



**AVON**

# **FUTURE OF BEAUTY REPORT 2023**

## **HOW IS BEAUTY EVOLVING IN 2023?**

In this report, we reveal the results of our latest research, commissioned to **help us better understand changing attitudes to beauty.**

We discover the trends impacting our cosmetic choices and reveal how during a time of unprecedented economic conditions, the way we achieve our beauty goals is shifting once again.



# FOREWORD

By now we are all aware of a new name – it's not unprecedented times that we are living through, it's being called a perma-crisis, or poly-crisis, as we have multiple prolonged crises around us – climate, war, poverty, natural disasters, social unrest.

These important events in recent history impact not only how we live, but the way we choose to present ourselves to the world – and in this report, we'll explore what this means for the beauty industry and the women we support through beauty. Because, let's not forget, beauty is about more than just the products.

We've seen some notable shifts in outer beauty expression in the last few years, from healthy skin and bare-faced natural looks during the pandemic, to the big, bold, colourful looks in a period of post-pandemic liberation and self-expression. Has the 'bigger is better' bubble finally burst as our pandemic craving for colour and boldness subsides and a cost-of-living crisis bites? Maybe, in some ways. We may be seeing more simplified and natural looks return, but the complex, powerful impact of beauty on women's confidence and self-esteem has certainly not gone anywhere.

At Avon, we are driven by an understanding of women and what beauty means to them. So we've spoken to 7,000 women across seven countries and three continents to discuss their beauty aspirations.

What are the looks women want to achieve this year? How are the current economic circumstances affecting their beauty choices? And how does beauty continue to help women embrace their power?

The insights from our latest research are an important tool in helping us continue our commitment to improving women's lives through beauty – in 2023 and beyond. We are proud to share them with you.



**Angela Cretu**  
Avon CEO



# 2023 - THE END OF AT-HOME BEAUTY? WE DON'T THINK SO.

**2023 is a year of huge shift – culturally, socially and financially – and in a post-pandemic world with increasing pressures on our finances, our beauty aspirations are evolving too.**

In our 2021 Future of Beauty report, we revealed that during the pandemic a polarisation in make-up trends had been evident. Lipstick sales dropped significantly in 2020, with 67% of women saying the pandemic allowed them to embrace a more natural look<sup>1</sup>. As people wanted to be zoom camera-ready but without heavy coverage, and with health and wellbeing an overriding priority, there was new emphasis on healthy looking skin with a brightness and glow. Sales of colourful make-up products plummeted, while skincare soared.

But as salons reopened, and video conferencing continued, there was a spike in the number of people seeking cosmetic enhancement treatments. A study published in the [International Journal of Women's Dermatology](#) found more than half (56.7%) of dermatology providers in the US reported an increase in patients seeking cosmetic consultations compared with before the pandemic, and a huge 86.4% noted their patients citing video-conferencing calls as a reason to seek care.

Our latest research underlines that cosmetic enhancement treatments are definitely still popular, but some particular procedures are in decline and many previous favourites are changing as our concept of beauty continues to evolve. Three quarters of women we spoke to (75%) said they have had some form of cosmetic enhancement treatment in the past – including everything from fillers to Botox, nail extensions to brow lamination. Nearly half (47%) say they still get treatments at least once a month, with numbers rising in Eastern Europe to 53% in Poland, 60% in Turkey and 66% in Romania.

*“I started getting fillers a few years ago when I went to an appointment with my friend. I loved the way they enhanced my lips and gave me a more naturally beautiful look. I started getting Botox a little while later, and I can't imagine not having them. I don't feel like myself without the treatments because they give me much more confidence in the way I look – with and without make-up.”*

**Natalie Mitchell**  
31, Derby



## METHODOLOGY

Based on January 2023 study of 7126 women aged 16+ in UK, Italy, Philippines, Turkey, Poland, Romania, and South Africa. Research commissioned by Avon, conducted by Censuswide.

