

# UNLOCKING TRANSFORMATIVE BEAUTY TRENDS

Essential Insights for Global CPG Leaders



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# WHAT IS ANTHROPOLOGY, AND HOW ARE WE USING IT?

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## What is anthropology?

- The study of human societies and culture.
- AI Anthropology at Lux: Studying the language of meaning around topics, trends, and issues in culture.

## How do we do it?

- Contextual analysis of millions of consumer conversations to allow for an authentic, observational, and ethnographic analysis of culture.

## Why it matters?

- Decode the implicit meanings behind concepts, trends, issues, and ideas.
- Really get to know your consumer beyond a superficial level.
- Ensure research and innovation teams are always asking the right questions.
- Help you solve the right problems!

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# TECH CARE

Where beauty meets innovation

# TECH CARE

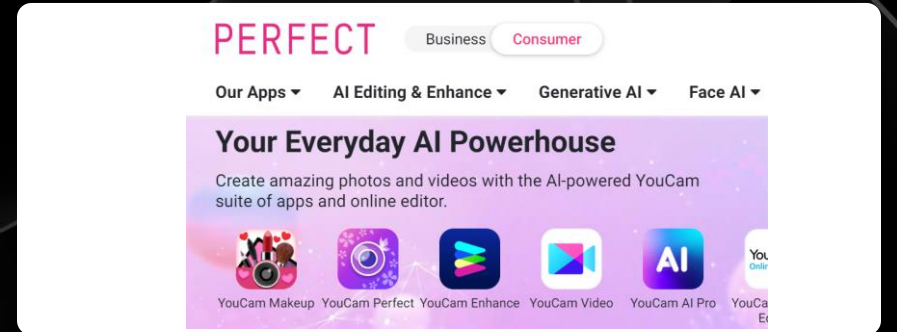
## Western consumers: Self-discovery and exploration

*Motivation:* Understand my body at the deeper level.

- **AI Hyper-Personalized Skin Diagnostics:** Understand their skin's changes and evolving needs to make informed decisions.
- **Advanced Technologies – The Health Connection:** Prioritize innovation for sensitive skin and anti-aging but require proof of safety and health benefits.

### LUX TAKE

Transparent use of technology to offer personalized, health-focused skincare solutions that empower consumers through education and build trust.



# TECH CARE

## Asian consumers: Efficiency and precision

*Motivation:* Achieve beauty goals with minimal hassle.

- **AI-Enabled Targeted Solutions:** Seek precise, effective outcomes through streamlined processes.
- **Advanced Technologies – Efficiency and Results:** Approach with eagerness and caution, especially in China. Prioritize trusted brands.

### LUX TAKE

Highlight efficiency, precision, and seamless integration into daily routines.



