

# Advanced Cosmetics

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**Proprietary Version**

***Teaser***

Q2 2021

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**Advanced Cosmetics** is a high-tech direction of modern cosmetology, aimed at correcting aesthetic imperfections and age-related changes, using a personalized approach to the client, based on innovative developments and the achievements of contemporary science and medicine.

This **analytical case study** mainly focuses on **an in-depth analysis of the top-10 advanced technologies** and a **detailed SWOT analysis of the top-50 companies** that use and develop these technologies in operations. The separate chapter of the report is devoted to **the overview of a recommended set of advanced procedures**, such as cryosauna, electrical muscle stimulation, and intermittent hypoxic training. In addition, an analytical case study provided information about **anti-technologies** - the technologies available in the market but are counterproductive or harmful.

**The Advanced Cosmetics technologies and methods** discussed in this review are not limited to superficial and short-term cosmetic effects and represent an effective alternative to plastic surgery methods.

**The Advanced Cosmetics approaches** are characterized by precise diagnostic methods, personalization, selection of individual therapeutic and preventive means suitable for the body's biochemical, physiological, and genetic characteristics, allowing to draw up an optimal plan for cosmetic procedures.

# Approach of the Report

## Database

**50**  
Companies

**25**  
Investors

The database was formed based on:

- the **identification of companies** that use the top-10 advanced technologies that use and develop these technologies in operation;
- the **determination of investors** that contributed money to these companies.

## Applied Research and Analytics Methods

**Descriptive  
Analysis**

**Mixed Data  
Research**

**SWOT  
Analysis**

**Comparative  
Analysis**

**Qualitative Data  
Collection**

**Data  
Filtering**

## Data Sources

**Media Overview  
(Articles and Press Releases)**

**Industry-Specialised  
Databases**

**Publicly Available Sources  
(Websites)**

**Industry Reports and  
Reviews**

Relying on various research methods and analytics techniques, the analytical provides a comprehensive overview of the Advanced Cosmetics Industry. This approach has certain limitations, especially when using publicly available data sources and conducting secondary research. Aging Analytics Agency is not responsible for the quality of the secondary data presented herein; however, we do our best to eliminate the said risks using different analytics techniques and cross-checking data. Please note that we did not deliberately exclude certain companies from our analysis. Nor was it due to the data-filtering method used or difficulties encountered. The main reason for their non-inclusion was incomplete or missing information in the available sources.

# Executive Summary

This analytical case study was compiled to give a detailed systematic **description of advanced practically applicable technologies and companies in cosmetics**, highlighting their advantages and disadvantages, predicting the development of the relevant market, and determining the degree of technology relevance at the current time.

During the last years, the **cosmetics market has become more closely related to the health and high technology markets**. That is why today's advanced cosmetics are more than a simple correction of the skin condition or improvement of the aesthetic appearance. It is a high-tech direction of modern cosmetology that incorporates Cosmeceuticals, Nutraceuticals, Aesthetic Medicine, Physiotherapy, and Apparatus Cosmetology.

**Advanced cosmetics technologies** as part of the appropriate market **have significant economic potential**, evidenced by the increase in the capitalization of the beauty and health care market, the market's stable growth, and the active development and improvement of technologies in this area. Most importantly, advanced cosmetic technologies offer something difficult to refuse – health, beauty, and self-confidence.

## Top-10 Advanced Technologies

Autologous  
Stem Cells

Autologous Stem Cells for  
Face Skin Rejuvenation

Microbiome of the  
Body

Microbiome of the  
Face

Oral  
Hygiene

Fat Optimization,  
Weight Optimization

Muscle  
Recovery

Facial Skin and Hair, Facial  
Cosmetic Surgery

Dietary  
Supplements

Apparatus  
Cosmetology

# Executive Summary

The primary function of **advanced procedures** is to **rejuvenate the body and prevent diseases**. The difference between advanced technologies and anti-technologies is **that anti-technology poses a more significant threat to the patient's health or has no positive effect on the body**. At the same time, it is too early to say that separate anti-technology that is considered dangerous today does not have a future as they tend to improve over time.

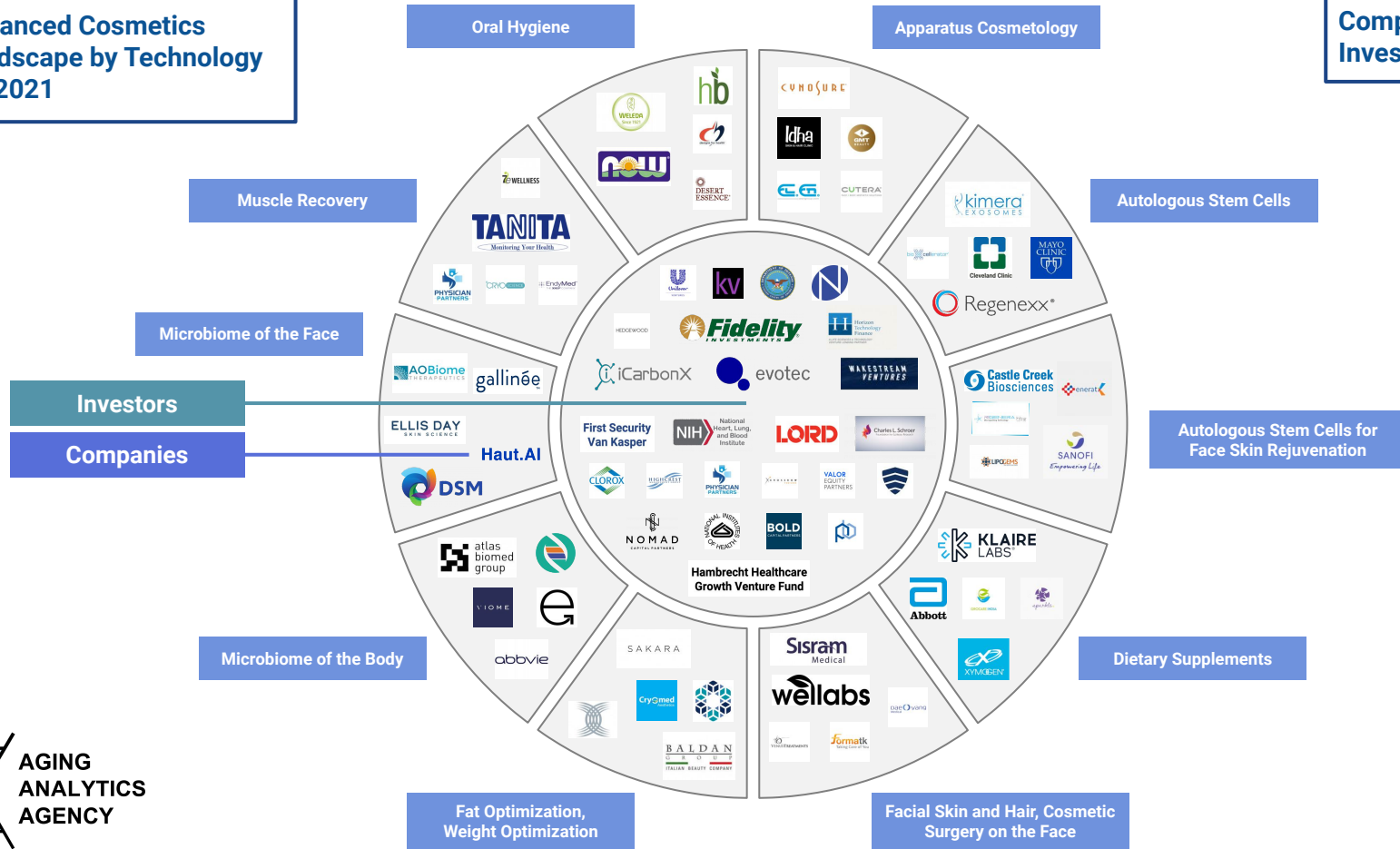
Advanced Procedures
Sauna
Cryosauna
Fitness
Wellness
Electrical Muscle Stimulation
Thalassotherapy
Intermittent Hypoxic Training
Bio Supplements

