

BEAUTY SIGNALS

The Ideas Shaping Tomorrow's Trends



About Venas Consulting

Venas is a consulting company that delivers data driven and targeted solutions for brands aiming to be at the forefront of consumers' mind.

Venas help companies position themselves as innovative and consumer-oriented brands by delivering well researched products that fulfill the needs of the consumers and top it with the right communication plan that are targeted and in line with the companies' goals.

About Venas Consulting

Founders



AFFI ASSEGAF
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Identified Signals



Why This Report *Matters*



FUTURE CONSUMER

Changing consumers and their expectations.



FUTURE OPPORTUNITY

Trends, unmet needs, and growth spaces.



FUTURE STRATEGY

Actionable, innovative decisions to implement for growing your business.

Actions You Can Take From These Insights

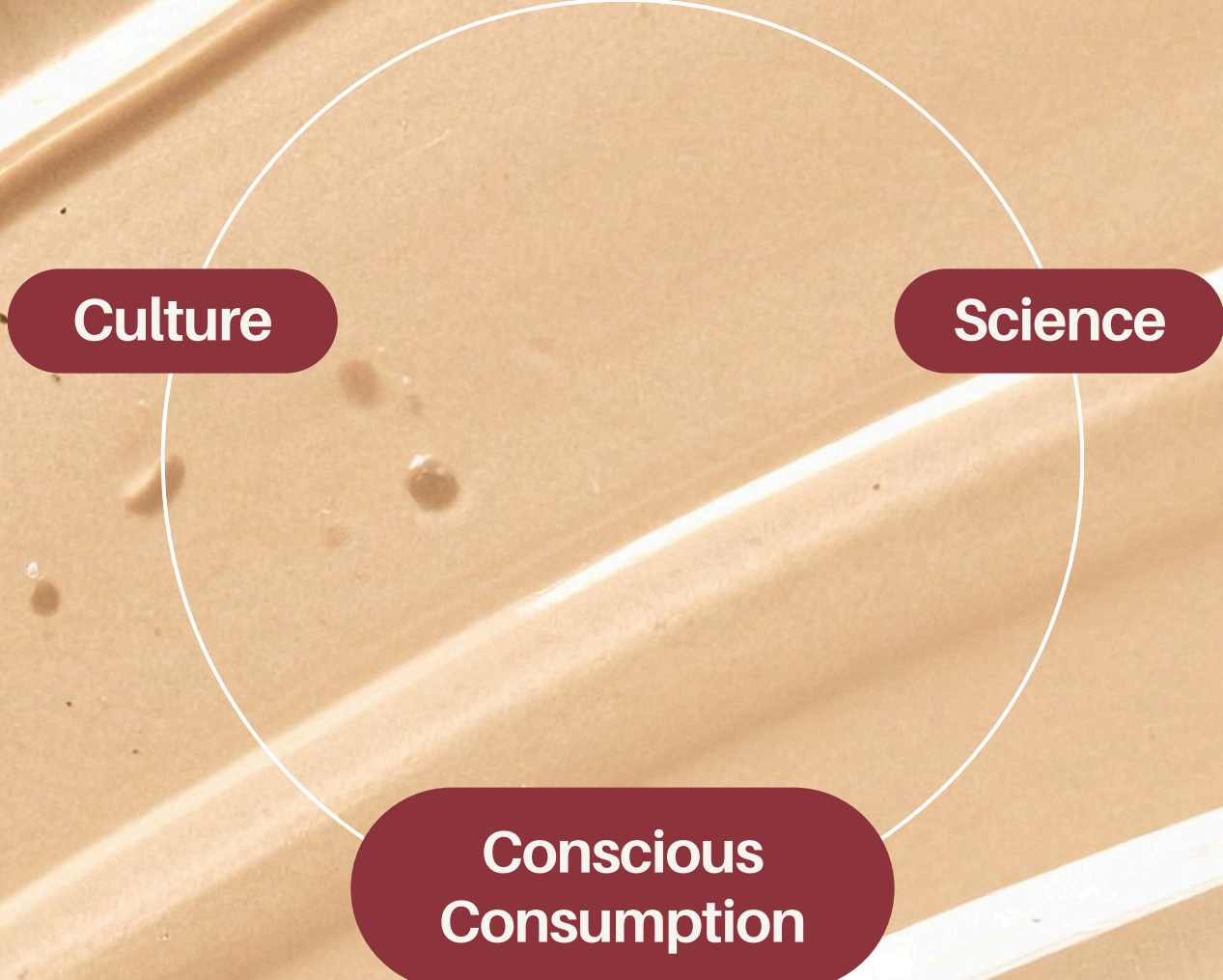
1. Refine brand positioning and messaging
2. Prioritize future innovation pipelines
3. Develop products aligned with future demand
4. Explore new categories, segments, or occasions
5. Build a future-ready growth roadmap

The 5 Key Signals

1. Skinification
2. Longevity
3. Confidence-Proof Beauty
4. Glocalization
5. AI in beauty shopping

Conclusion





Culture

Science

Conscious
Consumption

Beauty is now a holistic system of care.

“If skin health and long-term wellness are central to your consumers’ needs, this is not a passing trend, it is a structural shift in beauty.”

Why Convergence of These Signals Will Accelerate in the Coming Years?



RETHINKING BEAUTY RITUALS

Changes in consumers' priorities in their daily, at-home routine are less dependent on in-clinic procedures.



SMARTER CONSUMERS

Consumers are **more aware** of their skin type, concerns, and the realistic effects of each active.



