

UNVEILING THE SECRETS OF BEAUTY

Gen Z Beauty: The Next Generation of Influence

How RAHN-Cosmetic Actives can
empower a new era of beauty

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swiss expertise 

Target groups / stakeholders

Generational Trends refer to the distinct **characteristics, attitudes, behaviors, and values** shared by individuals within the same formative years (10-15/20 years)



Source:
TrendsActive

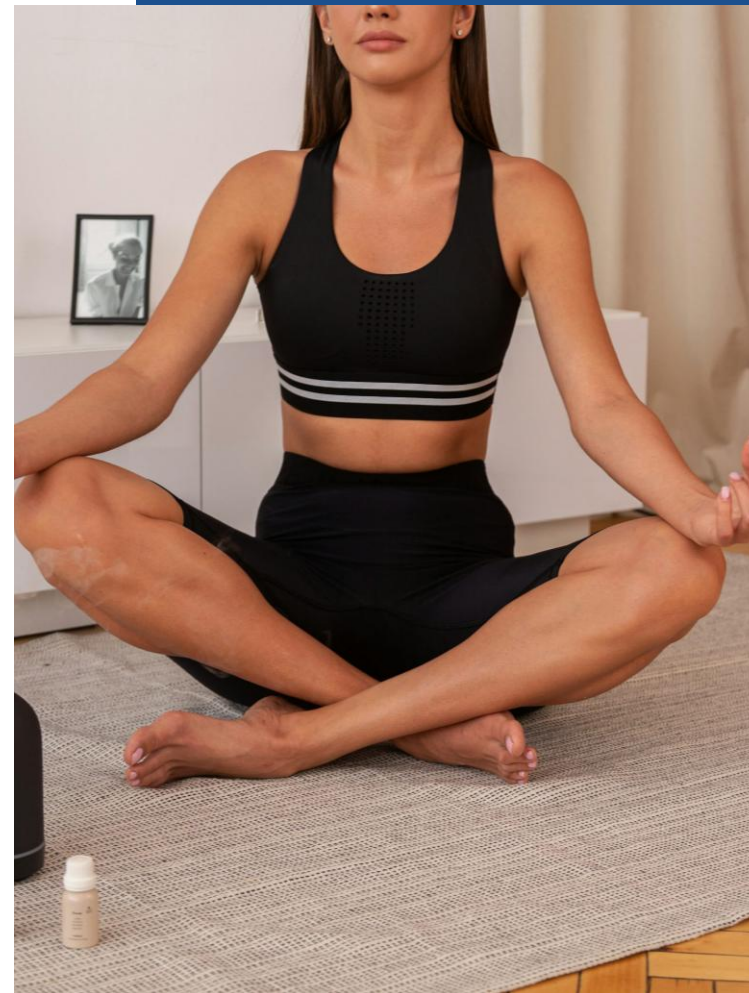
Younger consumers are particularly invested in wellbeing support

When looking to win over Gen Zs and Millennials, functional benefits are a draw.

The benefits younger Canadians, for example, are more likely to want to see products providing energy, supporting emotional wellbeing as well as healthier skin.

67%

of Canadian consumers 18-34 year olds say they would be willing **to pay more for foods with functional benefits** vs 44% or 55+)



The most influential beauty generation

2.6 billion globally, born 1997–2015

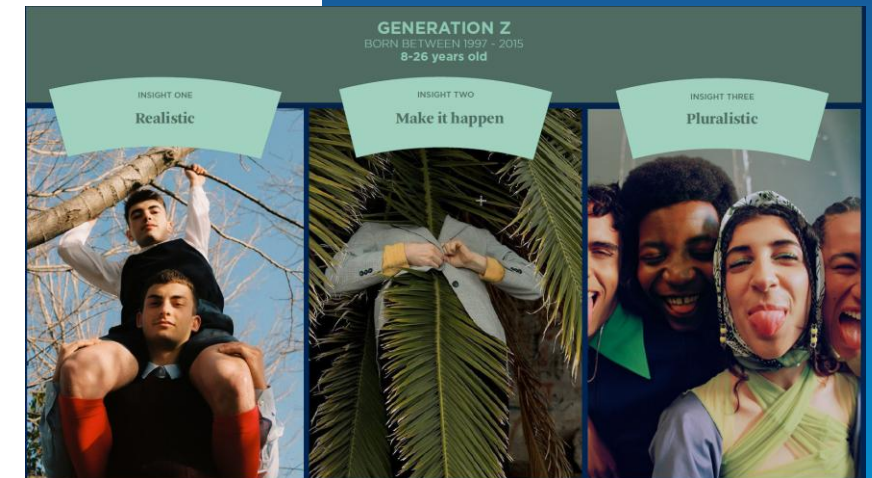
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Gen Z Mindset

- **Realistic:** They see through inauthenticity and recognize what's real.
- **Empowered:** They believe they can drive change and are well-informed.
- **Pluralistic:** Beauty is a form of self-expression and diversity, not perfection.
- **Imperfect Fits:** They embrace individuality over flawless ideas.

Brand Opportunity

Embrace diversity by empowering Gen Z to be their authentic selves not by promoting perfection, but by showing that beauty has no one-size-fits-all.



Source:
TrendsActive

The most influential beauty generation

2.6 billion globally, born 1997–2015

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Introduction:

Born in the digital age (1997 onwards); also known as "iGen" or "Post-Millennials".

Characteristics:

Digital natives, tech-savvy, and globally connected. They value diversity, authenticity, and social awareness.

Key Events:

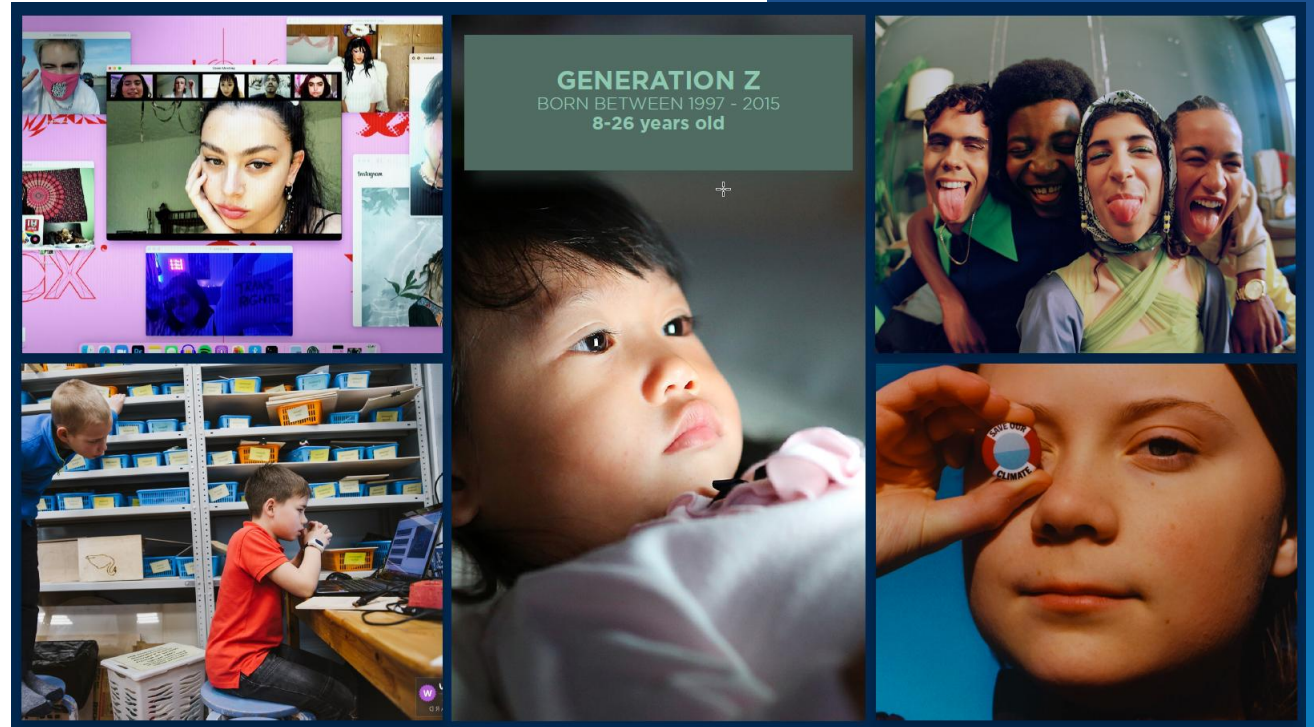
Rise of smartphones, climate activism, and the global pandemic.

Impact:

Diving a hyper-connected world with a focus on individuality and global issues.

Conclusion: Cross-Generation Insights

- Historical events shape the values, behaviours and priorities of every generation.
- Understanding these differences fosters better communication and collaboration.



Source:
TrendsActive

Product purchase

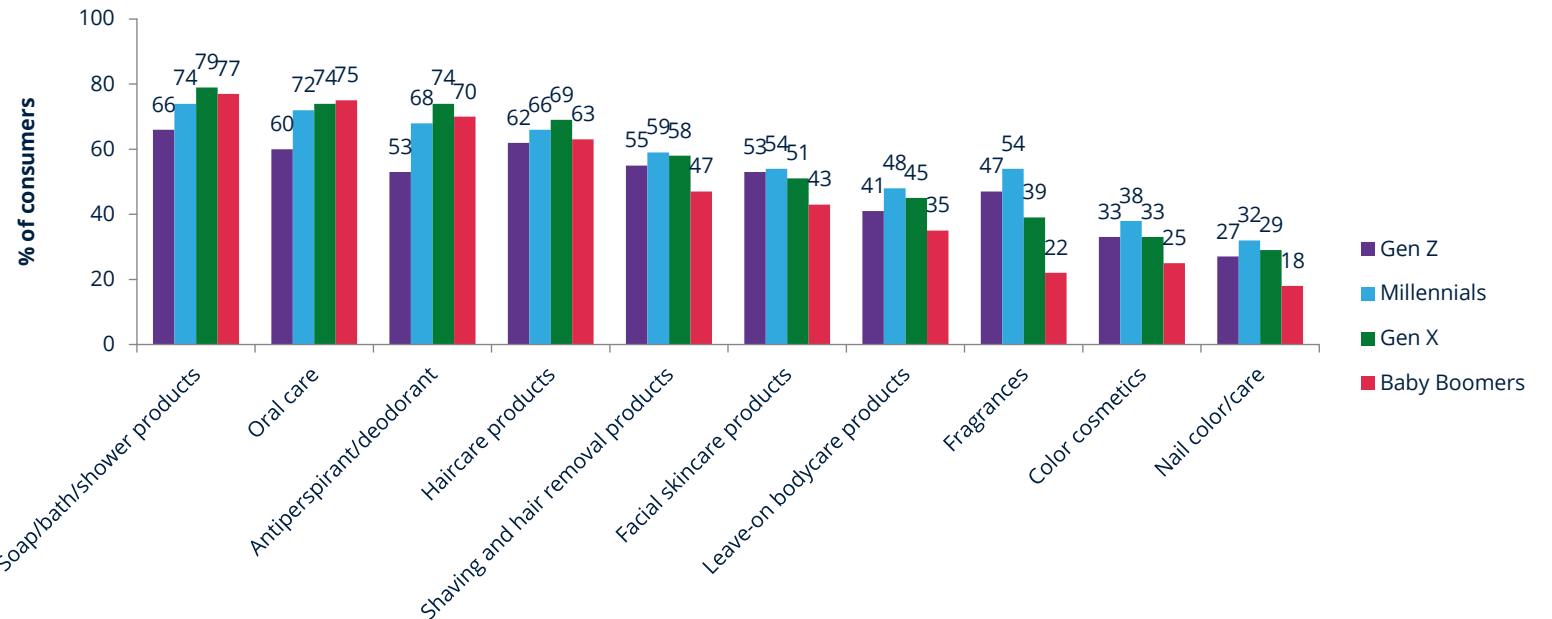
Gen Z have lower engagement in personal care

While personal care is universal, Gen Z are most likely to skip basics like soap, oral care, and deodorant. Those who do use such products focus more on natural ingredients.



Gen Z skips basics, prefers natural products

US: BPC product purchase, by generation, 2023



"Which of the following types of products have you shopped for in the past 12 months? Please select all that apply."
Base: 2,000 internet users aged 18+
Source: Kantar Profiles/Mintel, July 2023

