



Welcome to Fuel PR International's Newsletter.

London has long been Europe's go-to business hub, and has a newly exciting independent future, with its value as one of the world's most attractive commercial markets proven time after time. If you are looking to launch and build business here, your success will be driven by quality of offer, excellence of implementation, communication impact and appeal.

Here at Fuel we work with national and international brands and companies who want to achieve competitive positioning and stand-out, enhanced reputation and of course increased commercial growth and success. How can we help you?

Gillian Waddell, Managing Director

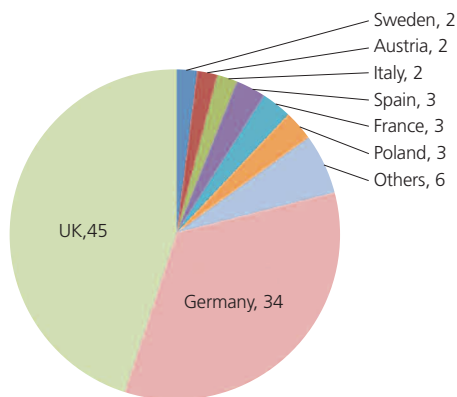
talking **points** talking **points** talking **points** **wellness...** the new **status** symbol



According to Euromonitor's Top Global Consumer Trends for 2017, being well is just swell! Dedicated consumers are happy to pay a premium for boutique fitness sessions, high-end athleisure wear and food with health benefits. More and more of us are keen to flaunt our passion for wellness – and how much it matters.

New fitness types are emerging as consumers seek to pair mental wellbeing with physical activity, including fusion exercises such as BoxingYoga and a trampoline studio. Consumers see wellness at the centre of their personal identity, and lifestyle gyms are opening globally, including in the UK, to reflect this. Wellness holidays are increasingly popular, with travel companies offering wellness packages to appeal to our health and fitness ambitions. People want wellness to impact on their lives – helping them eat better, improve sleep and relaxation, feel less stressed, get fit – and, ultimately, feel just swell!





National shares of Europe's mail order and online pharmacy market for non-prescription products worth almost €3 bn in 2015

(Source - James Dudley Management)

clicks & bricks

UK Online Pharmacy Builds Up

The UK accounts for 45% of Europe's €3 billion mail order and online non-prescription pharmacy product sales, with OTC medicines accounting for just over a third of the market. Companies like Boots (Walgreens Boots Alliance) and LloydsPharmacy (Celesio McKesson) lead the way with UK pharmacy chains driving the sector using a 'clicks and bricks' strategy.

Retail pharmacies have integrated online services and mobile applications into their traditional offer to provide shoppers with greater and more rapid access to retail brands.

it's only natural

#nomakeup
#naturalmakeup
#wokeuplikethis

Consumers are increasingly obsessed with ingredients across most categories – and the Hair and Beauty market is no exception. Whilst products containing natural ingredients continue to grow, the 'natural look' is becoming more important. Statistics show that over a third (35%) of UK women rate highly hashtags such as #nomakeup, #naturalmakeup and #wokeuplikethis, compared to 30% two years ago. In Haircare, women are letting their hair grow longer, with 38% increasing length by 2.7 times in 2016 compared with 2012. This trend opens the door for new products specifically developed for women with long hair, especially cleansing and conditioning.



ssshh...

The New Secret for Beautiful Skin

Customisable skincare is set for development in 2017, with people using 'base' products which can be tailored with active additional ingredients, depending on individual skin needs. Next generation customisation is one of the key formulation trends tipped by beauty experts to hit the big time. It involves a base formula in a serum, cream or gel format, with additions to it created for different times of the day or particular environments, such as after exercising.

Bloggers have been the first to discover and reveal this phenomenon and, given that 77% of UK consumers read reviews and ratings before making a purchase, influencer recommendations are critical. Discovering the next generation of high-end must-have secrets is the way forward for beauty aficionados – with customisation at the forefront of current trends.



playing the field

to Win!