SOCIAL MEDIA ALGORITHM

Acknowledging the accelerated mechanism: **The algorithm that rewards subtle, health-focused, confidence-building content.**

Methodology

Data Sources	• Quantitative Data “Venas Beauty Habit Survey 2025” • Qualitative Data from relevant case studies • Desk research
Evaluation Method	• Each finding assessed for consumer impact and business implication • Recommendations prioritized by impact vs effort



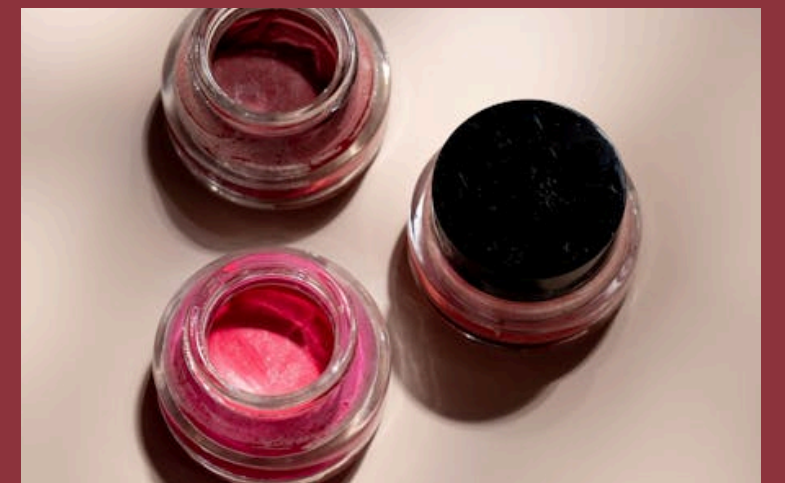
Key Signal 1/5

Skinification

Skinification is now defined as **supporting skin health, delivering multifunctional benefits, and fitting into a holistic routine.**

Demand for skincare-led claims in **body care, hair care, and makeup** now ranks among the top 3 purchase drivers for Indonesian consumers.

- ▶ **66.1%** prioritize barrier repair*
- ▶ **33.9%** seek sensitive-skin-friendly formulas



Source: Venas Skincare Habit Survey, Dec 2025-Jan 2026).

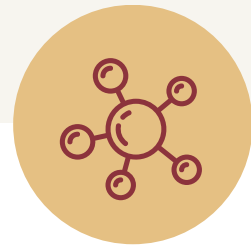
*Across all categories.

Skinification Expands Through Familiar Ingredients



Hyaluronic Acid

- Deep hydration in body care
- improved scalp comfort



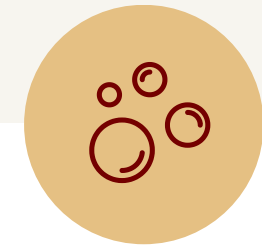
Niacinamide

- Supports barrier repair
- Balances skin tone
- Regulates inflammatory scalp signals



Ceramides

- Strengthens the skin barrier
- Restores dry skin
- Reduces hair breakage



Peptides

- Increases skin firmness and elasticity
- Strengthens follicle strength

Skinification in Fragrance:

From Scent to Skin Comfort

How Brands are Responding:

- Gentler formats: capsule fragrances, solid perfumes
- Skincare-infused fragrance oils
- Positioning around “skin-friendly” and low-irritation formulas



How to Implement Skinification:

Adapt, Don't Replicate

Consumers expect everyday products to deliver targeted, skin-supporting benefits tailored to each area:



Fragrance

Skin-friendly formulations.



Scalp Care

Balances oil-rich areas and improves ingredient penetration



Lip Care

Lightweight, fast-absorbing, and non-irritating



Body Care

Effective hydration without heaviness or residue

Body Care: Beyond Moisture

- 1 Cacay Oil, gentler retinol alternatives.



Sol de Janeiro Beija Flor Elasti-Cream

- 2 Utilizing Cholesterol Precursor (7-DHC) to convert UV rays to Vitamin D.



Neom Pro-Vitamin D3 Dry Body Oil

- 3 With claims usually seen on Skincare "Non-Toxic", "Skin-Safe".



Snif 2% Body Whip

- 4 Translating Heritage Scents to Other Products.



Elizabeth Arden Red Door Body Lotion, Shower, Fragrance

Hair Care: Demystified

- 1 Blend of Multi-Peptide, Biotin, and Caffeine as an alternative to Minoxidil.



The Ordinary Multi-Peptide Serum

- 2 Fluidipure™ 8G C to Balance The Effect of Salicylic Acid.



The Inkey List Salicylic Acid Treatment

- 3 Stabilizing Scalp's Protective Mantle with Citrate Buffer.



Eucerin DermoCapillaire

- 4 Combination of Thermal Spring Water and Zinc.



La Roche-Posay Kerium Line

Fragrance: Reimagined

1

Scent Capsule
Technology using
Alginate Spheres.



Xerjoff Newcleus

2

Travel-friendly,
Moisturizing,
Solid Perfume.



Daily Comma
Solid Perfume

3

Skin & Hair
Nourishing,
Bi-Phase Formula
Perfume.



Orebella by Bella Hadid

4

Peptide-infused
Fragrance.



Vexa Beauty

Make Up: More than Performance

1

Smoothing & Plumping Foundation:

Volufile (20,000 ppm) on a Cream Stick.



ELROEL BLANC
Cover Cream Stick V

2

Bio-Mimetic Foundations:

Amino Acid Bio-Mimetic Pigments to ensure an exact color match and mimic NMF.



Natasha Denona
HY-GLAM Foundation

3

Climate-Adjusting Makeup:

Flex Seal & Temperature Cooling Technology



Urban Decay
All Nighter Matte
Waterproof Setting Spray

4

Climate-Adjusting Makeup:

Aloe + Seawater as alternative to menthol.



