

# **The Rise of Cosmeceuticals**

**Beauty Industry's  
next big move ?**

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# Estée Lauder x Deciem

## 2021



# L'Oréal x Takami

## 2021



# Unilever x Minimalist

## 2025



# Shiseido x Dr. Dennis Gross

## 2024



# What's driving this shift?

- **Rising Demand for Ingredient Transparency:** Consumers seek science-backed, medical-grade formulations they can trust.
- **Credibility Drives Loyalty:** Dermatologist-approved products enhance consumer confidence and boost long-term brand loyalty.
- **Premiumization of Skincare:** Consumers are willing to invest in high-performance products, making this a lucrative segment.
- **Strategic Market Expansion:** Dermocosmetics unlock new opportunities in a rapidly growing segment.



**What are your  
thoughts on the  
growing influence of  
dermacosmetics in  
mainstream beauty?**

Drop your insights in the  
comments! 