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Back to basics

How skincare products are set to develop in the years to come by Naomi Marcoulet

Anti-aging will continue to drive the skincare market, but in the future the aging issue will need to be addressed differently for obvious reasons: women are living longer, and looking better, and skincare issues are changing. "If you look at a 50-year old today, she does not have the same skin as a 50-year old in the past; women are aging differently. There are different types of aging, and there are more different skin types and more mixes of skin," says Mirror Mirror Imagination Group founder Jeanine Recckio. Clarins laboratories director Eric Gooris confirms this trend: "Compared to 50 years ago, the way of life has changed considerably, and the skin does not age the same and does not behave the same as before," he says.

New segments of anti-aging are therefore expected to arise, along with more tailored solutions. "Women will continue to chase the fountain of youth, regardless of age [...]. However, I think we are going to see distinct segmentation around the concept of anti-aging products and what it means to age," explains Kelly Kovack, partner at Brand Growth Marketing.

Meanwhile, demographic changes, including a higher proportion of urban living and more diversity in populations, will impact future trends. "If we are to anticipate what will change in the market, we know for sure that we will see demographic changes with more seniors, people will live longer and will be healthier, and at the same time we will have the evolution of the X generation. And then there are multiethnic changes, both physiologically and demographically," comments Leila Rochet-Podvin, founder and director of France-based beauty trend consulting office Cosmetics inspiration & Creation.

New technologies and diagnostics

New technologies will be particularly important in helping brands address this diversity and provide personalized solutions. "You will see brands getting to know their customers in a more intimate way to determine their needs and wants based on their lifestyles and backgrounds," predicts Kolmar Laboratories senior manager, product development Ali Poston. "With lines being blurred in terms of ethnicities, we will no longer be able to separate skin types and skin tones into easily defined categories," she says. "The beauty industry as a whole is going to have to take a very direct approach to understand



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their customers on a personal level in order to have a product that will meet individual demand; this is where technological advances will play a huge role."

Rochet-Podvin goes further suggesting that brands in the future will be required to provide more services, such as tools to diagnose the skin. "The trend is to be more holistic and go beyond just being a product," she says. "Apple is a good example of a brand that has gone beyond the notion of just offering a product, it is also a brand that offers a service."

Meanwhile, given the trend for diagnostics, predictive skincare is bound to lead to much innovation, and the idea of having a personalized skincare prescription might not be out of the question in the future. "The fusion between cosmetology, dermatology and medicine will revolutionize anti-aging. It will be a response to an already saturated market. For example, tomorrow your doctor just might be able to give you a beauty prescription for your skin," predicts Carlin International beauty project manager Elodie Nigay. "There will also be

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◀ Shiseido claims to be ushering in a new era in beauty with Ultimune, which the company says stimulates the skin's immune system

more autologous treatments and finding the properties and resources in your body to treat the skin. Companies are already studying epigenetics, so tomorrow we could be analyzing blood to diagnose a treatment." Kovak agrees: "I believe the future of skincare will be the development of predictive formulations using DNA, hormone levels and other indicators that affect the aging process or quality of the skin on a daily basis. Essentially, these smart products will predict our skin's needs before they are even apparent to us, maximizing what can be achieved non-invasively."

Rochet-Podvin points to the rise of urban lifestyles, which will also prompt the need for more preventative and protective care. "Brands will need to look further into the notion of prevention and protection in a larger sense, whether it be the sun, heat, urban living or stress," she says.

Alternative approaches

As the links between skincare and lifestyles and other sectors, like medicine or dietetics, become better understood, the need for alternative approaches will also be clearer. "The largest part of our business is anti-aging, the biggest demand in emerging countries is anti-aging, and we will continue to capitalize on research in anti-aging, in stem-cell research, and genetics. For the research teams it is becoming extremely specialized," says Clarins' Gooris.

This year Shiseido, for example, is launching a new product that "sits on the boundary of health and beauty", and which is said to usher in a "new era in cosmetics", according to the company. Called Ultimune, the product is based on stimulating the skin's immune system. The company claims the product stimulates the skin's defenses so that it is able to resist, protect, regenerate and strengthen against harmful aggressors, thereby slowing down the aging process. "It's already starting, but we are sure that in the years to come, the frontier between

healthcare and skincare will become finer," explains Shiseido scientific communication manager Mouna Ghoul. "Brands will definitely need to work to create new offers and new product categories to differentiate themselves from competitors and existing offerings."

However, one key issue that is already compromising advances in the category is the increasingly stringent regulations. "The restrictions that we face today, especially in terms of international regulations, which are becoming extremely complicated, put a brake on innovation and the freedom we had five years ago has been considerably reduced," notes Gooris. "It is hard to launch something really innovative that can be accepted everywhere." This will push companies to innovate in other ways, like with lighter, recyclable packaging, more apps and communication tools, and more responsible manufacturing, he points out.

Indeed, the general direction of things to come is for more portable, multi-action products and new textures "We can imagine more convenient products in terms of formats [like] on-the-go compact textures or powders to dissolve in water for travelers, for instance," comments Ghoul.

Natural ingredient trends will continue to be an important force in skincare. For dermatologist Sonia Dakar, consumers are gradually shunning surgical procedures and injectables and are turning to natural alternatives. "I see this concern with my clients now and as time progresses, formulas will become more natural."