Milk Makeup
Cooling Water Jelly Tint

Product implementation & Benchmark

Make Up: More than Performance

1

Neuro-Ingredients In Makeup:

Neuroactive peptides—
often marketed as
“botulinum-like”
peptides



Trinny London
BFF Eye Serum Concealer

2

Neuro-Ingredients In Makeup:

Hyacinthus orientalis
extract to support skin
luminosity and
comfort



TFIT
Skin Cover BB Cream

3

SPF-Infused Products:

Hybrid SPF with Elegant
& Buildable Color.



Allie
Cheek UV

4

SPF-Infused Products:

Set Makeup and Add
More UV Protection.



Coola
SunBlur Makeup Mist

Skinification

What This Means For Your Brand

“*Skinification is the way consumers expect every product they use to support skin health actively.*”



The Key Takeaways:

- ✦ Adapt skincare principles, don't copy formulas
- ✦ Product format and usage context matter.
- ✦ Integrate skinification across entire portfolio.



Where Venas can help:

- ✦ Audit your current portfolio
- ✦ Identify skinification gaps
- ✦ Translate global benchmarks into Indonesia-relevant strategies

A close-up, high-resolution photograph of an elderly person's face, focusing on the right side. The skin is wrinkled and has some age spots. The person has light-colored eyes and is looking slightly upwards and to the right. The background is a solid, dark grey color.

Key Signal 2/5

Longevity

Longevity

Shifting from Anti-Aging to Long-Term Skin Health

Brand Moves:

- ✦ Rethinking outdated “anti-aging” terms
- ✦ Positioning around skin health, maintenance, and resilience

Our 2025 Beauty Habit Survey shows that

53.4 % report dull skin

38.8 % struggle with visible pores

24.7 % see signs of aging

Start with products that focus on prevention and long-term skin resilience, **not quick fixes.**



01 Clinic-to-Counter

Clinical Skincare Goes Mainstream

What's Driving This Shift

- ✦ **Technological innovation** → stabilised PDRN and Exosomes.
- ✦ **Consumer demand** → visible results, minimal risk, less downtime.
- ✦ **Market expansion** → Clinical treatments translated to daily-use formats.

Key Ingredients Bridging Clinic & Home

PDRN

HIGH MOLECULAR WEIGHT-HYALURONIC ACID

PEPTIDES

GROWTH FACTOR

EXOSOME

ESTROGEN

Product implementation & Benchmark

Clinic-to-Counter: Clinical Actives Goes Mainstream



Rejuran Cosmetics

**The Pioneer of
Clinic-to-Counter.**



Vidan PDRN Shampoo

**Vegan PDRN
reinforces scalp
comfort.**



Medi Lift Needle Lift Eye & Lip
Contour Serum

**3GF (EGF, HGF, FGF)
and micro-spicules.**



Zipiderm EGF Skin Barrier
Intensive Cream

**Celltrion Bio EGF™
to support barrier.**



02 Targeting “Zombie Cells”

The Rise of Senolytics

Senolytics = understanding the accumulation of senescent cells

Senescent cells are damaged cells that stop functioning properly but remain active, triggering inflammation and accelerating signs of aging such as wrinkles, dullness, and loss of elasticity.

Ingredients related to senolytics

Fisetin

Quercetin

Peptides

Product implementation & Benchmark

Targeting “Zombie Cells”: The Rise of Senolytics



N°1 De Chanel

The Czar: limits skin cells' entry to senescence.



Shiseido Group

Blending botanical and synthetic ingredients into various proprietary ingredients.



One Skin Peptide Scalp Serum

OS-01 Peptide™ containing fisetin to support Decapeptide-52.



Josie Maran Pink Algae Pro-Retinol Body Butter

Quercetin supports Pink Algae-Derived Pro-Retinol.



03 Beyond Retinol

The Rise of Gentler, Biology-Driven Alternatives

Why It Matters

- ✦ Comparable efficacy to retinol
- ✦ Suitable for sensitive skin and daytime use
- ✦ Enables consistent, long-term use without compromising skin barrier

Emerging Retinol Alternatives

Bakuchiol / Sirtuin activators

Resveratrol

Novoretin

Marine-derived actives (e.g. Retinart, Hypskin)

Product implementation & Benchmark

BEYOND RETINOL: The Rise of Gentler, Biology-Driven Alternatives



fresh Black Tea Anti-Aging
Ceramide Moisturizer

BT Matrix™

Proprietary mix of black tea
and rambutan leaf extract.



Osea Dream Bio-Retinol
Body Serum

**Bio-Retinol +
Red Seaweed**

Showing 100% of consumers' of a
gentle and non-irritating body serum.



Oribe
Silverati Shampoo

**Watermelon, Lychee,
Edelweiss Flower &
Arctic Root Extract**
Signature antioxidant to prevent
oxidative stress on hair.



04 Microbiome Health

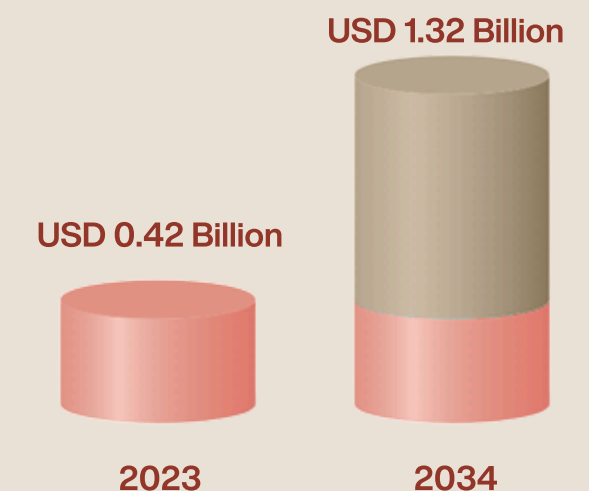
The Foundation of Long-Term Skin Resilience

Emerging research shows that a unhealthy, imbalance microbiome directly influences:

