

Industry of Beauty in Growth Countries (The Perspective to Build Industry of Beauty)¹

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Abstract

Beauty is an integral part of our lives, and industry of beauty is business that mainly engaged in hairdressing, or in providing beauty treatment services, including manicures, pedicures, waxing and hair removal. According to Plato, beauty was an ingredient property within things. However, Socrates thought you felt pleasure from objects that were intrinsically beautiful.

Growth of beauty industry had increased dramatically in modern country. There are many kind of jobs and many vary of products. This growth is followed by growth country. Generally, industry of beauty is prospective. Moreover, men market in the latest. Metrosexual man is the new phenomenal in industry of beauty. This segmentation market is highest growth in industry of beauty among American record.

The entrepreneur who wants play in industry of beauty must charmingly round catch character and behavior of consumer. Based on knowledge of this value and behavior, decided the segmentation than, and finally produce the breakthrough product that can complete the consumer needs.

Keywords : industry of beauty, philosophy of beauty, segmentation and market, metrosexual man.

Introduction

Am I beautiful? Almost every woman makes that question. Why? Because almost every woman feel that she is not beautiful, not because they want to beautiful. We can know it from the research; name Campaign for Real Beauty. Research has held in 11 Asian countries, 9 European countries, also North and South of America. Aim of the research is to know about relation between life satisfaction and beautiful feeling of women. The result is only 3% of woman in Thailand, Japan, Korea, Taiwan, China, Vietnam, Filipina, Malaysia, and Singapore who declare that she is beautiful, and only 2% of woman in European and America.

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From that description, we can also know that business in beauty is prospective business. At the recent, industry of beauty has been increasing at every world. In Canada, about 105,600 people were employed as hairstylists and barbers in 1996. This was a 20.7% increase over the number in 1986. A significant proportion of these workers (about 40%) worked part-time. About 51,700 workers in these occupations were self-employed. About 21,000 people were employed as estheticians, electrologists, manicurists and pedicurists in Canada in 1996. This represents an increase of 18.1% from 1986. About 57% of these workers were estheticians and electrologists. About 34% of these workers worked part-time and about 34% were self-employed.

In the other hand, more than 250,000 businesses in the United States, and more than 8,000 businesses in Georgia are classified as beauty salons. More than 845,000 persons are employed in the beauty industry. In Georgia, nearly 25,000 persons are employed in beauty salon establishments. According to the *American Salon Green Book*, day spas are one of the fastest growing segments of the beauty industry. Fastest growing and most used spa services are pedicures, the removal of facial hair, along with simple relaxation services.

Philosophy of Beauty

According to IBISWorld US, Industry of Beauty is business that mainly engaged in hairdressing, or in providing beauty treatment services, including manicures, pedicures, waxing and hair removal. In the other hand, from Health and Beauty Journal we can know the philosophy of beauty. Beauty is an integral part of our lives. For ages, philosophers have been wondering how to define beauty and ugliness. Is beauty in the eye of the beholder? How does the ancient concept of beauty compare to concepts of beauty in contemporary aesthetics and society? What is the role of beauty in our images/perceptions of bodies, and how does this motivate critical feminist theories of beauty?

Until the 18th century, beauty was the most important aspect of aesthetics. Socrates thought you felt pleasure from objects that were intrinsically beautiful. He found pleasure in simple geometric shapes, single colors, and musical notes. Plato, however, believed that beauty was an ingredient property within things. Relative beauty exists only

in comparison to ugly things. Plato thought that beauty was defined by a property of the whole object. A significant realization in aesthetics was sublimity. Beauty was described as an experience of "joy or cheerfulness." However, with a more general meaning of today, beauty is defined by an individual response to an object. The modern philosophy of health and beauty requires a wholeness of the body, mind, and soul. Therefore, while taking care of your body you have to cultivate the inner beauty, trying to achieve the harmony of body and soul. The physical beauty is a combination of healthy eating habits, massage and regular exercise. Beauty look comes from within and it requires good health condition.

Industry of Beauty in Growth Countries

People's appreciation to beauty is more and more increasing equal with modern life style. Moreover, if we look trend that beauty is not only woman's monopoly, because has developed at men. Because of that, industry of beauty is predicted as an industry that has highest growth scale. In growth countries and Asia, industry of beauty has been increasing. Many factors that make industry of beauty increasing, such as Miss Universe and Miss World Competition, high tension of advertising and promotion, film and film series, artist and celebrity life style, and modern life style.

The Middle Eastern beauty market has witnessed unprecedented growth in recent years, reported at double-digit levels of around 12%. With a market currently valued at US \$1.7 Billion, being spent by the fast growing populations of the Gulf on cosmetics, fragrances and a whole range of beauty products, its not surprising that so many companies are keen to establish a presence in the Middle East. One example of this growth is the dramatic development being seen in the retail and tourism sectors, linked to rapidly growing indigenous populations which are demanding more beauty care products and more beauty care retailers.

In Malaysia, industry of beauty is fast growing with suppliers trying to cater to the needs of every increasingly discerning modern women and even men. A wide range of cosmetics can be found, from designer brands to budget cosmetics, cutting across the age board with highly acclaimed attributes such as stay-on power, lift-off ease of eye-shadows and lipsticks, unrestricted choice of colors and lastly but not least cosmetics

with refills is a new and challenging one. To be competitive, a company tends to offer a complete range of products ranging from skin/face care, eye care, body care, hair care to essential oils.

That is the description of beauty industry in growth countries, which The Middle Eastern and Malaysia as sample that indicates industry of beauty is fast growing.

