

Advanced Cosmetics

Landscape Overview 2021

Teaser

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Advanced Cosmetics Landscape Overview 2021

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Introduction

The "**Advanced Cosmetics Landscape Overview 2021**" Report aims to provide in-depth analyses of the current state and the nearest future development of the industry. We have collected information about 400 companies operating in the advanced cosmetics market, 160 investors, 180 Labs and R&D centers analysed by allocation, product categories, financial state. Additionally, key market trends were observed.

Particular attention is paid to **the most high-profile trend in recent years – anti-ageing products and appliances**. According to recent research, an extremely promising area is the skin microbiome. In the report, we are uncovering some aspects of the microbiome and the negative impact of 'classic' skincare products. Advanced Cosmetics Database and Landscape feature the wide range of public and private companies in various subfields of the market (including manufacturing, development, and testing), allowing for comprehensive analysis of the sphere.

The study pays special attention towards cosmetics-related companies in the spheres of Beauty Devices, Cosmeceuticals, Natural cosmetics, Natural Ingredients as solutions in those areas would enable further develop products that are harmless for human organisms.

Advanced Cosmetics Landscape Overview 2021

Treatment Range

Beauty Supplement

Companies - 400
Investors - 160
R&D Centers - 180

Companies

Investors

R&D Centers

Diagnosis, Consultation,
Beauty Education

Hair Care

Makeup

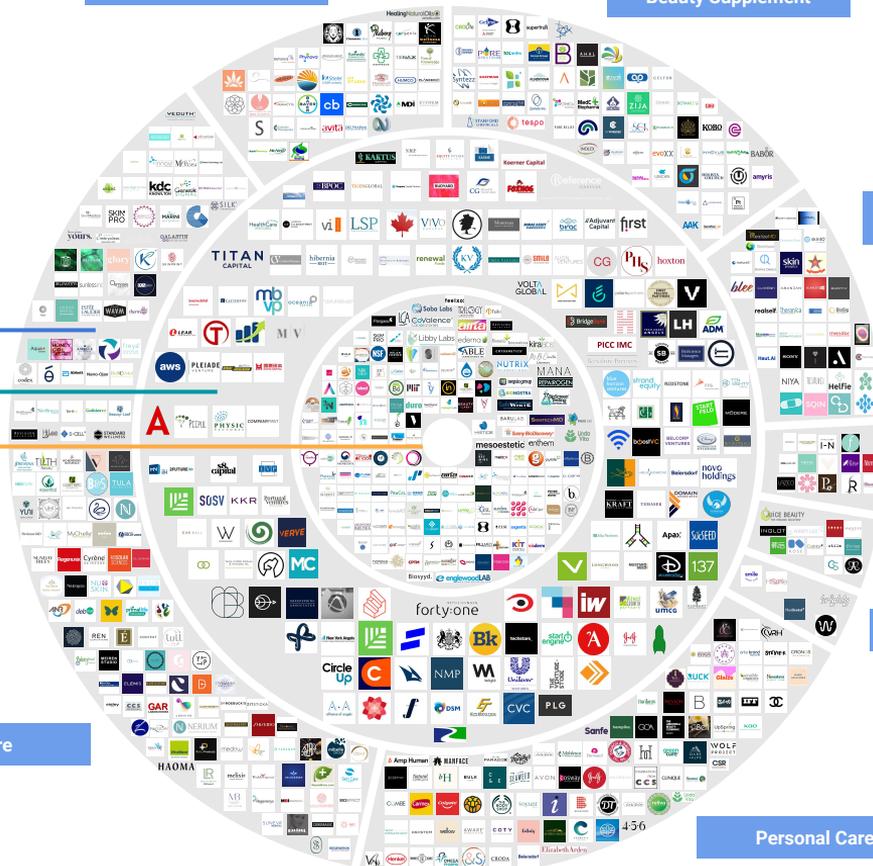
Oral Care

Skin Care

Personal Care



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Analytics



Executive Summary

TOP-1 Region

North America

Nº1 Investment Deal

\$750M
By Coty

Nº1 Publicly Traded Company

\$436B
Johnson & Johnson

TOP Product Category

Skin care preparations

Leading Innovator

>400 inventions
by L'Oreal

Nº1 Investor by Number of Investments

3,704
by European Commission

Major Trends in the Advanced Cosmetics Market



Antipollution



Organic



Sun Care



CBD Usage



AI for Skin Care



Sustainability



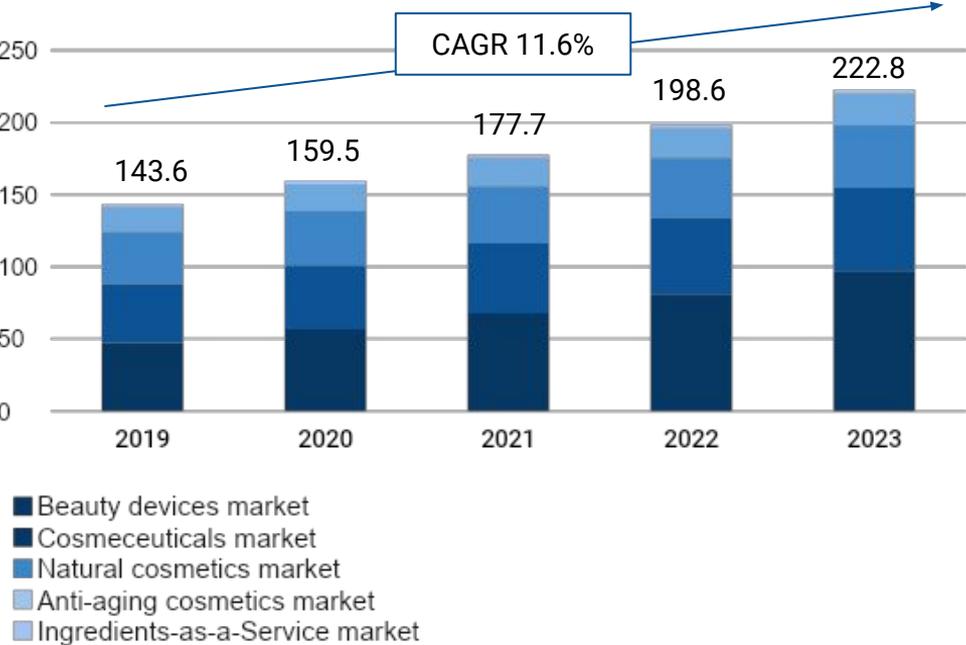
Antiage



Microbiome

Global Advanced Cosmetics Market Size

Global Advanced Cosmetics Market Size in 2019-2023, \$B



Source: FemTech Analytics; Fortune Business Insights; Media overview

The global Advanced Cosmetics market size was calculated as the **total value of the five markets**, which amounted to **\$159.5B in 2020** and is projected to grow at a CAGR of 11.6% from 2019 till 2023 to reach **\$222.8B by 2023**.

Factors such as improved consumer perception regarding appearance, a growing preference towards natural and organic products, rising disposable income in emerging economies, and the availability of scientifically advanced products are forecast to drive the growth of the Advanced Cosmetics market.

