DESIGN MANAGEMENT

LEADING DESIGN FUTURES

Smart & Soulful *Skincare 2050*

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Table of Contents

Fig. 0: Stock of Skincare collection in a bathroom shelf

Positionality Statement

While reorganizing my bathroom shelf one day, I was struck by the sheer volume of skincare products I owned, far more than I needed. I've found myself reflecting on my consumption habits lately, particularly in relation to skincare. It's fascinating how social media influences us, especially given the performative culture surrounding these products.

As a young Indian woman navigating today's digital landscape, I've observed how influencers and algorithm-driven content can subtly shape our purchasing decisions, often leading us to choices that we might not consciously make. We're gently guided in a certain direction, and it makes me question whether those choices truly resonate with what we really want.

Having observed the skincare boom personally and socially, I question whether consumption today reflects genuine needs or if we are conditioned to consume by external forces. Our fixation on Skincare as an 'act of self-maintenance' deserves deeper examination.

As I research skincare consumption in Mumbai, the aim is to maintain an open perspective and acknowledge that my experiences and cultural background will shape my views. By being transparent about my perspective, I hope to provide a clearer understanding of the industry and its future. It's a journey of exploration, both of the people around me and myself as I strive to approach it with care.

Fig. 1: Skincare flat lay with natural ingredients

This report examines **skincare consumption** within the broader context of cultural trends and environmental sustainability. The beauty and wellness industry, particularly Skincare is a rapidly growing market in India, surpassing $8.78 billion in 2024 and is expected to nearly double by 2033 (Astute Analytica, 2024). However, this growth is deeply entangled with a culture of overconsumption, heavily influenced by social media and influencer marketing. Skincare has transformed from a basic routine into a cultural trend in today's world. As brands relentlessly introduce new products, the distinction between self-care and consumption has blurred.

Industry & Cultural *Background*

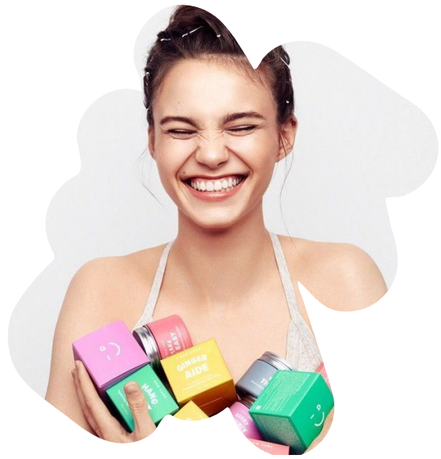


Fig. 2 : Promotional imagery from Memebox (Memebox ,2025)

Beneath the shiny advertising and increasing sales, the environmental and social consequences of the industry frequently remain overlooked. Despite climate change already surpassing 1°C above pre-industrial levels (Copernicus, 2024), how Skincare is consumed remains unchanged. In response, some global and Indian brands have begun to reduce their carbon footprints, but these efforts are limited and not widely adopted. Moreover, sustainability is increasingly being used as a marketing tool, often in misleading or superficial ways (Feghali, Najem and Metcalfe, 2025).

A 2024 survey conducted of young women in Mumbai by me as a part of DRSC, found that social media influences their purchase of skincare products more than expected. While their primary concerns are product benefits and personal feelings, environmental impact is a secondary consideration, showing a disconnect between personal care and planetary responsibility.

For today's urban young adults, Skincare represents a complex tension. On the one hand, they grapple with eco-anxiety, digital fatigue, and growing distrust in greenwashed narratives. Conversely, they **seek transformation, control, and self-assurance** through their routines (Euromonitor, 2023). Skincare is no longer just about results but about identity, aspiration, and emotional reassurance (Aronowitz, 2024). A Kansas State University study notes that emotions play a crucial role in beauty purchasing. The hope that the next serum or moisturizer will be "the one" drives repeated purchases. Consumers often remain loyal out of habit or fear of losing progress, creating a cycle of buying and applying without questioning genuine needs. If this continues, the beauty industry risks becoming part of the problem rather than the solution. To truly address climate challenges, how we approach Skincare needs to change. This report explores how we might rethink skincare consumption through a more mindful, speculative lens that shifts the focus from constant buying to deeper awareness, care, and balance between people & planet.

Hindsight Timeline

01. Ancient Origins *(3000 BCE – 1000 CE)*

Natural ingredients like turmeric, sandalwood, and neem for skin care. Classical texts such as the Charaka Samhita and Ashtanga Hridayam detail comprehensive skin care routines that promote overall health

(Wild Human Skincare, 2023)

02. Medieval Period (1000 – 1700 CE)

1526–1707 CE saw Mughal queens embracing elaborate beauty rituals influenced by **Persian and Indian traditions**. Skincare was deeply rooted in natural and Ayurvedic ingredients like saffron, sandalwood, Multani mitti.

(Times of India, 2024)

03. Colonial Era (1700 – 1947)

(INB Medical, n.d.), (Agrawal, 2020)

1700s

Early British traders introduce select **European toiletries** (like perfumes and soaps) to Indian markets catering to the elite.

1893

India's first pharma Company, Bengal Chemical and Pharmaceutical Works **(BCPW)** expanded to produce skincare and hygiene products.

Early 1900s

Western brands such as **Listerine** (mouthwash) and **Palmolive** (soap) begin entering urban Indian markets. used mainly by the urban middle class and colonial elites.

1905 onward

Swadeshi movement promoted the use of local goods. **Handcrafted soaps, herbal oils, and Ayurvedic treatments** gained new relevance as a cultural stance against colonial products.

1930s–40s

Limited access to imported luxury skincare due to the Great Depression and later WWII. Beauty and hygiene reflect a very **aspirational urban modernity**, among women in newly educated or middle-class households.

1947 PONDS enters market

American brand **POND'S** introduced its Cold Cream to Indian consumers marking a significant shift toward global beauty branding, paving the way for post-colonial cosmetic boom.

1929 – Launch of Boroline

Launch of antiseptic cream blending **Ayurvedic wisdom with modern formulation** became one of India's first mass-mart skincare brands and remains iconic post-independence.

Fig. 3: Evolution of Skincare (Jain, 2024)

04. Post-Independence (1947 – 2020s)

(Sprivil, 2024), (Agrawal, 2020)

1950s - 1960s

Self Reliant remedies were relevant with a few commercial product landscape such as Vicco & Lakme. Cosmetic chemistry meets Ayurveda

1970s - 1990s

Imported beauty ideals (fairness, anti-ageing) began to reshape local aspirations in 1970s. Later **natural formulations in cosmetic chemistry** was seen

BIOTIQUE
ADVANCED AYURVEDA

LOTUS HERBALS

Himalaya SINCE 1930

2005–2010

Luxury Ayurveda takes center stage along with International brands gaining trust due to perceived quality and dermatological science.

2010

Indian beauty bloggers & YouTubers began emerging and popular, sharing DIY remedies and basic routines. Skincare consumption was still basic.

2015–2018

Instagram platform exploded with beauty content. Influencers promoted multi-step **K-beauty routines** and Layering became popular, increasing consumption.

2020

COVID-19 lockdown with salons shut , searches for “DIY face masks” surged. Brands shifted messaging toward wellness with **“glow from within”, “self-care is essential”**

2021–2022

Brands like Foxtale and Conscious Chemist, minimalist thrived due to **clinical skincare** boom . However, **greenwashing**, product overload, **influencer marketing** also increased.

2023

BIS tightened **cosmetic labelling rules** in India. New regulations pushed brands to clearly list ingredients; avoid misleading claims.

2024

Young urban users **demand ethical sourcing** and minimalist routines, but remain digitally influenced and trend-sensitive, leading **product overconsumption**

Fig. 4: Evolution of Skincare (Jain, 2024)

Purpose of *Trend Analysis*

A literature study was the first step in the research process, followed by stakeholder mapping (Appendix A) and a stakeholder value exchange map (Appendix B) to identify power dynamics, conflicting needs, and systemic barriers within the skincare ecosystem. PESTLE+E (Appendix C) analysis assisted to critically evaluate the macro factors influencing the industry. Understanding the key shifts in the present is crucial for imagining plausible futures for the skincare industry. This section therefore uses a **Trends Analysis Framework** to identify, understand, and contextualize dominant and developing trends. It serves as a vital link between current circumstances and future opportunities, illuminating both challenges and signs of transformation within the skincare industry.

The study delves into Global Trends (Appendix D) to better understand the evolving consumer values, rising sustainability concerns, and technological advancements shaping market behaviors. Given the strong impact of Western culture on Indian consumers, especially in urban areas like Mumbai, it was essential to adopt a global perspective to understand how these trends are embraced or resisted in India. Further researching India trends (Appendix E)

Trends & Drivers shaping Skincare Futures

This section explores both emerging and dominant trends in the skincare industry in **India** and the key driving forces that shape them. It draws insights from the Trends Triangle in *Figure 6,* and a PESTLE+E informed lens. Trends and drivers in India are examined at the macro , meso and micro levels to demonstrate the interconnectedness of different levels and influence on present and future of Skincare.

