



WELL-AGEING : PANORAMA AND CHALLENGES OF BEAUTY AFTER 55 YEARS OLD

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SYRES

Sensory and Consumer Research



- **25** years of expertise in consumer and sensory testing for cosmetics and hygiene products.
- **40 000** panelists in France (including 70% of women), **6 000** in Singapore and **2 million** worldwide with our network of 20 field partners.
- **Documented databases** dedicated to the needs of beauty specialists: age, ethnicity, phototype, skin characteristics, concerns, habits and behaviors.
- **More than 200 consumer studies/home-use-tests** carried out in 2022 on cosmetics and hygiene products.
- More than **3 500 panelists in Paris** available to carry out centrally located tests and participate in our thematic workshops: cares, routines, make-up, treatments, food supplements, injections,...



OBSERVATIONS AND OBJECTIVES



- Our goal has always been to **better understand** the expectations and behaviors of the **consumers** in order to support our clients with the development of their products.
- In 2023, **36% of women** in France are above 55 years old and this number will only **increase in the future** with longer life expectancy.*
- Our panel hosts 10 000 women over 55 who have been testing cosmetics with us for many years and it was important for us to put them in the spotlight.
- This is why we decided to carry out a large study in order to better understand their **cosmetic habits**, **lifestyle**, their **relationship to beauty** and their **expectations** with regards to cosmetic products.

*Source:INSEE



OUR METHODOLOGY

Double approach

QUANTITATIVE METHOD – SURVEY

- Online survey on more than 3 500 women from 55 to 84 years old.
- 70 Closed and open questions about women's characteristics, beauty routine, their opinion on their skin and face, their lifestyle and their well-being.
- Conducted in France & Singapore.



QUALITATIVE METHOD – THEMATIC WORKSHOPS

- 6 thematic workshops with groups of 6 women.
- Discussions to understand in depth the expectations of women, their relationship to beauty and what they expect from cosmetic products and their manufacturers.
- Conducted in France & Singapore.



The women really appreciated being able to share their feelings and express themselves regarding their relationship to beauty.

SOME CHARACTERISTICS

86%

Declare knowing their skin well

But 52% have never had a diagnosis to define the characteristics of their skin

54%

Have very dry to normal-dry face skin

23% have combination skin, 14% normal skin and 9% normal-oily to oily skin

49%

Have sensitive face skin

According to ARPP rules

54%

Say they have poorly or never protected themselves from the sun

47% have never smoked and 35% no longer smoke

20%

Have already undergone an aesthetic dermatology treatment

Nearly 30% want to do it in the future

79%

Have never taken hormone treatment for menopause

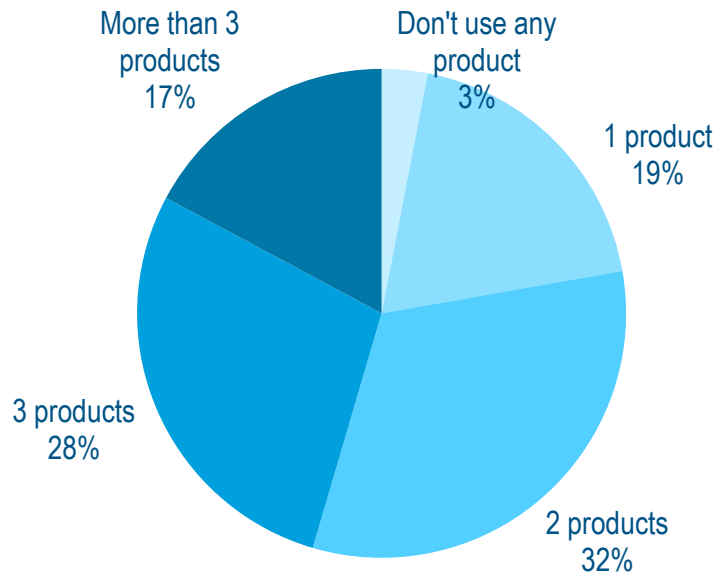
But 25% felt a change in their skin from menopause

