

# Renude Insights

March 2026

Renude

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## Editors note

2026 is already gathering momentum, with bold predictions about how AI will reshape the way we work, live, and shop, making it an exciting time for technology and beauty to come together. After the incredible response to our first Insights Report, we're thrilled to be back with Volume 2, exploring the trends defining the future of AI-powered beauty.

Renude has kicked off the year with real momentum. We're thrilled to share that we were named **AI Supplier of the Year (UKI)** at the inaugural Retail Technology Innovation Hub Awards, building on our recent **CEW Digital Innovation Award** win—a recognition that highlights the truly transformative impact of our work. And we're not stopping there: our innovative **AI Skin Advisor** is now live with Cult Beauty, helping deliver expert-level customer service across some 3,500 skincare SKUs.

In this issue, we explore the skincare trends shaping the next decade, dive into how to craft a winning CRM and personalisation strategy, uncover key ingredient insights, feature an interview with DCYPHER's co-founder, and share real customer results from our AI Skin Advisor.

We hope your 2026 is off to a fantastic start, and that you're feeling inspired about the year ahead. If you have revenue goals to hit or are curious about how AI can give your business a boost, I'd love to hear from you at [pippa@renude.co](mailto:pippa@renude.co).



**Pippa Harman**  
CEO & Co-Founder at Renude



# Beauty Tech News

It has been a busy couple of months in the beauty tech world, see our top headlines below.

## Kolmar Korea Showcases Scar Treatment Device

Winner of the Best in Innovation Award at CES 2026, Kolmar Korea has developed technology which uses AI to scan and evaluate an individual scar, classifying it into one of 12 types. Once classified, it then dispenses a specific amount of two formulas; the first to rejuvenate the skin, and the second to provide precise, colour-matched make-up coverage.

[> View full article](#)

## How is AI generated content affecting our self-esteem?

Beauty Independent's Rachel Brown wrote a thought-provoking piece on this topic, digging into the myriad of ways that AI generated content is impacting how we view ourselves. A must-read, with a variety of voices from the industry sharing their take on what brands should consider if taking this path.

[> View full article](#)

## Ceragem unveils AI Rejuvenation Shower System

Smart shower technology that assesses skin metrics, including hydration, pigmentation and elasticity, then adjusts water pH and adds relevant vitamins and skincare ingredients to best support the skin.

[> View full article](#)

## iPolish launches at home press-on manicure device

Also showcased at CES, iPolish have launched an at-home nail care device, capable of colouring acrylic nails with a selection of 400 different colours using your mobile phone. It works by applying a current to the nail to activate the colour choice when you insert each nail into the at-home device. Designed to easily update your nail colour to match your mood!

[> View full article](#)

# What will the future of skincare look like in 2030?

Theresa Yee, Freelance Journalist and Trend Forecaster

The future of skincare will be shaped by advanced AI technology, elevated with cutting-edge innovations and rooted in science, says journalist and trend forecaster Theresa Yee. This article uncovers the key macro and cultural shifts and consumer trends that will impact the global skincare sector over the next three years.

The global skincare market is projected to grow exponentially in the coming years, driven by increased priorities on skin health and rising interest for science-backed skincare solutions. According to [Mordor Intelligence](#), the global skincare products market sizing reached \$162.11 billion in 2025 and is projected to reach \$222.07 billion by 2030, representing a CAGR of 6.50% during the forecast period.

However, the world of skincare is evolving, fueled by consumers seeking efficacy, transparency, functional performance and hyper-personalised products. People are no longer satisfied with just glowing or hydrated skin - they increasingly expect products that go beyond purely aesthetic benefits or instant, quick-fix results to promote holistic wellness, longevity and inclusivity.

So, how will this play out in 2030?

Read on to find out.

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*Mordor Intelligence*

## Climate Smart Skincare: adapting to shifting environments

Shifting weather patterns, soaring temperatures and rising pollution levels isn't just changing our environment - it's also taking a toll on the skin.

