

Health and Beauty in a Changing World

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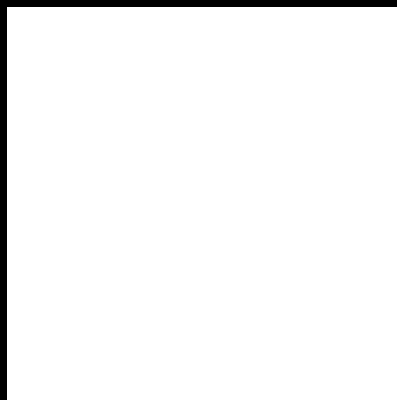
Role of Future Generations Conference
27 November 2025 (online)

Agenda

- Intergenerational health
- Youth, beauty and health
- The science behind sustainable consumption
 - The future



Intergenerational beauty



2021-2030 UN Decade of Healthy Ageing

In 2020, for the first time in history, people aged 60 years or over outnumbered children under 5 years. By 2050, there will be 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 15–24 years.

Healthy ageing is developing and maintaining the functional ability that enables well-being in older age. Functional ability is determined by the intrinsic capacity of an individual (i.e. the combination of all the individual's physical and mental capacities), the environment in which he or she lives (understood in the broadest sense and including physical, social and policy environments) and the interactions among them.



Decade
of healthy
ageing

The Platform



EN

Knowledge for healthy ageing

Find and share knowledge that can improve the lives of older people, their families, and their communities.

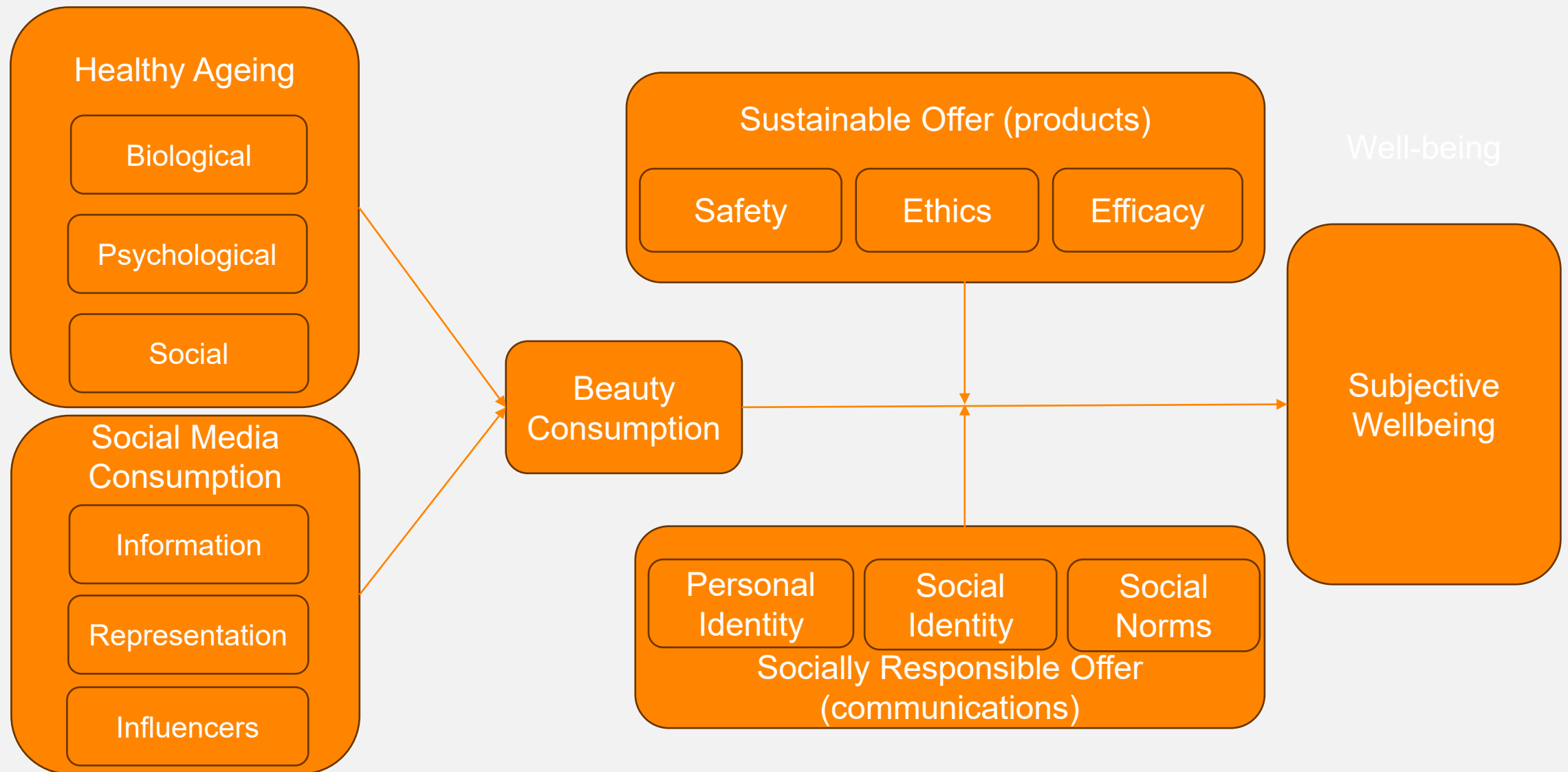
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- Dimensions of ageing: physiological, psychological and social
- The role of the younger generations in achieving healthy ageing
- Good quality research in the fields of biological sciences, social research, consumer research and marketing, gerontology

