



Understanding visible Longevity: Seeing Is Believing?

An AI-Powered
Consumer Insight Study
Across Key European Markets

What people really mean by longevity

Insights from WhatsApp • LinkedIn • Instagram polls



WIN Europe

“Aging naturally & gracefully”



Professionals

“Longevity & Healthspan - Megatrend”



Consumers

“Staying healthy”

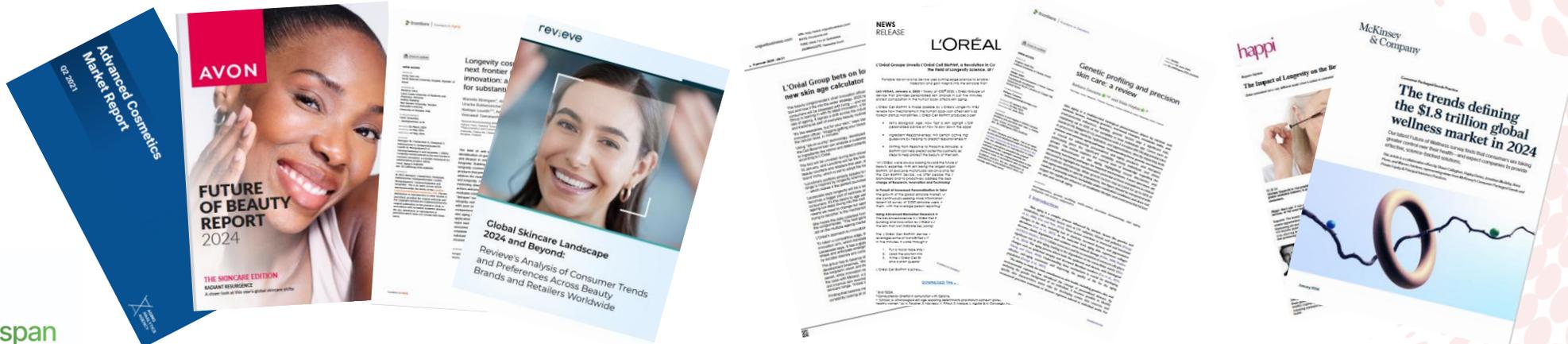
- It's no longer about **anti-aging**
- It's about **authentic aging, resilience, health & trust**

Create insights by data

Data Sources – Forums & Communities - Publications



- UK: LookFantastic • Cult Beauty / Beauty Bulletin • Mumsnet • Reddit UK
- D: Beautyjunkies.de • Gutefrage.net • Codecheck.info • Reddit DE
- E: Foro Vogue España • Enfemenino.com • Promofarma / El Corte Inglés • Reddit España
- I: Alfemminile.com • ClioMakeUp Community • MyBeauty.it • Reddit Italia
- F: Aufeminin.fr • Beauté-test.com • Doctissimo.fr • Reddit France



Core Research questions for AI analyses

Based on scientific papers, industry reports, brand statements

1. Biological Skin Age Awareness

Trust in diagnostics, and willingness to pay

2. Preventive Skincare Motivation

Emotional vs rational drivers, generational differences

3. Ingredient Literacy & Trust

Recognized actives — what's trusted and why

4. Skin Health over Aesthetics

How consumers define “healthy skin”

5. Tech-Enabled Personalization

AI, biometrics, and trust in data sharing

6. Pro-Aging vs Anti-Aging Language

Preferred framing and emotional tone

7. Menopause & Hormonal Skin Needs

Demand, openness, and remaining stigma

8. Inside-Out Beauty Integration

Supplements, nutrition, and visible results

9. Minimalism & Multi-Functionality

Simplified routines and multifunctional products

10. Longevity Beauty & Sustainability

Eco-values, packaging, and refill concepts



Human evaluation of AI outputs

Cultural differences in the perception of longevity

Country	Key Emotion	Validation	Distinctive Theme
Germany	Discipline & prevention	Must-have	SPF & structure
France	Grace & natural aging	Nice-to-have	Elegance & ritual
UK	Confidence & control	Must-have	Glow & clarity
Italy	Joy & vitality	Nice-to-have	Radiance & positivity
Spain	Lightness & energy	Optional	Vitality & warmth
All	Universal formula – Big 5		
All	Deliver format - Concentrates: Ampules, Serum		

*Big Five: Retinol, Vitamin C, Hyaluronic acid, Niacinamide, SPF



Voices Across Europe

Real consumer quotes collected from AI-analyzed data

Germany – “Immer eine Tagescreme mit mindestens LSF 30 benutzen.”

→ *“Always use a day cream with at least SPF 30.”*

France – “Le rétinol a été le seul actif à lisser vraiment ma peau.”

→ *“Retinol has been the only active that really smoothed my skin.”*

UK – “I’m so fair my hands and arms need it daily.”

Italy – “Uso la protezione solare ogni giorno, è l’unico modo per non pentirmi.”

→ *“I use sunscreen every day – it’s the only way not to regret it.”*

Spain – “Por supuesto que funciona... es normal que se empiece a ver a los 2 meses.”

→ *“Of course it works... it’s normal that you start to see results after two months.”*



Longevity in a drop - Commercials



90% AI-generated

Text to video



Own ideas AI supported

Text/ image to video



Key Takeaways

Understanding visible Longevity

- Longevity is about authentic aging and visible health
- Consumers seek credibility and proof
- Cultural nuances matter
- AI reveals patterns – humans add meaning
- From insight to innovation

Thank you