

WHAT FUTURE FOR ICONIC COSMETICS?

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What makes some products become iconic?

Iconic? We mean these mythical cosmetics which perfectly know how to adapt to their time while remaining timeless...

Among the innovations that brought them to life, many are based on new practices: the adaptation of a professional process, a formula made by an esthetician or all-in-one single products for example. They capture the spirit of their times and they adapt smartly to new expectations like paid vacations or women entering the workforce. They also capture the best of the scientific innovation... just remember liposomes which pushed Dior's *Capture* and paved the way for anti-aging products.

Iconic cosmetics have also 3 precious strengths:

1. they are a strong asset to drive trust,
2. more than ever, they are helpful and life-changers: they save time or money, improve self-esteem or physical and mental health, protect from climate change effects, make their consumers feel « better themselves » by using conscious products and brands,
3. and they embody powerful stories and imaginaries.

To keep their iconic status, these cosmetics are regularly reviewed, like the 9th version of «*Double Sérum* » by Clarins. New technologies, natural or organic ingredients, eco-designed packagings, new claims adapted to new lifestyles... Revivals need to comply with evolving regulations, meet new needs, seduce new consumers addicted to social media and they also need to adapt to planetary issues and limits! It's a very delicate exercise that can be either sovereign or devastating.

That's why we decided to **imagine the future of iconic cosmetics**, with a tailor-made methodology combining **longevity, durability and desirability**.

To do this work, we have to keep in mind 3 major issues of the cosmetic industry:

1. measure and reduce our impacts on 4 main topics: climate change, loss of biodiversity, fresh water rarefaction and chemical pollution, especially plastic waste,
2. design and produce differently and promote new uses and lifestyles, alone or in coalitions,
3. protect and support billions of humans that will have to manage extreme living conditions like heat, pollution or increasing dermatological disorders.

In our context of environmental and societal big issues, longevity of brands and products depend on the way you anticipate the future.

Ipsos has revealed that future-prepared firms outperform worldwide by 33% in profitability and 200% in growth. So, let's prepare this future together and turn issues into innovation opportunities!

With our team from @InspirePositiveChange and @Pareidolies design studio, we have created a 3-steps methodology to imagine how your icons can combine longevity, durability and desirability.

ANTICIPATE - during the STEP 1, we are writing a scenario from our foresight work, your strategic issues and the learnings from your stakeholders' interviews.

« What if... we had to better protect from the heat? »... « What if we could no longer cultivate some strategic active ingredients? »...

CO-CREATE - the STEP 2 is a workshop with a bespoke team. In this symbiosis moment, we are bouncing off the scenario and the strategic insights that we prepared before. We put your teams into action towards new futures and translate this collective intelligence into concrete ideas and output roughs.

EMBODY - the STEP 3 is dedicated to analyse and select the ideas with the highest strategic and longevity potential, and turn the previous outputs into value propositions. We are writing and illustrating several robust proposals.

At the end of step 3, you have in hands several proposition values to address your strategic issues in the scope of the initial scenario. You can test them with your consumers or other stakeholders, and refine the offer with your team.

You're ready to prepare the future of your iconic cosmetics... or invent the news icons of the future!



Ariane GOLDET has over 30 years' experience on the airwaves (Europe 1, Sud Radio) and in the women's media of the Hachette Filipacchi (Femme, Vital), Prisma Presse (Prima) and Marie-Claire groups.

Editor-in-chief of the "Beauty and Health" section for 20 years, she chairs the prestigious "Prix d'Excellence International de la Beauté" Marie-Claire.

Throughout her career, one question has obsessed her: why are certain cosmetics iconic?

In response, she published in 2023 "*Iconic Cosmetics*" with Jean-Claude Le Joliff, edited by Cosmetic Valley. As a consultant in brand and product strategy, she analyzes the levers of success of these mythical products and discloses them in her conferences.

She also projects them into the future with Karine COTTIN and her team from @Inspire positive change. To sustainably prolong the alchemy of these icons, and invent the new ones. arianegoldet@gmail.com



Previous Chief Marketing Officer of Pierre FABRE Dermo-Cosmetics,

Karine COTTIN has over 25 years' experience of the beauty and personal care markets. As an expert in brand strategy, foresight and innovation, she brought new products to worldwide market, managed multi-brand projects and contributed to create value from within the company.

Convinced that business is a powerful lever to have a positive impact, she is now senior advisor for care & good, helping managers and their brands to adapt their offerings to tomorrow's world and consumers' changing uses.

Particularly captivated by iconic cosmetics, she has co-created, with her partners from @Inspire positive change and the author Ariane GOLDET, a tailor-made methodology for revisiting these strategic products in the light of new planetary issues, new lifestyles and new desires. And thus creating durable value.

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🌟 Round table with @karinecottin @arianegoldet @elodiebernadi et @lievedeclercq

👉 <https://www.cosmetic-360.com/en/programme/66f97afc34dc830066bcf992>

#SustainableCosmetics #Innovation #Longevity #Durability #PositiveImpact #IconicCosmetics
#FutureOfCosmetics #DesignFiction #InspirePositiveChange