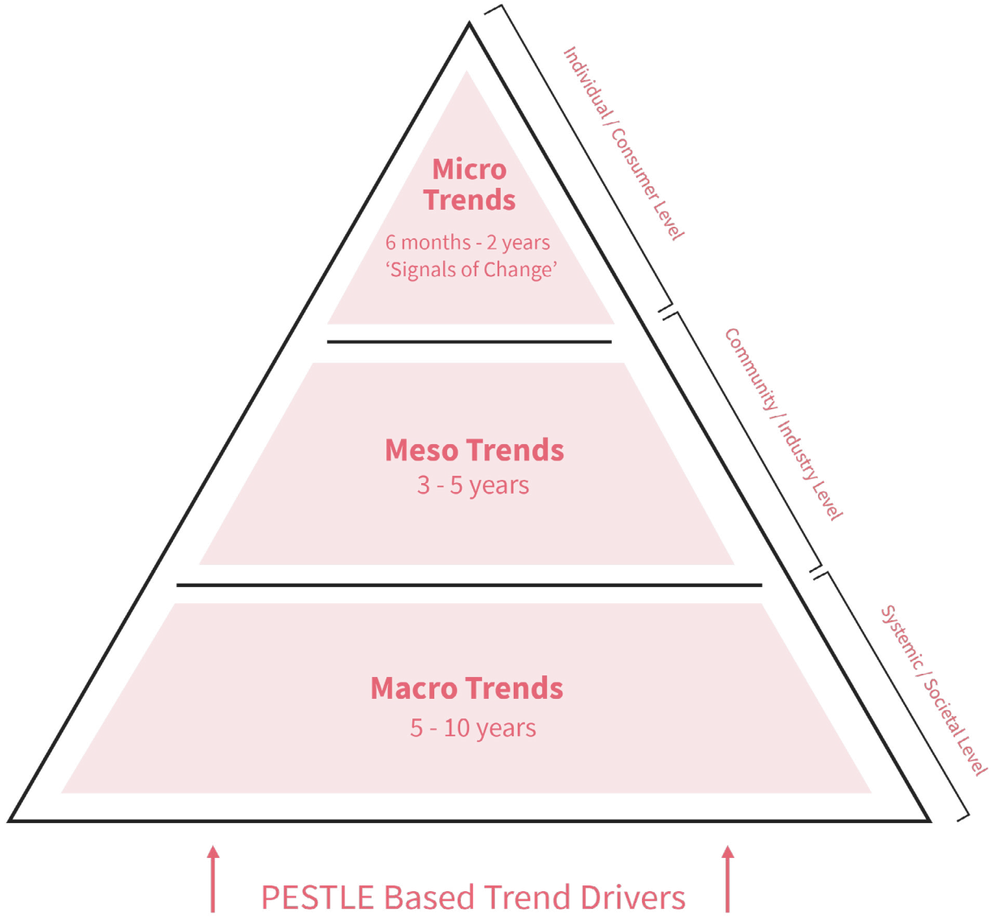


Fig 5: Adapted Illustration of the Trend Triangle used for the development of plausible future scenarios (Healy-Adonis, 2024)

Micro Trends

Demand for Ingredient Transparency

Key Drivers:

Social - A rise in inredient awareness

Cultural - Shift towards informed, health conscious consumption

Rise of Personalized & Experiential Beauty

Key Drivers:

Technological - Emergence of AI-based skincare tools and diagnostics

Economic - Expanding D2C market, enabling customisation at scale

Overexposure Leading to Decision Fatigue

Key Drivers:

Social - Viral product launches create overwhelming choice

Psychological – Growing mistrust in influencer-led marketing

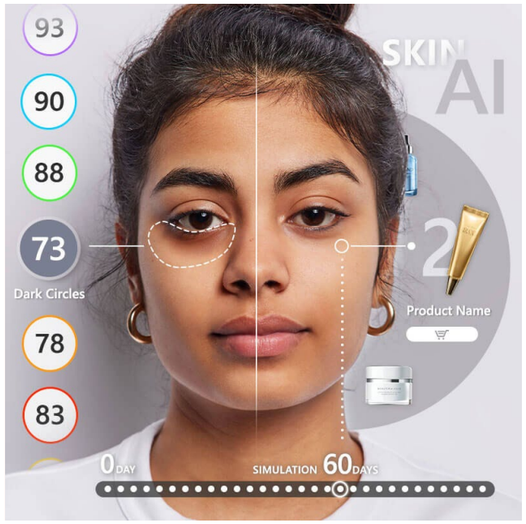


Fig.6: AI-powered skincare analysis showcased at Cosmoprof India 2024 (Perfect Corp, 2025).

Fig.7: Screenshot from the Indian brand 'Minimalist's' official Instagram page (Minimalist, 2025).

Meso Trends

AI & AR Tools Reshape Beauty E-Commerce

Key Drivers:

Technological – Use of AI diagnostics and virtual try-ons in platforms

Holistic Beauty Rooted in Wellness Blending Clean Beauty and Hybrid Skincare

Key Drivers:

Cultural – Stronger inclination toward wellness as part of beauty

Scientific – Preference for clinically effective and clean formulations

Local, Inclusive, and Minimalist Brands Gaining Traction

Key Drivers:

Cultural – Rising pride in local innovation and demand for inclusion

Macro Trends

India as a Global Beauty Hotspot

Key Drivers:

Economic – Rising disposable income amongst middle class

Cultural – Increasing global interest in Indian beauty rituals

Emergence of Authenticity and Rejection of Idealized Perfection

Key Drivers:

Social – A backlash against filtered beauty standards

Generational – Gen Z embraces flaws and individuality

Rise of Sustainable & Eco-Friendly products

Key Drivers:

Ecological – Pressing issue of climate change

Regulatory – Increasing demands for transparency & ethical sourcing

Cultural – A shift towards conscious consumption

Fig.8: Skincare product made using natural ingredients (Naturally Balmy, n.d.)

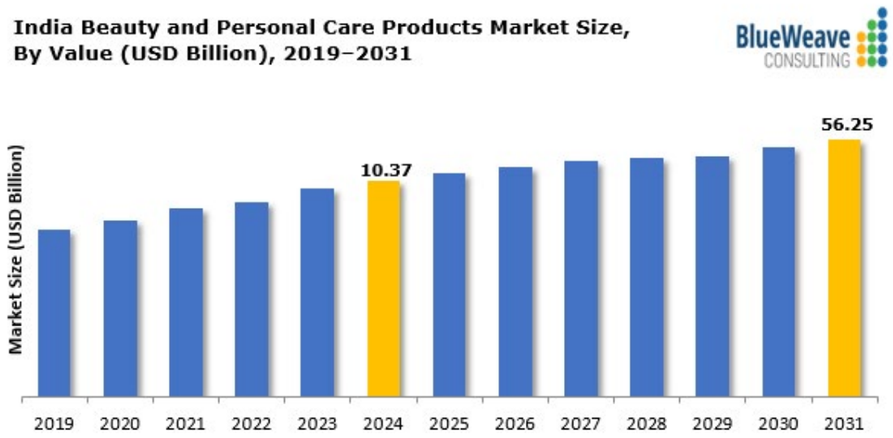


Fig.9: Projected growth of the Indian Beauty and Personal Care Products Market from 2024 to 2031 (BlueWeave Consulting, 2025)

Key Trends In Focus

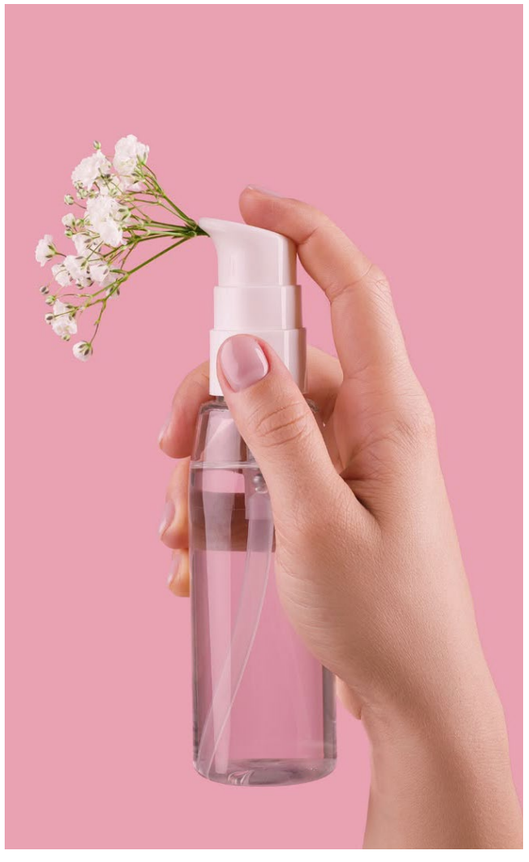


Fig.10: Product collections from Phoenix Bath & Beauty (Phoenix Bath & Beauty, 2025).

01. Holistic Beauty

Holistic beauty redefines Skincare by shifting focus from treating specific concerns like acne and wrinkles to nurturing the whole individual. More consumers recognize the link between skin health, physical well-being, and mental wellness. Consequently, Estheticians are evolving into wellness advisors, offering guidance beyond topical treatments to include lifestyle modifications and mindfulness practices (Skin Science Institute, 2023).

This development signifies a broader consumer shift towards **natural, ethically-produced, and wellness-focused products** that align with overall wellbeing. (Groupe Berkem, 2023). Within the Indian context, this shift is deeply rooted in traditional practices. Brands such as Kama Ayurveda, Ranavat, Forest Essentials, and Fable & Mane integrate Ayurvedic principles into contemporary skincare formulations.

Simultaneously, global brands are innovating within **'neurocosmetics',** meaning products designed to benefit dermatological and psychological health. These formulations often feature sensory elements, such as calming fragrances and soothing textures, which aim to alleviate stress and enhance mood while delivering skin benefits (Menteath, 2024).

Collectively, these trends signify a paradigmatic shift in the conceptualization of beauty, emphasizing health, and holistic wellbeing over traditional ideals of physical perfection (Forbes Tech Council, 2024).

