

InStyle

BEAUTY

What Will the Next 30 Years of Beauty Look Like?

Science, technology, and a new emphasis on longevity are driving major change.

By **Fiorella Valdesolo** June 12, 2024



Movies and TV have long predicted what the future of fashion and beauty will look like. Take the 1995 film *Clueless*, where, in the now canonical closet scene, Cher (Alicia Silverstone) uses her computer (a giant desktop PC, naturally) to quickly scan her wardrobe, swiping until she puts together the ideal outfit. Fast forward to 2024, and virtual closet apps are just a download away on those computers that are perpetually attached to the palms of our hands. But while Cher may have seen the fate of fashion in her cinematic crystal ball, not even the most realistic science fiction films of the '90s have accurately

estimated the leaps and bounds of beauty innovations.

The Skin Science Surge

Paul Jarrod Frank, M.D., a New York-based celebrity dermatologist, predicts a groundswell of research around regenerative medicine, exosomes, and stem cells, which will have a transformative effect on skin's ability to heal and renew. "There will be a day when there will be scarless breast lifts and face lifts," says **Dr. Frank**. That genomic research will inform a new generation of personalized skin-care solutions. And topical skin-care products will play a supporting role to devices, which **Dr. Frank** thinks will get even more high-tech.

The Mainstreaming of Cosmetic Treatments

Chalk it up to the proliferation of the breezy, medi-spa model and the last decade's filtered lens on beauty (i.e. Instagram face), but treatments like Botox, Juvederm, or lasers, once reserved for a niche audience and performed within the confines of a doctor's office, have continued to edge towards the mainstream.

This has been a double-edged sword. A New York-based plastic surgeon wonders how you guarantee safety as procedures at medi-spas become more ubiquitous. But the greater demand from a broader audience (in terms of age, ethnicity, and gender) has, adds **Dr. Frank**, also pushed the technology of the devices forward.

More significant in the years ahead than the increasing prevalence of procedures is how people will engage with them. Traditionally, a cosmetic surgery patient has been what **Dr. Frank** calls post-aging: someone in their fifties or older who is coming in to address *visible* signs of aging. “There’s a whole new world of ‘prejuvenation’ happening, and younger generations of patients are starting earlier,” says **Dr. Frank**. According to [WGSN data](#), more Gen Z and millennials are seeking out these “prejuvenation” measures. Less aggressive and less dramatic, patients young and old will be more focused with their treatments (or “tweakments” as they’ve come to be called) on the long game, taking a pro-aging versus anti-aging approach, says **Dr. Frank**.

How we heal will also improve. “We’re going to find ways to remove skin scarring with a combination of technology to trick the healing capacity of the body, like we do with Ellacor, and newer regenerative medicine techniques,” predicts **Dr. Frank**. “People want lasers with less downtime, and many are still scared of burns and pigmentation changes,” she adds. That fear, says **Dr. Frank**, is something that AI will likely help eradicate as the technology perfects automated settings and safety measures.