Top Advanced Cosmetics Companies

Skin Care



Personal Care



Hair Care

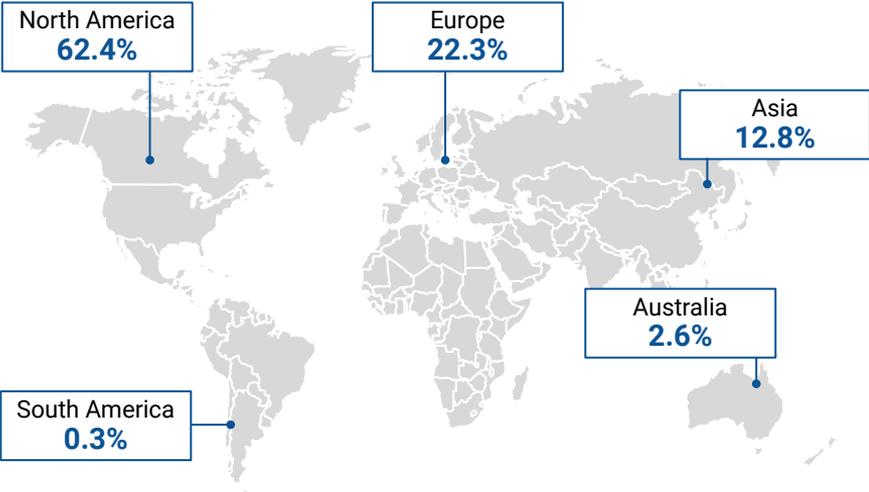


Makeup

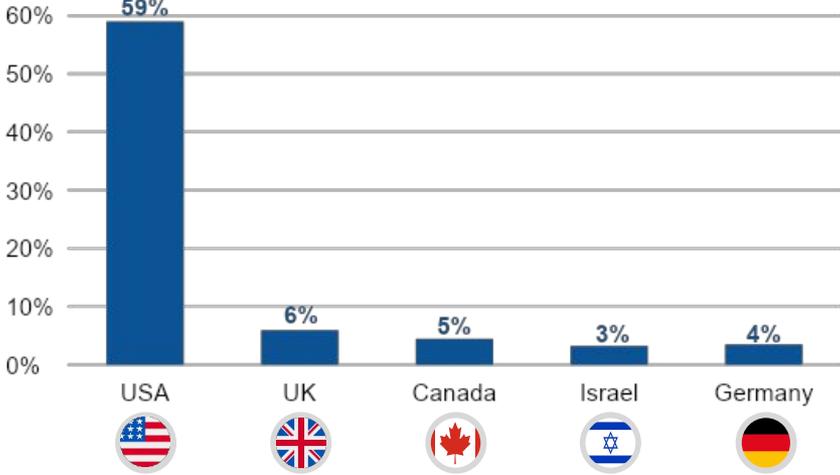


Distribution of Companies by Region

Distribution of Advanced Cosmetics Companies By Region, 2021



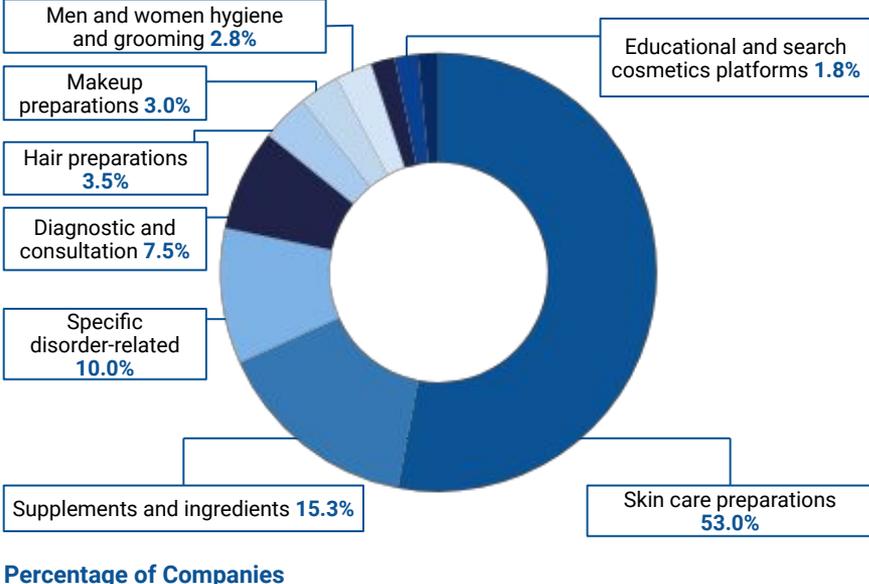
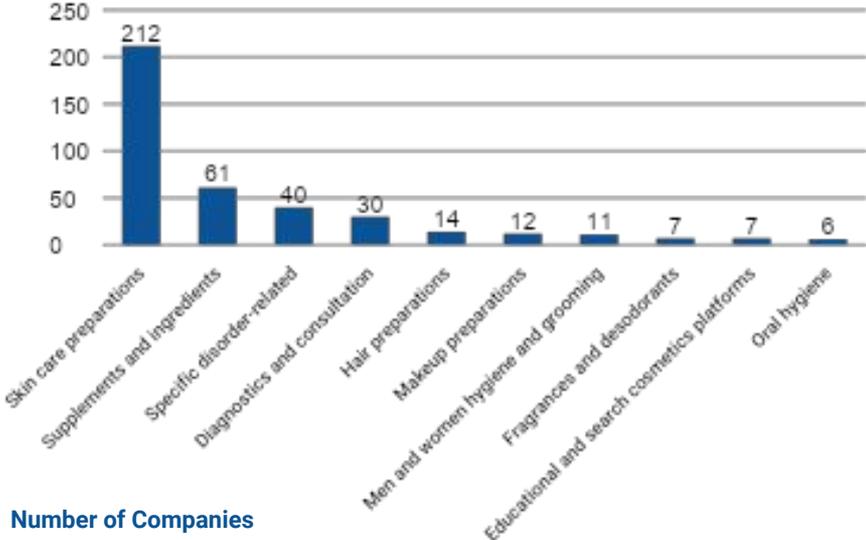
Countries with the Largest Number of Companies, 2021



The North America region, mainly the USA, is still firmly in the lead in terms of the number of Advanced Cosmetics companies. The number of companies located in the USA is significantly higher than other countries and accounts for 59% of the whole range of analyzed companies. However, the European region also looks relatively promising, as the number of companies located there amounted to 22.3% of the total, with the UK being the leading country in the region – 6.1% of all analyzed companies.

Distribution of Companies by Category

Distribution of Companies by Category, 2021



Skin care preparations are the key category of the Advanced Cosmetics market, amounting to 53% of the total market. The Top 5 categories in the market are skin care preparations, supplements and ingredients, specific disorder-related products, diagnostics and consultation, and hair preparations, which together make up more than 89.3% of the total Advanced Cosmetics market.