[Recent studies](#) demonstrate that extreme weather events and rising global temperatures can impact the skin's microbiome and exacerbate skin problems such as atopic dermatitis, acne vulgaris and psoriasis.

Temperature fluctuations - from dry winter air to scorching summer heatwaves - can wreak havoc on the skin barrier, which can cause dehydration, irritation, breakouts and sensitivity. As climate-related skin issues rise, the need for climate-adaptive skincare that goes beyond just sun or pollution protection will grow in demand.

Greater exposure to a broader range of environmental conditions will drive an uptick for intelligent climate-responsive solutions that protect, hydrate or even cool the skin in hot weather. In the fashion space, [Nike](#) is leading the way with its [Aero-FIT Performance Apparel](#) innovation (which launched in January 2026) that incorporates cooling technology into jersey t-shirts to help elite athletes achieve peak performance while keeping the body cool in extreme atmospheres such as heat or humid climates.

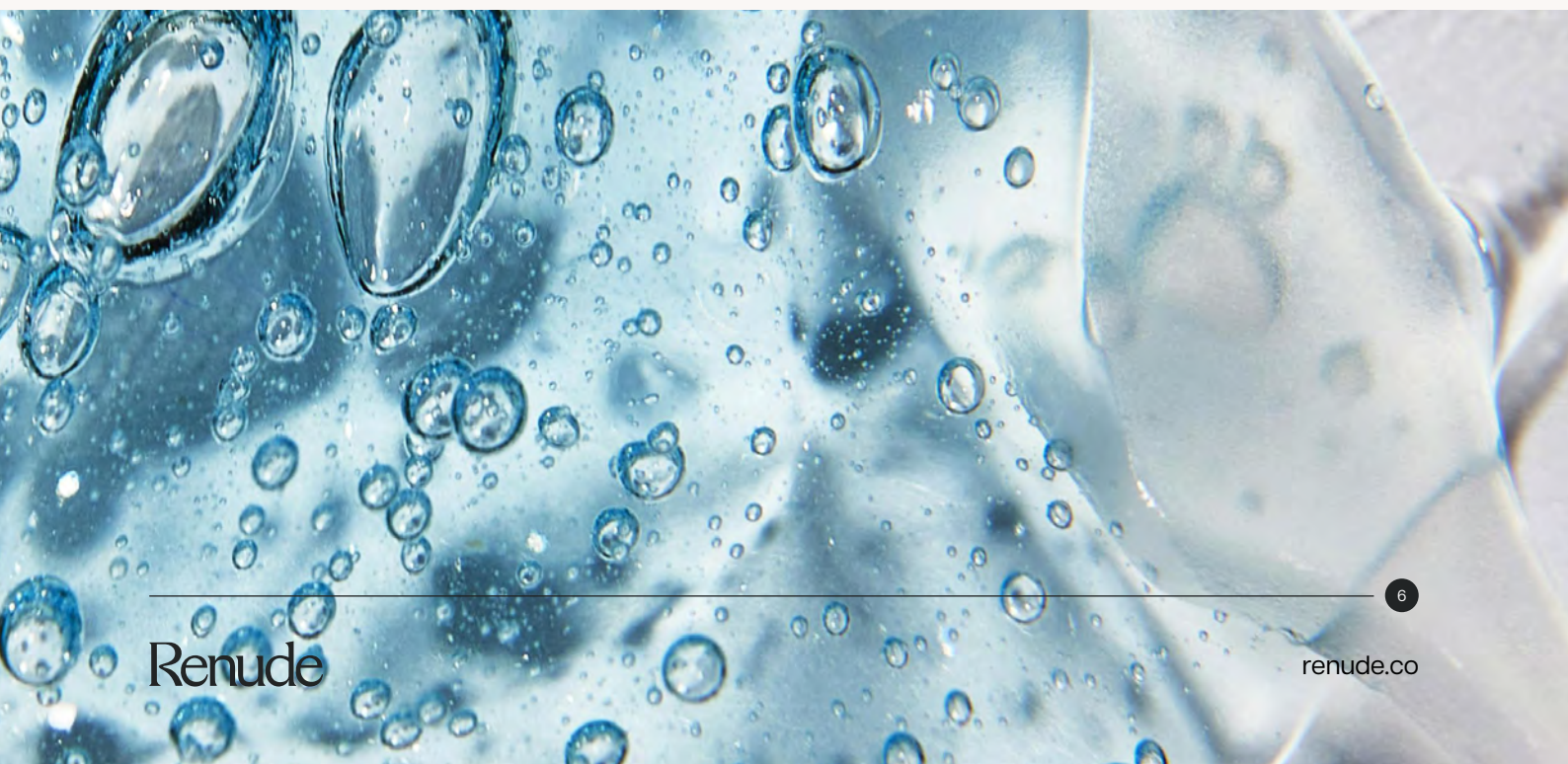
Like fashion, advanced skincare formulas that can adapt to extreme weather patterns, protect from ultra-fine dust as well as adjust to climate stressors will be the next big thing in beauty as consumers seek products with heightened protection.

