

# FutureBridge

EXECUTIVE REPORT

## The Ageless Quest

Skin Longevity as a Strategic Imperative in Skincare



**01****Introduction to Skin Longevity****02****Decoding The Science Behind Skin Longevity****03****Spotlight on Cutting-Edge Technologies****04****Ingredients Spotlight, Sustainability, and Regulatory Perspectives****05****Outlook**

01

## Introduction to Skin Longevity

# Beyond Anti-Aging: The Rise of Skin Longevity

Skin longevity is a burgeoning trend in the personal care industry, emphasizing sustained skin health and vitality

## Paradigm Shift in the Personal Care Industry: From Anti-Aging to Skin Longevity

### Traditional Anti-Aging Approach



Anti-Aging Solutions



Botox



General Health Status



Active Ingredients



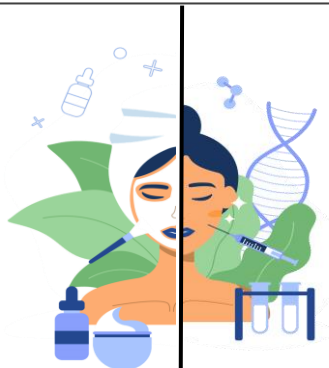
Anti-Aging Surgeries



Fillers

### Anti-Aging

**"Anti-aging"** is about addressing the symptoms (signs) of aging we see in the mirror



### Skin Longevity

**"Skin longevity"** has emerged as a transformative trend, reflecting a holistic view of skincare that goes beyond traditional anti-aging solutions, Longevity isn't merely an innovation that delays death, but one that optimizes life"

### Longevity-Based Approach



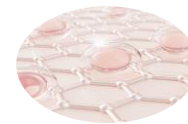
Epigenetic Skincare



Pro-Aging Formulations



Personalization Longevity Care



Overall Skin-Cellular Health



Preventive Skincare



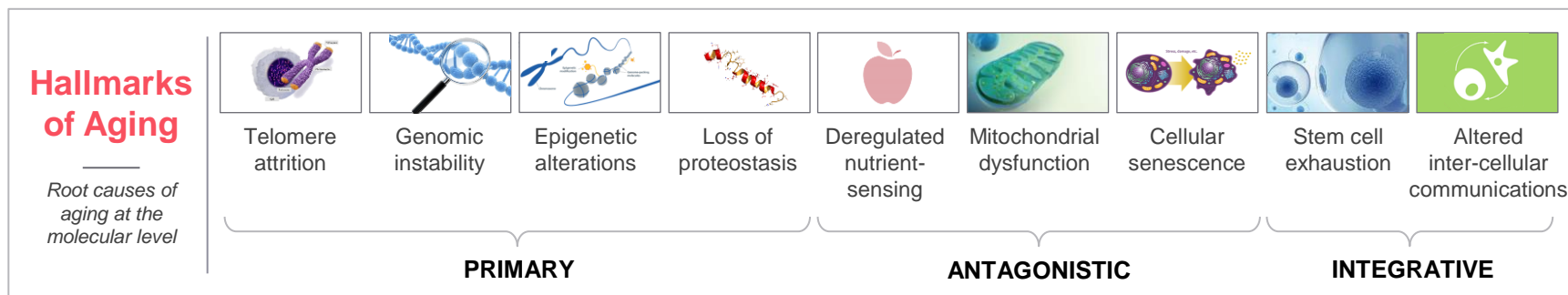
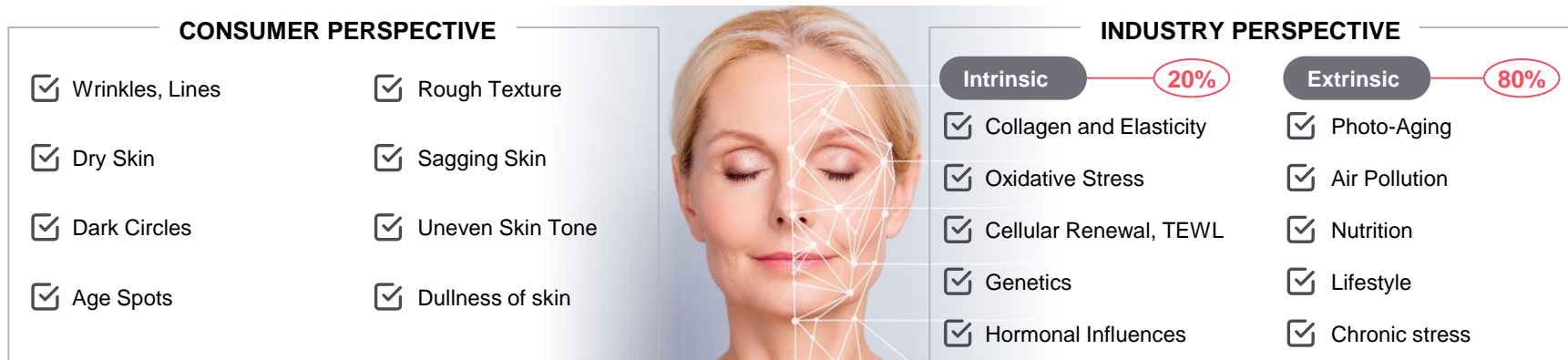
Longevity Therapeutics