02. Overexposure & Growing Digital Fatigue

The beauty and skincare market, particularly among young Indian consumers, is increasingly shaped and overwhelmed by constant exposure to new products, micro-trends, and influencer recommendations. In an era where digital platforms are deeply embedded in everyday life, social media is marking **Skincare as entertainment and a status symbol**, resulting in a never-ending pursuit of the latest products and trends. Gen Z users are continually introduced to emerging skincare products and routines by influencers, encouraging them to experiment and switch products frequently, often without sustained use or long-term commitment (Vogue Business, 2024).

This constant novelty contributes to choice paralysis, a growing issue in the skincare industry. With an overwhelming number of brands and formulations available, consumers face stress, confusion, and frustration when attempting to find a product that suits their needs (Salience, 2024). Although trends like "glass skin," "skin cycling," and "slugging" may initially generate excitement, the sheer pace of innovation and hype can lead to emotional exhaustion and eventual cynicism, mainly when the promised results fall short of expectations.

While access to a vast array of skincare information and innovations has empowered consumers, it is also beginning to backfire. The current digital and product overexposure risks alienating users through fatigue, disillusionment, and burnout, prompting a cultural pivot toward slower, simpler, and sustainable beauty practices.

03. Scientific, Sustainable and Personalized Skincare

The global skincare market's growth is propelled by AI-driven technologies that enhance personalized experiences and rapid product innovation. The tech indicates a future where skincare regimens are solutions and tailored experiences seamlessly integrate science, regulations, and beauty (Sprivil, 2023). Businesses are using machine learning to adjust their product strategies by predicting popular skincare trends. This proactive approach enhances product relevance and strengthens competitive advantage while guiding tailored skincare innovations. Although **biotechnology** has long been employed in medicine, its effects on the beauty industry are becoming more apparent (Cosmetics Business, 2024). Integrating biotechnology and AI is also revolutionizing India's skincare industry. Companies like Novology are developing clinically proven products co-created with dermatologists, focusing on conditions like acne and dry skin (Vocal Media, 2024). Additionally, brands like WOW, Skin Science and Mamaearth utilize AI algorithms to analyze skin types and concerns, providing personalized skincare solutions (Ranjandas Talks, 2024).

As beauty brands navigate the future of hyper-personalization, customer identity is becoming increasingly crucial. The early adoption of the technology has led to a flood of beauty tech solutions with big promises and flashy marketing (BeautyMatter, 2024).

Critical Analysis of the Industry's Future *& Need for Change*

The skincare sector is currently at a pivotal juncture, influenced by the confluence of **scientific advancements, the growing demand for personalized solutions, digital influence, and heightened ethical and environmental considerations.** A critical analysis of current trends reveals an urgent need for recalibration. While these innovations offer unprecedented convenience and capitalistic gains, one of the most enduring drivers of this crisis is our cultural addiction to overconsumption.

India, a rapidly growing hub in the global skincare landscape, is experiencing a shift in consumer values, especially among young adults. On the one hand, they face rising eco-anxiety, digital fatigue, and growing distrust in greenwashed narratives. Conversely, they are seeking transformation, control, and confidence (Euromonitor, 2023).

However, the industry mainly remains reactive, prioritizing profit, pace, and trend responsiveness over long-term sustainability and reframing nature as a key stakeholder. In light of these insights, it becomes imperative to envision futures where Skincare is effective, inclusive but also **mindful, ethical, and ecologically attuned.**

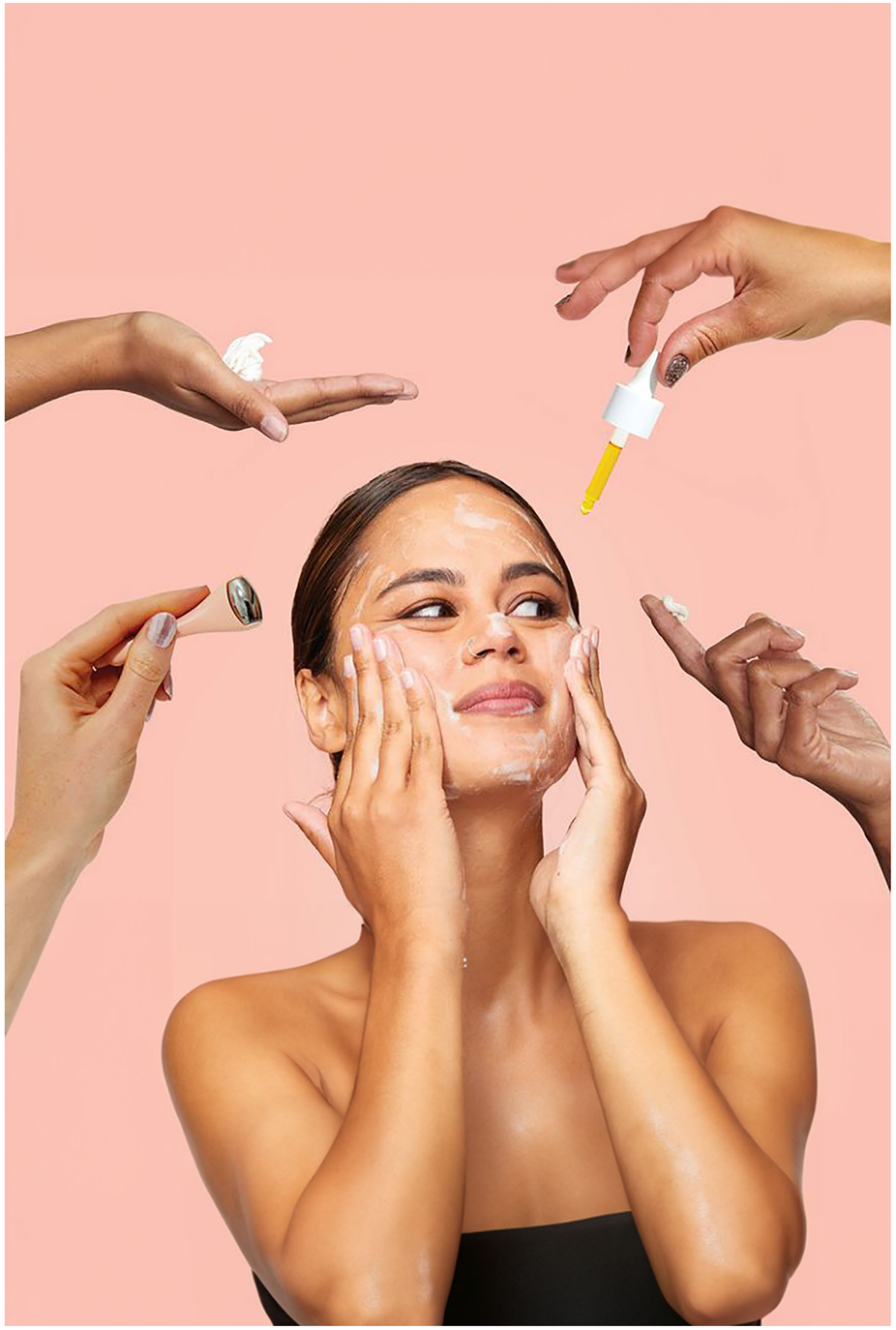


Fig.11: Quiet Quitting Is Coming For Your Skincare Routine blog post (Cochran, 2023)

Framework & Approach

This research uses a combined approach that brings together **Speculative Design** and the **Transition Design framework**. Speculative design assists explore and imagine possible futures by considering how new products, systems, or values could impact society (Winshanokprasith, 2020). It encourages creative thinking and challenges the way we see the present. Alongside this, Transition Design takes a more structured, long-term approach to solving complex problems like overconsumption and sustainability in Skincare. It focuses on creating a shared vision for the future. (Ayme, 2022).

Scenario *Matrix*

Having delved deeper into understanding the context, history, and emerging global and India-specific trends and drivers, future forecasting tools are employed to guide speculative inquiry. The scenario matrix illustrated in the *Figure 12* serves as a vital foresight tool, providing a systematic method to investigate possible future conditions of skincare consumption in Mumbai, India. As emphasized by Courtney (2003), scenarios aid decision-making amid uncertainty, helping identify opportunities and avoid pitfalls. Arup's 2050 Scenarios exemplify this approach by mapping trajectories to inform intervention strategies (Arup, 2019).

To ensure a holistic approach to research, the matrix was examined through environmental, social, cultural, technological, and economic lenses. These enable a multi-perspective understanding of how the skincare sector might evolve. The **Fourth Industrial Revolution** emphasizes digital transformation (McKinsey & Company, 2022).