- | | |
|-----------------------|--|
| ✦ Aging | Certain bacterial strains decline with age, accelerating wrinkles and loss of firmness |
| ✦ Dull skin | Microbial imbalances trigger inflammation-driven hyperpigmentation and dullness |
| ✦ Inflammation | A balanced microbiome regulates ceramide production and moisture retention |

Global Microbiome Skincare Products Market

Market forecast to grow at a CAGR of 10.9%



Product implementation & Benchmark

Microbiome Health: The Foundation of Long-Term Skin Resilience



La Roche-Posay of L'Oréal
Dermatological Beauty

**Microbiome
Products, at-home
tools and gadget.**



Gallinée of Shiseido Group

**Patented specialized prebiotics,
probiotics, and postbiotics.**



05 Stress-Responsive Products



Innovative SPF formulations and broad-spectrum sunscreens



Cooling Devices and Tools*



Calming Post-Sun Care



Building skin resilience against stressor



Sweat/Heat activated products

*Utilizing CORUM 9230 as a cooling active ingredient. like cooling rollers and cryo sticks.

Product implementation & Benchmark

Stress-responsive products



Barbara Sturm
Exoso-Metic Face Serum

Blend of lipids, proteins, peptides, and microRNAs that reactivates the skin's natural regenerative processes.



Clé de Peau Beauté

Adaptable Innershield Technology with Moroccan Thyme Extract.



Aveda
Protective hair veil

Naturally-derived UV filters to protect hair from drying out from excessive sun exposure.



Ultrasun
After Sun

AQUARICH® & Superoxide dismutase to form a film of moisture and soothe the stressed skin.

Longevity

What This Means For Your Brand

“*Longevity is not about "anti-aging", it is about long-term skin health, prevention, and biological resilience. This shift is reshaping how consumers evaluate products across all categories.*”



The Key Takeaways:

- ✦ Shift "anti-aging" language to "prevention" and "resilience"
- ✦ Address aging at multiple levels: cellular (senolytics, epigenetics), microbial (microbiome), and environmental (stress-responsive)
- ✦ Gentler, biotechnology-based alternatives to retinol **are the new standard for sensitive consumers.**



Where Venas can help:

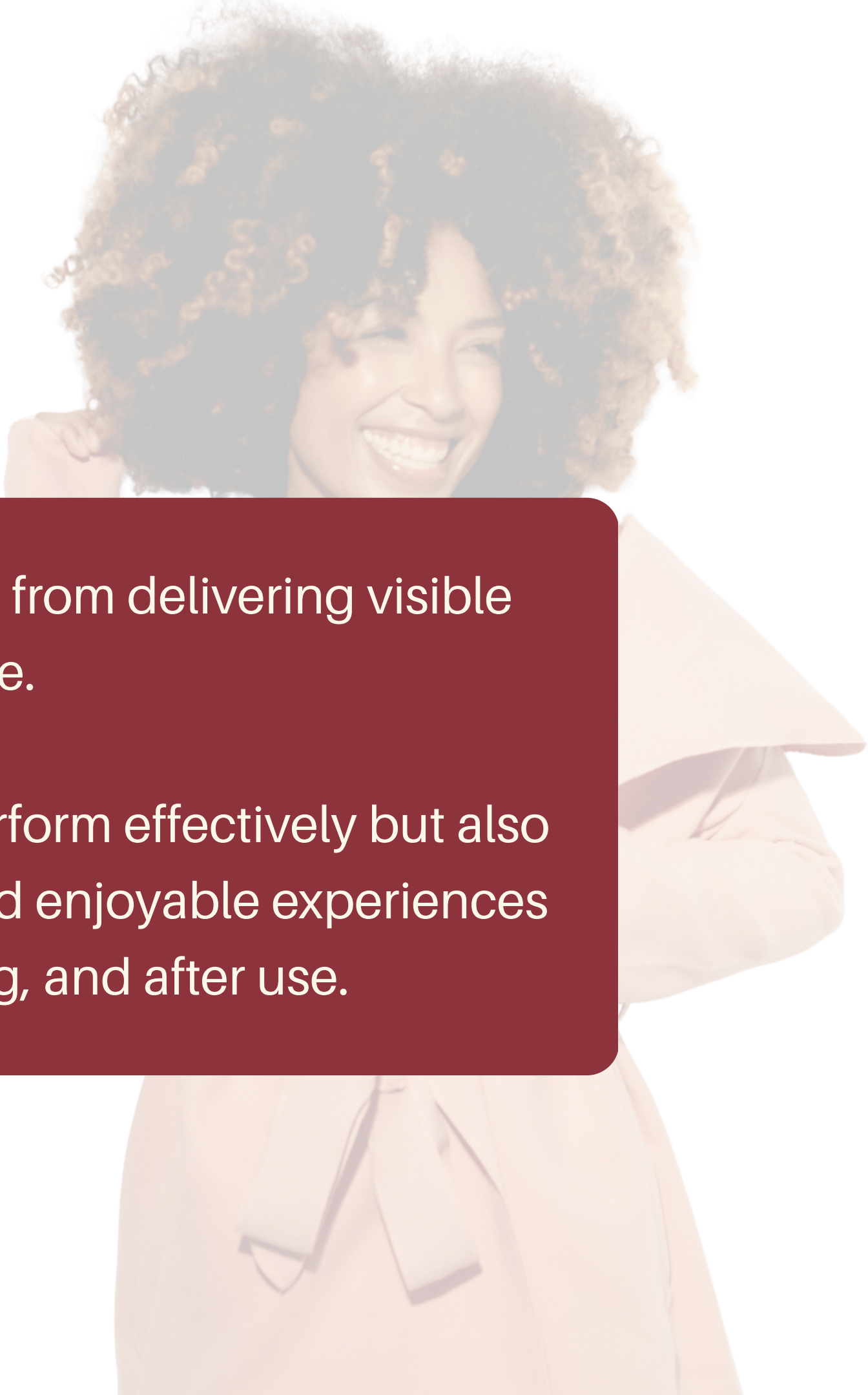
- ✦ Interpret the ideal implementation of **longevity science** into consumer-relevant product strategies:
 - Claims
 - Positioning
 - Ingredient selection
 - Category expansion



Key Signal 3/5

Confidence- Proof Beauty

Confidence-Proof Beauty

A smiling woman with curly hair, wearing a light pink coat, is visible in the background on the right side of the slide.

