

# The Next Generation of Beauty – Longevity, Well-ageing and a Lifetime of Total Skin Health.

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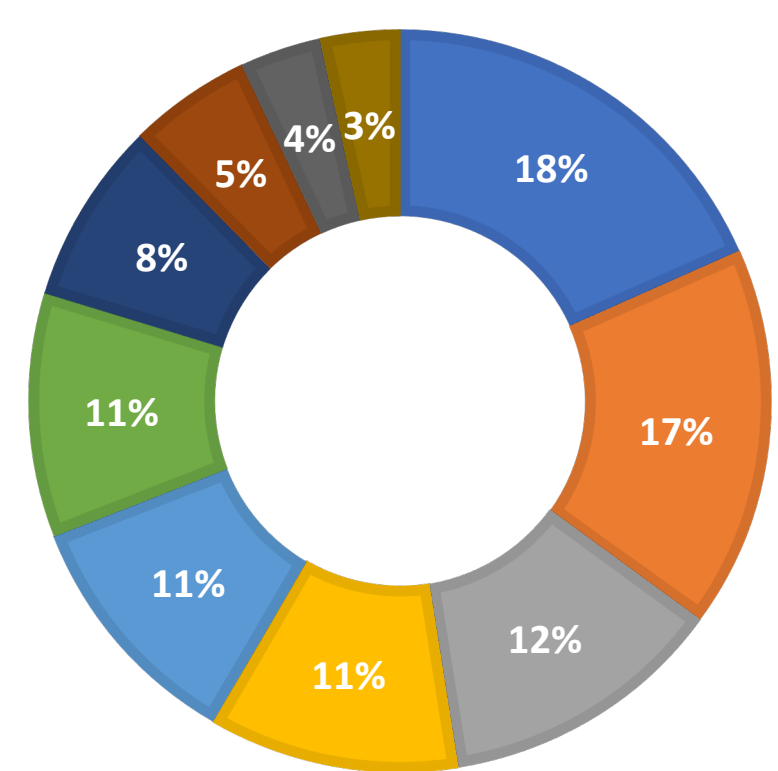
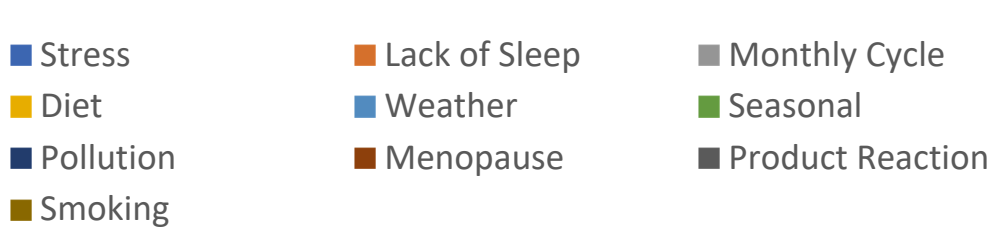
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## Introduction:

The beauty industry is fast moving, innovative, and consumer driven. The desire for new ingredients, new science and innovative, more efficacious formulations and formats, is high. Beauty products are more important than ever in our daily lives, contributing not only to our appearance but also important self-care and mental wellbeing, with 85% of UK adults classing cosmetics and personal care products as essential to their lives<sup>1</sup>. How does nutrition, fitness, the external environment and product contribute to a consumer's skin lifetime legacy? The omnichannel retail environment and digital technology provide new opportunities for consumer engagement, teaching consumers how to use products for optimal effects. To ensure that the industry continues to thrive, by providing the consumer with products perfectly matched to their needs, requires a complete understanding of today's beauty buyer.