Diverse and extensive routines

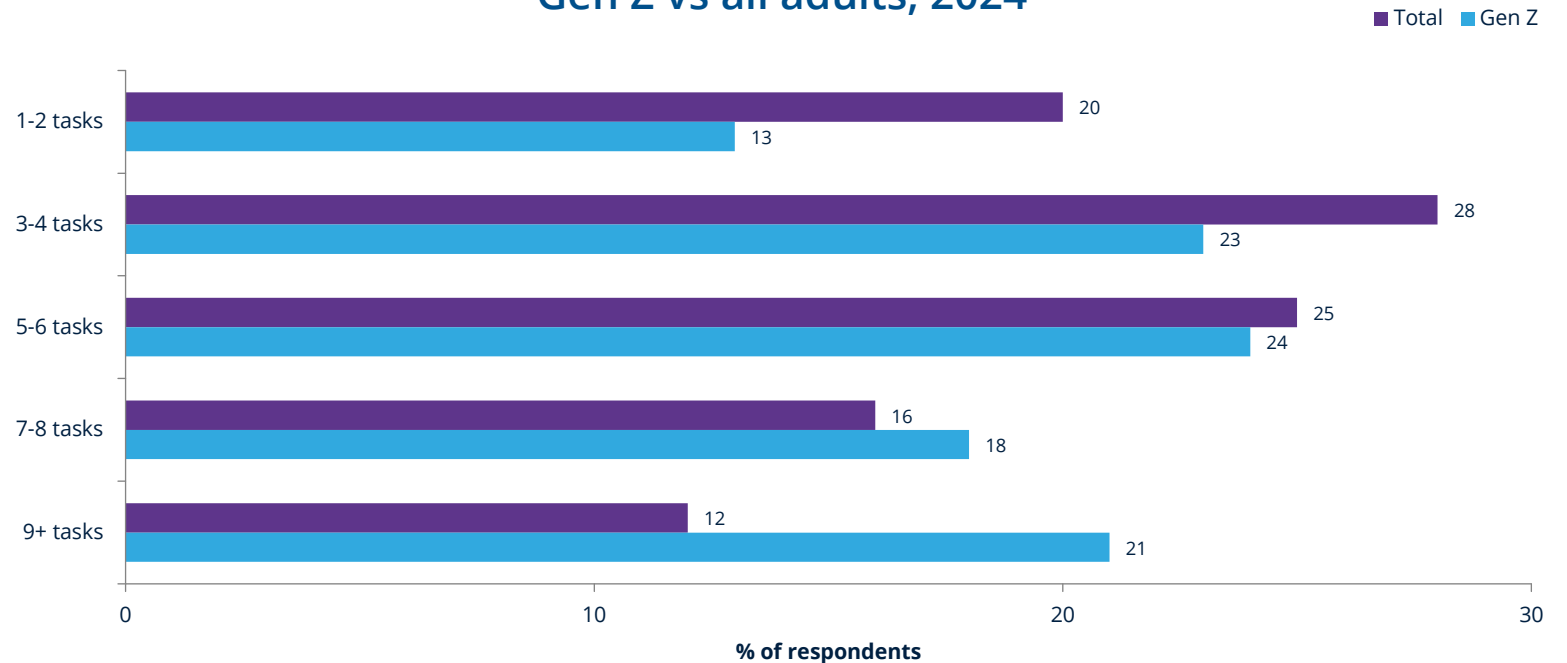
Gen Z are informed BPC consumers

Gen Z lead highly involved daily beauty routines, using more products from fragrance and skincare to sun protection and makeup than the average consumer. As an image-conscious generation, 36% plan to focus on improving their appearance in the next year. Having grown up with online beauty content, Gen Z are well-informed and skilled consumers, yet also aware of social media's influence 81% say it impacts their beauty and grooming decisions.

Gen Z embraces complex, image-driven beauty routines



UK: repertoire of beauty/grooming tasks performed daily, Gen Z vs all adults, 2024



Base: 2,000 internet users aged 16+
Source: [Kantar Profiles/Mintel, May 2024](#)

Diverse and extensive routines

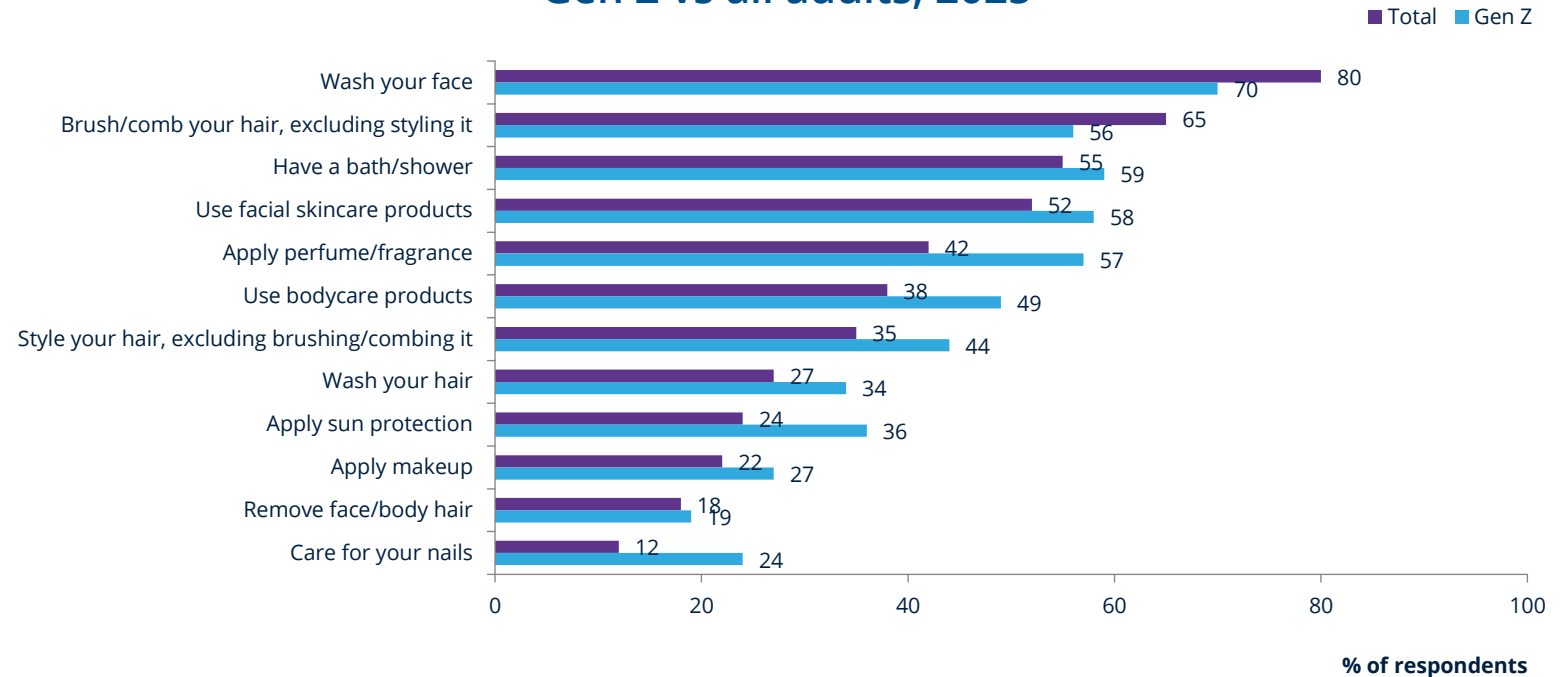
Gen Z have multi-step routines

Gen Z follow multi-step beauty routines and are twice as likely as average consumers to care for their nails daily, creating strong opportunities in nail care. High usage of press-ons and gel nails fuels demand for supportive care products. Brands can leverage social media for application tips and expand into nail-strengthening and hydrating lines, as seen with Kiss and Manicurist. Gen Z also maintain more consistent skincare habits.

58% use facial care daily and
36% apply sunscreen



UK: beauty/grooming tasks performed once a day or more, Gen Z vs all adults, 2025



Base: 2,000 internet users aged 16+
Source: [Kantar Profiles/Mintel, May 2024](#)

Ingredients and values

Prioritise ingredient transparency and clear formulation

Gen Z prioritise ingredient transparency, clean formulas, and sustainable packaging over aesthetics when choosing makeup.

