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FUTURE : LABORATORY

: 2018

: GLOBAL WELLNESS SUMMIT

: ALGORITHMIC BEAUTY

: Rhiannon McGregor, foresight writer, The Future Laboratory

: Jessica Smith, creative researcher, The Future Laboratory

‘The [beauty] ideal seems to have become more demanding and ubiquitous ... As a result, conformity becomes harder to resist and understandings of what is normal and acceptable become narrower.’

Professor Heather Widdows, author, Perfect Me: Beauty as an Ethical Ideal

At present, the beauty zeitgeist is championing inclusivity, while natural beauty brands are also growing at a rapid pace.

- : The number of new shades available in facial cosmetics rose by 22% in the US from 2012 to 2017
- : The UK market for natural prestige beauty products was valued at £124m (\$165.4m, €141.1m) in 2017

Sources: Nielsen, NPD Group





Yet a competing beauty narrative is coming to the fore: one that focuses on perfection and flawlessness.

: The global facial filler market is predicted to expand at a CAGR of 10.42% to 2023

Source: Research and Markets

: Allure's [Life in Plastic](#) series aims to 'provide all the information [readers] need to make whatever decision is right for [them] – no judgement'



Technology is creating a new beauty standard that is measured in objective rather than subjective terms.

The line between skincare and cosmetic procedures is beginning to blur as we see beauty brands beginning to explore:

- : Tweakment Salons
- : Mimicry Skincare
- : Democratic Devices
- : Nano-tech Beauty



