



Neurocosmetics

RAHN

Can cosmetic products actually make you happier?

Neurocosmetics is rooted in the idea that the brain and skin are connected and that **emotions** can affect your skin. According to research beauty products have been shown to have a **positive** effect on people's mental health.

When you apply a cosmetic product to your skin, the first thing you expect to happen is that you will experience the **immediate** biological **advantage** that the product **claims** to provide, whether it is moisturising, anti-cellulite, or anti-aging.

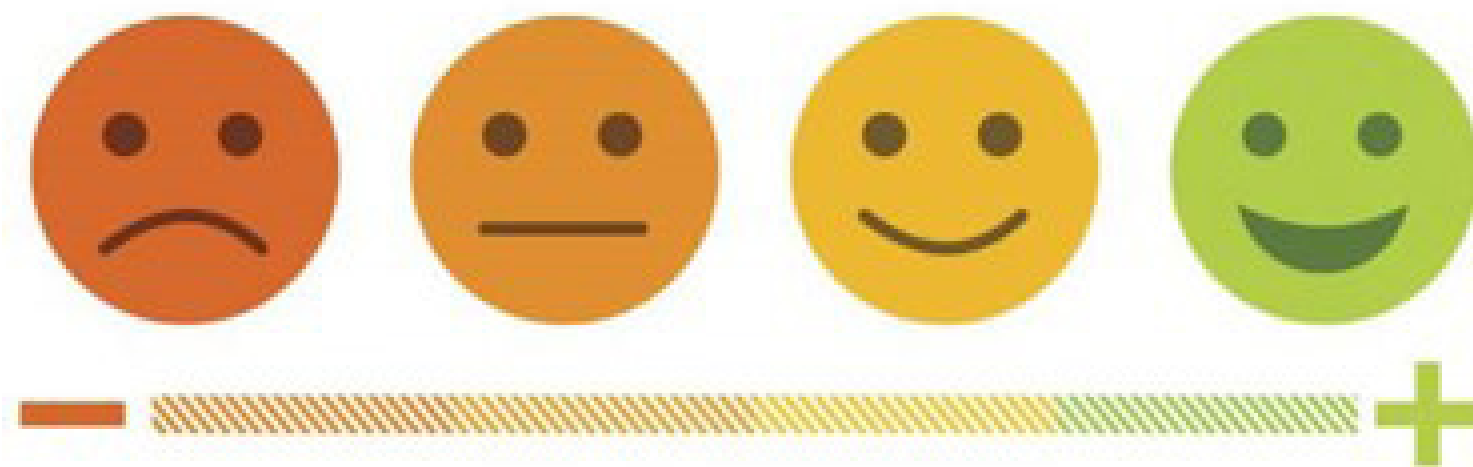
The brain is activated to understand and deal with the **feelings** of applying the product and the immediate next step is a **self-perception** of the expected benefits.



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An **emotion** is created and this emotion has a significant **impact** on the individual's overall **well-being**. More importantly, this triggered emotion (negative or positive) can have a further impact on the **skin** and on biological benefits.

When certain **active ingredients** contact nerve endings in the **dermis**, they can influence one's **mood**. By targeting the interactions between the skin and the nervous system, can play a significant role in **skin balance**.



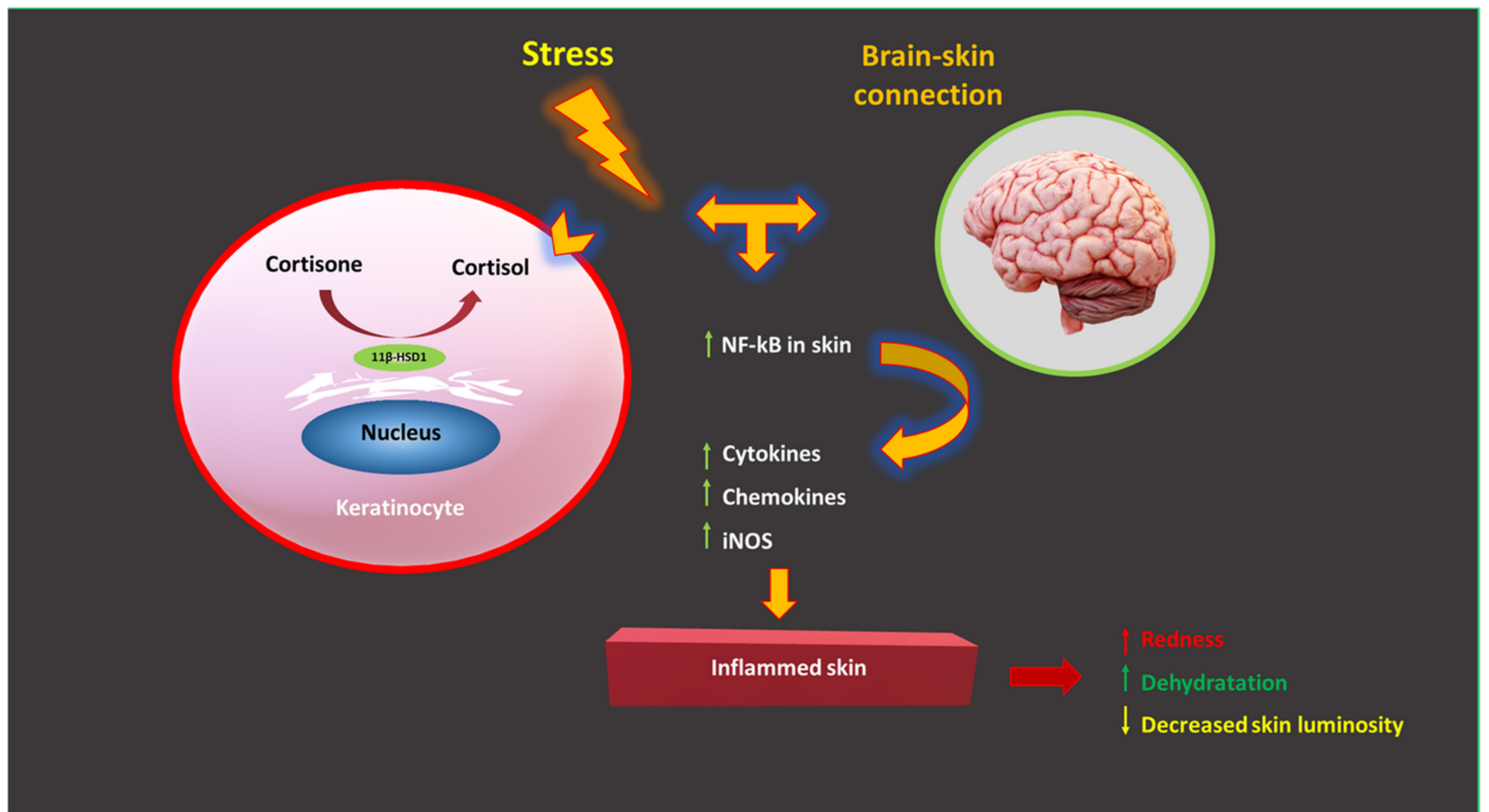
It's all about the brain-skin connection ...

