

FRAGRANCE AND PERSONAL CARE

## Beauty brands turn to science for skincare innovation

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*Estee Lauder has leaned on virtual consultations during the pandemic. Image credit: Estee Lauder*

By LUXURY DAILY NEWS SERVICE

Luxury and prestige beauty brands have long been leaders in adapting to new technologies, and this has further accelerated since the start of COVID-19.

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In a discussion moderated by Financial Times fashion editor Lauren Indvik on June 10, beauty industry experts shared how technology is being used for the development of new, high-quality products. Science also continues to inform how brands are addressing consumers' cosmetic concern, which have evolved amid the pandemic.

"Consumers were looking for some ways to take control and really find some well-being, and they came to self-care," said Dr. Nadine Pernodet, senior vice president of skin biology and bioactives, global research and development at Estee Lauder Companies, New York. "That's what we're seeing in yoga, meditation and, of course, skincare has now exploded."

### Skincare meets science

According to Dr. Pernodet, research and science have always been driving forces at Estee Lauder, from chemistry to genetics.

The science is also constantly evolving. For instance, scientists now believe that 75 percent of the aging process is determined by "epigenetics," the influence of environmental and external factors, such as pollution or diet.

Understanding this can help inspire new products or new innovations.

For instance, recent research shows that blue light from screens can contribute to skin damage or pigmentation. This has led brands to introduce products to target blue light or improve existing sunscreen formulas.

However, it can take several years to develop the technology and chemistry for new products, in addition to clinical and consumer tests.

"I don't think people realize how much it takes really to come on the market with a new product," Dr. Pernodet said. "This has to feel very nice, because we are in the luxury industry right?"

"So not only we are going to deliver high performance, but we're delivering this emotional experience, due to the texture, the fragrance, the packaging," she said. "Every detail is so thought through, it takes many, many years."

As part of this process, Estee Lauder is also using machine learning more often to understand how molecules respond to different formulas, which is the used to develop algorithms to improve the overall process.

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