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The Beauty of Science

The beauty industry would be considered mediocre without the help of science. Over the years, the beauty industry has been greatly influenced by new advances in science so we have them to thank for the beauty industry being so innovative and diverse. This industry is very competitive and the trend setters are often the brands that are successful. Product development in beauty is exciting because the advancement can be the start of a new trend.

Cosmetic scientists are the most skilled at adopting and adapting to create new advances in science and technology. “Nearly twenty years ago, ingredient suppliers, prompted by the success cosmetic surgeons were having with Botox, suddenly found themselves seeking cosmetic actives with smoothing, Botox- like actions” (Brockway, 2020). The creation and popularity of Botox allowed for the cosmetic scientist to search for other ingredients that have the same affect but because they are active they aren’t legally allowed to. Though Botox is known for being a beauty remedy it also has some medicinal uses.

Botox is considered one of the most popular cosmetic procedure today. It was first introduced to the market in 2002 and became popular for “freezing” the face ever since. Another name for Botox is botulinum toxin and it is extremely versatile when it comes to its uses, it is also a non-surgical procedure. “...this remarkably agent is extremely versatile and used for many

other conditions including spasticity, eye twitch, migraines and underarm sweating” (Saleh, 2019). There is also no long recovery time with Botox, you get your procedure and you can continue with your daily activities soon after. The outcome to the success of Botox quickly changes the industry and soon after there was the creation of fillers that completely changed the beauty game.

For a long time when it came to finding a quick fix to wrinkles and fine lines, Botox was the only solution. However, more recently cosmetic surgery lovers have had fillers as their go to for some time now. “Fillers are actually made up of hyaluronic acid and other similar substances which work to plump up and “fill” any areas that may have lost their natural smoothness” (Why Fillers Are Taking the Beauty Industry by Storm, 2019). Having lines around thinning lips or used on forehead wrinkles that help smooth out the skin. Many people prefer this treatment because unlike Botox it does not freeze the muscle. To consumers it seems more natural and because of this, fillers are now one of the top leading non-surgical cosmetic treatments.

In conclusion, the evolution of beauty would never be considered this major and influential without the help of science. The cosmetic surgery of all types has been made popular by celebrities but more recently influencers. The development of Botox and later fillers has changed the standard of beauty for women and men of all walks of life. Cosmetic fillers have influenced social media filters and apps to the point where you can see what you would look like with surgical work done. Science and beauty go hand and hand, the modern woman knows there’s evolution in science.

References

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