



## **Responsible Cosmetics:**

## Scientific, Sustainable and Ethical Integrity

Gabriela Daniels MSc, MBA

#### Agenda

□ Trends influencing cosmetic consumption

**Research** perspectives

Conceptualisation of the challenges and opportunities



Ageing population and global longevity trends Beauty consumption trends

### 2021-2030 UN Decade of Healthy Ageing

The Platform

In 2020: people aged 60 years or over outnumbered children under 5 years

By 2050: more than twice as many people above 60 as children under 5

By 2050: people aged 60 years or over will outnumber adolescents and young people aged 15–24years

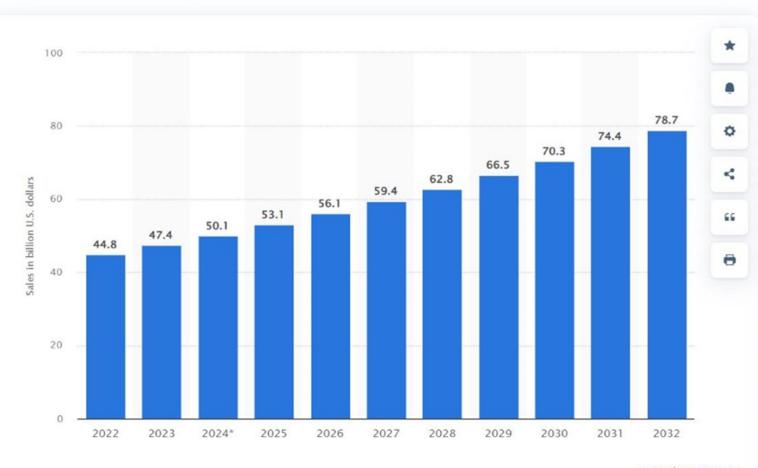


Consumer Goods & FMCG > Cosmetics & Personal Care

#### Size of the anti-aging products market worldwide from 2022 to 2032

(in billion U.S. dollars)

Additional Information



## Anti-ageing skincare market

Statista report: release date: October 2024

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#### **Beauty marketing and advertising**

1970s 1950s 1880s ARS WE ARE PROUD TO ANNOUNCE A FINE NEW LINE OF BEAUTY PREPARATIONS . . . SOFT, WHITE EALTH BEATTIFU WE INVITE YOU TO COME IN AND down for the first time in Salt I als 2020s MEET MISS LAUDER . . . she will 400p personally show you her wonderful City, her "perfectionist" reporctions for greater skin beauty. Cleansing Oil Crame Pock . Super-Rich 3.30, 5.30 Arden Pink 61 Super-Roh All-Purpose Creme Suin Lorion ...... Super-Rich Eye Creme Cream Pack ..... Estodeme Lipstick ...... Powder ..... Cream Esupe Cream Esupe 1.30, 4.00, 7.00 ryanmarcpayne Follow nmarcpayne · 2021-7-22 1.50 2.00, 2.50 1.50 Who doesn't love a skincare ASMR video 鑻 🔆 @florena\_uk #asmrvideo #skincareasmr #skincareroutine AD All plus tes original sound - Mireva Rio huerbach's https://www.tiktok.com/@rvanmarcpavne/video/69877... Copy link Comments Creator video: 9 The advertiser has turned off comment

HANDS.

OAP

SOAP.

LET

HENCE THE BEST & CHEAPEST.

GHAPP

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# Cosmetics for the diverse consumer

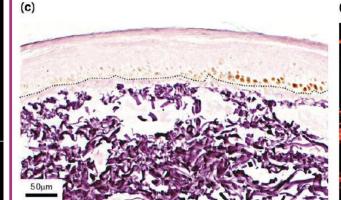
Advanced science: skin biology and physiology for photo ageing prevention and management

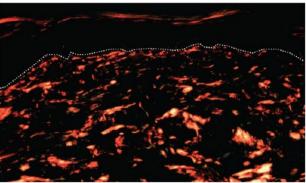


Griffiths *et al*, Br J Dermatol 2023; 189:i17–i23 https://doi.org/10.1093/bjd/ljad282