Hindsight

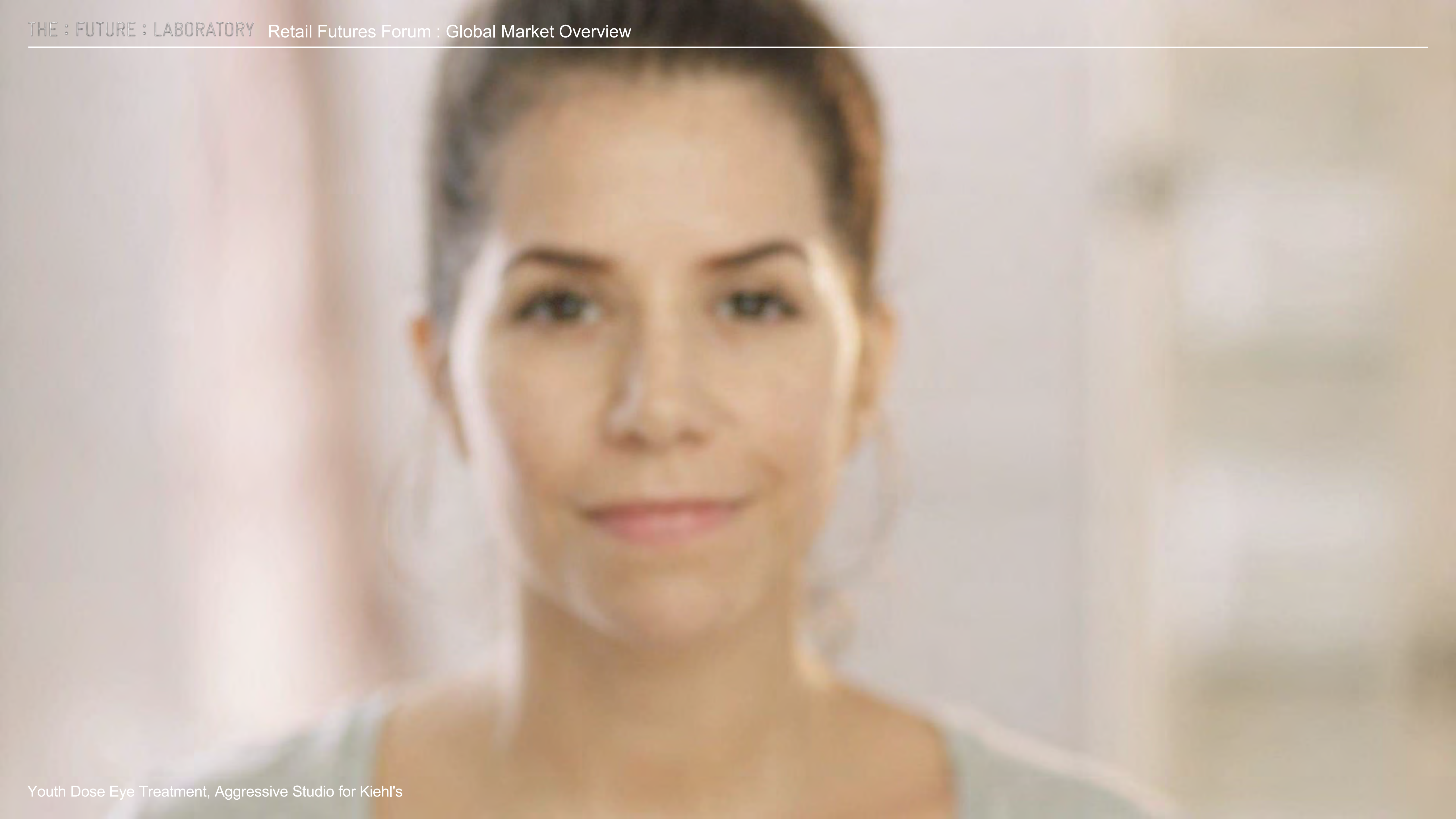
Selfie-awareness

The prevalence of selfies has led to a new phenomenon of wanting to look more beautiful online than in real life.

: Some 55% of plastic surgeons have patients who listed looking better in selfies as a motivation for a procedure, up by 13% from 2016

Source: The American Academy of Facial Plastic and Reconstructive Surgery







Connected beauty

Smart mirrors, devices and apps are making the skincare and cosmetics buying process much more of a science than a trial-and-error process.

: The skincare diagnostics market is predicted to expand at a CAGR of 11.9% to 2023

Source: Research and Markets

‘The reality is that beauty consumers have much more control of their beauty through technology’

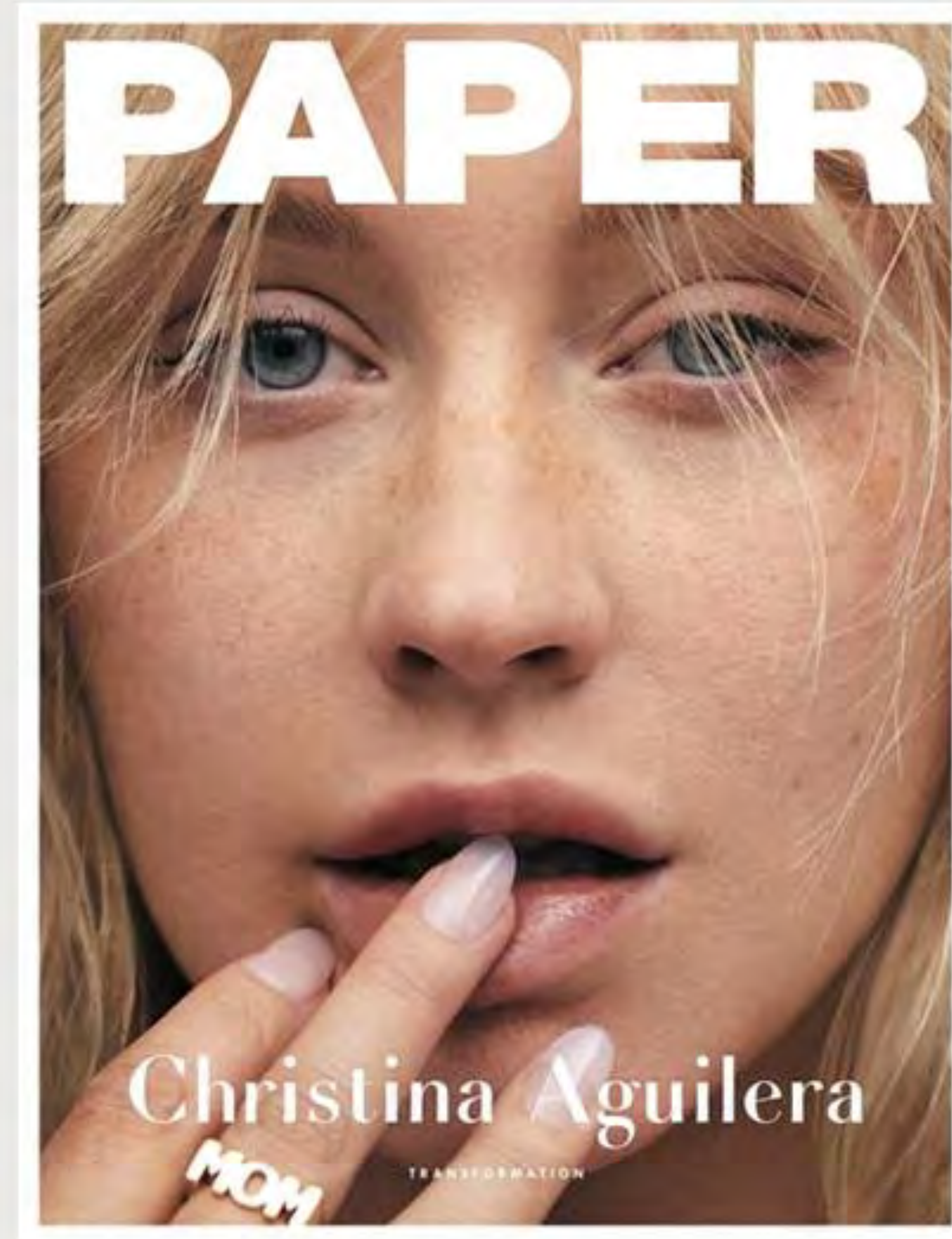
*Guive Balooch, global vice-president,
L’Oréal Technology Incubator*

