



Beautystreams Highlights Health Span Beauty: Why the Move to Journey-Inclusive Beauty is Inevitable

According to Beautystreams, the beauty industry, traditionally focused on youthfulness, is undergoing a profound shift in perspective towards embracing aging as a natural part of life.

PUBLISHED MARCH 18, 2024

You might have started hearing more and more about longevity recently, both within the beauty industry and beyond. There's been a significant shift towards prioritizing longevity and health span in recent years, emphasizing the growing importance in consumers' minds of prioritizing their health. Researchers are particularly interested in "blue zones," regions like Okinawa, Japan; Sardinia, Italy; the Nicoya Peninsula in Costa Rica; and Loma Linda, California known for their exceptional longevity and low incidence of age-related diseases. This growing interest in longevity within the beauty world is reflected in recent industry investments with companies like The Estée Lauder Companies and L'Oréal backing longevity-related initiatives and investing in biotech companies that focus on aging and longevity.

The beauty industry, traditionally focused on youthfulness, is undergoing a profound shift in perspective towards embracing aging as a natural part of life. There's a growing emphasis on holistic approaches to aging, acknowledging the interconnectedness of physical, mental, and emotional well-being. And hormones, long perceived as unwelcome troublemakers, are steadily starting to be brought more into the conversation and being celebrated for their role across life's journey. As the beauty and wellness industries continue to evolve, there is a growing demand for personalized approaches that address individual differences in aging processes and health needs. Consumers are increasingly seeking health conscious alternatives and expect companies to understand their unique concerns. This shift towards journey-inclusive practices represents a positive step towards promoting health and well-being for people of all ages, reflecting a broader societal movement towards embracing aging.

Take a look at how **Health-Span Beauty**, a beauty movement forecasted by Beautystreams set to impact our industry over the next three years, translates on the market today.