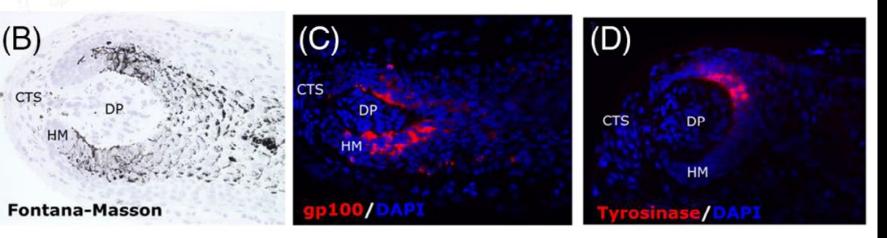
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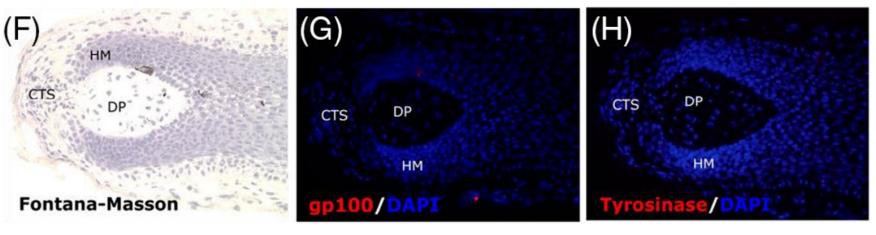


#### **Pigmented follicle:**



O'Sullivan *et al*., Biol. Rev. (2021), 96, pp. 107–128. 107 doi: 10.1111/brv.12648/