CHECK THE INGREDIENTS

58%

of Gen Zers in China say they pay attention to the ingredients in face makeup products

PRIORITISE CLEAN BEAUTY

31%

of US consumers say the use of 'clean' ingredients is one of the most important attributes when shopping for makeup

SUSTAINABILITY PACKAGING
IMPORTANT

63%

of German Gen Zers say sustainability in makeup packaging is more important to them than visual appeal

*Base: China: 733 female internet users aged 18-59 who have used face makeup products in the last six months; US: 1,333 internet users aged 18+ who use makeup products Germany: 225 internet users aged 16-27 who have bought makeup for the face, eyes, lips or nails in the last 12 months
Source: KuRunData/Mintel, April 2024; Kantar Profiles/Mintel, November 2023, June 2024*

Influence of social media

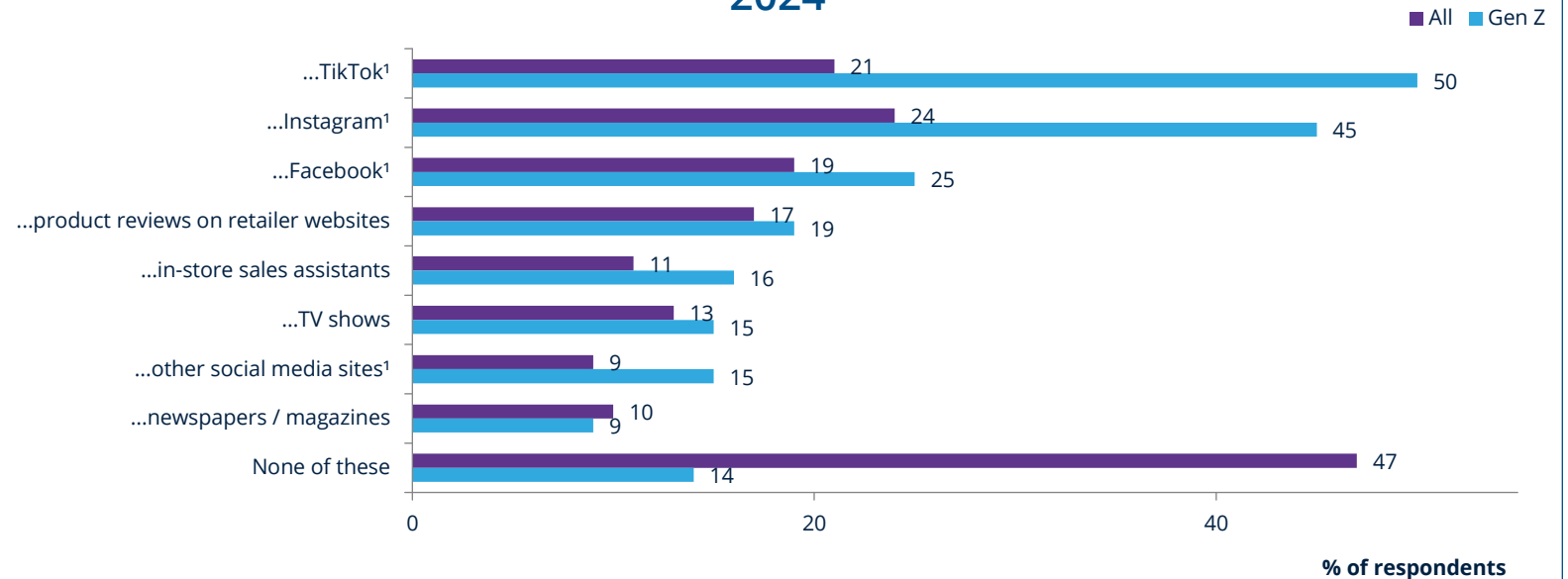
Gen Z are an online generation

Social media heavily shapes Gen Z's beauty choices — 57% of TikTok users have bought a beauty or grooming product on the platform. Brands effectively use TikTok and Instagram to reach this audience, benefitting from the seamless discovery-to-purchase journey via TikTok Shop. Ongoing success comes from joining beauty trends, helping users recreate viral looks, and using expert voices to stand out and build trust.



TikTok shapes Gen Z beauty trends and purchases

UK: "The beauty/grooming products I purchase are influenced by recommendations from..." Gen Z vs all adults, 2024

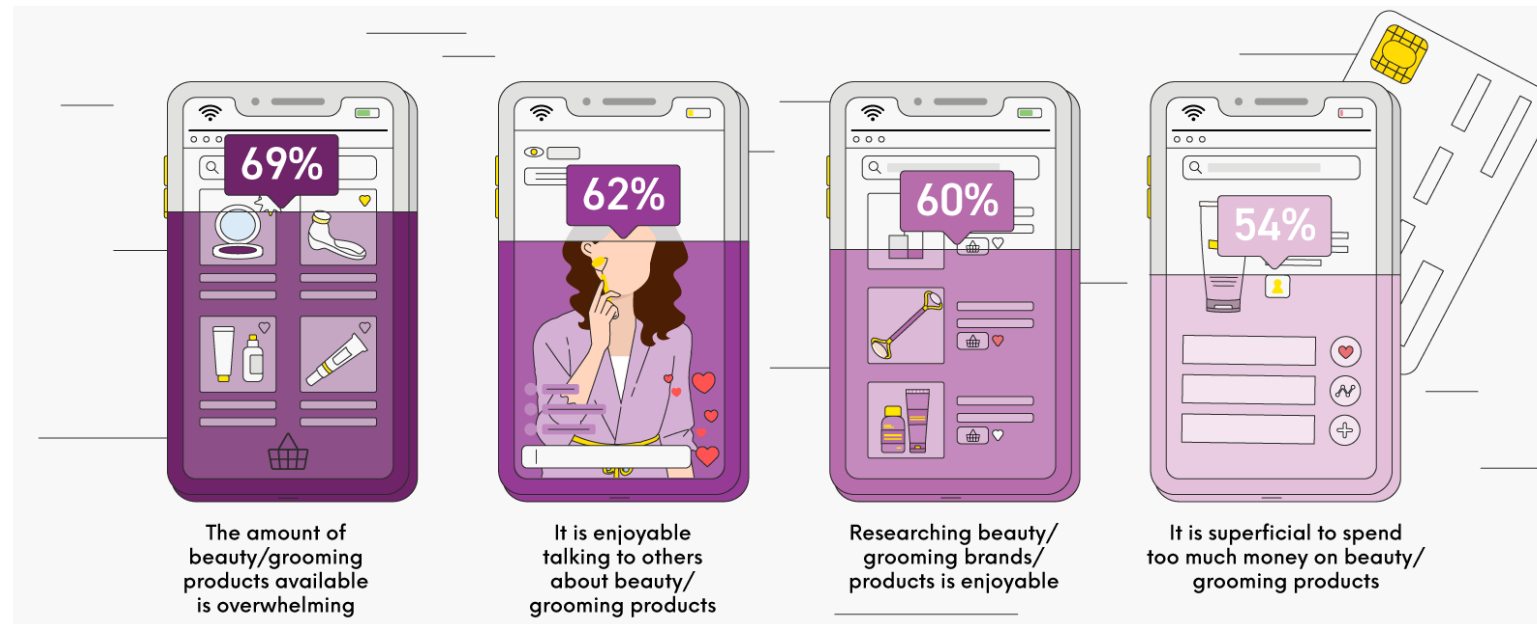


¹ 1,583 internet users aged 16+ who buy beauty/grooming products and use social media
Base: 1,699 internet users aged 16+ who buy beauty/grooming products
Source: [Kantar Profiles/Mintel, May 2024](#)