Confidence-proof Beauty is the evolution of beauty from delivering visible results to delivering confidence.

Consumers are looking for products that not only perform effectively but also provide emotional reassurance, physical comfort, and enjoyable experiences —helping them feel confident before, during, and after use.

Confidence-Proof Beauty

41%

of Indonesian consumers proactively improve their health through exercise, health monitoring, and healthier habits.

(NIQ Global State of Health & Wellness 2025)

Driving demand for gentle, hypoallergenic, yet effective products that deliver both results and peace of mind.

What's Driving This Shift

- 1 Emotional wellbeing becomes a purchase driver
- 2 Rising skin sensitivity and ingredient awareness
- 3 More active, dynamic lifestyles
- 4 Beauty as an experience

01 The Rise of *Performance Beauty*

What's Driving This Shift

- ✦ Active lifestyles
- ✦ Wellness mindset
- ✦ Increased stressor exposure

How the Trend Shows Up

- ✦ Sweat and heat-resistant formulation
- ✦ Barrier support during and after activity
- ✦ Post-sun recovery and repair
- ✦ Lightweight, long-wear formulations



“Products that hold up in real-life conditions, not just ideal settings, will win, supported by performance-led claims and lifestyle-driven storytelling.”

Product implementation & Benchmark

The Rise of Performance Beauty Products



One Size Primer

Giving confidence through a clinically effective, sweatproof formula.



SOOO Swim Shampoo

Zeoduelite to absorb, neutralize, and detoxify chlorine.



Batiste Sweat-Activated Dry Shampoo

Fragrance & drying power activated by more sweat.



Sacheu Peel Off Lip Stain

Claims include staining power up to 12 hours and sweat-proof.



Utu outdoor skincare

UV protection that performs well, formulated for active outdoor lovers.

The Sensitive Skin Surge

From Niche to New Standard

71% of consumers believe they have sensitive skin

Often triggered by stress, ingredients, and environmental aggressors

What's Driving This Shift

- ✦ Uncomfortable experience when using certain harsh formulations.
- ✦ Rising skin concerns related to sensitive skin.
- ✦ Social media algorithm amplifying the awareness of severe sensitive skin concerns.

“Gentle is no longer a niche positioning. It is becoming the minimum expectation, even for high-performance products.”

Product implementation & Benchmark

The Sensitive Skin Surge



Unove

Formulated to be safe for all hair types, along with the completion claim of “low-irritation test”



Caudalie
Vinopure

Natural salicylic acid, derived from wintergreen leaves and polyphenols, creates a gentle formulation.



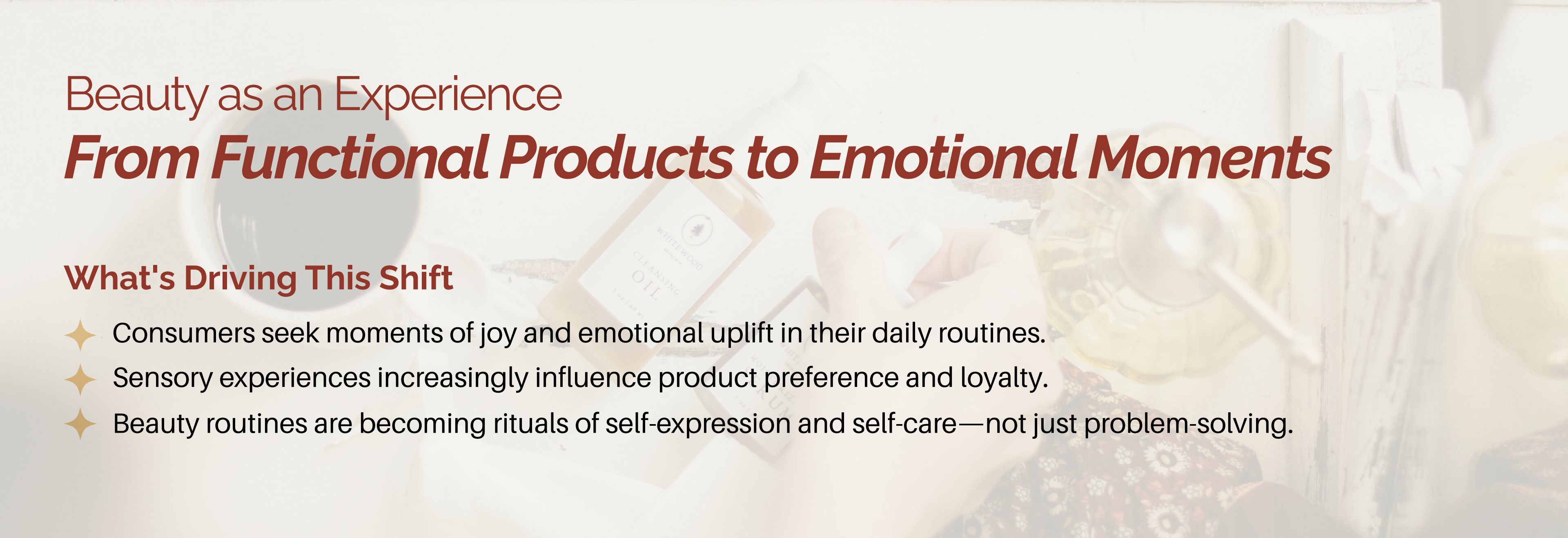
Merit Beauty
Makeup Line

With claims “fragrance-free” and “safe for sensitive and acne-prone skin”.



