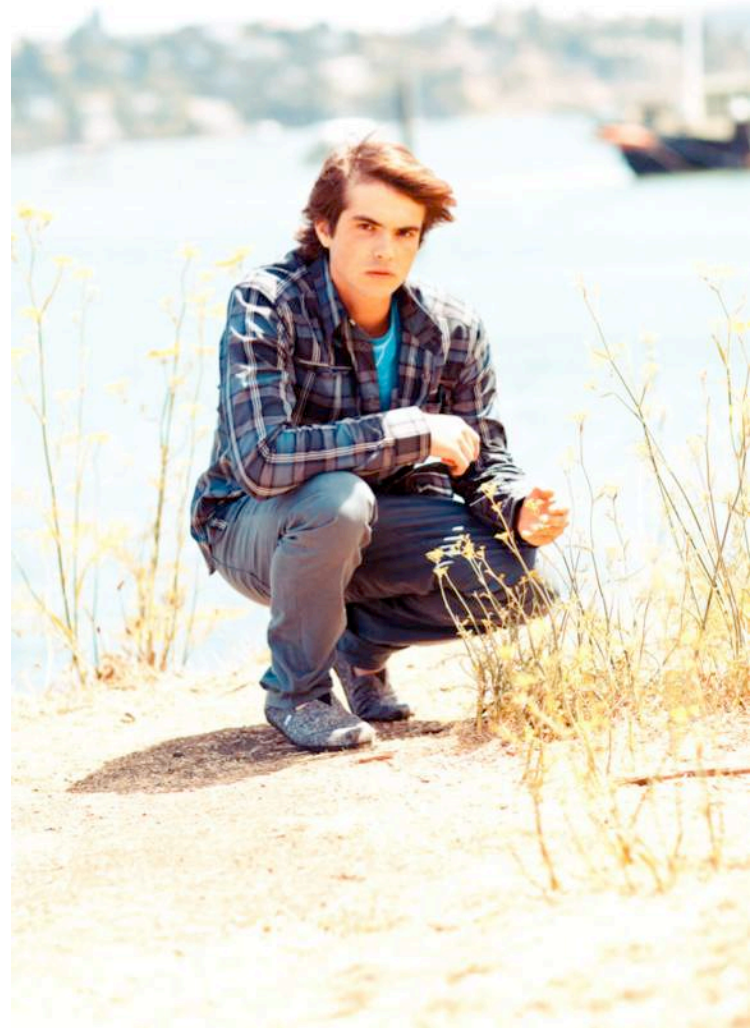
- **plant stem cells** Compatible with human skin cells, plant stem cells are extracted from grapes, echinacea, edelweiss, and apples. They repair and replace lost and damaged cells, increase collagen production, stimulate human stem cell growth, soften wrinkles and restore elasticity to aging skin.
- **marine peptides** The bio-active peptides in this amazingly effective face serum feed the skin with vitamins and minerals that nourish, ceramides that moisturize and enhance barrier function, and peptides that stimulate collagen synthesis to firm and tone skin.
- **face oils** argan oil, blended oils, indigenous oils, African oils
- **BB Creams \* CC Creams \* Lip Crayons**



# Men

Men's skincare is the fastest growing sector in the beauty industry worldwide. According to Euromonitor International, the category has had double-digit growth every year in the past five, and expected to continue. In the US:

- 25 percent of US men ages 18-34 have had their nails done
- 20 percent have had a facial
- popular treatments: shaving waxing, facials
- According to Mintel, sales of men's skincare/ beauty in US have grown 18 percent since 2006, and projected to grow another 23 percent by 2015