LUMINI  
AI SKINCARE ASSISTANT

YAMAN  
TOKYO JAPAN



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# SAFETY AND SUSTAINABILITY

Where beauty meets responsibility

# SAFETY & SUSTAINABILITY

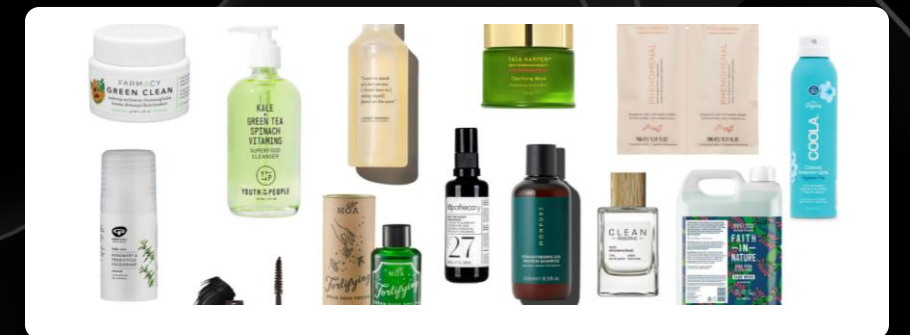
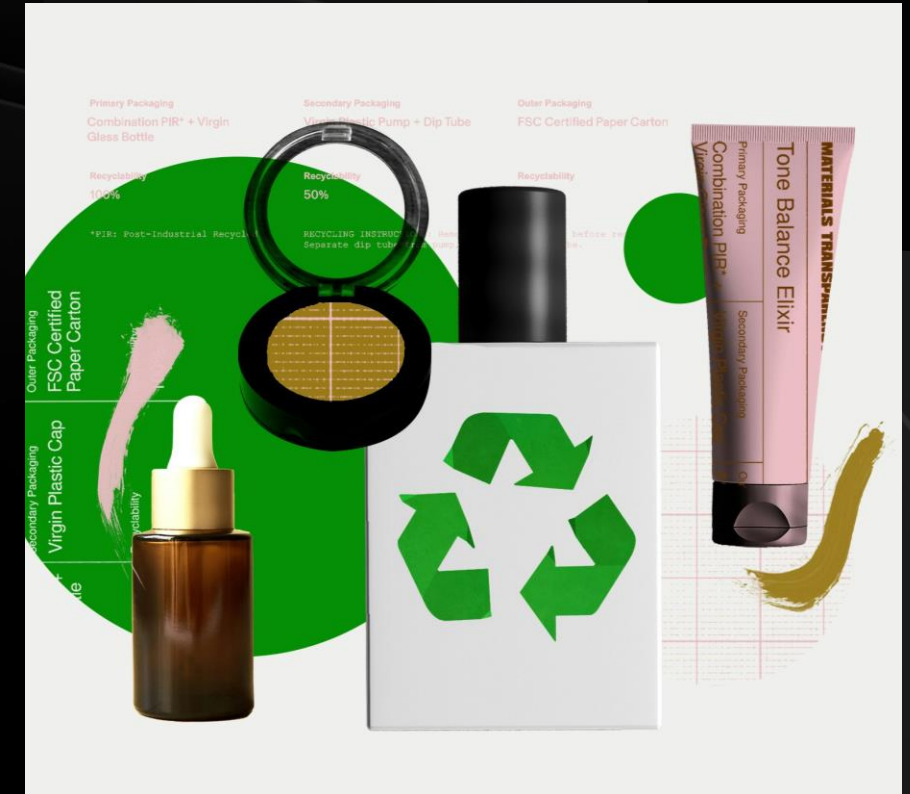
## Western consumers: Verify, verify, verify

*Motivation:* Trust no one and conduct your own research.

- **Evidence-Based Safety:** Scrutinize labels for harmful ingredients, research brand practices, and check third-party reviews to verify claims. Expect full transparency.
- **Sustainability Beyond Recycling:** Prioritize ethical practices (e.g., cruelty free, local ingredients) and zero/minimal packaging. Skepticism towards recycling systems.

### LUX TAKE

Emphasize transparency, ethical sourcing, and zero-waste packaging.





# SAFETY & SUSTAINABILITY

## Asian consumers: Expert guidance and efficiency

*Motivation:* Seek trusted guidance to achieve safe and effective skincare.

- **Expert-Backed Safety:** Favor medical-grade skincare with certified, simple ingredients, focusing on minimalist formulations and familiar ingredients.
- **Recyclability and Reusability:** Value trusted recycling systems, prioritizing convenience and functionality.



### LUX TAKE

Collaborate with local experts and influencers to build trust and provide clear safety information. Emphasize recyclable packaging.



