

A photograph of three women of different ages and ethnicities posing together. The woman on the left is young with dark hair, wearing a pink shirt and a pink scarf. The woman in the middle is young with light brown hair, wearing a dark purple shirt. The woman on the right is older with dark curly hair, wearing a light grey top. They are all looking towards the camera. The background is a simple indoor setting with a painting and curtains.

Beyond anti-ageing:

How longevity science
is changing beauty

ORIFLAME
— SWEDEN —



Foreword from Anna Malmhake

For decades, the beauty industry has been shaped by the idea of resisting time. As our understanding of ageing advances, so too must our definition of beauty.

We are living longer than any generation before us, creating new possibilities and new expectations for how we live, feel and age. At Oriflame, we believe beauty is not defined by the absence of age, but by the presence of wellbeing. It is the visible expression of skin that is supported to function well over time.

Longevity science is transforming how we understand ageing at a biological level, showing that it is not a single or passive process, but one shaped by interconnected mechanisms that can be influenced. This insight allows us to look beyond the surface and towards approaches that support resilience, repair and long-term vitality.

This paper reflects Oriflame's long-standing commitment to science-led innovation in beauty and wellbeing. By integrating expertise across skin biology, nutrition and longevity research, we are helping to shift the conversation from anti-ageing to pro-longevity, placing health at the heart of beauty. As you read on, I invite you to explore a more complete story of ageing, one that is proactive, connected and grounded in the belief that living well is the most powerful expression of beauty.

Anna Malmhake, CEO and President Oriflame Cosmetics


Anna Malmhake
CEO & President, Oriflame



Chapter 1

Longevity & Living Well

We are living longer than ever before, but are we living better?

Over the past century life expectancy has risen dramatically, with the number of people aged 80 and up estimated to triple by 2050¹, and many children born today, particularly in developed regions, expected to live into their 90s.

Longer lives have been made reality through sustained progress in healthcare, improved nutrition and rising living standards. Advances in the treatment of disease, alongside healthier lifestyles overall, have extended not just lifespan, but the possibilities that come with it.

Regardless of whether we are approaching the limits of how long we as humans can live, our longer lifespans are altering how we think about ageing and the years ahead.

For each of us the prospect of additional years opens up new possibilities, encouraging us to think more intentionally, not just about how long we live, but how well. How do we want to feel, function and sustain vitality as the years pass? We begin to imagine what we might do with those extra years - the roles we hope to play and the contribution we want to make in later life.

It has long been recognised that while science has added years to life, it is up to us to add life to those years. This feels more relevant today than ever before. Advances in medicine may have extended lifespan, but the defining factor of those additional years is undoubtedly, health.

Ultimately it is our wellbeing, vitality and resilience that can transform how long we live and how we experience those later decades.



This change in perspective is also beginning to redefine beauty, where for many years the language of the industry has been dominated by a vocabulary of resistance.

The prevailing model was often reductive, reactive and surface-focused with ageing treated as something to be fought, delayed or concealed – reflected in the decades of advertising built around ‘fighting’ wrinkles or ‘hiding’ grey hair. This fixation on correction risked reducing ageing to a series of visible flaws that had to be managed at the surface, rather than recognising the complexity of underlying biology.

But a gradual yet meaningful revolution has been unfolding. Rather than focussing solely on visible signs, we are witnessing a fresh perspective where skin and appearance are recognised as markers of a deeper biological vitality.

This way of thinking isn’t about rejecting aesthetics altogether, but about placing more emphasis on the connection between how we look and what’s happening within. It invites a richer exploration beyond what we see, to where the biological processes that shape how we age first begin.

Chapter 2

Beauty redefined

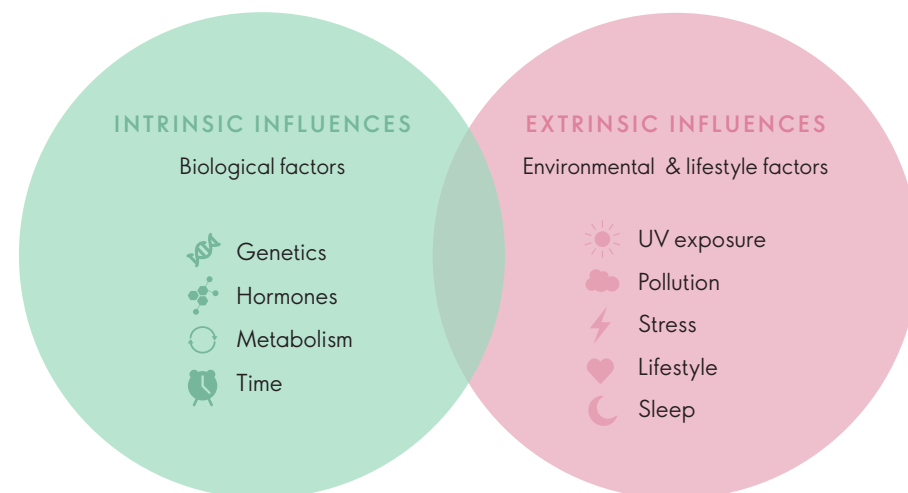
Chapter 3

A more complete story of ageing

Ageing is not just what is reflected in the mirror. Skin changes like fine lines, loss of firmness and uneven tone, are simply the visible expression of complex processes that develop as time passes. What we see is only the final chapter of a more intricate biological story.

