

FRAGRANCE AND PERSONAL CARE

## Neiman Marcus wades further into wellness with clean beauty collection

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Neiman Marcus has launched a clean beauty section. Image credit: Neiman Marcus

By STAFF REPORTS

Department store chain Neiman Marcus is courting ingredient-conscious consumers with the launch of a clean beauty selection.

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Available online, the selection ranges from hair products and skincare to cosmetics. Clean beauty has been a growing movement in the fragrance and personal care category, as wellness and eco-friendliness become driving forces of purchase decisions.

Clean cosmetics

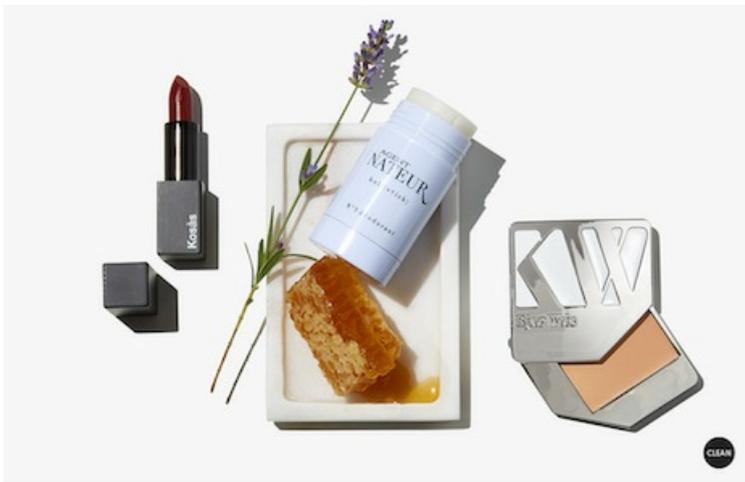
Neiman Marcus Clean Beauty includes products that are not tested on animals and that meet standards for ingredients. The collection does not use parabens, paraffin, phthalates, sulfates or silicone.

Featured brands include Oribe, Aesop, R+Co, Tata Harper and Dr. Barbara Sturm. Products include everything from deodorant and nail care to hand cream and mouthwash.

On Neiman Marcus' Web site and at its store beauty counters, products that fit the guidelines will be marked with a "clean" icon.

"It was important for us to launch this initiative and specifically call out these products so our customers can easily make an educated decision," said Michelle Gill, divisional merchandise manager of beauty at Neiman Marcus, in a statement.

"We have so many amazing products, both a part of our existing assortments and new to Neiman Marcus, that are free of these ingredients," she said. "We want customers to know they don't need to sacrifice quality in order to get clean products."



*Products from Neiman Marcus' Clean Beauty selection. Image credit: Neiman Marcus*

Forty-six percent of consumers are avoiding skincare that contains sulfates, phthalates or gluten, according to research from NPD Group. This has grown from 40 percent in just two years ([see story](#)).

Fellow department stores Barneys New York and Bloomingdale's have also launched clean beauty selections ([see story](#)).

As part of its mission to advance in the beauty space, Neiman Marcus recently adopted a new ahead-of-the-crowd assortment likely to surprise beauty fans.

Neiman Marcus will now be stocking its beauty shelves with high-end CBD products, also known as Cannabis beauty products, hitting an emerging trend early on. The new offering is part of the department store's Trending Beauty initiative, in the hopes of tapping into the potential of more unknown brands and products ([see story](#)).

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