Top Advanced Cosmetics Companies by Funding Round and Categories



AI in Advanced Cosmetics Companies



Australia

 Melbourne

 **Helfie Pty Ltd**
Melbourne, Australia

 Number of employees: **1-10**



United Kingdom

 London

 **Skin Analytics**
London, UK

 Number of employees: **11-50**



Israel

 Tel Aviv

 **DermaDetect**
Tel Aviv, Israel

 Number of employees: **1-10**



South Korea

 Seoul

 **ART Lab**
Seoul, South Korea

 Number of employees: **1-10**



Estonia

 Tallinn

 **Haut.AI**
Tallinn, Estonia

 Number of employees: **11-50**

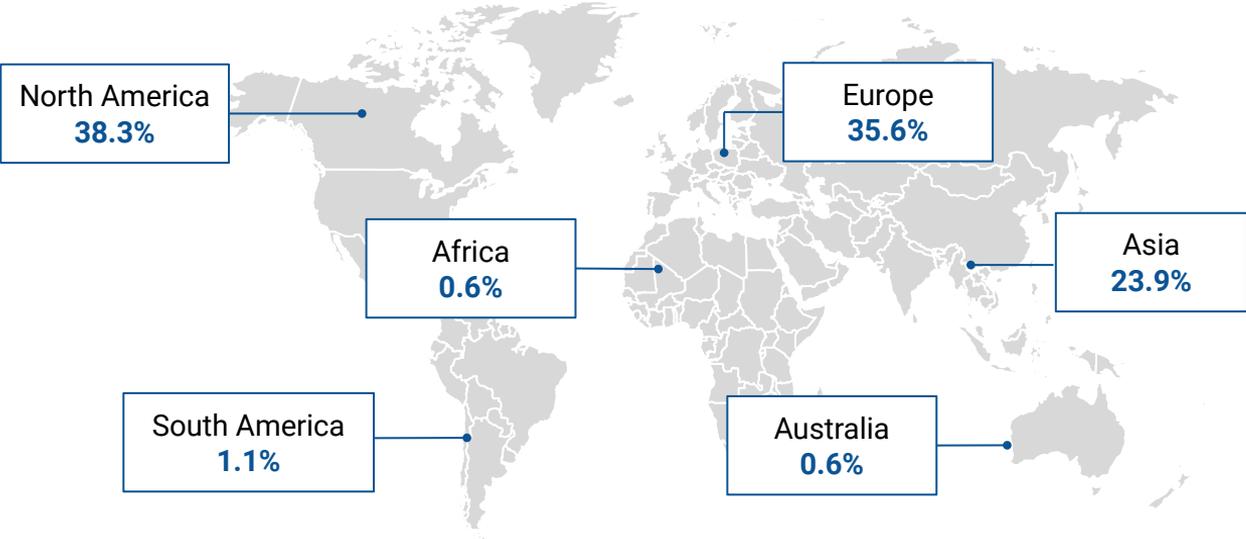
Leading Investors by Number of Investments



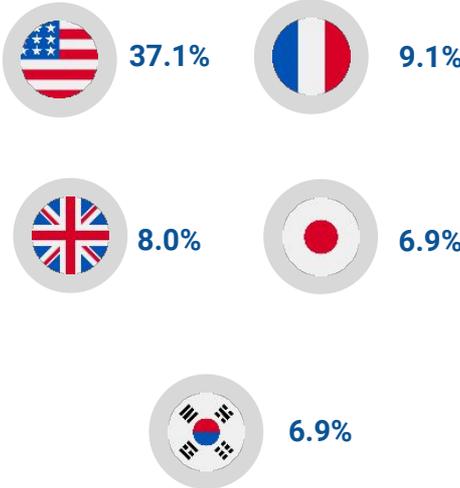
Among analyzed companies, the leading company by number of investments is EASME (EU Executive Agency for SMEs) based in Belgium, which was set up by the European Commission to manage several EU programmes on its behalf .

Regional Distribution of R&D Centers and Labs

Distribution of Advanced Cosmetics' R&D Centers and Labs by Region, 2021



Leading Countries by the Number of R&D Centers and Labs, 2021



R&D Centers and Laboratories in the Advanced Cosmetics market are mainly located in North America (38.3%), Europe (35.6%) and Asia (23.9%).

Longevity: Mechanisms of Anti-Aging Cosmetics

Moisturizing is essential for all skin types. Indoor heaters, cold air, and prolonged sun exposure contribute to skin dehydration.