The Preferred Future is set at the junction of tech-enhacned and holistic mindful skincare, underpinned by sustainable and eco-concious consumption

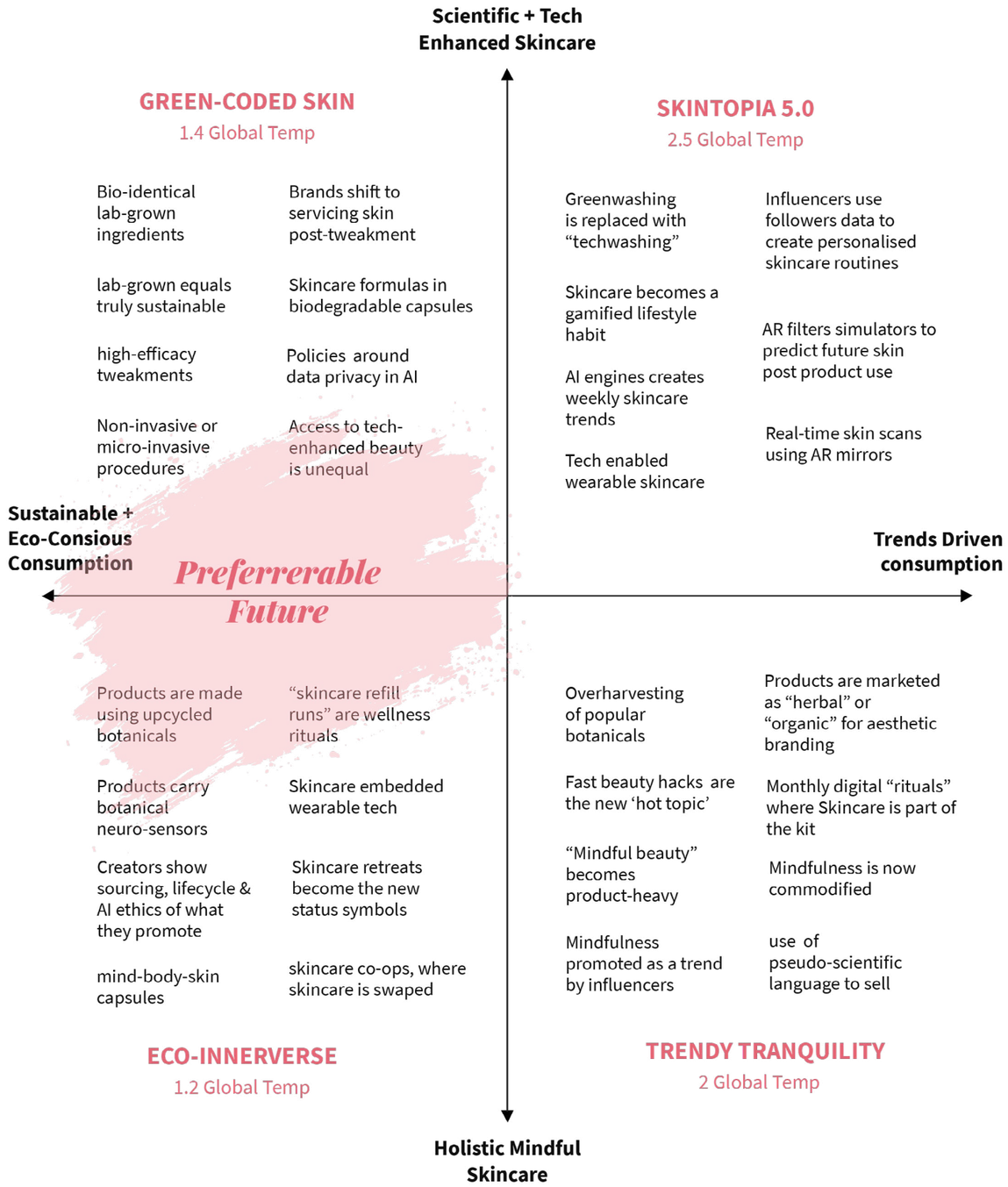


Fig.12: Scenario Matrix illustrating the four plausible futures explored (Jain, 2025)

Cone of Probability

Instruments like the Futures Cone illustrated in *Figure 13* assists this study in structuring scenarios, examining options, and defining a vision for desired future. The PPPP Cone, first conceptualized by Joseph Voros (2003) and later developed by Dunne and Raby (2013), has become a pivotal framework in speculative design (Johannessen et al., 2019). The Cone categorizes future scenarios into four buckets:

Probable Futures
Plausible Futures
Possible Futures
Preferred Futures

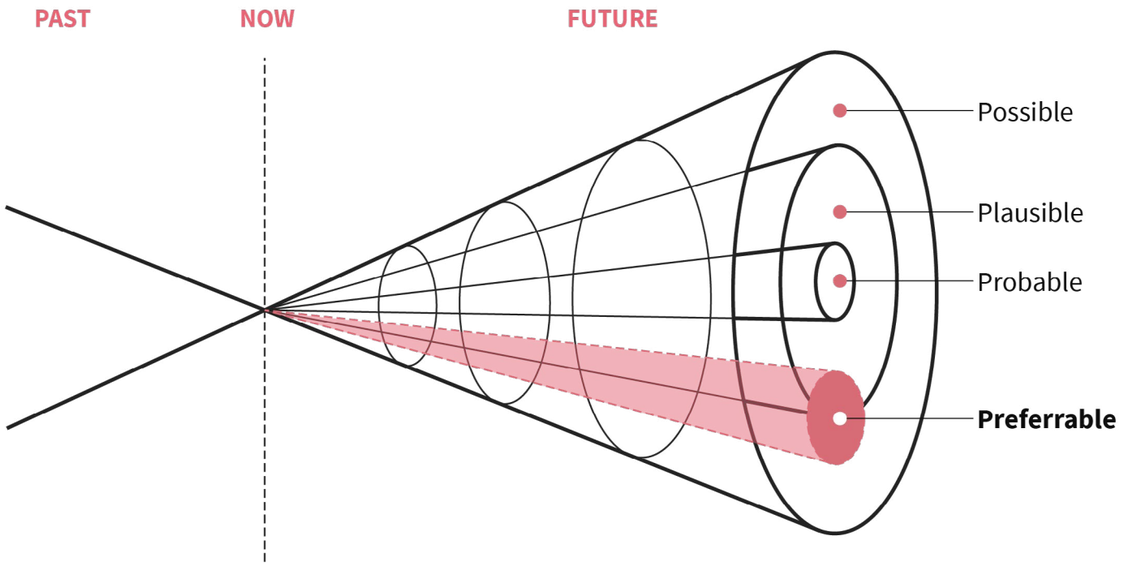


Fig.13: PPPP Cone, illustrating the 4 catogories of future scenarios (Jain, 2025)

Approach

Backcasting is employed as a speculative tool to complete the foresight process. It focuses on how desirable futures can be achieved by working backwards from the preferred future to the present to assess the idea's or project's feasibility (BetterEvaluation, n.d.). Key steps, events, voices, and milestones are identified to reach the envisioned 2050. The backcasting process in this study, considers the technological, political, social, economic, and cultural factors that could influence the future of skincare consumption. This retrospective approach can be examined in the timeline in *Figure 16*. A detailed version of the same can be seen in Appendix G.

Preferred Future: *2050*

In the envisioned future in Mumbai, India, Skincare is no longer defined by product accumulation or trend-chasing. Instead, individuals engage with Skincare as an **integrated ritual of wellbeing** deeply aligned with emotional, ecological, and personal values. Consumption is intentional and experiential, not compulsive. Skincare is embraced as a practice and a way of life rather than merely a product to be purchased.

In this more intentional and mindful world, , Skincare reflects inner balance, mental wellbeing, and ecological responsibility, illustrated in *Figure 15*. The boundary between self-care and planet care is dissolved, reinforcing that personal wellness cannot be achieved at the planet's expense.

Technology is supportive and unobtrusive, enhancing wellbeing, without taking centre stage. It is ethical and emotionally intelligent, coexisting harmoniously with nature rather than competing against it. Mumbai is evolving into a climate-conscious haven where clean air, public wellness access, and emotional safety are fundamental rights. **Regenerative systems and circular design** ensure equitable care and restore ecological health. In the future, Skincare will contribute to healing both people and the planet.

Fig.14: Universe Design collection showcasing cosmic and celestial themed art (IW Creative Space, 2025).

Thematic Breakdown *Future Vision 2050*

Environment

Global temperature dropped to 1.25°C with significant climate action.

Mumbai's climate is more manageable. Skincare acts as a refuge.

Water bodies are cleaner, cities are greener, and marine & land biodiversity has improved.

AI Data centres are regulated for ecological sustainability.

Skincare Industry - India

The industry is 90% sustainable.

Certifications are universal and transparent.

Harmful chemicals are banned, and greenwashing is legally penalized.

Brands face production thresholds on the limit of SKUs per year

India has become a global skincare innovation hub with stricter import laws

Technology in Skincare

Tech has a humanized presence.

Devices are seamlessly integrated like AI mirrors and skincare infused wearables.

Data is protected. Consumers own their emotional and biological data.

Use of biotechnology is used in skincare formulation process.

Society & Culture

Society has moved away from mass-market products.

Consumers are less drawn to Western beauty standards.

Skincare retreats are favoured.

Consumers are rewarded for engagement in sustainability.

Consumer Behavior

Consumers are deeply eco-conscious.

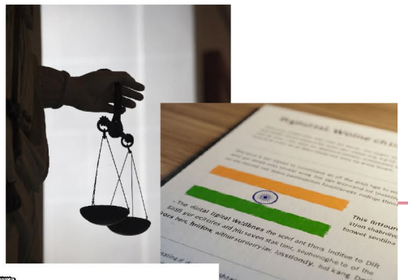
They fully understand ecological terms and make informed decisions.

Slow living is mainstream.

People demand "soulful skincare tech" tools that are respectful of their space.

High purchasing power exists, but consumption is need-based.

People disconnect from social media by default, not force.



Ministry of Environment, Forest and Climate Change (MoEFCC)

सत्यमेव जयते

Political, Legal, Economic Systems

Labour laws in skincare manufacturing units are highly progressive

Brands are held legally accountable for lack of transparency in emissions, labour, and sourcing.

Mandates for human oversight over AI and data ethics are in place.

A Digital Wellness Charter exists to ensure tech is not misused or harmful.