02

## Decoding The Science Behind Skin Longevity

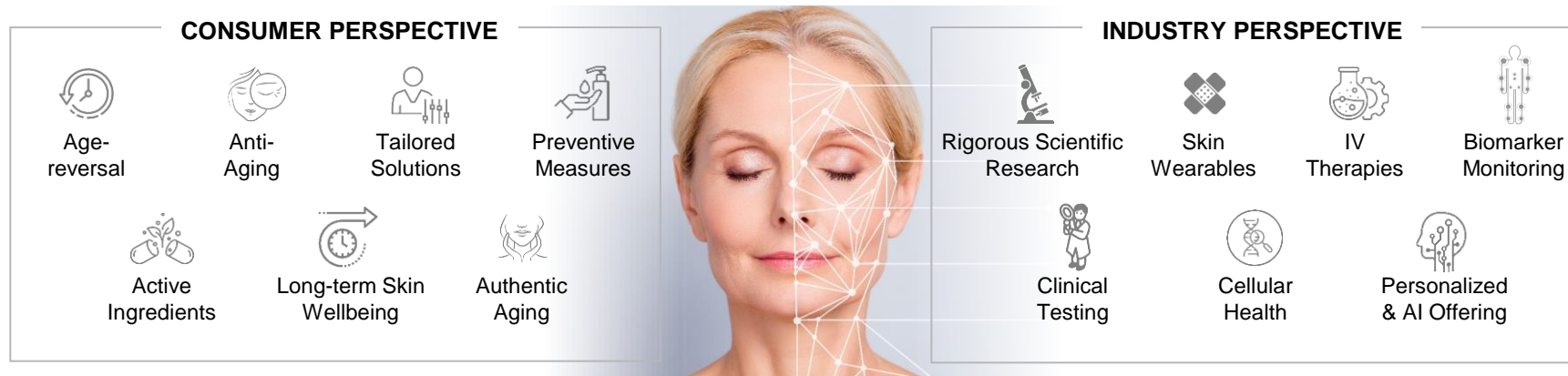
# Decoding The Science Behind Skin Aging/Longevity

Skin aging/longevity is a multifactorial process influenced by both intrinsic (genetic) and extrinsic (environmental) factors



# Trends Shaping The Personal Care Industry

Rather than just addressing visible signs of aging, consumers are now prioritizing overall skin health and function at a cellular level



**Gen-Zs are already worried about looking old**

—  
**70%** of them use anti-aging solutions daily

**Authentic Aging in Older Women —**

**40%** of women over 55 focuses on 'Authentic Aging'



"Prejuvenation"

"Tailored Ingredients"

"Voice of Experts"

"Pro-aging"

"Preventive Measures"

"Social Media Influence"

"Skin Health"

"Consumer Awareness"