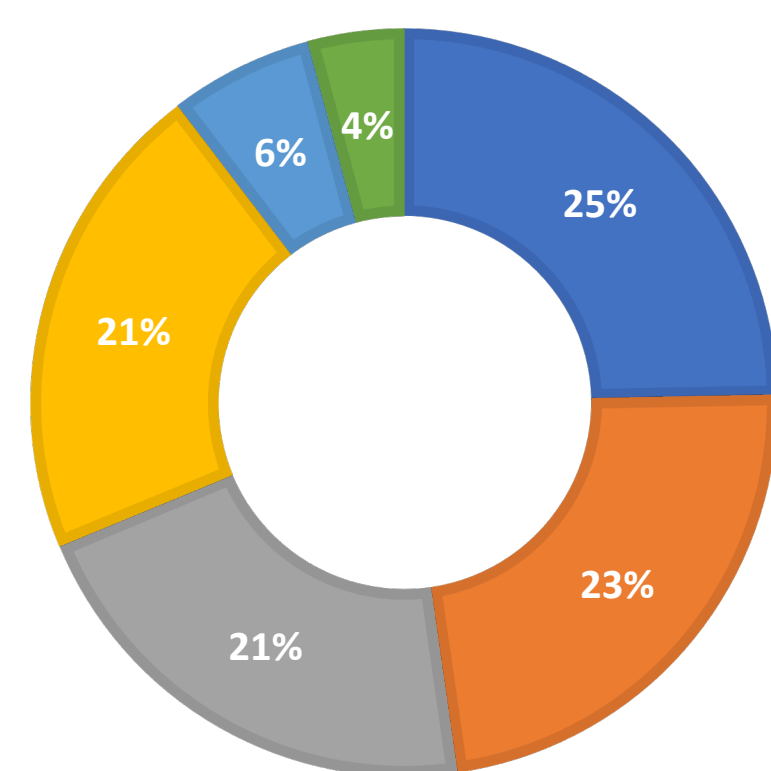
## Results & Discussion:

### WHAT CONTRIBUTES TO PROBLEM SKIN



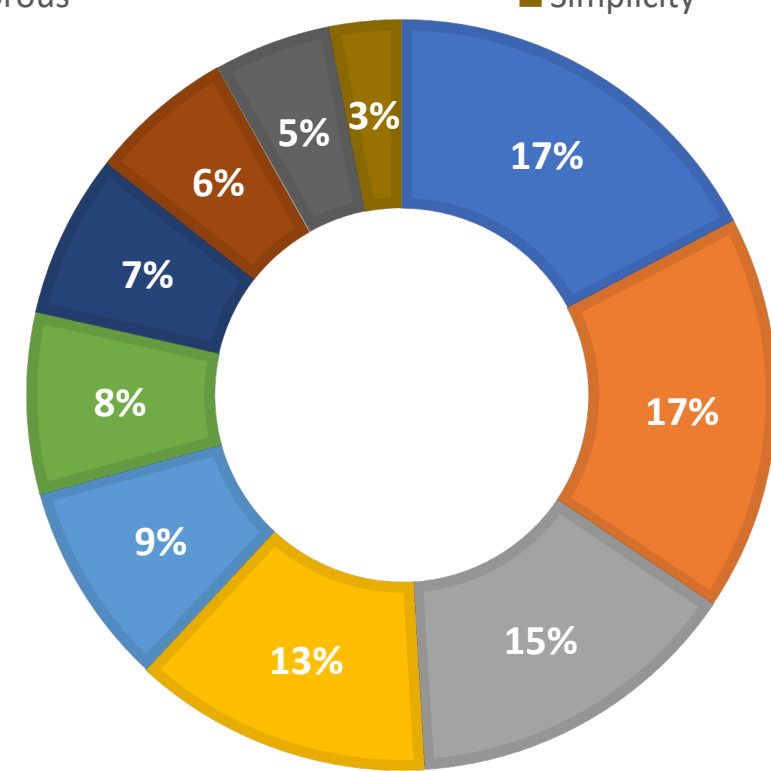
The contribution of lifestyle factors such as stress, lack of sleep, and a poor diet is widely recognised by consumers. Stress in particular impacts the repair functions of skin and has been shown to contribute to impaired barrier function. Understanding the impact of stress and lack of sleep on skin will be key to enabling engagement with future beauty consumers and the fast-approaching wellness megatrend.

### KEY FACTORS FOR HEALTHY SKIN



"Taking care of the skin by using quality skincare products" scored very highly in this survey only just below "Amount of Sleep". This reflects the importance of efficacious products to today's premium skincare users and underlines the importance of developing purposeful products which match to consumers needs and deliver on efficacy. Advanced beauty users genuinely recognise the contribution high-quality ingredients, science and formulations make to their skin health, considering these factors will be critical to the future success of beauty brands.

