Personal hygiene market in USA

Market segmentation: Bath & Shower Products, Deodorants, Facial Care, Fragrances, Haircare, Hand & Body Care, Make-Up, Oral Hygiene, Personal Hygiene, Personal Products, Skincare and Suncare.

The US personal products market generated total revenues of $73.6 billion in 2008, representing a compound annual growth rate (CAGR) of 2.3% for the period spanning 2004-2008.

The US skincare market generated total revenues of $8.5 billion in 2008, representing a compound annual growth rate (CAGR) of 3.6% for the period spanning 2004-2008.

U.S. dental hygiene and oral care market reached over USD 1.6 billion in 2011. Forecasts say the market, and the professional teeth whitening segment in particularly, will cross USD 2 billion mark by 2017, driven by the fast-growing digital caries/cavity detection, professional teeth whitening and fluoride varnish segments. In the U.S., dental caries/cavities affect more than 95% of the adult population.

Source: www.researchandmarkets.com
MarketPublishers.com
The personal hygiene market is growing significantly owing to the increasing interest of people for personal care and health concerns. Many new manufacturers are making their way into the market as a result of the rising trend of personal care products in growing economies.

Personal hygiene is the first step toward good grooming and better health. There are a variety of illnesses that can be prevented just by improving personal hygiene. Some illnesses are not a result of poor personal hygiene, but improving the standards of hygiene will control adverse conditions.

The older population--persons 65 years or older--numbered 39.6 million in 2009 (the latest year for which data is available). They represented 12.9% of the U.S. population, about one in every eight Americans. By 2030, there will be about 72.1 million older persons, more than twice their number in 2000. People 65+ represented 12.4% of the population in the year 2000 but are expected to grow to be 19% of the population by 2030. It will generate high demand of skincare device. Beauty care is another key growth area in the coming years.
1. UV Sanitizer
2. Electric Toothbrush & Oral Irrigator
3. Home Use Beauty Equipment
   • Ultrasonic Beauty Device
   • Photon Beauty Device
   • Ionic Beauty Device
1. UV Sanitizer

Sanitizes and eliminates invisible viruses, germs, dust mites, mold, and odors on surface at home and on the road.
How does it works

* **UV-C LIGHT IS INVISIBLE**
It penetrates the membranes of viruses, bacteria, mold, and dust mites—attacking their DNA—terminating them and their ability to spread. The UV-C Sanitizing Wand emits a blue spectrum of light to help you see the surface area you are cleaning. Indirectly contacting or viewing the blue light produced by the lamp does not expose you to UV-C.

* **UV-C LIGHT ELIMINATES GERMS AND BACTERIA**
Hospitals, food processing facilities, water treatment and HVAC systems use UV-C light to eliminate biological contaminants and germs.

* **YOU’LL SMELL AND FEEL THE DIFFERENCE**
Bedding and couches will smell and feel fresh with consistent use of the Sanitizing Wand. Musty smells and pet odors can be virtually eliminated.

* **SUSTAINABLE SANITIZING**
Sanitizing with UV-C light means you don’t need harsh chemicals that pollute our water and add unnecessary product packaging to our landfills. Reduced production of household cleansers means fewer chemicals in our environment and reduced fuel expenditures for transporting them to the marketplace.

* **SAFE AND EASY TO USE**
The Built-In Safety Shut-Off Switch automatically turns the UV-C light off if the device is turned upward, protecting your eyes from exposure.

* **ELIMINATES GERMS ON**
- Bathroom sinks, toilet seats, toothbrush and showers
- Telephones, remote controls, and light switches
- Childrens toys and stuffed animals
- Living room furniture, bedding, and pillows

Live the Beautiful Life
UV Ward (SG-150)

Specifications:

- Power source: DC 6V adaptor or 4xAA batteries
- Power consumption: 5W
- Tube life: ≥8000hrs
- Working temperature: 0-50°C
- UV strength: ≥3500u W/CM²
- Weight: 184g
UV Ward (SG-150)

Features:

• 30 seconds to kill germs & bacteria up to 99.9%.
• Long life UV light never needs replacing.
• Safety switch design prevent children to use.
• Protection cover design can prevent the tube from broken.
• For carpets, mattresses, telephones, kitchen utensils and other upholstery, hold the UV-C light wand above the surface and approximately 20 seconds.
• Only 5 minutes can kill and drive away dustmite.
• Various approval adaptor available (UL GS PSE BS Etc.)
Double Toothbrush Sterilizer (SG-127)

Specifications:

- Power source: 2X"AAA" batteries.
- Power consumption: 1W
- Tube life: ≥8000hrs
- Working temperature: 0-50°C
- UV strength: ≥600u W
- Ozone density: ≥0.01ppm ≤0.05ppm
- Weight: 224g
Double Toothbrush Sterilizer (SG-127)

Features:

- Hold 2 toothbrushed, suitable for couples
- Removable base and metal pipes, you can DIY it as you like, put on the table or stick on the wall
- Safety switch easily operated by all ages
- Mini and elegant design
- 6-8 minutes to kill germs & bacteria up to 99.9% (include SARS & H1N1)
Toothbrush Sterilizer (SG-129)

Specifications:

- Power source: DC12V Adaptor
- Power consumption: 2W/129A, 9W/129C
- Tube life: ≥8000hrs
- Working temperature: 0-50°C
- UV strength: ≥4000u W
- Ozone density: ≥0.01ppm ≤0.05ppm
- Weight: 387g

* SG–129A--UV sterilizer, SG–129C--UV sterilizer and heating function
Toothbrush Sterilizer (SG-129)

Features:

- 6-8 minutes to kill germs & bacteria up to 99.9%
- Magnet safety switch easily operated by all ages
- Holds 4 toothbrushes
- Removable toothbrush holder for easy cleaning
- Attractive design blends into any décor
- Long life UV light never needs replacing
- Various approval adaptor available (UL GS PSE BS Etc.)
- Two direction opened door easily operated by left or right hand people
- Heating function can prevent toothbrushes from re-pollution
Portable Toothbrush Sterilizer (SG-107)

Specifications:

- Power source: 2x AA batteries
- Power consumption: 0.5W
- Tube life: ≥8000 hrs
- Working temperature: 0-50°C
- UV strength: ≥250μW
- Ozone density: ≥0.01ppm ≤0.05ppm
- Weight: 110g
- Size: 222 x 63 x 29mm

Features:

- 6-8 minutes to kill germs & bacteria up to 99.9%
- Portable design blends 1 toothbrush & 1 toothpaste
- Long life UV light never needs replacing
2. Electric Toothbrush

Over 80 percent of clients that have switched from manual to electric toothbrushes are said to show better and healthier oral hygiene during their next visits to the dental office. The rotating and vibrating motions of electric toothbrush resemble the same ones professional dentists use when cleaning your teeth. Therefore, most dentists today are recommending this toothbrush to their patients.
**Electric toothbrushes enhance cleaner and whiter teeth:**
With bristles moving at a frequent rate of 3,000 to 7,500 (some from 30,000 to 40,000) brush strokes per minute, it's no wonder why they work more effectively to remove plaque, stains and prevent gum disease.

**Electric toothbrushes can cause less damage to your gums:**
The vibrating motions of an electric toothbrush not only cleanse the surface of your tooth's enamel really well, but it is also beneficial for your gums as the vibrations provide a gentle massage to stimulate healthy blood circulation. Additionally, many electric toothbrushes help prevent damage to your gums, due to vigorous brushing, through pressure sensors that automatically stall or stop if there is too much pressure being applied.
Sonic Toothbrush for KIDS (SG-918)

Specifications:

- Material: ABS; TPE
- Product size: 176 x 19.5 x 19.2mm
- Weight: 24g
- 1 x "AAA" battery
- Soft Dupont nylon bristle
Sonic Toothbrush for KIDS (SG-918)

Features:

- 16000 times vibrating per minute
- 2 minutes auto-timer ensures dentist recommended brushing
- 30 seconds reminder helps you brush each area of your mouth
- With Led light, easily clean your inside tooth
- Waterproof IPX6, non-slip function
- Changeable brush head & battery
- Good design and promotional
Sonic Toothbrush with Sterilizer kit (SG-929)

Specifications:

- Power source: 3 x AAA
- Material: ABS
- Product size: 172 x 40.5 x 20mm
- Dupont nylon bristle
- Water resistance
- Tube life: ≥8000hrs
- Working temperature: 0-50°C
- UV strength: ≥4000u W
Sonic Toothbrush with Sterilizer kit (SG-929)

Features:

• Sonic frequency, higher clean your teeth
• Waterproof, non-slip function
• Changeable brush head
• Over 22,000 strokes per minute
• 6-8 minutes to kill germs & bacteria up to 99.9%
• Long life UV light never needs replacing
• Perfect combination, useful for travel
Oral Irrigator (RST5002)

Specifications:

• 3 operation modes (Normal, Soft, Pulse) with LED indication, deliver a water pressure of 40 to 80 PSI with 1700 pulses per minute.
• Auto shut-off turns off after 2 minutes cycle is complete.
• Rechargeable (Ni-MH battery inside).
• High volume tank capacity. Water tank has dual design for easy water refill. Use with water, mouthwash or anti-bacterial rinses.
• Water proof and washable.
• Material: ABS housing, PP tank Color: White, silver
• Product Size: 56(L)x 70(W)x 273(H) mm Cert: CE
Oral Irrigator (RST5002)

Features:

• Removes bacteria deep between teeth and below the gum line where brushing and flossing can't reach.
• Massages and stimulates gums to improve circulation and keep your gums strong and healthy.
• Ideal for cleaning around dental bridges, braces and crowns.
• Ergonomically designed handle and 360° rotated nozzle, let you easy to control water flow to reach all areas of the mouth.
Beauty devices for home use have developed to meet consumers' expectations, with various innovative and easy-to-use models having hit the market. Some recently developed facial devices cleanse and massage so well they make the home feel like a salon. It is a powerful weapon in the constant battle to keep skin looking healthy.
**Vibration**: Ultrasonic waves, at tremendous speeds, have an effect on tissue just like that of massage. It can be applied equally to surface tissues or deeper tissue that underlies our beauty structure.

**Warming Effect**: Warmth is produced by vigorous friction of the molecules in high-speed vibration. Warmth has long been recognized for its skin-freshening and enhancing properties, as well as its virtues in controlling pain and promoting healing.

**Cavitation**: The effects of ultrasonic on fluids are to promote the production of tinier and tinier droplets, or micro bubbles, which facilitate and energize processes like cleansing, absorption, and dissolving of nutrients and moisturizers.
Photon beauty devices, designed for skin beautification, use natural light waves, which are transmitted by LEDs into the skin. The light activates photoreceptors in skin cells, producing energy for absorption by skin components, to beautify your complexion.

Studies show that light enters the body as photons (energy) and is absorbed by the photoreceptors within cells. Using photon beauty devices balances skin tone and stimulates circulation. Light is known for helping with some beauty problems, for instance, inhibiting the formation of melanin pigment, fighting acne and dermatitis, and improving the look of pockmarks, scars and wrinkles.
How does it works (Ionic Beauty Device)

**Galvanic:**

It can form a weak electric field between skin surface and germinal layer, temporarily break the skin barrier layer, remove dirt from pores with the principle of [Opposites Attract] and conduct essences of different functions (such as acne removing, moisturizing, whitening and wrinkles resisting) into deep skin with the principle of [homogeneous repellant]. Replenish effective ingredients into skin which may accumulate surrounding skin cells as [ion cluster], promote cells to constantly absorb essences with the absorbent concentration several and dozens times of higher than extending or oral take.

In addition, positive electrode can generate acid action with the functions of tranquilizing nerves, dropping blood supply in skin, strengthen the fiber tissue of skin, shrinking pores and relieving reddish skin. It is applicable for allergic skin and acne. Negative electrode can generate alkali action, stimulate nerves, promote blood circulation, soften fiber tissue and strengthen firmness, and is applicable for dry and ageing skin with slow metabolism.
Home Use Beauty Equipment: Ultrasonic Beauty Device (JC-2901)

Specifications and Features:

- Skin rejuvenation, face Lifting, wrinkle remover
- Ergonomic design, LCD display and vivid images showing exact working status
- Frequency: 1MHz
- Stainless steel treatment head for both facial and body care
- Automatically timer with 5 minutes for facial care and 10 minutes for body care
- 3 levels of ultrasonic strength for selection
- Power Supply: Input AC100~240V 50/60Hz, Output DC24V 200mA
- Dimension: 15.02 x 4.5 x 3.74 cm
- Treatment Head: 40mm in diameter
- Weight: 150g
Home Use Beauty Equipment: Ultrasonic Beauty Device (JC-2902)

Specifications and Features:

• Firming and lifting your skin, Lose-weight, face slimming and body shaping
• Frequency: 1MHz
• Stainless steel treatment head for both facial and body care
• Four buttons operation with LCD indicators to show different working status
• 8 levels of ultrasonic strength for selection
• Time setting function: 5 min, 10 min, 15 min, 20 min, 25 min, 30 min
• Two ultrasonic modes: continuous mode, pulse mode
• Power Supply: Input AC100~240V 50/60Hz, Output DC 24V/500mA
• Dimension: 15.83 x 6.03 x 6.21 cm
• Treatment Head: 47mm in diameter
• Weight: 280g
Home Use Beauty Equipment: Ultrasonic Beauty Device (JC-2903)