Innovative spirit and willingness to experiment

Bring clarity to overwhelmed consumers

UK: attitudes towards beauty/grooming among, Gen Z, 2024



Gen Z consumers feel overwhelmed, opening opportunities for brands to reintroduce fun and creativity into beauty with playful, expressive products.

Base: 357 internet users aged 18-27
Source: [Kantar Profiles/Mintel, May 2024](#)

Comparison to Millennials and Gen X

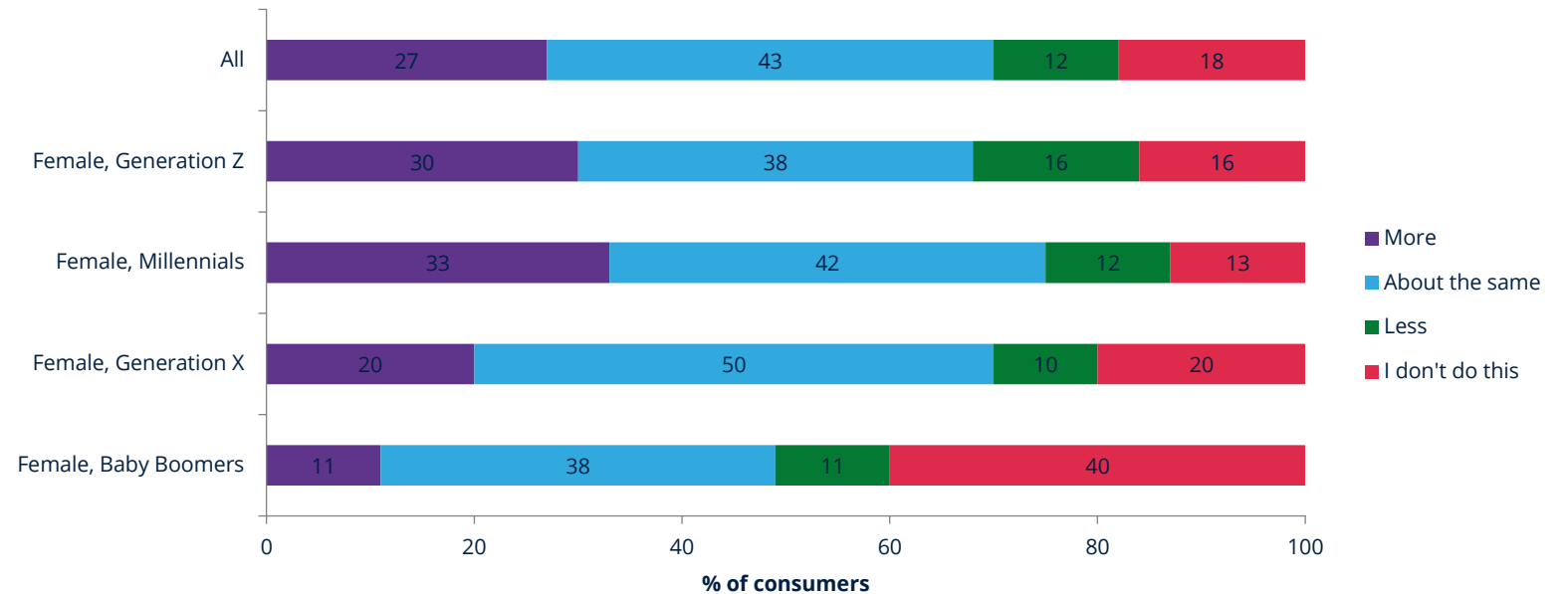
Millennials lead the charge for clean beauty, setting the tone for future generations

Millennial women lead in researching and purchasing clean beauty, and this behavior continues to grow.

Their influence is expected to shape Gen Alpha, who are likely to inherit a strong preference for clean products through household habits and values.



US: research and shopping for "clean" makeup products compared to last year by generation



Base: 1,239 internet users aged 18+ who use makeup products
Source: [Kantar Profiles/Mintel, January 2025](#)

Millennials drive clean beauty,
shaping Gen Alpha

Comparison to Millennials and Gen X

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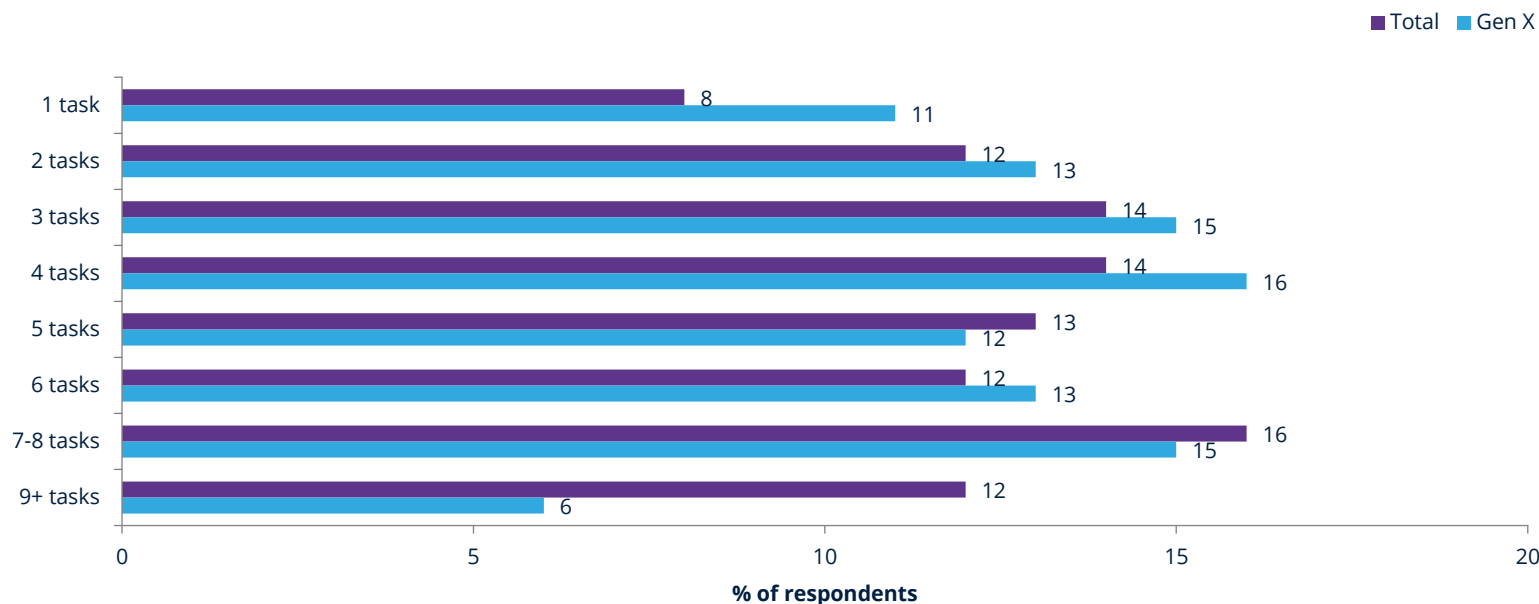
Help Gen X with multifunctional products