Prejuvenation culture

With a growing acceptance of Total Beauty, skincare regimes are transforming from reactive to proactive.

- : A survey of 2,000 women in the US found that almost one-third (30%) of those under 35 regularly use anti-wrinkle products
- : Derma-skincare products was Amazon's fastest-growing beauty category in March 2017

Sources: Dermstore, One Click Retail



Insight

Tweakment salons

Aesthetic treatments are increasingly becoming part of a person's regular upkeep.

- : In Sydney, the Christopher Hanna hair salon offers cosmetic procedures such as laser treatments and anti-wrinkle injections alongside the usual hair services
- : Clean Market in New York combines wellness treatments such as cryotherapy and adaptogenic smoothies with medical-grade supplements distributed by a staff doctor

Clean Market, New York City





Other hybrid spaces are emphasising their medical credentials, but without the connotations of a doctor's office.

: In April 2018, the New York Dermatology Group (NYDG) opened a 7,000-square-foot integral health and wellness wing in its office building

‘We are a wellness clinic staffed by board-certified physicians who went to medical school’

Dr David Colbert, founder, NYDG

Mimicry skincare

A new genre of skincare products mimics dermatological and surgical results without the syringe.

: Spanish brand [Natura Bissé's](#) Inhibit High Definition treatment combines a daily intensive serum with weekly patches to fill wrinkles and smooth expression lines

‘These products offer an alternative [to injecting fillers] for people who want noticeable results but in a more natural way’

Patricia Fisas, senior vice president of research and innovation, Natura Bissé





- : Nissha, a Japan-based company that creates industrial materials has created Shot Mode, [a dissolving needle patch](#) that can deliver serum to the skin transdermally
- : Beauty guru Nannette de Gaspé is working on a new line of dry masks that will have the same effect as mesotherapy without the needles