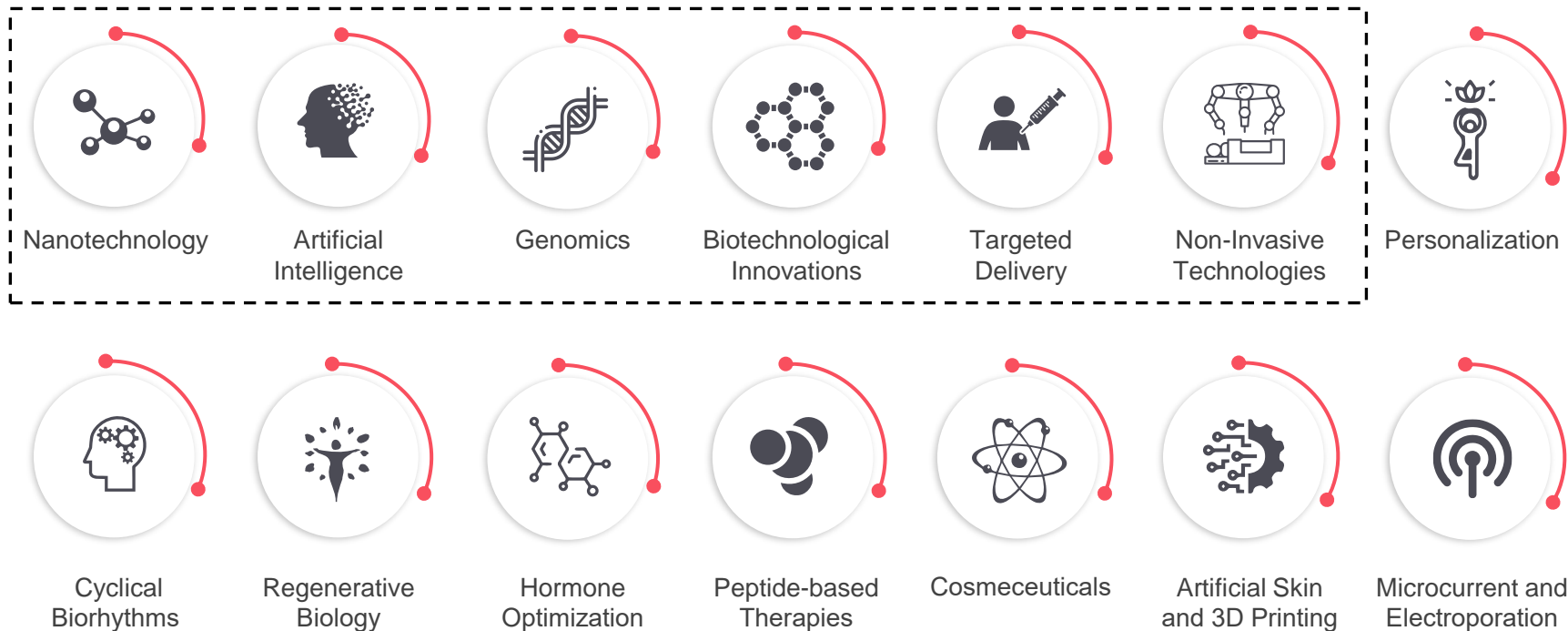
03

## Spotlight On Cutting-Edge Technologies



# Innovation Ecosystem: Technologies Revolutionizing The Industry

Technologies focus to improve overall skin health, not just skin ageing – a shifting paradigm towards skin longevity



\*Top technologies identified basis number of technological innovations and companies involved

# Spotlight On Cutting-Edge Technologies Revolutionizing The Industry

More effective and personalized solutions for achieving and maintaining youthful, healthy skin



1

## Nano-technology

- Nanoscale versions of ingredients
- Nano-derived NanoChem technology
- Next generation cosmetic delivery agent



2

## Artificial Intelligence

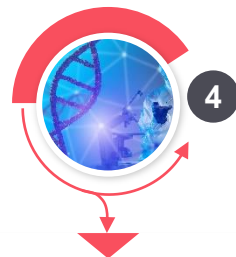
- Algorithms to analyze skin conditions
- Image recognition technology
- Tailored skincare routines
- Telemedicine



3

## Genomics

- Genetic predispositions; certain skin conditions
- Gene expression profiling
- Molecular Skin Rejuvenation (MRBL): Next-Gen Gene Therapy



4

## Biotechnological Innovations

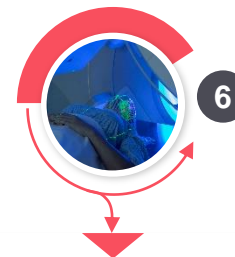
- Stem cell therapy
- NeoGen PSR
- Biohacking
- Microbiome Skincare



5

## Targeted Delivery

- Precise delivery to specific areas
- Advanced delivery technologies
- Liposomes and micelles
- Senolytics