Anti-technologies
Fillers in Cosmetology and Aesthetic Medicine
Anti-Cellulite Products
Platelet-rich plasma in Dermatology and Cosmetology
Deep Peelings
Micropigmentation

**Pay attention** that any medication and procedure have risks, both procedures from the left column and anti-technologies from the right column. However, in the case of anti-technologies, health risks usually are higher and associated with many adverse effects.

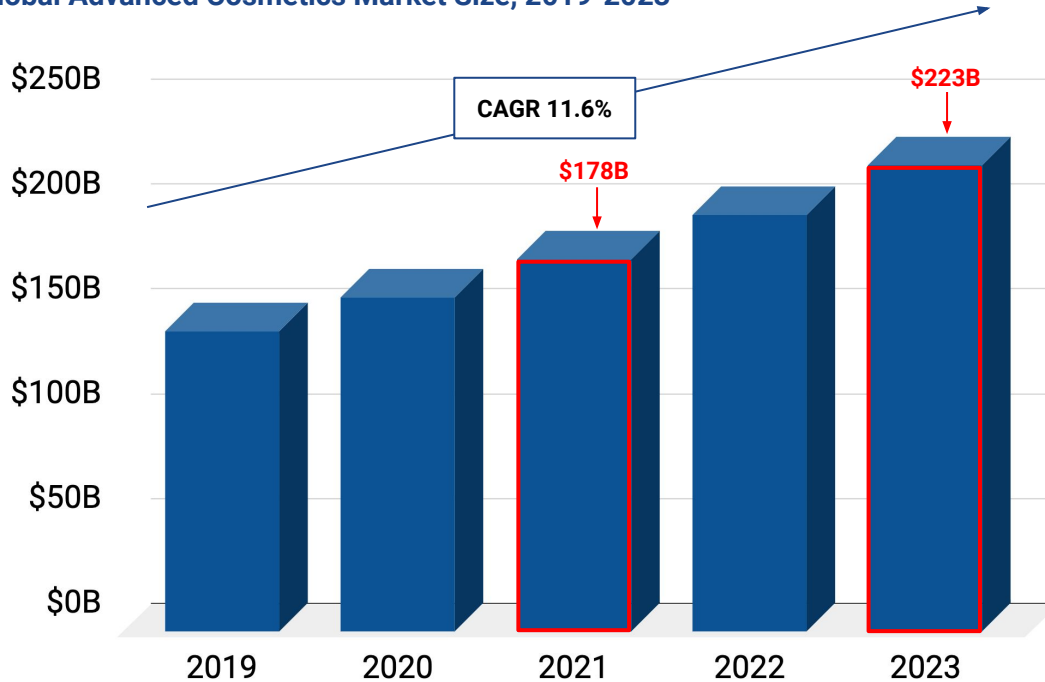
# Advanced Cosmetics Landscape by Technology Q2 2021

Companies – 50  
Investors – 25



# Advanced Cosmetics Market at a Glance

Global Advanced Cosmetics Market Size, 2019-2023



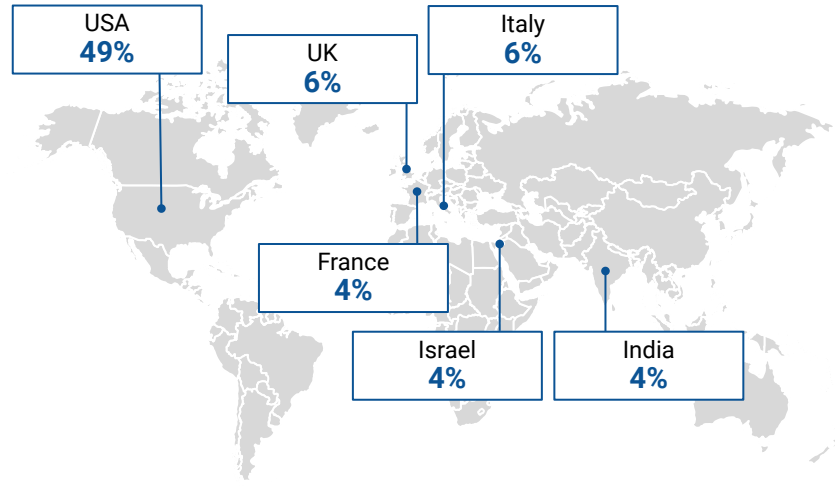
Source: Aging Analytics Agency analysis; Media overview

The global Advanced Cosmetics market size accounted for **\$178 B in 2020** and is projected to grow at a **CAGR of 11.6%** from 2019 till **2023 to reach \$223B**. Despite increasing interest in recent years, the industry remains underestimated and has enormous growth potential.

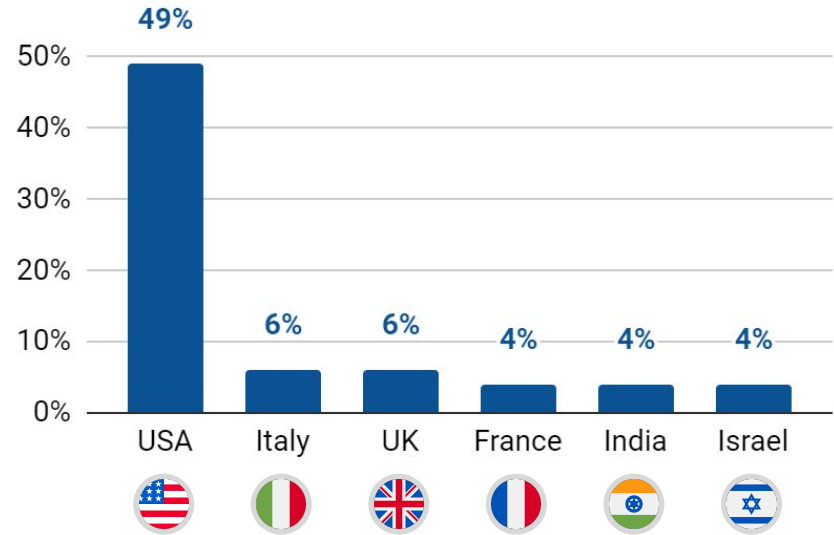
Such **factors** as increasing consumer perception regarding appearance, growing preference towards natural and organic products, rising disposable income in emerging economies, and the availability of scientifically advanced products are forecasted to drive the growth of the Advanced Cosmetics market.

