Skin Longevity

Personal Care's Quiet Revolution

The science, market signals and Evonik innovations reshaping longevity

Your Short Guide



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Longevity is reframing the approach

Is personal care ready for preventive care?

THE OLD FRAME

Anti-aging

Framed aging as a defect to be avoided - driving fear of getting older and aesthetic pressure. Focused on correcting visible signs (wrinkles) rather than the underlying biology.

THE NEW FRAME

Longevity

Caring for skin and body to keep them functioning well over time, **accepting aging as natural**. A shift from **macro, visible change to a holistic, preventive approach.**

From correction

To prevention

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The central tension

Longevity is a science of the long term

Cosmetics sell efficacy in the short term.

THE SCIENCE

Aging plays out over decades. Preserving cellular function, barrier integrity and regenerative capacity is measured in years - not in a 28-day trial.

THE MARKET

Consumers expect visible results fast (e.g. - **30% visible signs of aging within a month)**. Brands compete on immediate, demonstrable efficacy.

The opportunity - and the risk - lives in the gap between these two clocks.

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A foundational movement

Largely driven by social conversation today but stickier as real intent shows up in search. **Related topics skew health and supplements**, with skin a fast-growing entry point.

POPULAR RELATED TOPICS

3.1M

NAD

avg. monthly

+428% YOY

151.9K

SKIN HEALTH

avg. monthly

+156.5% YOY

363.0K

PERIMENOPAUSE

avg. monthly

>1,000% YOY

Source: Spate — Google, TikTok, Instagram US, Nov 2024–Oct 2025 vs. prior year. Values in avg. monthly popularity.

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Three macro shifts

INSIDE-TO-OUTSIDE

Skin regeneration & protection

10.1M

+93.9% YoY avg. monthly popularity

Proactive, ingredient-driven regeneration: PDRN serums, retinol body creams, exosome therapy, preserving skin at the cellular level.

PERFORMANCE TRANSFER

Medical spa, at home

14.1M

+48.1% YoY avg. monthly popularity

Clinic treatments move home: 'Botox in a bottle', skin boosters, LED masks and increasingly scalp devices for hair health.

BEYOND THE FACE

Skinification across beauty

16.2M

+33.2% YoY avg. monthly popularity

Skincare-grade actives spread into makeup, body and hair, serum foundations, scalp serums, body serums.

Source: Spate — combined popularity, Google/TikTok/Instagram US, Nov 2024–Oct 2025 vs. prior year.

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The longevity consumer already exists

65%

ALREADY USING

longevity-supporting products

83%

USE OR OPEN

to longevity products

50%

OF 45–60S

are regular users highest of any age

The gap is not demand.
It's proof.

Midlife - not Gen Z - is the activated market. The 45–60 cohort is already acting, while the youngest buyers are the most curious. Consumers have entered the category; what they are waiting for is credible proof.

Source: FIT Capstone survey, n=541–550 U.S. beauty buyers, 2026 (Q11; age-cut Q11 by age).

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Brands fumble the one job that matters

Explanation is the job

56%

SAY BRANDS EXPLAIN

the science unclearly or not at all

12%

ONLY

say brands explain it ‘very clearly’

14%

FIND JARGON CREDIBLE

NAD+, exosomes, epigenetics

The lever is *translation*, not vocabulary.

Only 14% say terms like NAD+ and epigenetics make a product feel credible; 32% read them as marketing. Science jargon erodes trust rather than building it explanation is what earns it.