#### Grey follicle:

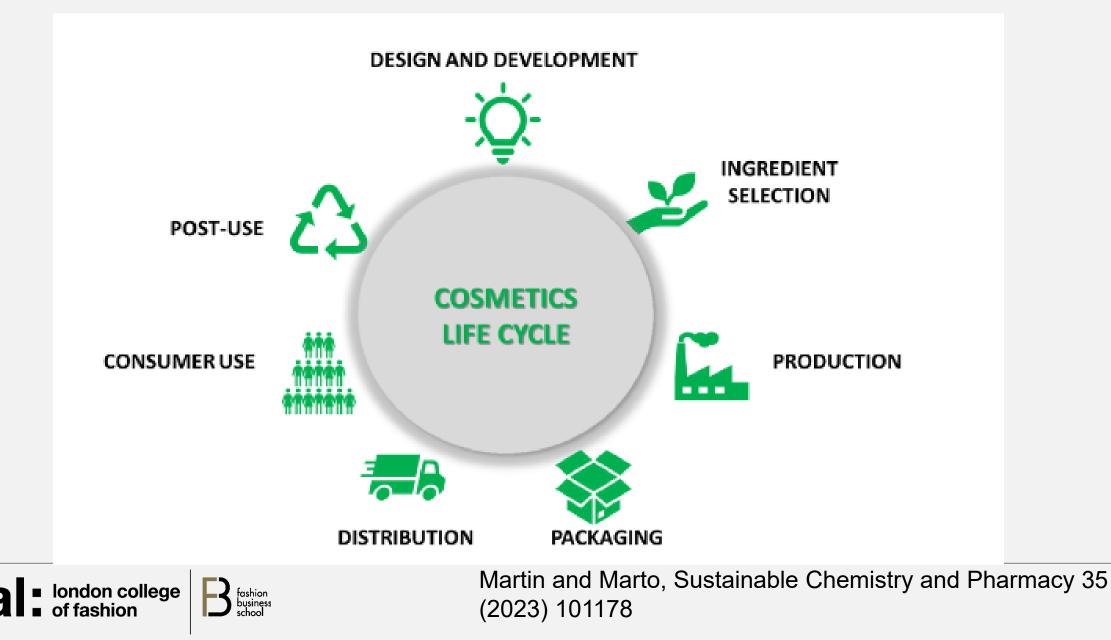


#### Hair colour management

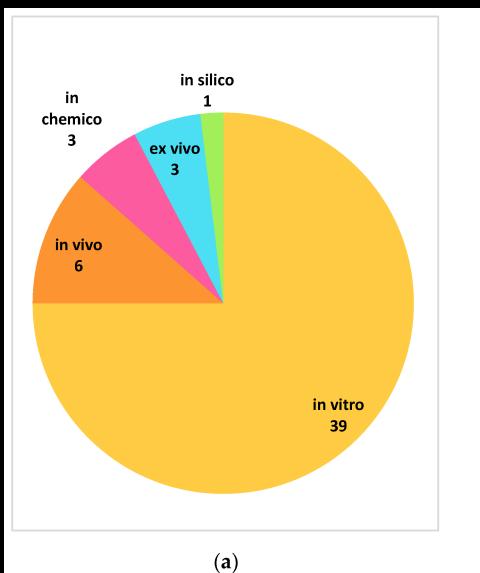
arts.ac.uk

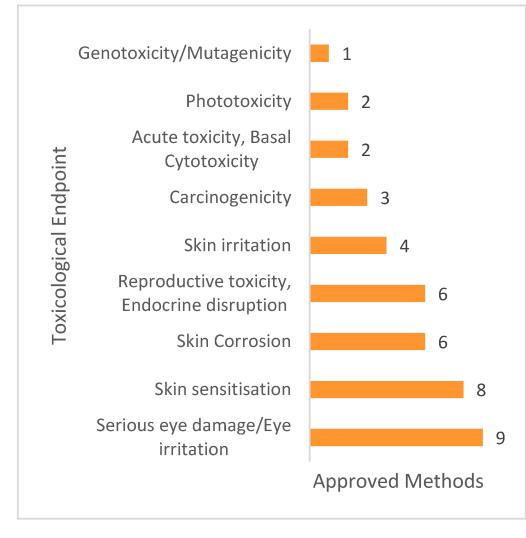
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#### Sustainability: cosmetic life cycle analysis









(b)

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#### Psychological perspective: defining beauty "objectively"

Fink B. *et al.* Int J Cosmet Sci.2024;46:1017–1034. https://doi.org/10.1111/ics.13003

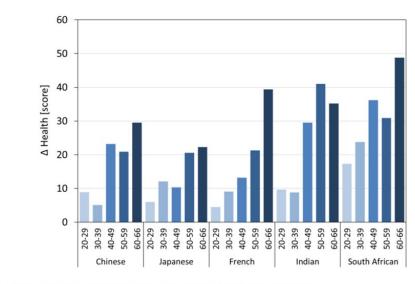


FIGURE 4 Difference between self-rated and assessor-rated health of female participants.

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#### Social perspective: beauty perks and penalties

Anderson *et al.,* Sociology Compass 4/8 (2010): 564–575, 10.1111/j.1751-9020.2010.00312.x

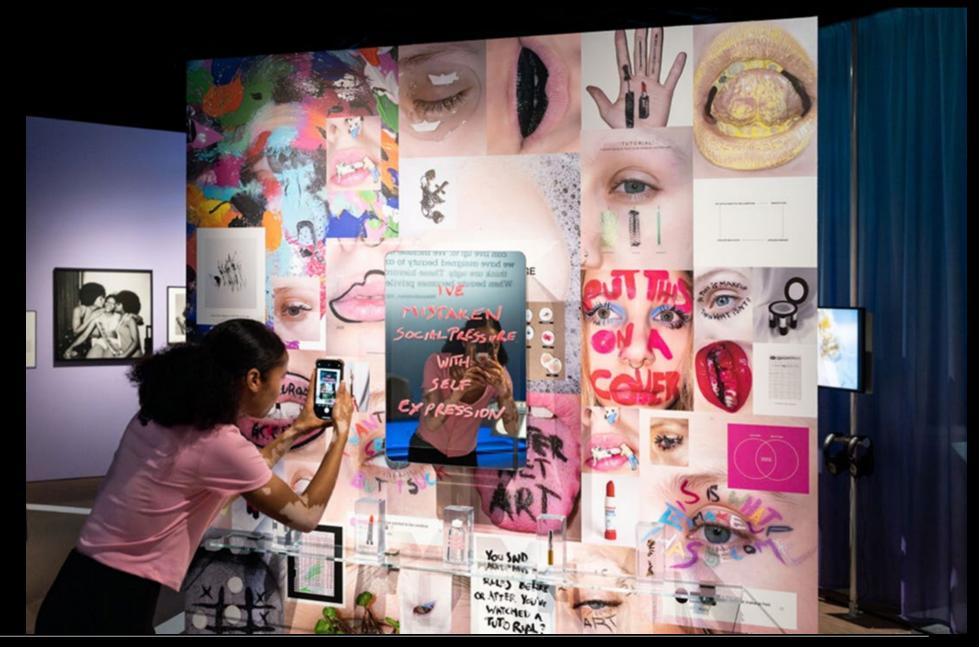
Table 3.	Perks	resulting	from	beauty	and	attractiveness
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Perks	Number of studies	
Self-esteem and optimism	9	
Social desirability (sought more as friend and intimate partner)	11	
Social value (perceived to be greater loss to society if dies)	34	
Credibility (perceived as more believable and authentic by others)	7	
Status and power (greater ability to influence others)	11	
Health (more fit, less illness)	5	
Relationships (more loving and longer in duration)	6	
Employment opportunities and outcomes	5	
Total number of studies	88	