With climate change set to **intensify significantly by 2030**, consumers will expect brands to offer products that evolve with their skin's changing needs, but also adapt alongside real-time shifts in the environment. Imagine a face cream or serum that can respond to current climate conditions such as humidity and dynamically adjust to the user's surroundings.

Brands are already starting to respond with products that offer cooling textures or humidity control. An early adopter, **Pour Moi** has created a skincare protocol that adapts to climate changes. The 3-Step Climate-Smart Rotating System features four products that work together simultaneously and are tailored to local weather patterns. Another example is **Paracas**. The brand offers a line of three climate-adaptive serums designed for the active outdoor crowd. The one-step formulas are designed to support the skin to adapt, recover and thrive in different environments such as desert, coastal or alpine conditions.

AI skin tech that integrates climate data to offer tailored skincare recommendations based on environmental factors will become even more important as people seek formulas that enhance the skin's resistance to climate-induced stress. This will have strong appeal with frequent global travelers and remote working digital nomads who face rapidly changing environments. Looking ahead, expect to see high-tech skin bio-sensors embedded into wearable devices such as smart watches, rings or patches that can track skin pH, sun exposure or hydration levels to give real-time insights on what the skin really needs so consumers can adapt their skincare routine accordingly.

The demand for tailored skincare routines that respond to real-time factors such as location and different environments will continue to grow rapidly in the coming years as global climates become even more unpredictable. As temperature rises and skin health becomes an increasing concern for consumers, the demand for climate-adaptive products is set to soar.



## Skin Health & Longevity: from vanity to vitality

According to the [World Health Organisation](#), 1 in 6 people in the world will be aged 60 years or over by 2030 and the number of people aged 80+ is expected to triple between 2020 and 2050 to reach 426 million. As the global population continues to age and life expectancy increases, people's attitudes towards skincare and how they view ageing will evolve.

Expect to see the skincare category shift from anti-ageing claims to focusing on healthspans. Skincare that targets cellular health on a deeper level will gain popularity on the mainstream market, with more sophisticated functional formulas and cutting-edge ingredients emerging that can enhance skin function to help delay biological ageing as well as repair itself.

Age prevention is a key priority amongst younger consumers due to increasing pressures from social media and the rise of ageing anxiety. Gen Z will increasingly invest in their beauty routines and will take a more proactive and preventative approach to futureproof their skin against premature ageing while building healthy, resilient skin.

Heavily influenced by social media platforms and the rise of dermatologists who have become trusted voices on Instagram and TikTok, young consumers' expectations of skincare will continue to shift towards more targeted skincare solutions with scientific validation and clinical credibility, backed by experts.