### DEFINING FUTURE BEAUTY



It can be seen that "aging well" and "looking healthy" will be the key aspects of how we understand beauty going forward, closely followed by the self-confidence and comfort that looking and feeling healthy brings. Of interest is the fact that "Youthful Appearance" is mid-table indicating the gradual shift away from anti-aging and also note that "Glamorous" does not resonate with today's buyers as much as it did in the past.

## Materials & Methods:

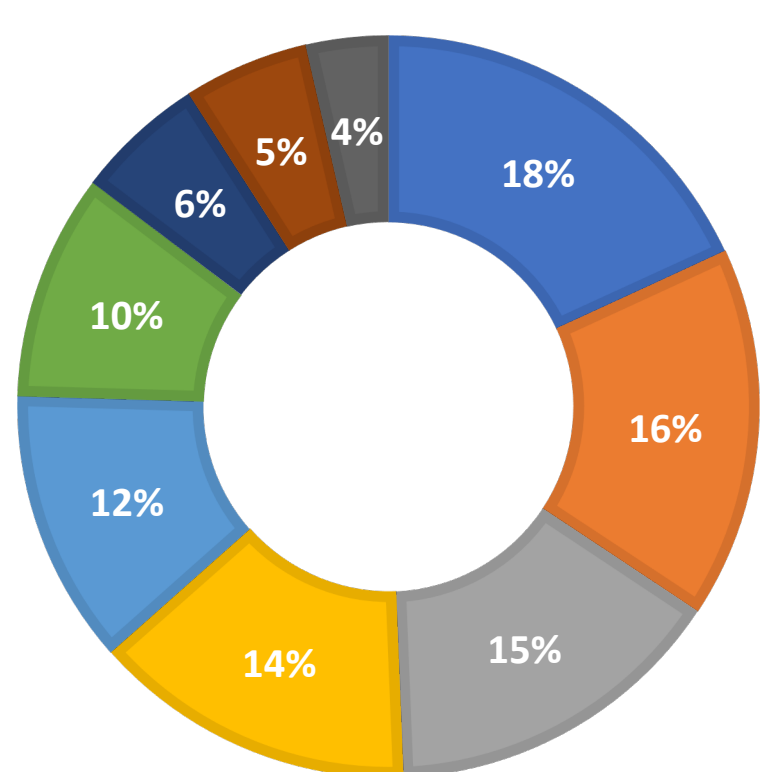
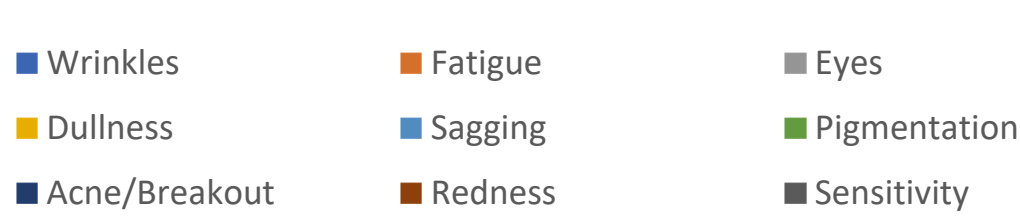
The research for this project was split into two strands. For strand 1, relevant trend and insights information was gathered from a broad variety of sources and critically appraised according to the method described by Rohit Bhargava<sup>2</sup>. For strand 2, of the project a web-based consumer survey was conducted with Cutest Ltd. on a panel of female subjects aged 18 years or over, who were facial skincare users and UK residents.

The survey consisted of a total of 27 questions and was conducted between 22nd and 30th August 2022 with 434 responses. In this poster we present a concise version of our findings, to see the complete insights and survey data please contact [daniel@sminklabs.com](mailto:daniel@sminklabs.com).