<https://cdn.who.int/media/docs/default-source/decade-of-healthy-ageing/decade-proposal-final-apr2020-en.pdf>

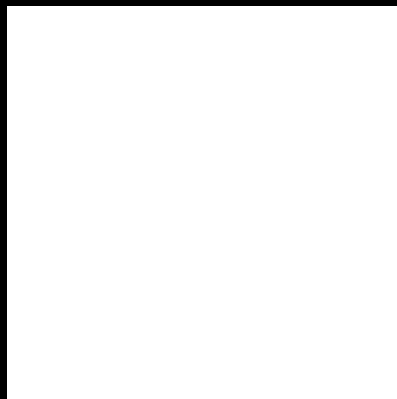


Based on: Daniels, G. and Gupta, S., 2025. Responsible and Sustainable Beauty Consumption for Wellbeing of Older Adults. *Journal of Macromarketing*, p.02761467251331440.

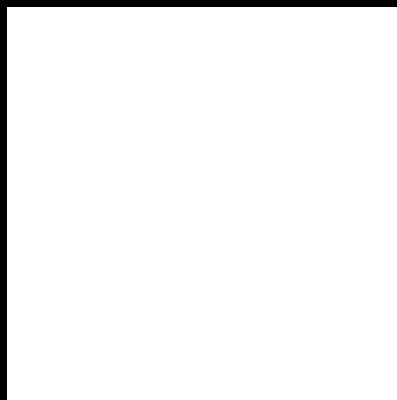
Healthy ageing begins early



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Youth, beauty and health



Youth as a symbol of health and fertility

- Beauty standards are culturally defined
- Youthful appearance is commonly equated with beauty
- Flowless skin and complexion, long and plentiful hair are depicted in the arts as the hallmarks of beauty



Sociology: aesthetic capital and aesthetic labour

“**aesthetic capital**...beauty traits that are perceived as assets capable of yielding privilege, opportunity and wealth.”

Anderson, T.L., Grunert, C., Katz, A. and Lovascio, S., 2010. Aesthetic capital: A research review on beauty perks and penalties. *Sociology Compass*, 4(8), pp.564-575.