Longevity-driven innovations will continue to shape the next generation of skincare solutions, aligning with cultural conversations and wellness trends that prioritise long-term health and wellbeing.

Crossing over from the wellness industry, longevity has become a key buzzword in beauty but beyond 2026, expect to see a greater focus on science and quantifiable evidence to back up claims. Cosmetic giants [Estee Lauder Companies](#) and [L'Oreal Groupe](#) are leading the way, with major investments in the longevity science space via new technology and innovative ingredients that are intended to extend skin healthspans.

Premium brands like [Pareva Beauty](#) offer a face serum that targets skin longevity with a proprietary Molecur 3 formula, a biotech-derived ingredient from plant stem cells to address biological ageing and inflammation. Scientist-founded company [OneSkin](#) has developed a skincare line that claims to target the root cause of ageing. It boasts a proprietary peptide innovation, OS-01 - a cutting-edge ingredient which is said to strengthen the skin barrier and reactivate collagen production at the cellular level.

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*World Health Organisation*

## Neuro-Derma Care: mood-responsive skincare

Moving beyond just basic hygiene and maintenance, everyday skincare routines are transforming into daily self-care rituals to enhance the mind, body and soul. In a new [global report](#) by personal care firm Kenvue, in collaboration with data and analytics company Kantar, it found that 88% of global consumers said personal care routines positively impact their health, which highlights the importance of beauty products as a proactive tool for supporting long-term health and well-being.

Rising rates of anxiety, stress and burnout is fueling increased interest in mental wellness products and services - with skincare playing a key role. The [Global Wellness Institute](#) estimates that the mental wellness sector will reach \$330 billion by 2027 - highlighting a huge opportunity for beauty brands to tap into.

Brain health is becoming a key area of focus across multiple industries from fashion and fitness to wellness and beauty. Consumers will increasingly search for products to activate the brain in order to optimise their cognitive and mental performance.

Bridging the gap between the skin and mind, beauty products and experiences that have a positive impact on the user's mood and psychological wellbeing while enhancing skin health will gain more traction.

Mental wellness company [Amare's](#) new Skin to Mind brand bridges the gap between dermatology and neuroscience, with products designed to address stressed skin while supporting emotional wellbeing.

[Dermologica's](#) NeuroTouch Symmetry Serum features biomimetic botanical ingredients combined with neurotechnology that claims to sculpt the skin while aromachology helps to lift the mood.



### Theresa Yee

Theresa Yee is a freelance journalist and trend forecaster with 15+ years of experience in editorial content, strategy, and forecasting, with a speciality in beauty and wellness. For twelve years she was the senior beauty strategist at global trend forecasters WGSN.

## Looking ahead...

In the future, skincare will become more dynamic, diagnostic-driven, adaptive and hyper-personalised with products that evolve with the user's lifestyle or location as well as response to environmental stressors in real-time to keep the skin healthy and resilient. Consumers will increasingly look to AI skin tech along with trusted voices and skin experts for skincare advice, guidance and recommendations to help them build a custom skincare ritual that adapts to the climate, where they live, how they feel, their lifestyle and even lifestages such as menopause.

In 2030, expect to see skincare become an integrated ritual of well-being - from regulating mood and emotions to working with the body to deliver long term skin health.



# Turning Skin Data into Email Personalisation: A Practical Klaviyo Playbook

Glenn Cookson, Founder at Apostle

Beauty brands aren't short on customer data. Between Shopify, paid media, onsite behavior, and advanced tools like Renude, **most teams are collecting more information than ever**. And yet, when you look at the average email program, it still **feels generic**: the same welcome series, the same "best sellers" push, the same broad skincare education, the same one-size-fits-all offers.

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## The gap usually isn't *data capture*. It's *data activation*.