Skin wound healing is a complex process that can be divided into three to five stages: hemostasis and blood clotting, inflammation, proliferation and repair, and remodeling. **Anti-aging cosmetics, as a rule, act by influencing the last two stages of wound healing.**

Moisturizing

Removing of
Free Radicals

Cell Repair
and Tissue
Regeneration

UV
Absorption

Free radicals are atoms with an unpaired valence electron. Because of this, free radicals are known as “electron thieves”: i.e., they take electrons from other molecules in the body. Although reactive oxygen species and antioxidants are produced continuously in the body, there is evidence that oxidation of essential macromolecules is one of the causes of aging. Also, **taking antioxidants can help remove the free radical intermediates and prevent the propagation reaction of free radicals.**

Exposure to UV rays is one of the most aggressive environmental factors that can cause melanomas, immune system damage, photoaging, age spots and wrinkles, actinic keratosis, solar elastosis, cataracts, and other eye problems. To avoid prematurely aging the skin, experts recommend avoiding **sun exposure where possible or using sunscreen marked as "broad-spectrum" with an SPF of at least 30 for a day outdoors.** Of course, this type of sunscreen **doesn't completely protect the skin or eyes**; however, it can significantly **reduce the risk of skin damage and skin cancer.**

Skin Care and Aging

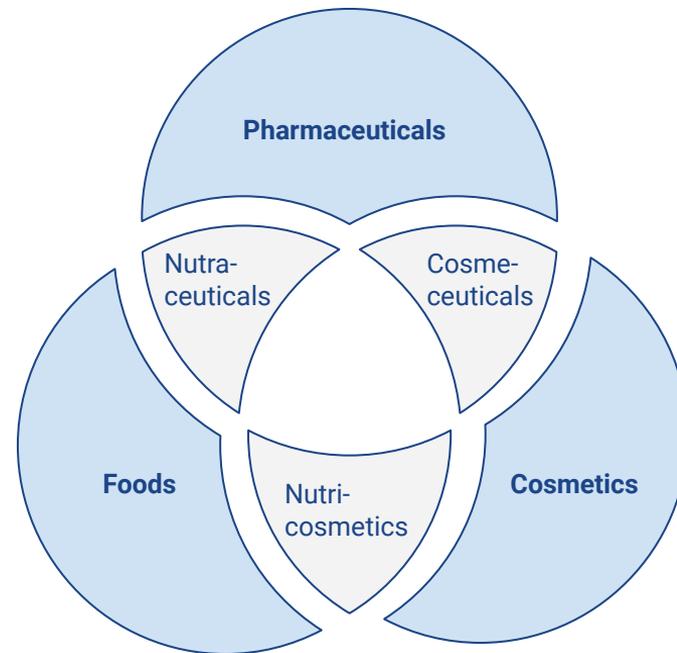
Skin aging is the most visible forms of aging. When many wrinkles and spots on the skin are visible, there is no need to ask a person to do something to roughly determine their age. Nevertheless, due to differences in genotype, physical activity, and skincare, not all people of the same age look the same.

In general, skin care procedures can be divided into three major parts:

Taking or applying beneficial ingredients on the skin

Removing harmful or excess substances
(that accumulate in the body over time)

Other skin care procedures



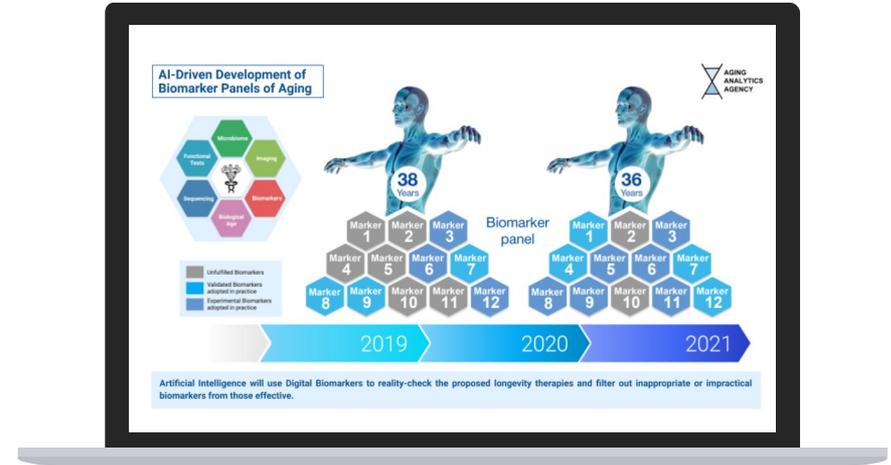
Although human skin is relatively resilient and regenerates quickly like other organs and tissues, **they are affected by destructive processes associated with aging.** As time goes by the skin becomes more dry, wrinkled, and pigmented. Moreover, what is somewhat unexpected is that according to statistics, most people over the age of 65 have at least one skin-related condition.

Connection Between Advanced Cosmetics and Longevity

Many ingredients used in beauty products help develop **sophisticated formulations that improve quality of life in terms of disease prevention, health maintenance, beauty enhancement, and self-esteem, as well as anti-aging effects**. The beneficial effects resulting from the use of biomolecule-rich substances in the formulations of various topical products are considered beneficial ingredients for cosmetic and therapeutic applications.

