

The background of the entire image is a solid light blue. Overlaid on this are several glass petri dishes. One dish in the lower-left foreground contains a clear, viscous gel that has been spread into a circular shape. Another dish in the upper-right contains a similar gel. A third dish in the upper-left contains a small green herb sprig. A fourth dish in the lower-right contains a larger green herb sprig. The text is centered over a white rectangular area in the upper-middle part of the image.

THE NEXT CHAPTER IN **SELF CARE**

published in

TIME



The Next Chapter in Self Care

■ **THE DESIRE TO LOOK AND FEEL GOOD**, inside and out, has been an intrinsic part of human life for millennia. While this pursuit has always felt timeless, the COVID-19 pandemic heightened it for many, making us acutely aware of our health limitations.

This new awareness has shaped how we look after ourselves and how we prioritize our well-being. Even as the world grapples with higher interest rates and inflation, we still want to feel good in ourselves. “The cosmetics

industry exhibits an acyclic nature,” Enrico Zannini, Director General of Cosmoprof Bologna, highlights. “It does not always follow the trajectory of economic growth.”

This phenomenon is rooted in the ‘lipstick effect’, a theory suggesting consumers prefer to purchase cosmetics brands to feel good about themselves, even during tough economic times. However, the ways in which we seek to feel good about ourselves are evolving, encompassing more than just vanity.

This feature offers a glimpse into the next chapter of self care, where the cosmetics and wellness industries, along with overall health strategies, are converging to help us lead a more mindful, healthier, and longer life. It examines how societal movements are holding the industry more accountable for the contents of our products and the resulting impact on our planet. Additionally, it underlines how new practices and technologies will shape the way we care for ourselves in the years to come.

Looking Good in 2024

■ **“MIRROR, MIRROR ON THE WALL**, who’s the fairest of them all?” The ‘gift’ of remote working during the COVID-19 pandemic, apart from the 30-second commute, was a virtual mirror for us to often look into. As we face our digital reflections on daily Zoom calls in a post-pandemic world, there has been an increase in the number of people using beauty products and the results they expect. Brands are increasingly demonstrating product efficacy through solid evidence as consumers become more informed and buy products “offering tangible benefits,” Madeline Kaplan of Selva Ventures highlights.

But, a deeper beauty paradigm is also taking shape, one driven by Gen-Z and Millennials defined by ethics, sustainability, and wellness. “Wellness has become more holistic, with consumers considering skin and hair care as integral to their overall well-being,” says Jon Agay, VP & GM of Personal Care at Hain Celestial.

Consumers are scrutinizing not only the efficacy of their skincare but also its moral compass. “Consumers are increasingly discerning, not just about the efficacy of skincare and wellbeing products but also about their composition and the ethical stance of

73% people aware of need for self-care in daily lives

69% plan to integrate more self-care in coming year

U.S. sample - State of Wellbeing Report 2022-23

the brands behind them,” underlines Anabel Kindersley, CEO & Owner of Neal’s Yard Remedies. This trend is also linked to a growing demand for transparency in ingredient sourcing and brand philosophies, shaping purchase decisions from the ground up. “The primary concerns in the cosmetics industry revolve around transparency and misinformation about ingredients,” adds Roziani Zulkifli, Exhibition Director of in-cosmetics Global. “Misinformation and myths about ingredients can create confusion and unnecessary fears, so it’s crucial that cosmetic brands clearly communicate ingredient information to consumers.”

Transparency as well as affordability in skin care has The Ordinary and the transformative ‘ordinary effect’ to thank for educating a generation on what goes into their skincare at an affordable price. “Previously, consumers faced a wide range of skincare product prices without a clear understanding of the value. This is in stark contrast to the healthcare industry, where products like paracetamol have a standardized effectiveness and pricing,” says Nicola Kilner, Co-founder and CEO of The Ordinary & DECIEM.

This consumer enlightenment has fostered an informed and cost-conscious audience. And as consumer awareness of skin care products grows, so has the appetite for products that are catered to each person’s unique needs. “Personalization is central to our philosophy,” says Diana Stenbolt, Co-founder & CEO of Skindays, whose platform starts with a personalized test to understand their customer’s skin type, concerns, and goals.

There has been a surge in personalized skincare solutions with Skin + Me at the helm. “Most skincare products were generic, designed for a broad market, and not specifically tailored to individual needs,” reflects James Mishreki, the company’s founder, who recently launched And Begin, a brand for mid-life women. “We realized the

challenge in this approach, but also its potential to create a unique, defensible business model."