33% of them still have a full-time professional activity

THEIR BEAUTY ROUTINE

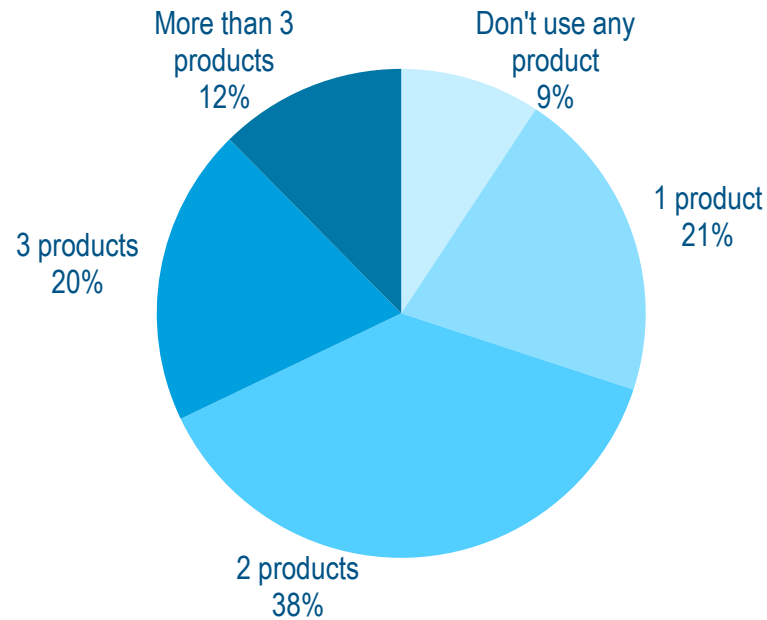
Morning routine

Number of products used every morning (including cleansers, lotions, serums, cares...)



Evening routine

Number of products used every evening (including cleansers, make-up removers, lotions, serums, cares...)



*Around 60% of women use 2 or 3 products in their morning and evening routine.
Around 20% of them only use 1 product.*

THEIR BEAUTY ROUTINE

68%

Use a face cleanser in the morning

91% of them use a cleanser or make-up remover in the evening

69%

Use an anti-ageing care

43% declare using a face care containing hyaluronic acid and 23% declare using a care containing vitamin A

55%

Use a hydrating care

50% use it in the morning and 25% use it the evening

44%

Use a serum

52% use an eye care.
12% use a face oil

12%

Declare using a care containing SPF in the morning

19% of the women do not use any face care in the evening

29%

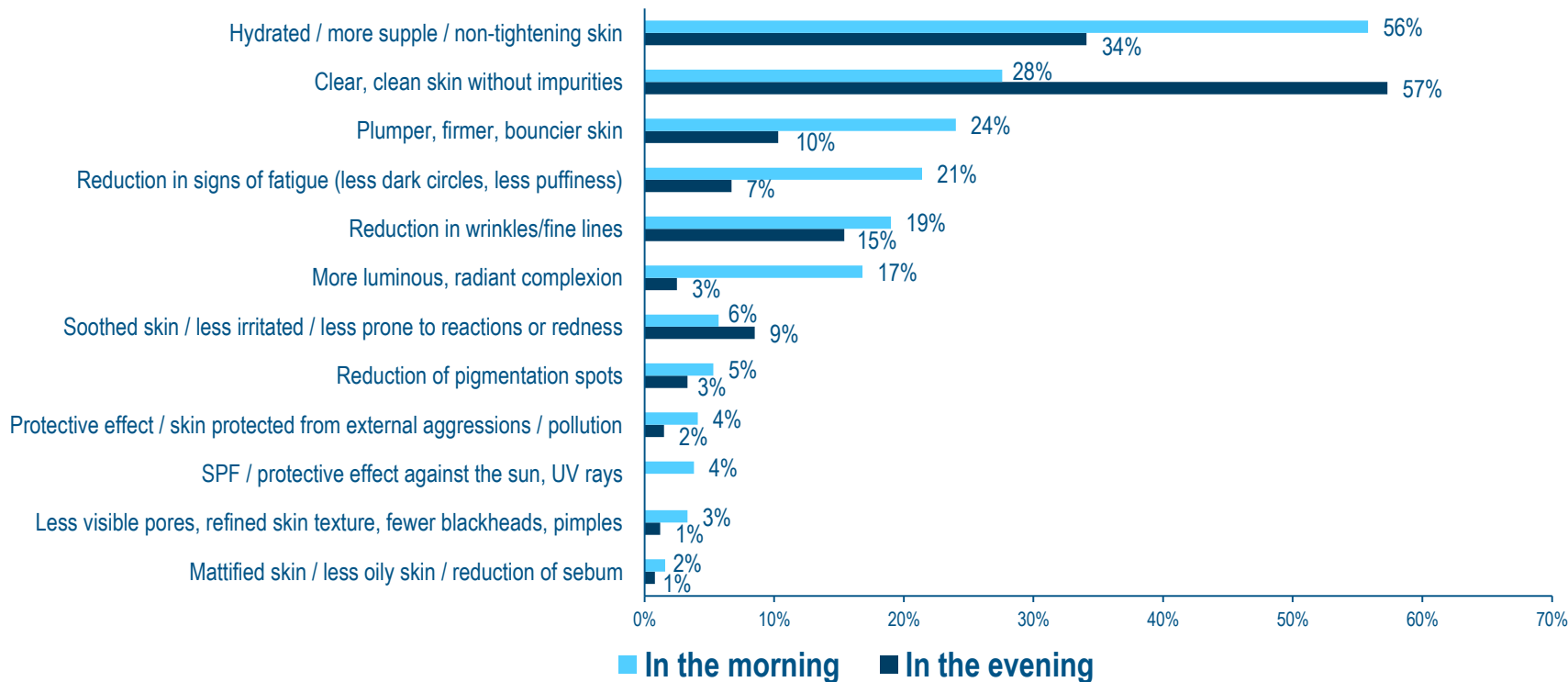
Do cures of capsules/gummies food supplements