Aging, to some extent is considered to be a disease. As such, there is an incredibly pressing need not just for Biomarkers of Aging but also for actionable biomarkers that could be put into practice in order to measure the effectiveness of Healthspan-extending interventions. It is **Biomarkers of Aging and Longevity that can serve as a proxy measure of the effectiveness of Longevity-focused therapies** that will pave the way to getting approval for drugs not on the basis of single, narrowly-classified diseases, but on their effects on aging itself. They will also lay the necessary regulatory infrastructure needed for the rapid industrialisation of Longevity to scale, as well as allowing governments to measure the effectiveness of their efforts to increase National Healthy Longevity, a goal that a number of Longevity-progressive governments are now keenly moving towards. More information is available at the following link:

<https://www.dkv.global/biomarkers-of-longevity>



Negative Impact of “Classic” Skincare Products

Skin is the collection of microbes (bacteria, fungi, viruses, etc.) that live on human cells.



Source: Access Medicine website; Aura Herbal website; FDA website

Human skin microbiome is exposed to more than 100 different chemicals on average they are in the form of makeup and skincare products.

Dangerous chemicals like **sodium sulphates, phthalates, parabens, triclosan and various reactive acids** present in the majority of ‘classic’ cosmetic products are absorbed by the skin and then into the bloodstream and can cause numerous long-term side effects, some of which have serious consequences for the user’s overall health.

Main Negative Effects of Using ‘Classic’ Skin Care Products:

- **Cancer Risk.** A majority of chemical cosmetics available in the market today contain toxic ingredients that can cause breast, skin or blood cancers.
- **Breathing Disorders.** Chemical cosmetics can affect the physical appearance, cause painful allergies, and cause serious breathing disorders.
- **Damage of Reproductive Systems.** The allergy-causing parabens present in cosmetics are toxic to reproductive cells.
- **Disruption of Thyroid Systems.** over a long period of time Damaging chemicals in cosmetics, can wreak havoc with the endocrine system, particularly the thyroid gland.
- **Allergic Reactions.** A large percentage of health problems from cosmetics involve allergies.
- **Itching and Skin Disorders.** A number of oil-based skin foundations clog pores on the facial skin, leading to acne outbreaks and skin disorders.
- **Skin Discoloration.** A number of cosmetics can have bleaching or darkening effects on the skin, especially if the products are of inferior quality.

Microbiome-related Products as a Trend on Advanced Cosmetics Market

Categorisation of Microbiome-related Products



Prebiotics

promote the growth of beneficial microorganisms



Probiotics

contain live beneficial microorganisms



Postbiotics

contain non-viable bacteria or metabolic by-products

Cases of Microbiome-related Products Development and Introduction

L'ORÉAL
PARIS

In 2020, **L'Oreal** announced a partnership with microbial genomics company uBiome to further its research into the skin microbiome.

ALGENIST

Algenist's Alive Prebiotic Moisturizer with SPF 15 balances the skin microbiome while protecting it from sun exposure. The product's prebiotic is derived from algae, which is combined with a probiotic, zinc oxide and a regenerative microalgae compound.

gallinée™

Gallinee distributes a cream that contains what the company describes as "deactivated bacteria along with prebiotic fibers and sugars to support the growth of good bacteria, and lactic acid to optimize skin pH.

AOBIOME

AOBiome focuses on transforming human health through products that restore **ammonia-oxidizing bacteria** (AOB) develops a novel class of therapeutics to improve skin health, **hypertension**, and other systemic conditions.

The goal of microbiome-related products is to protect the skin, not affect it. Cosmetic companies develop products that are based on prebiotics, probiotics and postbiotics.

Source: Aura Herbal website; L'oreal website; Algenist website; Gallinee website; AOBiome website

Key Market Trends

ANTIAGE

Women aged 65 and older will be the fastest-growing female age segment through 2025. Anti-aging cosmetics aim to prevent signs of skin aging and prolong youth appearance.

MICROBIOME

Aggressive chemical elements in soap, water, and the environment can damage a healthy skin ecosystem. Studying the skin microbiome and using the "right" bacteria and probiotics in skin care is another wide trend.

ANTIPOLLUTION

Pollution is one of the major factors of premature aging of the skin. With this view, more skincare companies are developing solutions to resist these agents.

CBD USAGE

Cannabinoids have shown great anti-inflammatory and antioxidant effects on the skin. In this regard, the demand for CBD cosmetics is augmenting. Google Trends showed an increase of +295% in search interest for "CBD skincare" at the start of 2020.

SUSTAINABILITY

The implementation of environmentally friendly technologies in the production of cosmetics, cruelty-free product testing, and the use of packaging from organic, biodegradable materials.

AI FOR SKINCARE

The application of Artificial Intelligence for skin analysis, existing issues identification, and the selection of personalized skincare routines.

ORGANIC

The trend towards the use of organic ingredients in cosmetics has persisted in recent years, being on the top. Manufacturers offer products using organic herbs, essences, oils.

