

# Wideopen

#05 - September 2022

“Youth is happy  
because it has  
no past.”

*Frère Gilles  
Les Choses qui s'en vont  
("Things that disappear")*





| *A word from Sonia,*

Stirring things up, rebelling against institutions and reinventing the world for the better... you could say was the essence of youth!

There is plenty to do in the world of beauty. Especially since youth is the central subject of cosmetology, a science of opposites that wages a constant battle against age.

With an increased awareness of the composition of cosmetic products and their packaging, a desire to protect the planet and consume more responsibly, we undoubtedly have much to learn from young people in terms of making beauty last (our own beauty and that of the industry). For this reason we have taken a closer look at their tastes, concerns, principles and general aspirations, in particular with regard to beauty.

So while we cannot turn back time, we invite you in this issue of WIDE OPEN to consider things from a youthful perspective...

This fifth issue of WIDE OPEN is structured around three sections:

#Look: *That's what young people want!*

#Explain: *Positively angelic...*

#Respect: *It's tough growing up*

Happy reading, keep your eyes wide open!

*Sonia GUILLAUME, MARKETING AND SALES*



04

#Look

That's what young  
people want!

09

#Explain

Positively  
angelic...

# Contents

11

#Respect

It's tough  
growing up

14

#Perspectives

Figures and  
further reading





# That's what young people want!

## Does anyone like getting old?

It is true that the signs of age (whatever they may be) are rarely pleasing, starting from when we see the first wrinkles on our faces in the mirror... and while the holy grail of cosmetics remains the defiance of the ageing process, the claims made are slowly changing.

Rather than rejuvenating or slowing down, products propose to make the “youthful” behaviour of the cells last longer and hence preserve a youthful appearance. Consumers thus appreciate the attributes of youth: firmness and tone, a uniform, radiant complexion (rosy cheeks, glowing with health, like a baby's skin to Western eyes), and even the repair of signs of ageing, with the reduction of pigment spots and the face's harmony restored.

And even though anti-ageing claims are increasingly regulated, the younger generation no longer believe in the simple disappearance of wrinkles. And this way of thinking is gradually spreading among all consumers who are becoming aware that biological youth depends on many more factors than your date of birth and your parents' genes. Epigenetics, skin microbiota and homeostasis have also entered the equation. These justify the holistic or even spiritual vision of age increasingly embraced by beauty brands. *According to an Ifop/Jean Jaurès Foundation survey in December 2020, "70% of 18-24 year olds believe in para-sciences"*, such as the benefits of the vibrations emanating from stones and

crystals, astrology, the energy of the chakras, and the lunar cycle...

For example, a hygiene and care brand targeting young people offers **"healthy and natural"**

products, and proclaims **"your body is magic, take care of it!"**.

Today, young people know that the quality of their nutrition (the return of nutricosmetics) and physical activity (the rise of exercise and yoga for the face) are just as an important part of their beauty

ritual as the choice of a cream. With an increasing trend towards personalized care (mixology, home-made cosmetics and hybridization), because women's hormone levels and self-esteem vary greatly over the course of their lives.

**"I am young, it is true,  
but in souls nobly born,  
Valour does not depend  
on age."**

*Pierre Corneille  
The Cid (1636), II, 2, Rodrigo*



## You are always someone's baby!



### Baby boomers

Baby boomers are named after the baby boom, a major increase in the birth rate just after the end of the Second World War (1945) that continued until 1955-60.

**1945 > 1955-60**



### Generation X

Generation X refers to Westerners born between 1966 and 1976 (in the classification by William Strauss and Neil Howe).

The term was first used in demography, then in sociology and marketing. It is very widely used in popular culture.

**1966 > 1976**



### Generation Y

Generation Y, also known as millennials, is the group of people born between the early 1980s and the late 1990s.

**1980 > 1990**



### Generation Z

Generation Z is the generation born between 1998 and 2010 (the exact years vary depending on which definition you read).

**1998 > 2010**



### Generation Alpha

Generation Alpha (or Gen Alpha for short) will be born between the early 2010s and the mid-2020s. Named after the first letter of the Greek alphabet, this is the first generation to be born entirely in the 21<sup>st</sup> century.

