

Waking Up to the Power of Sleep

By Natasha Spencer-Jolliffe

With holistic health high on the agenda of consumers seeking to take control of their wellbeing in the wake of COVID-19, more products and procedures which promote strong and stable sleep patterns are emerging. Two companies releasing new offerings this year have taken very different routes to attract the bedtime market. While Nectar Bath Treats pushes the power of nature, Noble Panacea has turned to science and celebrity.

US bath and body care firm Nectar Bath Treats has gone to market with its Sweet Dreams Collection, comprising bath bombs, body scrubs, body butters and pillow mists. “We knew our customers were looking for something that would help them build an evening routine to wind down, relax, and sleep better,” says a company spokesperson. “We took the idea to the research and development department and began to research sleep issues. As we dug into sleep triggers, we found how helpful herbs like lavender and chamomile can be and we built the fragrance of the collection around those scents.”

After seeing an opportunity to marry sleep care through the ritual of the evening routine, the brand then wanted to prove its concept. Working with its chosen ingredients, Nectar found that lavender appears to calm the nervous system while chamomile prompts drowsiness and tranquility. The Sweet Dreams Collection began with an aim to address “the need we were seeing around us: heightened anxiety, lack of relaxation, and need for better sleep.”



With that need in mind, the brand asked a lot of questions: What’s the best mold for the bath bombs? What shape will it take? What’s the design and color palette? “We played with it in R&D until it felt right,” says the brand’s spokesperson. “We tried several fragrances and considered using a more fruity smell, but it didn’t address the goal. We tried alternate colors, and it actually took us a long time to get the exact shade of light blue we had in our minds.”

Talking about the trends that informed its latest collection, the company’s spokesperson explains: “We looked toward botanicals and natural, calming scents.” With all of its bath treats made by hand in Las Vegas, Nevada, the focus was on “simple, effective ingredients that wouldn’t be out of place in a home kitchen.” The final collection includes eight products that can be paired in different ways. The brand also encourages beauty consumers to find quiet time to connect with their body and mind, alongside using its range. To this end, Nectar offers meditation and mindful movement guides led by a certified kundalini life coach, Rebecca of Be Naturally Fit.

COVID-19 has played a big role in the development of products



designed to aid sleep. “During the pandemic, we saw a rise in sleep problems, anxiety and trouble relaxing. Everyone is under a lot of stress and facing uncertainty.” Additionally, consumers say they want fresh ingredients that take care of their bodies and their environment. “It needs to be the best for your skin and for your self-care—nothing harsh or irritating,” notes Nectar’s spokesperson. “We start with the best quality, efficient and functional ingredients, and then we focus on how we can give it some magic sparkle with cuteness and uniqueness.”

Turning to aesthetics, the brand noted a lot of products on the market came with generic, nylon packaging. "It doesn't make you smile, and it doesn't look good in your bathroom," says the spokesperson. "We wanted to design something that is as equally beautiful and fun to use as it is functional."

In terms of that functionality, and the market need, the Centers for Disease Control and Prevention says about 70 million Americans suffer from chronic sleep issues. "We all need quality rest, and it seems more challenging to get the sleep we need to be our best," Nectar's spokesperson adds. "We hope that the collection helps people first and foremost. We hope that it helps our community find greater relaxation."

Plans are advanced for expansion for both Nectar and its latest sleep-promoting collection. Having spent almost seven years firmly rooted in the US, it opened a branch in Poland last year. In 2022, it intends to open more US outlets and plant a foothold in the United Arab

Emirates. Meanwhile, the Sweet Dreams Collection could itself grow. "We have a lot more ideas for this product line, so we hope we can keep expanding it."

Dream Timing

Skin care brand Noble Panacea was founded by Sir Fraser Stoddart who was awarded the 2016 Nobel Prize in Chemistry for his work studying molecular motion. From that research he created the Organic Super Molecular Vessel Technology (OSMVTM) delivery system, designed to precisely deliver active ingredients in a pre-programmed sequence that is synchronized with the skin's natural circadian rhythm.