“**aesthetic labour** as work in which individuals are compensated, directly or indirectly, for their body’s looks and affect”

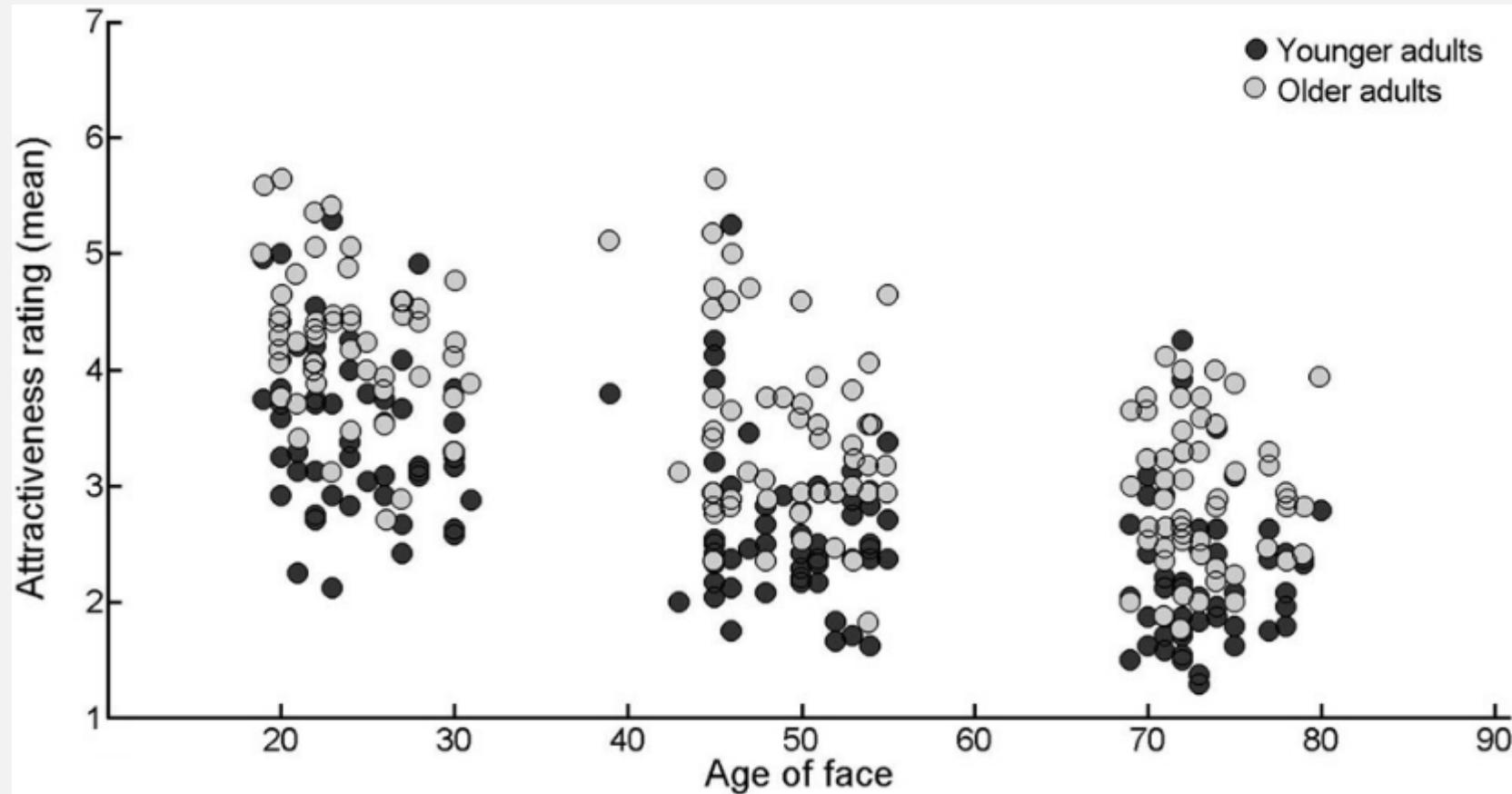
Mears, A., 2014. Aesthetic labor for the sociologies of work, gender, and beauty. *Sociology Compass*, 8(12), pp.1330-1343.

