

BEAUTYSTREAMS

PRESS RELEASE

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BEAUTYSTREAMS Gathers Trend Experts, Doctors, Researchers, and Beauty Innovation Specialists in Paris to Discuss Longevity and its Impact on the Beauty Industry

[Paris, June 19, 2024] – BEAUTYSTREAMS, the global beauty industry trend insights platform, gathered a prestigious panel of experts in Paris, France during their exclusive symposium "LIFELONG CARE: The Changing Face of Beauty in the Age of Longevity" on June 11, 2024 to unravel the longevity movement and its impact on the beauty industry and its consumers. Aiming to shine a light on an ever-important topic that is set to impact the industry and all categories in years to come, the symposium held at Salle Gaveau garnered much attention amongst the beauty community, sparking discussion around the progress made around inclusivity, representation, aging, and innovation within the industry and the remaining advances

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needed to be made in the context of a globally aging population. The audience included beauty industry executives from major corporations, cosmetics brands, and contract manufacturers, underscoring the significance of longevity and the evolution of age-related topics as a primary focus in B2B discussions.

Opening the symposium with an introduction to Lifelong Care, **Michael Nolte, SVP Creative Director at BEAUTYSTREAMS** explains that “one of the drivers of the Lifelong Care movement, naturally, is the evolution of our human species. There is the rise of the population’s average age and the lengthening of life expectancy which is happening almost everywhere.” Beyond shifting demographics, one of the drivers of the movement is characterized by the growing openness of speaking about once-taboo topics: “the rising ‘freedom’ of speech around hormonal changes, especially in large urban cities, is becoming prominent,” as Michael states, inciting brands to rethink their product strategies and create highly segmented product lines dedicated to all stages of life. An increasingly holistic perspective is spurring changes within the industry, opening new opportunities for beauty brands to cater an inside-out approach.

Following an in-depth introduction to the movement of Lifelong Care, a panel of industry experts took the floor to discuss the movement’s impact on the industry at large, from the industry’s role in normalizing and celebrating aging, to the varying cultural approaches to age, and the importance of recognizing and catering to the plethora of hormonal changes that can happen in one’s life. Indeed, although the industry has seen age representation become more pronounced in recent years, many beauty advertisements still portray women in their twenties and thirties to advertise for products destined for consumers with mature skin. “We have a responsibility as an industry to educate consumers; we are the ones who ultimately establish the standards of beauty, so we are responsible for the transparency of what these standards of beauty are,” shares **Céleste Grossgold, Global Head of Innovation, New Frontiers of Beauty at L’Oréal**.

While standards of beauty in the West are still youth-centric, there are many learnings which can be adopted from Eastern cultures to normalize and even celebrate aging: “the approach to health and to the body in Asia is much more

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pragmatic. In Asia, and specifically in Japan and now Korea and China, longevity clinics help people understand their own bodies, from a neurological, locomotor, and cardiovascular perspective through to understanding the skin. This allows them to identify each individual's unique weaknesses and act accordingly in prevention of certain issues that might arise," explains **Doctor Michèle Verschoore, dermatologist, expert in cosmetic science, dermatological research, and health ethics.**

Indeed, understanding one's own body and fostering this type of education is spurring a new wave of preventive care within the industry. **Caroline Lanson, President and Co-Founder of MiYé,** shares her thoughts on the industry's direction: "We're coming back to more common sense, ultimately. Up until now, we wanted to be omnipotent and say that we could correct everything in terms of appearance. For me it's a return to common sense. We're back on a trajectory that will really look at the root causes of skin issues."



