

## Beauty, personal care remains top performing direct selling sector

The internet has changed the way women think about beauty and cosmetics but not, it seems, the value of personal face-to-face advice. Figures just released by the Direct Selling Association of South Africa (DSASA) indicate that personal care and beauty is still the best performing sector in the industry, accounting for over 46% of the total direct sales during 2016.



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"Personal care and beauty products generated almost R6-billion in sales during 2016, reflecting an increase over the previous year," says Cornelle van Graan, chairperson of South Africa's Direct Selling Association (DSASA).

She says although the internet provides tutorials, testimonials, reviews and cautionary tales there's so much information available that online marketing hasn't supplanted the personal touch when it comes to cosmetics and skin care sales. McCann Bucharest conducted a global study which found that despite arming themselves with as much knowledge as possible women still get stressed when selecting beauty products.

"Direct selling has proven to be the best way to market personal care and beauty products. The recommendation of another woman during a face-to-face encounter is more likely to influence the choice of beauty product than a vlog or beauty blog."

## Recession-proof

More good news for independent beauty consultants is that the beauty business is nearly impervious to recession. McCann's research indicates 83% of women worldwide view beauty as a 'non-negotiable' no matter what the economic conditions. Some 70% feel that being beautiful influences them getting what they want and 93% indicated that looking good improved their confidence.

According to McCann women in emerging markets are more likely to change their beauty routines. This provides local beauty consultants with a receptive market, particularly those selling cost-effective products, suitable for the South African climate and skin types.

"Also supporting beauty from within, nutrition should not be overlooked. Nutritional products are also available through direct selling," adds van Graan.

The DSASA represents 17 member companies offering a variety of personal care, beauty and nutritional products, these include: Amway South Africa, Annique Health and Beauty, Avon Justine, Ascendis Health Direct, Avroy Shlain Cosmetics, Azara Team Marketing, Canyon Organics, Forever Living Products, NeoLife GNLD, Herbalife Nutrition, Jeunesse, Mannatech, Nu Skin Enterprises SA, Sh'zen, Table Charm, The Art of Skin Care, and Watkins Valeur.

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