SUN CARE

Consumers have become more educated regarding sun damage – indicating potential for growth within the subcategories of sun protection.

Source: Common Thread Collective website, Media overview

Use of Stem Cells

Stems cells are derived from plants (or occasionally animals),they work similarly to human stem cells and may offer anti-aging benefits for the skin, fight wrinkles, and improve skin turnover. Plant stem cells include skin-beneficial ingredients such as antioxidant vitamin C, collagen-building peptides and nourishing plant oils.

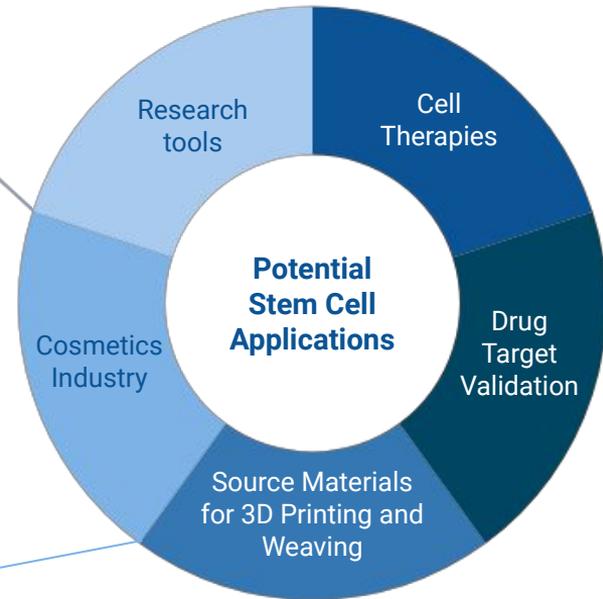
Usage of Stem Cells in Cosmetics

Pros:

- Help skin appear from taut and firm
- Reduce the appearance of wrinkles, dark spots and large pores
- Helps promote the look of even-toned skin

Cons:

- Difficulty of obtaining stem cells and long period of growth required before use
- Prohibitive costs for many patients
- Ethical issues regarding the creation of stem cells in labs



Key Takeaways

State of Advanced Cosmetics

The market is developing very fast, growing at a CAGR of 12% from 2019 till 2023

>400 companies, 160 investors, and 180 labs and R&D centers

World leaders in the cosmetics industry build partnerships with each other

Johnson & Johnson is the leading publicly traded advanced cosmetics company

North America is the largest market of Advanced Cosmetics

EASME is the leading company in terms of investments

Trends in Advanced Cosmetics

Women aged 65+ become the fastest growing female segment

Increase in the usage of cannabinoids in cosmetics' production

Growing popularity of cosmetics that do not cause damage to the skin microbiome

Usage of natural and organic ingredients in cosmetics

Development of solutions to resist pollution

Application of AI for comprehensive skin analysis

Conclusions and Projections

L'Oréal will be still occupying the biggest market share, with an approximately \$30B annual revenue.

Asia and Oceania will become the biggest consumers of skincare products globally.

Continuation of the current trend growth. As a plus, all beauty packaging will be biodegradable.

Based on the personal skin swabs, brands will produce skincare suitable for a unique skin ecosystem.

2023

The Global Advanced Cosmetics market size will reach \$223B

2025

The Global k-beauty market will expand for 11.3%

2030

The Global natural cosmetics market will augment of \$20B

2035

The majority of beauty products will be bacterially bespoke

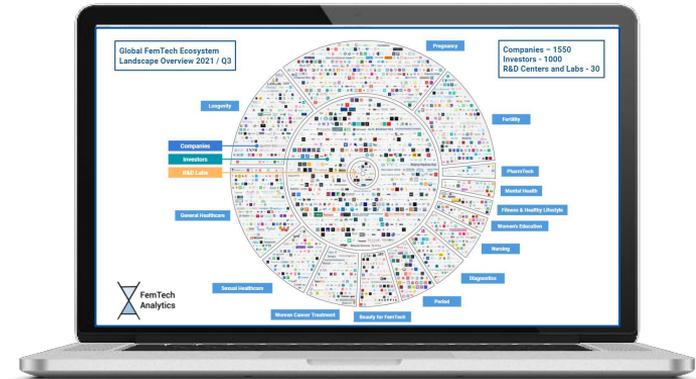
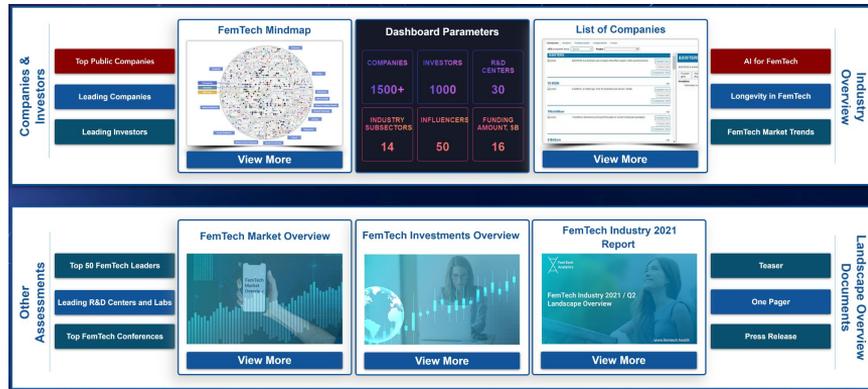
- Wide usage of devices for skin scan
- Vitamin-D-promoting sunscreen