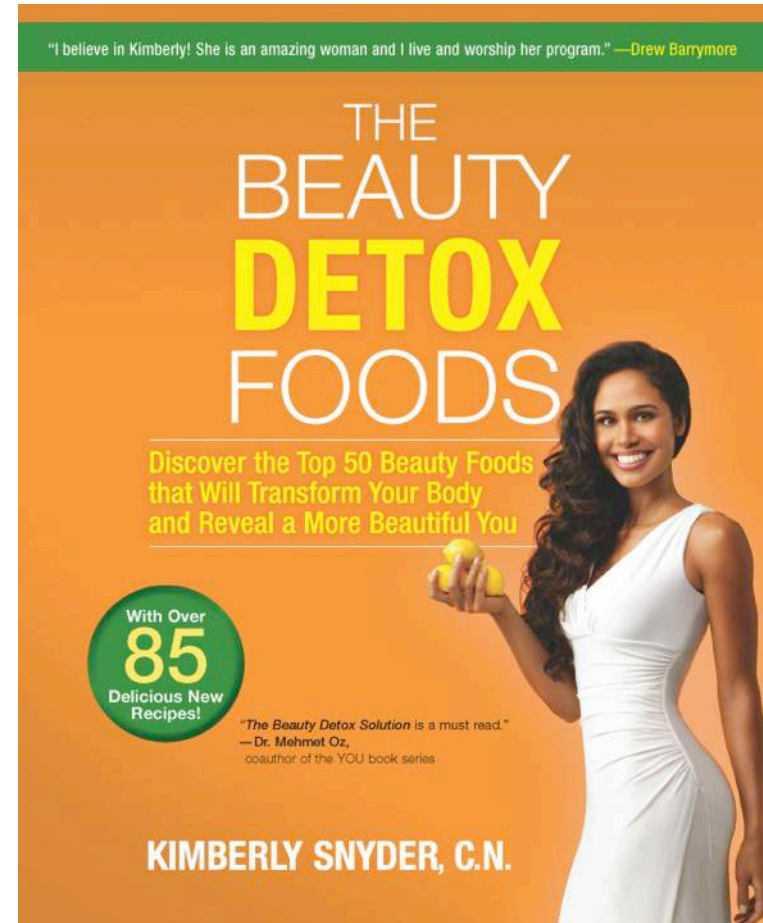
# Beauty Inside Out

## The Beauty DETOX

- Detoxing the body--and the skin--by juicing, cleansing, enzymes, and probiotics is hugely popular, and growing. What's next? Beyond Juicing to Pressed Juicing.

## The Beauty Detox Foods

- Matching foods to specific beauty concerns: limp hair, breakouts, under-eye circles, brittle nails
- Perhaps the biggest news on detoxing beauty is that personal-care giant, Johnson&Johnson, pledged to remove potentially harmful and carcinogenic chemicals from its lotions and toiletries by 2015.



# Nutraceuticals

The supplement industry had sales of \$28 billion in 2010, up 4.4 percent from 2009. Global Industry Analysts Inc. projects sales of **Nutraceuticals** will reach \$4.24 billion by 2017.

## Beauty Focused Supplements

- Nutricosmetics are steadily carving out a major share of the supplement aisle (their global market value will soon top \$4 billion), and beauty-conscious consumers are taking notice: women 25 to 35 are the newest group to catch on to the nutricosmetic trend.
- **vitamins** like Bs, C and E, beauty-friendly minerals like zinc, copper and sulfur, and age-fighting antioxidants that range from turmeric root to blueberry extract.
- **antioxidant** astaxanthin, vitamin C, hydroxytyrosol (a potent antioxidant extract from olives), and glutathione, an antioxidant that supports smooth, even skin.
- **collagen and hyaluronic acid chews:** Beauty Bursts

## Customize, Personalize, Bespoke

- “DNA is not destiny,” says Pam Peeke, MD, author *The Hunger Fix*.
- With the growing accessibility of genetic testing, there’s a futuristic opportunity to further personalize your beauty supplement regimen using your unique DNA data. Companies like Skinshift ([skinshift.com](http://skinshift.com)) and GeneME ([genome.me](http://genome.me)) build an anti-aging supplement regimen based on genetic information gathered from a personal sample—usually a quick swab inside your cheek.



# What's trending in Food?

**Portion Control** The Department of Nutrition and Food Studies at New York University found that American portions exceed the FDA's serving size guidelines by 200 calories more per day!

Portion size is key to controlling weight gain. One designer relied on research from the Director of the Center for Healthy Weight at Stanford University to create pretty nine-inch plates, with easy-to-eyeball quadrants: one for lean protein, one for whole grains and two for vegetables, with a percentage of proceeds donated toward childhood obesity research.

- **From vegetarian to vegan to gluten-free to raw.** What's trending next? Move away from "starches" to "grains" "ancient grains": spelt, teff, millet, etc.
- And **Chia**, the superfood.
- **Functional food & drink**, is another hot category. **Global Industry Analysts Inc. projects sales of functional food and drink will exceed \$130 billion by 2015.**
- Beyond farm to table, farm to massage table, farm to farm--farm collaborations--going out to the farm on a restaurant property to pick your own veggies for dinner, going out in a lobster boat to catch it.



