BUF 4700: Beauty Culture, Commerce & Innovation (Contemp. Issues) Spring 2022

Critical Argument Paper #2

Jesenia Bravo

Throughout human history, we humans have always strived to advance our knowledge, health, and life for the future generation. "People have been trying to enhance their physical and mental capabilities for thousands of years, sometimes successfully – and sometimes with inconclusive, comic and even tragic results." (Masci). Science and technology have been two segments that have dramatically impacted the enhancements of our life, and has altered all parts of our life, for the worse or better, including that of the beauty industry. Without many of these scientific advances and innovations, a lot of our life's would not have changed much from that of our ancestors. From the innovations of the light bulb and electric light by Thomas Edison, to the Automobile by Karl Benz or that of the invention of Anesthesia by Horace Wells in 1844, scientific innovations have helped humans prosper and live better, healthier and longer lives due to these great developments. The beauty industry itself has also had this same impact of scientific innovations and technology helping the industry into becoming as big and important as it is in society today. Beauty and health have always been some of the most important factors of life. As our beauty, looks and health get better, we humans tend to live happier, longer lives that'll be carried onto the next generations and into the future.

"The Information Age's discovery of plant cell composition led to the integration of natural ingredients into beauty products, and with the ability to clone cells, chemicals and plants have been replaced with people as the essential ingredient of better beauty." (Global Cosmetic Industry). Beauty and science have had a natural connection since their inception. As these

discoveries were being made during the information of age rush, society quickly implemented and used these innovations in as many creative working ways as possible. In our current society, a bring trend in beauty and medicine is fighting aging and staying beautiful for as long as possible. Initially, botulinum toxin A was first tested and used to treat humans of strabismus for issues with eye muscles, years later this same innovation is a key product in the beauty industry better known as of Botox. Botox injections have been popularized within the beauty industry in the late years for making your face look more youthful and anti-wrinkled. This new phenomenon and trend spread rather quickly throughout society, with the use of media and word of mouth, Botox was the biggest hit of the beauty industry insanely becoming a go to essential to revitalize and rejuvenate youthfulness and beauty. It shifted beauty into a mainstream topic in society as this new fountain of youth was "discovered".

In today's modern, technology driven society, beauty has been revitalized into including more of the chemistry and scientific side-based approach to ensure quality and wellbeing. The industry has also changed in the sense that it now caters more to personalized products that accommodate a wide range of consumers. Beauty also has never been as important, and front centered in our everyday lives with the abundance of social media and ads that we are bombarded with on our regular days. "The beauty industry, already one of the fastest growing categories in the consumer goods industry, is undergoing a digital transformation as social media and e-commerce have revolutionized the way brands can connect with their customers." (J.P Morgan). Social media and its reach has been a great technological innovation that has benefited the beauty industry as a whole. With the innovation of the internet as well, we saw as the beauty industry survived this current pandemic of COVID-19, including when physical store locations were closed and companies and brands were still able to promote business, sell products and engage with

consumers with social media apps such as Facebook, Twitter and TikTok. The creation of E-commerce benefited any business, but particularly the beauty industry as it enabled so many new outlets for beauty products to be featured, promoted and sold across various platforms and websites. This cutting-edge development shifted the industry as now a vast majority of beauty sales come from E-commerce as well as expanding into markets and countries that wouldn't possibly be possible before for these companies. This new invention allowed for this industry not only to survive, but flourish and gain new markets, such as those of the vast amount of new beauty creators who inspire and innovate on YouTube channels to those spreading posts and reels on the likes of Instagram or TikTok.

"To keep customers engaged in what is a highly competitive market, brands are using new forms of emerging technology to personalize products and services. L'Oréal is helping customers looking for the perfect foundation shade to match their skin tone with artificial intelligence (AI). L'Oréal l luxury subsidiary brand, Lancôme, uses a custom made machine (Opens Overlay)to scan the skin to find the right color match. Customers at Lancôme beauty counters can then have their foundation mixed in-store, with a proprietary algorithm choosing the right shade from thousands of variations." (J.P. Morgan) As we see with this quote, the beauty industry does not waste time in using and applying these new innovations as they become available in society. Brands such as L'Oréal have already started to use Artificial intelligence, the next technology innovation, that uses computers to best calculate and match products to consumers needs based on their skin type and pigmentations for example. It's a new frontier that's been opened due to this scientific advancement in society, and one that'll benefit not only the beauty industry but that of its consumers as well because they will be receiving the best products that we can attain with our current discoveries.

Advertising and marketing has shifted into this new E-commerce world and the beauty industry, being one of the leading consumer markets, has used these technological innovations marvelously, to generate interests, sell ideas and products into a huge amount of potential consumers with easy access. Without this innovation of the internet, beauty and its awareness and spread would be left to traditional methods of advertising such as newspaper ads and word of mouth, not being able to reach anywhere near the influence it now has. This reach has allowed for these businesses and beauty brands to better produce their products as they can have inputs from a bigger customer base, allowing for products to be altered and perfected into the best products possible. This new age of information, with the use of technology allows for all these products and developments to undergo strict oversight into what chemicals and ingredients go into the final product, always ensuring and prioritizing health and safeness, and even striving to fit into new societal values such as green life styles or, vegan and cruelty-free developments and products, or catering to new wonderful innovations that'll enhance our beauty and lifestyles overall.

Work Cited

Barbara Brockway, P. P. (2020, July 16). How advances in science and technology influence and support trends in beauty: In-cosmetics connect. in. Retrieved April 2022, from https://connect.in-cosmetics.com/ingredients/how-advances-in-science-and-technology-influence-and-support-trends-in-beauty/

How technology is giving the beauty industry a makeover. J.P. Morgan. (n.d.). Retrieved April 2022, from https://www.jpmorgan.com/insights/research/beauty-industry

Masci, D. (2021, May 25). Human enhancement. Pew Research Center Science & Society. Retrieved April 2022, from https://www.pewresearch.org/science/2016/07/26/human-enhancement-the-scientific-and-ethical-dimensions-of-striving-for-perfection/

The role of science in beauty. Global Cosmetic Industry. (2012, September 12). Retrieved April 2022, from https://www.gcimagazine.com/brands-products/color-cosmetics/article/21849701/the-role-of-science-in-beauty