Democratic devices

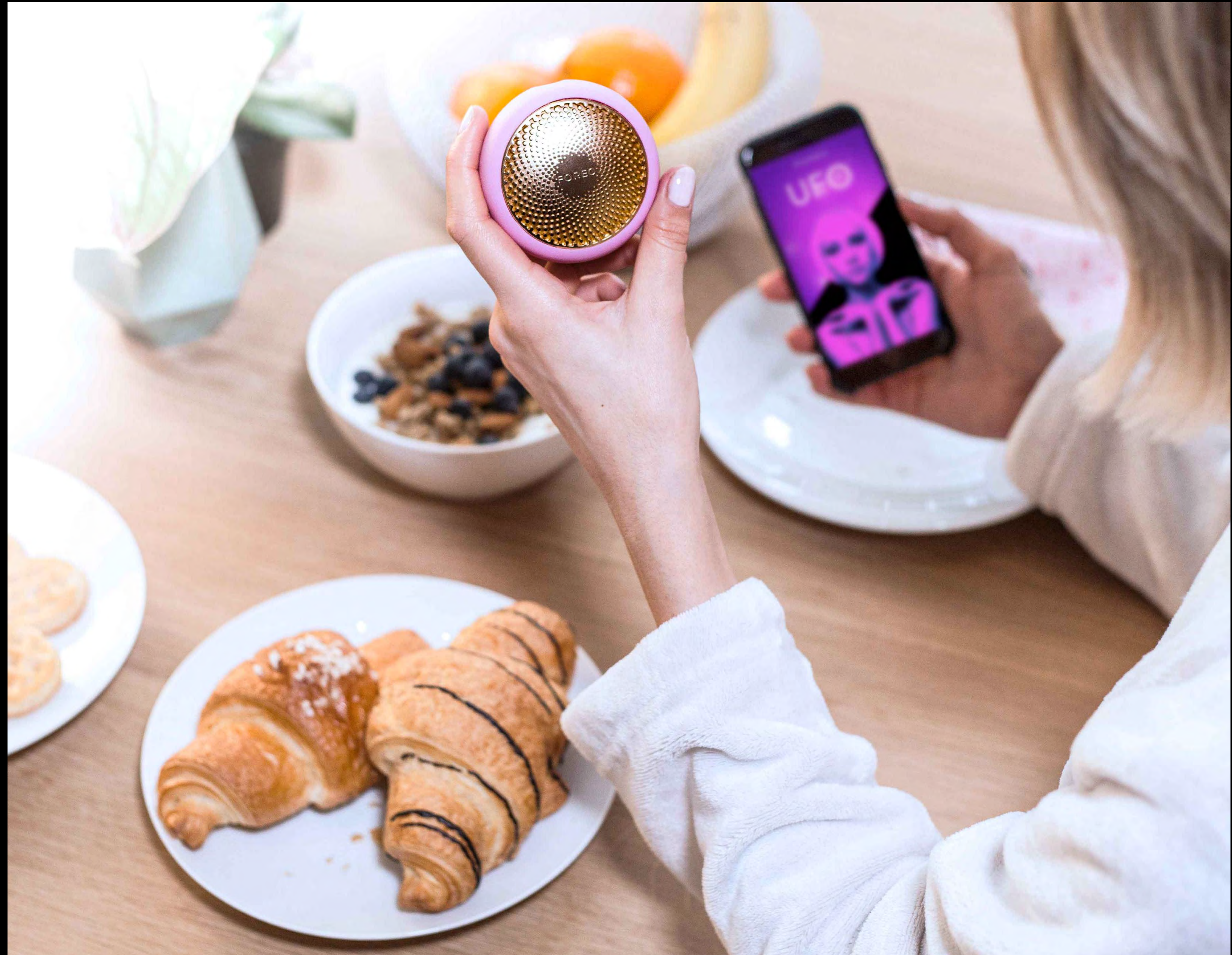
High-tech devices that were once restricted to the dermatologist's office or medical spas are now making their way into the bathroom cabinet.

: Israeli company EndyMed's Newa device is designed to increase collagen in the skin using radio-frequency energy

: At CES 2018, Swedish company Foreo launched its UFO device, which combines LED light therapy, cryotherapy, thermotherapy and T-Sonic pulsations to

activate its

single-use masks





: Neutrogena has introduced a skin diagnostic tool that enables users to read their skin's vital information using an attachment to their iPhone's camera