For many experts, innovation in delivery systems and new formats, and understanding the mechanisms of aging will remain important. But challenged by regulations, a new framework for innovation will be in how skincare brands connect with their consumers. A bigger challenge will be in how to cater to the individual needs of a more diverse population. ■

Through the looking glass

A look at 10 trends for tomorrow's beauty products by Naomi Marcoulet

1 New hybrids

Powered by consumer demand to get more out of a product, a new category of hybrid products is emerging. "Through the quest to develop multi-functional products, we will see new product categories, just as we did with the explosion of alphabet creams," says Kolmar Laboratories senior manager product development Ali Poston. Meanwhile, looking 10 to 20 years to the future, product categories as we know them today may not exist and may be referred to more by their benefits or actions. "There will be a fusion of categories; it won't be so black and white. We are going to have to redefine how we are going to talk about cosmetics," comments forecasting company MirrorMirror Imagination Group founder and beauty futurologist Jeanine Recckio.

2 Personalized products

Products will be more specialized and will be able to deliver highly personalized responses thanks to improved technologies like skin scanners and 3D printers. To this end, in addition to a formula, the future product will offer services like information on UV levels or diagnostic tools, comments Cosmetics Inspiration & Creation directing founder Leila Rochet-Podvin. "Products will have to go beyond the notion of being a product, and will need to adapt to individual needs, the person's skin type and lifestyle," says Rochet-Podvin, who stresses the influence of the growing diversity in skin type and color. Highly targeted solutions that will be prescribed from blood samples or genetic analysis, or even more autologous products, could also be forthcoming in years to come, notes Carlin International beauty project manager Elodie Nigay.

3 Protective and preventative

The emphasis on skin protection will gain greater importance. "By 2030, 60% of the population will be living in cities," notes Rochet-Podvin. "We'll be living longer and a more urban lifestyle, and be more aware of the need to protect ourselves," she says. Recent developments also signal more technical innovations coming to the fore, such as infrared and electromagnetic wave protection, while in China products are now targeting protection against particular matter of 2.5 micrometers or less, also termed PM 2.5. Preventative skincare will be prominent in the future with solutions based on health issues, like diabetes or allergies. There will also be more products that monitor and analyze the effects of the environment or activity on skin or well-being, says Grant Davidson, vp consumer lifestyle design at Philips.



4 Alternative delivery systems

In the saturated beauty market, innovation will be driven by new applications or delivery systems. "With new technologies, the way we put make-up on will be very different. The way we are putting on make-up today is very dated, so a lot of the things that we are working on is in how you are going to apply the product. There will be a lot more drinkable fragrances and there are already edible deodorants," says Recckio. As examples of innovations to come, the Lab Store in Paris showcases products like the Aeroshot, which delivers a shot of energy-infused air, equivalent to a cup of coffee when inhaled. Likewise, products in the form of vapors, or using air and light, could transform how products will be delivered in the future.

5 Intelligent scanning

In 15 to 20 years, product code scanning will probably be a thing of the past. "Today you hold a bottle to read the ingredients to see if it is good for you. Well imagine in the future your fingerprint on the bottle will tell you if the ingredients are good for you," says futurist and play expert Yesim Kunter. Product labels could give consumers information on changes in the formula like oxidation or potency of the actives. Meanwhile, it is only a matter of time before sensors work their way into other parts of our lives. "There are toilets that are able to tell you if you are going to have diabetes, and what you should be eating to be healthy; it's just starting now. So you can imagine in the future your mirror telling you things about your skin that you cannot see, such as if it's about to peel after too much exposure to the sun," says Kunter.



6 Regenerative & reconstructive beauty

Far-fetched as it may seem, the idea of growing skin could be a reality thanks to advances in regenerative medicine and 3D printing. "There is so much happening with biogenetics and bio-engineering technologies for burns and skin healing, and in the future if you don't like your skin you will be able to grow your own," says Recckio. Kunter also points to the enormous popularity in reconstructive surgery in South Korea, while at the MIT Media Lab, research into bionics is set to revolutionize prosthetics. "People can already change their faces or eyes or lips," adds Kunter. "Maybe in the next 15 years, people will be able to change their skin to a half-life skin".

7 Smart products

Consumer demand for quick, but accurate solutions and rapid results is pushing packaging and product components to be more intelligent. This ties in with the evolution of a product and service in one, where the product will help with the diagnostic or application. "The real advances will come in the function of components," says Brand Growth Marketing partner Kelly Kovack. "Regardless of how effective a formulation is, or how much technology is available to provide how-to application tips, many women still struggle trying to achieve professional results at home. Imagine components that look and function like tech devices taking the guess work out of application."



8 Minimalist products

Beauty products of the future will be more compact, more concentrated, lighter and more functional. "Things will become minimalist, but richer. People want a cleaner environment and you don't need plastic when organic membranes can be made," comments Kunter. There will be more efforts to limit waste and make cleaner products, and a lot of innovation in the future will be in how to make products using a minimum of resources, says Clarins director of Laboratories Eric Gooris. "A lot can be done to reduce waste; we can use less water, and less electricity, and use manufacturing processes like cold emulsions to save energy," he says.

9 Active materials

The materials used in products will play a more active role: on the one hand, new-generation formulas will serve as substrates for printing make-up and creams, and on the other, innovative materials will add value to the contents' effectiveness. US-based brand Brad Skin Care uses a miron glass packaging that lets the violet ray of light stimulate the active ingredients and is used by brands to enhance the freshness of natural ingredients. In the future, beauty product development will probably draw from the food and pharmaceutical industry, where there is a lot of research to monitor and preserve the contents, says Kunter.

10 Wearable beauty

Beauty categories sitting on the border of fashion or accessories, like cosmetotextiles, perfumed jewelry or sporting accessories, could occupy a more prominent place in beauty in the future. "There are so many new products out there and there is a whole lot of work on weight-loss products and make-up that can be worked right into clothing," claims Recckio. In the future, digitally-enhanced cosmetotextiles and connected jewelry and accessories will make this sector even more dynamic. "It will be important for brands to be constantly aware of what is happening in other industries," points out Rochet-Podvin. ■