TOWARDS MORE EMOTIONAL SCIENCE & TECHNOLOGY

Looking forward, scientific results, processes and technological claims will need to become more emotional through poetry, art and creative ingenuity: from
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The main mission of cosmetics is to clean and to protect the skin, but cosmetics play a role much more important than that in our life: it provides emotions that make you feel good, unique, proud and useful in the world.

Emotions provided with a prestigious product gives a sensation of being privileged, a member of a selected group. This emotion is one that is individual and personal.

Take care of nature
With the growing pollution, species extinction and deforestation, consumers feel more and more concerned about the environmental and health impact of the products they buy, concerned about the economic and social influence of their purchases and the impact of their consumption choices. Consumers are paying more attention to the sustainability of brands, and they are increasingly expecting them to act and communicate on these topics.

Consumers realize that they have a power in their hand when they buy a product, the power to choose a product that protects and preserves their planet. They can choose products with sustainable ingredients that respect the biodiversity and the eco conception of formulation.

Recycling and up-cycling gives another life to waste in order to preserve our natural resources. This gives the feeling that while consuming, we are limiting the negative impact of the world. The relationship created between consumers and brands is based on same values and ethical basis.

Take care of people
Helping a society become economically independent, develop local economy and share the benefits of business gives the feeling of being useful to others. This happy feeling is no longer solitary, but shared.
Consumers realize that they have the power to contribute to the economy of a country through the products they buy. This emotion makes the consumer proud of his actions.
has to be maintained. This is the challenge. We shouldn’t have to choose between efficacy and respect of the world, our world. The well-being of the consumer is linked to the well-being of our planet.

Discover Sustainability at NYSCC Suppliers’ Day speaks to these emotional drivers. Presentations will showcase innovative ingredients, formulations, testing methods, and more.

In a world saturated with information, calling on rational triggers to sway consumers is simply not enough. In reaction to this phenomenon, Brands are fervently investing in the research of feelings, which appear as fundamental levers to recapture attention. We are rediscovering that, at the root of almost any need, desire or whim, one finds emotion! And now, everything is being done to measure, decipher, stimulate or activate them. It appears that mixing scientific, artistic and marketing methods, as well as investing into emotion-targeting tools are the next strategic challenges for the beauty and cosmetic industry.
FROM THE REASON TO BELIEVE TO THE REASON TO FEEL

Traditionally, a strong “reason to believe” based on cosmetics’ performances, measurable benefits and scientifically proven results was key in the purchase decision. Most marketing claims were exposing products’ formulations and “actives” in order to enhance consumers’ perception of their efficiency. However, in a world led by emotions, this is no longer enough, due to the fact that consumers now expect a “reason to feel”: everything, from product (formulation, galenic, texture, density), to pack, communication and even shopping experience must offer a unique, augmented, sensorial and emotional moment.
FROM STORY-TELLING TO STORY-EXPERIENCING

With augmented reality becoming mainstream, the appeal of virtual immersive experiences are on the rise. These fascinating vehicles enable consumers to project themselves into interactive rituals mixing perceptions, awareness and information. In color cosmetics, virtual story experiencing such as digital make-up, in which the face is the canvas for magical and poetical projections, has generated powerful applications such as connected mirrors. Based on the progress in neuroscience, the e-motional retail now also proposes experiences that fit and respond to consumers moods, emotions and desires.
SCIENCE + ARTS

As brands face the challenge of being ever more creative and innovative, they start to look for closer ties between art and high-tech solutions. Human imagination and creativity seems to be the only way to be bolder in marketing and innovation as well as brand identity strategies. Collaboration with designers and artists who have strong personalities and are not afraid of straying off the beaten path are paving the way to the fusion of cutting-edge technical innovation and disruptive creative applications. Makeup formulations are now adding the expertise of make-up artists to scientific improvements in order to develop always new and newly fascinating color palettes.
GREEN TECH: THE BEST OF SCIENCE WITH THE MAGIC OF NATURE

Innovation increasingly calls on both nature and technology, ushering in ground-breaking benefits and opening up to a new alchemy: by proving or enhancing the effectiveness of natural ingredients, science is actually enhancing the “magic powers” of Nature, which were often perceived as lacking in efficacy in the mind of consumers. Scientifically proven efficacy of natural, organic or vegan formulas, ingredients enhanced by synthetic boosters, revolutionary natural high-tech textures (emulsifying soft butters) and biocompatible materials, will offer unseen sensorial or physiological benefits while meeting objective results in bioactive cosmetics.