# Advanced Cosmetics Market at a Glance

Distribution of Advanced Cosmetics' Companies by Country, %



Countries with the Largest Number of Companies, %



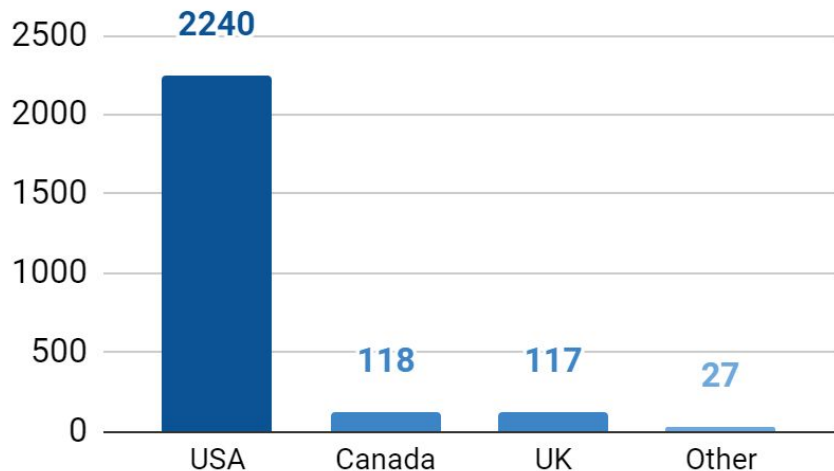
**The Northern American region, mainly the USA, is still firmly in the lead in terms of the number of Advanced Cosmetics companies.** The number of companies located in the USA is significantly more than in the other countries and accounted for **49%** of the whole range of analyzed companies. Nevertheless, **the European region also looks relatively promising**, as the number of companies located there amounted to **16%** of the total. The UK and Italy are the leading countries in the region – 6% of all analyzed companies each.

Source: Aging Analytics Agency analysis

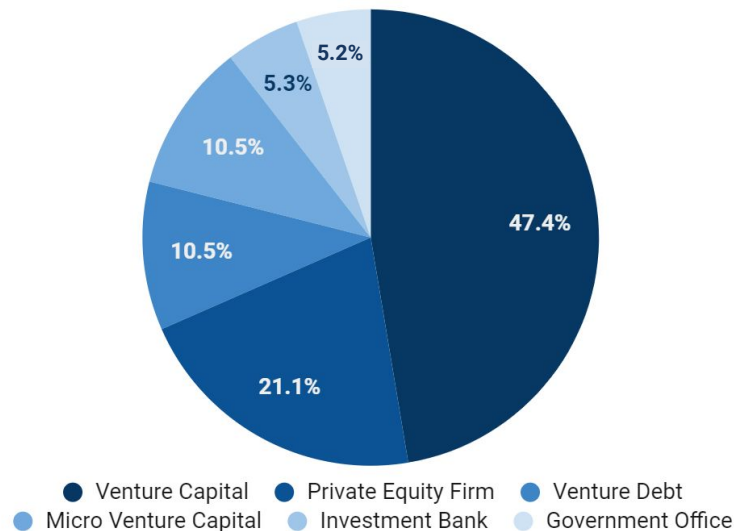


# Advanced Cosmetics Market at a Glance

## Countries with the Largest Number of Investments



## Main Type of Investors, %



Investors made **the vast majority of the investments** in Advanced Cosmetics' companies **from the US in the amount of 2240**, which is **89.5%** of the total number of investments. **Canada and UK** follow the USA with a **total number of investments of 118 and 117, respectively**. The two main types of investors are **Venture Capital and Private Equity Firm**, which accounted for **47.4% and 21.1%** of the **total investors**.

Source: Aging Analytics Agency analysis

# 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.

Moisturizing

Removing of  
Free Radicals

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 to consider oxidation of essential macromolecules as one of the causes of aging. Also, **taking antioxidants can help remove the free radical intermediates and prevent the propagation reaction of free radicals.**

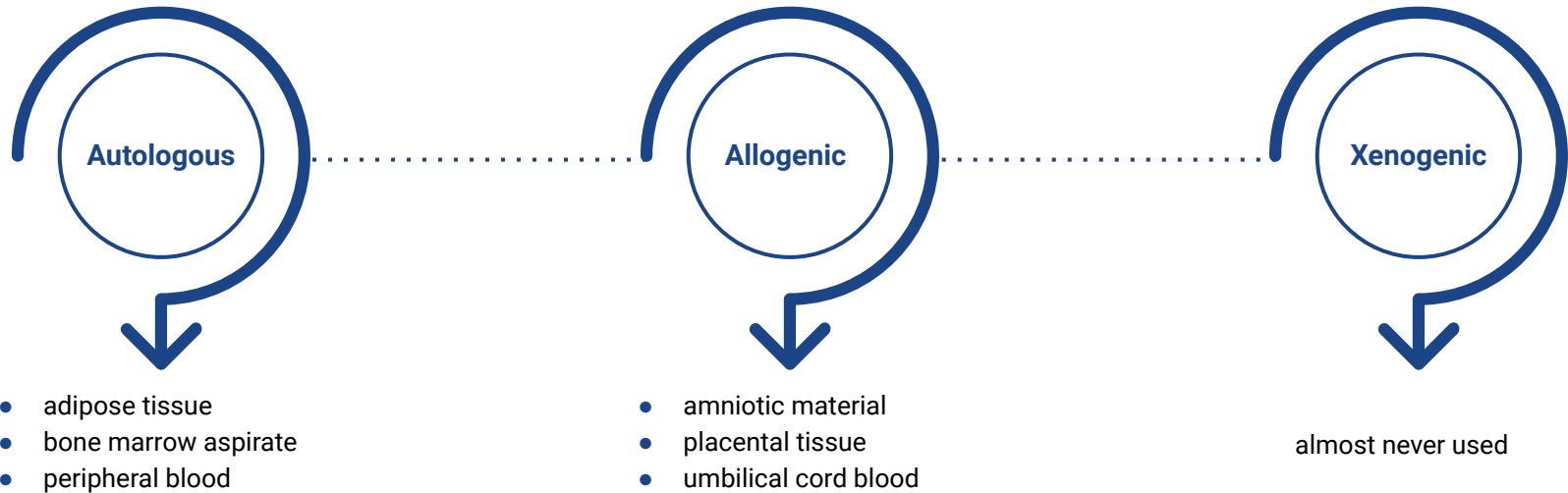
Skin wound healing process is a complex process that artificially can be divided into three to five stages: hemostasis and blood clotting, inflammation, proliferation and repair, and remodeling. Anti-aging cosmetics, as a rule, act by influencing the last two stages of wound healing.

