

Revamp personal care for rewards

... with better marketing strategies and education

By LISA DEWBERRY

The international Dettol HABIT (Hygiene: Attitudes, Behaviour, Insight and Traits) Study, a survey conducted by the Global Hygiene Council in 2011, carried out in 12 countries around the world including South Africa found South Africans ranked among the world's most unclean nations. While this may be quite disconcerting on a personal note, the study serves as an opportunity for wholesalers to educate and promote personal care departments in stores in a fresh way to drive cleanliness across the nation.

Seize opportunity to clean up the nation

According to Sipokazi Fokazi, writer for www.iol.co.za, the survey was based on responses to over 1.5 million questions



and explored the factors that influence and shape different hygiene behaviour. Brazil and Germany reported the highest levels of personal hygiene, while South Africa, China and Malaysia were ranked lowest. Overall, the study also showed there has been a decline in hygiene standards through past decades.

Fokazi says in the article that globally, gender plays a significant role, with more women than men tending to adopt good hygiene practises (59.5% compared to 44.5%). Housewives were found to be particularly clean, while students and office workers had the worst personal hygiene habits. However, South Africa bucked global trends in that both men and women are equally likely to engage in good hygiene practices. Hygiene practices are poorer in the young which may reflect a secular

change in attitudes to hygiene, as it has taken on less social importance over the years.

There was also a correlation between personality type, good manners and health. According to the study, conscientious/dependable and nervous/sensitive personality types experience 10% fewer colds and diarrhea than others and tend to practice better personal and domestic hygiene habits. The study also showed that tidy/orderly individuals are more hygienic than messy/chaotic people.

Ethnic hair care worth billions

Website www.investmentnetwork.co.za stated in June that the South African ethnic hair care market is a R9.7 billion a year industry. Kamal Seetha at Jumbo Cash and Carry Crown Mines, says their store is

known for their ethnic hair and hair care products. "Some of our popular brands include Dark and Lovely, Revlon, Organics, Easy Waves, Soft and Free and Ebony braids. Pantene and VO5 have also always been big sellers. We cater for the Soweto market especially and ethnic hair makes up 35% of our personal care sales," he says.

Diagonal Reports states the ethnic African segment is the single largest consumer group and is the market with the most potential. Chemical relaxing and African hair styling are the most popular services accounting for almost 80% of salon business. Hair relaxing is the leading service category and will continue to be the mainstay of the African professional and consumer hair care market. A wide product range covering different formulations and packages for the various process stages is required and there is a strong unmet demand for colourants suitable for relaxed hair.

African styling is the next most important service category covering a number of styles such as braiding, hair extensions and pieces, dreadlocks or dreads, bonding, their infinite variations and many combinations. These hairstyles require the ongoing use of conditioners and treatments to prevent damage and breakage and the product range required for styling relaxed hair is extensive. A multiplicity of brands and products is now needed because few, if any brands, can be described as 'multi-tasking' that is effective on the different types of hair. Products that deliver these goods can command double the price in salons in South Africa.

Stylin' Dredz launched a range of products in May to assist with maintenance of the complete range of dreadlocks, from backcombing, rip and twist and natural to dread perm. The range offers products to moisturise, condition, style and clean dread so the user can be sure of quality locks and twists without build-up. The range offers twisting products with holding properties that make locking the hair easy. Some of their products include a spray shampoo, moisture splash conditioning spray, moisturising spray and moulding gel wax. Another range launched recently is Jabu Stone's natural hair care products that also provide nourishment and care for natural

hair. The range consists of beeswax, moulding cream, multi-purpose spray, braiding spray, shampoos and nourishers.

Bath, shower and deodorant products on the up

Despite showing evidence of being a dirty nation, the bath and shower products market in South Africa has increased at a compound annual growth rate of 6.1% between 2004 and 2009, according to www.transworldnews.com, indicating South Africans are on the path to cleanliness.

The shower products segment led the bath and shower products market in South Africa in 2009, with a share of 54.5%. The leading player in bath and shower products market in South Africa is Sara Lee Corporation. Unilever leads in skin care and is prominent in bath and shower products and hair care. L'Oréal leads in hair care and has a strong presence in colour cosmetics, fragrances and skin care.