Hermetica
Source1

Formulated with Innoscent™, innovative alcohol-free formula.



Beauty as an Experience

From Functional Products to Emotional Moments

What's Driving This Shift

- ✦ Consumers seek moments of joy and emotional uplift in their daily routines.
- ✦ Sensory experiences increasingly influence product preference and loyalty.
- ✦ Beauty routines are becoming rituals of self-expression and self-care—not just problem-solving.

“***Beauty is no longer judged only by what it does,
but also by how it makes people feel.***”

03

Beyond Skintainment

From Novelty to Meaningful Engagement

How it's evolving

- ✦ Novelty attracts attention and triggers positive emotions.
- ✦ Sensory experiences encourage consistent use.
- ✦ Credible efficacy builds long-term trust.

“Engagement must go beyond entertainment. Brands need to balance experience, efficacy, and credibility to build lasting consumer confidence.”



Inmi
Rice Barrier Cream



Anua
PDRN Collagen Melting
Patch For Glass Skin





Jo Loves
Perfume Brush



MAC
Glow Play Cushiony Blush



Milk Makeup
Cooling Water Jelly Tint
Blush + Lip Stain



Confidence-proof Beauty

What This Means For Your Brand

“Confidence is no longer built through transformation, it is built through comfort, consistency, and emotional reassurance. Consumers want products that feel good, respect their sensitivity, and support their identity.”



The Key Takeaways:

- ✦ Support for skin barrier function and recognition of sensitive skin are no longer niche; they are expected.
- ✦ Performance products must work in real-life conditions like sweat, heat, and sun.
- ✦ Skintainment succeeds only when it balances fun with efficacy and credibility.



Where Venas can help:

- ✦ Translate emotional needs from the real target audience into product and marketing strategies:
 - Sensitive-skin formulations
 - Sensory experiences

The background of the slide features a collection of laboratory glassware, including round-bottom flasks and Erlenmeyer flasks, filled with an orange-colored liquid. The glassware is arranged on a reflective surface, creating clear reflections below. The lighting is warm and soft, highlighting the glass textures and the vibrant color of the liquid. The overall composition is clean and professional, suitable for a business or academic presentation.

Key Signal 4/5

Glocalization

Glocalization

Global Science, Local Credibility

Key Trends That Triggers Glocalization

- ✦ Concerns on ingredient sourcing and ethical production processes
- ✦ Demand for transparency and accountability across the value chain
- ✦ Growing preference for brands that reflect local identity and values

Local relevance and proof of impact are becoming key to differentiation.

“Ada sustainability yang jelas dari awal ke akhir (hulu hilir). Contoh seperti From This Island dia klaimnya pakai buah dari papua langsung, memberdayakan source lokal.” - B4, MUA, 24 tahun.



Winning in Glocalization

Balancing Global Standards with Local Relevance

Market Gap

The opportunity lies in closing the gap between inspiration and authenticity, transforming local elements from aesthetic cues into credible differentiation.





Operationalizing Glocalization

Adapting to Local Realities

How Brands Adapt (4 Key Levers)

- ✦ Formulation Adaptation
- ✦ Culturally-Relevant Scents
- ✦ Shade & Skin Tone Match
- ✦ Business and Communication Localization

“Glocalization is shaped by the shifting geography of aspiration.”

Product implementation & Benchmark

Beauty Brands Known That Celebrate Homegrown Ingredients



Korres

Partnering with academic institutions, documenting patented innovations, proprietary ingredients, and holding numerous trademarks that focus on Greece's endemic flora.



Tatcha

By establishing Tatcha Institute in Tokyo with renowned Japanese scientist, they create proprietary ingredient, Hadasei-3™ and implement the credibility, quality signals, and formulation depth.



To Summer

Scents and product formats inspired by Chinese heritage, from Triple Tea perfume to crystal aroma. The jade stone cap was polished by an artisan.

Product implementation & Benchmark

Strategic Partnership in Research and Beauty Industry Ecosystem



Strategic partnership that began in 2015, between PT Martina Berto and Clariant, has been yielding results of patented actives sourced locally from Indonesia, Plantasens® Berto™.



In January 2025, Cosmax Indonesia partnered with the Sekolah Ilmu dan Teknoogi Hayati ITB to develop plant-based cosmetic ingredients using Exosome, combining Cosmax's global formulation expertise with local scientific research capabilities.

Glocalization

What This Means For Your Brand

“Global innovation is no longer enough. Indonesian consumers expect global standards to be grounded in local credibility through authentic sourcing, local partnerships, and meaningful contribution to the local ecosystem.”



The Key Takeaways:

- ✦ Localize with intent that move beyond "inspired by" to authentic Indonesian ingredients and storytelling
- ✦ Build local credibility through partnerships, validated claims, and climate-relevant formulations
- ✦ Adapt to Indonesian needs: humidity, skin concerns, usage habits, and price scheme.
- ✦ Close the gap between inspiration and authenticity, especially in fragrance and sourcing



Where Venas can help:

Translate identified and promising global innovation into strategies that are locally credible and culturally resonant:

- ✦ Curate relevant ingredients for both the innovation and the real target audience
- ✦ Validate product execution communication and claims.

A woman is shown in profile, looking at a laptop screen. The entire image is overlaid with a semi-transparent red filter. On the laptop screen, there are faint, glowing digital graphics, including a wireframe mesh of a face and some circuit-like patterns. The background is dark, and the overall mood is technological and futuristic.