1. <https://www.avonworldwide.com/beauty-innovation/innovation-centre/future-of-beauty/power-in-ageing>

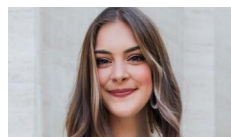
In fact, the majority of women we spoke to link cosmetic treatments with improved confidence (60%) and self-esteem (57%).

With people taking more of their beauty in-salon – is it the end of at-home beauty as we know it?

Our new research suggests not. In fact, the treatments we are getting and how often, is changing, with some of the previously most popular treatments now on the decline.



## SO, WHAT IS DRIVING THIS CHANGE IN BEHAVIOUR?



According to **Olivia Eskens**  
Scientist II, Technical Product Design  
Make Up Lead, at Avon:

*“Globally people are moving away from using beauty to overcome or cover up their insecurities and instead, discovering how to enhance their natural beauty. People don’t want to feel bad about themselves; they want to look and feel their very best. So, the declines in treatments could be because we’re shifting away from the idea of correcting problems to thinking more about prevention and care driven treatments.”*

In 2023, people are even looking to have treatments reversed. According to a recent UK newspaper article there has been an uplift in people wanting their fillers dissolved<sup>2</sup>.



**Dr Zoya Diwan**  
Expert in Clinical & Aesthetic  
Dermatology and Avon’s Partner  
Dermatology Consultant says:

*“A lot of people are coming in to reduce, remove or correct cosmetic enhancements. Sometimes that’s because they have changed their mind, and sometimes because they had too much put in. We’re seeing this more and more as people want to achieve a more natural look, rather than one that’s obviously enhanced.”*

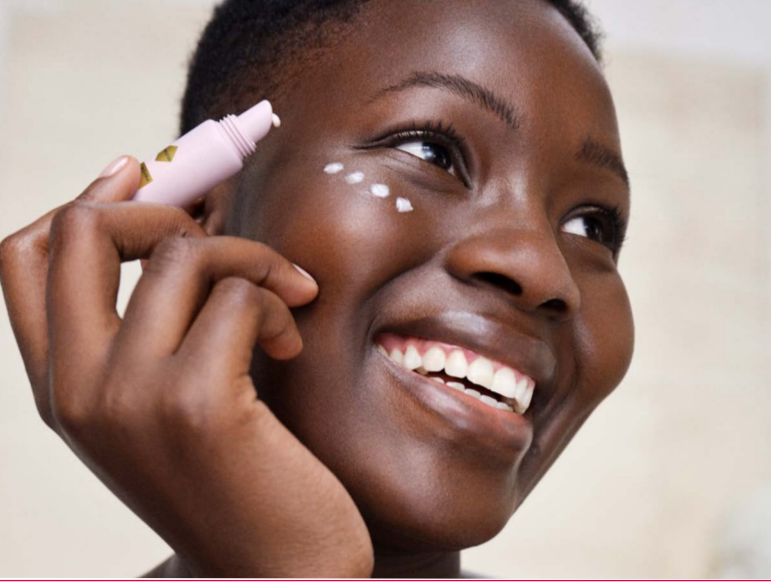
We’ve discovered that cosmetic enhancement treatments are now most popular among the younger generation - a staggering 85% of women aged 25-34 have some form of cosmetic enhancements, almost halving to 43% amongst those aged over 55.

Dr Diwan continues: *“The under 40s are much more open to cosmetic “treatments” than generations in the past. The fact that people are now more focussed on preventative work and natural-look aesthetics is a huge factor for this. Younger women are coming in to get ‘baby botox’, where they only have a very small amount of Botox put in in what could be a problematic area in the future for instance, to avoid having to get more obvious work done when they’re older. So they can protect their skin’s healthy, natural look.”*

With millennials and Gen Z reportedly feeling hardest hit by the cost-of-living crisis, their increased desire for preventative treatments presents an opportunity within the beauty industry. We have to find ways to offer the natural, preventative results they desire without the in-clinic prices.