Gen X prefer simple, minimal beauty routines. Brands can tap into this by offering multifunctional products that save time. In haircare, smoothing solutions reduce styling needs and frizz, while in color cosmetics, makeup with skincare benefits supports the “skinification” trend and streamlined routines.



Gen X favor simplicity, driving multifunctional beauty demand

UK: repertoire of beauty/grooming tasks performed daily, Gen X vs all adults, 2024



Base: 2,000 internet users aged 16+
Source: [Kantar Profiles/Mintel, May 2024](#)

Prevention and skin health

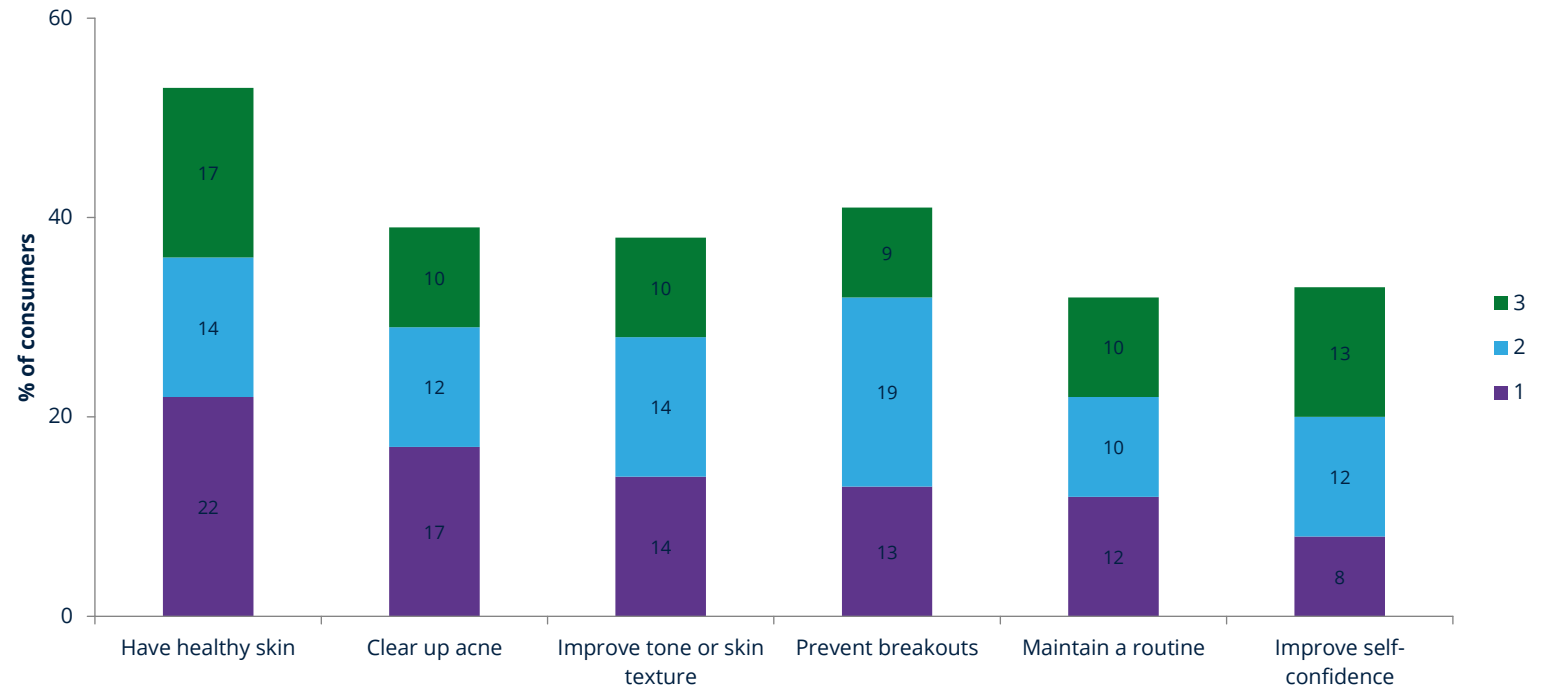
Emphasize the fundamentals of skin health for broad reach

Healthy skin resonates with a majority of teens, followed by acne treatment.



Prioritize healthy skin and acne care

US: skincare goals, ranked, 2024



"What is most important to you when using skincare products for your face? Please select and rank up to three in order of importance."
Base: 261 internet users 12-17 who use facial skincare
Source: [Kantar Profiles/Mintel, January 2024](#)

Summary

Gen Z Beauty Trends

Gen Z Beauty Identity

Values authenticity, individuality and inclusivity - rejecting traditional ideas of perfection.

Holistic Beauty Preferences

Seeks products that deliver genuine benefits such as skin health, stress relief and overall wellbeing.

Conscious Beauty Routines

Follows multi-step yet streamlined routines focus on clarity, care and daily sun protection.

Ethical and Transparent Choices

Prioritize ingredient transparency, clean formulations, and sustainable packaging in every purchase.



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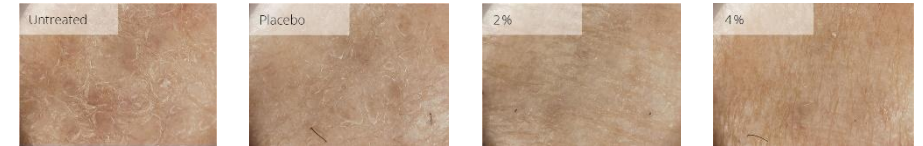
AQUARICH®

Discover the secret
of epidermal
moisture



Scientifically confirmed effects

- Deeply effective and long-lasting improvement to skin hydration
- Visible improvement of flaky skin
- Better hydration effect than that of glycerin or hyaluronic acid



AQUARICH® visibly moisturizes dry skin within 7 days.