**2010 > 2020**



### *Young people want meaning and values*

In terms of beauty products, young consumers are looking for transparency, inclusiveness, sustainability, local production, and a sense of community (reassuring a target audience raised with social media) through impactful, socially responsible companies with a choice of affordable, functional, eco-responsible, natural, clean products.

On the one hand, emerging cosmetic brands are opting for plant ingredients produced using permaculture methods, and regenerative or vertical agriculture in eco-farms with pure, controlled environments to grow fresh plants from all over the world. Also, by promoting smarter consumption, the recent trend in solid cosmetics enables this young market to save money.

On the other hand, historical brands, in search of rejuvenation, are buying start-ups or trying to meet the next generations' requirements with new concepts. Claims such as **"beautiful skin starts on the inside"** or **"giving your skin the best of nature so it can be healthy, made with 88% natural ingredients and lots of love"**, short formulas, seeds, French ingredients, vegan products with a regional connection, eco-designed packaging, and no micro-plastics. The large cosmetic groups can play the effectiveness card with this generation for whom cosmetic surgery, results and scientific proof are the norm. They also have the financial clout to invest in digital technologies such as augmented reality, e-boutiques, and virtual dermatological consultations, to provide the digital services that are popular with 25-35 year olds.

### *Young people want 360° effectiveness*

As for beauty claims on social media, **"perfect skin"** rules on Tik Tok, where the hashtag skintok (videos about skin) has over 1.8 billion views. After Glass Skin and Dolphin Skin, Jello Skin, a new **"anti-ageing"** beauty routine from Korea, has arrived. A reference to Jell-O, the coloured gelatine well known to North Americans, it describes firm, plump skin. Aimed at boosting collagen production (a protein that progressively decreases after the age of 30), this new trend is part of a more holistic approach to beauty: collagen powder in yoghurt, gummies, daily sun cream, physical exercise and face fitness, foods rich in vitamin C, self-massage of the face with a roller or gua sha tool.





### *Fun and games for the (very) young*

Fond of beauty brands, the tech-addicted Z and alpha generations are keen to explore the metaverse, this virtual universe where games are part of daily life and whose culture the beauty industry is trying to master. They see the metaverse as a shopping experience.

For example, the virtual space specially created for the launch of a new perfume where visitors play mini-games to win a physical copy or virtual collectibles in the style of the new product.

These collectibles can be used to dress their avatar, thereby increasing the scope of the campaign. Social media and e-commerce are thus converging in social commerce, driven by its "star" format, livestream shopping, or simply live shopping. It is particularly well suited to cosmetics that appeal to young internet users who are familiar with online tutorials, highly committed communities and "Instagrammable" products.

This is why Web 3.0 is becoming a way for beauty sectors to renew their growth. These then, are some of the ways in which **new beauty brands, aka Indies or DNVB (Digitally Native Vertical Brands)**, and some more institutional brands, are making something new out of something old!

**In China, social commerce already accounts for 13% of all e-commerce sales. And the emergence of national C-Bauty brands owes much to their digital strategy.**



# Positively angelic...



Angels are almost always  
portrayed with beautiful  
hair and skin.

*This was the inspiration for **Optimum Life Angelica** which aims to promote radiant, balanced skin with the fullness of youth. Its active angelica plant cells reinforce vital skin cell functions, prolonging their long-term effectiveness, despite damage caused by natural ageing or the environment.*



For more about  
**Optimum Living:**  
[click here](#)

Angelica archangelica, known as “**angel herb**” or “**root of the Holy Spirit**” by Renaissance physicians, owes its name to its captivating aromatic, musky scent and its truly magical medicinal powers, that were particularly apparent during the great plague of 1510. This protective umbelliferous plant had the reputation of warding off evil spells, protecting against bewitchment, and resisting venom or other malignant fevers.