That's exactly why skin analysis and quiz experiences have become so effective. They pull intent out of the customer's head and store it as usable data. Renude captures this intent through its quiz and routine recommendation experience, then pushes each selected answer into Klaviyo as standard profile attributes. In other words: the data is already there, ready to be used for segmentation and personalisation.

Used well, this turns email from "broadcast marketing" into something closer to **1:1 guidance**, and that shift shows up in the metrics that matter: conversion rate, repeat purchase, and average order value.

## The problem: broad sends and generic journeys

Even sophisticated brands often run email programs that assume the average customer. A generic welcome flow introduces the brand and promotes best sellers. Campaigns rotate between launches, bundles, seasonal offers, and education, often with only light personalization like first name or location.

In skincare, that approach leaves money on the table because "best sellers" are rarely universally best. When email ignores these differences, engagement drops, not because customers dislike email, but because it feels irrelevant.

Renude's core advantage is that it makes relevance operational. **The answers selected during the quiz are stored on the Klaviyo profile and can immediately be used to tailor messaging**. Common attributes include first name and email, plus skincare-specific fields such as primary and secondary skin goals, skin type, skin tone, sensitivity, barrier health, and date or year of birth. Renude can also send additional fields like a unique link to revisit results and product IDs for recommended products, useful for both content personalization and product logic.

## What "activation" actually means inside Klaviyo

First, the data should influence targeting. The right people should enter the right flows, and campaigns should be sent to the audience that will care most. Second, it should influence messaging, the way you explain the product, the objections you address, and the tone you take with the customer. Third, it should influence recommendations, particularly when product IDs or routine outputs can be used to keep the customer experience consistent from quiz to inbox to checkout.

Here are five high-impact approaches we typically recommend to activate quiz data in Klaviyo, focused on the lifecycle moments that drive conversion and retention.

### 1. A post-quiz journey that continues the consultation

Quiz completion is a high-intent moment. If your follow-up is generic, you lose momentum; if it's specific, you earn trust and shorten the path to purchase. A strong post-quiz series typically recaps results in a personal way, reinforces the routine recommendation, and removes friction by answering the questions customers are often hesitant to ask (how to use, what to expect, what to avoid). If you include a link back to the analysis, you also create a natural re-engagement loop that makes the experience feel ongoing rather than transactional.

**What you need:** A Klaviyo flow triggered by quiz completion (Renude makes this straightforward because quiz answers are already stored as standard profile attributes). Use attributes like primary goal, skin type, sensitivity/barrier, to drive simple splits or conditional content, and where available, include the unique routine link and recommended product IDs so the journey feels like a continuation of the analysis.

### 2. High-intent segmentation for campaign targeting

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### 3. Cross-sell and routine expansion flows

Cross-sell works best when it feels like the next logical step, not an upsell. Routine expansion flows perform because they translate “what’s next” into a simple plan: what complements what they bought, what supports their goal, and how to progress without irritation or overwhelm. This is especially important for sensitive or barrier-compromised profiles, where pushing aggressive add-ons can backfire.

**What you need:** A post-purchase (or post-quiz) flow that recommends the next routine step based on the customer profile (Renude makes this easier by providing the context that generic cross-sell usually lacks). Use sensitivity/barrier health as guardrails so recommendations feel safe, helpful, and consistent with the customer’s needs.

### 4. Lifecycle and demographic touchpoints (DOB, age bands, birthdays)

When DOB or year of birth is available on the profile (as part of your Renude quiz), you unlock lifecycle touchpoints that customers tend to welcome: birthday gifting, age-band education, and gentle routine check-ins over time.

**What you need:** A birthday flow built from DOB or year of birth stored on the Klaviyo profile (Renude can supply this directly through the quiz). Use it as a light-touch lifecycle moment, offer a small gift or perk, and invite customers to revisit or update their skin analysis via the unique results link (or retake the quiz) so the message feels like a personalised check-in rather than a generic promotion.