2. <https://inews.co.uk/inews-lifestyle/lip-fillers-removed-rising-number-women-explained-2075857>





## HOW IS AVON RESPONDING?

Our research shows that over a third (37%) of women first notice signs of ageing around their eyes. Our latest skincare innovation, Anew Renewal Power Eye Cream is designed to target this specific area. It instantly blurs and brightens the whole eye area, and dramatically smooths the appearance of the skin by reducing lines and wrinkles over time.



# THREE FACTORS CHANGING THE FACE OF BEAUTY

As we witness a shift in the way women use beauty, and the aesthetics they are striving to achieve, we delve deeper into three key factors driving these beauty decisions: our finances, our sphere of influence and broader changing trends.

## 1. TIGHTER PURSE STRINGS = SMALLER MAKE UP BAGS

The effects of the cost-of-living crisis have been felt far and wide globally, especially as rising inflation and soaring energy bills add extra pressure on people's wallets. It is, perhaps, unsurprising that luxuries such as beauty treatments and products are therefore impacted when money is tight. Our research last summer revealed that globally, one in five women gave up make up (22%) and skincare (19%), more than a quarter stopped getting haircuts and treatments (28%), and almost a third quit their manicures (30%)<sup>3</sup> due to cost-of-living crisis.

According to Beauty Matter, average sales at UK beauty salons dipped by almost 20 per cent in September 2022, with the average customer spend falling by more than 30 per cent<sup>4</sup>. One in five (21%) women we spoke to revealed that in a bid to save money on treatments, they are creating their own looks with cosmetic products, and a further 13% revealed that even though they can still afford to, they don't feel comfortable spending money on cosmetic enhancement treatments in the current economic climate.

*"I used to get a lash lift and tint once a month, as I think it is really fun and I love the way it looks. But when energy bills and inflation started going up, I felt like I was spending money I didn't need to when I can probably achieve a similar result at home using products such as a lash growth serum and a full mascara. It was a good way to save money, and it looks great too."*

**Holly Platt-Higgings**  
26, London



If, like Holly, you'd like to enhance your eyes with a bold lash look, but don't want to resort to expensive treatments to achieve it, try **Avon's NEW Exxtravert Extreme Volume Mascara (EXX)**.

With Avon's most extreme lash impact ever, now you can take your lashes as big as you dare! Thanks to our exclusive Gel Fibre Technology combined with our Oversized Brush, you can get instant volume and bold length with ultimate buildability for your fullest lash look ever.

3. Based on July 2022 study of 8638 women aged 16+ in UK, Italy, Philippines, Turkey, Poland, Romania, South Africa and Brazil. Research commissioned by Avon, conducted by Censuswide. 4. <https://beautymatter.com/articles/cost-of-living-crisis-impacting-uk-beauty>

Olivia Eskens, Scientist II, Technical Product Design Make Up Lead at Avon says: *“When we’re creating new products, we often look at how we can help women achieve the same look as they do at the salon. Whether that’s helping them to achieve fuller lashes, longer lasting full colour for their nails or smoothing out fine lines. We want to help them achieve their beauty goals without the premium price tag of a salon treatment or a luxury brand, so everyone has access to products that make them look and feel their best.”*

A global report by Mintel found more than half of women in their twenties have streamlined their beauty and skincare routines in the last year, due to increased financial pressures<sup>5</sup>. This has created a greater need in the industry for products that deliver more than one benefit.



**Emily Howarth**  
Head of Global Make Up  
at Avon, says:

*“More and more women are looking for multi-benefit, multi-use products. We introduced Anew Renewal Power Serum to deliver seven powerful skin benefits in one product, and our new Hydramatic Matte Lipstick combines skincare benefits with amazing make up performance. It’s the world’s first matte lipstick with a hydrating hyaluronic core. With 15 luxurious shades, our Hydramatic lipstick gives a vibrant look while hydrating instantly and over time.”*

*“I tend to invest in products that are multi-use. For example, I might buy a brown lipstick that I can also use as a contour or eye shadow, or use it to create a winged eye-liner look.”*

**Holly Platt-Higgings**  
26, London

5. <https://graziadaily.co.uk/life/in-the-news/cost-of-living-crisis-impact-on-beauty-routines-self-esteem/>



# MOVE OVER 'LIPSTICK EFFECT'. 2023 IS THE YEAR OF 'THE FRAGRANCE EFFECT'

The 'lipstick effect', witnessed time and time again during times of economic downturn, sees women indulge in luxury lip products to provide an emotional uplift and treat.