6

## Non-Invasive Technologies

- Laser therapy, radiofrequency, and ultrasound
- Effective alternatives to surgical procedures
- Skin rejuvenation treatments

Innovative solutions to enhance skin health and slow down the aging process

# Spotlight On Cutting-Edge Technologies Revolutionizing The Industry

Health & Beauty businesses are witnessing remarkable growth in skin longevity with clinically tested and scientific research backed innovations in play

## Cosmetic & Personal Care Brands

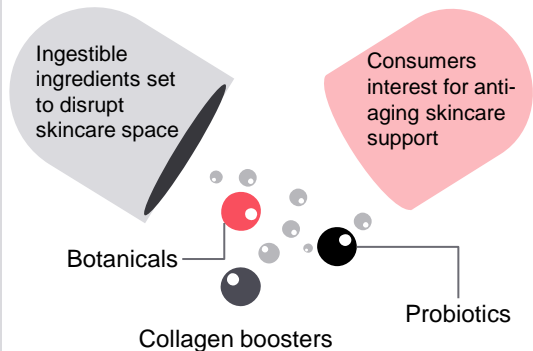
### Innovations



# Early-Stage Innovation in Skin Longevity

Patent filing and literature analysis emphasis on microbiome and ingestible ingredients

## Ingestible Ingredients



### Refine Holdings Co.

- Vitamin B5
  - To promote collagen production and skin fibroblast reduction

### Jiangsu Hengshun Vinegar Industry Co.

- *Aspergillus oryzae* (Koji mould) fermented filtrate
  - To promote both type I and type III collagen production

*Patent Pending - (Topical | Beauty Foods)*

## Skin & Gut Microbiome

UC San Diego



L'ORÉAL

New research analysis reveals how **skin microbiome** could be associated with **wrinkles** and **skin health**



*\*Image Source: Dermala Company Website*

**Dermala**, a consumer dermatology company developing **personalized, microbiome-based solutions** for a variety of skin conditions, announced the issuance of an **anti-aging patent**

## Protein Biomarkers



*\*Image Source: L'oreal Company Website*

The **patented skin diagnosis system** created to identify 'skin trends' associated with skin **biomarkers**, enabling personalized formulations

Certain biomarkers linked to '**clinical signs of aging**'

*Protein biomarkers such as **YKL40, TG3, LCN1, IDE, and FLG2** have been correlated with clinical signs of aging*

# Science-Driven Skincare: Clinically Tested and Scientifically Backed Skincare Innovations

Shifts in standards of product development to create products focused around longevity



## YINA Beauty

**Product:** Hydracloud cream  
**USP:** Traditional Chinese Medicine Inspired Skincare (Ginseng and Centella)

**88%** of subjects with improved complexion uniformity

**97%** of subjects with reduction of texture



## Lancôme

**Product:** Rénergie H.C.F. Triple Serum  
**USP:** H.C.F. (Hyaluronic Acid, Vitamin C+ Niacinamide, and Ferulic Acid)



Clinical results at 8 weeks on skin tone even, radiance and dark spots



## bareMinerals

**Product:** Skinlongevity® Long Life Herb Serum  
**USP:** Powered by mineral rich Long-Life Herb

**45%** Improvement in strengthening skin barrier

**28%** Improved reduction in fine lines



## OLAY

**Product:** Vitamin C + Peptide 24 Collection  
**USP:** Olay's Vitamin C + Peptides



Glowing skin with 1 week of use and 2X brighter skin in 28 days compare to a basic moisturizer



## Eighth Day

**Product:** Regenerative Serum  
**USP:** Peptide-rich Plasma® with potent bio-identical actives



Based on a 4-week clinical study of 41 patients – Improvement in wrinkles, enlarged pores, firmness and volume



## Augustinus Bader

**Product:** Serum  
**USP:** Patented TFC8® technology combined with hyper-hydrators and complexion correctors

**85%** Reduced appearance of wrinkles

**80%** Reduced appearance of hyperpigmentation

# Science-Driven Skincare: Clinically Tested and Scientifically Backed Skincare Innovations

Shifts in standards of product development to create products focused around longevity



Developed in a clinical setting by Dr. Antony Nakhla — a leading reconstructive skin cancer surgeon, wound healing expert and clinical researcher

