

# EM

EXPORT MAGAZINE

Beauty distributor

INTERNET N. 8/2020 - bimestrale - mte Edizioni s.r.l. - Via R. Gessi 28 - 20146 Milano - Tariffa R.O.C.: Poste Italiane s.p.a.  
exportmagazine.net  
Spedizione in abbonamento Postale - D.L. 353/2003 (conv. in L. 27/02/2004 n. 46) art. 1, comma 1, DCB - Modena - € 7  
In caso di mancato recapito inviare al CPO MODENA per la restituzione e previo pagamento resi - CONTENUTO SUPPLEMENTO.  
export.magazine@medizioni.it

TRUE ICON LIPSTICK  
INTENSE COLOUR FOR FULL, SEDUCTIVE LIPS.  
LONG-WEARING, WITHOUT SMUDGES



# NAJ·OLEARI

Italian Beauty

# BEAUTYSTREAMS

## The Global Beauty Industry Reference

BEAUTYSTREAMS provides indispensable business-to-business insights for Beauty, Fragrance, and Packaging brands and manufacturers worldwide to increase business potential and creativity.

# Beautyscape 2030

## What's Coming Up Next

As we march forward into a new decade, BEAUTYSTREAMS, global beauty trend company, identifies the seismic shifts that will define the years to come.

Innovation is accelerating at an unprecedented pace – and with significant consequences.

Major changes in technology, social responsibility, and sustainability are reshaping our world, with a massive, cascading effect on all industries, including the beauty sector.

Through their proprietary Trend Funnel forecast methodology, BEAUTYSTREAMS analyzes and predicts how these insights and macro trends will impact the beauty sector. Working with their Future Collective of global, cross-disciplinary specialists in biotechnology, food, dermatology, socio-politics, design, art, and sustainability, they determine the factors that will influence tomorrow's world.

*"Wherever they are, patients will receive diagnoses and treatments in a customized and convenient way,"* says Dr. Bertalan Mesko, Director of The Medical Futurist Institute in Hungary, and a member of the BEAUTYSTREAMS Future Collective.

*"Patient empowerment is simply the biggest milestone in the history of medicine. As advanced technologies from 3D bio-printing human tissues, to genome sequencing and personalized treatments become more accessible, these will support the chance for a longer and healthier life,"* he states.

Technology and sustainability are, of course, the overarching megatrends that underpin the next decade, transforming product development and marketing, and guiding consumer desire for innovation.

Advances in augmented reality (AR), will have a huge impact in how consumers interact with, and purchase, beauty products.

Wearable technology, including health tracking devices, will continue to explode in popularity as advances in wellness technology will enhance our world in the years to come.



Health trackers are evolving from the wrist to 'hearables', or devices for use in the ear, and AR-powered glasses.

There are even augmented reality contact lenses (an alternative to AR glasses) that track the wearer's eye movements, and display information wirelessly on the user's smartphone.

Digital tattoos and skin adhesives, similar to bandages, that simply attach to the arm are already being used to monitor vitals.

Implantable chips and trackers will become fairly common in order to monitor chronic health conditions like diabetes or heart problems, as well as sleep, skin conditions, and more.

Digital health technologies will make patients the point of care.

Machine learning will fall into one of two camps: learning information about an aggregate of people similar to oneself, and personalizing information to suit our profile.

For example, machine learning will be able to monitor what women aged 50 and over, with dark skin and age spots, are using to care for their skin by collecting data from AR product solutions, and then make product recommendations based on these characteristics. Importantly, these recommendations will be ever evolving as the recommendation engine becomes increasingly precise.

growing global consciousness of our impact on Planet Earth. *“The ‘Ethic-Aesthetic’ is the trend of the future: this means green chemistry, vegan-friendly, environmentally-friendly, cruelty-free, clean molecules, and a coexistence of luxury and green,”* says Dr. Maria Vittoria Giatti, an Italian plastic surgeon, also part of the Future Collective.