AI and genetic testing advancements are likely to fuel significant improvements in personalized skin care over the coming years. Augmented reality may even allow consumers to test skin care

routines before purchasing and in-app features could offer real-time skin care advice based on changing conditions or lifestyle factors. What is clear is that the power is moving towards the consumer as products become more affordable, accessible, and personalized, while brands are increasingly held to account.

What Emerging Tech Means for Self Care

■ **WE HAVE ENTERED AN ERA** in which technology increasingly permeates every aspect of our lives. New frontiers will change how we approach our overall well-being. The integration of biotechnology in product development, the rise of mental wellness applications, and the advent of personalized nutrition derived from genetic testing: these are just a few burgeoning areas offering answers to questions that have long confounded us. "The mind-body connection is gaining prominence, with technology playing a pivotal role in bridging this gap," highlights Vasiliki Petrou, Group CEO of Unilever Prestige. "Founders should explore this integration, ensuring

their products address both physical and mental aspects of health."

Indeed, the emerging role of neurotech applications will significantly influence the personal and self care industries in the coming decade. In a societal context marked by stress and anxiety, the role of neurotech in fostering a balance between our external and internal selves is expected to grow.

In the immediate future, there are lower hanging fruits for the industry. "Emerging technologies, particularly AI, are revolutionizing the cosmetics and personal care industry, making it more consumer-centric, efficient, and sustainable," says Lezlee Westine, President and CEO of the Personal Care Products Council (PCPC). Integrating AI can play a pivotal role in fostering consumer engagement, refining online shopping experiences, and spearheading the evolution of product development and customization.



STEVE DOKTYCZ | CEO, VANTAGE SPECIALTY CHEMICALS

AI technology is not just about production; it's about being predictive; more responsive and delivering solutions more efficiently to ultimately improve our service to customers.



VASILIKI PETROU |
GROUP CEO, UNILEVER PRESTIGE

Neurotech applications are emerging as significant influencers in the beauty and personal care industry.



ANASTASIA SOARE |
FOUNDER & CEO, ANASTASIA BEVERLY HILLS

Perhaps, AI can facilitate personalized makeup tutorials, allowing users to visualize exactly how to apply makeup optimally according to their facial features.



REBECCA LIEBERT |
PRESIDENT & CEO, LUBRIZOL

We utilize advanced visualization and data science techniques, taking millions of pictures and data points to measure our products' impact over time.



MICHAELINE DEJORIA | CEO, JPM

Platforms like TikTok have become hotbeds for self-learning hair trends.



