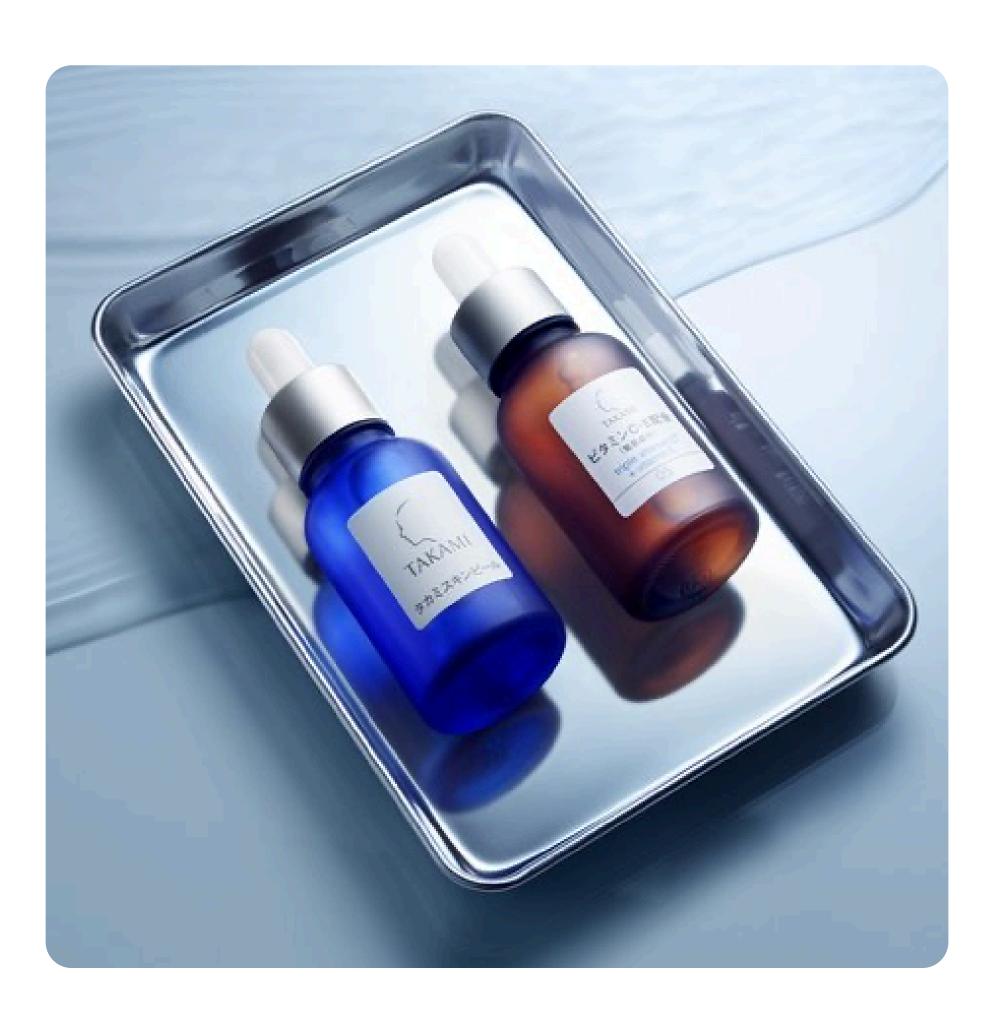
The Rise of Cosmeceuticals

Beauty Industry's next big move?

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: Dermatologistapproved 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!