

BEAUTY BITES GALLERY

Top 5 most-read stories May 2022: Metaverse, future trends, beauty tech and green cosmetics

By Kacey Culliney [↗](#)

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A round-up of CosmeticsDesign-Europe's most-read news from May 2022 shows interest in big beauty's take on the future of the metaverse, predictions on the future of beauty and fragrances, and brand action on green cosmetic analysis.

The metaverse and fragrance future

Three big beauty brands – Estée Lauder, L'Oréal and Coty – provided their thoughts on what the future of the metaverse might bring to beauty at the annual Cosmoprof Worldwide Bologna event in Italy. Executives from each company suggested the rise of this virtual world would empower communities and stimulate creativity.

The future of fragrances over the next two years was also discussed by a range of experts in the field at last month's in-Cosmetics Global event in Paris. Members of industry suggested nostalgia would be an important moving forward and that there would be plenty of tech-forward innovations to drive transparency and create multifunctional perfumes.

Beauty trending – joy and tech

Market insights firm Beautystreams highlighted ‘joyology’ as a critical concept for beauty over the next five years, whereby industry instilled a sense of positivity and joy through its product and service innovations.

Fellow market insight firm Mintel also dived into the future of beauty tech, discussing how the metaverse, NFTs and blockchain presented opportunities for the beauty industry, today and in the years to come.

Going green, measuring green

Estée Lauder published a piece in the Royal Society of Chemistry journal, outlining its method to analyse the green profile of ingredients, formulations and end products. The company suggested this was key to shaping a greener and more sustainable future in beauty.

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THE 5 MOST READ STORIES FROM THE PAST MONTH
BY LINDSEY BARNES

1. Community, mindset and creativity: Estée Lauder, L’Oréal and Coty discuss future of the metaverse

2. Future fragrances: Transparency, biotech and ‘feel-good’ perfumes to surge by 2024

3. ‘Joyology’ set to define future beauty trends until 2027: Beautystreams

4. The future of beauty tech? The metaverse, NFTs and blockchain says Mintel