

FRAGRANCE AND PERSONAL CARE

Este Lauder launches brand advisory board, brings age-reversal efforts to Ivy League

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The company has formed an interdisciplinary collective of experts who, beginning in January 2024, will serve on a new brand advisory board. Image credit: Estée Lauder

By LUXURY DAILY NEWS SERVICE

U.S. beauty group Estée Lauder has put 15 years of research into its latest initiative.

The company has formed an interdisciplinary collective of experts who, beginning in January 2024, will serve on a new brand advisory board, counseling the group in its pursuit of science-driven luxury skincare. Estée Lauder's flagship brand is also announcing an inaugural partnership with Stanford University's Center on Longevity, committing three years of funding to efforts that will assess public perceptions of longevity and vitality.

"The Estée Lauder brand has always been at the forefront of breakthrough skin science," said Justin Boxford, global brand president of [Estée Lauder](#), in a statement.

"Longevity is one of the fastest growing movements in the beauty and wellness industries, with multi-generational consumer interest in biohacking and age-reversal practices at an all-time high," Mr. Boxford said. "Estée Lauder has been pioneering skin longevity research for more than 15 years, and we already have the proven technology to reveal visible age reversal.

"We see this as a truly pivotal moment for the brand to disrupt the industry, changing what we know about skin aging and reimagining skincare for the future."

Brains behind the beauty

The Estée Lauder Longevity Collective will offer education to consumers, shining a light on advances as the company redirects the conversation from anti-aging to visible age reversal.

The group of industry leaders will inform ongoing efforts ([see story](#)) while participating in related events and contributing to media and content partnerships.

Input on the brand's new online editorial hub is also expected. Here, members will add to discussions of aging well, healthspan versus life span and other such topics.



Experts and professors will now inform conversations sparked by the beauty group. Image credit: Estée Lauder

Participants include Nadine Pernodet, lead scientist and senior vice president of global innovation and technologies, bioscience and R&D at Estée Lauder, Danica Chen, long-term Estée Lauder partner and professor of metabolic biology, nutritional sciences and toxicology at the University of California Berkeley and Zakia Rahman, clinical professor of dermatology at Stanford University School of Medicine.

Dr. Rahman's place of employment specifically is the subject of a collaboration. Supporting Stanford University's Center on Longevity's new Aesthetics & Culture program, Estée Lauder is backing research on the perceptions of vitality, as well as New Map of Life postdoctoral fellowships and other work to advance the understanding of perceptions on longevity and vitality, according to a news release.

"We are thrilled to be collaborating with the Stanford Center on Longevity, a leading authority advancing longevity research," said Mr. Boxford, in a statement.

"Through the support of their new program of aesthetics and culture, our goal is to build the data-driven foundation from which to shape the future of aesthetics and extend skin healthspan."



The January release features science-driven luxury skincare. Image credit: Estée Lauder

As part of the larger Skin Longevity initiative, Estée Lauder is highlighting patented technologies.

In January, not only will the collective begin work, but a new product featuring an innovative formulation is to reach the Re-Nutriv line. The **Re-Nutriv** Ultimate Diamond Transformative Brilliance Soft Crème features "SIRTIVITY-LP," which the company claims reverses visible signs of aging 14 days after use.

"My grandmother, Este, was a trailblazer," said Aerin Lauder, director of style and design at Estée Lauder ReNutriv, in a statement.

"She was ahead of her time in every way and changed how we think about aging, confidence, and beauty," Ms. Lauder said. "Today, the Estée Lauder brand continues to embody her pioneer spirit, and I think she would be incredibly excited to see her namesake brand leading the new skin longevity movement and inspiring consumers everywhere to live well at any age."