Cell Repair and  
Tissue  
Regeneration

UV Absorption

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

# Stem Cells: Technologies



**Most US businesses** engaging in direct-to-consumer marketing of cellular products **use autologous sources of stem cells**, although allogeneic and xenogeneic products are also advertised. Specific sources of ASCs encompass adipose tissue, bone marrow aspirate and peripheral blood. Smaller parts of companies promote a “combination” of autologous stem cells obtained from fat and bone marrow. **Only two companies market autologous “mesenchymal stem cell treatments”** without identifying the origin of these cells. The remaining businesses advertise allogeneic stem cells reportedly sourced from amniotic material, placental tissue, or umbilical cord blood. Herein, marketing claims about autologous adipose-derived stem cells and autologous bone marrow-derived stem cells are prevalent. Moreover, many businesses offer their clients a choice between ASCs obtained from fat or bone marrow or recommend one source of cells for particular kinds of treatments and another source for different health problems.

Sources: Aging Analytics Agency analysis; Direct-to-consumer marketing of stem cell interventions by Canadian businesses

# Autologous Stem Cells for Face Skin Rejuvenation: Fibroblasts

**Mesotherapy (intra-dermal injections) of specialized cells of the dermis - fibroblasts is one of the most progressive methods in the fight against skin aging.** It is the only one of its kind that allows you to fight both the external manifestations of skin aging and the very causes of aging. All other cosmetic methods only stimulate the fibroblasts present in the skin, the number of which decreases significantly with age.

The use of one's own (autologous) fibroblasts to correct age-related and pathological skin changes **is permitted in the USA, Great Britain, Switzerland, Russia, the Bahamas** and in other countries.

## The largest organ in the human body is the skin.

**As in all connective tissues**, such as joints, cartilage, and ligaments, the most important cells are **fibroblasts**. The active work of fibroblasts contributes to the maintenance of youth and external beauty; therefore, their name is the "cells of youth."

Thanks to the advances in biotechnology over the past 20 years, **it has become possible to influence the cause of natural skin aging directly**. This was achieved by enriching the skin with its young fibroblasts, which are the builders of the extracellular matrix.

**With age, the number of fibroblasts in the skin decreases (on average by 35%) and their biosynthetic potencies also decrease.** Accordingly, the violation of the physiological balance in this cell population leads to significant changes in the skin's micro and macrostructure. Transplantation of the same autologous fibroblasts of the patient's skin, grown in special laboratory conditions, makes it possible to increase the number of functionally active cells in those areas of the human skin that require correction.

Sources: Aging Analytics Agency analysis; Understanding fibroblast heterogeneity in the skin

## Fibroblasts Functions:

Synthesize collagen, elastin, hyaluronic acid and other components of the extracellular matrix

Participate in the formation of blood vessels

Enhance the processes of cell growth

Participate in the formation of blood vessels

Heal damaged skin areas

# Benefits of Skin Rejuvenation with Autologous Fibroblasts

- 1 Safe, effective and minimally invasive technique
- 2 One-time skin biopsy
- 3 Possibility of re-use of fibroblasts without further biopsies
- 4 Preservation of autologous fibroblasts for an unlimited time at ultra-low temperatures
- 5 Possibility of restoring fibroblasts from a frozen state at any time at the request of the client
- 6 Absence of allergic reactions after the use of fibroblasts
- 7 The minimum number of procedures (3-5) required to achieve a positive result
- 8 Preservation of the anti-aging effect for several years without a repeated series of procedures
- 9 The clinical use of fibroblasts has been going on for over forty years with safety and the absence of side effects

Consider the use of **autologous and allogeneic fibroblasts** to correct age-related skin changes. Despite the fact that both of these methods **are related to regenerative medicine**, they are based on different biological mechanisms. When using autofibroblasts, the transplanted cells are integrated into the dermis, where they, having replenished the population of resident fibroblasts, fully function, producing and renewing the extracellular matrix components.

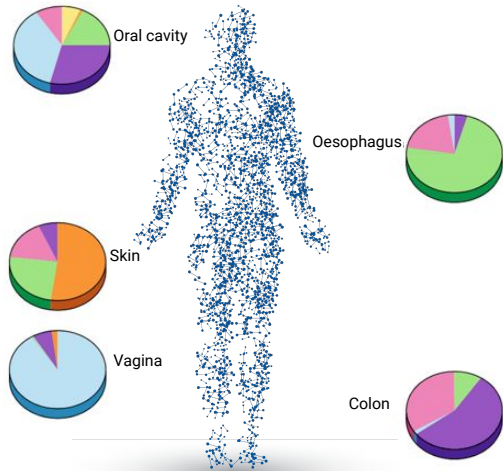
**The mechanism of action of allogeneic fibroblasts** is based on the induction of the functional activity of resident cells of the dermis. Moreover, since the cells are foreign, this effect cannot be long-term.

The **transplanted autologous dermal fibroblasts exhibit biosynthetic activity** for at least a year. All this time, there is a synthesis of new collagen, elastin, and other components of the extracellular matrix of the dermis. Considering that the period of complete disintegration of, for example, collagen in human skin is 30 years, one can expect long-term clinical effects from the introduction of fibroblasts.

**To date, hundreds of thousands of people have already been treated with fibroblasts. This therapy has established itself as one of the most promising technologies in the treatment, restoration, and return of the lost skin's functions and connective tissues caused by aging or mechanical damage and diseases.**

Sources: Aging Analytics Agency analysis; Fibroblast heterogeneity: implications for human disease

# The Microbiome of the Body



**A microbiome (microflora) is a collection of microorganisms located inside and outside the human body and forming symbiotic relationships** (involving interaction between two different organisms living in close physical association) **with it**. In its turn, the microbiome is referred to as a collection of genes from the human symbiotic microbial community. In some sources, the term "microbiome" is used to denote an array of bacterial genes.

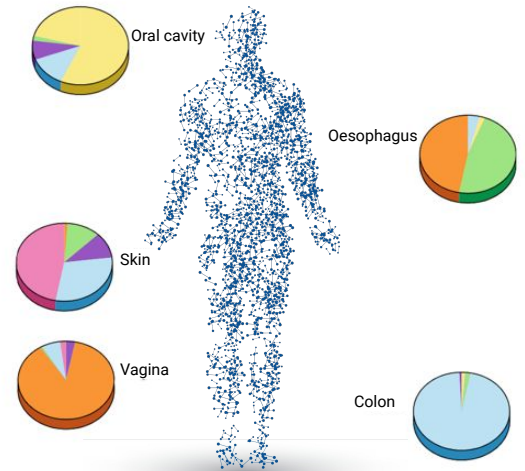
The human microbiome consists of several thousand species of fungi, eubacteria, archaea, and viruses. **The total number of eubacteria of all species is 10 times greater than the number of the human body's cells** (i.e., for each human gene, there are about 100 microbial ones). From the point of view of genetics, 99% of the human body is populated by microbes.