8% use some ampoules in cure

If they had to name one product they absolutely couldn't do without, it would be their hydrating face care at 33%

THEIR BEAUTY ROUTINE

What is the most important to you in the morning / in the evening?

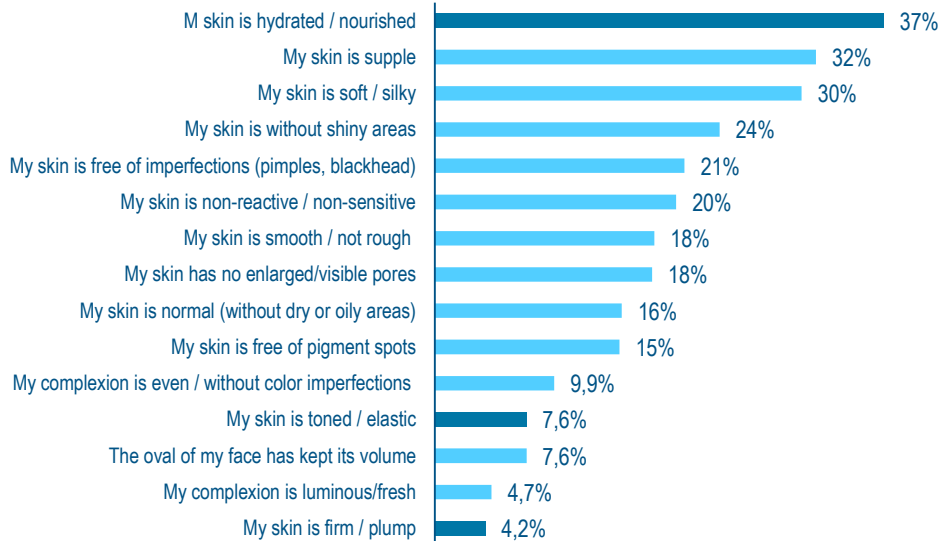


■ In the morning ■ In the evening

QUALITIES AND DEFECTS OF SKIN

According to them, the three main qualities that the skin of the face must have (in general) are: a **hydrated / nourished skin** (30%), an **elastic / toned skin** (25%) and a **firm /plumped skin** (12%).

When you look at the skin on your face today, what are its three main qualities?