Discussion

The first step to build the industry of beauty is recognizing the kind of jobs in that field. These kinds of job have relation with types of product as output of industry. As we know that product has two categories, they are goods and services.

Let's look at the most popular beauty jobs in this sphere.

- 1) **Hairstylists** suggest hairstyle according to the client's physical features or determine style from client's instructions and preferences; cut, trim, taper, curl, wave, perm and style hair; may shampoo and rinse hair; may train or supervise other hairstylists, hairstylist apprentices and helpers.
- 2) **Color Technicians** apply bleach, tints, dyes or rinses to color, frost or streak hair; analyze hair and scalp condition and provide basic treatment or advice on beauty care treatments for scalp and hair.
- 3) **Barbers** cut and trim hair according to client's instructions; shave and trim beards and moustaches; may shampoo hair and provide other hair treatment, such as waving, straightening and tinting and may also provide scalp conditioning massages.
- 4) **Estheticians** provide facial and other body treatments using specialized products and techniques.
- 5) **Cosmeticians** advise customers on the use of make-up and other beauty products and apply make-up to customers; may specialize in applying makeup to models or other individuals for special occasions.
- 6) **Electrologists** remove unwanted hair permanently from client's face or body using needle only specialized electrical hair removal equipment, laser and other equipment.
- 7) **Manicurists** and pedicurists (nail technicians) clean, shape and polish fingernails and toenails and provide related treatments.

- 8) **Scalp treatment specialists** apply medicated lotions to treat scalp conditions and hair loss.
- 9) **Tattoo artists** apply permanent designs to customer's skin, using electric needles and chemical dyes; may also apply temporary designs to customer's skin.
- 10) **Hair replacement technicians** prepare and apply custom-made hairpieces to customer's scalp, weave customer's hair-to-hair pieces and provide scalp treatments.
- 11) **Beauty therapists** cover all aspects of beauty therapy, manicures, pedicures, eyelash tinting, eyebrow shaping, facials, waxing, massage, electrolysis and tanning.
- 12) **Spa receptionists** are responsible for managing the reception area; communicating and liaising with the spa manager on a day-to-day basis; taking bookings; assisting with meeting the needs and answering the queries of spa clientele.
- 13) **Spa managers** are responsible for managing all aspects of everyday functioning of a spa/beauty salon; supervise a team of beauty therapists, as well as administrative personnel. The spa managers should have knowledge of the health and beauty industry operations.

The spa and beauty salon business is roaring due to the aging "boomer generation" in its anxious pursuit of longevity and the desire to look fit and beautiful. It is also greatly influenced by the rapid expansion of the spa and wellness communities that are expanding over the world. Interest in spa in a multitude of ways is no longer an American beauty boom. It's a global boom with an evolution taking place all over the world.

The excitement surrounding the future of this industry and its ever-increasing demand for qualified estheticians/beauty therapy specialists presents numerous opportunities for well-trained individuals enthusiastic about building a career in the beauty industry

After we know the kind of jobs in industry of beauty, the next step is deciding the field to do, and the market. In this article, we will only discuss about men market in industry of beauty.

Metrosexual men are occurring in the world now, including at big cities in Indonesia. They are the rich man and hedonist in generally, so it's huge potential market, and The New York Time call them as marketer's dream. According to Indonesian Metrosexual Behavioral Survey that held by MarkPlus&Co at 2003, generally that

metrosexual man love in shopping, talking in cafe for a long time, no taboo to make-up, and very fashion-oriented and always updating their performance. According that study, make-up is the essential thing in the business now. In the entrepreneurs appears an assumption that man who has interesting performance will be more success than man who has indecent performance.

Metrosexual men also care in health and performance with make exercise in fitness center. Previously, woman dominates in fitness center, but now the composition between man and women is equal. So, there are move of man behavioral, and based on that move we can know the potential and huge market. Marketers who charmingly round catch their character and behavior, than they can offer the product that suitable with their needs and behavior will get much gold in this market. In cosmetic product, so many top branded of cosmetic begin produce a powder, moisturizer, tonic, and another skin care product that specific for man. The reason is simple; they do not want to use woman's skin care because their skin is different with woman. Do not surprised, cosmetic market for metrosexual man in America has reach for \$4.5 billion right now and will rise up to \$5.5 billion at 2006. It is mean metrosexual men is segmentation market with highest growth in industry of beauty.

Women's product with "*For Man*" as the trifle is more and more in market, not only in America but also in the entire world. The kind of product is vary, begin from powder, facial, body spray, salon and spa, fashion magazine, food with low fat, food for diet, boutique, TV programs that produce for man. Top branded like Armani, Esprit, Dolce & Gabbana, Calvin Klein have competition to produce a product in this category now. The aim is easily guessed, that is for cheat the mind share from metrosexual man.

For Indonesia's case, this new segment should be a potential market for vary product, begin cosmetic, media, fashion, up to café. In Indonesia is more interesting because there are not many players that recognize with metrosexual man and produce a product that related with them. The prediction in several month or years to go, will appear new product that related with style if this modern-urban people, and of course with "*For Man*" as the trifle. Mustika Ratu for the example, has began produce men's division for variety products, begin shaving foam, moist & matte, dry skin protection,

face scrub up to hair gel with Bask as new label. Also L-Man that produce special milk for man's bodybuilding.

Conclusion

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The entrepreneur who wants play in industry of beauty must charmingly round catch character and behavior of consumer. Based on knowledge of this value and behavior, decided the segmentation than, and finally produce the breakthrough product that can complete the consumer needs. That is the success key.

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