

Healthy Ageing in Action

by Carrie Gross



My husband and I started Dr. Dennis Gross Skincare almost 20 years ago and our mission has always been to help each person we touch achieve their best skin with the purpose of inspiring self-confidence. We find joy and satisfaction in helping people enhance their natural beauty. Dennis – a NYC dermatologist – disrupted the beauty industry when he asked women to peel daily with the launch of the Alpha Beta Peel for at-home use. From this moment on, our promise became to provide people with proven, simple, clinical skincare that delivers transformative results, and our mantra? To Live Skin Positive!

Both our promise and our mantra resonate with men and women who identify as the “ageless” generation. And while these “ageless” consumers do in fact have an age (35-69 years old to be exact), they are also known as baby boomers and Gen-X-ers and they favor age agnosticism.

Women in this group – myself included – seek guidance on how to care for their skin as it matures, not only from the doctor, but also from spas and the aisles at their local Sephora. These ladies do not want to be viewed as the birth year on their driver’s license, which is too often the approach companies utilize. This savvy segment prefers to be identified by their specific skin goals. Skincare by the decade is a trend that must be readdressed because, as we all know from personal experience, skin is not the same at age 20 vs. age 27, or age 50 vs. age 57.

But these powerful and well-informed women are no longer the sole group in pursuit of better skin. Cue millennials, the youthful generation embracing, seeking, and putting her hard-earned dollars toward preventive skincare measures – not just lipsticks and eyeshadow palettes. Hallelujah! They have seen the skincare light.

Brands who view these populations as an opportunity instead of a challenge now have two target groups to reach, each with their respective needs: the young and the ageless.

A shift in economic power to younger women, combined with newfound emphasis on health as the new wealth, has given rise to a new beauty client Raconteur calls the “skintellectual”. These affluent and educated skincare lovers are Millennials, Gen-X-ers, as well as baby boomers who have done their research and prefer science-backed, doctor-led brands with products that treat the problem, not just the symptom. Well-versed in the basics – retinol, vitamin C, and SPF – skintellectuals are in constant search of something beyond pseudoscientific hype. And while the quest to find efficacious product for their skin’s microbiome might be endless, skintellectuals understand that a clinically proven cream is only one part of the skincare regimen they must follow.

Healthy lifestyle choices are becoming more normal as we all continue to adopt a holistic approach to wellness. Euromonitor reports an emphasis on spiritual and mental well-being, physical health, gut health, and the outward manifestation of health are key pillars in this healthy living movement that exists within a global wellness economy worth \$3.7 trillion dollars. New tribes and trends are emerging as these enlightened individuals gravitate toward physical exercise routines; better sleep hygiene; yoga and meditation practices to achieve mindfulness; ingesting organic, plant-based foods; and seeking preventive skincare options. This holistic approach to health and wellness has given rise to arguably one of the biggest changes in industry perspective: aging as a positive process not a negative one. Being a skintellectual is a mindset and lifestyle, and embraces

the notion of working toward better skin, not perfect skin.

Millennials, for example, do not pursue “cure strategies” when it comes to growing older. According to Euromonitor, a millennial’s focus is on optimizing healthy years, with the added incentive of living longer! They desire shorter skincare ingredient lists, Instagrammable packaging, and are focused on establishing daily exercise and beneficial nutritional habits. While the average millennial enjoys a makeup splurge, she spends money on skincare products that work at a cellular level to combat acne, delay the inevitable presence of crow’s feet, and hopefully deliver a mindful moment, too.

I remember asking a 22-year-old in Sephora about her skincare regimen and her entire face lit up with pride; she was enthusiastic and knowledgeable as she explained her passion for multi-masking and the benefits of her favorite under eye cream. It was in this moment I realized skincare, and the decades of research and science behind it, are of serious interest to millennial consumers. They are engaged and determined to change the negative attitude the public holds toward aging, albeit at the price of a few hard-earned wrinkles.

As a fellow skintellectual and Baby Boomer, I recently came across an article called The Skincare Con that infuriated me. “Real, flawed women have real, flawed skin – it’s fine. Your skin, by the way, naturally protects against diseases and foreign bodies, regulates your body temperature, prevents water loss, insulates your soft tissues, synthesizes Vitamin D, etc., etc. Give it some credit,” writes Krithika Varagur, author of the contentious article. This snippet is the only portion of her piece that is logical. Skin is the largest organ in the human body, a miraculous, six-pound protective interface that keeps blood and muscle from spilling onto the sidewalk, which is why women want to take care of it.

The remainder of The Skincare Con commentary argues that modern skincare is a scam, a waste of money, and that beauty consumers have suc-

continued on page 23