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More good news for independent beauty consultants is that the beauty business is nearly impervious to recession. McCann's research indicates 83% of women worldwide view beauty as a 'non-negotiable' no matter what the economic conditions. Some 70% feel that being beautiful influences them getting what they want and 93% indicated that looking good improved their confidence.

According to McCann women in emerging markets are more likely to change their beauty routines. This provides local beauty consultants with a receptive market, particularly those selling cost-effective products, suitable for the South African climate and skin types.

“Also supporting beauty from within, nutrition should not be overlooked. Nutritional products are also available through direct selling,” adds van Graan.

The DSASA represents 17 member companies offering a variety of personal care, beauty and nutritional products, these include: Amway South Africa, Annique Health and Beauty, Avon Justine, Ascendis Health Direct, Avroy Shlain Cosmetics, Azara Team Marketing, Canyon Organics, Forever Living Products, NeoLife GNLD, Herbalife Nutrition, Jeunesse, Mannatech, Nu Skin Enterprises SA, Sh’zen, Table Charm, The Art of Skin Care, and Watkins Valeur.

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