Key Signal 5/5

AI in Beauty Shopping

AI in Beauty Shopping

From Discovery to Decision Engine

How the Journey Has Evolved



2010+

Beauty platforms

*(e.g. Female Daily, Sociolla)
as primary sources*

2015+

Social media

*(Instagram, TikTok)
dominates discovery*

2025⁺

AI-driven recommendations

*emerge as a new layer in
decision-making*

*“AI-driven traffic surged +805% YoY during Black Friday 2025,
with 38% higher conversion rates vs traditional channels*

Study case on Black Friday 2025 (AI Traffic Report By Adobe Digital Insights, January 2026)

Consumers are moving from searching and browsing to being guided and recommended, requiring brands to rethink visibility across the decision journey.

AI in Beauty Shopping

What's Driving Adoption

Key Drivers



Demand for Personalization

Skin type, tone, concerns, and lifestyle.



Technological Advances

Real-time diagnostics, virtual try-ons, and smarter product matching/comparison.



Psychological Reassurance

Reduce uncertainty.
Consumers feel more confident—especially when navigating skin concerns

AI Platforms *Are Reshaping How Consumers Shop*



CHATGPT

Decision Support & Comparison



GOOGLE GEMINI

Search-Led Discovery



META AI

Social Discovery & Engagement



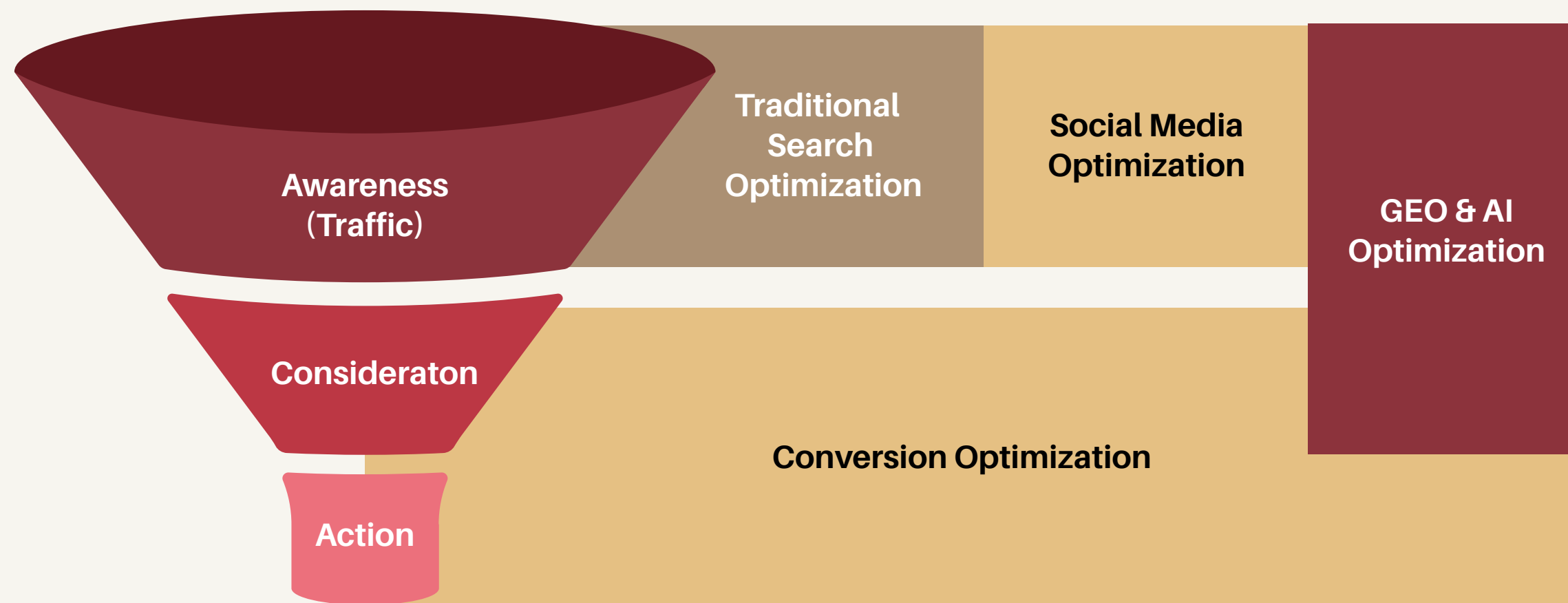
TIKTOK TAKO AI

Contextual Content Discovery

Data Advantage	✦ Synthesizes information from multiple sources for balanced recommendations	✦ Leverages Google Ecosystem, up-to-date information	✦ Built on Meta's social ecosystem and user engagement signals	✦ Built on TikTok's content graph and user viewing behavior
Best At	✦ Decision support, product comparison, personalized recommendations	✦ Product discovery, fact-finding, and visual search	✦ Social discovery, inspiration, and trend exploration	✦ Contextual content discovery and video recommendations
Key Differentiator	✦ Strong reasoning and conversational guidance tailored to user needs	✦ Rich product information with seamless follow-up exploration	✦ Blends AI recommendations with real-time social content and trends	✦ Understands natural-language queries and recommends highly relevant video content

AI is fragmenting the shopping journey. Consumers no longer rely on a single platform, but move across tools for discovery, comparison, validation, and purchase.

How AI Compresses *The Beauty Shopping Journey*



The Key Takeaways: on AI Usage

- ✦ Users' consideration happens within the chat, not across platforms
- ✦ AI Recommendations are personalized and pre-filtered
- ✦ AI users arrive at product pages with clear intent

+ **38%**

AI-driven traffic achieved a 38% higher conversion rate than non-AI traffic.

Study case on Black Friday 2025 (AI Traffic Report By Adobe Digital Insights, January 2026)

How AI Compresses

The Beauty Shopping Journey

AI reduces friction by collapsing discovery, comparison, and decision-making into a single interaction, leading to faster and more confident purchases.