Psychology: preferences for youthful faces

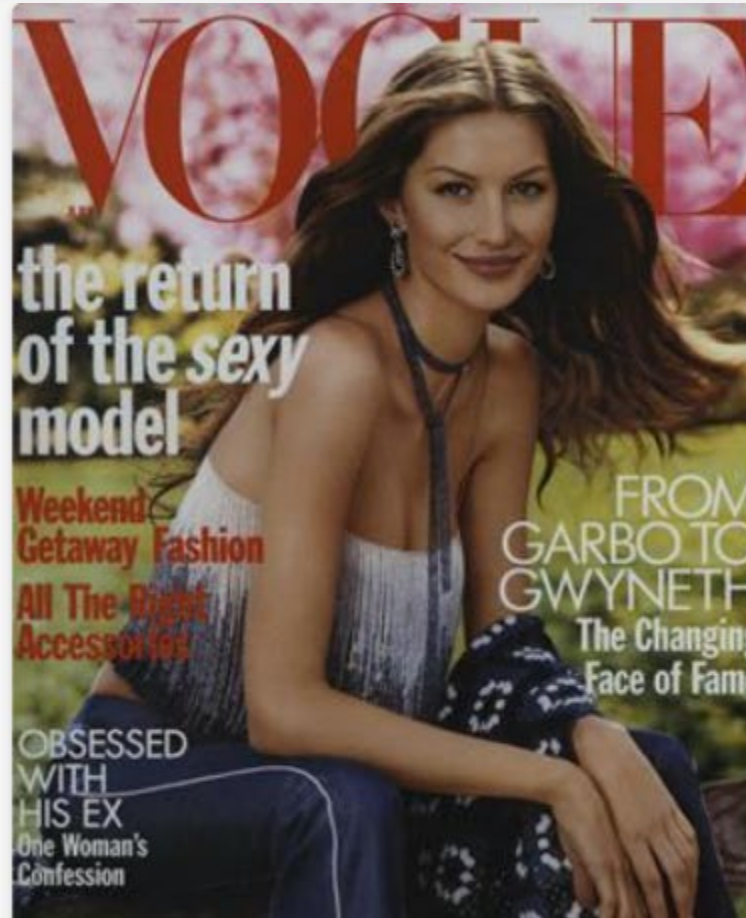
Facial skin texture
and attractiveness

Facial feature
symmetry and
attractiveness

Kiiski, H.S., Cullen, B., Clavin, S.L. and Newell, F.N., 2016. Perceptual and social attributes underlining age-related preferences for faces. *Frontiers in human neuroscience*, 10, p.437.



The world of fashion and beauty (2000s)



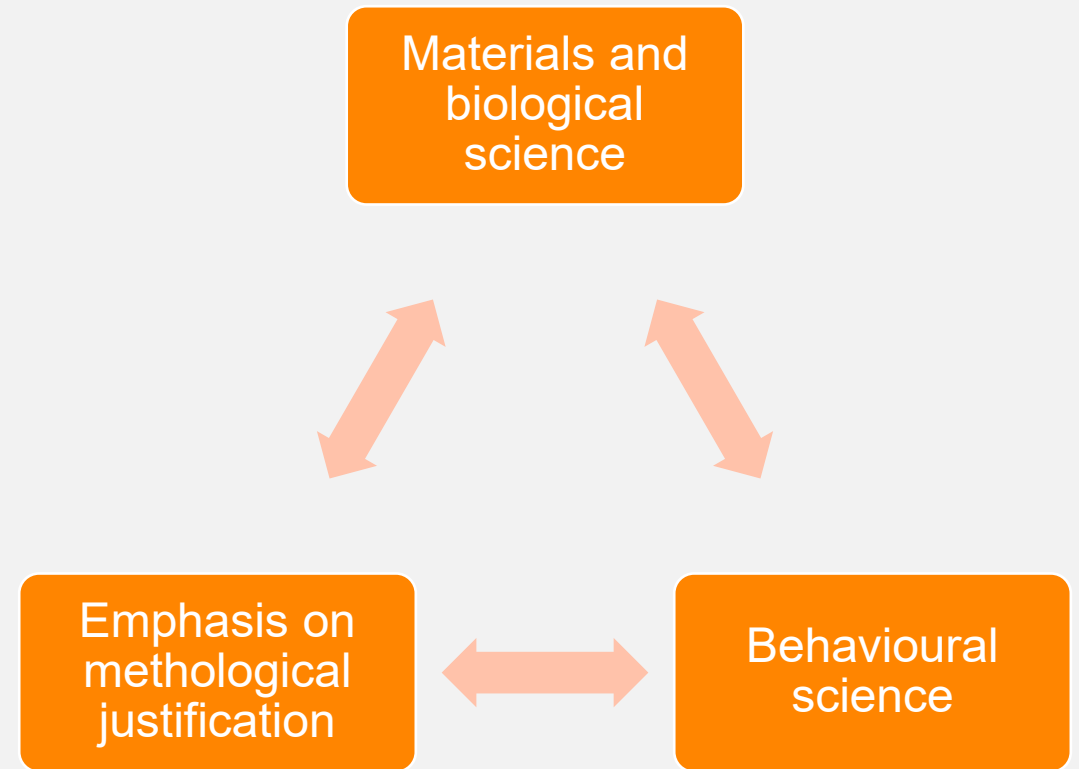
The world of fashion and beauty (2025)

