

TECH SCAN

BEAUTY TECH



WHERE MIND MEETS MARKET

A. What is BeautyTech?

BeautyTech is the junction of beauty and advanced technologies, transforming how consumers experience, purchase, and interact with personal care and cosmetic products. It encompasses a wide range of innovations from artificial intelligence and augmented reality to biotechnology, IoT connected skincare devices, and sustainable material science.

Originally rooted in traditional cosmetics and skincare, the beauty industry has evolved into a high-tech arena where data-driven personalization, scientific formulation, and digital interactivity are reshaping both products and services. This shift has been accelerated by changing consumer expectations, increased digital fluency, and the demand for transparency, sustainability, and performance.

B. From cream to code: The evolution of Beauty

The evolution from traditional beauty creams to tech-infused skincare marks a fundamental shift in the beauty industry's approach to innovation and consumer engagement. For decades, beauty routines revolved around generalized creams and lotions focused on hydration, anti-aging, or brightening often marketed more through brand storytelling than scientific efficacy. However, with the rise of ingredient-conscious consumers, especially Millennials and Gen Z, there has been a growing demand for transparency, customization, and clinical credibility. This gave rise to the "skintellectual" movement, where users actively researched ingredients like niacinamide, peptides, and AHAs, pushing brands to adopt a more science-backed and minimalist approach.



Building on this demand, the industry entered a new phase defined by BeautyTech, the integration of advanced technologies such as artificial intelligence, smart devices, augmented reality, and biotechnology. AI-powered skin analysis tools now provide personalized product recommendations by scanning the user's face via smartphone cameras, while at-home devices like LED masks and microcurrent tools replicate spa-level treatments with precision and convenience. Meanwhile, biotech innovations are reshaping formulations, with lab-grown ingredients, microbiome-based solutions, and DNA-personalized products redefining efficacy and sustainability.



C. Popularity and Growth of BeautyTech in the Current Era

BeautyTech has experienced explosive growth in recent years, evolving from a niche innovation segment into a mainstream driver of industry transformation. This surge has been fueled by the convergence of digital fluency, scientific advancements, and changing consumer expectations for personalization, convenience, and transparency. The global BeautyTech market is projected to reach over \$9 billion by 2030, driven by demand for smart devices, AI-based skincare, and biotechnology-enhanced products. Major beauty conglomerates such as L'Oréal, Estée Lauder, and Shiseido have significantly increased R&D investments in AI diagnostics, virtual try on technologies, and wearable beauty devices, while startups continue to disrupt with agile, tech-first solutions.



PATENTABLE ASPECTS



AI
skin analysis

Personalized
Product
Recommendation



Virtual Try-ons

Smart skincare
dispensers

Machine based
treatment device



AI based hair and
scalp health analyzers



Smart
mirrors

Wearable skin
health monitors

Biometric sensor-
enabled diagnostic
tools



Real time skin
feedback system

Genetic based
skin profiling
platforms



Automated makeup
application system

Parameter regulated
treatment tools



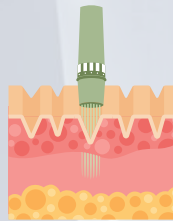
Skin tracking
application



Skin condition
mapping technologies

Voice controlled
beauty assistants

PATENT LANDSCAPE



Database: Questel Orbit
Data Range: 01/01/2021 - 01/09/2025

TOP APPLICANTS (GLOBAL)