Fig.15: Illustration of thematic breakdown of 2050 future vision (Jain, 2025)

Backcasting Timeline

2026

Ayurvedic, botanical skincare products & **AI** see a rise in demand. Rising consumer frustration with ***influencer marketing*** and ***face digital fatigue.***

2028

Make in India grants begin incentivizing biotech skincare innovation. ***Skincare Wearables*** come into market. Eco-literacy among consumers peaks.

2030

AI for India 2030 Initiative floats proposal for ethical data standards in tech. (The Energy and Resources Institute, 2025). As part of ***WSDS Summit 2030*** agenda, climate adaptation & development of green infrastructure emerge as key governmental priorities. (World Economic Forum, 2025)

2032

Universal ethical certification for skincare becomes mandatory by Govt. Brands must publish their ecological impact metrics publically

2034

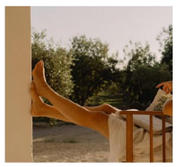
Skincare as mindfulness enters school/college wellness programs. ***(MoEFCC) India*** enforce a complete ban on single-use plastics in beauty packaging.

2036

First versions of the ***Digital Wellness Charter by (MeitY)*** are debated and drafted at policy level. Market shifts 75% to sustainable packaging. ***Touchless rituals*** garners attention

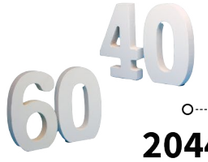
2038

Slow-living becomes a mainstream lifestyle; embedded into workweeks.



2040

Innovation in assessing and understanding Emotional states are done by upcoming technology at spas, wellness centers. Policies to strengthen to ***preserve & promote indigenous knowledge.***



2044

The skincare market shifts to ***60% tech*** (AI, AR, wearables) and ***40% product*** (botanical, ayurvedic, lab-grown).

2046

Consumers are rewarded ***"GreenPoints"*** for sustainable choices. ***Skincare Sustainability Regulation Act*** is passed by the (MoE), capping the number of product SKUs per brand.

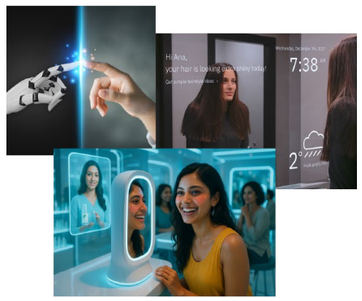
2047 *Internvention*

2042

Greenwashing is legally penalized. Skincare ***product disposal is nationally regulated*** across all geographies by (MoEFCC). ***Standalone packaging*** is eradicated

2048

Consumers own and control their emotional + biological data through ***Personal AI Vault. Hyper-personalized*** skincare is the norm



2050

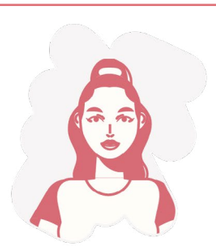
Mumbai sees a ***Smart, Soulful and Deeply Ethical Skincare***

Fig.16: Illustration of Backcasting Timeline (Jain, 2025)

Future *Persona*

A future persona has been created to provide a tangible, human-centered context for foresight findings, illustrated in *Figure 17.* Future personas can be used in a scenario planning exercise to increase the clarity of scenarios in the minds of scenario planners (Dator, 2019). This persona, representing a young woman in 2050, serves as a narrative anchor in scenario planning, helping to clarify potential conflicts, needs, and goals for the ideal future.

In doing so, it **establishes the need for a design speculation** that takes on a more emotionally intelligent, human-centred, and intuitive approach to Skincare. A wellness approach that supports inner states and embraces nature as a key stakeholder in care, rather than surveilling them.



Aditi

- 25 years old
- Works as an assistant at a production house
- Lives in Mumbai, India

Persona Description

- Outgoing
- Perfectionist
- Hard Working
- Empathetic

Practical Problems

Constantly surrounded AI skincare assistants & AR smart mirrors, but feels most of it is built to sell, not to support. Reccs feel wasteful, or incompatible with her inner wants.

Feelings around it

Mentally & physically drained by her job, yet skincare feels like another task on her to-do list. Frustrated by the performative nature of AI wellness tools Wishes her tools were more human.

Services used by her

Smart mirrors scan her skin,suggesting serums and supplements. They don't sense when she's emotionally exhausted or just needs to skip a routine and rest. Her skincare infused wearable device buzzes throughout the day

Fig.17: Illustration of Future Persona (Jain, 2025)

Design Speculation

The proposed design speculation operates within a broader system called **Eudermia**, derived from the Greek "EU", meaning good, and "derma", meaning skin. Eudermia symbolizes the pursuit of inner balance through outer care. It envisions **Skincare as part of a Public Wellness Infrastructure in Mumbai**, positioning holistic wellbeing as a **fundamental public right.**

This ecosystem is intentionally designed to nurture mental health, emotional literacy, environmental consciousness, and collective healing through mindful skincare practices. Moving beyond the paradigm of individual consumption, Eudermia redefines Skincare as a participatory and communal act that is immersive, experiential, and ecologically attuned.

Ethically constructed, the system resists overconsumption and advocates for slower, more intentional modes of living. It integrates AI-human hybrid support in calm, emotionally responsive ways that s rooted in care rather than control. Eudermia presents Skincare as a restorative practice, fostering both individual and ecological health within an open, inclusive context.

Components of Eudermia

The system is interconnected and mutually reinforcing, designed to integrate skin health, emotional wellbeing, and environmental context within Mumbai's urban fabric. While the Skincare Wellness Pods form the centre of Eudermia, these subsystems contributes uniquely to form a holistic, mindful approach to Skincare as self-care.

Skincare Wellness Pods
Environmental Grid
AI Wellness Companion
Circular Skin Labs

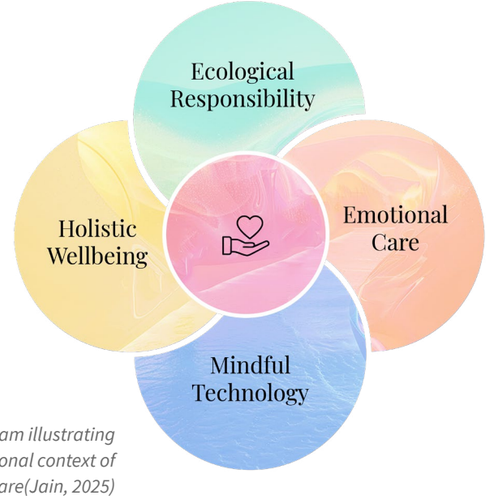


Fig.18: Diagram illustrating the situational context of skincare(Jain, 2025)

Skincare Wellness Pods

These small, public care cabins as illustrated in *Figure 19* are strategically positioned throughout the city, providing a wellness sanctury. The location of these is based on a thoughtful analysis of the city's emotional terrain, intentionally placing them where they are most required. They can be found in corporate offices, co-working spaces, transit hubs, healthcare centres, busy neighbourhoods, green rooftops, and cultural venues. Each wellness pod functions as a mindful pause within the city's rhythm.

Upon entering, the pod performs a non-invasive assessment of the user's skin condition, emotional state, and ambient environmental factors. Rather than functioning as commercial outlets, these pods deliver personalized self-care rituals and recommend exclusively eco-friendly skincare products when appropriate. Powered by advanced yet gentle technology, the pods create **calming, human-centred experiences** that help people feel supported, refreshed, and emotionally balanced.

Fig.19: Skincare Wellness Pod (Midjourney and Jain, 2025)

AI Wellness Companion

Embedded in each wellness pod, the AI companion as illustrated in *Figure 20* is equipped with emotional intelligence that understands and offers personalized compassion by fostering a deeply personal connection with the user. The system initiates by **assessing the individual's physical, emotional, and mental state**, updating its internal memory with any newly surfaced personal information. This is followed by a connection to the city's environmental data grid. Drawing from this integrated dataset, the AI system determines the most appropriate intervention by selecting one of three care pathways:

- A calming, in-pod treatment tailored to the individual's needs
- A customized product formulation created using fresh, sustainable ingredients sourced from Circular Skin Labs
- An intervention like guided rest, emotional grounding, mindfulness exercises, or offering space for stillness. The system may begin a soft, emotionally attuned conversation in suitable situations.

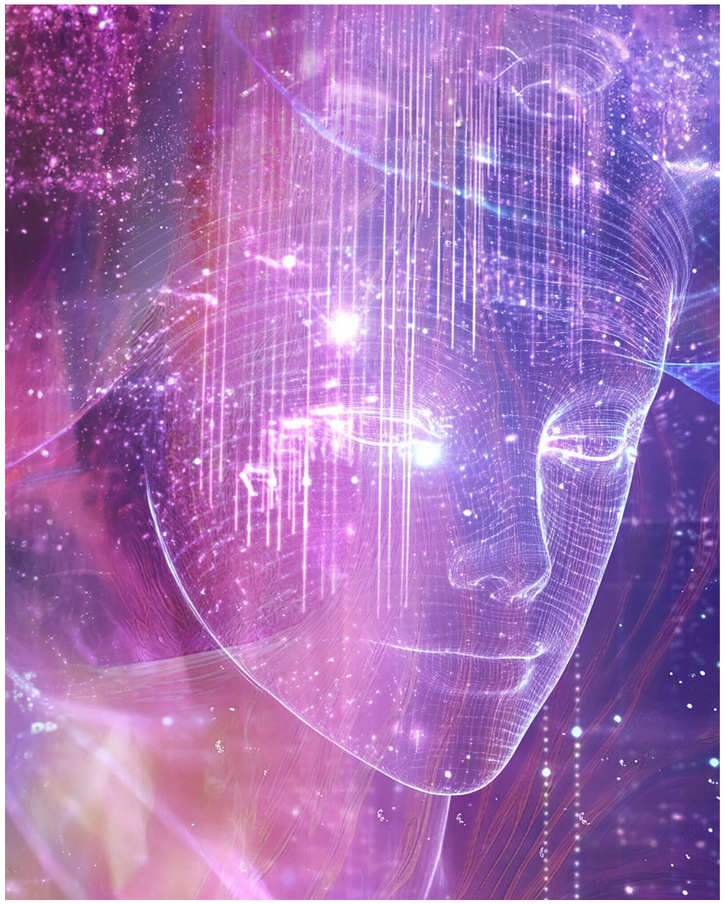


Fig.20: AI Wellness Pod (Midjourney and Jain, 2025)

Fig.21: Environmental Grid (Midjourney and Jain, 2025)

Environmental Grid

This invisible network of city-wide sensors continuously monitors key environmental variables such as air quality (pollution, dust, and pollen), UV radiation, humidity, temperature fluctuations, urban noise, and crowd density. By synthesizing these data points, the grid generates an **"emotional weather report"** that reflects the overall comfort or stress levels imposed by the urban Environment on skin and mental health. The system, as illustrated in *Figure 21* dynamically adapts the wellness pod experiences based on real-time environmental conditions, ensuring treatments are contextually relevant and optimally soothing.