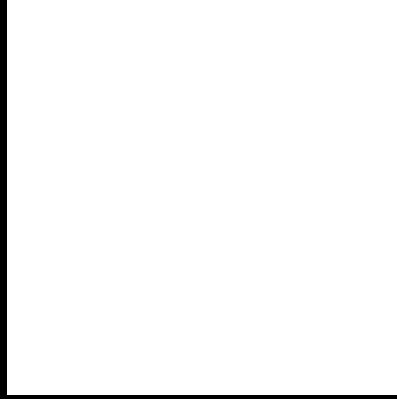


Interdisciplinarity

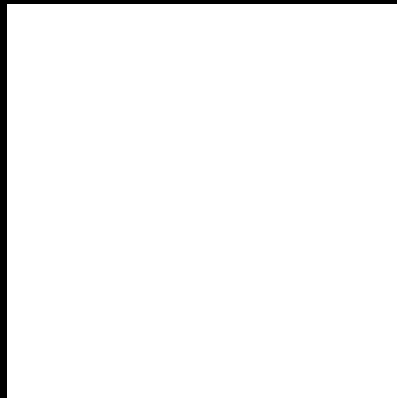
Interdisciplinarity is necessitated by complexity, specifically by the structure and behavior of complex systems.

Newell, W.H., Wentworth, J. and Sebberson, D., 2001. A theory of interdisciplinary studies. *Issues in Interdisciplinary Studies*.