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# BEAUTY FROM WITHIN

Nurturing health and natural radiance

# BEAUTY FROM WITHIN

## Western consumers: Holistic health

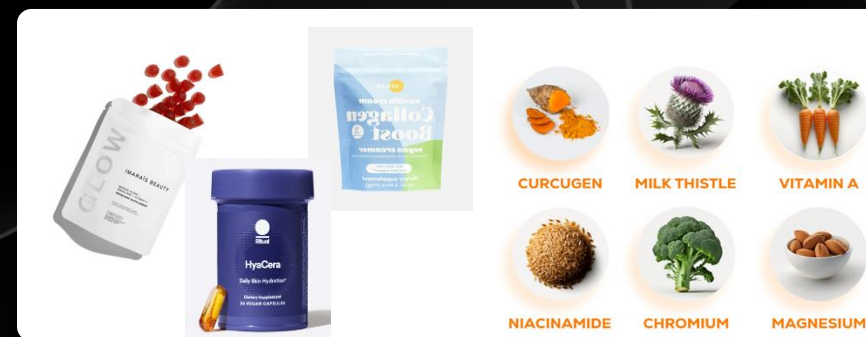
*Motivation:* Achieve natural beauty through holistic practices.

- **Mindful Topicals:** Incorporate natural, nontoxic skincare products in mindful rituals to reduce stress and support long-term skin health.
- **Beauty Nutrients:** Seek clean, plant-based formulas and multi-purpose supplements with functional ingredients to improve gut health, vitality, and for a natural glow.



### LUX TAKE

Holistic solutions that combine natural topicals with clean, plant-based, and science-backed ingestibles, providing comprehensive beauty solutions from the inside out.



# BEAUTY FROM WITHIN

## Asian consumers: Engineered balance

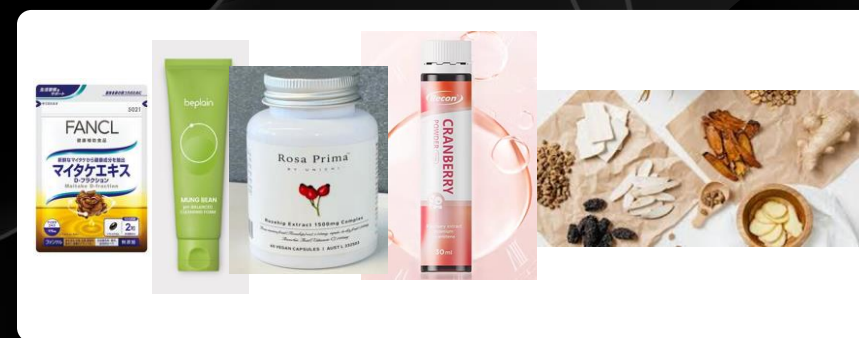
*Motivation:* Achieve beauty through disciplined balance and traditional practices.

- **Skillful topicals:** Value knowledge building and favor traditional ingredients that help maintain skin's natural balance.
- **Medicinal ingredients:** Embrace supplements with well-known medicinal properties that promote internal harmony and skin health.



### LUX TAKE

Offer functional supplements with well-known medicinal ingredients that address specific skin and health needs.



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# GENDER-NEUTRAL BEAUTY

Inclusive and versatile skincare

# GENDER-NEUTRAL BEAUTY

## Western consumers: Breaking down gender norms

*Motivation:* Challenge traditional gender norms and embrace inclusivity.

- **Inclusive Beauty:** Embrace solutions for everyone, expressing oneself freely without traditional labels.
- **Simplified Routine:** Love the simple and versatile routines to reduce stress and provide universal solutions.



### LUX TAKE

Convenient, multifunctional products that cater to a broad range of skin types.

good light

  
OLEHENRIKSEN



YOUTH TO THE PEOPLE.

BYREEDO



FENTY BEAUTY  
BY RIHANNA

# GENDER-NEUTRAL BEAUTY

## Asian consumers: Artistic self-expression

*Motivation:* Prioritize self-care and creative self-expression.

- **Functional Skincare:** Value skincare solutions that address common concerns like dryness, acne, and aging, regardless of gender.
- **Feeling Beautiful:** Follow K-pop culture, where genderless cosmetics are celebrated, artistic expression.

### LUX TAKE

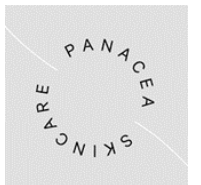
Highlight the functional benefits of products that enhance overall skin health and beauty without focusing on gender-specific needs.