Fig.22: Circular Skin Labs (Midjourney and Jain, 2025)

Circular Skin Labs

These labs are biophilic, technologically advanced facility illustrated in *Figure 22* are dedicated to cultivating clean, biotechnology-derived skincare ayurvedic ingredients, preserving Indian traditional roots with modern tech efficiency. It uses sustainable lab-grown processes to produce plant-based activities without ecological harm. Robots manage ingredient cultivation and base formulation creation, which are then supplied to the Wellness Pods. This hub ensures ethically sourced, fresh, and customizable skincare base formulations that the pods personalizes and dispense in response to every user.

Skincare Smart Refill Stations

Scattered throughout public urban spaces in Mumbai, these refill stations, illustrated in *Figure 23* provide quick access to on-demand personalized skincare products linked to individual user profiles and the Wellness Pods. They focus on sustainability by partnering with eco-certified brands, using renewable energy, and adopting refillable packaging to reduce waste.

Fig.23: Smart Refill Stations (Midjourney and Jain, 2025)

Operational Framework of the *Wellness Pod*

CATEGORY	FUNCTIONALITY
Access	Shared access, similar to public parks, libraries, or community healthcare.
Payment	'Greenpoints' started in 2046 (refer to Fig)are awarded for sustainable choices in 2050 and can be redeemed for additional time inside the pod.
Regulation & Oversight	Regulated and funded by the Municipal Wellbeing Council, co-created by tech scientists, designers, environmental and wellness experts.
Data Privacy	Data is anonymized, encrypted, and stored temporarily with consent. After each session, it's securely transferred to the user's Personal AI Vault for future use.
Accessibility	AI voice assistant supports multilingual interfaces. Core session duration is 12–15 minutes.
User Eligibility	Open to all genders aged 18 and above despite cast or status.
Session Booking	Sessions can be booked via the mobile app or nearby kiosks. Real-time availability is shown.

Fig.24: Illustration of the Operational Framework on the Pods (Jain, 2025)

Interactaction with Eudermia

The future persona engages with Eudermia in the year 2050. Her days are often long and packed with shoots, meetings, and unpredictable schedules.

One morning, feeling a little emotionally and physically tired, she stops by a skincare wellness pod set up in a quiet corner of a nearby park. The pod gently monitors her and senses her fatigue. It doesn't push a product but offers her a few options. Aditi chooses a short calming session with low lights, grounding sounds, and a warm facial compress made from fresh botanicals. She leaves feeling lighter and more in tune with herself.

Sometime later that week, on a hot, humid day during a long shoot break, she visits another pod on the rooftop of her studio. It remembers her from earlier and offers a soothing treatment for her irritated skin. She chooses a calming, touchless product-infused treatment that gently hydrates and soothes her skin. The moment feels like a brief escape from the chaos of the day. She accepts it with a quiet smile, feeling refreshed and more centred.

The following weekend, she drops by the pod near a cultural centre where her friends host an exhibit. This time, she doesn't need anything for her skin. She just needs stillness from all the chaos around her. The pod senses that and offers her a quiet moment. It involves no screens, no talk, no product, just space to breathe.

This is what Skincare means in 2050. It's not about chasing flawless skin or filling bathroom shelves. It's about care. **Real, Responsive, Respectful.** Aditi doesn't treat self-care as a checklist anymore. She treats it as a ritual to return to herself. And the skincare wellness pod is simply there when she needs it.

Potential Drawbacks & Unintended *Implications*

Privacy of Data & Emotional Surveillance

Although the system prioritizes the encrypted and anonymized storage of data, the intimate nature of behavioural tracking and emotional diagnostics may raise concerns about emotional surveillance. Even with protocols established, the regular practice of gathering data within public health systems might lead to certain apprehensions.

Gaps in Equity and Accessibility

Accessibility issues may persist even if the pods are designed to be a public resource. Specific demographic groups, such as the elderly and individuals from lower socioeconomic backgrounds, could be marginalized because of their digital literacy and differing levels of comfort with AI-based technologies.

Cultural and Behavioral Shifts in Consumption

For the model to work properly, individuals must adopt a mindset that values thoughtful, preventive, and emotionally aware Skincare over impulsive purchases. This necessitates breaking long-standing patterns associated with performative wellness, beauty capitalism, and instant gratification. Without broad cultural acceptance of these principles, the system risks underutilization

Technological Maintenance

Establishing a widespread pod deployment throughout the city would necessitate a strong technical foundation, regular upkeep, and backup procedures. Irregularities could erode public trust in the system's reliability and disrupt the uniformity of care.

Over-dependence on AI Companion

Over time, the AI Companion's empathetic design may lead to emotional dependence on machine care. While supportive, it could inadvertently reduce human connections or encourage solitary healing.

Fig.25: Woman covered in foam

Masters Project Initial Brief

Aim

To investigate how Skincare in urban Mumbai can start to evolve from an individual, consumption-driven practice to a communal Public Wellness Service by prototyping or envisioning early interventions that shift behaviours, access, and cultural understanding around care.

Objectives

• To explore how Mumbai's young urban adults perceive and engage with Skincare, especially in light of overconsumption, environmental stressors, and emotional well-being.

• To find areas of opportunity and need where Skincare could serve as a public good.

• To create a strategic design outcome that prototypes a service, system, or experience in line with the long-term goal of Skincare as a public wellness service

• To create a strategic design outcome that prototypes a service, system, or experience in line with the long-term goal of Skincare as a public wellness service

• To assess, via testing and stakeholder input, the ethical and behavioral implications of repositioning skincare in this manner

Stakeholder Involvement

Mumbai's young urban adults, ages 18 to 28, as key drivers of skincare consumption and keen adopters of change. They're also the most affected by today's gaps in environmental, emotional, and skin wellness.

Policymakers along with **Urban planners** and **public health stakeholders** in Mumbai and India.

Wellness professionals, skincare startups, and **public health innovators** who will act as the co-creators and enablers of systematic change in the industry.

Reflections

Before developing my future vision, the knowledge from the Leading Design Futures (LDF) unit felt fragmented. Shaping a speculative future helped everything click, sparking thoughts and questions that now come to me effortlessly. I constantly reimagine existing realities through a future-focused lens.

My exploration of Skincare and overconsumption has significantly evolved from DRSC to LDF and further to my FMP. LDF opened up new domains of inquiry, linking Skincare to consumption and emotional wellness, public infrastructure, and ecological design. Key classroom quotes, by Leslie Crombie, have stayed with me: the idea of replacing “culture” with “community,” practising upstream thinking, and starting with seemingly “impractical” ideas to make bold design moves.

Classes by Prof. Seaton and Dr. Mike Baxter introduced critical ecological thinking. I’ve consciously embedded ideas like “planet as the biggest client,” designing with nature rather than just for people and reframing nature as a primary stakeholder. These provocations reshaped my worldview and strengthened design ethics.

Foundational materials like Earth for All and Superflux’s TED Talk about the need to reimagine futures in the early weeks proved pivotal. Case studies like H2S design sprints and presentation workshops with Fiona Myles and Christine gave practical tools to structure my thinking and present it clearly. While speculative reports from ARUP were intimidating, they deeply inspired.

Trend analysis and Backcasting became instrumental in keeping my vision ambitious yet strategic. Designing speculative visuals played to my strengths, helping me think through form and function simultaneously.

Moving forward, I aim to benchmark international examples for systemic change, challenge views treating the Environment as property. Finally, scenario thinking for various stakeholders will be crucial to tackle wicked problems like overconsumption. Throughout this course, peer support combined with deep personal interest in my study has made this journey meaningful and future-ready.