The science behind sustainable consumption



Safety and ethics

A review of alternatives to animal testing

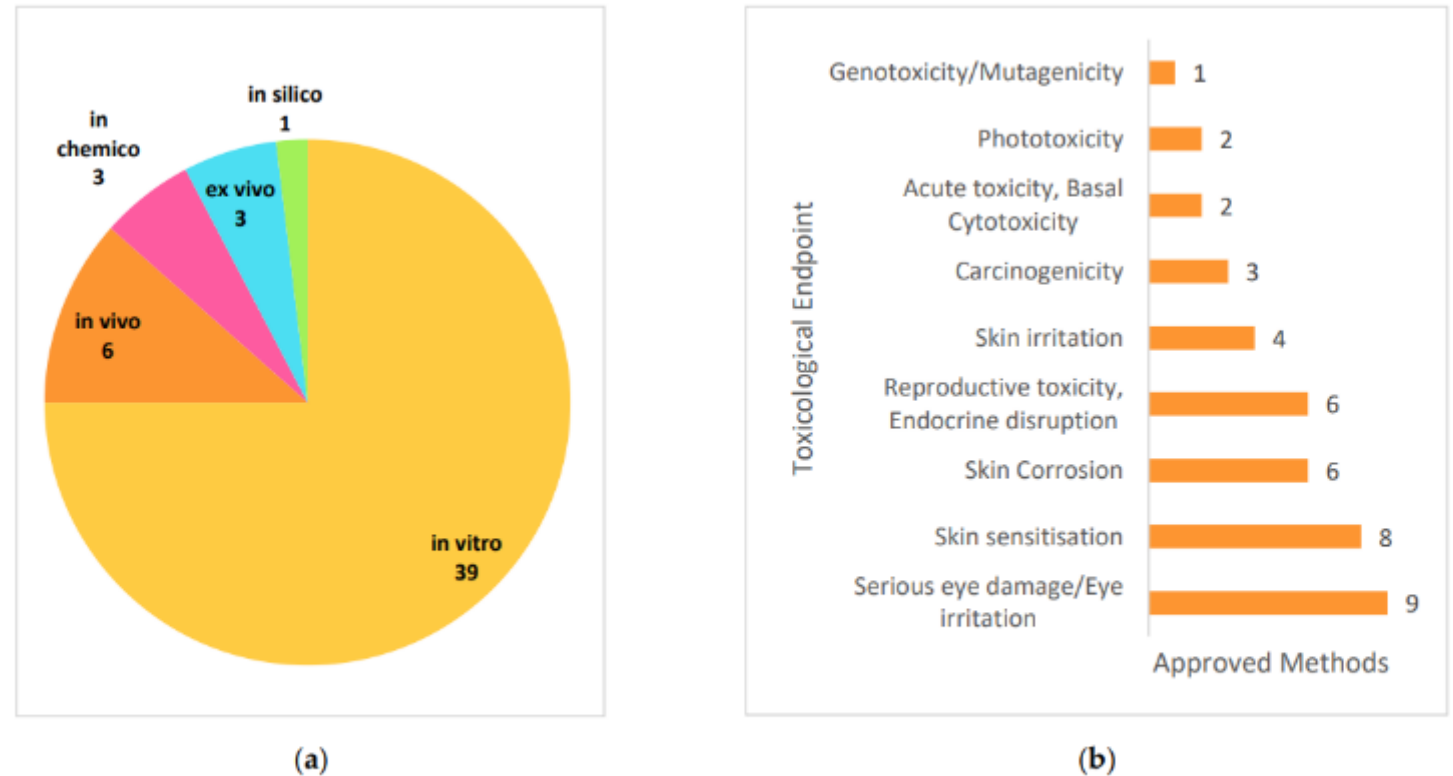


Figure 2. (a) Adopted alternative testing methods, based on TSAR data [37]; (b) Toxicological endpoints of adopted NAMs related to human safety of cosmetics, based on TSAR data [37].