## 5. Dynamic personalization inside campaigns (advanced)

Segmentation boosts relevance, but it can also create workload if every audience needs a separate email. A scalable alternative is one core campaign with conditional modules, so customers see the right angle based on their Renude profile.

This is typically an advanced setup because it depends on clean template logic and well-managed conditional content. If you don't have strong in-house technical capability, it can be worth getting expert support to keep it robust and easy to maintain.

**What you need:** One master campaign layout with conditional blocks driven by Renude attributes (goal, skin type, sensitivity/barrier).

### Conclusions

One advantage of Klaviyo is that you can see what's working and adjust quickly, both in flows and in campaigns. Renude gives you the **missing context behind a skincare purchase**: what the customer is trying to solve, already **stored on the Klaviyo profile**. When that context shapes targeting, messaging, and recommendations, emails feel less like promotions and more like guidance, and that's what tends to lift conversion early and repeat purchase later, without relying on higher send volume.



#### Glenn Cookson

Glenn Cookson is the Founder at Apostle – helping brands get more from their CRM and email marketing through smarter strategy and activation.

Visit: [apostlecrm.com](https://apostlecrm.com)



# Ingredient spotlight: Ectoin

Pippa Harman, CEO at Renude

Renude has seen a rising trend in consumers asking about their skin barrier, and wanting to understand the ingredients they can use to support healthy skin.

As the number of professional influencers such as dermatologists continues to grow, the movement to simplify and streamline exfoliating ingredients in favour of more gentle formulations has become apparent.

## Time for Ectoin to enter the chat!

I first saw this ingredient used by Heliocare within the launch of their 360 D+ range in 2021. It was included in the formulations to support UV protection.

Heliocare (my go-to brand for sunscreen) always include extra goodies in their formulations to negate the damage UV can cause (even with sunscreen) - the belt and braces if you will!

Ectoin is a natural ingredient, first discovered in 1986 by scientists in the Egyptian desert. They noticed a microorganism thriving in the harsh saline environments, and on investigation realised this was due to the natural production of Ectoin, which acted to protect cells from environmental stresses.

Ectoin has been commercially manufactured by Bitop in Germany since the 90s, but despite being established, it has received significant recent attention with a flurry of new launches. With 40 clinical studies carried out on the molecule, it boasts skincare properties including;

- Protection: 48% reduction in pollution-induced skin damage, 100% protection of epidermal im
- Barrier health: 38% reduction in redness, 28% in transepidermal water loss (TEWL)

- Anti-ageing: 86% reduction in skin roughness, 82.4% increase in elasticity
- Hydration: 200% increase in skin hydration. microbiome friendly

With recent launches from high street favourites The Inkey List and Byoma to luxury brands including Allies of Skin and Biossance, this ingredient works for both performance and cost.

## Product examples



### The Inkey List - Ectoin Hydro-barrier serum

[> View product](#)



### Paula's Choice - Ectoin 7% + Hyaluronic acid hydrating serum

[> View product](#)



### Allies of Skin - Copper Tripeptide + Ectoin Advanced repair serum

[> View product](#)

# Case study: Nip + Fab

Discover how Nip + Fab achieved a 16% conversion rate and 42% uplift in average order value from Renude Skin Chat.

## The Results

# 16%

conversion rate from open chat to purchase

# +42%

uplift in average order value

# 68%

of people that engage leave their email

# >70%

reduction in incoming CX tickets related to products, ingredients, and routine building

*“ At Nip+Fab, we do the science so our customers can see the results. Renude allows us to extend that same level of expertise to every shopper, instantly. It cuts through the noise for customers who want simple, credible solutions without needing to be a skincare expert or spend hours researching routines ”*

Syhem Hattabi  
Customer Service Lead, Nip + Fab

## The Challenge

Nip + Fab has long been known for its results-driven, ingredient-led formulas. With this success came a predictable operational challenge: customers wanted personalised help—every day, at every hour.