The choice of this plant with its evocative name is in line with the current trend towards alternative medicine, esotericism, and the desire to rely on healers and sorcerers, with their magic potions and divinatory arts... A perfect illustration of holistic beauty, active Angelica plant cells bring a touch of daily delight to the heart of the “**Optimum Living**” day cream formula. Natural and biodegradable, in accordance with Naolys’ philosophy, it is part of a complete routine with four other skin care products to keep your skin young for longer: **Longer Younger**, **Initial Face**, **Unwind Moment**, **Overnight Glow**.

## Optimum Life *Angelica benefits*



### BALANCING, CELLULAR WELL-BEING, STIMULATING

helps to keep cellular metabolism balanced  
(nutrition and respiration).  
Slows the deterioration in cellular communication  
caused by natural ageing.



### PROTECTIVE, ANTI-OXIDANT AND ANTI-POLLUTION

decreases oxidation caused by UV  
and pollution particles  
in cell metabolism.



### ANTI-WRINKLE

helps to reduce wrinkles on the face,  
especially crow's feet



### ANTI-AGEING

stimulates collagen and elastin production  
making the skin firmer and more supple

The development of an active ingredient derived from plant cell culture at Naolys follows various approaches that may come from a customer's request or from a bibliographical study combined with R&D (tolerance and efficacy), regulatory and marketing studies enabling the initial selection of a plant and the resulting bio-active ingredient with the aim of satisfying our customers' requests and helping them to create high-quality finished products for the end consumer.



# It's tough growing up

It is the nature of youth  
to either embrace or reject  
the behaviour of previous  
generations. While parents  
always wish their offspring  
a brighter and more  
virtuous future, the latter  
do not always feel free  
to invent it.

## *Indie beauty created by young people for young people*

Brands that seek to appeal to the 25-35 age group are mostly founded by people in this target group (often a woman, despite most company founders being men). And after a period when the founder provided inspiration, she has become the brand's role model, embodying feminine success, sporting achievement, the fight against a disease or controversial ingredients, or a commitment to a humanitarian cause. These entrepreneurs spend as much time talking about their (short) experience (books, blogs, podcasts, videos on networks, conferences, etc.) as they do growing their business. Because their young customers like to follow people they identify with.

They spend several hours a day on social media to inform, share and involve their community in the creation and testing of new products.

Totally unconventional, these young cosmetics entrepreneurs do not need to be scientists to feel legitimate. Bloggers, influencers, writers, fashionistas, trend-spotters, creators of beauty boxes, essentially business women... embody their brand image.

Signs of the times in the youth beauty market: compulsory launch on a crowd-funding site, hypersegmentation of the offer, good deeds excusing the act of consumption, pedagogy and associated advice, and digital distribution (solely or mixed).



### **Beautiful and rebellious**

A cosmetics brand has decided to take action over the fact that many young people remain too far removed from the political sphere, and is partnering with the United Nations to launch **"Be seen. Be heard"**. A joint action for better visibility of young people in positions of leadership.

*"The intergenerational gap in power, influence and trust is one of the biggest challenges of our time. As young people have made abundantly clear through their activism, they care deeply about the transformational change needed to create more equal, just and sustainable societies. Participation is a right, and a lack of youth representation where decisions are made contributes to a growing mistrust towards political institutions. This campaign is an opportunity to change that."*  
Jayathma Wickramanayake, UN Secretary-General's Envoy on Youth.

### **Young people join forces for the environment**

Following the buzz caused by eight students at their AgroParisTech engineering graduation in May, the Ecole Normale Supérieure is mobilizing against destructive jobs. This first group urged their fellow students to desert start-ups as **"minions of capitalism"**, and applied the same epithet to agro-industry, which they accuse of participating in economic and social devastation, and of crimes such as designing **"ready-made meals and then chemotherapy for the illnesses they have caused"**. Others ask the question: *"What will be left of living things to study if we have done nothing to prevent them from collapsing?"*. These future researchers have formed a collective called **"Effisciences"**, with a view to proposing new research methodologies adapted to social and environmental issues.







### *An admission of failure or an uncompromising quest for meaning?*

While some young people speak out against the current corporate world, others lack the ability to make proposals to change or adapt to it. With an aversion to hierarchy and their patience exhausted, many young people are looking for a new **"life mission"**. Making no concessions and putting well-being and personal values first can make finding the right job challenging, sometimes leading to **"career drift"** well into one's thirties. If work is not a source of interest, usefulness, or happiness, a spiral of demotivation seems inevitable.