- Downloadable personalised skincare and makeup
- New non-invasive methods of wrinkles freeze

- Laser usage for face lift
- Innovative topical solution for hormonal acne

- Customised foundation shade
- Solution for a hair aging

FemTech Dashboard and Mindmap



FemTech Analytics (FTA) is a leading strategic and analytical intelligence agency focused on markets in major areas of high potential in the FemTech industries, maintaining ratings of companies and governments based on their innovation potential and business activity in the FemTech sphere, and providing strategic consulting and investment intelligence services to top-tier clients, including major investment funds and banks, family offices, insurance companies, government organizations, and big companies among others. You can find a range of various infographics, mindmaps and charts on our website.

Top FemTech Companies Using AI



FemTech Analytics Main Activities

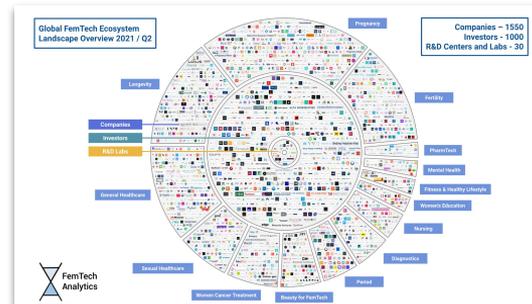
Multiclient Analytical Reports

Preparing open access studies focused on global FemTech Industry landscape for the purposes of a wide range of customers.



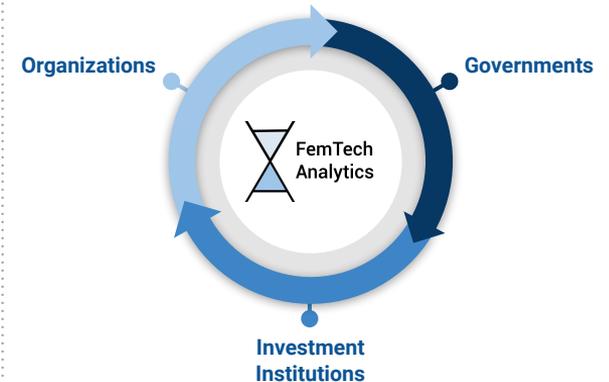
Interactive Mindmaps

Providing a framework for a better understanding of FemTech, including personalities, companies, investors, R&D centers, and interconnections between market players.



Proprietary Analytics

Delivering proprietary analytical services, based on the specific customer needs. Strategic partnership with leading organizations, investment institutions, and governments across the globe.



FemTech Analytics Media Presence

Regular Specialized Conferences Organizer



FemTech Industry Landscape 2021: Discovering New Horizons

FemTech Analytics

Conference

29 July 2021 | 5 PM - 8 PM BST

The banner features a blue background with a stylized human head profile on the right, composed of fragmented, crystalline pieces. The text is in white and light blue, with the event title in large, bold letters. The FemTech Analytics logo is on the left, and the event details are in two light blue boxes at the bottom.

FemTech Industry Landscape 2021: Discovering New Horizons

Recent event held on July 29, 2021, where professionals from FemTech Analytics and guest speakers who are Founders & CEO of FemTech companies and startups, Healthcare Innovators, Investors and Hubs, Women Influencers and Enthusiasts shared insights, findings and personal experience about new possibilities and cutting-edge technologies in fast developing FemTech market.

FemTech Analytics In Press

“FemTech Analytics presented first-of-its-kind full-scope overview of the emerging FemTech market. The release delivers information about major industry trends and sector insights on 1,500+ FemTech companies, 1,000 investors, 30 R&D centers”

“In recent years, we have seen a rise in businesses leveraging technology to offer products and healthcare services dedicated to improving women’s health and wellbeing; known as FemTech. The “FemTech Industry 2021 / Q2 Landscape Overview” has identified some FemTech key trends and companies to watch over the next few years”

“The New Specialized ThinkTank FemTech Analytics has profiled and analyzed the 2021 global FemTech Industry, covering 2,500+ entities based on a comprehensive analysis of key market players and overall industry dynamics”





**FemTech
Analytics**

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Website: www.femtech.health

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