## Conclusion:

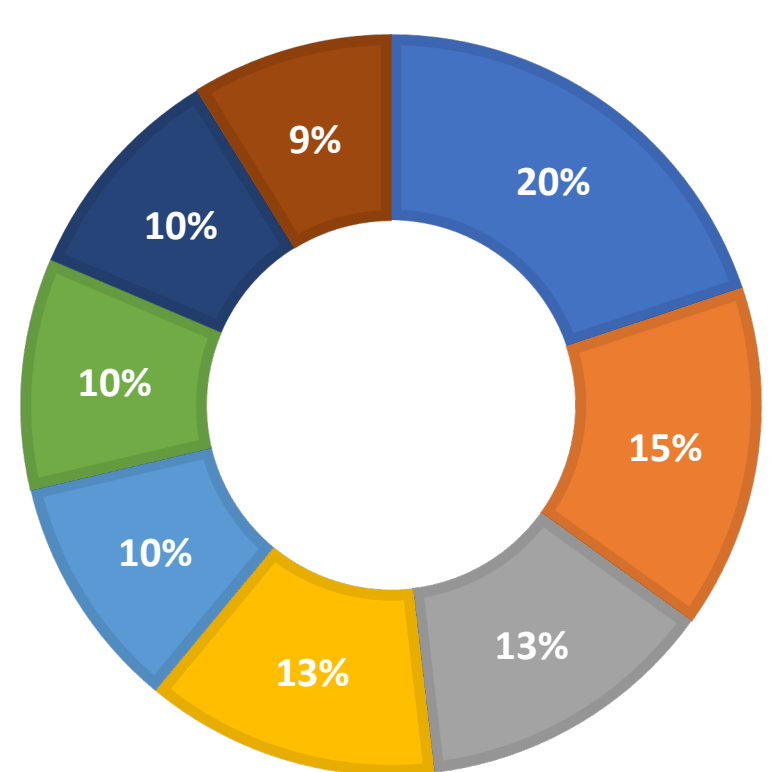
95% of consumers surveyed indicated that the scientific credibility of a product, and the story which surrounds it, is an important part of the purchasing decision. Consumers want to buy products which authentically meet their demand for science led skincare. They are also aware of the impact of a busy, stressful lifestyle and disrupted sleep on skin health and depend upon high quality skincare products to manage and overcome this. Consumers are increasingly looking for new and innovative science stories and claims, but these must be grounded in a way that enables the science to be believable and understandable. Communication of the science using language and concepts which resonate with the consumer ensures engagement from the start and builds trust that the product will deliver. Claims and stories must be fact based, accurate and believable and products must be purposeful, aligning with the desire for achieving total skin health across the face and body.

### FUTURE SKIN CONCERNS



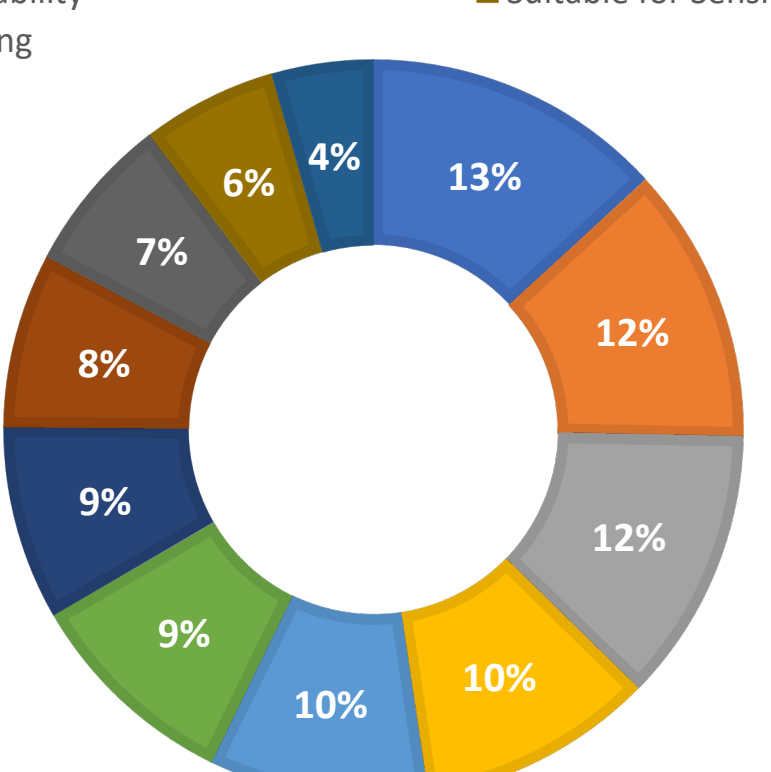
Despite the shift away from anti-aging, the appearance of wrinkles is the primary future skin concern highlighted during this survey, followed by a tired appearance and concerns for the eye area (bags and dark circles). Lack of sleep and the eye area are inextricably linked and also contribute more to an unhealthy appearance than to an aged appearance, again reflecting the importance of looking healthy to the modern consumer.