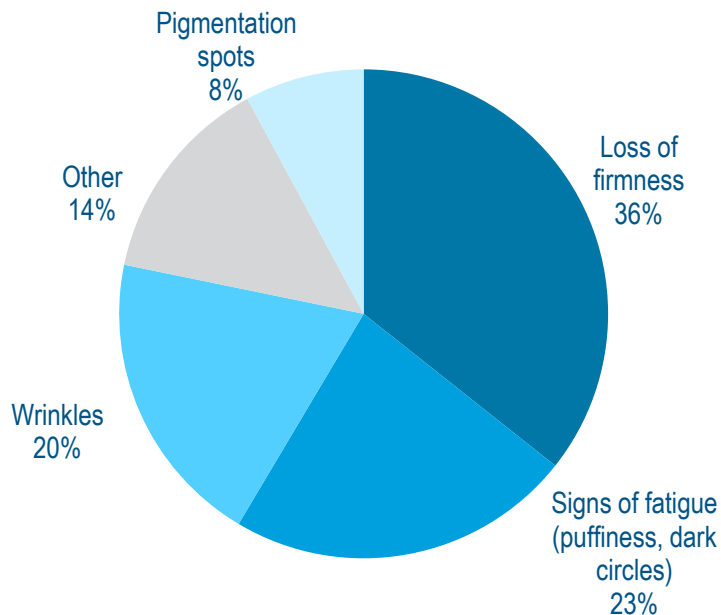
When you look at the skin on your face today, what are its three main defects?



The women are globally satisfied by the hydration of their skin but the biggest defect of their skin remains the loss of firmness and of volume of the oval of their face.

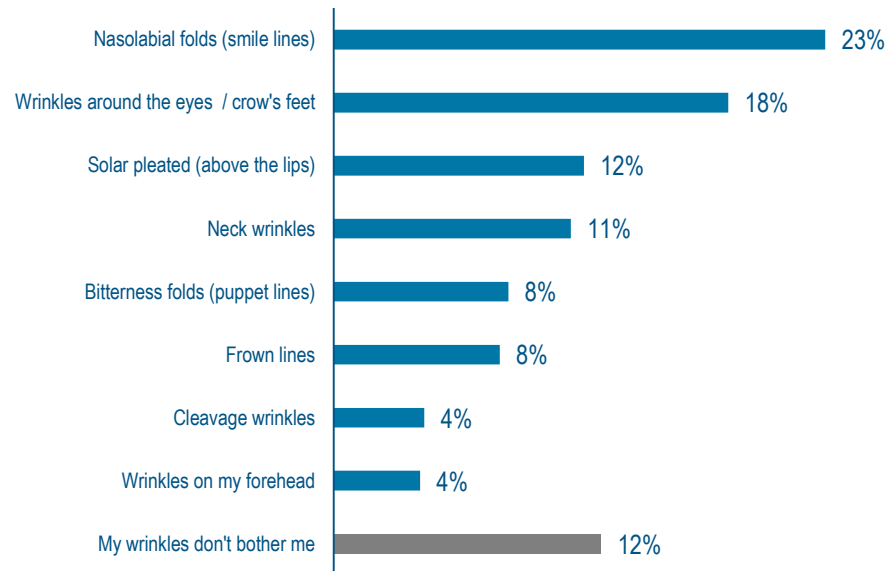
WHAT BOTHERS THEM THE MOST

Can you tell us what bothers you the most when looking at the skin on your face?



What bothers women the most is the lack of firmness of their skin, followed by signs of fatigue and wrinkles.

What is the area where skin ageing bothers you the most?