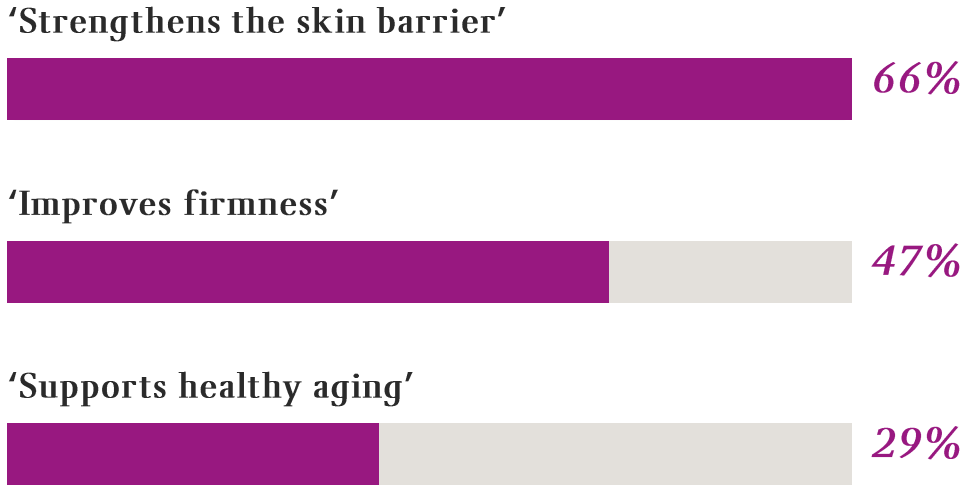
Source: FIT Capstone survey, n=543–550 U.S. beauty buyers, 2026 (Q5, Q6).

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Say what you can substantiate

With no settled regulatory definition, the safest - and **most trusted - claims are the measurable ones.** Don't say 'longevity'; say what you can prove.

Consumer trust by claim type



Source: FIT Capstone surveys, n=539–569 U.S. beauty buyers, 2026 (Q7, Q13, Q14; trusted-source ranking).

1 The messenger wears a lab coat

Dermatologists & doctors (75%) and scientists (67%) dwarf influencers (5%) experts beat creators ~16 to 1.

2 AI & influencers are shut out

88–92% won't rank AI tools in their top-3 trusted sources; influencers are excluded almost as firmly.

3 Set honest time-to-result

42% expect visible results within a month — faster than aging biology delivers. Manage the timeline or lose believers by week four.

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The regulatory reality

No regulator recognizes ‘longevity’ as a claim. The law still sorts every product into two boxes and longevity language keeps landing in the wrong one.

The cosmetic “draw” line

A cosmetic may only cleanse, beautify or alter appearance. Anything meant to affect the body’s structure or function cell renewal, collagen synthesis, clearing senescent cells…legally makes it a drug.

US FDA COSMETIC VS. DRUG DEFINITION

Why “anti-aging” survives

It endures because it can be read as an appearance claim. The FDA even withdrew its dedicated Anti-Aging Import Alert in 2024 while keeping full oversight of the claims themselves.

FDA IMPORT-ALERT WITHDRAWAL, 2024

The “longevity” grey zone

In the EU/UK, ‘healthy aging’ is an unauthorised health claim (it implies disease-risk reduction); ‘cellular repair’ implies a mechanism. **Brands say ‘longevity’ but must substantiate something narrower.**

EU/UK CLAIMS REGULATION

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Resolving the dichotomy

Winning the longevity driver means holding both clocks at once grounding a long-horizon science in claims a consumer can trust today.

1 *Educate, don't jargonise*

Translate mechanism into plain language. Explanation . not vocabulary - builds credibility.

2 *Claim what you can measure*

Anchor on substantiable outcomes ('strengthens barrier', 'improves firmness'), not 'longevity'.

3 *Lead with clinicians*

Put dermatologists and scientists front and centre. Experts out-trust influencers 16 to 1.

4 *Set honest timelines*

Manage time-to-result up front - biology is slow, so protect belief past week four.

5 *Segment the message*

Youth needs translation; midlife needs proof + results; 60+ needs clinician-led evidence.

6 *Build through experience*

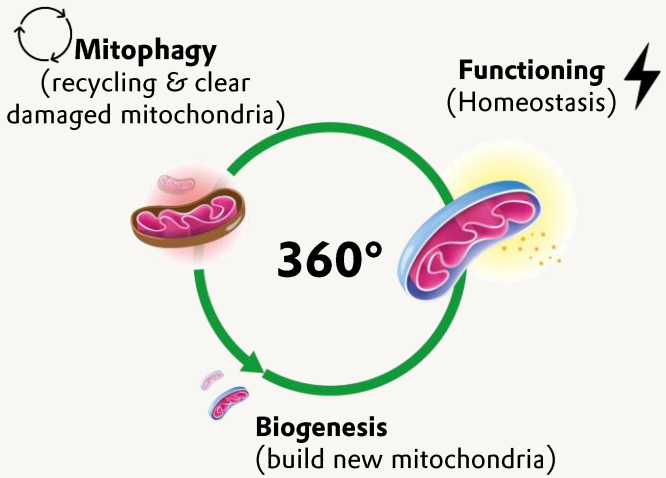
Turn buyers into advocates via lived experience and community - not a faster launch treadmill.