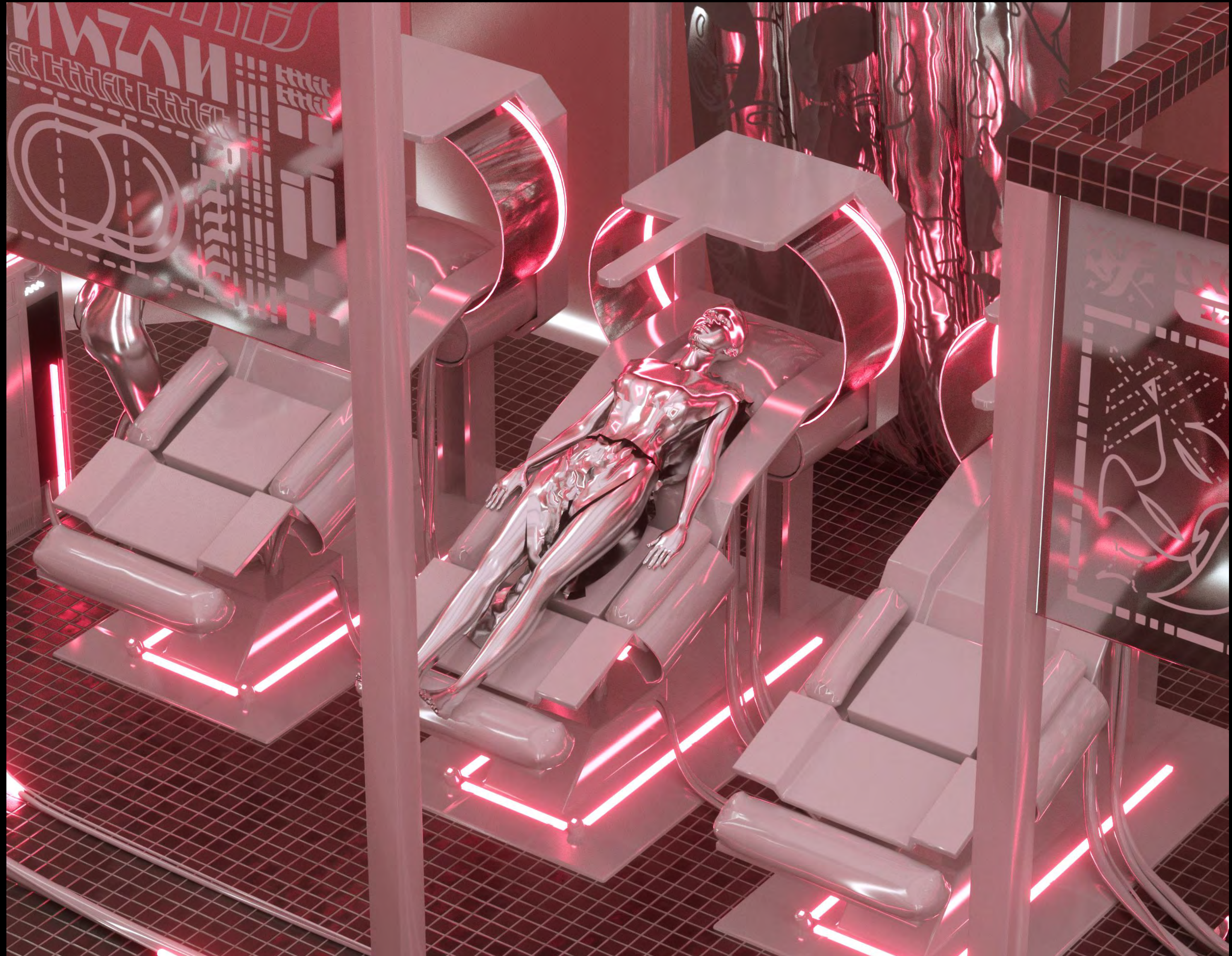
‘One of the things we have focused on is making some of these dermatologist-grade technologies available, democratising advanced skincare and going beyond the jar’

Sebastian Garcia-Vinyard, group brand director, Neutrogena

Machine perfect

Artificial intelligence is creating a personalised feedback loop between products and their efficacy on an individual's skin.

- : Proven uses deep learning algorithms to filter 8m skincare product reviews, 20,000 ingredients and 100,000 products
- : The algorithm identifies patterns and trends to determine the right products for each individual skin type





- : MIT-based start-up Atolla Skin Lab gathers skin data such as moisture levels, oil levels and lifestyle factors from an individual in person
- : This data is then fed into its machine-learning algorithm to create customised facial oils

‘From our data-gathering we can see larger trends in what ingredients are *needed* for different subsets of people ... [and] we can also see what ingredients people *prefer*’

Meghan Maupin, co-founder, Atolla Skin Lab

Foresight



A new interface

As facial recognition technology becomes increasingly sophisticated, devices will read people's features to make more astute recommendations.

- : Smashbox's virtual try-on app MakeUp uses eye-tracking technology to discover the products users are most interested in
- : At CES 2017 the Fit & Healthy concept car by Mercedes-Benz could adjust the interior's temperature, sound, lighting and even scent in response to a driver's health

Nano-tech beauty

The development of deeply penetrative biotechnology means that the next generation of non-invasive procedures will be rooted in nanotechnology.

- : Scientists in Israel are now able to miniaturise hyaluronic acid, allowing it to penetrate beyond the first layer of skin to have the same effect as injectables
- : Revolution Fibres uses 'sonic electrospinning' to turn collagen from fish skin into a thin nanomaterial that is easily absorbed by skin

Made possible by Daniel Daniloff for Lush cosmetics, 2018



Lab Notes

- : Snapchat filters may seem innocuous, but they are creating a skewed sense of self that makes it more important to be beautiful online than in real life
- : Non-invasive aesthetic procedures are becoming part of a new beauty routine. Consider how the spa is transforming into a hybrid space for medical and aesthetic treatments
- : Developments in smartphone cameras could help give consumers a more accurate map of their face, which will enable them to receive more accurately customised advice than ever before
- : Machine learning and algorithms could help offer a feedback loop for consumers looking to improve their skin quality, and will help build a long-term relationship with your customers
- : Collaborations with science-based companies offer the possibility of new, more efficacious treatments driven as much by technological innovation as by new ingredient formulations