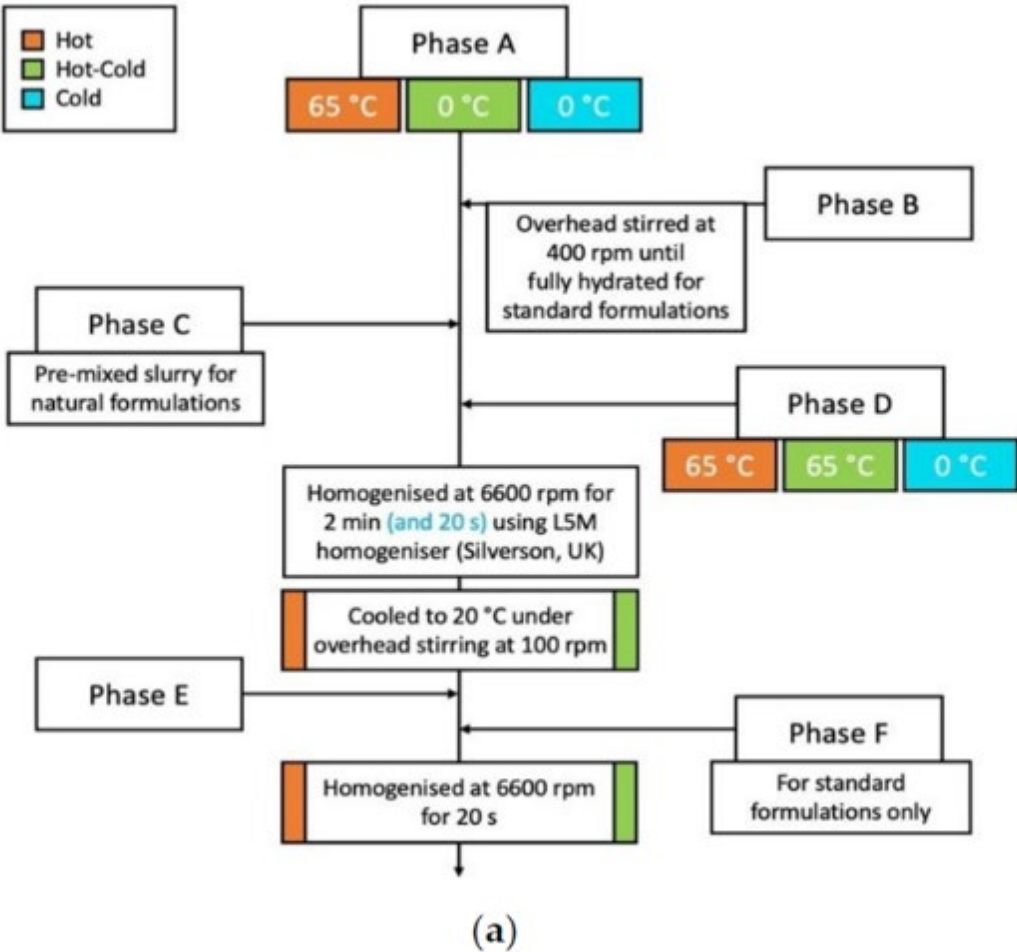
Silva, R.J. and Tamburic, S., 2022. A state-of-the-art review on the alternatives to animal testing for the safety assessment of cosmetics. *Cosmetics*, 9(5), p.90.

Sustainability

Environmental impact of cosmetic productions

Table 13. Carbon footprint figures (in CO₂e for 100 years) for 500 kg of O/W emulsions, produced by Benchmark Consulting and based on Ecoinvent 3.8 sources; Benchmark Consulting is ISO 14067-accredited.

Process	CO ₂ e for Ingredients	CO ₂ e for Manufacturing	CO ₂ e for Packaging	Total CO ₂ e Figure
Standard hot emulsion	0.30	204.38	29.58	234.26
Standard hot-cold emulsion	0.30	141.15	29.58	171.03
Standard cold emulsion	0.31	136.86	29.58	166.75
Natural hot emulsion	0.80	161.22	29.58	191.60
Natural hot-cold emulsion	0.80	141.15	29.58	171.53
Natural cold emulsion	0.98	136.86	29.58	167.42



Tamburic, S., Fröhlich, J., Mistry, S., Fischer, L.J., Barbary, T., Bunyan, S. and Duffton, E., 2023. Sustainability by reduced energy consumption during manufacturing: the case of cosmetic emulsions. *Cosmetics*, 10(5), p.132.

Behavioural science for cosmetic efficacy

Subjective evidence-based ethnography for cosmetic claim development

Daniels, G. and Heitmayer, M., 2024. Taxonomy for the assessment of the subjective experience of curly hair manageability. *International Journal of Cosmetic Science*, 46(6), pp.1074-1087



Qualitative data: valuable resource

Quantitative data: instruments for data collection

Daniels, G. and Heitmayer, M., 2024. Towards a taxonomy for assessing and classifying the needs of curly hair: A mixed method, ethnographic and quantitative data study. *International Journal of Cosmetic Science*, 46(5), pp.746-760.