## Eighth Day

**Product:** Regenerative Serum

**USP:** Peptide-rich Plasma® with potent bio-identical actives

*harnesses the power of **modern skin technology** and **bioidentical ingredients** to mimic skin's own ability to **renew, restore and regenerate***

Patented skincare technology composed of **24 bioidentical synthetic peptides, growth factors and amino acids**

### **Patented Protein Matrix (PPM)**

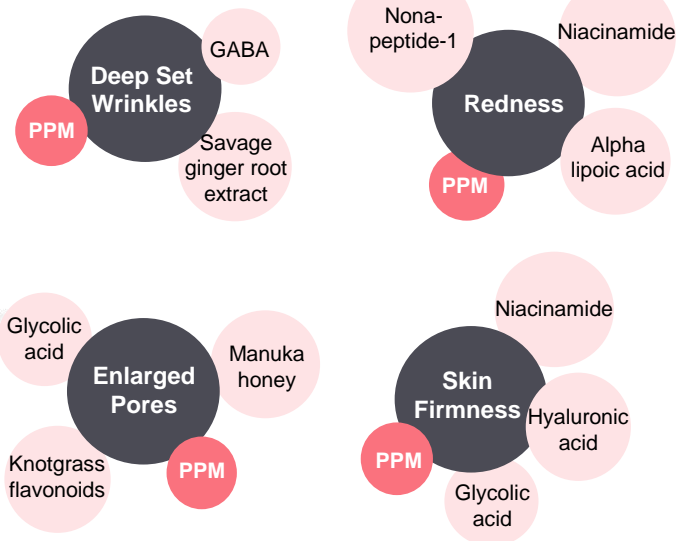
The synthesized protein matrix comprises epidermal growth factor; insulin-like growth factor-1; acidic fibroblast growth factor; basic fibroblast growth factor; vascular endothelial growth factor; vitamin B9; acetyl glutamine and other actives



Peptide-rich Plasma®

## **Serum Ecosystem**

*Clinically Proven Benefits*



*Protein matrix mimics the regenerative effects of human placental proteins - help stressed or damaged cells grow more robust and healthier, resulting in healthier and younger looking skin*

# Successful Longevity-Driven Product Launches

## Estée Lauder



### Key Takeaways

- **Skin Longevity** platform: 15-years of expertise
- First-ever **Longevity Collective**
- Recently collaborated with the **Stanford Center** on Longevity
- Exclusive and **Patented SIRTIVITY-LP™** Technology
- Studying the role of **sirtuins** in skin; commonly known as '**longevity proteins**'
- New Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Crème: visible **age reversal** starting in just **14 days**

ESTÉE LAUDER

## OneSkin Technologies



### Key Takeaways

- 5 years, **900+** new peptides; Preventing the accumulation of **senescent cells**
- **OS-01 peptide**: Reverse skin's biological age at the **molecular level**
- Boosts **DNA damage** repair, preventing secretion of pro-aging factors
- Clinical studies and/or lab studies: human **skin** samples, **3D** skin models, skin cells in the OneSkin lab
- 1.7x collagen, +28% **epidermal thickness**, - 2.5% **biological years**



## Timeline Skin Health



### Key Takeaways

- **Mitopure®**, First postbiotic nutrient, re-energize cells; bioactive properties of the **pomegranate**, proprietary highly pure **Urolithin A**
- Targeting age-related cellular decline **Mitophagy process**
- Clinical studies: enhanced **mitochondrial function**, improving skin cellular energy, youthfulness, resilience, improved muscle strength and endurance
- Reduce inflammation with aging, also known as **inflamm-aging**

time—line

# 04

## **Ingredients Spotlight, Sustainability, and Regulatory Perspectives**



Advanced skincare solutions featuring potent ingredients for rejuvenated and protected skin

DR.ROSSI DERM MD  
CLEAN, CLINICAL SCIENCE™



- ## Key Takeaways

- Powerful anti-aging concentrate that targets **immuno-evasive senescent cells**
- **SENEVISIUM®**: Inspired by *Ginkgo biloba*, anti-senescence, rich in cyclitols, immuno-evasion strategies, reactivates epidermal renewal, anti-wrinkle
- **EPIGENOMYL®**: Inspired by **Marigold**, revitalizes the epigenome, prevents the modifications of histones and regulates the **miRNA** production
- **LONGEVICELL®**: Inspired by **Myrtle**, oligosaccharide purified fraction, expression of markers, **cellular longevity**, regulates signaling pathways/ glycation