207

SONY SEMICONDUCTOR
SOLUTIONS

180

L'OREAL



114

FLOSSOM GD BEAUTY
TECHNOLOGY

126

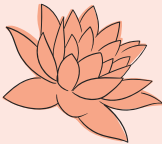
SHISEIDO

143

SHENZHEN ACCOMPANY
TECHNOLOGY

113

PROCTER & GAMBLE



93

SBC MEDICAL
GROUP

107

ULIKE SHENZHEN SMART
ELECTRONICS

69

XIAMEN SOLEX HIGH
TECH INDUSTRIES



62

GUANGZHOU STARS
PULSE

60

GREE ELECTRIC
APPLIANCES



52

BROAD INSTITUTE OF
MIT & HARVARD

56

KAO



49

HANGZHOU ULIKE
TECHNOLOGY

44

MIT - MASSACHUSETTS
INSTITUTE OF TECHNOLOGY

41

KOSE



37

SONY GROUP

38

SOFTBANK GROUP

36

PANASONIC INTELLECTUAL
PROPERTY MANAGEMENT

35

BLOOMAGE BIOTECHNOLOGY

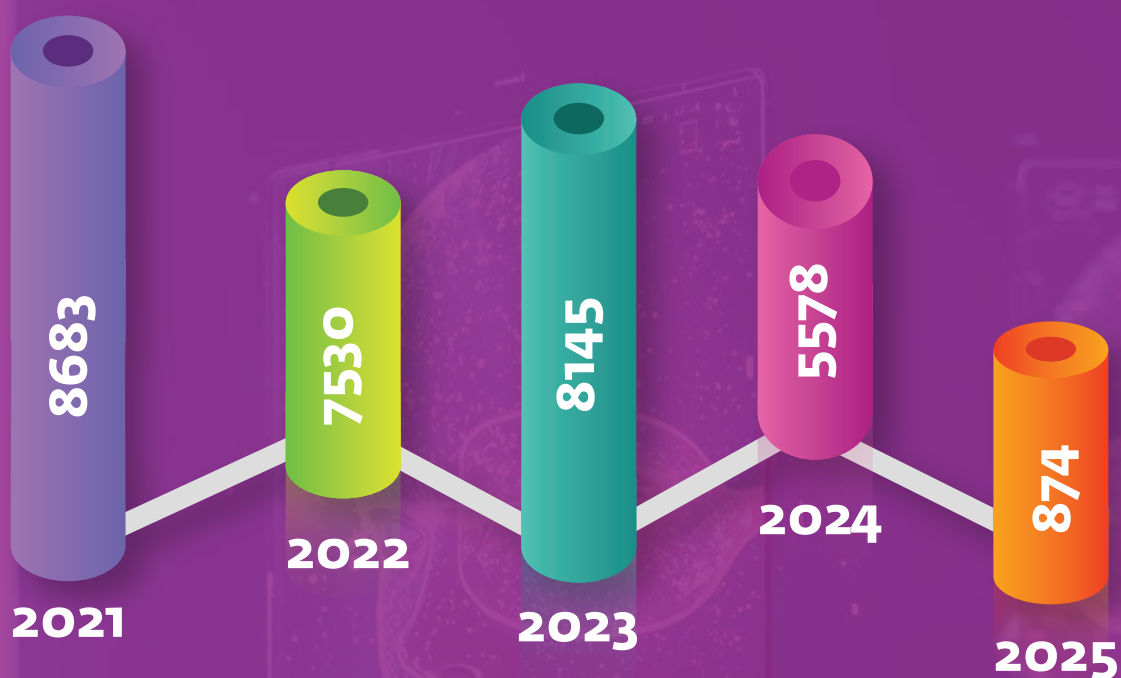


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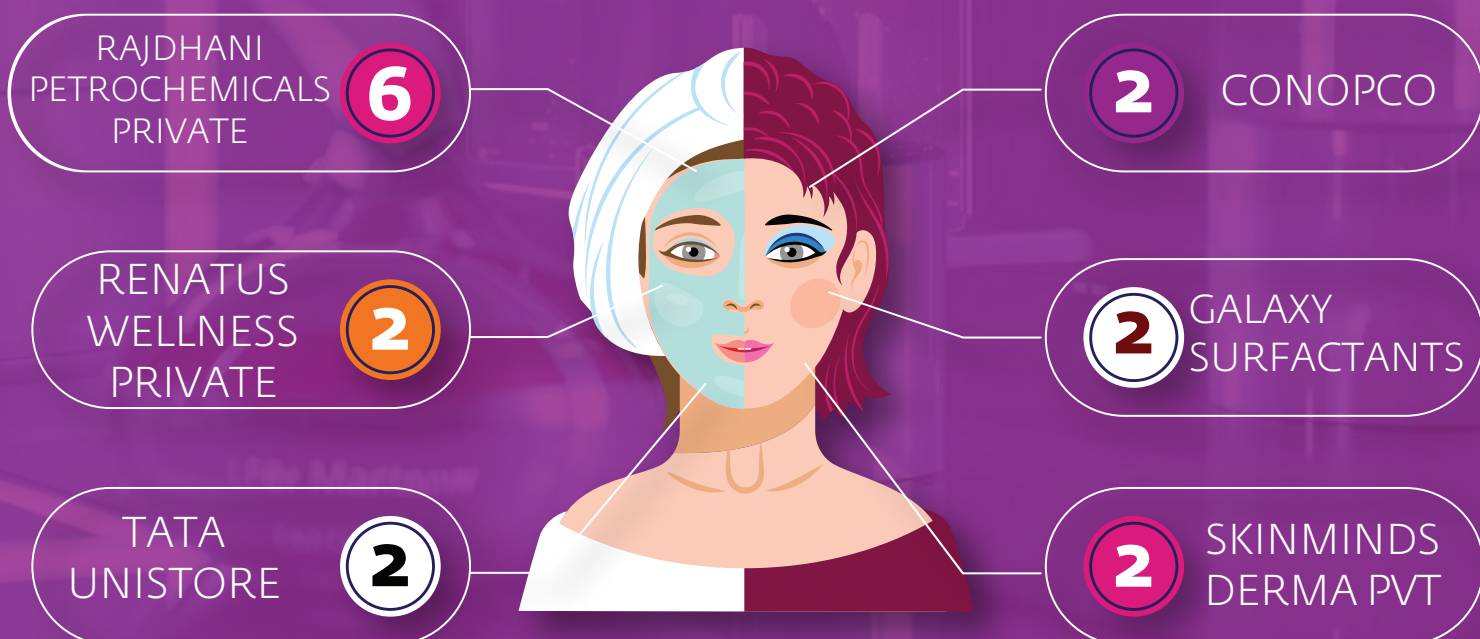
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PATENT STATISTICS



TOP APPLICANTS (INDIA)



NOTABLE INNOVATIONS

Patent Application	Priority date	Title	Assignee
US12249233	2022-08-01	Beauty care system	BLOOM CLASSIC
KR102536710B1	2021-04-08	Skin care device	RAMU
KR10-2314166	2021-06-25	Beauty care total solution device that curates beauty care products by analyzing user's facial contour and skin type	UBUNTU DESIGN
CN221637929U	2023-12-26	Magnetic stirrer for beauty and skin care products	Guangzhou Hengfang Biotechnology Co Ltd
EP4112064	2022-06-27	Skin care nutraceutical composition	ASC Regenity Ltd