INCI

Glycerin, Water, Avena Strigosa Seed Extract, Lecithin, Potassium Sorbate, Citric Acid

Use Level

1 – 5 %

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ILLUMISCIN®-GLOW

Discover the
secret of superior
skin luminosity
for all skin types



Scientifically confirmed effects

- Reduces skin tan by up to 21 %
- Reduces pigmentation area by up to 39 %
- Improves skin gloss by 77 %
- Is effective on multi-ethnic skin types, young and mature, mixed gender in just 14 days
- Compares to Thiamidol® – without patent protection

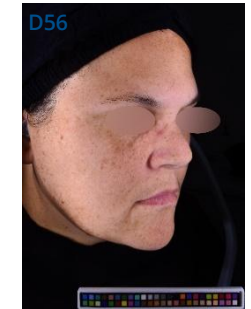
#42, female, Caucasian
age 49 years



ILLUMISCIN®-GLOW 3%



ILLUMISCIN®-GLOW 3%



ILLUMISCIN®-GLOW enhances skin radiance.

Origin

Upcycled brewers' barley
sprouts from Germany,
specified in hordatines

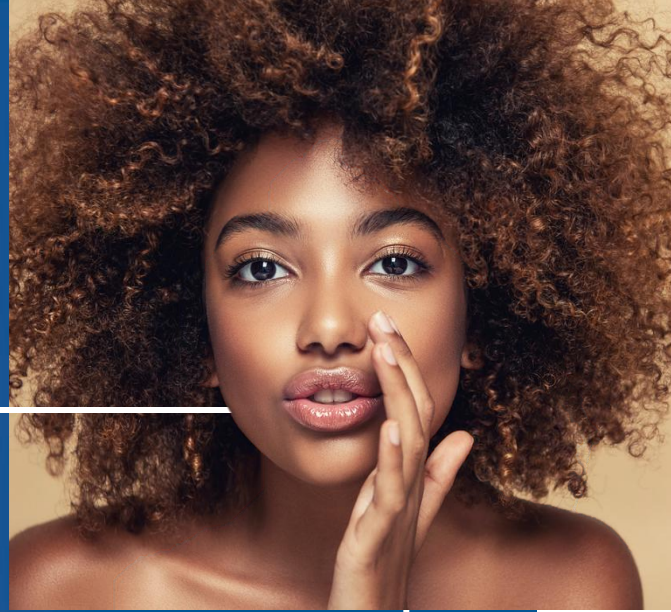
INCI

Water, Glycerin, Pentylene Glycol,
Hordeum Vulgare Extract, Citric Acid

Use Level

1 – 3 %

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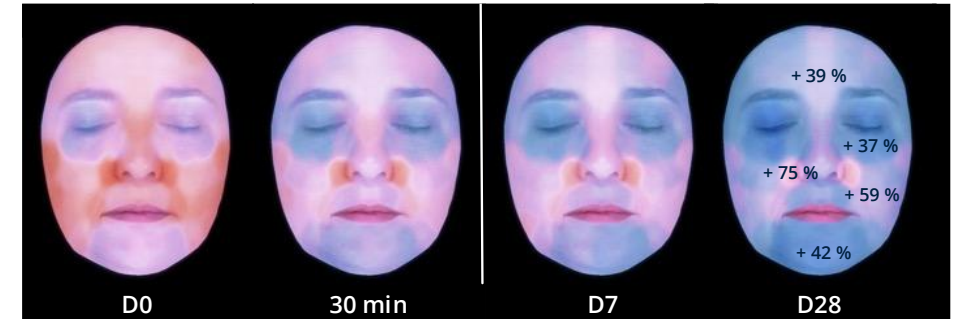
MYRAMAZE®-ESSENCE

Discover the secret
of making your skin
shine with all your
senses



Scientifically confirmed effects

- Instantly creates a positive mood
- Optimises skin hydration by up to 75 %
- Instantly improves the skin barrier
- Improves radiance by 46 %
- Improves elasticity by 10 %
- Visible lip plumping and wrinkle reduction



1 % MYRAMAZE®-ESSENCE evenly moisturises the skin.

Origin

Oil based product based
on wild picked
Myrothamnus flabellifolia
plant from South Africa
specified in essential oils

INCI

Caprylic / Capric Triglyceride,
Myrothamnus Flabellifolia Leaf / Stem
Extract

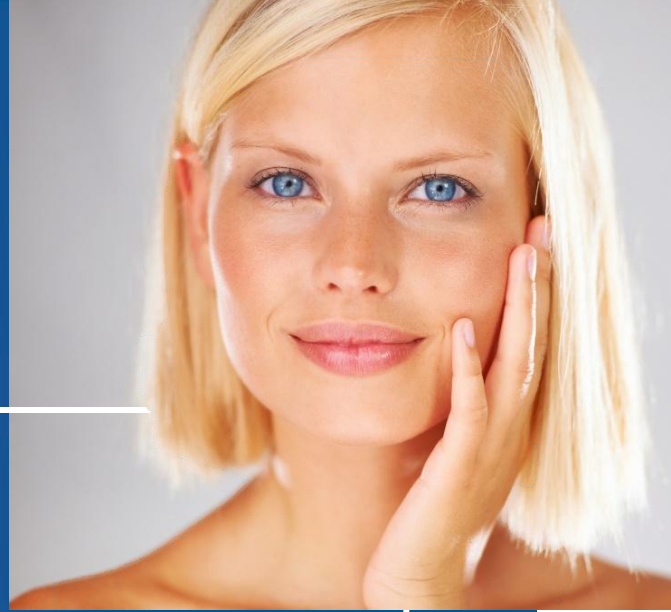
Use Level

1 – 3 %

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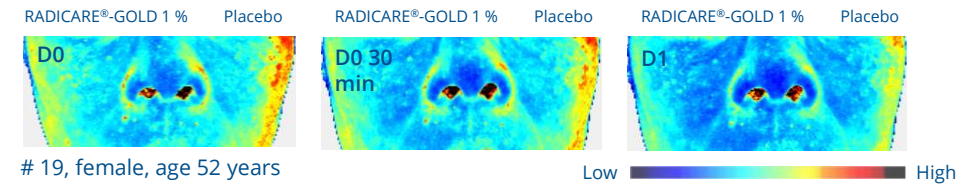
RADICARE®-GOLD

Discover the secret
of natural radical
protection with
short term effects



Scientifically confirmed effects

- Refills the strained carotenoid depot
- Improves skin appearance, sensitivity and barrier within 30 minutes
- Strenghtens the skin barrier and elasticity
- Protects against WiFi-induced ROS stress by 73 %
- Protects against blue light-induced ROS stress by 42 %



RADICARE®-GOLD immediately reduces skin sensitivity.