Fig.26: Skincare product in a miniature shopping cart

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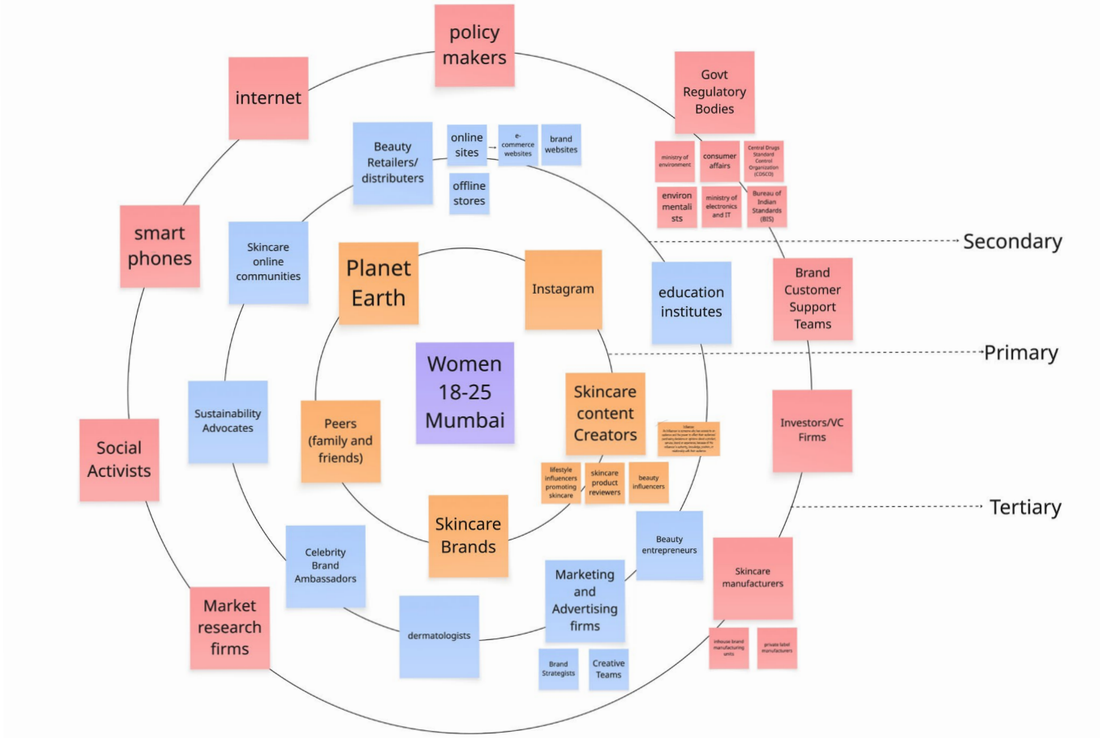
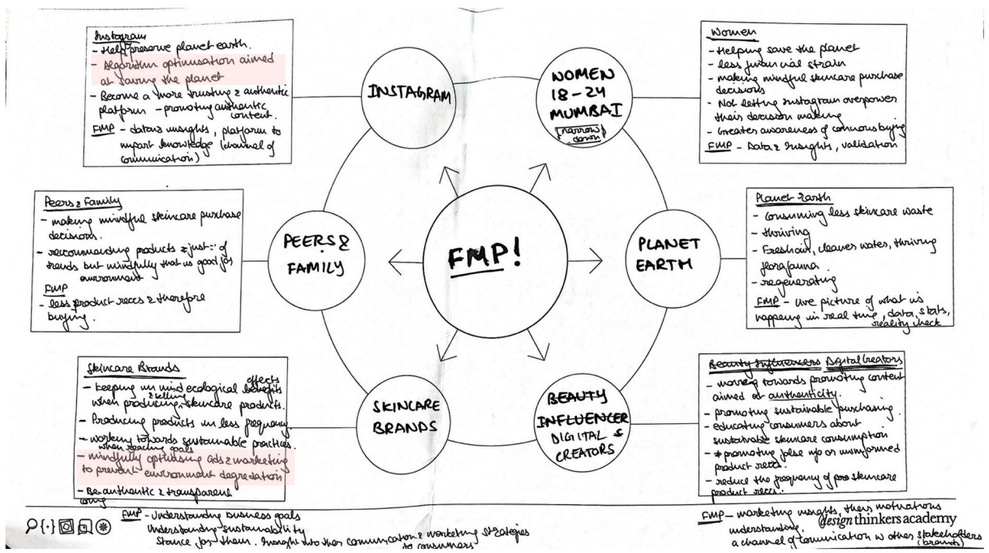
Appendix

Appendix A - Stakeholder Map



Appendix B - Stakeholder Value Exchange Map



Appendix C - PESTLE+E Analysis

Analysing PESTLE Factors causing consumers to frequently buy skincare products, overlooking its environmental impact

POLITICAL

- Terms like **"natural," "organic," or "herbal" in skincare products** are not strictly regulated allowing brands to market their products as eco-friendly without actually adhering to sustainable practices.
- Though India has laws related to **Plastic Waste Management Rules**, enforcement varies across regions leading to continued use of non-recyclable packaging.
- India does not have strict regulations against **harmful chemicals** like parabens or sulfates in skincare products harming the environment and health.
- Initiatives like **"Make in India"** aim to boost local manufacturing, including the cosmetics sector, leading to more production.

ECONOMICS

- The **rise of microtrends** such as graphic eyeliners, lip stains, and tinted moisturizers, all of which have become must-have products thanks to their visibility on platforms like Instagram.
- Beauty industry growth is fueled by **rising disposable incomes, increased consumer aspirations,** and the **influence of social media and e-commerce.**
- The proliferation of social media platforms is encouraging **regular use of skincare products** to achieve desired aesthetics.
- **Availability of a wide range of skincare products at various price points** makes them accessible to a broad consumer base prioritising cost effectiveness, not environment.

SOCIAL

- Concept of **"stepification,"** where multi-step routines have become the norm in skincare.
- Social circles and **peer recommendations** significantly impact purchasing decisions.
- Consumers often **associate skincare products with health and wellness** benefits.
- In Indian culture, **personal grooming and appearance hold significant importance**, driving consistent use of skincare products.
- **Engagement with content** related to skincare can lead to increased preferences for these products

TECHNOLOGY

- **Instagram's algorithm** ensures that content from influencers are targeted effectively and personalised
- **Instagram Shopping** allow influencers to tag products directly in their posts, streamlining the purchase process.
- Beauty brands are using **AI to deliver personalized recommendations and search experiences** for consumers.
- **Advertisements on Instagram** frequently use time-sensitive deals or highlight limited stock availability, creating FOMO.
- The proliferation of **online shopping platforms** has made skincare products more accessible to a broader audience.
- Advances in biotechnology and formulation science have led to the **rapid introduction of new and innovative skincare** products very frequently.

LEGAL

- Influencers often have **access to personal information about their followers and subscribers.**
- Duping culture has resulted in the **production of more of counterfeit products**, therefore more buying
- The **absence of stringent regulations governing environmental claims in product marketing** allows companies to use terms like "eco-friendly" or "green" without standardized definitions, misleading consumers
- The **complexity of the regulatory landscape** can lead to compliance challenges for companies, potentially resulting in the prioritization of marketability over sustainability.
- The legal framework offers **limited incentives for companies to adopt sustainable practices** in sourcing, production, and packaging.

ENVIRONMENT

- India's **diverse climate conditions** and high pollution levels drive consumers to invest in skincare products aimed at protection and maintenance.
- Despite a shift towards sustainability many Indian **consumers prioritize product efficacy, price points and personal benefits** over environmental considerations.
- Traditional practices emphasizing **natural beauty solutions** contribute to the use of natural material found in the environment for skincare production, overusing them.
- since there is an **easy supply of natural ingredient in India**, brands capitalize on this by promoting their products as being more eco-friendly or better for health, even though not all of them might truly be sustainable or organic.
- Consumers often overlook the negative environmental impacts of their buying patterns, which contribute to the **depletion of natural resources, ocean pollution, harm to wildlife, and the production of hazardous microplastics.**

ETHICS

- Consumers often prioritize **personal health and safety** when selecting skincare products over environment
- **Societal and cultural norms** emphasizing specific beauty ideals
- The **pervasive impact of social media platforms and peer recommendations** can drive consumers to frequently buy trending skincare products
- Factors like **ethical consumerism, health concerns, brand image, and economic considerations** influence purchasing patterns.

Appendix D - Detailed Global Trends Analysis

Meso Trends

shift towards clinical beauty

clean beauty to **clinical beauty**

anticipate a **shifting appetite for clinical beauty, moving away from clean beauty**

beauty business is becoming increasingly **tech-powered, with new solutions offering personalisation** at a level previously unseen

desire for bespoke scientific expertise is superseding any previous demand for minimal packaging and ingredient-listing.

Tech tool that allows **skin scanning** and analysis to be carried out by beauty advisers and **give tailored recommendations**

minimally invasive and preventative procedures that align with their approach to beauty and wellbeing.

Clean-ical actives refer to the combination of **clean beauty** (safe, non-toxic, and sustainable) with **clinical actives** (powerful, effective ingredients used in dermatology and skincare treatments), combined with **Tech-Backed Tools**

Gen Z are approaching these treatments with their distinct propensity for authenticity and transparency, and are **discussing their procedures online, even showcasing recovery times on social media.**

ocean as a new research and innovation hub for skincare

industries are looking to the **ocean as a new research and innovation hub for skincare** and hydration solutions

deep sea ingredients are emerging as a sustainable and viable alternative, aligning with the industry's growing eco-focus.

Accredited Beauty is on the rise

Accredited Beauty is on the rise

consumers seeking products grounded in science and efficiency

consumers are **seeking out products, treatments and expert advice grounded in science and efficiency**

beauty products or brands that are **officially certified or verified** by trusted organizations for certain standards

companies are having to bring their expertise, research and accreditation to the fore, not only to **prove the worthiness of their products but also to inspire spending.**

stress targeted skincare is gaining popularity

Consumers are also increasingly seeking products that address both **skin health and mental health**

stress targeted skincare is gaining popularity

dermocosmetics becoming the new definition of luxury skincare

Another sector seeing rapid growth is **dermocosmetics**, which bridges the gap between cosmetic and dermatological needs.

becoming the new definition of **luxury skincare**

AI and Augmented Reality (AR) enable brands to meet consumers' demand for tailored products and services

AI and AR used for personalised products

consumers turning to preventative skincare

Consumers are increasingly turning to **preventative skincare**, opting for products that tackle skin damage before it even manifests.

emergence of Ayurvedistry

The emergence of **Ayurvedistry** combines skin and wellness rituals, ingredients, and practices with modern dermatology.