Gillian Waddell reports "Just before Valentine's Day we surveyed 1,000 people in a relationship, and found that only 1/5 thought it was a 'special time to share the love' and that they would be likely to make love with a partner. We concluded that there's a fundamental disconnect between brands selling love solutions – and reality.

"It's easy for brands to disconnect from shoppers. We 'play the field' by helping businesses gather fast answers to pressing questions which helps them with customer-focused insights, as well as compelling call to action marketing and PR strategies. By using carefully crafted online research, we hit hard and accurately – best of all, we get a story to tell, creating a genuine point of difference for clients."



Are Your products compliant?

If you are looking to launch in the UK, you will need to ensure your products are compliant. For food supplements we can offer practical advice on labelling compliance, create legal yet convincing health benefit claims to maximize authorised health claims for your products and ensure ingredients meet UK & EU requirements. For Cosmetics we can review product formulations for EU compliance, offer guidance on product testing with third party laboratories, advise on safety assessments, assist with production of Product Information File, provide central portal notification, act as your Responsible Person in the UK/EU and advise on label compliance.



Call the emergency services

Breakthrough Fitness Concept

999fitnessresponse is an exciting new initiative to be piloted and launched in the UK during 2017. It's objective is to spearhead the transformation of fitness and health among the UK's Emergency Services as a clear and direct response to the Department of Health's recent call to action for the Fitness Industry to step up to the plate.

999fitnessresponse is about educating and motivating the UK's Emergency Services to reach best practice fitness levels and maintain them. Brainchild of Gillian Waddell, 999fitnessresponse will work with forward-thinking fitness and health companies, brands and influencers to bring this breakthrough concept to life.



get glowing

In The Park



A new fitness phenomenon is set to hit the UK's parks in 2017, when thousands of women, friends, family and kids get glowing over 5km. Glow in the Park has been designed for people of all ages and fitness levels to enjoy the ultimate workout night-out. All you need is an urge to get your funky, messy party glow on and have the best night ever – while getting fit! Glow in the Park is the place to be – and perfect brand partnership material.

sports nutrition

UK Retail Environment

Establishing broad consumer acceptance of sports nutrition is one of the category's key challenges, with products presented as more consumer friendly than has historically been the case. Traditionally, most sports supplements have been bought in gyms or online, but this is changing. Holland & Barrett has the largest share of the UK retail high street with 15% share. The major supermarkets are mounting a significant challenge, with Tesco in the lead at 12%. Independent pharmacies are gaining traction, now accounting for around 5% of the category. Specialist, upmarket niche retailers such as Wholefoods, Planet Organic, Revital and Nutricentre continue to position themselves as 'go-to' sports nutrition stockists and collectively own around 14% of the category.



HOLLAND & BARRETT



TESCO



revital
thinking of your health

how fuel adds power

Brand Building

Fuel has a great history of brand building in the UK and extending into Europe. We talent spot brands from the US and around the world, to help to develop a platform for UK, European and global growth. Our Regulatory Director can help you manage regulatory processes across categories, ensuring a smooth and optimized market entry.

We can provide you with a range of services, including developing marketing and PR programmes, working with leading opinion leaders including scientists, academics, brand ambassadors and celebrities to add weight to brand credibility. We are very experienced in providing communications materials, including White Papers, technical and educational tools for both trade and consumer audiences. We also help to define retail and channel strategies. We act as the central hub for communications to all target audiences.

Fuel's Distribution Partner and Sister Company

Vital Life distributes premium quality health, beauty and lifestyle products. It focuses on high profile brand-building programmes to differentiate products, drive rate of sale and enhance brand reputation. Vital Life works with customers to increase commercial growth and business success.

Call for more information on +44 (0)20 7720 1441 and visit www.vital-life.org.uk

VitalLife
INTERNATIONAL



For more information contact Gillian Waddell, at Fuel PR
on +44 (0)20 7498 8211 or on +44 (0)7831 411661
Email: gillian@fuelrefuel.com

www.fuelrefuel.com