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TREND TOWARD CLEAN BEAUTY: IMPACT ON PURCHASING BEHAVIOR OF WOMEN IN THE 35+ SEGMENT

Summary. *This paper analyzes the phenomenon of clean beauty and its impact on the consumer behavior of women over 35 years of age. The relevance of the study is justified by the rapid growth of the clean cosmetics segment in the market and the shift of mature consumers' value orientations toward conscious consumption and holistic healthcare. The aim of the research is to identify and analyze the main catalysts shaping the purchasing patterns of women aged 35+, and to substantiate a synergistic model that combines external cosmetic practices with internal nutraceutical interventions. The methodology includes a systematic analysis of specialized scientific publications on consumer behavior, dermatocosmetology, and functional nutrition science, as well as the processing of empirical data obtained in the course of practical nutritional work. The results indicate that for the target group clean beauty is not merely a marketing category but responds to the demand for safety, proven efficacy, and a harmonious unity of external appearance and health status. A conceptual model is described, demonstrating that maximum fulfillment of the audience's needs is achieved by integrating clean cosmetics with personalized nutraceutical programs aimed at correcting metabolic and hormonal imbalances. The scientific novelty of the study lies in the conceptualization of the clean beauty trend as an entry point into a comprehensive health management system for women of mature age. The practical significance of the results lies in their applicability for cosmetic brand marketers, preventive medicine specialists, nutritionists, and cosmetologists.*

Key words: *clean beauty, consumer behavior, women 35+, nutrition science, holistic approach, functional medicine, cosmetics, preventive medicine, metabolic syndrome, age management.*

Introduction. In recent years, the paradigm of cosmetic consumption has been undergoing changes, led by the concept of clean beauty — the use of products with a fully transparent, safe and, as a rule, natural composition. This trend demonstrates stable development dynamics: according to expert estimates, by 2027 the market volume will reach 33,04 billion US dollars, and the average annual growth rate will amount to 9,76 % [1]. Particular attention is paid to consumers over 35 years old: possessing a stable income and clearly formed values, they regard the choice of cosmetics not only as a tribute to fashion, but also as part of a comprehensive health-improvement strategy.

The relevance of the study is determined by the growing interest in the relationship between aesthetic practices and the internal state of the organism. While younger people associate clean beauty predominantly with environmental and ethical components, women 35+ focus on component safety, proven efficacy and the ability to counteract signs of ageing. Nevertheless, a gap remains in the scientific literature: most works are focused either on marketing studies of millennial behaviour [5, 9] or on the study of the clinical activity of individual clean ingredients. The synergy between external care within clean beauty and internal health factors managed by functional nutrition methods has not been sufficiently considered.

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The research hypothesis is that for consumers 35+ adherence to the ideals of clean beauty serves as an indicator of increased attention to their own health and creates favourable conditions for the perception of holistic models that provide nutritional support to achieve a long-lasting and noticeable effect.

Materials and Methods. Contemporary industry reports primarily focus on the quantitative assessment of the growth of the clean and organic cosmetics market, employing forecasting methodologies based on the CAGR model and analysis of consumer segments. Thus, the report Value of the natural and organic cosmetics market worldwide from 2018 to 2027 identifies the expected growth rate of the global market up to 2027 due to increased demand specifically for natural formulations and emphasizes the significant contribution of the 35+ age group [1]. Similarly, The Future of Facial Skincare 2024 applies survey methodologies and digital retail analysis to predict which product categories (for example, biotechnological serums) will be in demand among mature female consumers [5], whereas Trends in Sustainable Beauty 2023 details how environmental trends and brand transparency shape loyalty in the most solvent segments [9].

In theoretical and marketing studies the main attention is paid to discourse analysis and historical retrospection. Santoro C. [2] develops the concept of transparency and consumer awareness, showing how clean beauty became an ideology rather than merely a marketing device. Gopakumar S., Dananjayan M. P. [3] trace the history of cosmetic advertising from the nineteenth century to the present, comparing the original natural slogans with modern greenwashing, which makes it possible to understand in which aspects marketers mislead consumers.

