



## Management Summary

for

The German Cosmetic, Toiletry, Perfumery and Detergent Association



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# Three Theses on the Future of Beauty Care

# 1. Beauty becomes more individual: authentic is the new beautiful



The pluralisation of lifestyles also entails a pluralisation of aesthetics. In a world in which always the same face is smiling at us from billboards, packaging, TV spots and Instagram streams, the deviation from the norm becomes the new USP. **In a world in which everything is medially possible and everybody can reach perfection thanks for Photoshop, authenticity becomes the absolute factor of attractiveness** – both for individuals and also for brand identity!

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After a myriad of people tried to emulate a beauty ideal for decades, many different ideal conceptions will now differentiate. Some aesthetes will remain more influential than others: trends which focus on bodily strength, overweight, absolute artificiality as well as a comeback of original, overstaged masculinity will continue to dominate the markets. However, at the same time, authenticity and [staged] naturalness gain increasingly in impact.

## 2. Social networks: the new leading media for beauty care



**Beauty is the new currency in image-heavy social networks.**

The significance of a good appearance is enormously increasing through social media – in particular amongst young people. It is easier to reach the perfect selfie through numerous auxiliary means like makeup, filters, Photoshop (and in the most extreme case, plastic surgery). Against this backdrop, a shift towards authenticity and pluralisation is, therefore, imminent, in particular in the digital sphere. Former niches are coming together online in impactful communities and propagate alternative ideals.

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Not only beauty ideals will in future above all be created online. Knowledge about ingredients, functions, routines, brands and products will become more easily available through apps, websites and meta services – and consumers will become increasingly critical. The review culture on the internet is merciless; it can create new cult brands but also a devastating image damage. **Brands must present themselves authentically and transparently to gain the confidence of their customers;** they must understand themselves as information source and adviser on a peer level and take alternative aesthetic perceptions seriously to emerge as winners from the digital era. Because YouTubers, bloggers, Instagram stars and other influencers as well as helpful and entertaining apps, portals and web services become the most important interfaces to the customer; screens become the key component of any customer communication.

### 3. Mindful beauty: mindfulness instead of anti-ageing



In the era of demographic change, the lifestyles of the Generation 65+ are changing. Beyond the obsolete picture of a passive pensioner existence, the free-agers, the new senior citizens, spend their twilight years actively, delightfully – and in particular mindfully. They have learned to go their own way and not to have their remaining time spoiled by a striving for optimisation and obsession with youth. With classical anti-ageing claims this growing group will in future be less accessible. **Free-agers want products which support them in their mindful, active lifestyle – not in a hopeless chase for youthfulness.**

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**Mindfulness becomes the strongest counter trend in digitalisation and a pillar of body care.** In this connection it undergoes a change in significance: away from passive (wellness) consumption towards conscious and active rituals of self-care. Brands which reinvent themselves as mindfulness ambassadors and offer inspiration and orientation for a holistic lifestyle will decisively co-determine the market in future: inner and outer self-care are merging! Products must befit the trend of mindful lifestyle in different respects – and must not only be good for the consumer but also for the environment. Because the longer we live, the more relevant the traces we leave on the planet. The separation between “good for me” and “good for my environment” will increasingly be considered as obsolete by the consumer. Ingredients take more and more centre stage. The list of ingredients hence becomes an important part of brand communication.

# Conclusion

Body and beauty care will in future be exposed to two strong and highly contrasting trends: on the one hand, the striving for perfection continues to go sky-high, driven by digitalisation and its opportunities. Instagram, selfie cult and digital image processing tools increase the pressure to look good, more particularly amongst young people: the physical appearance has never been as important as today, the representation of beauty has never been so omnipresent. On the other hand, there is a powerful antipole marked by mindfulness, naturalness and authenticity which will definitely pick up pace as a result of the demographic change during the coming decades. There has never been so much debate about mindfulness, inner values and alternative ideals.

The future remains complicated: the hype around the perfect selfie will not stop during the coming decades and the new mindfulness wave will not ebb away. The two trends will continue to exist next to one another; they and will change themselves reciprocally and new hybrids and impulses will emerge.