

# "The Rose Sheet"

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## The Ginger People Expands Beyond Food To Launch "Energizing" Skin Care

Known for ginger-based food products, The Ginger People is making an entry into skin care with a ginger treatment range.

Called GO, the five-SKU line includes Ginger Face Cleanser, Ginger Face Moisturizer, Ginger Face Serum, Ginger Eye Cream and Ginger Balm. The range will roll out to specialty retail stores April 1.

Targeted to consumers ages 30 to 65, the products help to "energize the skin, enhance overall facial fitness and improve skin elasticity," the Marina, Calif. firm says.

Moving into skin care was a natural progression for the company, according to Yanne Clerc, an account executive for the Ginger People who discussed the line with "The Rose Sheet" March 12 at Natural Products Expo West in Anaheim, Calif.



The rollout of the line will benefit from the company's established relationships with suppliers and distributors, Clerc said.

Additionally, ginger lends itself well to skin care. "When you eat ginger, it stimulates the blood flow; it's a great antioxidant," she said, adding that it imparts the same benefits when used in topical applications.

### GO by The Ginger People

ginger "heats up your system and push[es] everything around," helping to decrease the appearance of puffy eyes, according to the company.

For example, in the firm's eye cream,

"When people use [the products], they say 'I can feel something happening,'" Clerc said.

The ginger oil used in the line is organically sourced from a family-owned ginger distillery in Madagascar, the firm says. Products are priced between \$12.95 and \$38.95.

During last year's HBA Global Expo, trend expert Amy Marks-McGee suggested that food ingredients will become popular in personal-care products as consumers seek "multi-sensorial experiences" (["Keep An Eye On Neighboring Industries For Next Big Cosmetic Ingredient," "The Rose Sheet" Oct. 18, 2010](#)).

By [Lauren Nardella](#)