EMOTIONAL TECHNOLOGY: BUSINESS IMPLICATIONS FOR THE BEAUTY INDUSTRY

MAKE HIGH-TECH COSMETICS MORE EMOTIONAL
Explore the emotional and multisensorial effects of changing phase/light formulas: sparkling, effervescent phase-changing textures, supernatural light-catching pigments or light change high-tech holographic effects; explore metamerism, etc.
DEVELOP EMOTIONAL PRODUCT DESCRIPTIONS
Enhance the semantics that refer and appeal to emotions: a vocabulary reflecting, for instance, variations in emotional intensity, drawing on the emotional and semantic palette of feelings or exploring words and sensations found in other cultures, etc.

ADOPT NOVEL FORMS OF STORY-EXPERIENCING
Mobilize digital immersions and interactive screen technology to propose new virtual try-on experiences; adapt color palettes, foundation, contouring and face symmetry solutions to digital screens, mobilize neurology to capture consumers emotional state and develop “mood customized” solutions, etc.

EXPLORE DISRUPTIVE COLLABORATIONS
Seek singularity by working with artists and designers: shift the brand foundations, demonstrate an aesthetic point of view, engage uncompromising creativity, generate the unseen, surprise via artistic sensibilities: for a positive emotional impact on consumers

CELEBRATE THE ALCHEMY OF SCIENCE & NATURE
Expand efforts on the "sublimation" of Nature: boost the effects of natural molecules and processes via synthesis; promote the advantages of iconic natural actives in green tech driven product or even powerful “synthetic + natural” combos, value bio compatible solutions, co-distillation of natural ingredient duos; hybridize technology and crafts, etc.

Registration is open – Sign up today! All attendees registered before April 15th will automatically be entered to win a trip to the IFSCC Congress in the Fall!

Click here to register

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Founded in 1970, PeclersParis, leader in visionary trends, brand & style strategy and innovation, offers exclusive trend publications, online trend services and customized consulting. Based on a unique approach to analyzing and interconnecting the most forward-looking socio-cultural, aesthetic and beauty trends with a targeted understanding of what people

About NYSCC
Dedicated to the advancement of cosmetic science, the New York Society of Cosmetic Chemists, strives to increase and disseminate scientific information through meetings and publications. By promoting research in cosmetic science and industry, and by setting high ethical, professional and educational standards, we reach our goal
markets, and translate them into brand & style strategies and creative concepts that lead to more desirable products and services.

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Bibliography & Credits:

Sculpture by Larry Bell

1. **Olfactory multi-sensorial experiences for augmented emotions: a dual-phases perfume for dual scent fragrances, Cloud Collection, Zarkoperfume.**

2. **Magic mirrors: the Chinese Alibaba has just launched an augmented reality restroom mirror, which enables women using the facilities at the mall to virtually test makeup looks. If they like the products, they can make purchases at an adjacent vending machine using a mobile QR code. The vending machine includes cosmetics brands such as Benefit, Lancôme and Shu Uemura.**

3. The recently announced collaboration between the stylist Jeremy Scott and the professional makeup Brand MAC : the encounter of an extravagant creative universe with the expertise and performance of MAC.

4. **Far from traditional drugstores, the Molecure Pharmacy is set in a biotech boutique that reconciles references to raw natural ingredients and technology-evoking geometrical shapes. The clever interior design illustrates the notion that molecular synthesis, used to manufacture many medications, is actually modeled on Nature!**

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