According to www.diagonalreports.com, the distribution reach of beauty and personal care products grew as supermarkets penetrated into rural and township areas in 2009. Mala Patel, senior communications executive for Euromonitor International, also says beauty and personal care continued to experience strong growth in 2009. Innovation and new product launches stimulated consumer interest in the market, dominated by global giants, headed by Unilever and L'Oréal.

Facial products and body creams are popular personal care products amongst all consumers as they are considered a necessary luxury for daily life.



These giants dominate despite the increasing presence of local companies within South African beauty and personal care. Unilever's leading deodorant brands Shield and Axe ensure the company is first within deodorants and men's grooming products. A report by Data Monitor states the deodorants market in South Africa increased at a compound annual growth rate of 4.7% between 2004 and 2009 with the sticks and solid segment leading deodorants market in 2009.

Top five most popular skin cleansers

According to an article in July by Chris Obenschain, writer for Discovery Fit and Health, the top five skin cleansers currently are soap, body wash, cleansing creams, lipid-free cleansers and exfoliating scrubs. "Of all the skin cleansing products available today, soap, specifically the kind that comes in bars, is by far the most popular and common.

Virtually everyone has used soap at some point in their lives, and the vast majority of us regularly keep some form of it at home. Soap's prevalence isn't all that surprising, especially considering it's been mankind's top pick for skin cleansing and skin care for nearly 5 000 years," says Obenschain. In June, Savlon launched a new line of skin-friendly soaps as well as a hand wash and body wash which are not harsh on the skin and protect users from bacteria.



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Body wash has recently risen in popularity as it doesn't dry out the skin, feel more luxurious and is easier to share with a house guest.

According to Kamal Seetha at Jumbo Cash and Carry Crown Mines, Detol and Savlon soaps are leading the personal care market at their store and there is a huge drive towards herbal and anti-bacterial hygiene in the soap market. "The beauty soap market has taken a knock as anti-bacterial soaps

are more appealing to our market. In South Africa, Sunlight soap bars are also used as bath soap, dishwashing liquid, laundry soap and fabric conditioner," says Seetha.

Obenschain says there are several reasons for body wash's recent rise in popularity and unlike traditional soaps, most body washes don't dry out skin. He says that due to them being bottled, they tend to feel more luxurious and are easier to share with a house guest. "Body wash is one of the most popular skin cleansing products on the market now. It's not as common as regular soap, but over the last 10 years many consumers, especially women, have come to prefer this scented, soapy liquid for their skin care needs," says Obenschain.

According to Obenschain, there are cleansing creams to prevent or get rid of acne, to remove makeup, to clean off excess dirt and grime, and to moisturise the face. Many products have multiple benefits, such as removing makeup and moisturising, and come in a variety of textures, scents, colours and consistencies.

Nivea Visage introduced a new and improved Aqua Sensation care range in March with Hydra IQ and cucumber extract. Two new products of the new products include the Aqua Sensation Invigorating Cleansing Gel and Nourishing Night Cream. According to Kamal Seetha at Jumbo Cash and Carry, facial products and body creams are selling consistently well at their store.

Website www.transworldnews.com, states that body care is the leading category in the South African skincare market. Vaseline launched Healthy Even Tone body cream and lotion in April.

Due to black women having more pigmentation in their skin, they're more likely to be affected by hyper-pigmentation or blotchy, uneven skin tone. This occurs in places that get a lot of friction (think inner thighs and armpits) or parts of your skin that get 'traumatised' in some way, be it due to excess sun exposure, shaving, acne or plucking. Triple Sunscreens are used in the body cream to help fend off the UV rays that darken skin unevenly. Vitamin B3 prevents melanin from migrating from the lower levels of the skin to the visible top bit and helps prevent future skin discolouration.

Give personal care products pizzazz

According to Neal McKenna, writer for www.mysubs.co.za, when it comes to advertising products, one size definitely does not fit all and what sells in Camps Bay and Sandton misses the mark in Soweto or Khayelitsha. In South Africa, black people living in townships and rural areas often categorised as the poor spend with more than R308 billion annually, representing 41.2% of total consumer spending which is an enormous niche market.