Origin

Oil based product obtained
from CO2 extraction of
Tetrademus obliquus
microalga

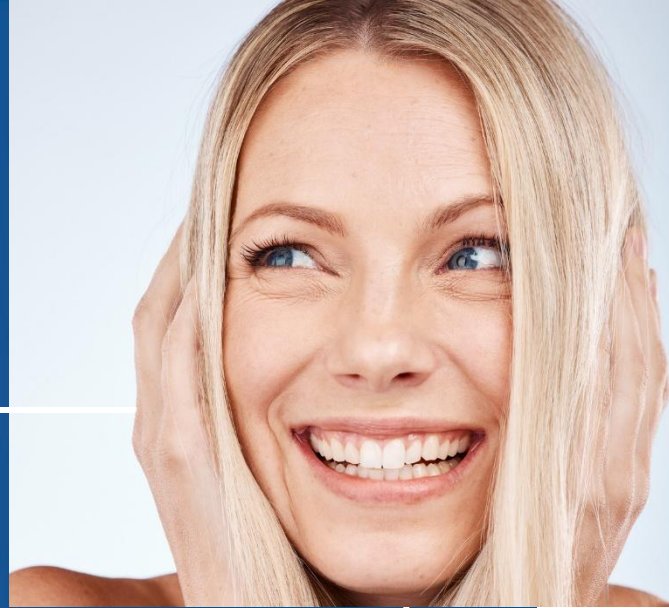
INCI

Crambe Abyssinica Seed Oil, Beta-Carotene,
Xanthophylls, Tocopherol, Helianthus
Annuus (Sunflower) Seed Oil, Rosmarinus
Officinalis (Rosemary) Leaf Extract

Use Level

1 – 3 %

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REFORCYL®-AION

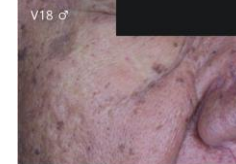
Discover the secret
of powering up
your skin



Scientifically confirmed effects

- Improved overall subjective perception of the skin
- 100 % of the user report more nourished skin
- Gender specific sebum regulation
- Improved skin moisture up to 23 %
- Improved skin elasticity by 13 %
- Less skin flaking by 16 %

D0



D56



3 % REFORCYL®-AION
visibly refines the skin.

Origin

Upcycled from organically cultivated Styrian (Austria) pumpkin plant specified polyphenols and proteins

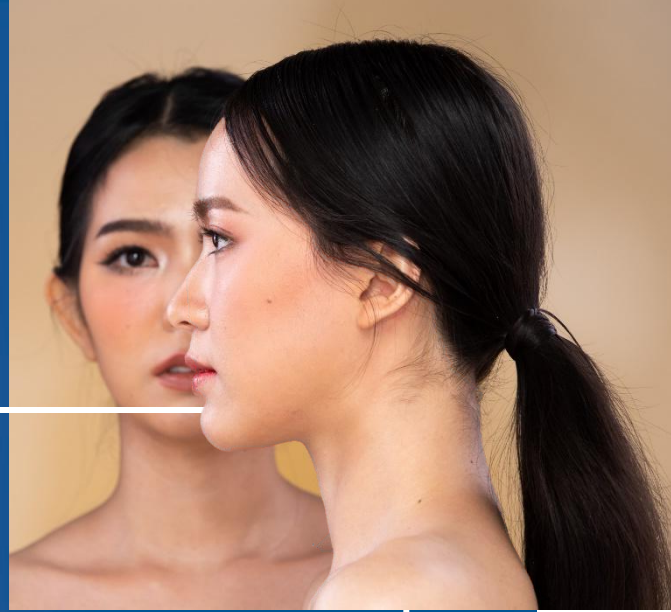
INCI

Propanediol, Water, Cucurbita Pepo (Pumpkin) Seed Extract, Citric Acid

Use Level

1 – 3 %

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SEBOCLEAR™-MP

Discover the secret
of pure skin with
optimal microflora



Scientifically confirmed effects

- Reduces signs of acne by 41 %
- Regulates the skin microbiome
- Reduces axillary sweat odour by 32 %
- Creates an even, youthful skin texture by 42 %



D0

D84

3 % SEBOCLEAR™-MP
reduces the visibility of
pores.

Origin

Cultivated *Maclura
cochinchinensis* plant from
Vietnam specified in
prenhylated isoflavones

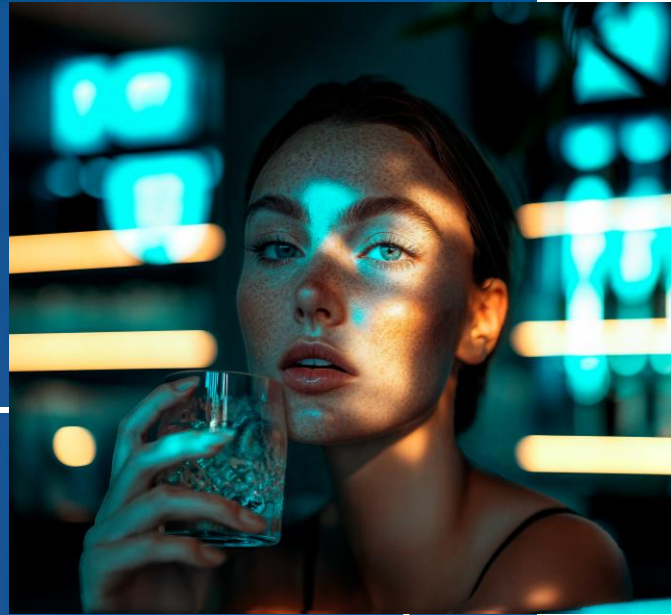
INCI

Propanediol, Bioflavonoids

Use Level

1 – 3 %

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YERBALUXE®-PEARL

Discover the secret
of skin's oxygen
revival



Scientifically confirmed effects

- Increases microcirculation by 60 %
- Increases skin oxygenation by 40 %
- Improves the skin tone uniformity
- Instantly improves gloss by 18 %
- Increases skin hydration and strengthens the skin barrier



YERBALUXE®-PEARL
helps to immediately
improve skin gloss

4 female, age 46 years, YERBALUXE®-PEARL 1 %

Origin

Upcycled from organically
cultivated Yerba Mate
plant (Argentina) specified
in Caffe-oylquinic Acid,
Rutin and Caffeine

INCI

Water, Pentylene Glycol, Ilex
Paraguariensis Leaf Extract, Citric Acid

Use Level

0.5 – 1 %

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YERBALUXE®-CROWN

Discover the secret of
easy to manage hair
for different hair types



Scientifically confirmed effects

- Improves several hair sensory parameters in type V
- Protects ceramides by 49% within hair shaft type I
- Reduces frizz by 4.3% in hair type I
- Restructures damage by 38% in hair type V after the 1st washing
- Locks-in hydration by 16% in all the different hair types
- Defines curls in hair type III after the 1st washing
- Untangles the hair in all the different types



YERBALUXE®-CROWN reduces the frizz after only one shampooing in curly hair

Origin

Upcycled from organically cultivated Yerba Mate plant (Argentina) specified in caffeoylquinic acid, rutin and caffeine

INCI

Water, Pentylene Glycol, Ilex Paraguariensis Leaf Extract, Citric Acid

Use Level

0.2 – 1 %

Disclaimer

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