

Innovation in Action

The insider's guide to the insights
and ideas impacting your world.

Inspiring you to deliver innovation
for growth.

?WHAT IF!

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DECEMBER '20



DECEMBER 2020 EDITION

The year is finally drawing to a close and with a vaccine finally starting to shimmer on the horizon, brands and consumers alike are becoming cautiously optimistic about the future.

December's edition of Innovation in Action is full of inherently hopeful ideas that are full of good cheer, from a non-alcoholic beer helping job seekers to star-spangled pimple patches.





Zero waste sportswear

Swiss-based running brand On is launching zero waste shopping. The subscription-based service, named Cyclon, will allow subscribers to receive and wear sportswear and then return end-of-life products to On, in exchange for the latest version. Once the used item is returned, it will be fully recycled by On, who will reuse the materials to create new running gear.

[Source](#)



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Image: On

Sally Hansen

Nail polish that's Good, Kind, and Pure

Sally Hansen has launched Good. Kind. Pure. - a collection of plant-based, 100-percent vegan nail polishes (even the brush is plant-based!).

The selection of guilt-free, gorgeous colours includes 30 super-shiny, high-performance shades. The range is inspired by nature, with names such as Coconut Milk, White Tea and Romantic Peach.

[Source](#)



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Image: Sally Hansen

ASDA

Sustainability-led supermarket

Supermarket ASDA has created a new store designed to reduce, reuse and recycle. The brand estimates that the numerous initiatives being trialled in Middleton will save one million pieces of plastic per year.

To encourage customers to shop sustainably, the supermarket has also launched 'Greener at Asda Price': a national price promise that loose and unwrapped products will not cost more than wrapped equivalents.

[Source](#)



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Image: ASDA

Arla Klöver

Filtered milk that cuts down on food waste

Danish dairy giant Arla Foods has launched Klöver: a filtered milk drink that they claim will cut down on food waste.

The product, launched in Sweden, uses leftover filtered milk from the production of lactose-free products (so called milk retenede). By utilising more parts of the milk production, they cut down on food waste.

It has a little less fat and protein, but just as much calcium – and a slightly longer shelf life.

[Source](#)



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Image: Arla

TRAIN YOUR GUT

Probiotic Sports Drink

The gut has been proven to influence athleticism, immunity, metabolism, and even the way you think.

Train Your Gut is a probiotic sports drink that supercharges sports performance using gut-friendly bacteria. It comes in a range of flavours, including ginger & lime and pineapple & coconut.



[Source](#)



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Image: Train your Gut

Natural Cycles

Wearable Birth Control

The FDA and CE approved Natural Cycles app is powered by an algorithm that can identify a woman's daily fertility status based on her basal body temperature and other menstrual data.

The software converts temperature data received from wearable devices that collect biometric temperature data to a format that can be interpreted by the Natural Cycles algorithm.

[Source](#)



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Image: Natural Cycles

Jaguar Land Rover

Contactless in-car tech

New contactless touchscreen technology is helping to keep drivers' eyes on the road and reduce the spread of bacteria and viruses in a post-COVID-19 world.

Jaguar Land Rover's patented technology, known as 'predictive touch', uses artificial intelligence and sensors to predict a user's intended target on the touchscreen – whether that's satellite navigation or entertainment settings – without touching a button.

[Source](#)



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Image: Jaguar Land Rover

FITBIT

Wearables to manage stress

Fitbit's latest smart device, the Sense, is the first to use an electrodermal activity (EDA) sensor within a smart watch to help the wearer manage stress. The watch also includes advanced heart-rate tracking technology (and an accompanying ECG app), as well as an on-wrist skin temperature sensor that detects changes while you sleep and indicates signs of a fever or the start of a new menstrual cycle.

[Source](#)



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Image: Fitbit

Amazon

Voice-activated glasses

Amazon is launching a new voice-activated product: eyewear. Echo Frames are glasses embedded with Alexa voice technology that allow the wearer to make calls, set reminders, add to-do lists or control smart home devices. Designed for all-day wear, the Echo Frames are lightweight and compatible with most prescription lenses.

[Source](#)



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Image: Amazon

Dr Barbara

Masks that avoid acne

A new product from Dr Barbara helps wearers avoid “maskne” (acne caused by long-term mask wear). The soft, washable and reusable face covering is made with anti-microbial, anti-friction, nano-silver infused fabric that has also been shown to have anti-bacterial benefits for the skin.

Ten percent of the retail price of every Sturm Nano Silver Mask sold will be donated to the World Health Organization’s Covid-19 Solidarity Fund.



[Source](#)



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Image: Dr Barbara

Simple

Moisturiser that screens out blue light

Skincare brand Simple is launching a new product designed to save skin from screens. The Glow Radiance Booster protects from blue light in electronic devices, which can leave skin looking dull and feeling sensitive.

The anti-pollution formula contains sun protection, vitamin E and algae oil to boost antioxidant levels and reveal naturally radiant skin.

[Source](#)



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Image: Simple Skincare

Starface

Pimple patches designed to be

Starface encourages people to stop covering up spots and make them a feature instead. The brand's hydrocolloid pimple patches are designed to be seen — and shown off. The star-shaped patches simultaneously absorb fluid from the spot (thereby flattening it), protect it from bacteria, and prevent the sufferer from picking it or touching it.

[Source](#)



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Image: starface.world

Zipline

Drone-delivered medical supplies

Zipline is a new service that delivers critical and lifesaving products by drone. The service started in Rwanda, uses the precision of a drone to drop supplies with exceptional accuracy, safely and reliably. The service radically rethinks traditional logistics models for a brave new world.

[Source](#)



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Image: Zipline

BACARDÍ

Cocktails served up in seconds

TWISTAILS is a new series of cocktail pods from BACARDÍ that help people make a bar-perfect drink in seconds at home.

The drinks, available on Amazon in the UK and Germany, only require water and ice to be added to the included shaker. The range contains three delicious classic rum cocktails: Mojito, Strawberry Daiquiri and Rum Punch.

[Source](#)



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Thank you.

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December '20

Accenture Cloud First

Cloud is the urgent business imperative and as we outmanoeuvre uncertainty caused by the global pandemic the time to scale cloud adoption is now. To this aim we aim to help accelerate your digital transformation with a cloud-first approach. Please find our latest thinking on this here.

You can find more content on how we outmanoeuvre uncertainty and turn massive challenges into meaningful change here.

WHAT IF?
WHAT NOW?
WHAT NEXT?