Preparing for AI-Driven Shopping

Types of AI-Driven Beauty Shopper

We've identified the early AI-driven shopper behaviors,



Fast
Shoppers?



Comparison
Shoppers?



Research
Shoppers?

Could there be more AI shopper profiles?
More behavioral patterns are still being explored.

Preparing for AI-Driven Shopping

Start with the Basic Information

Before the full playbook is ready, brands can already strengthen the fundamentals that AI relies on.



Website & Brand
Information



Product Identity
& Taxonomy



PR & Media
Coverage

AI can't accurately recommend what it doesn't clearly understand.

Before optimizing for AI, make sure your brand information is accurate, complete, and consistent.

Upcoming Report & Presentation

December 2026

Research Highlight

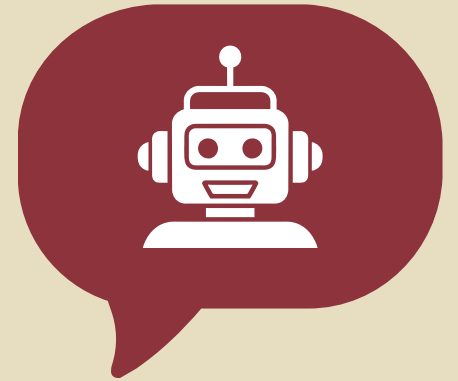
- 01 Types of AI Shopper Persona
- 02 AI-driven Beauty Shopping Journey
- 03 Digital Readiness Scorecard and Audit
- 04 Strategic Priorities
- 05 Intregation Strategy

*The research is still underway. More details will be shared through our social channels.
If you're already seeing the shift, let's start the conversation before the report is released.*

AI in Beauty Shopping

What This Means For Your Brand

“In the recent years, beauty consumer journey is shifting from platform-based discovery to AI-assisted decision-making. It changes how products are found, evaluated, and chosen.”



Topics *Recap*

- 01 **Skinification** - Elevate function across all beauty categories.
- 02 **Longevity** - Address aging at multiple levels.
- 03 **Confidence-Proof Beauty** - Consider multiple layers of sensorial factors.
- 04 **Glocalization** - Formulate and communicate with intention.
- 05 **AI in beauty shopping** - Establish information to keep it aligned.



“The Brands That Win Will Not
Be the Loudest

But the Most Aligned

The opportunity is clear.

*But executing it requires more than
reacting to trends.*

*It requires a more integrated
approach to brand building.*

About Venas Consulting

Venas in Numbers

100+

Primary
Research

30+

Clients

100+

Products we have
helped developed

600+

Samples
Tried

Our Services

Brand Audit

1. Market Landscape & Brand Positioning Strategy
 - a. Brand Benchmarking
 - b. Positioning and Differentiation
2. Communication Audit
3. Brand Guideline
4. Marketing Campaign

Customer Experience Optimization

1. Shopping Experience Survey
2. Mystery Shopper

Commisioned Research

1. Customer Research
2. Trend Prediction

Product Research & Development

1. Product Ideation
2. Product Iteration
3. Product Testing

Enrichment Program

1. Training Materials
2. Evaluation & Feedback
3. Post-Training Follow Up

Venas Reports



***Venas Report 2020
Beauty in the Time of
Coronavirus***



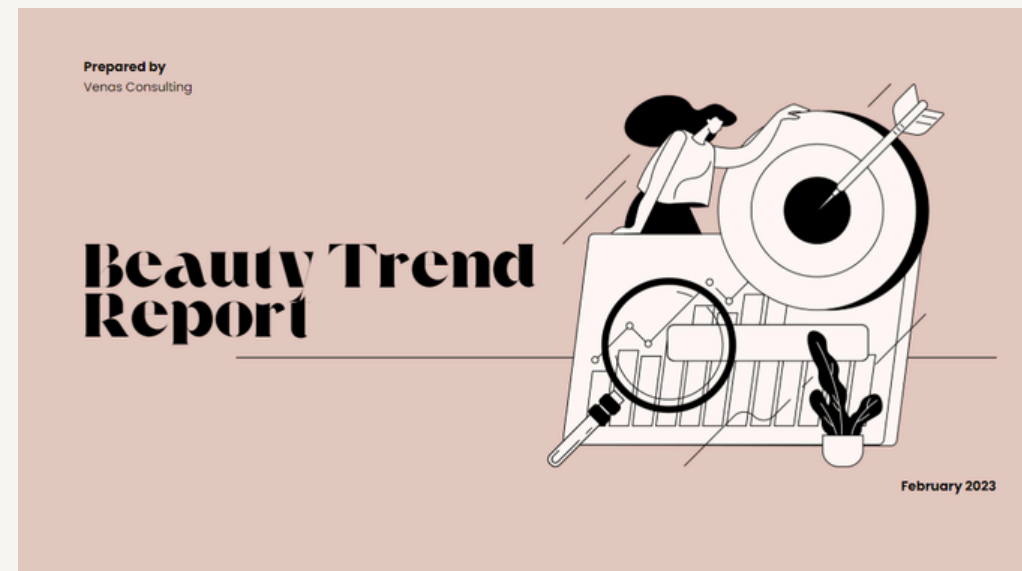
***Venas Report 2020
Beauty Shopping Habit in
The New Normal***



***Venas Report 2021
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***Venas Report 2022
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***Venas Report 2023
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Ready to Dive Deeper?

For a more comprehensive analysis, including consumer insights, global case studies, ingredient innovations and strategic opportunities for brands, our full Beauty Signals Report will be available for purchase on **17 August 2026**.

If you'd like to receive more information or reserve a copy, we'd love to hear from you.

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We help brands translate
emerging shifts into clear,
actionable strategies tailored
to the Indonesian market.

Contact Us

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