

# THE FUTURE OF BEAUTY

WHAT TECHNOLOGIES AND FORMULAS WILL TRANSFORM COSMETICS? Cushla Chauhan INVESTIGATES

**Y**ou've a minute left of your lunchbreak, so you grab a small wand-like device from your drawer, tap each fingertip in succession, and hey presto, your nails are perfectly painted in whatever colour you desire. It might sound a bit sci-fi, but according to beauty industry scientists, this type of gadget will one day become a reality. But what's in store for the more immediate future – the next decade of beauty? Here's a rundown of what to expect.

## *More products targeting the outer layer of the skin*

David Khoo, skincare scientist for Procter & Gamble (P&G), says the genomic research he does for the beauty industry is pivotal in providing greater insights into the science of ageing. "We're at the very beginning of a new era of understanding skin," he says.

One significant discovery is the importance of the outer layer of the skin, the stratum corneum. "The skin barrier is actually surprisingly important," says Khoo. "Our skin diverts resources from the deeper layer to make sure the top layer is okay."

■ **What to expect?** Anti-ageing products that target the stratum corneum.

## *New ingredients and anti-ageing formulas*

Scientists are gaining a better understanding of what makes our skin age, says Khoo. "Our genomics studies shed new light on the ageing process. It's drawing our attention to biological pathways that were poorly understood or didn't

seem significant previously. As a result, I think we're going to see a lot of products come from left of field."

Skin inflammation is one example of a newly discovered variable that speeds up the ageing process. According to Khoo, the inflammation pathway has long been known to play a role in photo ageing and scientists now have a clearer picture of how inflammation can affect the ageing process. These insights are fuelling the design of more targeted anti-ageing solutions.

■ **What to expect?** New innovations will be released as the significance of different factors that cause ageing are uncovered.

## *Delivering the X factor in gorgeous skin*

Last decade, the desire for luminous skin was on everyone's wish list. "It's not just about skin tone and minimising wrinkles, it's that glow from within that we want to bring to life," says Khoo.

And it's a trend that will lead the way, says Dr Colin D'Silva, association director of P&G Grooming. "This concept of 'aura lucency' is all about the perfect balance of red, green and blue tones in the skin, which appear as translucent, radiant skin," he says.

■ **What to expect?** Products that balance out red, green and blue skin tones to make you glow.

### **Greater customisation**

“One of the biggest changes to the beauty industry we’ll see is greater customisation,” says Dr D’Silva. That’s because companies are monitoring consumer trends more closely and are developing breakthrough products at a much faster rate.

This means cameras that capture our reaction to packaging or fragrance, or panels on the products themselves that allow you to rate your experience of the product and communicate this instantaneously with the company.

■ **What to expect?** Hi-tech components in stores and on packaging that will allow us to give instant feedback to the manufacturers so that products are adapted to our needs at a much faster rate.

### **DIY devices and “super-smart” molecules**

Home care devices, such as light therapy gadgets, are gaining popularity and Dr D’Silva predicts that demand for them will soar.

“Another area we’re going to see develop is known as ‘super-smart molecules’, so-called because of their ability to sense when to release ingredients,” says Dr D’Silva.

Imagine, for example, a sunscreen that contains a skin pigmentation index which senses when your skin is darkening too fast and, in response, releases a dose of sun care ingredients specifically to the area where it is needed.

“Customers are going to be treating themselves with products that protect them even before their skin is exposed to any level of damaging external risk factors,” says Dr D’Silva

■ **What to expect:** More DIY devices than ever and beauty products that work “smarter”.

## **A NEW ERA OF COSMETIC SURGERY**

*According to Sydney plastic surgeon Dr Kouros Tavakoli, non-surgical treatments that deliver results to match surgical procedures will be big. Here’s what to look out for.*

■ **Botox cream:** “Scientists are working to purify Botox so it can be used as a topical agent. It will be more effective than the products on the market,” says Dr Tavakoli.

■ **Injectable collagen:** Collagen injectables give volume to the face, but the technology is being refined. “It’s causing less lumpiness and is longer-lasting,” says Dr Tavakoli.

■ **Ultrasonic machines:** Ultrasonic machines are being developed to produce deep tissue tightening similar to a surgical facelift. Dr Tavakoli says we can expect an ultrasonic facelift in the next five to 10 years.

■ **Anti-ageing tablets:** Dr Tavakoli says anti-ageing medicine will merge with cosmetic surgery. “A tablet or injection may invigorate the tissue to slow down the ageing process.”

## BREAKTHROUGH PRODUCTS

**1** For more translucent skin try SK-II Cellumination Beauty Essence, \$200 and SK-II Cellumination Deep Surge Moisturiser, \$200, 1800 012 169. Brand new from SK-II, these products enhance the skin's light transmission ability by balancing the red, green and blues tones.

**2** For light therapy at home try Tända Skincare System Introductory kit, \$495, 1800 004 507. Tända is a clinical-strength light therapy device for home use. It comes with two heads to target different skin concerns: Tända Regenerate head is for anti-ageing and Tända Clear head helps treat acne.

**3** To reduce inflammation and target the top layer of the skin try Olay Professional Pro-X Anti-Ageing Starter Protocol (includes Age Protection Lotion, Wrinkle Smoothing Cream and Eye Restoration Complex), \$99.99, 1800 028 280. The Pro-X range boosts the antioxidant power of the skin's surface and contains caffeine, which helps reduce inflammation.

