ForeSights: Magnetic Technology in Skincare and Make-Up

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ForeSights: Magnetic Technology in Skincare and Make-Up

Summary

"ForeSights: Magnetic Technology in Skincare and Make-Up" explores the opportunity for innovation into magnetic technology across the skincare and make-up categories.

Magnetic technology has the potential to offer several applications in make-up and skincare including improving ingredient absorption, make-up application and design, waterless formulation, and cleansing.

Scope

- Magnetic technology could offer a unique route to appeal to highly experimental Millennials.
- High priority is placed on how unique a product is when making beauty and grooming choices, creating opportunities for these unique delivery and application methods.
- This type of technology capitalizes on positive perceptions and the established nature of magnotherapy.

Reasons to buy

- Gain insight into the different routes through which products can align with this concept including examples of emerging innovation.
- Gain insight into the potential opportunities, challenges, and recommendations for harnessing this approach.
- Identify the innovation implications of magnetic technology in skincare and make-up.

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Table Of Contents for ForeSights: Magnetic Technology in Skincare and Make-Up

- Table of Contents
- About ForeSights
- What?
- Why?
- Take-out
- Appendix
How to Buy...

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