Specifications and Features:

- Skin whitening, import nutrition, reduces wrinkles, anti-aging
- With 900mAh Li-ion rechargeable battery
- Frequency: 1MHz
- Refresh 4 hours can continue to use for 2.5 ~ 3 hours
- Stainless steel treatment head for both facial and body care
- Automatically timer with 10 minutes
- 3 levels of ultrasonic strength for selection
- Two ultrasonic modes: continuous mode, pulse mode
- Power Supply: Input AC100~240V 50/60Hz, Output DC24V 200mA
- Dimension: 15.02 x 5 x 4.5 cm
- Treatment Head: 40mm in diameter
- Weight: 150g
Home Use Beauty Equipment: Ultrasonic Beauty Device (JC-2904)

Specifications and Features:

• 1MHz Ultrasonic Therapy
• Deep Cleaning Nutrient Penetration, Skin Lifting
• One button operated for power and intensity condition adjust
• Stainless steel treatment head for both facial and body care
• Automatically timer with 30 minutes each time
• Smart egg appearance, convenient to carry
• Mini size: 10.05 x 6.52 x 6.02 cm
Home Use Beauty Equipment: Ultrasonic Photon Beauty Device (JC-2905)

Specifications and Features:

- Multifunctional with 1MHz ultrasonic, red, blue and yellow light therapy together
- Two modes of ultrasonic wave (continuous wave and pulse wave) for skin firming and lifting, contour shaping and slimming
- Red light for skin rejuvenation (wavelength: 630nm)
- Blue light for acne amelioration (wavelength: 470nm)
- Yellow light for skin balancing and toning (wavelength: 590nm)
- 3 intensity for ultrasonic output
- 10 min timer for auto shut off
- Bight treatment head for both facial and body care
- Power Supply: Input AC100~240V 50/60Hz, Output DC24V
- Dimension: 15.2 x 7.2 x 7.4 cm
Home Use Beauty Equipment: Ionic Beauty Device (JC-2601)

Specifications and Features:

- Skin Toning, Face lifting
- Ergonomic ball design treatment head for both facial and body care
- One button operated for power and intensity adjust
- 8 Intensity level for selection
- On/Off with LED indicator
- 2pcs AA battery operated
- Dimension: 16 x 41.5 x 24 cm
- Weight: 236g
Home Use Beauty Equipment: Ionic Beauty Device (JC-2602)

Specifications and Features:

• Remove wrinkle, Nutrient Penetration, Skin Whitening
• One button operated for power and intensity adjust
• On/Off with LED indicator
• DC 9V battery operated
• Mini size and portable to use anywhere and anytime
• Dimension: 16 x 41.5 x 24 cm
• Weight: 99g
Home Use Beauty Equipment: 3-in-1 Ion Photon Beauty System (JC-2906)

Specifications and Features:

- 3 chargeable treatment head for different treatment purpose, 1 head for blue light therapy. 1 head for red light therapy and 1 head for ion treatment based on galvanic and micro-current technology
- For ion treatment, there are total 3 modes: Cleanse, Nourish and Lifting
- Auto treatment timer: 3 min for photon care and 4 min for ion care modes
- Reduce appearance of fine lines and wrinkles, for a firmer, tighter, better textured skin
- Exercise for supporting muscles for skin rejuvenation
- Make the skin more absorptive to nutrients
- Cellulite elimination and body contouring
- Li-ion battery rechargeable with capacity of 1100mAh
- 10 min timer for auto shut off
- Bright treatment head for both facial and body care
- Power Supply: Input AC100~240V 50/60Hz, Output DC24V 500mA

Live the Beautiful Life
Home Use Beauty Equipment: TeraHertz Mini Beauty Massager (JC-2907)

Specifications and Features:

• With top quality TaraHertz treatment head, emitting ions for skin rejuvenation and skin lifting
• Battery Rechargeable
• Compact, Slim and foldable design
• With ultrasonic, galvanic and micro-current technology functions optional
Home Use Beauty Equipment: Magic Terahertz & Micro current Beauty Roller (JC-2801 & JC-2802)

Specifications and Features:

• 99.99% purity germanium
• Japanese High-tech semiconductor
• Reduce wrinkle
• Weaken freckle
• Dispel baggy
• Face lifting
• Whiten skin
Thank You