### FUTURE SKINCARE NEEDS



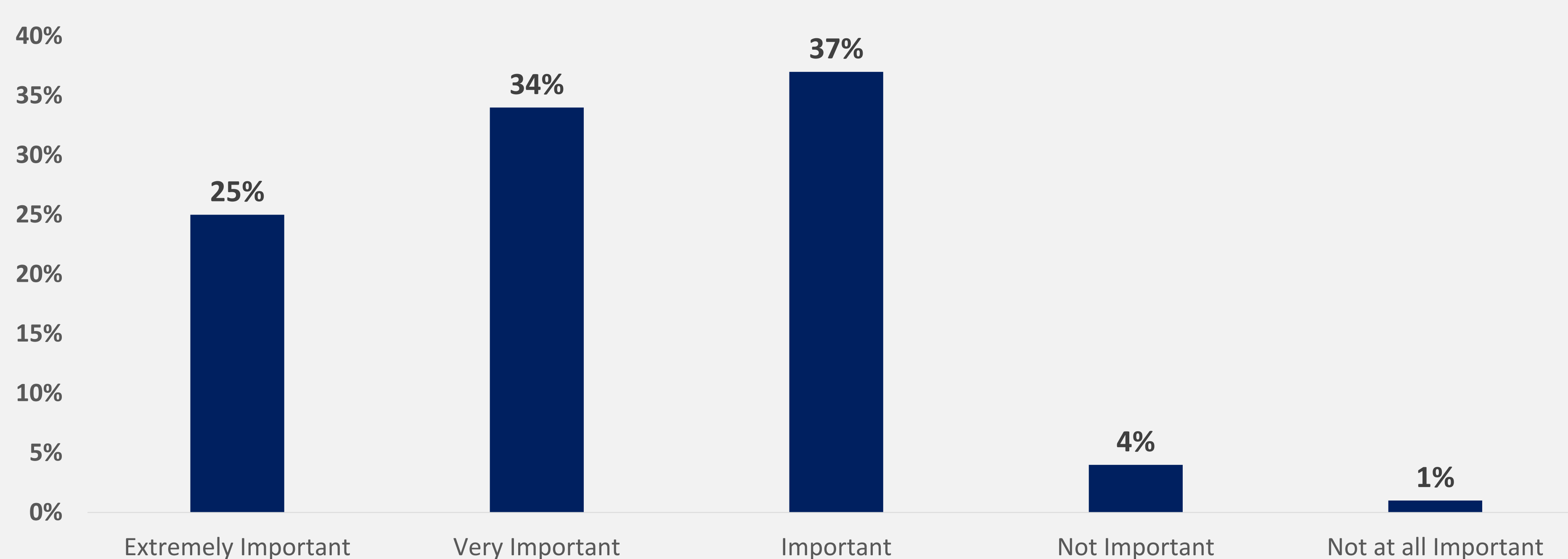
A key future need for skincare is products that are matched to, and align with, the life stage the user is at. Expect to see more products aimed at for example pregnancy and postpartum skin, and pre- and post-menopause to maintain optimum skin health throughout the consumers lifetime. Science is also key for future skincare products; body care and scalp care will become increasingly sophisticated with textures and claims filtering down from facial care.

### PURCHASE MOTIVATORS



In terms of purchasing motivation, the longevity of a product's effect is valued higher than fast acting or instant products. The importance of scientifically proven products are rated higher than cost, indicating that consumers want scientific innovation and authentic science-based claims and ingredients. It would appear that for true skincare advocates packaging is of secondary importance when deciding which products to purchase.

### Importance of Scientific Credibility to Buying Decision



1. <https://www.ctpa.org.uk/storage/annualreports/2021/#page=1>

2. Bhargava, R. 2020, "Non Obvious Megatrends: How to See What Others Miss and Predict the Future: 10 (Non-Obvious Trends, 10)", ISBN 13 978-1646870028