The cosmetic industry offers a counter-example: two entrepreneurs aged 25 and 28 took over the reins of a historic brand, something of a sleeping beauty founded in 1961 in Monaco that had gone into receivership.

Faced with the world left by their parents and the management of previous generations, today's young adults are acutely aware of the negative influences on their health and the planet, and inevitably question the existing criteria for personal and professional fulfilment. Without wanting to burn everything down, some would try to perpetuate the past by improving it.

## **Did you know...**

*The French perfumery and cosmetics industry is seeking to adapt to the needs and tastes of young people. Representing more than **300,000 jobs**, it trains the equivalent of **10%**, or **29,000 students**, every year in research, production, training and distribution.*

*Today, in conjunction with the High Commission for Employment and committed companies, it has embraced the French government's **"1 young person, 1 solution"** initiative and has undertaken to provide solutions (internships, work-study programmes and jobs) to **12,000 more young people by 2023**.*

# Figures

## Cosmetics and generations

- **Generation Z and the cosmetic industry**

What are the behaviour and attitudes of 18 to 24-year-old consumers regarding the cosmetic industry? The Yougov polling institute attempted to answer this question in a survey of 9,767 French people. The results have been published in a report that is available online.

[https://cosmeticobs.com/fr/articles/marche-70/la-generation-z-et-la-cosmetique-6546?utm\\_source=alfr&utm\\_medium=email&utm\\_campaign=alerte\\_870](https://cosmeticobs.com/fr/articles/marche-70/la-generation-z-et-la-cosmetique-6546?utm_source=alfr&utm_medium=email&utm_campaign=alerte_870)  
Tuesday 17 May 2022

**3.6 face care units**  
purchased in a year

**15% of the volume  
of online face care  
purchases**  
are made by 25-35 year olds

*Cosmetique Mag No. 234-235, Jan-Feb 22, Les très convoités 25-35 ans (The highly coveted 25-35 year olds)*

- **Cosmetics: what are American teenagers' preferences?**

How and where do young Americans spend their money? To unravel this mystery, the investment bank Piper Sandler conducted a large study of a sample of **7,100 teenagers** across the US. The survey covered various sectors including cosmetics.

To better understand the consumer habits of America's youth, Piper Sandler surveyed 7,700 people. The average age of the respondents was 16.6 years and they came from 44 different states. The sample group was 44% male, 44% female and 2% non-binary. 39% of them had a part-time job.

The questionnaire was conducted online between 16 February and 22 March 2022.

<https://cosmeticobs.com/fr/articles/marche-70/cosmetiques-queelles-sont-les-preferences-des-adolescents-americains-6503>  
Wednesday 4 May 2022



# Further reading

## Focus on beauty

- **Each year, respondents spend approximately \$264 (+10% compared to 2020) on cosmetics.**

Skin care was the main area of expenditure. This was followed by make-up and hair. 60% of women read INCI lists (ingredients). 88% were willing to pay more for a "clean" product.

- Between the ages of 25 and 35, consumers' purchasing power and requirements in terms of beauty products change. This is a challenge for brands who have to find the right balance between price and claims.

*CosmétiqueMag No. 234-235*

## For more information and action

- **Call to desert - AgroParisTech 2022 graduation ceremony**  
Youtube video of AgroParisTech students' speech

<https://www.youtube.com/watch?v=SUOVOC2Kd50>

### 53% of beauty brand fans

had played or downloaded a free game

### 75% of Generation Z

had purchased a digital item in a video game and 45% of GZs see the metaverse as a shopping mall

### 52% said

they were willing to pay up to \$49.99 for a virtual product and 60% thought that brands should sell their products in the metaverse

### 41% of GZs

think that brands should sell digital products (Digital Fashion, NFTs etc.) and real products in the metaverse

<https://cosmeticobs.com/fr/articles/marche-70/cosmetiques-queelles-sont-les-preferences-des-adolescents-americains-6503>