This technology lies behind the brand's new sleep mask which it has launched as part of a range called "The Exceptional". The company sets out three core stages to its Chronobiology Sleep Mask. The first stage is detox, whereby from 11pm to 4am the product releases active ingredients in a specific sequence. The mask works with the skin's intrinsic night cycle as it goes

through the different natural stages of detox, repair and regeneration. During the detox stage, the sleep mask releases PHA and pre, pro and postbiotics to detox, exfoliate and reset as the skin naturally begins to eliminate toxin build-up from the day. It is at the second stage, repair, where retinol and peptides are released to regenerate and rejuvenate when cellular repair processes are at their height. The final stage, nourish, is when ceramide and hyaluronic acid are released to protect and illuminate .

Celine Talabaza, CEO of Noble Panacea, says: "I am very proud of introducing the Chronobiology Sleep Mask. It approaches skin biorhythm and the distinct phases our skin goes through at night in an unprecedented manner... thanks to the sequential ingredient release of our unique OSMVTM technology. Nobody wakes up at 2am to support the skin detox process, or at 4am to recharge moisture when your skin needs it the most. Noble Panacea overnight mask ensures the delivery of powerful ingredients at the right time, at the right place, all night long."

Source: Noble Panacea



HOW IT WORKS

Organic Super Molecular Vessels™

The Chronobiology Sleep Mask harnesses the power of our groundbreaking Organic Super Molecular Vessels™ to deliver a high concentration of active ingredients in a programmed sequence release that is carefully calibrated to the skin's overnight natural circadian rhythm. Our intelligent supramolecular delivery system protects and preserves the potency of each active ingredient on the molecular level, and enhances skin penetration by 200%*. It allows for a controlled long-term dose that is synchronized with the sleep cycle to be released at the optimal time, with improved efficacy of up to tenfold* that continues well beyond application.

The products are created in small batches under the brand's Responsible Beauty vision, with the input of scientists who adhere to the 12 Principles of Green Chemistry when creating their formulas. The company strives to produce its science-led skin care products with a commitment to sustainability in manufacturing, innovative packaging design and active ingredient sourcing.

In an effort to demonstrate its environmentally-friendly focus, Noble Panacea packages its products into Active Daily Doses designed for optimal formula dosage, potency and integrity. They are also 100% recyclable through the brand's Terracycle partnership. The refillable boxes are made of starch-based renewable materials and its cartons and papers are Forest Stewardship Council (FSC) certified.

With the science and packaging in hand, the product was launched last month with an accompanying marketing campaign featuring its

global brand ambassador Jodie Comer. The Killing Eve star features across film and still photography in a promotion that appeared to have an immediate effect on sales.

"The cinematic campaign movie tells the story of the importance of being at the right place, at the right time," Noble Panacea revealed in a recent statement. "The beautiful harmony between place and time defines The Exceptional - an allegory to our OSMVTM Technology's synchronized ingredient release according to the skin's overnight circadian rhythm process."

"The campaign with Jodie Comer was a lot of fun to shoot and create," says Talabaza. "We chose Jodie as she is the contemporary illustration of a talented, versatile, magnetic authentic beauty. The choices she makes are bold and brave, her passion and humility are the promise of a very bright future. She is the essence of the Noble Panacea woman and we are delighted to bring this to life with a second

movie where we explored the concept of the essence of time and place often leading to exceptional events."

The creative minds behind the campaign wanted to enable viewers to follow Jodie from behind, showing her on a chase with an "intense determination and a palpable aura emanating intrigue and mystery", the brand relays in a statement. "The movie is a masterpiece which reflects the degree of precision and passion of Noble Panacea, born from common understanding and fusion of Art and Science," says Talabaza.

On February 2, the brand previewed the launch of its Chronobiology Sleep Mask on its website with a pre-sell campaign. "Within 24 hours, the product sold out," shares Dawn Hilarczyk, Head of Global Sales. "We have secured additional production with our dedicated lab and are extremely excited as we anticipate the continued success of this new product."



Source: Noble Panacea