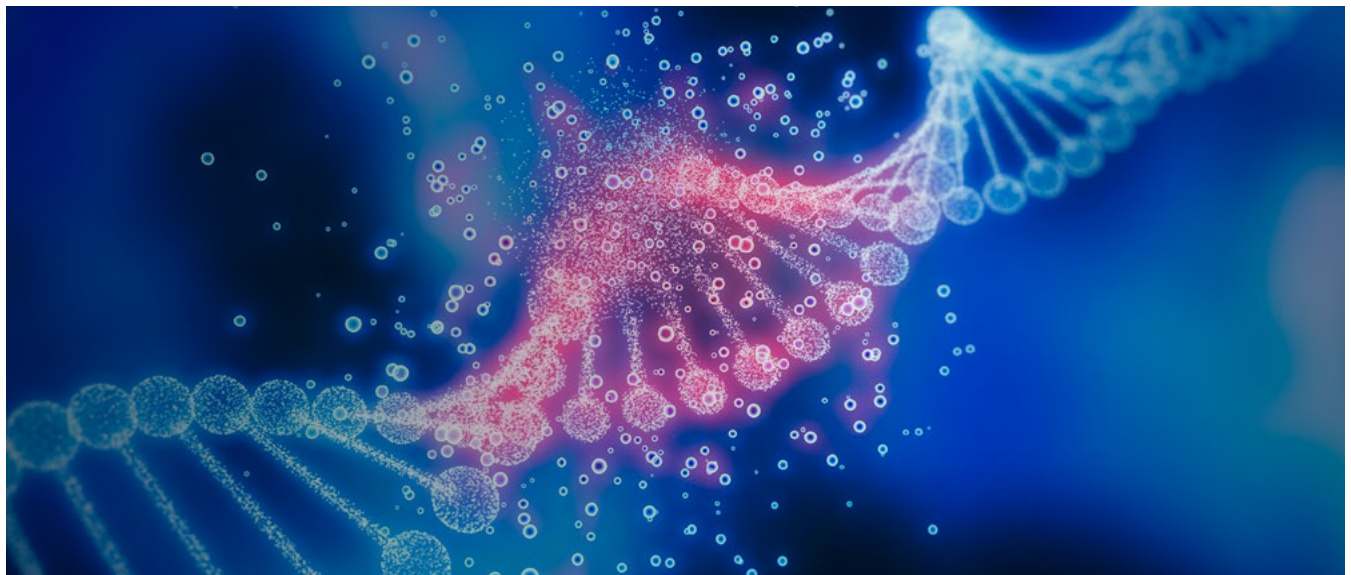
ROD LITTLE |
PRESIDENT & CEO, EDGEWELL

The consumer is changing rapidly. Real-time connectivity with them is essential, moving away from traditional deep dives into consumer insights.



WALTER FAULSTICH |
CEO & CO-FOUNDER, HUM NUTRITION

Mental health is emerging as a crucial area of focus, encompassing stress management and biohacking.



As an example, Lubrizol's Foresee Lab™ is gathering data and insight from digital channels, customer feedback, and in both in-vitro and in-vivo testing to inform the company's innovation efforts.

The self and personal care space is now at the cusp of not only improving how we look but also enhancing

how we feel. This journey is one of innovation and discovery, exploring the full potential of what it means to live well in the 21st century. The barriers to looking and feeling good are lower than ever before. With greater transparency, consumers now have the power to make informed decisions and effect meaningful changes.

Longevity: Measuring Health

■ **WHAT IF THE KEY** to our lives and enhancing the quality of those years lies in adapting our daily self-care routines? The longevity movement continues to gather momentum, attracting a wider audience as cheaper, more accessible solutions lower the barrier to entry. Now, with a modest investment, it seems plausible that we could add healthy years to our lives.

"The first thing is to monitor oneself," highlights Peter Ward, co-founder and CEO of Humanity, a leading health and longevity app that works in conjunction with devices like the Apple Watch or Oura Ring. "Most people do not know how healthy or unhealthy they are. While people generally have a negativity bias towards news, they often think they are healthier than they actually are."

Simply wearing a wearable device can significantly benefit your health. The Apple Heart and Movement Study reveals that the three rings of the Apple Watch – "Move," "Exercise," and "Stand" – along with its standing reminders, have notably increased user activity, with an up to 49.5% increase in the likelihood of users standing up.

Samina Rind, a longevity futurist and impact investor who has achieved a biological age of 21 at 51 years old, suggests taking it a step further. She recommends analyzing your DNA, along with biomarker and microbiome profiles, to tailor personalized nutrition, supplements, detox plans, movement routines, and mental health protocols. "Understanding my genetic profile had the most significant effect on my health management," says Rind, who endorses Omnos.me for their holistic offering.

Serena Poon, a celebrity chef, longevity wellness expert, and founder of Just Add Water & Culinary Alchemy, also highlights that genomic and bloodwork analyses are increasingly being used to customize diet and supplement routines.

At a time when personalized news feeds and fitness routines are the norm, personalized nutrition is growing in prominence. Gone are the days when 'low fat' labels and fad diets could sway the health-conscious. In the UK, startups like Zoe are leading this revolution, offering individualized nutritional analyses that demystify

PETER WARD | CO-FOUNDER & CEO, HUMANITY



We have developed a way to gauge biological age using just six blood markers. This method is 9% more accurate than the leading blood biomarker tests.

DR. NAYAN PATEL | CEO & PRESIDENT, AURO WELLNESS



Glutathione is the most abundant antioxidant molecule produced in the body, playing a pivotal role in maintaining optimal health.

EUGENE HE | CPO AND FOUNDER, INVITY



The rise in interest regarding longevity can be attributed to breakthroughs in medical science and technology.

the effects of different foods on our bodies. This data-driven approach is empowering us to make more informed dietary choices with fiber-rich foods becoming increasingly relevant. "Fiber plays a critical role in holistic health, impacting gut health, weight management, and reducing risks of diseases like type 2 diabetes and cardiovascular issues," says Tate & Lyle CEO, Nick Hampton.

Eating a diverse whole food diet and also fermented foods can play a crucial role in overall well-being, even influencing mood and mental health. Serena Poon recommends, "Eat the rainbow" by targeting nutrient-dense, whole plant-based foods



rich in polyphenols, vitamins, minerals, antioxidants that activate the sirtuins and enhance the body's longevity defenses."

