

Market Intelligence Digest

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The EMB or the Department of Trade and Industry (DTI) is mandated to oversee the development, promotion and monitoring of Philippine exports. The EMB provides the exporters the enabling environment to make them globally competitive.

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Mushrooms: A Trending Beauty Ingredient (Part 2)

The beauty and wellness potential of mushrooms make them a trending ingredient across multiple beauty and personal care categories.

Tremella's moisture boosting content expands beyond facial care

Eye serum tackling dark spots and wrinkles

[OY-L Crystal Eye Serum](#) features key ingredient tremella to hydrate, lighten dark spots and heal acne thanks to its vitamin D content, while its moisture-retaining abilities offer anti-wrinkle properties (US).



Anti-ageing hand moisturiser

[Fountain of Truth Youth in Hand Cream](#) is a hydrating formula that promises a youthful glow and lasting moisture for the hands, featuring potent *Tremella fuciformis sporocarp* for its moisturizing abilities (US).



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Songyi adds illuminating and whitening claims to skincare

Tricholoma matsutake (songyi) was traditionally used by upper class families in India, Japan and Korea for retaining skin whiteness, and is touted as a safer alternative to harsh bleaching agents like hydroquinone.

Studies show that it can inhibit the activity of tyrosinase with less dosage than arbutin and reduce melanin index.

Products like the SheaMoisture Coconut & Hibiscus range uses songyi in its facial and body care to illuminate and even skin tone.



[SheaMoisture Coconut & Hibiscus Illuminating Body Lotion \(UK\)](#)



[Palmer's Skin Success Anti-Dark Spot Night Fade Cream](#)

Use adaptogenic mushrooms to manage skin stress and add wellness benefits

In 2017, Mintel Global BPC Trend Damsels in De-Stress predicted that adaptogenic ingredients would move from the supplements category into topical beauty products. Indeed, the word adaptogen in BPC NPD grew by 14% in 2018 compared to 2017. Linked to energy and immunity in food supplements, the benefits of adaptogenic mushroom can be adapted to skincare, hair care and even color cosmetics.

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Medicinal mushrooms show adaptogenic potential

Adaptogens are herbal extracts believed to help manage physical and mental stress. While medicinal mushrooms are still a [niche ingredient](#) in food, drink and healthcare products, they are showing great potential in launches offering stress/sleep functional claims.

Additionally, some species offer promising [wellness benefits](#), such as energy (cordyceps), calming (reishi) and anti-inflammatory (chaga), as well as mental clarity and concentration (lion's mane).

The last few years have seen an increase in the use of adaptogens in new BPC launches, pairing reishi, chaga and shiitake mushrooms with trendy ashwagandha and rhodiola.

Mushroom adaptogens promote skin balance and overall wellbeing

Adaptogens are naturally sourced ingredients that fit perfectly with increased consumer desire for **plant-based products**.

Anti-stress body balm
[Khus+Khus Rasa Restorative Potion](#) combines adaptogenic mushrooms reishi and chaga with poppy and CBD to produce an overall balancing effect on the nervous system and help skin respond to stress (US).



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Reishi, a trending adaptogen in skincare

Deemed by Traditional Chinese Medicine as the 'mushroom of immortality', the use of *Ganoderma lucidum* (reishi or lingzhi) has [almost doubled](#) in new BPC launches in the last five years.

Cult range [Dr. Andrew Weil for Origins Mega-Mushroom](#) has popularised ganoderma as a resilience booster that treats skin inflammation at its core for a calmer complexion. Similarly, L'Oréal-owned Yuesai's hero product, [Vitalize Ganoderma Youth Preserving Toner](#), placed the emphasis on this ingredient for its ability to offer protection against external aggressors and activate cellular capacity for instantly smooth and rosy skin.

Skincare is not the only category where the use of reishi has increased; hair products and color cosmetics have also [shown growth](#) in the use of the ingredient.