Personalisation trends are rapidly seeping into all sectors of the beauty and personal care (BPC) industry as consumers increasingly demand curated products and experiences

One-size-fits-all solutions in beauty are quickly becoming obsolete

Advent of **Hyperpersonalisation**

Technology is often at the centre of hyper-personalisation, without which this degree of individualisation wouldn't be possible. It uses real-time data, **Artificial Intelligence (AI), and DNA testing to craft bespoke consumer solutions for consumers.**

Mintel reports that 62% of US BPC buyers are interested in hyper-personalised products, and 28% are willing to pay extra for them

growing interest in Hyper personalisation

customised beauty products aren't just a nice-to-have anymore, but an essential way to treat their skin with products that are perfectly tailored to their needs

As awareness of sun safety increases, brands are embracing **innovative methods to encourage consumers to protect their skin**

brands embracing innovative methods for skin protection

The beauty and skincare sector is increasingly prioritising **experiential marketing**, with 84% of companies reporting budget increases over the past three years

Popular formats include **in-retail rituals (62%), live-streams (56%), partnerships and collaborations (41%) and influencer content creation (36%)**, showing diverse approaches to audience engagement.

beauty sector increasingly prioritising experiential marketing

increasing number of consumers are seeking **inspiration from everyday people**

social media users are **seeking genuine, day-to-day content from** un-ostentatious users without a specific agenda

everyday social media users have become their **preferred influencers** to follow.

Unostentatious users becoming preferred influencers

Growth of **Refillable Skincare Packaging**

shift towards **refillable products**, with brands like La Roche-Posay and Tatcha offering refills that significantly reduce plastic usage

luxury skincare sales will continue to rise as treat culture sees shoppers buying into beauty as an accessible way to boost morale.

Macro Trends

Gen Z have definitely bought into the concept of **rejuvenation**.

Gen-z into the concept of rejuvination

They want to own this part of their life in terms of **how they age and what they can do to best modulate it**, whether it's topicals, supplements or procedures.

this generation's **perception of their faces has been influenced by social media's** impact and idealised beauty standards

a generation of 20-year-olds who embrace acne with flower patches enhancing their zits while also obsessing about non-invasive cosmetic procedures preventing ageing?

In the realm of beauty, Gen Z are placing **holistic wellbeing centre stage**

Gen Z are placing holistic wellbeing centre stage

A **counter-movement promoting body positivity and self-acceptance** has emerged

Gen Z are really going forth **unafraid into the world of medical aesthetics.**

This digitally influenced ideal will drive a growing demand, especially among Gen Z, for **tweakments, treatments and other tech-enabled solutions**

Gen Z going unafraid into the world of medical aesthetics.

In 2025, the focus will be on how the **synergy of tradition, culture and technology** can be harnessed across industries to address contemporary challenges

growing acceptance of **cosmetic surgery** in Asia Pacific, particularly in China, Thailand, and South Korea

growing acceptance of cosmetic surgery in Asia Pacific

Spoilt for choice

Consumers are also facing a choice paralysis, growing weary of the number of brands and products available in the market, each with their individual claims.

consumers flooded with choice paralysis

They are no longer impressed by **glossy campaigns and inauthentic influencers.**

Brands using technology to encourage emotional, highly personalised consumer engagement experiences

brands using data and tech to target shoppable content

march of algorithms and user data insights means consumers are now offered **increasingly targeted shoppable content.**

Perceived value will drive purchase decisions

Cost will be a consideration for many as economic uncertainty continues.

Rise of **Greenwashing Backlash**

Consumers are increasingly scrutinizing brands for **misleading eco-friendly claims**, leading to legal actions

Appendix E - Detailed India Trends Analysis

Appendix F - Detailed Backcasting Timeline

Column 1	Column 2	Column 3
Theme	Example Topics	Color
💡 Tech & AI	Emotional AI, personal AI vaults, refill tech, wearables	Blue
🧠 Behavior & Culture + Skincare industry	Soulful living, influencer backlash, wellness rituals	Purple
🌍 Environment & Policy	Sustainability Acts, greenwashing laws, refill stations	Green

AI data centers are government-incentivized to run on **renewables** and use **biodegradable materials.**

Skincare retreats, wellness gatherings, and local care circles are popular community rituals.

Non-sustainable products carry **additional taxes or legal limits for purchasing by law**

Consumers are **rewarded "GreenPoints" for sustainable choices** - accumulated via QR codes/ recognized product tags, (by engaging in activities and buying sustainably) redeemable at public wellness services, sustainable product dts, etc

Skincare Sustainability Regulation Act is passed by the (MoE) Ministry of Environment and enforced through the EED, **capping the number of product SKUs per brand.**

Consumers own and control their emotional + biological data through **Personal AI Vault** (govt-verified, blockchain-secured)

AI is regulated for emotional and ecological safety under the **Digital Wellness Charter** curated by (MeitY)

The skincare industry market composition is now **30% is product-based**. Only essential SKUs exist; no mass production; botanical, ayurvedic, or lab-grown blends. **70% is service- and system-based**. Includes emotionally enhanced tech-integrated care in the form of wearables, AR, rituals and Skincare is part of the **public wellness infrastructure**

Hyper-personalized skincare, is the norm

Eco-packaging is multi-sensory: calming textures, scent-infused surfaces, and light-responsive visuals.

2046

2048

2047 - Design Speculation

Standalone packaging is eradicated; **refill kiosks** are seen at retail stores

Mindful consumption to large extent replaces trend-chasing in consumer behavior.

Greenwashing is **legally penalized**.

Skincare product disposal is nationally regulated across all geographies by (MoEFCC), for uniform waste management standards

70% of the skincare industry in India is sustainable

2042

The skincare market shifts to **60% tech** (AI, AR, wearables) and **40% product** (botanical, ayurvedic, lab-grown).

Water bodies are cleaner, cities are greener, and **biodiversity recovers**.

Tech scans emotional states and recommends **mood-based skincare products** through AI enhanced devices

Tech is integrated seamlessly in daily lives, intuitive and respectful of peoples' space.

2044

Urban planning in Mumbai integrates ecological design principles

First wave of algorithmic ad restrictions on social media reduce influence

Slow-living becomes a mainstream lifestyle; embedded into workweeks.

Influencer culture on social media take drastic negative hit

Personal and planetary balance becomes key to lifestyle choices

2038

Immersive sensory skincare rituals, and care-sharing circles become popular brand experiences.

Innovation in assessing and **understanding Emotional states** are scanned by upcoming technology

Ayurveda in skincare rituals and products gains traction as policies strengthen to preserve & promote indigenous knowledge.

Biotech startups look towards **Lab-grown versions of herbs used in Ayurveda**

2040

Skincare as mindfulness enters **school/college wellness programs.**

Consumers start demanding **data ownership** used by AI technology

After years of gradual restrictions, (MoEFCC) India enforce a **complete ban on single-use plastics** in beauty packaging. Some **MNCs & local beauty giants resist**, citing profit losses but are required to comply

2034

Touchless rituals garners attention smart devices like skincare infused wearables

People start following **values, moods, and emotional signal on social media**

First versions of the **Digital Wellness Charter** are debated and drafted at policy level.

Market shifts 75% to **sustainable packaging**

2036

Increased anxiety around tech overreach creates opportunity for **soulful, ethical design.**

AI for India 2030 Initiative floats **proposal for emotional + ethical data standards** in wellness tech. (The Energy and Resources Institute, 2025)

Mumbai begins **investing in mental health** infrastructure and **nature-based urban planning.**

Massive protests **over lack of transparency in sustainability** by brands

As part of the **World Sustainable Development Summit (WSDS) 2030** agenda, climate adaptation and the development of green infrastructure emerge as key governmental priorities. (World Economic Forum, 2025)

Biotech R&D accelerates under **Make in India** schemes.

2030

Governments begin funding startups and SMEs developing **bioengineered ingredients, low-energy manufacturing processes**

Universal ethical certification for skincare becomes mandatory. Brands must **publish their ecological impact metrics publically**

Slow living becomes mainstream among urban Gen Z and young Millennials as a result of mass burnout and hazardous mental issues

AI skincare assistants to **AR smart mirrors** sees a pushback from consumers amid fears over personal data misuse.

2032

// Conclusion

Influencer collaborations become vital for consumer engagement

AI-powered tools like Skincare Analyzer help customers discover **products tailored to their unique needs**

Ayurvedic, botanical skincare products see a rise in demand.

Rising consumer **frustration with influencer marketing and greenwashing.**

Conscious micro-communities begin **rejecting performative beauty culture.**

Digital detox and emotional wellness start trending in early adopter circles.

Make in India grants begin **incentivizing biotech skincare innovation.**

Early pilot of **refill-based smart stations** launches in Indian markets.

AI-based diagnostics introduced experimentally at **spas and wellness centers.**

Major skincare brands begin **moving from cosmetic promises to wellness positioning.**

Rising digital burnout and stress in young people prompt **demand for more emotional care**.

Eco-literacy peaks — consumers understand terms like **'carbon footprint', 'lab-grown', 'vegan', 'sustainable' 'biodegradable'**

2026

2028

Thank you for reading!