



LASTING LONGEVITY SOLUTIONS FOR LASTING BEAUTY

While embracing their age, today's consumers are armed with knowledge about the root causes of skin aging and are adopting holistic, preventive skincare routines. For suppliers of active ingredients, this shift demands a new approach – one that moves beyond surface-level solutions to target the deeper, underlying factors contributing to skin aging. This evolving demand for longevity-driven skincare presents both an opportunity and a complex challenge for the industry.

When we look at the major trends of recent years, one overarching theme, that has evolved into several sub-trends, stands out: health. Over the years, consumers have developed a more holistic understanding of it, recognising the connections not only between health and lifestyle but also between health and appearance. Today, many of them are aware that regular exercise, a balanced diet, good sleep, avoiding alcohol and nicotine, sun protection, and stress reduction are all important constituents of living a healthy life. After the initial emphasis on physical health aspects like exercise, eating habits, and sleep, the connection between mental and physical health has become more prominent, especially since the COVID-19 pandemic brought mental well-being into sharper focus.

INFLUENCES ON SKIN HEALTH

There is growing awareness that, besides internal factors like individual lifestyle habits, external influences such as UV exposure, and stress also have a significant impact on the health of the skin and, therefore, directly on appearance. In recent years, the cosmetics industry has introduced numerous products featuring superfoods, pro- and prebiotic active ingredients, and supplements promoting an inside-out approach; we've heard about the circadian rhythm, inflammaging, and, more recently, the skin-mind connection. Neuroglow was one of the three major trend topics identified by Mintel for 2024. But what comes next? Where is the overarching theme of health headed? Longevity is the buzzword of the moment.

WHAT IS LONGEVITY?

People are living longer, and the question of how we can stay healthy and active while looking good for as long as possible is essential. Longevity is about maintaining youthful functionality and resilience over time, focusing on long-term health rather than just immediate results. As mentioned, consumers have been taking a more holistic approach to health for years, with a growing understanding of the connections between lifestyle and health, as well as between lifestyle and appearance. This leads them to address skin aging more preventively and often earlier in life than before.

At the same time, some contradictions in consumer behavior can be noticed. For years, more and more campaigns promoting self-acceptance, body positivity and well-being can be spotted, and, when surveyed, a growing number of consumers indicate a positive attitude towards aging. Advertising promises to turn back time are viewed very critically today. However, anti-aging remains the largest market segment as consumer still want to look as good as possible at any age.

But what actually defines a good and healthy appearance? The main factors that determine how old we look, are wrinkles, skin smoothness, and the evenness of our complexion. Their increasingly preventative approach leads consumers to seek products that combat the signs of aging before they even become visible.

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Active ingredients play a vital role in longevity-skincare.

to skin aging. The evolving demand for longevity-driven skincare presents both opportunities and complexities for the industry. It's about maintaining the skin's functionality and youthful appearance for as long as possible.

THE VALUE OF PREVENTION

A key difficulty lies in communicating the value of prevention. When consumers experience skin redness and use a product that visibly reduces it, they are likely to be convinced and repurchase. However, products designed to prevent issues that are not yet visible require a different form of communication. Consumers must trust that these products will deliver long-term benefits, even when results aren't immediately apparent. This necessitates clear education and robust scientific evidence to build that trust and convey the importance of proactive skincare.

Skin aging is a result of the accumulation of damage in the skin and the skin cells, primarily due to exposure to various external stresses, and their reduced capability to repair itself. At a younger age, the skin is able to compensate the damage effectively, but this ability diminishes with age as the immune capacity declines. While a healthy immune system manages problems 'under the radar,' when immune function decreases, the skin becomes more sensitive, revealing previously hidden issues and leading to inflammation, irritation, and an unhealthy appearance.

SUPPORTING SELF REPAIR

For active ingredient manufacturers, a crucial question is: Can an active ingredient enhance the immunological robustness of skin cells and enable them to repair damage? In essence, can the active ingredient help the cells to help themselves?

Longevity is more than just a passing trend; it represents a fundamental shift in consumer mindset, prioritizing long-term health and resilience over quick fixes. An example for this complex approach is CLR's new concept 'Back to the Roots'. Developed around the topic of longevity, it focuses on three active ingredients that pursue this approach – helping the skin to help itself. The approach works deep within the skin, addressing the underlying factors that contribute to aging. By harnessing the power of fermentation technology, these three active ingredients target the most important aspects of skin aging: oxidative stress, photoaging, and skin renewal.

Derived from *Lactobacillus kefiranofaciens*, the first active ingredient ("CefiraProtect CLR") rejuvenates skin's own antioxidant potential and protects the most vital proteins of skin against free radical damage. In doing so, it enhances the self-maintaining properties of skin, improving skin barrier, firmness and elasticity while counteracting in depth inflammations which drive skin deterioration with age.

The second ingredient is based on the effects of *Bifida Ferment Lysat* ("G + C Complex CLR") and acts on the ability to compensate for the triple negative effects of sunlight on the skin's biogenetic code: DNA damage, immunosuppression and dysregulation of circadian rhythm. It slows down the skin aging process by interfering with the production of inflammatory mediators involved in the 'inflammaging' processes.

The third ingredient in this concept ("ProRenew Complex CLR") acts on the skin's ability to successfully adapt to a constantly changing environment and to effectively renew itself. It positively influences the speed and quality of epidermal growth and has shown to effectively promote desquamation, the shedding of dead cells. Studies have proven that it also balances and protects the skin microbiota and supports it in dealing with day-to-day stress.

CONCLUSION

Longevity skincare isn't just about quick fixes; it's about long-term care that brings out the skin's innate strength, resilience, and radiance. By targeting the core causes of aging, the skin is empowered to age beautifully and gracefully, ensuring it remains vibrant and youthful for years to come.



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