LAKA

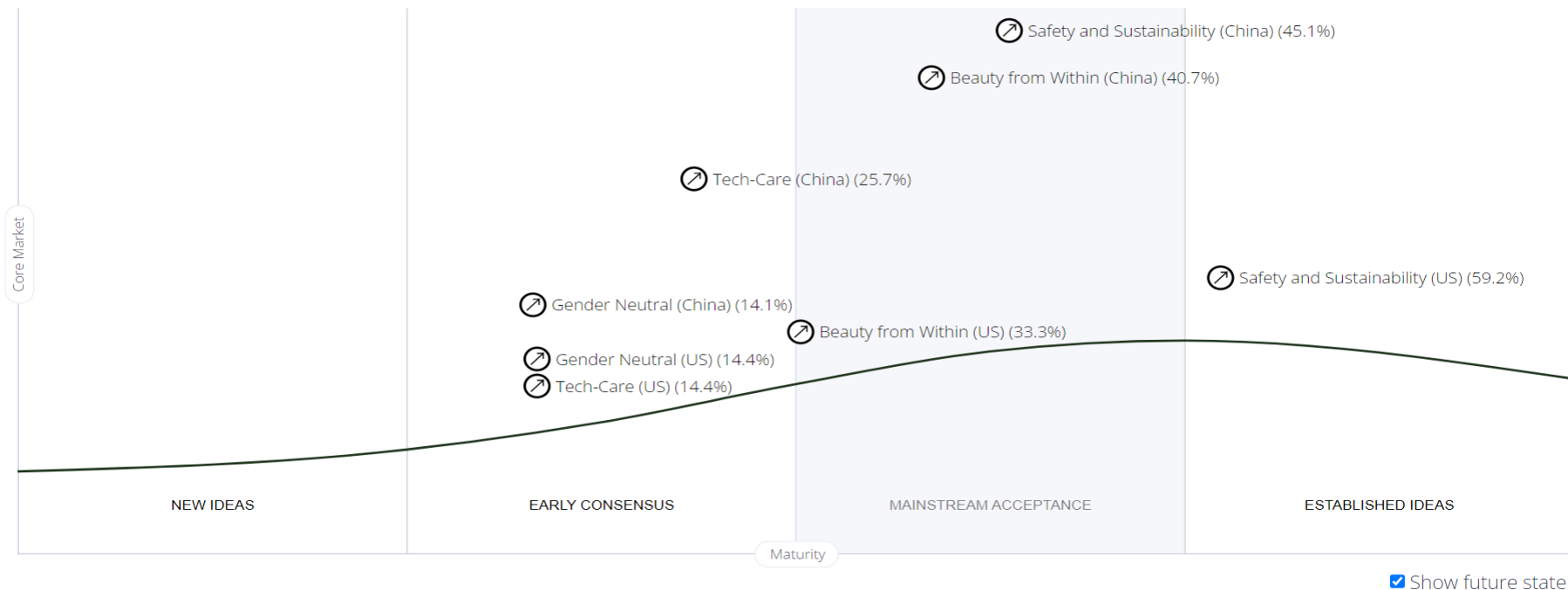
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SUORUM



# OPPORTUNITIES

These trends occupy a diverse set of positions across the maturity curve



The maturity curve tells us how much agreement or consensus there is among a population about the meanings behind a topic or trend under examination.



# LUX CLIENT ACTION ITEMS (GLOBAL)

1

## Tech Care

Personalize tech-driven skincare that combines health, precision, and convenience, empowering consumers while seamlessly fitting into their daily routines.

2

## Safety & Sustainability

Prioritize transparency, ethical sourcing, and minimal-waste packaging while collaborating with local experts to build trust.

3

## Beauty from Within

Combine holistic beauty solutions with natural topicals, clean, science-backed ingestibles, and functional supplements, addressing specific skin and health needs from the inside out.

4

## Gender-Neutral Beauty

Use neutral colors and minimalist packaging to appeal to everyone, avoiding heavy fragrances or stereotypical gendered designs. Focus on inclusivity and effectiveness to resonate with diverse consumers.



# THANK YOU

WEBINAR

OCTOBER 10

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