The brand was experiencing a rapid influx of questions across their channels:

Nip + Fab knew that providing this level of advice dramatically improved conversion and order value, but scaling a team of expert advisors wasn't feasible. As DTC performance became an even higher priority, they needed a way to:

- Convert more shoppers to sales on-site
- Increase routine uptake / number of products purchased in a single transaction
- Drive higher re-purchase rates
- Maintain the high quality CX advice and ingredient expertise that the brand is known for

## The Solution

A digital skin advisor built for a luxury audience. Renude created a fully brand-aligned Nip+Fab Skin Advisor, designed to:

- Provide premium, high-touch guidance
- Reflect Nip+Fab's sophisticated tone of voice
- Surface brand USPs naturally and intelligently
- Deliver clinically grounded, personalised routines
- Create the feeling of having a dermatologist in your pocket

The experience fit seamlessly with Nip+Fab's aesthetic—minimal, sleek, confident—while empowering shoppers with credible, expert-level advice.

# The Interview: Dr Alex Box, V Metics

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## How would you describe V Metics in one sentence?

The world's first intuitive virtual cosmetic software tool .

## What was the inspiration behind its development?

As an innovator in the beauty industry for over 25 years I have identified a need to for digital tools to enable education to level up . V-METICS supports artists and creators with intuitive software. As a former creative director of a beauty brand I saw the need for a new way to translate creative vision down the chain from R and D to global training.

## What is your vision for the technology / company?

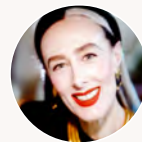
V-METICS' vision is to become the global platform that connects education, brands, and digital marketplaces. By creating new economic models, assets, IP and material truth to drive an ecosystem across the creative industries with transferable digital assets. This opens new commercial models that drive innovation, education, and sustainable growth across beauty, fashion, film, and gaming.

## What has been your most exciting moment for the business so far?

Being awarded creative catalyst funding through the UKRI which recognises the potential of V-METICS within the creative economy.

## What is your 5 year prediction for technology within the beauty industry?

While AI is seeing a significant impact in analysis and diagnostics applications. We are also seeing a foundational requirement to preserve the human hand and artistry in beauty and cosmetic application. In 5 years we are going to see tech enable a multiverse where beauty becomes an identity gateway to entertainment, education and economy.



**Dr Alex Box**

*Founder V Metics*

Dr Alex Box is a leading voice in beauty technology, innovator of intuitive eco systems and tools, and serves as a Beauty Technology Expert and board member of the British Beauty Council.

‘While AI is seeing a significant impact in analysis and diagnostics applications. We are also seeing a foundational requirement to preserve the human hand and artistry in beauty and cosmetic application.’

# What we're loving this quarter

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BOOK

## Malala Yousafzai, Finding my Way

A funny, candid coming of age story of a woman whose story is in equal parts completely relatable (friendships, studies, love) yet entirely unimaginable (speaking at UN conferences, negotiating with world leaders while juggling a degree).

> [Discover more](#)



Documentary

## Taylor Swift, End of an Era

An undeniable masterclass in effective leadership; obsessing over your customer, rewarding your team and delivering on your promises and more. What is not to love?!

> [Watch on Apple TV](#)

## About Renude

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Renude is your expert AI skin consultant, scaled to every customer. Our B2B white label technologies plug into your e-commerce store to provide AI skin analysis, product recommendations and personalised advice to your customers. Tailored to your product offering and brand identity, our AI has been proven to drive increases in e-commerce conversion and average order value, while collecting valuable insights to power smarter commercial decisions.

Our innovative suite of technologies have been developed by a team of dermatologists, aestheticians, formulation chemists and data scientists to deliver best in class personalised advice, shaped by real conversations with beauty shoppers.

If you're interested in learning more, book a demo.

[Book a demo](#)

Renude

# AI-Beauty Digital Solutions for Brands and Retailers

AI skin advisor, scaled to every customer

[Book a demo](#)

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