It’s a new day in aesthetic surgery.



“If you think about AR as adding information to the physical world, the uses of the technology become evident,” says Robin Raskin, the US-based founder of Living In Digital Times, and a member of BEAUTYSTREAMS Future Collective.

“What if I cut my hair short, or dye it blond, or lose ten pounds, or get new glasses?

*“AR already allows us to play these what-if scenarios without making any investment until we can gauge results. With regard to in-store displays, AR will help navigate towards the right choices, create personalized samples right before your eyes, or show us what a foundation might look like in a different color,”* she comments.

*“The hardest thing for marketers will be to remove bias and pre-judgment that might effect the outcomes of AI, and neglect to use common sense.”*

In tandem with all these technological innovations is a growing demand for sustainably-sourced natural ingredients and materials, part of the

*“Holistic plastic surgery is the future.*

*This is not just about filling wrinkles or correcting an age skin spot, but a wider vision that cares about the psycho-physical “wellbeing” of each patient.*

*The synergy between plastic surgery, aesthetic medicine treatments, and home prescriptions for nutraceuticals and cosmeceuticals will gain momentum in the future,”* says Dr. Giatti.

*“Synthetic biology has a wide range of possibilities that could apply to beauty, from reformulating cosmetics to altering our bodies so they don’t age,”* remarks Andrew Hessel, renowned Biotechnology Futurist based in the USA.

BEAUTYSTREAMS will present these and other key insights at Cosmoprof Worldwide Bologna in a series of three major installations at the main Centro Servizi area.

The first installation is “The Big Picture” which gives an overall glimpse into the next decade, based on perspectives from different fields by the

BEAUTYSTREAMS Future Collective.

“A Day in 2030” is the second installation, a multi-media experience that invites visitors to immerse themselves in the lifestyle and consumption habits of consumers in 2030, from morning through afternoon to evening, with blue-sky concepts spanning color cosmetics, hair care, and skin care.

The third installation is “The Face of the Future” is an iconic representation of tomorrow’s consumers, exploring how they will evolve on a physical and behavioral level. For example, in the next decade, multi-ethnic and epigenetic evolutions will continue to shape the new faces of humanity.

our chosen environments. While every individual’s DNA composition is unique, the same genetic heritage does not necessarily result in the same exact physical appearance, as evidenced in the way identical twins age.

In addition, lifestyle, environment, and emotions are doing more to trigger processes that accelerate aging than DNA. External conditions have a massive impact on our mental well-being, our bodies, and our skin and hair as they can create an imbalance in the natural cellular process, resulting in premature aging and weakening of the skin’s natural defenses. Our lifestyles are quite literally imprinted on our skin.

Age demographics are also changing, creating ever-evolving consumers demands.

The rise in inclusive beauty is driving the industry to embrace a broader portrayal of consumers of all ages, including much older and much younger generations than previously targeted. On the one hand, the age category of over 65 is the fastest-growing segment of the world’s population, outstripped by an even older subgroup: those aged 80 and above.

However, old doesn’t mean old-fashioned and inactive. Our industry will need to adapt to dynamic octogenarians with their specific cosmetic needs and demands.

On the other hand, Alpha Gens, the first generation of truly digital natives, are growing up in the middle of a climate emergency, witnessing a quickly deteriorating planet and environment, which makes them uniquely inclined to be ethical and value-led. Some 67% of 6- to 9-year-

olds want to make saving the planet their career mission.

Fortunately for us all!

To discover more, BEAUTYSTREAMS will host a panel discussion at Cosmotalks, Cosmoprof Worldwide Bologna, where they have gathered several experts from their Future Collective for a live discussion on lifestyles shifts in 2030.



With interracial marriages on the rise, mobility increasing through international travel and immigration, and the rapid rise of urbanization and city living, the traditional physical features defined by mono- or bi-ethnic backgrounds will most certainly disappear.

New “metissages” will increase.

The role of genetics will soon take a back seat to