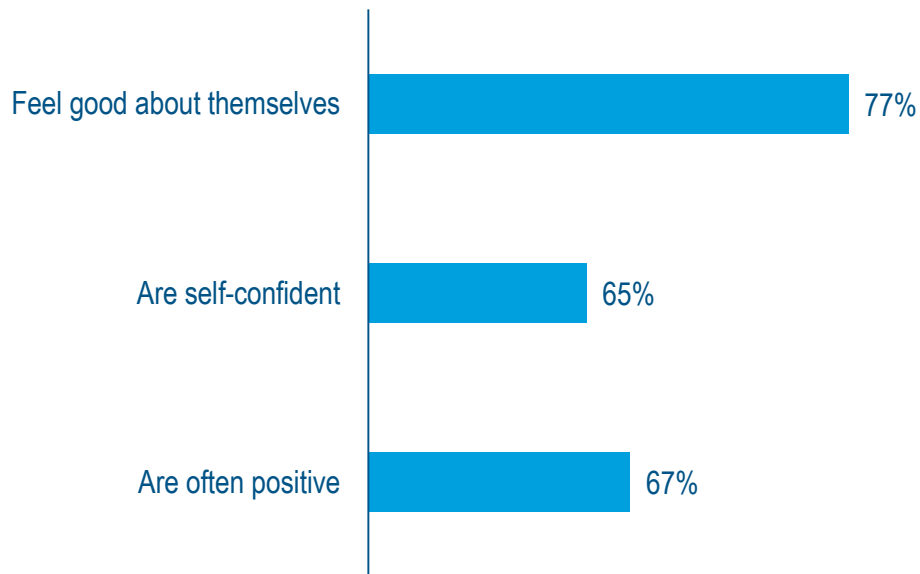


Women are particularly bothered by their nasolabial folds, followed by their wrinkles around the eyes.

WELL-BEING AND SELF-ACCEPTANCE



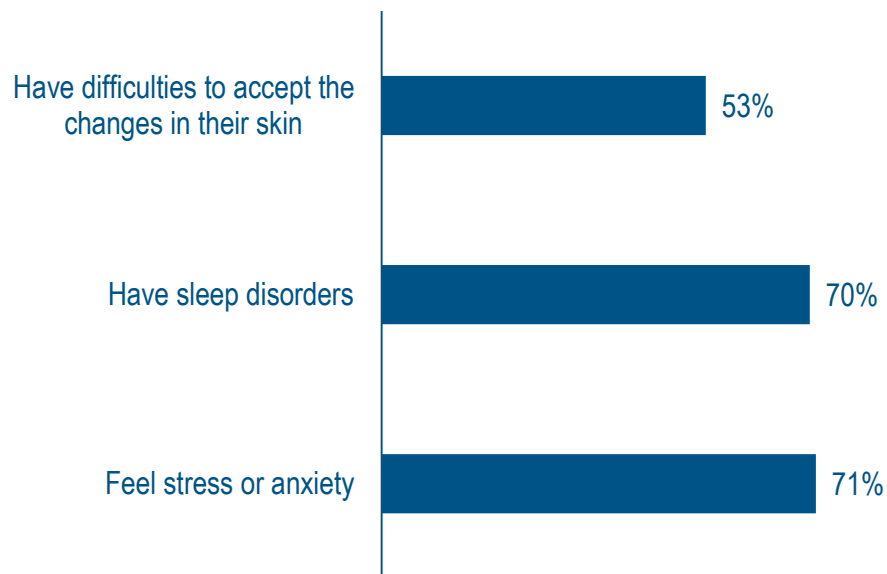
A majority of positive feelings and fulfillment



These positive feelings increase with age.