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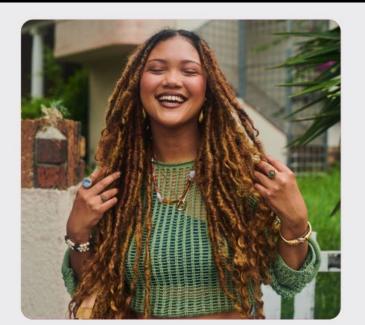


Media and cultural studies



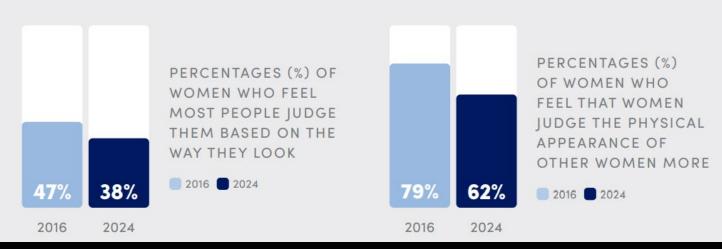


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"I hope those in power or those who have a voice would advocate more for the kind of beauty that does not cater to the male gaze or the patriarchy. I hope our girls will grow up and live their lives to be more accepting of themselves and their female peers."

Woman, aged between 25-29, from the Philippines



#### Social purpose: industry practices

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## What next?

Research Article

#### Responsible and Sustainable Beauty Consumption for Wellbeing of Older Adults

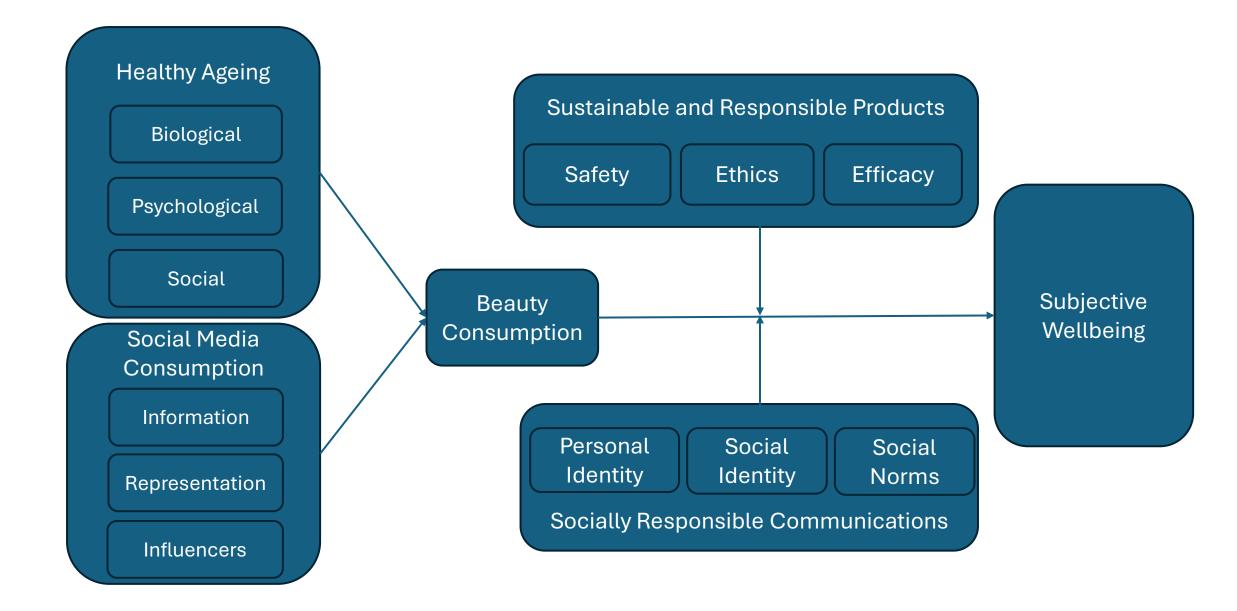
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**S** Sage

Gabriela Daniels<sup>1</sup> D and Suraksha Gupta<sup>2</sup>

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DOI: 10.1177/02761467251331440blication



#### Thank you

#### g.n.daniels@fashion.arts.ac.uk

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