Chemically speaking, a positive emotion will raise the level of **endorphins** which are hormones known to have a **positive** effect on the skin. They support wound healing.



It's all about the brain-skin connection ...

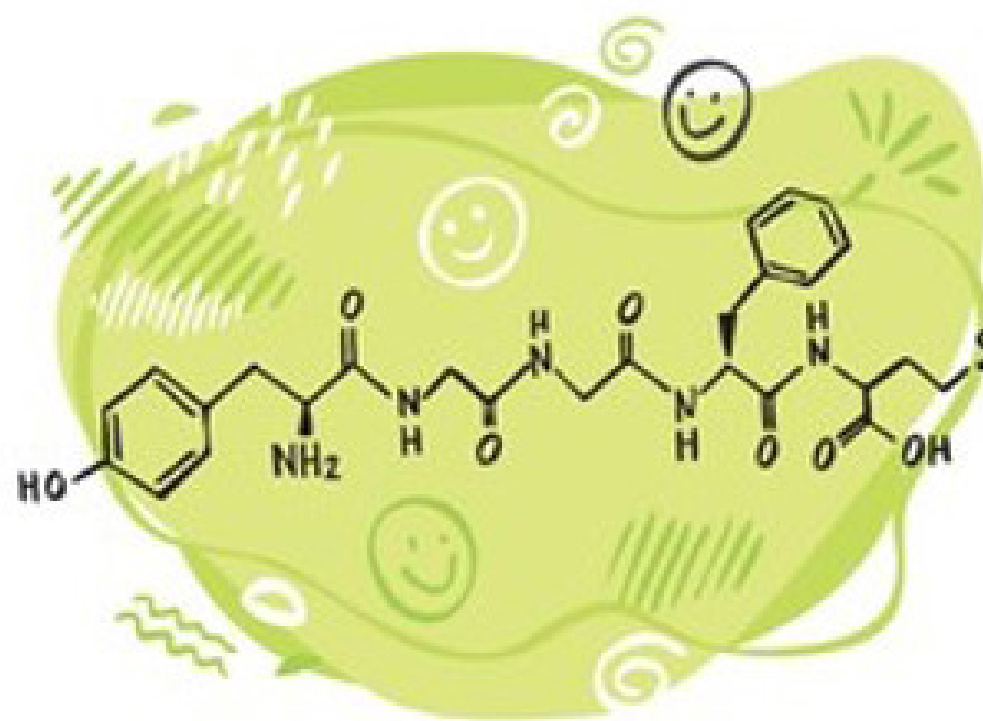
On the contrary, negative emotions may raise the level of some stress hormones, such as **cortisol**, which has a **negative** effect on the skin, like raising the level of key inflammatory mediators.



It's all about the brain-skin connection ...

Next to chemicals, there is a physical aspect. **Sensorial** information generated by the application of a cosmetic product will first go to the **thalamus**, the area of the brain which collects all the **sensory signals** and sends them to the various unimodal cortex areas, like the visual or the auditive cortex.

Additionally, the **amygdala**, which is positioned beneath the cortex and deep within the brain, receives information from the thalamus. This is the part of the body that **makes** and **controls emotions**. It is completely detached from our consciousness. This is where the information will be **emotionally processed**.



Mood Changer?

Scents

#Why: Studies have shown that floral scents, jasmine in particular, can **boost** your **mood** significantly. Inhaling the scent of jasmine has a natural **stimulating** effect on the brain by increasing cognitive-emotional responses, which, in turn, increase **positive** thoughts. The result is that you feel more **energized** and better able to deal with stress.



Mood Changer?

Red Lipstick

#Why: Coco Chanel once said: "If you're sad, add more lipstick and attack."

Studies have shown that **red lipstick** does boost **confidence**. In the study, 300 women were interviewed and 253 of those reported lipstick made them feel "**very confident.**" Furthermore, their study found that while many colours of lipstick can impact the emotions of the wearer, red was the favoured colour and made the respondents feel **happy**.



Mood Changer?

Facials

#Why: Most who've been lucky enough to experience one know a restorative facial feels very relaxing.

Research has shown that the **human touch** alone improves positivity, it's a source of comfort. It's the primary language of **compassion** and has positive emotional benefits.



The good news is that you can indulge guilt-free because the products will improve your mood and, as a result, your mental health.