**Our microflora is comprised of 2 kg of microorganisms.** Through the nervous, endocrine, and immune systems, it, directly and indirectly, affects all processes taking place in the human body. Therefore, some sources refer to microbiota as a "microbial organ" of the human body.

Many mechanisms of interaction between macroorganisms and their microbiota have not yet been properly studied. However, **it's already clear that every system or organ in the human body is closely interconnected with the microflora.**

**The human microbiome is highly personalized.** Understanding the relevance of the differing microbiota between individuals is confounded by the uniqueness of an individual's microbiome. The different colors in the pie charts represent different kinds of bacteria.

Sources: Aging Analytics Agency analysis; Current understanding of the human microbiome



# Facial Skin Microbiota Composition

The microflora of the facial skin of an adult person is made up of **microorganisms belonging to 19 taxonomic ranks (aka phyla)**, of which bacteria are the most numerous. They are **divided into four fillets**, such as:

- **actinobacteria;**
- **firmicutes;**
- **bacteroides;**
- **proteobacteria.**

It's worth noting that the small number of dominant taxonomic ranks is compensated for by a significant diversity of microorganisms at the phyla level. In addition to bacteria, **the skin is also populated by archaea and phages**. 88% of skin archaea is populated by Thaumarchaeota and Euryarchaeota phylum.

The microbiome formation is **impacted by internal and external factors**, such as the level of hormones, diseases of internal organs, and the intensity of exposure to ultraviolet radiation and medications.

The microorganisms found on the skin can be tentatively divided into 3 large groups

**Non-pathogenic,**  
the ones that are neutral for the human body

**Tentatively pathogenic,**  
the ones that can cause disease when the body's immune system is weak

**Pathogenic,**  
the ones that are the main cause of inflammatory and purulent-inflammatory processes

# Healthy and Dysbiotic Oral Microbiota

The **oral microbiota** is a collection of microorganisms from various taxonomic groups. As the human body evolved, they adapted themselves to it, populating the oral cavity as a kind of ecological niche. By forming biochemical and immunochemical relations with its host organism, the microbiota is in a state of dynamic equilibrium with it.

There's a total of **350 types of microorganisms residing in the oral cavity**. The oral microbiota is characterized by significant stability; however, its quantitative indicators can vary significantly within a day.

The distribution of microbiota in the oral cavity is uneven. **Up to 90% of all bacterial cells in it are concentrated in soft deposits on the teeth and tartar.**

## The oral cavity microorganisms are divided into three large groups

### The Resident Group

Species and strains that are beneficial for humans; having adapted themselves to their macroorganism, they're constantly present in the biotop.

### Pathogenic Species

They're actively displaced from a healthy microbiota; however, they can play a crucial role in developing dental diseases, periodontium, and disorders of mucous membranes of the mouth and lips.

### The Transient Group

It consists of microorganisms constantly entering the oral cavity from the environment and unadapted to long-term existence in the human body.



# Weight Optimization: Introduction

**Tackling the overweight and obesity problem is one of the main tasks of modern aesthetic medicine.** A person can be considered overweight if they have fat deposits under their jawline, as well as in their chest, waist, abdomen, and hips. In addition to causing all kinds of physical limitations and psychological problems, obesity significantly increases the risk of noncommunicable diseases (NCDs), including cardiovascular disease, cancer, and diabetes.

Thus, **one of the main priorities for modern aesthetic medicine and cosmetology is nutrition optimization, body weight control, and the prevention of obesity-related diseases.**

Nowadays, technologies, tools, and medicines designed to solve problems with weight optimization and obesity are becoming increasingly available.

**Modern cosmetology can help to cope with obesity, control weight, and avoid related complications.** Rapid advances in biotechnology allow us to not only cope with a specific problem but also prevent its occurrence.

Source: Media overview

## Solutions in Weight Management

Hardware Cosmetology

Plastic Surgery

Cosmetological Physiotherapy

Supplements

Body Condition Tests

Nutritional Body Control

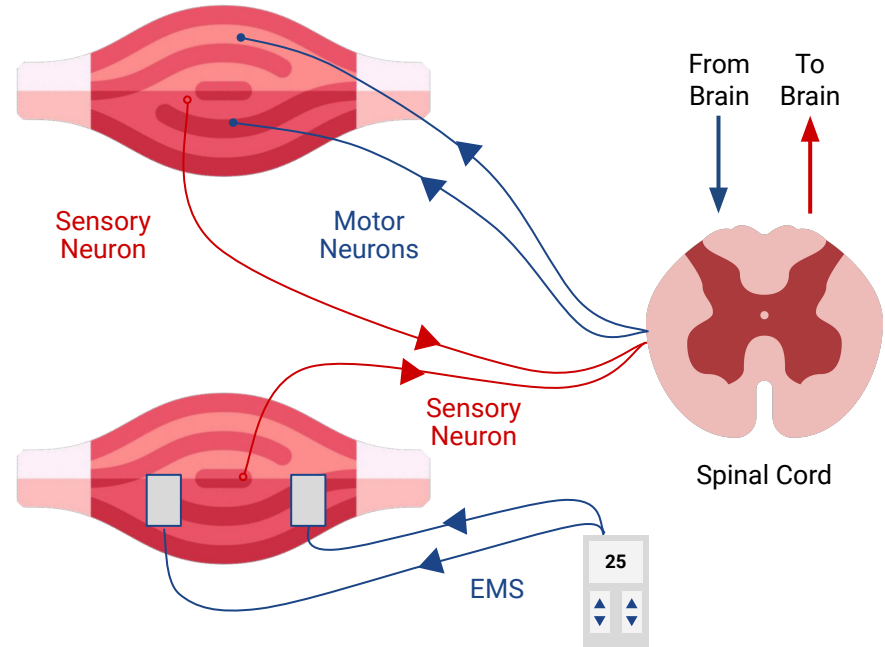
# Electrical Muscle Recovery

Cosmetological procedures for body muscles are meant to improve body shape, combat excess weight and saggy muscles, and restore skin tone in the postoperative period. **Electrical stimulation is used to strengthen body muscles, reshape the body, increase skin tone and fight edema.**

Being a hardware-induced effect, electrical stimulation relies on myotonic currents that restore muscle tissue tone, lift and improve skin, boost microcirculation of lymph and blood, and enhance lipolysis of adipose tissue. During myostimulation, facial muscles, neck and décolleté area - the three areas which are quite difficult to train with the help of physical exercises - do get worked out. That results in an improvement in complexion and increase in skin elasticity.

Source: Corey Whelan

## Electrical Muscle Recovery



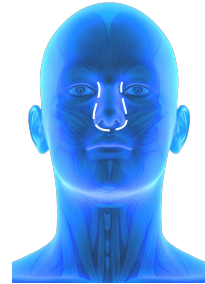
# Face Surgery

Being minimally invasive, **face lift surgery is one of the most popular plastic surgery procedures nowadays.** It is performed using an endoscope (an optical device used for diagnostic and therapeutic purposes), which allows for more precise manipulation and reduces the risk of damaging neurovascular structures. No soft tissue excision is performed during face lift surgery.