Beyond diet, prioritizing sleep, exercise and quality human connections are crucial pillars for overall health. For example, the feeling of social isolation is thought to be as harmful to your health as smoking 15 cigarettes a day.

Sokratis Papafloratos, founder & CEO of Numan, a key player in the male wellness sector, advocates strength training for everyone, health-conscious or not. "Additionally, focus on cardiovascular health, specifically zone 2 and high-intensity training," Papafloratos advises.

As we tailor our health approaches to our unique data, we make more efficient decisions. While the proliferation of longevity supplements, like NAD+ Boosters, will continue to grow in relevance, the initial steps towards longevity are not found in a pill. They lie in the small, informed daily choices we can make – not just about what we eat, but also about the people we spend time with and the media we consume. However, as Samina Rind highlights, "a holistic approach is essential in achieving longevity."

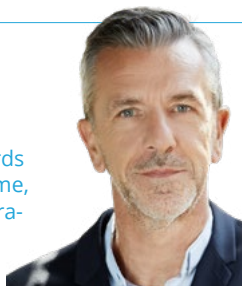
Scent: The Essence of Well-being

■ **FRAGRANCES HAVE THE CAPABILITY** to bridge the tangible world with nostalgic memories. Middle Eastern traditions, in particular, boast a rich olfactory heritage, with homes from Beirut to Dubai infused with the scents of bakhoor and oud. Today, there is a growing movement that views aromatherapy as a cornerstone of holistic health. "There's a demand for what we call 'happy therapy' or dopamine-boosting fragrances that are bright and celebratory. On the other



LAURENT MERCIER |
CEO, EUROFRAGRANCE

There's a movement towards creating a sanctuary at home, with a focus on both celebration and tranquility.



hand, well-being is increasingly seen almost as a science, with a growing interest in aromatherapy and self-care," highlights Laurent Mercier, CEO of Eurofragrance.

We often may not notice the impact smells can have on our well-being. "Specific scents can evoke powerful memories and emotions," mentions Chris Pickthall, Group Managing Director at CPL Aromas, after he described the impact scent had in evoking powerful memories in a coma patient.

Innovation in this sphere extends beyond traditional methods. For example, Scentmate, by dsm-firmenich, is employing artificial intelligence to tailor fragrances to cultural trends and consumer preferences. It is clear that the fusion of science and tradition is paving the way for a future where scent is not just an accessory but a catalyst for improved emotional well-being.

Aesthetics Entering the Mainstream

■ **THE AESTHETICS PROCEDURES MARKET**, encompassing both non-invasive and invasive treatments, is undergoing a significant transformation, with the COVID-19 pandemic catalyzing a change in perceptions. Trends from the COVID era, like "the 'Zoom boom', are likely to persist," observes Rajiv De Silva, CEO of Venus Concept.

The newfound convenience of private, at-home recovery post-procedure has opened the door for many to explore aesthetic options they might have previously avoided. "The

industry has shifted from secrecy to mainstream acceptance," highlights Keith Adams, President of Alma Lasers North America. "People are increasingly open about enhancing their appearance, reflecting a broader trend of health and longevity. This shift is evident in the growing acceptance and visibility of aesthetic treatments."

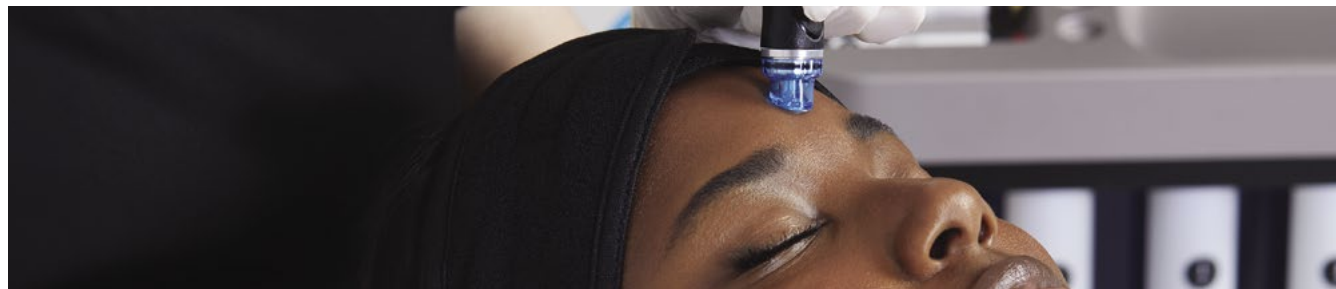
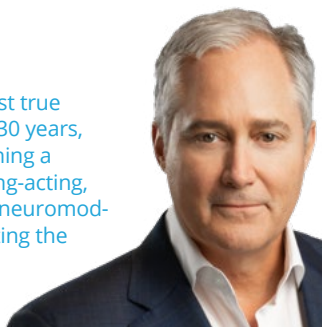
Other key trends include the rise of 'prejuvenation' treatments among younger demographics and the push for natural outcomes. "The surge in social media sharing of real-time aesthetic journeys has demystified the treatment process, boosting confidence in prospective patients," says Mark Foley, CEO of Revance.