Beneath the surface cells are continually responding to stress, repairing damage and trying to maintain balance. As these critical processes become less efficient, telltale signs begin to show up on our skin.

Skin ageing is influenced by a combination of intrinsic and extrinsic factors. Intrinsic ageing encompasses the natural effects of the passage of time and our genetic blueprint, while extrinsic ageing reflects external exposures such as UV rays, pollution, lifestyle choices and emotional stress. Together these influences place increasing pressure on the skin's ability to repair and maintain itself.



How does ageing unfold?

Damage

What accumulates

Daily stress affects the skin
UV, Pollution and lifestyle all play a role
Cells experience wear and tear

Everyday life gradually creates stress and damage within the skin



Response

How the skin reacts

Cells try to repair themselves
Inflammation can increase
Skin becomes less efficient at repairing itself

Skin is constantly trying to repair itself but becomes less effective with age



Decline

What we start to see

Less energy in the skin
Slower repair
Loss of firmness, more visible lines

This is when biological changes become visible on the skin

Over time this leads to an accumulation of biological stress. Everyday exposures generate unstable molecules that damage cells, while the systems responsible for producing energy, repairing damage and maintaining cellular balance become progressively less effective.

Ageing in this sense, is not a single event, but the gradual slowing of the skin's ability to repair, renew and respond to stress.

As these vital processes slow, the skin's structure and function begin to change. The production of critical components declines, repair becomes more incomplete, and inflammation often increases, all of which eventually manifests as the signs we associate with ageing.

By examining these mechanisms, we can piece together a clearer picture of how and why we age, which can guide us in finding ways to better support skin across the lifespan.

While our skin is often seen as a mirror of internal biological health, it is neither passive nor purely a surface for cosmetic changes. It is a living, dynamic and vital organ that is in constant dialogue with our brain and our gut, and very actively contributing to our overall wellbeing.

Beauty in this context, becomes less about appearance and more about the visible expression of biological resilience. Skin that repairs well, and sustains its ability to function will both look, and behave, better over time.

Chapter 4

What is longevity science?

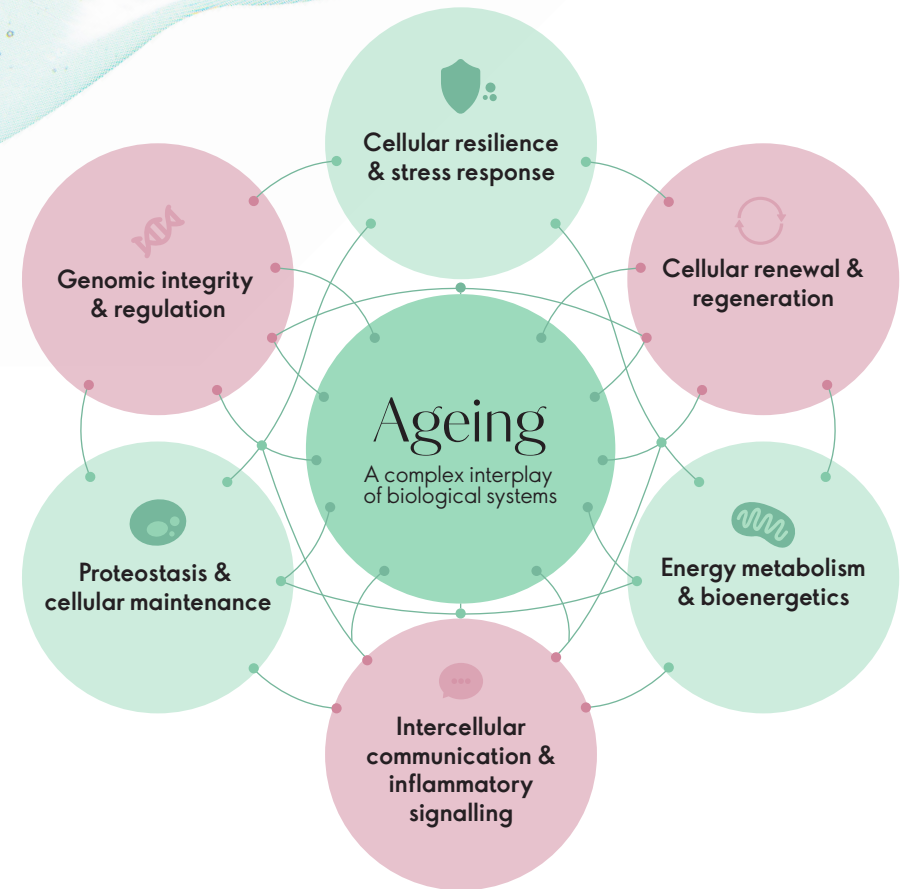
For many years the biology of ageing was considered in fragments with individual processes studied in isolation. What was less understood was how these processes connect, interact and collectively shape how we age².