Following an in-depth round table discussion around the impact of the Lifelong Care movement on the beauty industry, **BEAUTYSTREAMS VP Bespoke Division, Bengt Jacobsson, Executive Editor, Products Anne Catherine Auvray, and Market Manager France, Élodie Vicini,** explored current innovations

tied to the longevity movement and key ingredients to watch as the industry shifts towards a more preventive approach across all categories of beauty, from skin care to color cosmetics, hair care, personal care, and men's grooming. As research into preventive care becomes more pronounced, ingredients like sirtuin proteins, NAD+, and AMPK show promise. Research into "omic" technologies like proteomics, genomics, transcriptomics, and metabolomics — or the characterization of biological molecules and their structures, functions, and dynamics — also opens new pathways for product innovation within the health, wellness, and beauty industries.

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When discussing longevity, science and lifestyle are essential factors that come into play. The symposium's final round table brought together researchers and doctors who shared insights into the unique roles of scientific research and consumer lifestyle when exploring longevity.

Doctor François Sarkozy, President of FSNB Health & Care and “Tous Pour La Santé,” and author, shares that while we all have a “chronological age, which is the age stated on our passports, we also have a biological age. We even talk about epigenetic age. Behaviors and lifestyles will impact the expression of our genes. In fact, up to 80% of the expression of our genes are affected by our lifestyle.” Indeed, an individual's daily habits — from nutrition, exercise, to cognitive training to social interactions — have more of an impact on one's health and longevity than innate genes. While nutrition and physical exercise are the first factors one may think of when hoping to improve their health-span, one often overlooked factor is social interactions and sense of community. “Many studies have demonstrated the importance of social interactions, as they relate to healthy aging. Isolation is a poison. Isolated individuals will tend to get stuck in a vicious cycle where they will stay at home, not exercise, lose their appetite, and lose weight,” explains Doctor Sarkozy. As he shares, “the good news is that according to studies, it's never too late to increase our lifespan.” With positive changes in lifestyle, even beyond 50 or 60 years old, one can gain up to 10 or even 20 years of life in good health.

In terms of scientific research, **Doctor Miria Ricchetti, Research Director and Head of Research Unit at Institut Pasteur**, shared some insights into the research behind the process of aging, her core area of research focus at Institut Pasteur. “Senolytic treatments, or treatments that selectively clear senescent cells, is a promising pathway. In aging, there is an accumulation of senescent cells, either because these cells are being increasingly produced as we age, or because they are eliminated less, or both. Currently in clinical trials, there have been positive results from senolytic treatments that remove those senescent cells that are present in excess,” explains Doctor Ricchetti. As a promising direction for scientific research on longevity, the clearing of senescent cells could open new avenues of innovation across health, wellness, and beauty. Meanwhile, Doctor Ricchetti shares the importance of focusing on the microbiome and cellular therapy. “There is wonderfully

promising research in these fields that we hope to be able to share results for once concluded.”

Concluding an in-depth symposium on longevity, Michael Nolte took the stage once more to share how these insights can be applied to the beauty industry and how brands can leverage this new wave for product innovation. Across all categories of beauty, learnings from this symposium can be applied to curate beauty with an individual approach, and an inside-out mindset. In skin and personal care, the focus on all age groups and all stages of life and hormonal cycles is key, while a focus on science-backed ingredients and cellular vitality also becomes essential when curating new product lines. In hair care, the “gray-clusivity” movement should be embraced by brands to cater to a growing portion of the population that expects personalized treatments specifically designed for their age groups. Meanwhile, the longevity movement also impacts the color cosmetics as sensoriality and the “skinification” of make-up continues to be on consumers’ minds. Across the fragrance category, the potential for functional fragrances and age-specific fragrances opens new pathways for innovation, to cater to the changing chemistry of one’s skin as we age. Finally, within the men’s grooming category, hormonal cycles should also not be ignored and should drive product development strategies as andropause becomes an increasingly talked-about topic.

About BEAUTYSTREAMS

BEAUTYSTREAMS is the global beauty industry reference. It is an indispensable resource for beauty industry professionals. Catering to industry insiders across the full beauty supply chain, BEAUTYSTREAMS provides future insights, product forecasts, consumer analyses, and market intelligence on a global level as well as on a local scale across six continents. For any further information or press inquiries, please contact us at:
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