In 2023, it's clearly the power of scent that helps lift people's mood as the current cost-of-living crisis has created 'The Fragrance Effect'. Women across the world are turning to fragrances for that little lift, with almost two thirds of women (63%) we spoke to saying in harder financial times they treat themselves to fragrances to make themselves feel better.

In fact, the top three products to make people feel better during times of hardship are fragrance (63%), moisturiser (53%) and mascara (53%). **Avon's top products for each category include;**



**Far Away Beyond** reimagines vanilla for today's modern woman by elevating the traditional floral sweet vanilla scent to a superior, more sophisticated and distinctive vanilla note: more intricate, more mysterious and more glamorous. Avon's expert perfumers have created Upcycled Vanilla Extract using 100% upcycled vanilla beans which would otherwise be discarded.

**Anew Sensitive+ Dual Collagen Face Cream** helps to reduce the look of fine lines and wrinkles, and leaves skin feeling instantly calmed and soothed. Calming and reducing redness in just 72 hours, in just two weeks skin will feel plumper, bouncier and appear brighter. Leaves skin feeling less sensitive with each use.



**5-in-1 Lash Genius Mascara** combines a high-tech multi-action, Smart Control brush and a Quick Glide Gel formula infused with deep carbon-black pigments that are both buildable and lightweight. While the short bristles quickly load the formula onto lashes from root to tip and corner to corner to deliver a dramatic multi-dimensional volume, the comb grabs the lashes to lengthen, lift and separate each one of them.



## 2. OUR EVOLVED SPHERE OF INFLUENCE IS ALL ABOUT AUTHENTICITY

When making decisions about which products to buy, which trends to follow or which treatments to get, we often look outside of ourselves for inspiration. The power of celebrities, influencers and social media to inspire us continues to evolve in 2023.

### The Hollywood effect

We asked women in our research which celebrities inspired their beauty looks and it appears women who are ageing gracefully and living naturally are the most aspired to - among the top ten are Jennifer Aniston, Beyonce, Taylor Swift and Emma Watson, who are well known for their self-assured power as well as for their more understated looks. The only celebrities with more heavily made-up looks to make the list were Kim Kardashian and Kylie Jenner.

Interestingly, Paris Hilton made the top of the list in Turkey. It looks like the star's transition from, in her own words, a 'Barbie-raver, club-kid' look to a more natural and elegant look is something that resonates with Turkish women.

## TOP 10 MOST INSPIRING CELEBRITY BEAUTY AESTHETICS, GLOBALLY

1. JENNIFER ANISTON
2. BEYONCE
3. TAYLOR SWIFT
4. ARIANA GRANDE
5. ZENDAYA
6. KIM KARDASHIAN
7. EMMA WATSON
8. KYLIE JENNER
9. ADELE
10. KENDALL JENNER

### The lens of social media: Filters, de-influencing and the role of friends & family

For many years now, social media has been leading the way in creating trends that sweep the world. This is especially true for beauty. Research shows that almost half (45%) of consumers find inspiration for new beauty purchases on social media<sup>6</sup>.

The stars of social media have great influence over women's buying decisions, with two thirds (67%) of beauty enthusiasts saying they turn to influencers before they make a purchase<sup>7</sup>. And now with consumers facing financial challenges, influencers are actively recommending what not to buy too, as 'de-influencing' sees social media stars advise their followers not to waste money on expensive luxury products, proposing cheaper alternatives instead<sup>8</sup>.

Pre-pandemic, the rise and proliferation of social media filters was a growing concern - and also considered a source of inspiration for many to get cosmetic enhancement treatments. The app Facetune has been downloaded over 60 million times<sup>9</sup>, with many using the filters as a way to establish what they needed to meet the modern-day beauty ideal.