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Evonik's longevity approaches
3 targeted solutions – 1 longevity vision

X50 CellEssence®

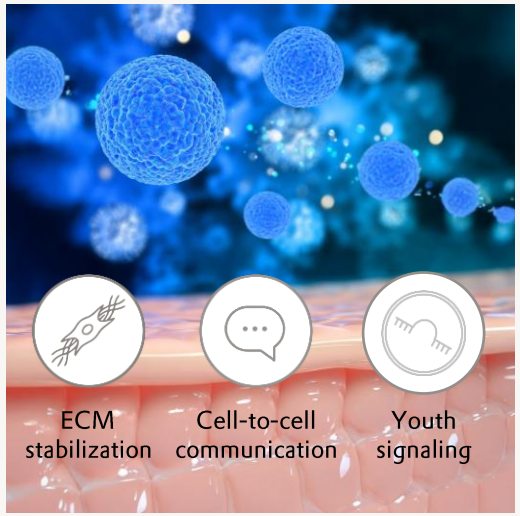
ROOT-CAUSE ACTION
360° mitochondrial re-activation



Revitalized mitochondria & cellular energy. For healthier, younger skin.

Vecollage® Fortify

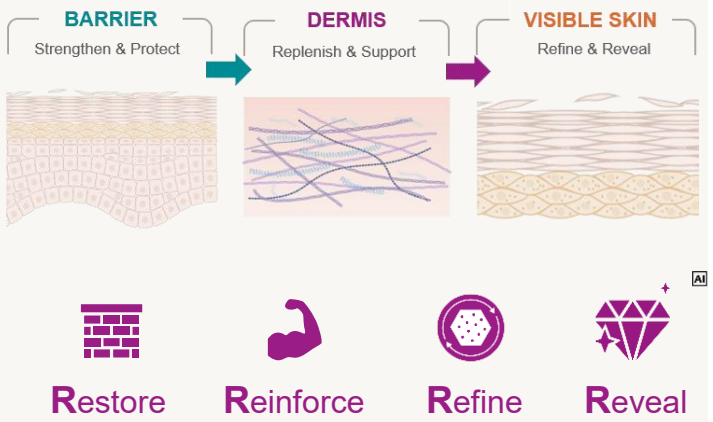
INTEGRITY & ARCHITECTURE
+ aesthetic procedure efficacy enhancer
microneedling, radiofrequency, peeling, laser



Exosome-mediated communication collagen build-up

SPHINOX® Vively

PRESERVE BIOLOGY OF YOUTH
4R pathway for flawless skin quality



Healthy skin isn't created at the surface. It is built layer by layer from barrier to dermis

[internal]

Take away messages

What to remember about longevity? A category consumers have already entered.

1 *It is a movement, not a trend*

Beauty, wellness and longevity are converging into a foundational, holistic, movement that is here to stay

2 *The consumer already exists*

65% already use logevity-supporting products (83% open). Demand is not the bottleneck. Proof is.

3 *Education is the real gap*

56% say brands explain the science of aging unclearly. Explanation is the opening and the lead magnet

4 *Scalp and body are the next frontiers*

Skinification is carrying longevity beyond facial skincare into hair and body. (e.g Scalp serum is up 118 YoY)

5 *Midlife buys, experts convince*

The 45-60 cohort is already acting (50% regular users). Dermatologists beat influencers (16 to 1) as trusted voices

6 *Evonik solutions for longevity with measurable claims*

X50 CellEssence, Vecollage® and SPHINOX® Vively open up new possibilities for your longevity-focused cosmetic lines

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