# Trends In Travel

- **Digital Detox** mountaintop yoga retreats, private islands, where to go for a digital detox? Wellness resorts and spas that are **off the grid**
- **A Spa with a View?** Spas trending toward connecting you with nature in unusual ways: in treehouse spas, river massage, underwater spas
- **Medical to Wellness Tourism**
- **Charitable Vacations** Giving something back to the places they visit, i.e. a percentage going back to conservation, or to creating an experience for someone in need



# Trends In Hospitality

**ALLERGY FREE HOTELS** Beyond pillow menus, high-thread count sheets, and mattresses designed for comfort. Now the focus is on creating a healthier environment for allergy-sufferers and those with health issues.

Pesticides and toxins in bed sheets--dyes, pesticides, chemicals used in processing-- have been cited as one reason for the rise in allergies and asthma, among other conditions. Hotels creating allergy free rooms are looking for bedding that is:

- Free of pesticides, insecticides, genetically-modified organisms (GMOs), formaldehyde, chlorine bleaches, heavy metals, and other carcinogens, certified organic bedding can both help us breath easier, and make a social impact, too.
- Look for: GOTS (Global Organic Textile Standard), Certified Organic (GMO free), Low Impact Dyes, RPET (ecofriendly recycled polyester), Fair Trade, Oeko-Tex (ecofriendly)
- **Hotel Monaco** in Portland, OR turned 25 percent of their rooms into hypoallergenic ones, with down-free comforters and pillows, fragrance-free bath products, Green Seal-approved cleaning supplies, special HEPA filter vacuums, low or no VOC paints, and even wheat- and gluten-free mini-bar items.



**PURE Solutions** partnered with **Hyatt** to create rooms 99 percent free of allergens and 98 to 100 percent of all viruses and bacteria. How? A seven-step process from a complete deep-cleaning of the air handling system to the application of an anti- virus static barrier to the walls and furniture and placing anti- microbial cases on mattresses and pillows—all while keeping the decor and style the same.

Now there are 1,972 “Respire” rooms in 119 hotels in North America providing what Tom Smith, vice president of rooms for Hyatt Hotels & Resorts, calls “a simple, but empowering initiative “ for guests. [respire.hyatt.com](http://respire.hyatt.com)

# Trends In Design

## WELLNESS LIVING

What do Deepak Chopra, Terry McAuliffe, Dick Gephardt, the Cleveland Clinic's Dr. Michael Roizen, Bill Clinton and International Future Living Institute CEO Jason McLennan have in common?

DELOS is billed as the first "wellness real estate" company, and is dedicated to using medical science and technology to create spaces "that optimize and support the physical and emotional health and well-being of guests."

- Launched in late-2012, the **42 STAY WELL** rooms at the MGM Grand Hotel & Casino are each outfitted with 12 wellness features, including special protectors against the electromagnetic fields (EMFs) emanating from gadgets. Surfaces are even treated with a photo-catalytic coating that breaks down bacteria, viruses and harmful VOCs .
- **The first-ever "wellness loft,"** incorporates more than 75 design features specifically aimed to facilitate restful sleep, improve posture and circulation, and increase immunity and energy levels. LED lighting optimizes the body's circadian rhythms and can be set to regulate melatonin levels every night to help with jet lag. Floors are built with a natural rubber and cork layer that "floats" to help soften impact on joints and improve posture.
- Going **beyond LEED** certification. The DELOS goal is to create beautiful spaces that optimize the physical and emotional health and well-being of the people who live there.
- DELOS will launch its flagship **Wellness Real Estate** complex this year in New York's Greenwich Village. The company rolled out its successful pilot Stay Well room at the MGM Grand in Las Vegas in 2012, and they are now in discussions to expand the concept into spas in Napa and Aspen. [delos.com](http://delos.com)



# Green Business

- “The 21st century is the time for a green revolution,” says Paulette Cole, CEO and Creative Director of ABC Carpet & Home, a stylish, eclectic, iconic New York City design emporium. “We need to change the way we do things, and business needs to be a catalyst.



Thank You!

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