An endoscopic brow lift helps smooth out and remove wrinkles on the forehead. **Unlike other plastic surgery procedures, it's less traumatic, leaves no scars, and requires a very short rehabilitation period** (one and a half week on average).

A rehabilitation period can take one to two weeks. Following the procedure, edema may typically occur. The later the patient resorts to the procedure, the more noticeable the traces of the surgical intervention on the face will be.

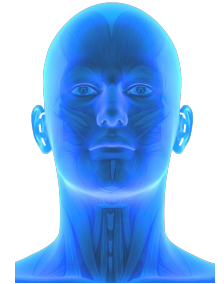
## Types of Face Surgery



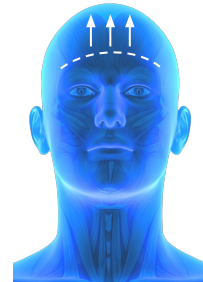
Rhinoplasty



Blepharoplasty



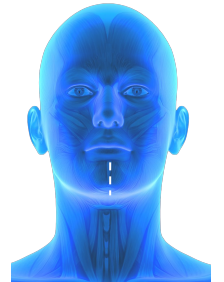
Otoplasty



Forehead and  
Brow Lift



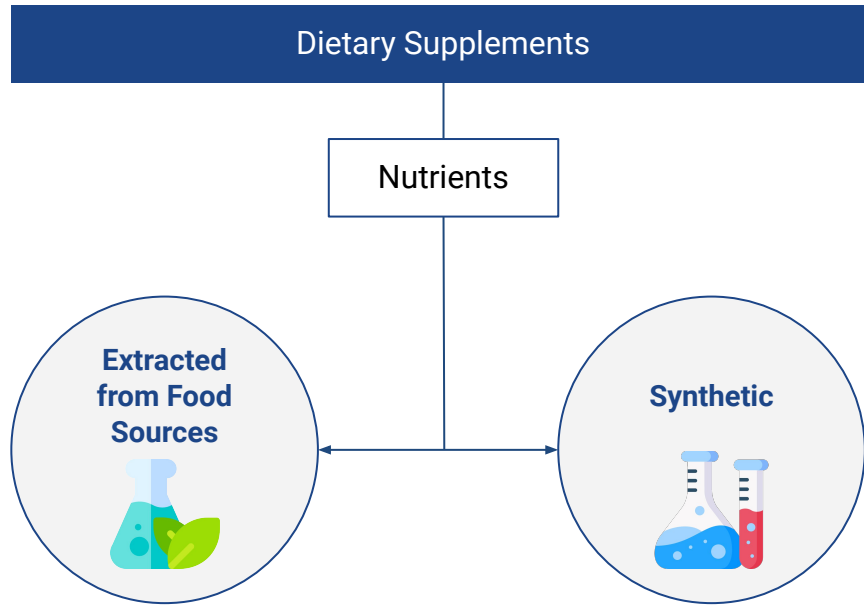
Botox  
Injections



Chin Dimple  
Creation

# Dietary Supplements: Introduction

Being of plant, animal, or mineral origin, dietary supplements contain vitamins, micro- and macroelements, amino acids, hyaluronic acid, collagen, and other compounds necessary for the proper functioning of the body. Thus, dietary supplements are one of the components of the **beauty industry**.

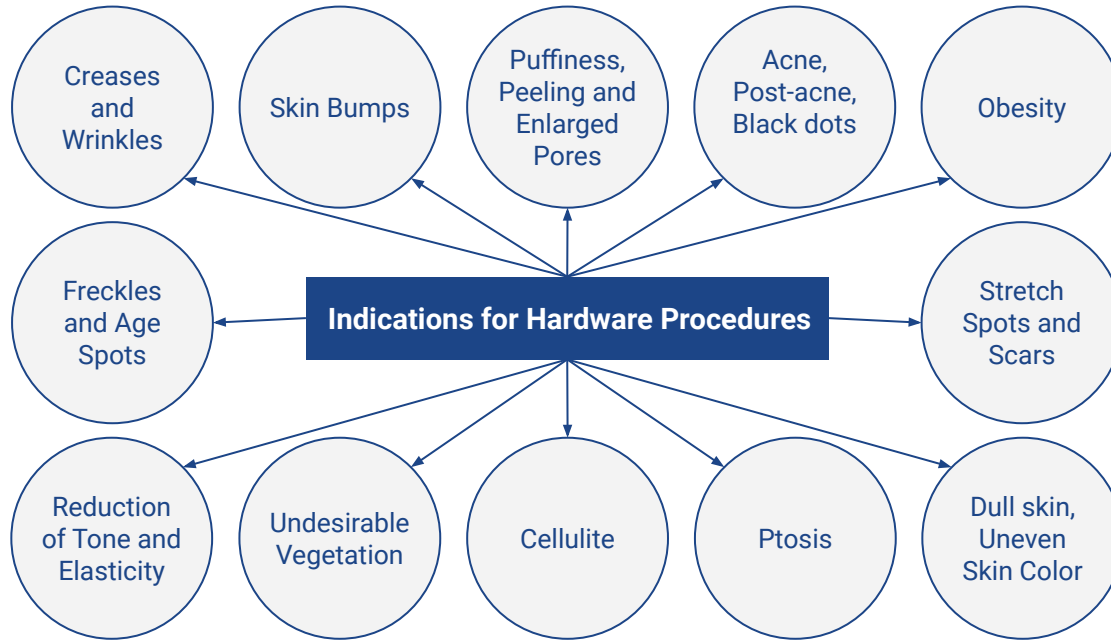


Nowadays, beautiful skin, shiny hair, strong nails, and white teeth almost everyone associates with **youth, naturalness, health**, and a **caring attitude to oneself**. Achieving that requires not only regular **physical activity, proper nutrition**, and **getting rid of bad habits**, but also using **cosmeceuticals** and **dietary supplements** with a proven track record of effectiveness.

**It's been found that combining particular cosmetic procedures with the intake of nutricosmetics has a more pronounced and lasting effect on hair, nails, and skin.**

# Apparatus Cosmetology: Hardware Cosmetology

**Hardware cosmetology** involves treating problem areas of the face and body with physiotherapy equipment. Safety and effectiveness of its techniques depends on the ability of a device to **penetrate the deep layers of the skin**.



## Hardware Cosmetology Relies on:

Electricity

Laser Radiation

Ultrasound

Low or High Blood Pressure

Light beam (Laser Techniques, Infrared Phototherapy)

Abrasive Particles (Diamond Microdermabrasion, Brushing)

Low Temperatures (Cryopilling)

# Recommended Set of Advanced Procedures

Every day, the **human body is exposed to** all kinds of **stresses**. The increasingly rapid pace of life, bad habits, and poor ecology cause its defense system to frequently fail. Despite having natural recovery mechanisms, the human body is still being plagued by multiple problems, including weight gain, deterioration of skin condition, hair, loss of muscle mass, nervous disorders, and sleep disorders. And this ultimately affects our health and appearance.