Over the past two decades, scientists have been working to unravel what drives ageing at the molecular and cellular level. Referred to as longevity science, this field explores what our biology can reveal about how and why we age.

From this growing body of research, a framework has emerged known as the *hallmarks of ageing*³. These hallmarks describe the common biological patterns that develop in response to a lifetime of stress – essentially all the processes that underpin ageing in every cell, tissue and organ in the body.

In simple terms, they can be thought of as the body's signals of wear, repair and response. By distilling vast amounts of complex information into a coherent framework, the hallmarks offer a clearer picture of how ageing unfolds. They not only explain the mechanisms by which we age but can reveal opportunities to influence the rate of ageing.

The hallmarks can be grouped into three overarching categories: the initial damage that progressively accumulates, the body's response to that damage, and the eventual decline that follows. Through this progression we can more fully appreciate the nature of age-related changes and why they occur.



Adapted from López-Otín et al. (2023), Cell 186, 243–278

Importantly, this framework continues to evolve -as research advances, new hallmarks are identified and our understanding extends further, reflecting the vast biological complexities of ageing.

What this framework makes clear is that ageing is not random but driven by identifiable, interconnected processes.

Chapter 5

Pro-longevity approaches

Longevity science and the hallmarks of ageing have enriched our understanding of biological ageing, making clear why deterioration occurs and where meaningful intervention is possible.

This has helped drive a clear shift in how skincare is designed. Rather than waiting for visible signs to emerge, the priority has moved to supporting skin before damage fully takes hold, targeting the signals that drive ageing and decline beneath the surface.

Where skincare once focused on correcting visible signs, it is increasingly moving towards supporting the biological processes that drive them, where the emphasis is on improving cell function, aiding repair systems, and helping skin adapt more effectively to stress. Ultimately promoting long-term skin vitality and health.

At the same time, a growing body of research across beauty and life sciences is beginning to demonstrate how the biological processes that drive skin ageing can be influenced in measurable ways. What was once largely theoretical is now becoming an area of active study, opening the door to more targeted routes to skin longevity.

Within this evolving landscape, proprietary research by brands offers a clear example of how these advances are beginning to translate in practice. Work conducted by Oriflame's research and innovation teams suggests that targeted bioactive technologies can influence multiple biological processes associated with ageing.

Oriflame is well positioned within this emerging field, with almost 60 years of beauty expertise, and more than 15 years' experience investigating multi-pathway skin biology. This is further strengthened by long-standing integration of expertise across cosmetics and nutrition, combining disciplines from skin biology and phytochemistry to nutritional science and clinical research, enabling a holistic understanding of how skin functions, ages and can be supported throughout the ageing process.