But post-pandemic, our research is indicating that the power of filters to influence our beauty decisions is changing. Less than one in five (19%) women said they are inspired by social media filters to get cosmetic enhancements, and instead, they are more influenced by seeing real results in real life (47%) or getting recommendations (37%) from friends and family.

*"A few years ago, women would come into the clinic with a filtered picture of themselves, asking if we could make them look that way, which was not only extremely unrealistic but also very problematic. Thankfully, we're now seeing people coming in following word-of-mouth recommendations, where they have seen natural and realistic results for themselves, heard about the experience from someone they know, and are able to trust the person giving the treatment"*

### Dr Zoya Diwan

Expert in Clinical & Aesthetic Dermatology  
and Avon's Partner Dermatology Consultant

6. <https://lionspiritmedia.co.uk/why-social-media-is-important-for-beauty-businesses/> 7. <https://lionspiritmedia.co.uk/why-social-media-is-important-for-beauty-businesses/>  
8. <https://www.wired.co.uk/article/de-influencing-tiktok-haul-backlash> 9. <https://www.technologyreview.com/2021/04/02/1021635/beauty-filters-young-girls-augmented-reality-social-media/>



*“Filters on social media feed into an unrealistic beauty expectation, which consumers are now rejecting. People don’t want to be forced into a beauty aesthetic that they know is unrealistic for them. Instead, they follow influencers they feel they can trust, who show them realistic and transparent ways of achieving beauty that is possible for them so they can elevate their look, without having to conform to the idea of who social media thinks they should be.”*

**Olivia Eskens**  
Scientist II, Technical Product Design  
Make Up Lead at Avon



### **3. CHANGING TRENDS: BIGGER IS BETTER – HEALTHIER IS HAPPIER**

In our recent Power in Ageing report, we revealed that almost three quarters (72%) of women want to focus on looking healthy rather than young<sup>10</sup>. And this cultural trend seems to be having a big impact on women’s beauty preferences, from their make up and skin care product purchases to the cosmetic enhancement treatments they choose.

Dr Zoya Diwan, Expert in Clinical & Aesthetic Dermatology and Avon’s Partner Dermatology Consultant, comments: “There has been a switch from bigger looks to more natural ones that make us look healthy. As a result, the most popular treatments we have seen so far this year have been skin-boosters, which help enhance and protect the skin by stimulating collagen production. They also complement other treatments, as they help give skin that healthier and more naturally youthful look.”

When bigger was better, enhancements and make up styles were all about achieving a more exaggerated look. But fewer women are opting for these more extreme styles because they no longer need big and bold looks to feel confident. Instead, we are seeing a trend towards more minimal beauty looks, with women now preferring to accentuate and enhance their natural beauty or adding a simplified splash of glam.

Does this mean the end for ‘mega’ looks? Not yet... More than a quarter (26%) of respondents still want strong elements in their look, be that mega lashes or bold lips. However, the shift away from it also cannot be denied, with two thirds (67%) now choosing looks on the more natural end of the spectrum.

In our research, one third of women (36%) said they prefer their look to be ‘subtle glam’ – emphasising what they’re born with by making the most of their skin with a good base, mascara or a neutral lipstick.

This comes as the ‘Clean Girl’ look continues to grow, where makeup looks undetectable. It is also a tag which has had more than 750 million views on Tik Tok<sup>11</sup>. While this may feel like women are choosing to strip back the personality in their look, it could be pointing towards a new era of self-expression where we demonstrate our power, health and strength through a more subtle beauty aesthetic.

