

Cosmetic companies have been integrating big data into their research and redevelopment strategy over the past few years as rise of tech within beauty becomes more mainstream and accessible to the average consumer. Sustainable Clean Beauty -- By 2030 there will be an heightened interest and desire for natural ingredients, with Gen Z being naturally more socially conscious this will be embraced and championed. With Gen Z consumers 1.3 times more likely to want to try environmentally friendly products companies will focus on new technologies to improve their impact on the planet. With support in favour of Transhumanism (a philosophical and scientific movement that advocates the use of current and emerging technologies -- such as genetic engineering, cryonics, AI, and nanotechnology -- to augment human capabilities) growing daily, people will continue to invest in tech focused modification to themselves and also investment into their image 'online' (on the lot and in the metaverse). "AI is going to accelerate the levels of creativity, of productivity. It's going to supercharge everything that we can do, whether we're a consumer or someone who's working to serve consumers," stated Sarah Mody, a Marketing/AI manager at Microsoft. AR/VR Experiences -- Hyper-realistic virtual try-on technology will be further improved and will transforming the customer's shopping experience and empower them to make informed, correctly calculated decisions. Furthermore, shopping experiences will also become more interactive, fun and playful in the virtual space, with brands focusing on capturing their customers attention for as long as possible with games, eye-catching graphics and out-of-the-ordinary videos. Companies such as Geltor, Ginkgo Bioworks and Bio Beauty will be at the forefront of innovative new developments combining nature, biology, tech and beauty to produce the best products on the market for both planet and people. Five trends we predict that will take over the beauty world are: 3D Printed Makeup -- Procter & Gamble has recently introduced a makeup printer named Opte to the market. It targets specific age spots, burst blood vessels and other blemishes by covering them up. It costs \$599 and refill kits set the customer back \$99. Nanobots -- This form of digital skin care can focus on wrinkles, redness, dark spots, pores, fine lines to name a few. It's no surprise the future will combine the physical and digital in order to create new phygital experiences & products. It has an inbuilt camera that takes 200 frames per second and a microprocessor then analyses the data to give you perfect and toned makeup. While inside the system it will tell you individual, focused analysis of your skin so that you can check how well you are improving and will also provide you with personalised tips and suggestions. It was first introduced to the world in 2019 at an electronics convention after over a decade of development and more than 40 patents. While in reality people may not to express themselves due to fear of judgement this 3D virtual space will allow for creativity and boundary pushing beauty looks. Sustainable and ethical production will feature block chain technology and waste-free claims packaging. Rather than being a physical product, this will be a cultural mindset shift. This will be a freeing and fun way to express your true personality. The Artificial Intelligence section within the Beauty industry will be worth \$13.34 Billion by 2030. Your physical reality will no longer be the central/only reality that people care about and in some cases the metaverse will become more important. Avatar Focused Beauty -- With the rise of the .Metaverse. Your avatar's identity and image will become increasingly important