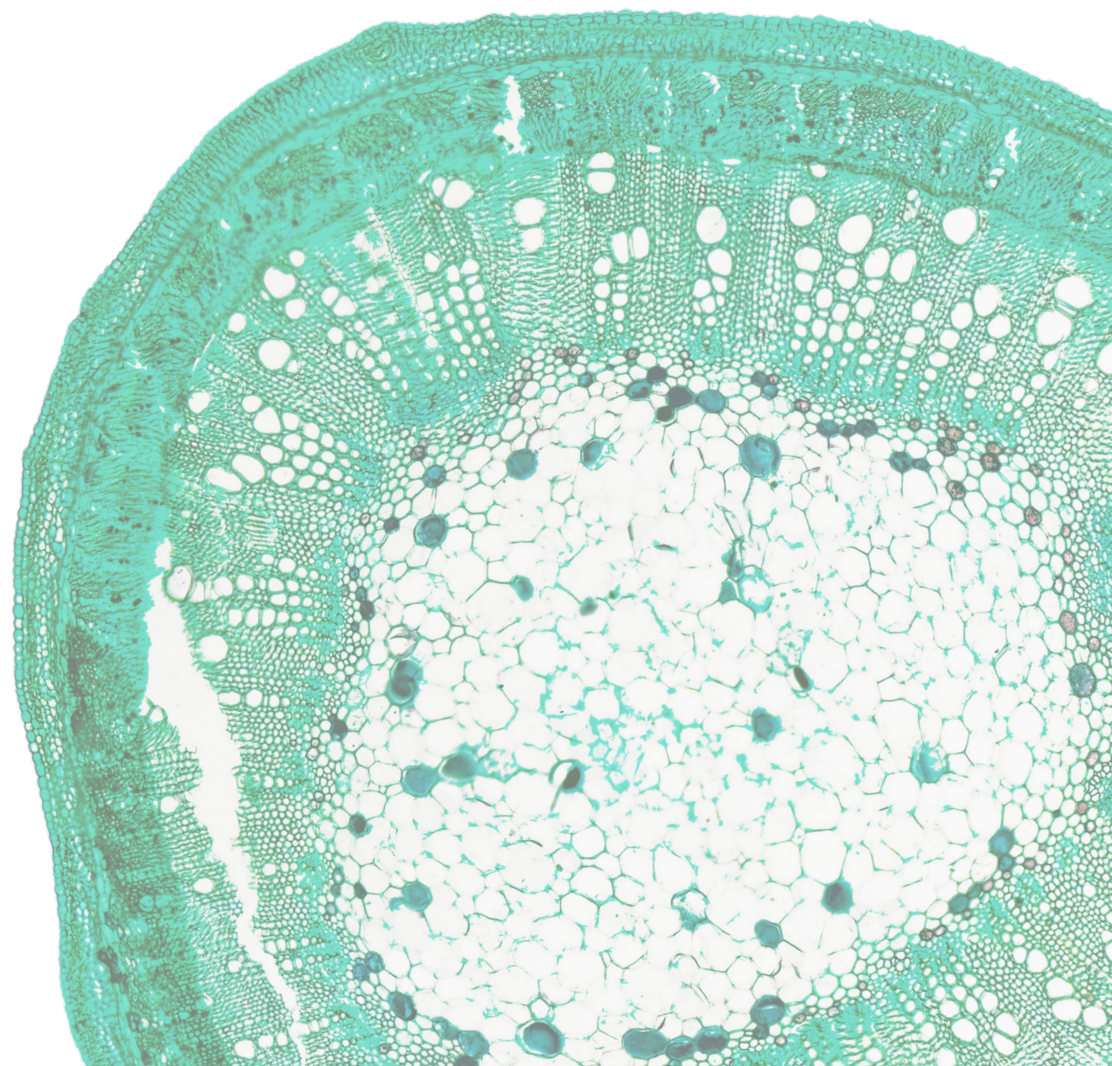
One such example is Oripeptide-3, a patented peptide technology recently shown to impact several key hallmarks of ageing (cellular senescence, genomic instability, loss of proteostasis, disabled macroautophagy and mitochondrial dysfunction).

These processes relate to how cells age, repair damage, maintain protein quality, clear cell waste and produce energy. Together, they underpin the skin's ability to function effectively. By influencing these interconnected pathways, this strategy reflects a more integrated understanding of skin ageing, that goes beyond surface-level correction to engage with the underlying biology.

This line of study originally began more than 15 years ago, to understand how interconnected biological processes within the skin could be targeted in combination, rather than addressed in isolation⁴.

From the outset, the ambition was to explore how longevity-related processes in the skin could be supported, and in many ways anticipated the broader shift now taking place, away from reactive correction towards a more proactive, preventative path to skin health.

These findings highlight the potential to impact the skin across multiple biological pathways, helping to maintain cellular function, resilience and vitality as the skin ages.





Chapter 6

Why it matters for modern beauty

This evolution from anti-ageing to longevity has broader implications for how we define and experience beauty today. As we begin to understand ageing as a dynamic, biological process, beauty becomes less fixed and more responsive, shaped not just by time, but by how we live.

It brings greater attention to the role of everyday factors, from sleep and nutrition to stress and environment, in influencing how the skin functions and adapts over time. Beauty no longer sits in isolation, limited to products and routines alone, but is increasingly understood as the visible outcome of a wider system of health and wellbeing.

This is the foundation of a more integrative approach to beauty, one that connects skin, body and lifestyle, and recognises that how we age is shaped as much by how we live as by what we apply. This perspective also supports a more informed dialogue around beauty, empowering individuals to engage with skincare and wellness in a more holistic and meaningful way.

As our understanding of ageing evolves, so too must our approach to beauty from correcting what we see, to supporting the biology that shapes it.

Sources

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4. Byrne, A. J. et al. (2010). A novel triple peptide complex significantly improves dermal and epidermal structure.



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