*“I tend to go for a really subtle and clean look with my make-up. Because I invest in Botox and lip fillers to enhance my natural beauty, I feel like I don’t have to go so heavy on colour and make-up to feel beautiful. I only have to have a few touch-up products in my handbag to help me feel like I look exactly how I want to, all day long.”*

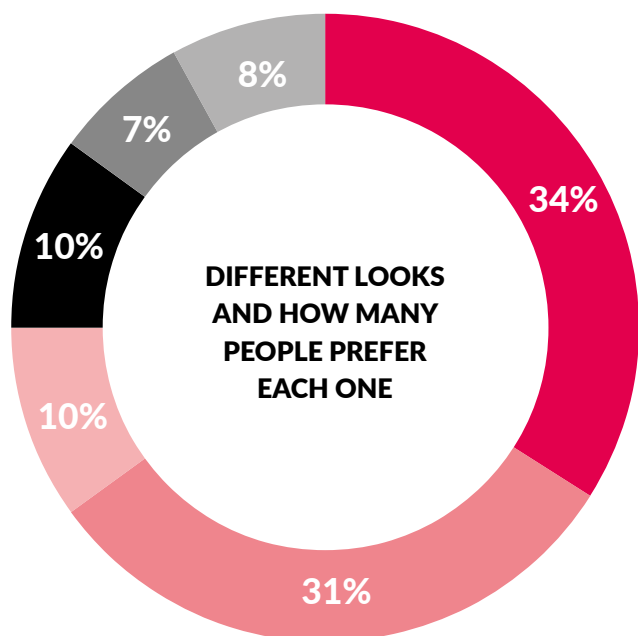
**Natalie Mitchell**  
31, Derby

<sup>10</sup>. Based on a study of 7,000 women 16+ in UK, Italy, Turkey, Romania, Poland, South Africa and The Philippines. Study commissioned by Avon, conducted by Censuswide, March 2022. <sup>11</sup>. <https://www.byrdie.com/clean-girl-aesthetic-critique-6744031>

*“My make-up look is essentially to look less tired, natural, day to day. I go for the clean girl look a lot - brow gel, clean base, less colour and a natural matte lip. It’s easy to top up through the day and keep looking fresh. If I’m going out for dinner, I would probably build some glam on top by adding an eye shadow and a strong lip. This means I can achieve two looks in one day.”*

**Holly Platt-Higgings**  
26, London

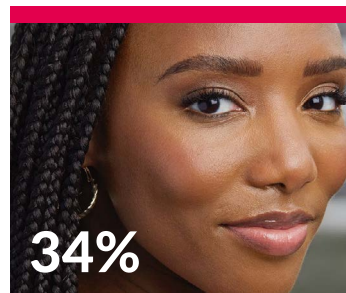
Our research has highlighted that another reason people are opting out of cosmetic enhancement treatments could be because they like to change their look frequently. In fact, almost one in five (16%) think the results of cosmetic treatments are too long lasting, and they prefer to change their look more regularly. This could explain why almost a quarter of women (24%) prefer to create their own looks using cosmetics products. This is even more popular in South Africa with one third (33%) opting to create their own looks and one quarter (25%) believing they can achieve very similar looks to what they’d get in salons with products alone.



- Subtle Glam
- Glam
- Fully Natural
- The Bolder The Better
- Strong Elements
- None Of The Above

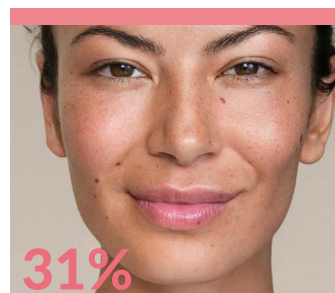
### SUBTLE GLAM

Emphasising what I’m born with – making the most of my skin with a good base, a touch of mascara, or a neutral lipstick



### FULLY NATURAL

I prefer a purely natural look with barely any make-up



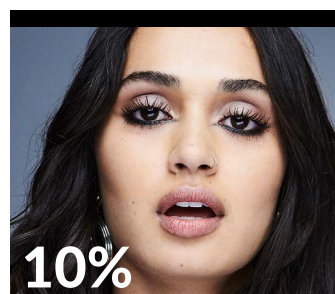
### STRONG ELEMENTS

I like to accentuate one or two of my features (e.g. bright lips / strong brows)



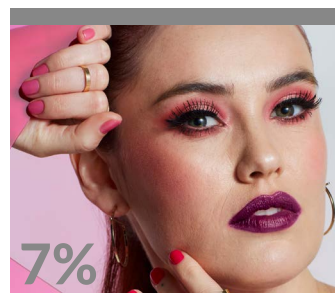
### GLAM

A full face of make-up finished with false lashes and/or nails



### THE BOLDER THE BETTER

I’m all about enhancements – false lashes, nails, carved out brows and lip filler.