US20220401014	2022-06-21	Portable skin condition measuring apparatus, skin condition care system including the same, and skin condition care method	Gpower Inc
IN202517061572	2023-12-21	Cosmetic procedure device having contact detection sensor, and control method therefor	APR
IN569912	2022-10-19	A method and system for recommending beauty product(s) for a subject	FLIPKART
IN299799	2011-05-04	Nanoparticles Dispersion for Detection of Skin Health Conditions and a Diagnostic Kit Thereof	ITC
US20050165706	2003-12-29	Beauty-related diagnostic methods and systems	LOreal SA
US20220211162A1	2020-04-22	Skin care apparatus	LG Household and Health Care Ltd

WHITESPACES

Electrode based
beauty systems



AI powered
personalized
Ayurveda beauty
solutions



Moisturizing
based beauty
systems

Ion
introducer



Injection



Identification
system

Beauty
appliance
operation

Smart
fragrance
delivery
systems



Metabolism
systems

Smart
sunscreen
applicator

Allergy and
sensitivity
testing
platforms

Anti-pollution
skin care
systems

Male
grooming
device



Formulation
dispensers

Sustainable beauty
systems



Climate adaptive
skincare system

Dermatological
wearables



If you would like to learn more about any of these areas or have specific questions, we're here to provide further information and insights. Our team is dedicated to driving progress and staying at the forefront of Beauty Tech.

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