**To effectively deal with these challenges**, modern cosmetology has a whole arsenal of tools, including balanced nutrition, exercises, baths, saunas, thalassotherapy, balneotherapy, thermoregulated wraps, massages and other advanced cosmetology procedures. Their main function is to prevent disease and rejuvenate the body; hence, they can be used by perfectly healthy individuals.

## Recommended Set of Advanced Procedures

Sauna

Cryosauna

Fitness

Wellness

Electrical Muscle Stimulation

Thalassotherapy

Intermittent Hypoxic Training

Bio Supplements

# Anti-technologies: Overview

The list of **aesthetic procedures, beauty preparations, and cosmetic equipment is constantly being expanded**. New technologies and products are providing modern-day consumers with an opportunity to smooth out wrinkles, whiten the skin, shrink pores, remove cellulite, eliminate age spots, increase skin elasticity, prevent wrinkles, remove acne scars, restore or remove hair, improve breast size, and shape, augment lips, remove tattoos, and regulate hormone level. And the list is by far not an exhaustive one.

Nowadays, cosmetologists have to deal with an increasingly large amount of information, including unethical advertising from manufacturers. Hence, choosing **safe and effective technologies/procedures meeting their customer expectations** and allowing them to improve their appearance can be quite a challenge for them.

In cosmetology, “anti-technologies” stands for dangerous and ineffective drugs and methods that are **promoted as reliable, effective, or innovative**.

Source: Media overview

## Most Common Anti-technologies

**Fillers in Cosmetology and Aesthetic Medicine**

**Micropigmentation**

**Peelings**

**PRP in Dermatology and Cosmetology**

**Anti-cellulite Products**

# Market Trends in Advanced Cosmetics

## Skin pH and Microbiome

The skin is an acidic environment, with pH values from 4 to 6. If the skin is too acidic, it increases the likelihood of inflammatory skin conditions, such as eczema and acne. And if the skin has a low acidity level, it is less protected from the spread of infectious agents. Accordingly, caring for the skin microbiome and its acidity level continues to be among the main trends in cosmetology.

## Skin Care Devices & Software

Nowadays, not only cleaners, scrubbers, massagers are provided for skin care, but also automated gadgets such as smartwatches and smartphones which are monitoring skin condition of user. The popularity of such devices indicates that they will only get better and their number will grow in the near future.

## Advanced Procedures

Advanced procedures trends have greatly evolved through years. Now top-priority is leveling the consequences of a poor-quality lifestyle by balancing microelements and enhancing metabolism through fitness activity.

## Anti-aging Procedures

Because anti-aging procedures involve not only the influence on the outer layers of skin in order to affect its appearance, but also influence on the condition of many other cells of different tissues, these procedures are considered an important part of the field of cosmetic treatments.

## Cosmetics Technologies

During the last years cosmetics technology market become more connected with biotechnology and medicine. Trend on using stem cells in cosmetology, competent use of minimally invasive surgery and hardware cosmetology procedures is keep growing up.

## Polyglutamic Acid

A number of scientific publications have confirmed the beneficial properties of polyglutamic acid, including reducing the effects of wrinkles and aging, improving skin hydration and stimulating the synthesis of collagen and elastin. In this regard, hyaluronic acid is considered as one of the most effective skin moisturizer.

## Skin Protection from UV Rays

“Healthy tan” is the most common delusion about tanning. Fortunately, more and more people are becoming aware of the dangers of UV rays and the need to protect skin with tanning creams and other protection methods.



# Key Takeaways



The **Autologous stem cells market** is projected to reach **\$11 Bn**. Autologous stem cells don't rely on direct stem cell transplantation and **offer the same efficacy as traditional stem cell transplantation** therapies. Given that stem cell properties have not yet been fully explored, they **are required pre-marketing approval**



**Autonomous Stem Cells For Face Skin Rejuvenation.** Intradermal injections increase the long-term number of fibroblasts and the physiological balance of the skin, which helps to **fight the very causes of aging with significant effect after 7-12 month**



The **Microbiome of Body** helps to strengthen the immune defense of the human epidermis, because using biome-friendly cosmetics helps restore the balance of microflora, eliminates aesthetic imperfections and symptoms of dermatological diseases, and improves the skin in the safest possible way



The **Microbiome of Face** increases the level of glycerin and lipids in the skin's protective layer, reducing the intensity of moisture evaporation. Using products with bacteriophages is a real breakthrough, **allowing to point-wise remove pathogenic bacteria from the skin microflora**



In 30-40% of cases, the flora of the oral cavity becomes the cause of aspiration pneumonia and lung abscesses, affects pathological changes in the digestive system. Therefore, **oral hygiene**, using of probiotics, plant extracts, propolis, bacteriophages, sea and table salt will help normalize the oral microbiota composition.



Nowadays, technologies, tools, and medicines designed to solve problems with **Weight Optimization and Obesity** are becoming increasingly available, for example, dietary supplements and massages helping painlessly optimize metabolism are already there.



**Cosmetological procedures for body muscles** are meant to improve body shape, combat excess weight, saggy muscles and restore skin tone in the postoperative period. The most promising methods are electrical muscle recovery, vacuum roller massage, cryotherapy and pressotherapy

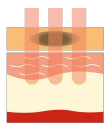
# Key Takeaways



**Facial Skin and Hair, Cosmetic Surgery on the Face.** The most popular hair restoration procedure is **follicular unit extraction (FUE)** because hair transplant surgery is painless and often achieved in one go. The **intense pulsed light** method (**ILP**) may reduce the appearance of pores by improving skin texture and increasing firmness but increases the risk of skin cancer



**Dietary supplements and Nutraceuticals** combine the latest scientific advances and principles of P4-medicine and refer to dietary supplements designed to improve skin, hair, and nails. This causes **rapid skin renewal, healing of scratches, cracks, and other injuries**, acceleration of nail growth by 12%, reduction of fragility by 42%, and in 80% of cases the nails become smoother



**Apparatus Cosmetology** involves treating problem areas of the face and body with physiotherapy equipment. It includes lasers applications for cosmetic purposes, which help remove tattoos and rejuvenate skin; peeling; microcurrent therapy and LPG massage, which helps to remove cellulite and fat deposits, tighten the skin and eliminate back pain, which is especially necessary for people with a sedentary lifestyle