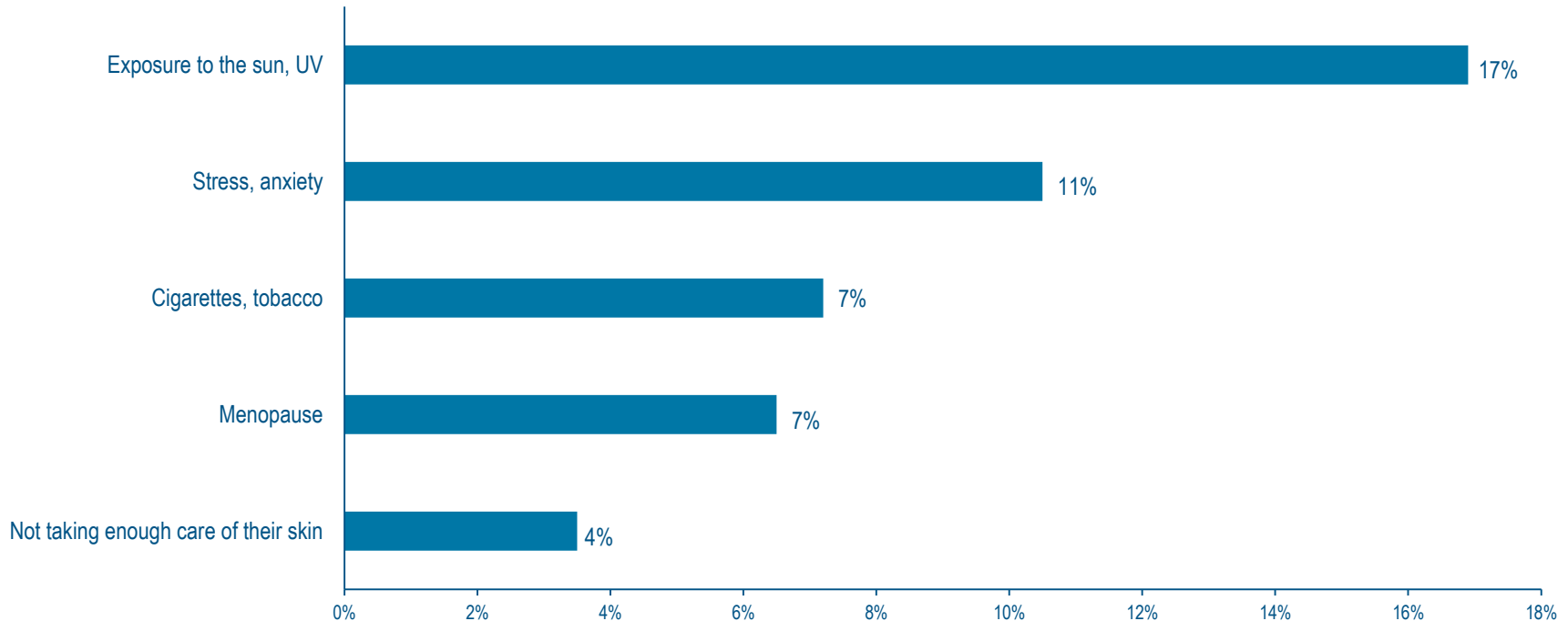
Difficulty accepting the changes in their skin and a tendency to stress and lack of sleep which could have an impact on their skin



These negative aspects decrease with age.

THE FACTORS OF AGING

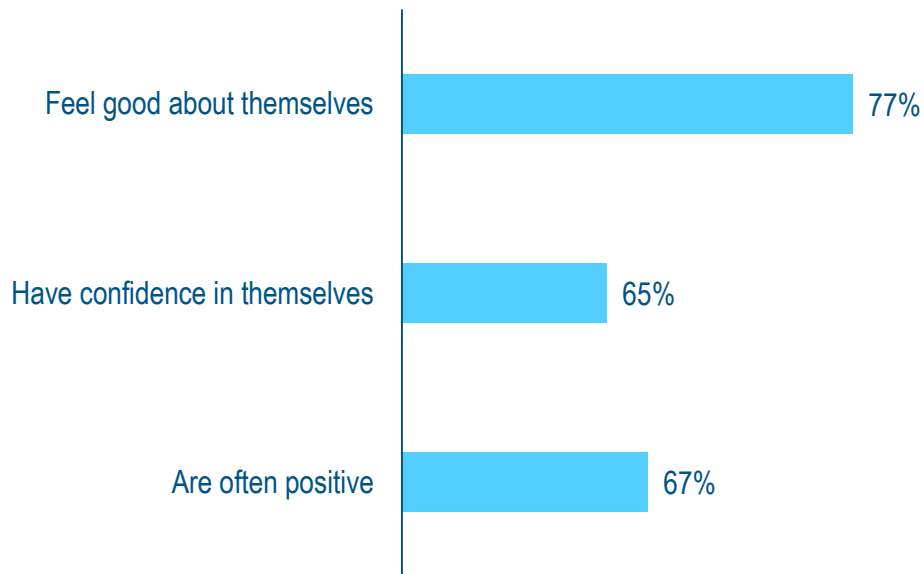
In all honesty, what do you think had had the most impact on the aging of your facial skin?