Louis Itumeleng Seeco, author of *Marketing: The Same Difference*, says cultural diversity greatly affects consumer buying habits. He emphasises the influence celebrities, sports personalities and trusted radio and television presenters have upon listeners and viewers living in townships and rural villages. "Popular media presenters have clout. If they endorse a particular product, black consumers will buy it," says Seeco.

Nampack Tissue, manufacturer of Lifestyle feminine hygiene products, is aware of this key factor and announced Bonang Matheba, Radio DJ, TV presenter, model and business-woman, as their 2011 brand ambassador in May. Amanda Dlamini, brand manager of Lifestyle, says Bonang will play a pivotal role in enhancing the brand aspiration value through her association in presenting the brand, products and promotional activities. Bonang is also involved in a Facebook competition running for six months keeping the brand top of mind and engaging directly with the target consumer.

Another company aware of this key component is Jabu Stone who recently chose Judith Sephuma, jazz and Afro-pop singer, as the face of their company. Sephuma was chosen because of her maturity, her dreadlocks and African features and her connection to the brand, as well as her success as a musician.

Be relevant when advertising

Consumer product branding spots on South African TV promote brand corporations such as Colgate, which has become the toothpaste brand of choice in townships with Sunlight being the first choice of black homemakers. Seeco says language does not



Lower end customers are very brand conscious because they cannot afford to take a chance and make a mistake with a new product purchase. Colgate is the most popular toothpaste brand in the township market.



There is a huge drive towards herbal and anti-bacterial hygiene in the soap market, while beauty soaps have taken a knock.

only describe events, it shapes them too and some words are charged either negatively or positively. "Words like *heita*, *impintji*, *amapantsula*, *ayoba*, and *kulula* are good examples," says Seeco.

According to Seeco, if the consumer receives promotional information in a familiar form with the correct language usage and accent, the campaign is more likely to be a success even if the product costs more. The average white shopper who is English or Afrikaans-speaking is not the person most name brands need to reach. These consumers have already been educated about the benefits of most household products. Advertising aimed at the white population has a limited effect on the black community. This is because there are distinct consumer behavioural

patterns within the country's various ethnic communities.

In black African homes, dogs are not regarded in the same way they are in white or Western homes. This can be seen by the way dogs are treated in the townships. A love of dogs is virtually non-existent in the lives of black people. An advert with a dog as the hero or carrier of the message will not work at all.

Seeco adds that income has little bearing when it comes to buying brand name products. This is because people process advertising in social and cultural contexts. This is not to say poverty is a barrier to growing brands. South Africa has many poor communities but the big brands are seen as the great liberator in those environments. Name brands are deemed to be an extension of the personality and they denote trustworthiness.

Take products to the people

Hands-on demonstrations work best in rural areas and in townships. Unilever and Colgate Palmolive are two corporations that understand this. Colgate promotes personal hygiene by taking toothbrushes and small tubes of toothpaste to schools for each student. Not only do they teach children the value of daily dental care, but they make them instant consumers of their products.

Restore Plus, African hair care brand recently had stage-trailer road shows and in-store activations across six provinces. The

African styling requires the ongoing use of conditioners and treatments to prevent damage and breakage and the product range required for styling relaxed hair is extensive. The South African ethnic hair care market is a R9.7 billion a year industry.



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campaign aimed to create brand awareness and educate customers on the various benefits and cost-effective options of the Hair Butter and No-LYE Jasmine Relaxer. The road shows generated a great deal of customer participation at 25 of the retail complexes most frequented by the Restore Plus target market of young African women. In-store brand ambassadors engaged with customers connecting the Restore Plus brand with the consumer.

The successful and interactive campaign produced an estimated exposure of close to 60 000 hits for the Restore Plus brand. Sales for these products were boosted during the in-store shifts, with Umlazi Mega City (Durban), Daveyton Mall and Southgate Mall producing the highest sales figures.