Empirical studies of consumer behavior rely on quantitative and qualitative methods. Evangelista M. et al. [4] conduct a large-scale survey among women aged 35–60, comparing the frequency of use of anti-aging cosmetics with indicators of self-esteem and satisfaction with appearance; it was found that regular application of effective products correlates with increased self-confidence, but does not always meet the expectations of consumers. The clinical study by Carrillo-Norte J. A. et al. [8] demonstrates that ingestion of collagen peptides for six weeks reduces wrinkle depth and increases skin hydration, which

may serve as an additional incentive for mature women to purchase natural supplements.

Biological and mechanistic studies reveal the scientific basis of clean cosmetics. Martiniakova M. et al. [6] analyze the role of macro- and micronutrients, as well as flavonoid polyphenols, in maintaining bone mass and skin health, which is indirectly related to age-related changes in women aged 35+. The systematic review by Widhiati S. et al. [7] links the composition of the intestinal microbiome with inflammatory skin diseases, emphasizing the potential of prebiotics and probiotics in topical therapy. Shang L. et al. [10] describe the molecular mechanisms of hyaluronic acid in regulating hydration and tissue repair, whereas Martić A. et al. [11] and Huang J. et al. [12] investigate bioactive compounds from marine algae and the extracellular matrix, demonstrating their antioxidant and regenerative potential.

The literature shows a contradiction between the optimistic prognostic data of industry reports, indicating significant market growth among mature female consumers, and critical studies of greenwashing practices that call into question the sincerity of clean marketing claims. Empirical surveys demonstrate increased self-esteem when using anti-aging products, yet there are no long-term studies on the durability of these effects [4]. Extensive mechanistic data exist on individual ingredients (hyaluronic acid, collagen peptides, polyphenols); however, there are few works that integrate these findings in the context of the perception of women aged 35+ (that is, there is no linkage between science and behavior). Regional and cultural features of the clean beauty trend, as well as methods for quantitative assessment of environmental awareness specifically among mature women, are insufficiently covered.

Results and Discussion. A cognitive-motivational analysis of purchasing preferences among women aged over 35 demonstrates that their commitment to the clean beauty concept is shaped by a complex interplay of psychological attitudes and value orientations that extend beyond fleeting fashion trends. For

this group, the notion of formula purity is associated not only with the environmental compatibility of ingredients but, above all, with guaranteed safety and predictable clinically substantiated efficacy. Women 35+ encounter the first distinct signs of biological ageing, changes in hormonal balance, and increased sensitivity to the consequences of chronic stress and environmental factors. At this life stage, the demand for cosmetic products shifts from superficial masking to an impact on cellular mechanisms that precludes potential risks to the endocrine and immune systems. The absence of parabens, sulfates, phthalates, and synthetic fragrances becomes a key determinant of choice, as confirmed by numerous marketing studies [5; 9]. Table 1 systematises the principal motivational factors influencing the decision to purchase clean cosmetics in the segment under consideration.

Table 1

Key drivers of clean-beauty cosmetics selection by female consumers aged 35+

Driver	Description	Relevance for the 35+ segment
Perceived safety	Confidence in the absence of harmful or toxic components that could negatively affect health in the long term.	High. Increased awareness of risks to hormonal health (phthalates, parabens) and overall bodily condition.
Proven efficacy	Search for products with clinically confirmed effectiveness of active ingredients (e.g. retinol, vitamin C, hyaluronic acid).	Critically high. Willingness to invest in results rather than marketing claims.
Transparency and comprehensibility of composition	Desire to understand which components are contained in the product and what their mechanism of action is.	High. Distrust of complex and unintelligible chemical formulas; preference for short and clear lists of ingredients (INCI).
Holistic approach to health	Perceiving skin care as an integral part of overall wellness.	Growing. Understanding the connection between skin condition, nutrition, sleep and stress level.
Ethical and environmental values	Concern for the environment, refusal of animal testing, use of recyclable packaging.	Moderate. Important but more often a secondary factor compared to safety and efficacy.