# Top Ingredients/Technologies Focusing On Skin Longevity

Some of the leading ingredients on the market that are formulated to promote long-term skin health

## RENEWAL MECHANISM



### AC ExoTone

Even Skin Tone, Cellular Renewal  
BioAuthentic Exosome, Upcycled Apples



### Regetaste

Reverses epidermal senescence  
Activates cell regeneration



### SYN-UP®

Inhibiting Plasmin activities  
Patented synthetic dipeptide

## CIRCADIAN RHYTHM



### Circanblue™

Vegan postbiotic active, plant-based fermentation  
Re-synchronizes the skin's natural circadian cycle

## EXCLUSIVELY LONGEVITY BASED



### RejuveNAD™

Boost NAD+ levels for skin longevity  
8 years younger skin in just 42 days



### SIRTIVITY-LP™

Cutting-edge age reversal technology  
Promising effective age reversal by 14 days



### ETERWELL™

Eliminate the dermo-destructive SC  
Powered by senolytic science



### PHYTOBIOACTIVE TIMELYS®

Targets the skin longevity mechanisms  
Concentrated Schisandrin superberry

## AGE REDUCTION CLAIMS



### Uplevity e-Lift Peptide

Sustainable tetrapeptide  
Collagen production, Mitochondria



### Q10

Protects from "sugar damage"  
10 years of research



### Skin Memory Serum™

Mitochondrial Metabolism  
Brain-aging research



### Revinage®

Plant-based retinoids  
Visibly reduces wrinkles

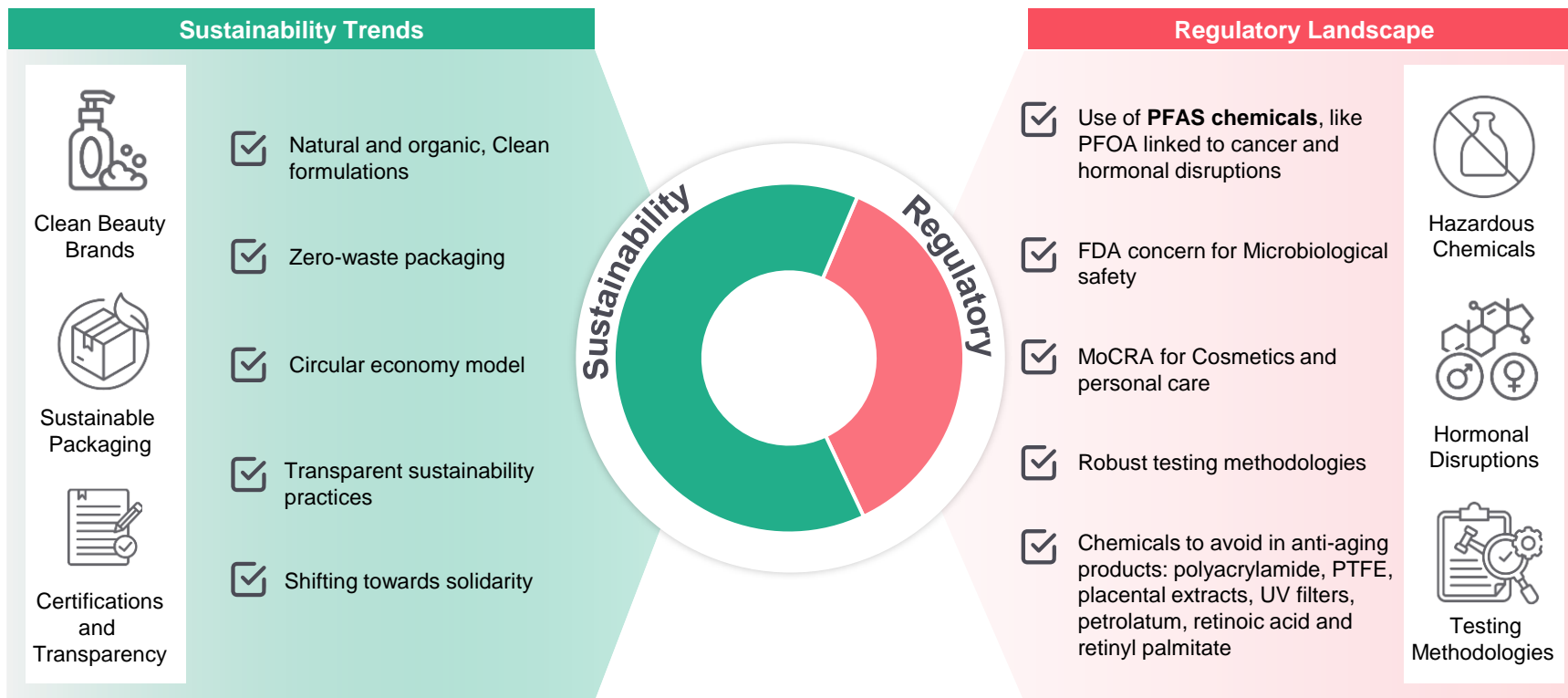


### FEMINAGE™

Elasticity and tightening  
Glycation, oxidation, oestrogenic decline

# Sustainability Trends and Regulatory Landscape

Contributions to a more sustainable and ethical approach to self-care



# Personal Care Intelligence Platform

Purpose-built to drive the future of your business in the personal care industry



Transform your Business. Build the Future.

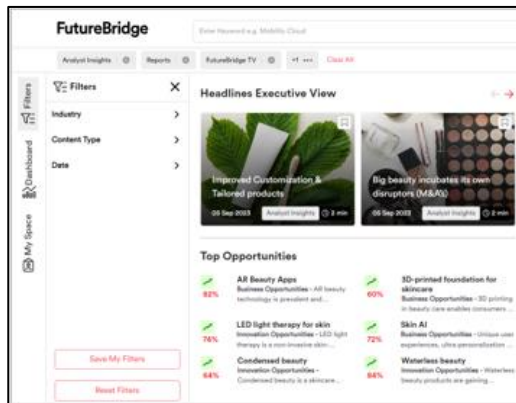
## PERSONAL CARE INTELLIGENCE PLATFORM

Transform your Business. Build the Future.

“Chemicals to avoid in anti-aging products: UV filters” – Potential replacement: **Adhesives – Lignin & Derivatives**; *Lignin has high research activity as a promising ingredient having excellent UV rays' absorption and distinctive antioxidant activity*