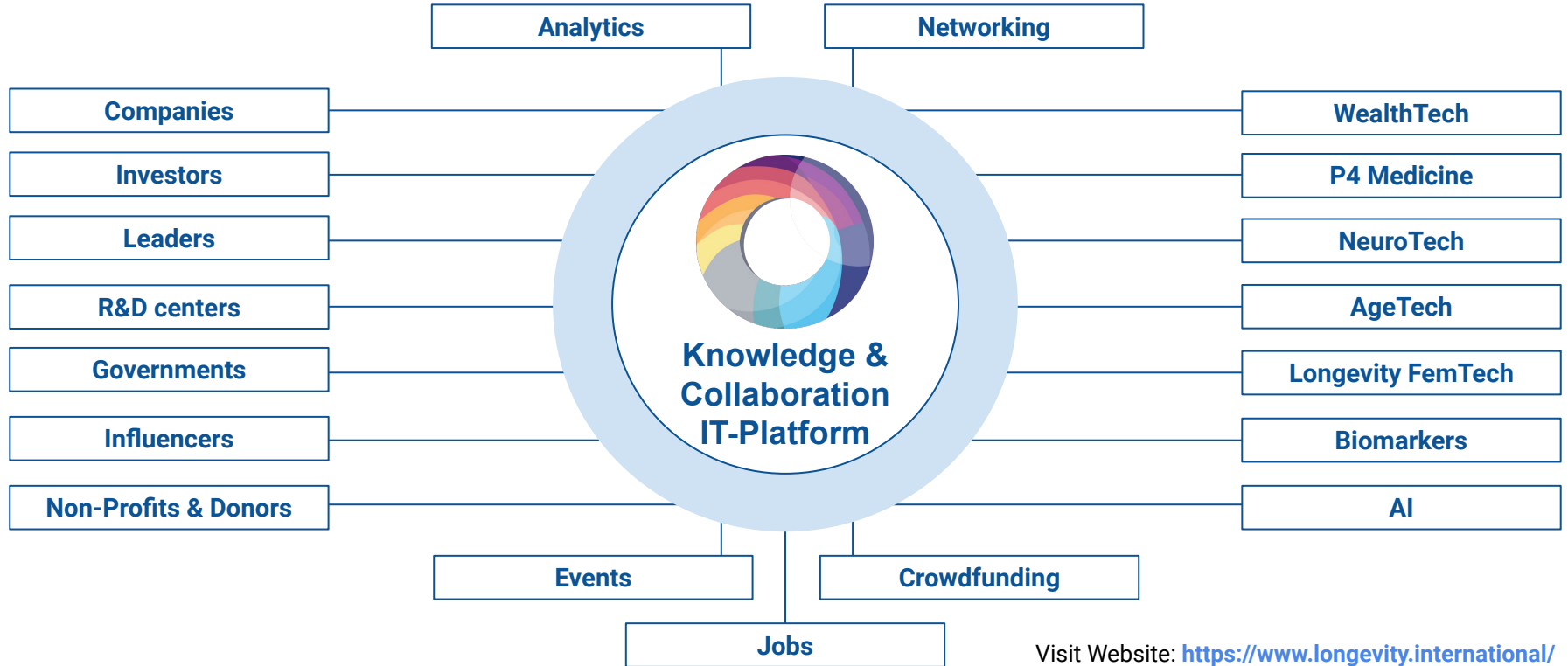


**Advanced Procedures** are vital as they can safely help **stimulate Hormesis** - adaptive response of the body to low doses of harmful factors which helps our body becomes more resistant to stress and begins to heal itself at the cellular level



The use of AI in the field of dermatology may be beneficial to patients and dermatologists alike. Technology can **augment decision-making** but cannot replace dermatologists. However, AI skincare companies **like Haut.AI are on the edge of technology usage.**

# Longevity.International: One-Step Platform for Longevity Industry Knowledge



Visit Website: <https://www.longevity.international/>

# Longevity Governance Big Data Analytics Dashboard

Market Intelligence

Longevity Governance Market Intelligence

Full Analysis

Interactive Mindmaps

SWOT Analysis

Dynamic Charts

Full Big Data Analysis



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Dashboard Parameters

DATA POINTS

11984

PARAMETERS

240

REGIONS

50

LAYERS OF FRAMEWORK

6

DYNAMIC CHARTS

100

SWOT ANALYSIS PROFILES

50

SWOT Analysis



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Search Engine

Longevity Governance Search Engine

Benchmarking Charts

Major Trends

Practical Recommendations

Big Data Framework

National Healthy Longevity Interactive MindMaps

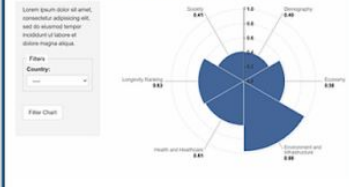


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Health-Adjusted Life Expectancy (HALE) Gap and Life Expectancy

Health-Adjusted Life Expectancy (HALE) Benchmarking

Visit Dashboard: <https://www.aginganalytics.com/longevity/governance-dashboard>

# Aging Analytics Agency: Value Proposition

Aging Analytics Agency is the only specialized analytics agency in the world that focuses exclusively on the emerging Longevity Industry. They are recognized internationally as the premier analytics agency for advanced data analysis, industry reports and next-generation infographics on the topics of Aging and Longevity.

## Aging Analytics Agency is focusing on three key activities:

### Providing Commercial Services

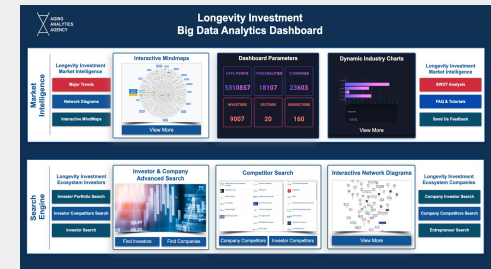
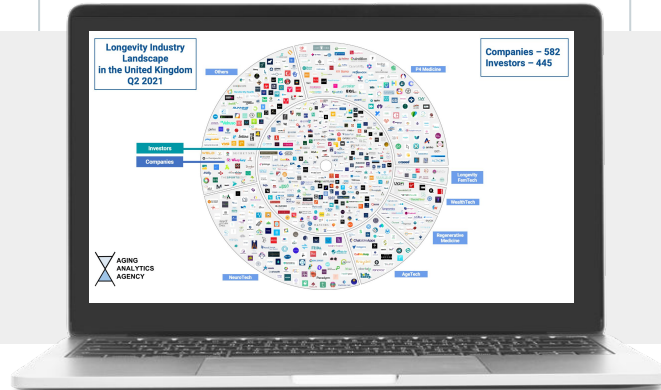
Conducting customised case studies, research and analytics for internal (organizational) use, tailored to the precise needs of specific clients.

### Preparing Open Access Reports

Producing regular open access and proprietary analytical case studies on the emerging topics and trends in the Longevity Industry.

### Building Big Data Analytics Platforms

Offering customised analysis using specialised interactive industry and technology databases, IT-platforms and Big Data Analytics Dashboards.





# AGING ANALYTICS AGENCY

Link to Full Report:

<https://analytics.dkv.global/advanced-cosmetics-proprietary-version-report.pdf>

E-mail: [info@aginganalytics.com](mailto:info@aginganalytics.com)

Website: [www.aginganalytics.com](http://www.aginganalytics.com)

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