Aesthetic goals

- sleek hair
- less frizz
- curl definition

Haptic goals

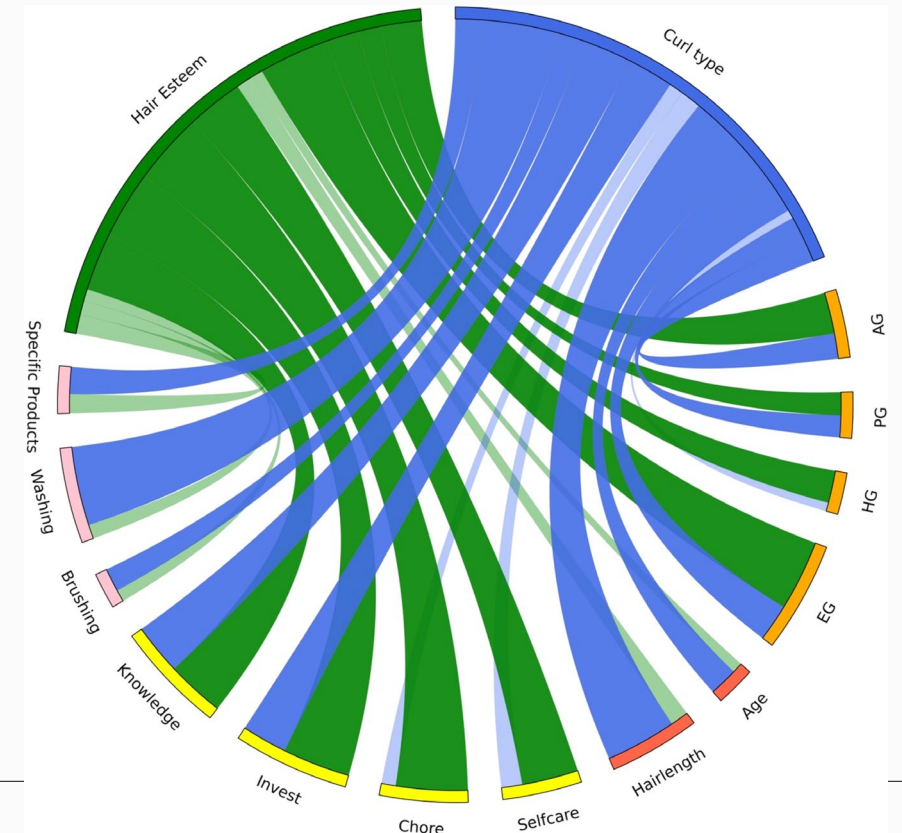
- smooth hair
- soft hair
- less tangled hair

Practical goals

- quick results
- easiness
- longevity of style

Emotive goals

- healthy hair
- natural hair
- gaining recognition



Research in action



- Scientific research related to consumer goals
- Developing testing methods
- Correlations of in vitro product testing methods
- Expanding the effectiveness of the products consumed

Image source: Textured Hair <https://vimeo.com/949662817>

Ageing and positive aesthetics

- Mixed methods study of Black women, age >60 living in the UK
- Study focused on hair ageing

Daniels, G., Khadaroo, A., Hur, Y.J., Searing, C., Terrelonge, D. and Zeilig, H., 2025. "I am now being who I am and I'm proud of it": Hair related personal and social identity and subjective wellbeing of older Black women in the UK. *Journal of Women & Aging*, 37(2), pp.111-130.

Hair ageing

Hair greying:
positive and
negative
experiences

Less time and
effort

Hair and identity

Personal identity:
shift from
negative to
positive
comparisons

Politics of hair

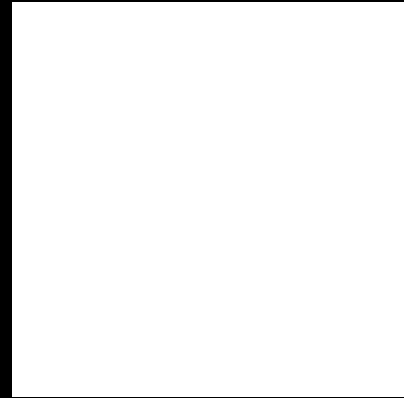
Hair and subjective wellbeing

Choices driven
by health focus

Emotional gains



The future



Health and beauty in the changing world

- Emphasis on personalised and health orientated beauty
- Functionality and aesthetics: two sides of the coin
- Multi faceted and multi sensory aesthetics to substitute exclusively visual culture

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Thank you

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