The ripple effects of this industry evolution are widespread, even altering gender dynamics. The term 'Brottox' has entered the lexicon, representing a growing contingent of men embracing Botox and the normalization of minimally invasive procedures. The collective shift towards a more communal approach in aesthetic treatments reflects a deeper cultural acceptance, one that is enhancing individuals' self-esteem.



MARK FOLEY |
CEO, REVANCE

DAXXIFY® is the first true innovation in over 30 years, effectively establishing a new category of long-acting, peptide-enhanced neuromodulators and disrupting the growing aesthetics market.



A Success Formula for Brands

■ **THE PERSONAL CARE** industry is largely consolidated across a handful of conglomerates with the top five companies - L'Oréal, Unilever, Estée Lauder, Procter & Gamble, and LVMH - accounting for nearly 20% of sales in 2023. For new indie brands wanting to stand out, offering a product that is efficacious, natural, and backed by clinical research is a good starting point. However, navigating the go-to-market hurdles is becoming increasingly important in a crowded market.

The Power of Community

In order to stand out, building a strong community can act as a catalyst for brand loyalty; however, this is easier said than done. The rapid ascent of e.l.f. Beauty, for instance, can be partly credited to its success in cultivating a solid community base. Kory Marchisotto, the company's CMO, shares her four-step "magic community recipe." "Step one, 'tune the e.l.f. in'. Listen to what your community is telling you... Step two is dream big. Put your head in the stars and dream about what is possible for your community. Step three is put your feet on the ground and actually draw an action plan that will bring it to life... Step four is do it fast. We call it 'e.l.f. speed'. Because being a culture shaper means you have to act in real time," says Marchisotto.

Building Authentic Brands

Authenticity is a cornerstone in the construction of meaningful and impactful brands, particularly in cultivating a community united by common principles, causes, or experiences. This

truth is increasingly evident in the rise of indie brands targeting niche markets. Hind Sebti, Chief Growth Officer & Co-founder at Waldencast and founder of whind, expresses these sentiments. "Our approach to standing out in the crowded market revolves around offering a distinct point of view, rather than just another beauty brand."

This sentiment is echoed by Bradley Horowitz, CEO of Malin+Goetz: "Our approach towards sustaining a universal appeal is deeply rooted in authenticity. Our product development team wholeheartedly believes in creating products that cater to everyone, essentially eliminating the concept of separate lines for different genders, which is seen in other brands."

While 'authenticity' is a term frequently used in branding, it is the distinctive, genuine approaches that truly withstand the test of time and continue to engage communities meaningfully.

In-person Experience

Loyalty programs, such as offering free samples or special offers for repeat purchases, have become common amongst most brands. However, it is the in-person interactions that truly stand out as opportunities to create lasting impressions on customers. For example, a personalized consultation or a memorable in-store experience can significantly enhance customer loyalty and perception of the brand, in ways that digital rewards cannot. In fact, brands like Natura Bissé claim that their spa treatments are key to their customer retention strategy and that



VERÓNICA FISAS | CEO, NATURA BISSÉ

It is the immersive, hands-on experiences that create lasting connections with our brand.



HIND SEBTI | CO-FOUNDER & CGO, WALDENCAS & FOUNDER, WHIND

Taking a beauty brand from zero to five involves a well-defined concept and an attentive ear to the community.



ALEXA LOMBARDO | CMO, FACEGYM

Standing out and staying relevant in this sea of sameness hinges on having a clear purpose, laser focused value proposition and participatory rituals your community can tap into.



ANDREW STANLEICK | FORMER PRESIDENT & CEO, BEAUTYHEALTH

Aesthetics treatments are becoming more affordable, accessible, and socially accepted in the mainstream because they can deliver instantaneous results to consumers in a way that the metaphorical "hope in a jar" never could.



