

The selfie generation and its impact on make-up:

new needs, new claims, new tests...

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New needs: Selfie generation can be defined as “today’s teens and young adults that are the first generation to have come of age after the rise of the social, mobile web, so the avenues through which they interact with media are by definition new and different” [1]. Such generation is present several times per day and per hour (!) on social networks such as Instagram, Snapchat, Facebook, YouTube, twitter, by mails or SMS... Selfies are probably the most shared item. A new clothe, a different hairstyle, going out with friends: every situation is a pretext to make selfie and to share it with its community! For women, this selfie trend has for consequence the need to look at its best face whatever the situation or the moment of the day. Face, eye and lip make-up participate to achieving a “photo-ready” finish...

New claims: 20-35-year-old women from the Asian-Pacific region are precursors in that domain. Heavy users of social media and makeup, they demanded cosmetic products with long-lasting properties, resistant from morning through work and exercise until the night, without reapplication! This trend is now expanding to the rest of the world. Make-up need to be long wear, non-greasy, breathable, without transfer, waterproof, sweat proof and should confer a protection against environmental stress (sun, pollution, humidity).

New tests: The presentation will detail some of tests that can be used *in vivo* to evaluate these new make-up claims.

As an example, the “breathability” of cosmetics can be quantified by measuring partial pressure of oxygen and partial pressure of carbon dioxide at skin surface (TcPO₂ et TcPCO₂, respectively). A dedicated monitor, equipped with a combined oxygen/carbon dioxide sensor, is used for the measurements. The absence of modifications in the transcutaneous gas exchanges after application of the make-up attests from the normal skin “breathing”.

Protection against pollution is becoming a major market need. Anti-pollution products can act either as a shield against pollutant deposit or repair oxidative damages. In the former case, our laboratory developed a protocol mimicking fine particles deposit. We use this approach to evaluate the protective action of foundation creams.

Some specific work is in progress for the evaluation of “sweat proof” and “very-sweat proof” resistance as well as durability aspect. They will be disclosed at the congress...

Reference

<http://www.adweek.com/digital/instagram-users-can-now-share-up-to-10-photos-and-videos-in-a-single-post/>