

FRAGRANCE AND PERSONAL CARE

## Future of beauty is built on innovation, inclusion: Positive Luxury

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Consumers will continue seeking genuine inclusivity, innovation and sustainability strides from brands. Image credit: Amani Beauty

By KATIE TAMOLA

Authenticity and innovation will drive the future of the beauty industry, according to a new [report](#) from Positive Luxury.

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After living amid the COVID-19 pandemic for several years, consumers have had time to consider new priorities regarding their beauty products, ultimately seeking effects with simple, unharmed ingredients. Consumers will continue pursuing genuine inclusivity, innovation and sustainability strides from brands, seeking products that are beneficial for both their needs and the environment.

"The beauty and customer care industry is very interesting because [of] the way it's evolving it's putting pressure on the industrial and chemical sectors," said Mathieu Flamini, cofounder/CEO of [GFBiochemicals](#), in a webinar coinciding with the report release.

"Consumers, people like you and people like me, are becoming more and more aware of the products they are using and are putting more and more pressure on big brands in order to accelerate the transition," he said. "What we need to do is to bring replacements, bring [things] like new molecules which are able to address the same work and deliver the performance, and are safer and more sustainable."

Must mean clean

Consumers do not want to experience greenwashing or be misled into "clean beauty" they can increasingly identify when brands are being disingenuous or marketing "sustainable" products, when in actuality these products' construction processes are detrimental to the environment.

"There's nothing that the industry loves more than kind of marketing that makes people fearful around certain ingredients, fearful around things being toxic, and I think ultimately the role of marketers and journalists is to sell product," said Rhea Cartwright, consultant and journalist.

*Experts anticipate the future of the beauty industry*

"Now, thankfully, [there have] been leading scientists and brands that are so ethical, are actually saying okay, look

there are definitely historically manufacturing processes that are harmful for both our bodies and definitely for the environment," she said. "But I think now it's a matter of how can we discuss and dissect the problems that definitely do exist in the clearest way."

The future of beauty cannot be considered without the role of technology. Consumers are seeking ingredients that are not only marketed as clean, but that are genuinely not detrimental to the environment.

Many brands are collaborating with biotech companies such as GFBiochemicals that are relying on science to produce alternatives to environmentally detrimental ingredients. These alternatives are more sustainable and help deliver the same kind of products.

Brands must acknowledge that biotech products currently will be pricier, but will pay off in the long run, as consumers continue to disavow parabens, silicones, sulphates, stabilizers and phthalates. As the industry continues to be transformed, biotech products can be expected to become cheaper and more readily available.

Biotech is increasingly allowing brands to replicate nature in a laboratory, providing unharmed products that are just as effective.



*La Perla Beauty has been lauded for its sustainable practices. Image credit: Positive Luxury*

Above all, brands must embrace change and be willing to innovate.

One brand that is being lauded for its ethical sourcing and production processes is La Perla Beauty, which received The Butterfly Mark certification from Positive Luxury. The mark is earned by businesses that actively embrace innovation and inclusivity while fostering sustainable business practices.

La Perla Beauty, launched during the pandemic ([see story](#)), puts its values at the core of its brand, something experts also believe will continue to be crucial for beauty organizations to be successful.

#### A future for all

Brands cannot meaningfully consider the future of the beauty sector without prioritizing inclusion. Consumers are seeking representation within brands, with a range of products that meet a diverse world.

According to Mintel, 47 percent of beauty consumers said they have looked for or bought from brands with diversity or inclusivity in the last year and a quarter.

Luxury is responding to the call.

Last year, beauty group Estée Lauder Companies announced an Equity and Engagement Center of Excellence (COE) division in line with its commitment to build greater equity and representation throughout its business ([see story](#)).

With their dollars, consumers are proving they value the sense of feeling included.

A singer who has made arguably the biggest splash in the beauty world is Robyn Rihanna Fenty, with her brand, Fenty Beauty, which she owns in a joint venture with LVMH. Lauded for its groundbreaking inclusivity and ability to foster confidence in consumers, Fenty Beauty continues to shine, with OLBG reporting the brand has logged more than

\$570 million in yearly revenue ([see story](#)).

Shoppers are looking to feel represented, included and part of the bigger brand community.

"I think post-COVID ultimately, we're looking for connection and community across everything," Ms. Cartwright said.

"How do the brand lovers and the advocates communicate with each other? And also, how are brands creating their own ways of content, to communicate with their communities? And I think that's what people are looking for."

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