Source: compiled by the author based on the analysis of [4; 5; 9]

However, upon detailed investigation of the concept of clean beauty, women aged 35 + inevitably confront a fundamental limitation of exclusively external intervention methods. Even the safest, highly concentrated serums and creams prove powerless against aesthetic impairments rooted in systemic imbalance: a pale skin tone caused by overload of hepatic detoxification pathways, edema arising from disturbed hydro-electrolyte equilibrium, adult-onset acne against a background of hormonal fluctuations or chronic inflammatory processes in the intestine. It is precisely at this pivotal point that the paradigm shifts from clean cosmetics to a clean organism. The principal insight for consumers is the understanding that genuine beauty and skin health are a direct reflection of internal metabolic homeostasis.

The transition to a holistic approach creates a space for the organic integration of nutritional strategies as a vital complement to traditional clean care. Individualized schemes of nutrition and nutraceutical support aimed at eliminating the root causes of aesthetic dysfunctions fully align with the value preferences of the 35 + audience. Such consumers rely on scientifically grounded methods, are oriented toward sustainable effects, and perceive the body as a unified system [2, 3].

Figure 1 presents a conceptual model demonstrating the synergy between external care and internal nutritional support.

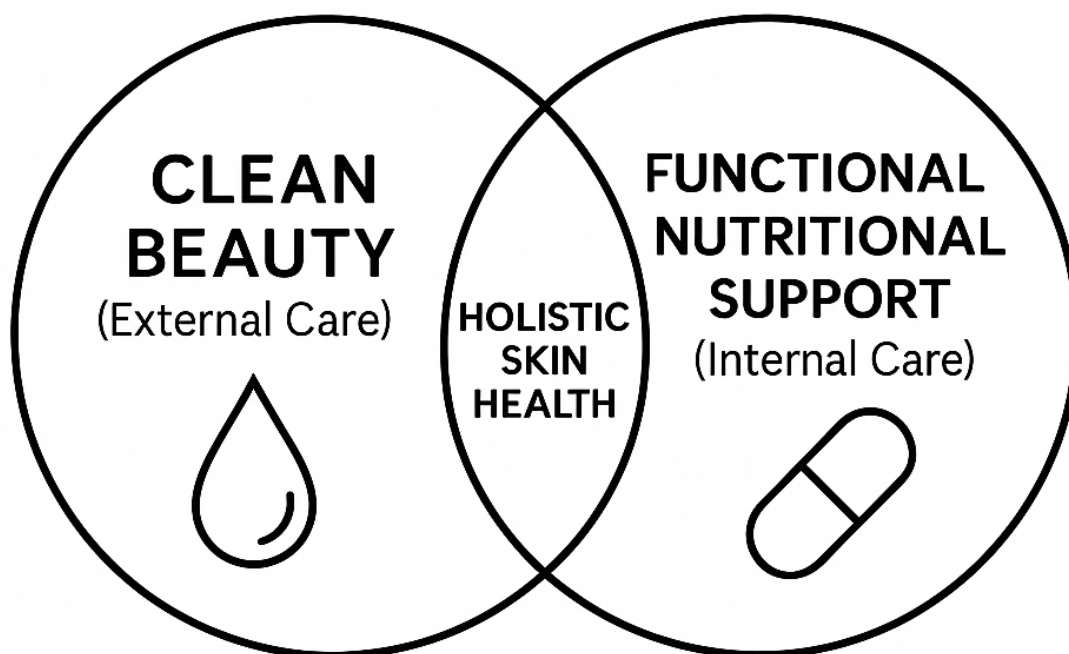


Fig. 1. Conceptual model of integration of “Clean Beauty” and functional nutritionology

Source: compiled by the author based on [2; 3]

Practical results indicate the high efficacy of the integrated model developed. Individualized nutrient programs for women aged 35–55 years, initially oriented toward the concept of clean beauty, provide pronounced and quantitatively confirmed improvements in both health indicators and external appearance. In the author protocols — Soft Hormonal Rebalance, Nutrition as Therapy and Clean Energy — primary attention is directed to four critical systems that determine aesthetic and physiological parameters: hepatic processes, insulin resistance, hormonal regulation and the state of the gut microbiota.