**Application:** Sunscreen, **Category:** Baby Care – Skin and Hair Care

**"A Powerful Tool Driven by Sustainable Solutions - Key to Your Success"**



05

## Outlook: Impact of Skin Longevity on Shifting Paradigm of Ageless Beauty

# Impact of Skin Longevity on Shifting Paradigm of Eternal Youth

The search for longevity will continue driving innovation and shaping the future of industry for years to come

1

**Smart Wearables:** New focus in health-span beauty, to enhance sleep function and support mental health. Expect the rise of brain-sleep tracking devices and wearables



Research on brain-sleep tracker linking to skin longevity

Loreal already tracking UV exposure, pH and pollution



2

**Blue Zone Ingredients:** Strategic opportunity by integration of Blue Zone habits and elements, leveraging the healing power of ingredients like plants and superfoods to promote youthfulness and longevity



- Collagen Boosters - Vitamin B5, Koji Mould
- Probiotics
- Botanicals

3

**Technology Diversification:** Growing trend for advanced technologies, emphasizing personalized product recommendations, inclusive makeup regimens for menopausal women



mesoestetic



4

**Tailored Offerings:** Begins as early as pre-teen years. There is a genuine whitespace opportunity for brands targeting teens



Skin-care labels on the idea that teen skin is not adult skin with no-harsh ingredients

5

**Super-Active Ingredients:** Ingredients such as NAD+, sirtuin proteins, and AMPK are advancing to enhance the skin's regenerative capabilities



ESTÉE LAUDER

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# Thank you

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## **NORTH AMERICA**

55 Madison Ave, Suite 400  
Morristown, NJ 07960  
USA

## **EUROPE**

WTC Utrecht,  
Stadsplateau 7, 3521 AZ  
Utrecht, The Netherlands

## **UNITED KINGDOM**

Holborn Gate, 330 High Holborn,  
London, WC1V 7QH  
United Kingdom

## **ASIA PACIFIC**

Millennium Business Park  
Sector 3, Building # 4, Mahape  
Navi Mumbai 400 710, India