



The Future of Beauty

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Introduction of research

Beauty to portray my individuality, my true self and my self-esteem is the future. The global pandemic has left lasting impressions on consumers around the globe, creating shifts in lifestyle as well as priorities. This is playing out across beauty categories in a variety of ways, including the importance of ethics, the changing role of identity and how technology influences the future.

Body

We as humans have the right to beauty at all stage gates of our life. Feeling beautiful enhances self-esteem and adds positivity to what we do in our lifetime on this planet as humans. Beauty does not have to force one towards looking younger, rather it has to help to age gracefully, naturally, in a sustained way that is influenced by ancient wisdom with foundation in modern science. This is what the future beholds. This presentation will highlight the current trends in the world such as extreme weather, pandemic, environmental and how their impact will change the way we want to discover and convert ingredients into trendy products for healthy lifestyle and aging, topically (beauty head to toe). Also, emphasis will be on beauty that is gender, diversity, ethnicity, geographically and orientation specific for global humans. Expanded use of traditional herbals in the space of personalized and skin health will also be discussed. Safety highlights such as biodegradability and clean will be mentioned as well.

Conclusion

In the next two years Concepts around sustainability will become more focused from a morality perspective, and consumers will demand bigger changes from companies. Individuals strive to exemplify their true selves in both digital and real-life identities. Brands have a role in helping consumers break the rules and create their own beauty ideals. In five years and beyond Digital ownership and expression will have broader impacts from a beauty perspective, changing the brand-consumer relationship as well as the values associated with tangible products. The future of digital experiences will move to more authentic and community-based opportunities as a new circle of influence is realized

References

[Analysis | Passport \(euromonitor.com\)](#)

<https://clients.mintel.com/content/report/the-future-of-beauty-personal-care-2022>



About the speaker



Dr. Amit Chandra serves as Fellow / Advisor for Botanical Innovation at Amway R&D (aka Innovation and Science), Amway Corporation. He is a world class subject matter expert in botanicals, dietary supplements, nutraceuticals and cosmeceuticals. Dr. Chandra is a pharmacognosist / Phyto-chemist / phyto-pharmacologist with a doctorate in Natural Products Chemistry, with 34 years of experience in academia and industry.

Dr. Chandra participates and serves as a subject matter expert in international scientific societies and organizations such as AOAC (International Association of Analytical Communities), ASP (American Society of Pharmacognosy), ABC (American Botanical Council), AHPA (American Herbal Products Association), NCNPR (National center for Natural Products Research), SCC (Society of Cosmetic Chemists) to name a few. In 2013 he was conferred the award of distinguished scientist by Amway R&D (global) and in 2019 he was conferred the lifetime achievement award of "Fellow of AOAC International" for his meritorious service to the organization.

Amit's area of focus at Amway- Nutralite / Artistry is directed towards innovation, discovery and development of health and beauty products (dietary supplements, food and beverage, cosmetics, skin and personal care). His research has gained him 82 peer reviewed publications and over 80 invited presentations in international journals and scientific societies to date. He has eighteen patents in his career so far. He is extremely focused and active on the scientific areas that relate to deliver authentic, safe and efficacious botanicals as part of dietary supplements and traditional medicine for health and beauty. Amit's passion is to convert the traditional botanical medicine / ingredients that have already proven to work based on ancient wisdom by using modern science to evolve into products that can delight consumers. Focus is also on consistency in quality and authenticity on botanicals used.

Mantra: Let ancient wisdom meet modern science.