# EMBRACE YOUR POWER WITH THE 'SUBTLE GLAM' LOOK



To achieve the popular 'subtle glam' look, professional make up artist **HOLLY ROBERTS** shares her top tips for accentuating your favourite features.

## START WITH A PERFECT BASE

Avon's most powerful face and eye duo will give you that flawless fresh base that's key to the subtle glam look.

The brand new **Avon Renewal Power Eye Cream** (£XX) will blur and brighten the total eye area instantly, it will also smooth skin with reduced lines and wrinkles over time.

Use Avon's wonder **Anew Renewal Power Serum** (£XX) on the rest of your face for more radiant, healthier looking skin. 59% prefer Avon Power Serum over Estée Lauder Advanced Night Repair Serum, which costs nearly 3 times more!<sup>12</sup>



*Holly says: "Both of these products are packed with Avon's Protinol™ technology, so there really isn't a stronger eye-and-face-duo for a quick and effective skin base. They help to restore years of collagen loss, delivering 7 powerful skin benefits in 7 days including; smooth, hydrated skin, increased radiance, firmness and strength, reduced fine lines and wrinkles and more youthful looking skin."*

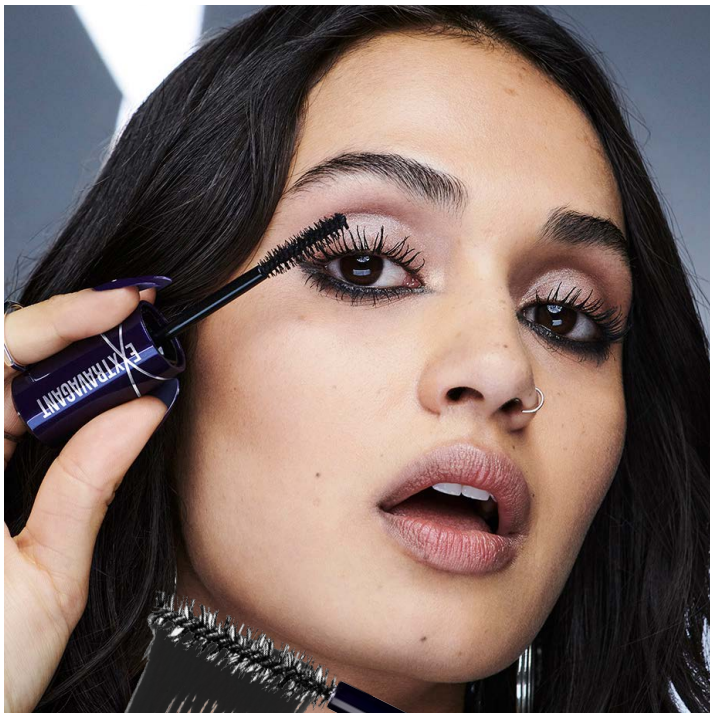
## ADD A NEUTRAL LIP

For a matte lip look, go with Avon's latest **Hydramatic Matte Lipstick** (£XX). It is the world's first matte lipstick with a hyaluronic core that hydrates your lips while creating the perfect matte look!



*Holly says: "A nude matte lip is perfect for the subtle glam look, it is so easy and comfortable to create with Avon's Hydramatic Matte Lipstick too. One of my favourite shades is Nude. You could also dab a little lipstick to our cheek for a flush of colour that gives a youthful glow and an extra dimension to your look that'll be understated yet sophisticated."*

<sup>12</sup>. Based on a blind test consumer study with 211 participants conducted in April 2022.



## NEXT UP IS MASCARA

Add depth and subtle drama to your look with a touch of Avon's brand new **Exxtravert Mascara** (£XX). It is an extreme volume mascara that delivers up to double the volume with every coat<sup>13</sup>. Its extreme brush fully loads up lashes for a clump free volumized look and the blackest black pigments and silk-like fibres provide endless buildability.