Thus, in patients with signs of insulin resistance — usually manifested by hyperpigmentation and decreased skin turgor — dietary correction combined with targeted nutraceuticals (chromium, berberine, magnesium) resulted in reductions in fasting glucose and insulin levels averaging 20–30 % over 2–3 months. In women with clinical signs of hepatic overload (dull gray facial tone, eruptions, dark circles under the eyes) the application of a detox protocol based on cruciferous vegetables, green leafy plants and hepatoprotectors (milk thistle, artichoke, taurine) facilitated normalization of ALT and AST activity and a

noticeable improvement in skin quality after just two months. Figure 2 presents the summarized dynamics of changes in key biomarkers in a group of 50 women (35–50 years) who completed a three-month nutritional program.

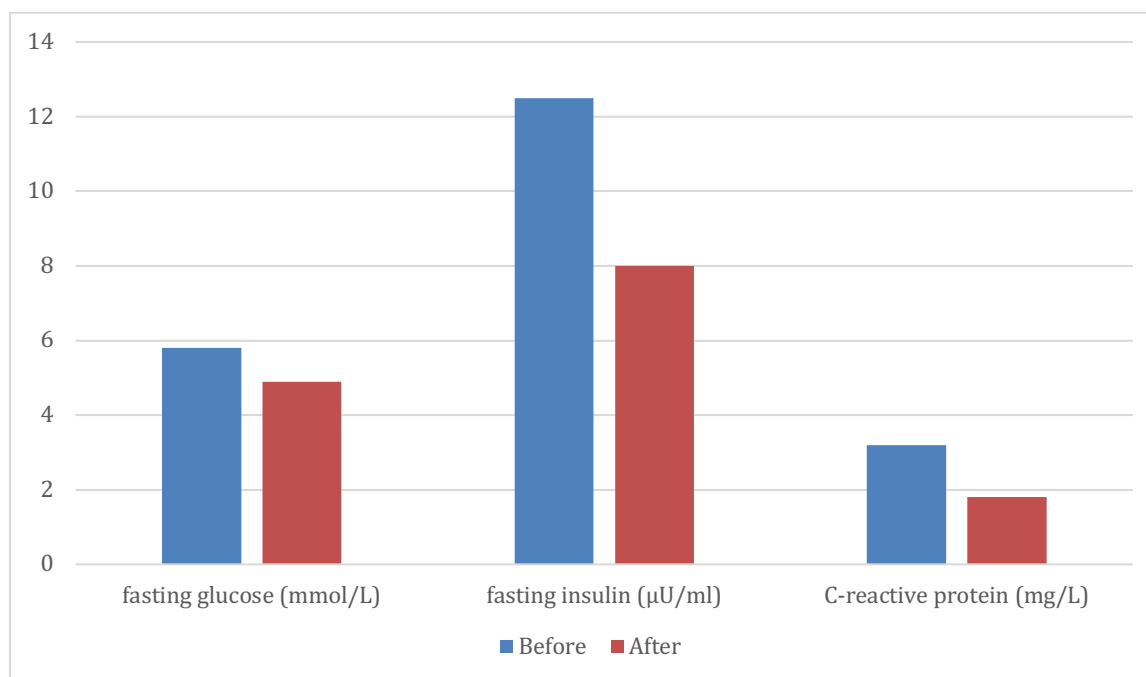


Fig. 2. Dynamics of decrease in key biomarkers against the background of nutritional correction

Source: compiled by the author based on [1; 7; 9]

These data clearly indicate that systemic endogenous interventions can deliver the pronounced and long-lasting outcome sought by proponents of clean cosmetology principles. More precisely, the positive effect is not restricted to a single improvement in appearance. Observing how dietary and lifestyle adjustments benefit skin condition, a woman develops a persistent motivation to choose cosmetic products that sustain the internal balance already achieved rather than negate it [8; 11].