JULIANA MILLER | FOUNDER & CEO, THE NUE CO

My principal advice is straightforward: hire individuals with an in-depth understanding of the retail landscape.

the treatments themselves improve customer wellbeing by up to 70%. Facing the challenges of the competitive cosmetics industry, brands that focus on authentic engagement, strong community ties, and distinctive in-person experiences are more likely to carve out their own unique success stories. By blending these elements, a brand can stand out in a crowded market and foster deeper, lasting connections with its customers.



Personal Care: A Sustainable Future

■ **GIVEN ITS SIGNIFICANT ENVIRONMENTAL IMPACT**, the personal care industry's sustainability journey has evolved from a mere buzzword to a core mission, particularly driven by the demands of Gen Z. This shift represents not just a preference but a significant responsibility for the industry. "Instead of merely utilizing the planet, the beauty sector has the potential to lead humanity towards inhabiting the Earth responsibly," emphasizes Davide Bollati, Chairman of Davines Group.

Circular economy manufacturing and developing more localized supply chains are becoming expectations for the industry. However, a more significant and demanding change is the adoption of more sustainably-sourced, bio-based ingredients. This is a shift from ingredients that have been staples for decades, like silicones. As Arabella Ferrari, Make Up Innovation Global Senior VP of IntercoS puts it: "This requires immense R&D effort to ensure that the replacements match or even exceed the performance of their predecessors."

One of the key challenges is balancing sustainability with product efficacy, which Jörn Andreas, President of Scent & Care of Symrise states is a "Complex task, especially in cosmetics, where consumers expect clinically proven benefits alongside ethical sourcing."

As an example, International Flavors & Fragrance (IFF) has looked to break the trade-off between efficacy and sustainability through its Designed Enzymatic Biomaterials (DEB) technology platform. It uses glucose polymers derived from simple sugars to create high-performance, sustainable products.

In the wake of COP-28 in Dubai, cross-industry partnerships continue to be key to achieving meaningful and lasting change. John Chave, Director General at Cosmetics Europe, highlights the organization's 'Commit for Our Planet' initiative with the objective: "to propel the industry forward in the sustainability space."

Other industry-first initiatives include the coalition of 105 British businesses and organizations committed to #StandByBees, led by Neal's Yard Remedies.

The industry is clearly shifting towards a more sustainable-first approach, aligning with consumer demands and driving innovation in the space. However, there is a necessity for companies across the cosmetics supply chain to prioritize sustainable sourcing and packaging, as well as support local farmers in prioritizing regenerative farming practices. To accelerate any meaningful change, a fragmented industry value chain must collaborate and continue forming meaningful partnerships.



GREGORY WENNDT |
GENERAL MANAGER,
INDUSTRIAL STARCHES, PRIMIENT

As Primient, we are excited about the potential of the bioeconomy and plant-based renewable products, actively extending our portfolio across various industries, while supporting a more sustainable approach from field to finished product.



JANE DUNLOP | FOUNDER & CEO, ALUAN
Āluān coconut oil is the highest quality. We produce at origin in Simeulue Sumatra while preserving biodiversity here. Business that protects our planet is possible.



DIRK-JAN OUDSHOORN |
FOUNDER AND CEO, FORESTWISE
Our traceable rainforest ingredients contribute to forest conservation. We create Rainforestvalue; the more products we sell, the more forest we preserve.



CATHERINE ROGGERO-LOVISI |
CEO, MODERN MEADOW
We specialize in recombinant protein technologies, creating proteins that mimic essential human collagens.



EDUARDO DE PURGLY |
CEO, GATTEFOSSÉ
Sustainability and customer responsiveness are at the heart of Gattefossé strategy. By building a plant in America, we address both these priorities.



ALEXANDRA CHAUVIGNE |
CEO, QUADPACK
We're dedicated to looking after and giving back to future generations, demonstrated through our B Corporation status.



JOHAN JANSEN-STORBACKA |
DIRECTOR, PERSONAL CARE, IFF
The approach at IFF isn't about balancing efficacy with sustainability; it's about breaking the trade-off between the two.



BRAD LICH | EVP & CHIEF COMMERCIAL OFFICER, EASTMAN
We're focusing on biodegradable platforms, particularly in personal care and textiles, with products like Naia.



NICK POWELL | DIVISIONAL PRESIDENT, INGREDIENTS & SPECIALTIES, UNIVAR SOLUTIONS
We established a framework with six sustainability characteristics to ensure that our customers had transparency and clarity at the product level.