*"Add a touch of Exxtravert Mascara, you'll only need to apply a coat or two for noticeable volume. However, if you're one of the 35% women who said they like to enhance their eyes with bold lashes, you can easily create a much fuller and impactful look by building the Exxtravert Mascara with a few more wand strokes".*



## FINISH WITH THE PERFECT AT HOME MANI

Almost half of women (46%) said they like to enhance their look with stylish nails. You can enjoy up to 7 days of colour and shine with **Avon's Gel Shine Nail Enamel** (£XX).



13. Through 7 coats, based on Clinical Efficacy Study with 16 participants



# REFLECTIONS

From **Angela Cretu**  
Avon CEO

The findings of this report underline the complex landscape of what influences women's beauty choices and how the meaning of beauty continually evolves over time.

As we see the big, bold, enhanced look of the post-pandemic world begin to make way for a more natural beauty aesthetic, the role beauty plays in our lives is unwavering. We have always understood the power of beauty to form the basis of women's unstoppable ability to achieve anything. It's a belief that has driven everything we do at Avon.

No matter your personal definition of beauty, we believe every woman should have the freedom to express herself through beauty, regardless of her budget. This has never been more relevant than it is today, as we face global financial challenges. That's one of the reasons we are proud to be at the forefront of making the looks women aspire to accessible to all.



And this isn't the only way we support women. At the heart of Avon are our Representatives, millions of women around the world who earn with Avon. We invest over US\$100 million annually in training and rewards for our Representatives around the world, to help them build their business and develop new skills – so they can create a better future for themselves.

We have a long-standing track record of supporting women's causes too. With the support of the Avon Foundation, we fight to end the violence against women and girls. We are also committed to a multi-year pledge educating and promoting awareness about breast health, our Breast Cancer Promise.

Through all this work, we aim to create a better world for women, a world in which they can embrace their power and show up every day in the way they choose. So what does the future look like? **A better world for women, which is a better world for all.**

# MEET THE EXPERTS



## Angela Cretu

Avon CEO

Angela joined Avon over 20 years ago, following several sales roles in FMCG industry, and built up a strong career from Sales Manager and Country Lead, to Vice President of Global Business Model Innovation. Angela has also held positions as General Manager across Eastern Europe, Turkey, Middle East and Africa and Central Europe. In 2021 Angela was recognised as a Leader for Change in the Women's Empowerment category by INNOCOS and commended by Management Today as CEO of the Year.

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## Emily Howarth

Head of Global Make Up, Avon

Emily joined Avon in 2009, in the European Brand Marketing team leading marketing strategy & systems. She has since held leadership roles in all key beauty categories - being promoted to Director of Fragrance in EMEA, before moving to Global Skin Care where she drove top line sales and margin. In her current role, she passionately focuses on ensuring Avon deliver aspirational make up products that help consumers to feel their most confident selves and enable them to embrace their power.



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## Dr Zoya Diwan

Expert in Clinical & Aesthetic Dermatology and Avon's Partner Dermatology Consultant

Dr Zoya Diwan graduated from Barts and The London School of Medicine and King's College London with First Class Honours. Together with her partner, Dr Sanjay Trikha, Dr Zoya runs an award-winning medical aesthetics clinic in Mayfair London, Trikwon Aesthetics, where she treats patients with a variety of skin concerns. Through her treatments, Dr Zoya aims to educate and empower her patients to feel confident in their skin.





# IN LOVING MEMORY OF...



## **Olivia Eskens**

**Scientist II, Technical Product Design Make Up Lead, Avon**

We worked with Olivia on the development of this report, sadly she passed away before it could be published.

With a masters degree in Chemical Engineering, Olivia used her expertise in novel cosmetic, biopharmaceutical, and consumer research to promote excellence in the technical product design of Avon's Make Up products.

Her passion lied in developing unique and quality consumer products for a sustainable future.

She was a well-loved and valued member of our Avon team, and will be greatly missed by her colleagues.