WELL-BEING AND SELF-ACCEPTANCE



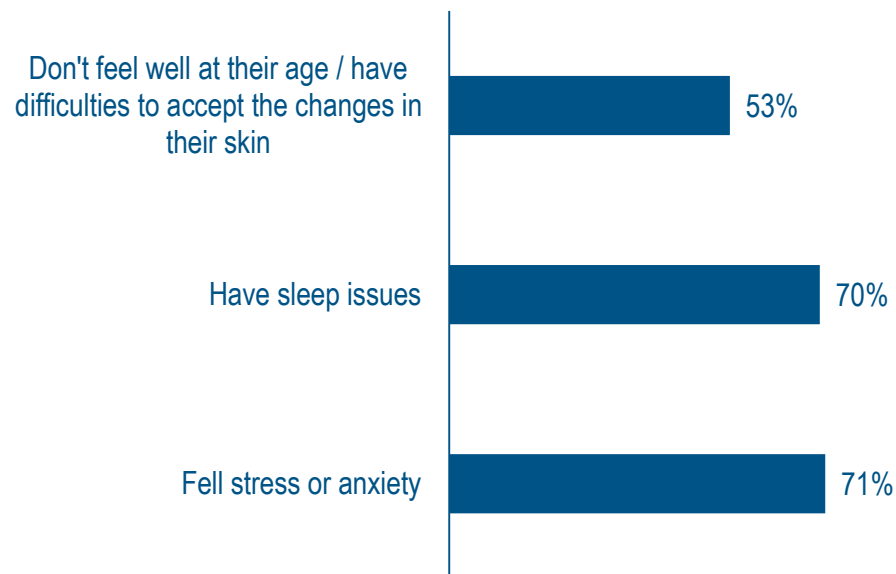
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THEIR DEFINITION OF BEAUTY



- The notions that largely come out on top (at 62%) are **well-being and self-acceptance**.
 - ✓ *“Feeling good about yourself despite the years / Feeling good “from inside””*
 - ✓ *“Accept yourself as you are / Accept change / Accept your age”*
 - ✓ *“Being fulfilled / Being happy / Smiling”*
- However, their **appearance and taking care of themselves** is still very important (46%), and particularly through **luminosity, radiance of the skin**.
 - ✓ *“Continue to take care of yourself / Taking care of your skin / Having a beautiful skin”*
 - ✓ *Having luminous, glowing, radiant skin / Luminous, clear complexion / Luminous face”*
- **Staying natural** is a notion that is also often quoted.
 - ✓ *“Stay as nature defined us / Natural without artifice / To feel natural, light”*
- For them, the flaws of beauty remain mostly: excess surgery and excess makeup.

“The beauty of a face is expressed by its luminosity, its harmonious colors and freshness. It is the reflection of the soul.”

“Beauty comes from within and is seen on the outside. It is an emotion that passes; it is at the same time the radiance, the charm and the harmony released by a face.”

“Having an expressive face and keep smiling without worrying about the passing years.”

“Health, dynamism, expressive eyes, being at ease, feeling good about yourself, communicating and having originality.”

THE CHALLENGES



- Women over 55 years old remain predominantly **positive, serene** and **feel good about themselves**.
- But they are particularly bothered by the **lack of firmness** of their skin and the **loss of volume**. Their dream would be to find products that could be really **effective on these aspects**.
- They definitely want to continue taking care of their skin with **cosmetic products** however, 70% complain about **lies or broken promises** regarding **efficacy on marks of ageing**.
- They try to hide the signs of ageing with a **healthier lifestyle** and by taking better care of themselves (hydrating, healthy food, no tobacco, physical activity).


“Stop lying to us. I would love for 60-year-old women to always be taken as a role model for praising anti-aging creams.”

“All the big brands keep their promises on hydration, but when it comes to wrinkles I'm skeptical.”

“I'm always skeptical of the promises made by manufacturers but that doesn't stop me from continuing to buy them and believe in them anyway.”

THE CHALLENGES

- They are convinced that beauty will come **from within** because it seems unlikely to them that they will be able to really erase the marks of time (other than by injections).
- Therefore, they are very interested in **nutricosmetics** which seem to them to be an efficient and less expensive compromise. Besides, 30% of them already practice food supplements/gummies cures.
- The **well-ageing trend** is much less known in France than in Asia but perfectly fits what women are looking for, namely products that extend the beauty of their skin in a **natural way** while taking care of them **inside and out**.



“I’m looking for healthy products to take orally that regenerate from within.”

“I expect a lot of progress on food supplements that would allow me to age better.”

“My miracle product is a cream associated with capsules because the cream does not act in depth. A molecule that would approach hyaluronic acid to tighten and firm.”

“I’m waiting for a natural product, which would bring me comfort; which would redensify and plump up my skin.”



**THANK YOU FOR YOUR
ATTENTION!**

DISCOVER MORE ON *SYRES.FR*

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT:

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