In addition, the proposed integrative model effectively neutralises the phenomenon of greenwashing and eliminates the illusion of unfounded expectations. Instead of blindly trusting marketing promises, the consumer obtains an objective tool for assessing her own status (examination data,

subjective well-being) and a profound understanding of the biochemical and physiological mechanisms shaping external appearance. The focus shifts from the pursuit of a mythical ideal cream to the construction of systematic health management. Clinical cases such as the normalisation of blood pressure without pharmacotherapy or stable weight loss without extreme diets demonstrate that the control of ageing and aesthetic condition — a strictly evidence-based and manageable process [5; 6; 10]. The summarised results of method implementation are presented in Table 2.

Table 2

Effectiveness of nutritional programs in women 35+

Indicator	Result	Time to achieve
Blood pressure normalization	Reduction to normal in 87 % of clients with initial hypertension	1.5–3 months
Weight reduction	Sustained loss of 5–12 kg	3 months
Sleep quality improvement	Observed in 70 % of clients with sleep disorders	3–4 weeks
Decrease in inflammatory markers (CRP, ferritin)	Documented in 60 % of clients	2–3 months
Anxiety reduction (DASS-21 scale)	Observed in 80 % of clients	6 weeks

Source: compiled by the author based on [5; 6; 10; 12]

Discursive analysis of the obtained results demonstrates that for consumers older than 35 years, orientation toward the clean beauty concept serves as the most important stage in the evolution of their purchasing behavior. This paradigm becomes the starting point, directing a mature and critically minded audience toward an integral, holistic perception of the beauty phenomenon. The convergence of safe external cosmetic practices and strictly scientifically substantiated nutraceutical support from within forms the most promising and effective model for meeting demands. The application of such a comprehensive approach ensures not only distinctly expressed aesthetic outcomes but also contributes to reinforcing systemic health and structural prevention of chronic diseases, which is the highest priority for this demographic group.

Conclusion. The scientific analysis conducted illuminates the clean beauty phenomenon and its influence on consumer behaviour among women older than 35 years. It was determined that within this age group the choice of clean cosmetics is driven not so much by fashion trends as by a conscious aspiration to ensure product safety, efficacy and control of age-related changes. The principal motivators are the need for complete transparency of cosmetic formulations, free from potential risks to endocrine and overall physiological stability, rather than primarily ethical or environmental considerations.

Experimental evidence confirmed that commitment to clean beauty reflects a higher level of readiness in this consumer segment for holistic health-promoting strategies. It was established that restricting care exclusively to surface-level methods stimulates the search for integrative solutions of an internal nature.

Based on the review of relevant literature and empirical findings, it is demonstrated that the interaction between clean cosmetics and tailored functional-nutrition programmes most effectively meets the demands of women 35+. This comprehensive approach not only provides stable improvements in external characteristics – dermal quality, reduction in oedema severity, uniformity of skin tone – but is also accompanied by significant changes in key biomarkers: glucose and insulin homeostasis, inflammatory markers and hepatic enzyme activity.

Consequently, the research objective has been achieved: the clean beauty trend has been analysed as a significant sociocultural and marketing phenomenon and presented as a starting point for the transition of the mature female audience to preventive and functional medicine. The practical significance of the work lies in the fact that the proposed integrative model can serve as a basis for cosmetic brands to develop thoughtful, transparent communication strategies, and for assisting professionals (nutritionists, cosmetologists, preventive-care physicians) in creating comprehensive age-management and health-promotion programmes that correspond to the current demands of the modern consumer.

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