

WELLNESS, INNOVATION AND NEW TECHNOLOGIES: THE BEAUTY SALON SEGMENT KEEPS EVOLVING

For companies and professionals in the beauty salon segment, sharing the latest technological advancements, emerging consumer trends, and new scientific discoveries is essential. From March 20 to 23, Cosmoprof Worldwide Bologna provided the perfect stage to analyze how the world of aesthetics is transforming and to discover what the future holds.

The evolution of beauty salon

At Cosmoprof Worldwide Bologna, CIDESCO INTERNATIONAL played a central role in analyzing technological advancements, consumer and new generation preferences, and the growing focus on personal well-being. **Erika Ferreira, Global Head of Marketing at CIDESCO INTERNATIONAL**, especially highlighted the transformation of aesthetic treatments. In 2025, non-invasive procedures continue to grow in popularity as technological advancements make them more effective and accessible. Treatments such as laser therapy, ultrasound, and radiofrequency are continually refined to provide better results with minimal downtime. Furthermore, Artificial Intelligence (AI) is playing a significant role in personalizing aesthetic treatments. "AI-driven diagnostic tools analyse individual skin types, conditions, and aging patterns to tailor treatments to each client's unique needs. This personalized approach enhances treatment efficacy and customer satisfaction", highlights Ferreira. Equally important is the role of VR and AR technologies in the aesthetic consultation process: "Clients can now visualize potential results before undergoing procedures, enabling them to make more informed decisions. This technology also enhances training for practitioners, ensuring high standards of care", Ferreira noted. Telemedicine and remote consultation services are also on the rise, responding to the growing demand for hyper-personalized solutions that can be enjoyed in the privacy and comfort of one's home.

A key theme in the sector is the focus on well-being. Consumers seek treatments that not only improve their appearance but also contribute to their overall wellness. Beauty salons are expanding their offerings to include services such as mindfulness sessions, nutritional counseling, and stress management programs, recognizing the interconnection between mind, body, and beauty.

There is also a growing demand for eco-friendly beauty products free from chemicals and harmful ingredients. Salons now offer cruelty-free, vegan products formulated with natural ingredients. "Beauty salons are increasingly adopting sustainable practices to reduce their environmental footprint. This includes using eco-friendly products, minimizing waste, and implementing recycling programs. Clients are more conscious of their environmental impact and are choosing salons that prioritize sustainability. There is a growing demand for clean beauty products that are free from harmful chemicals and ingredients. Salons are stocking products that are cruelty-free, vegan, and formulated with natural ingredients", Ferreira observed.

Another keyword for the applied aesthetics sector is "inclusivity." More and more centers are offering inclusive services tailored to the needs of individuals with different skin tones, hair textures, and preferences. The goal is to provide a unique and pleasant experience for all clients, making them feel welcome and valued.

Consumer Trends

Driving the transformation of beauty salon and SPAs are the consumers themselves, with younger generations playing a leading role. They seek preventive solutions, rituals inspired by holistic and local traditions, as well as advanced technologies to prevent the signs of aging.

According to **Alessandra Scatà, General Spa Manager at Quellenhof Resorts**, SPAs and resorts are increasingly striving to strike the right balance between naturalness, locality, and technology. Consumers today have many options. Integration is becoming more common: skin is no longer treated only from the outside. "Bio and nanotechnology-based cosmetics, which avoid mechanical stimuli (like injections) while improving penetration compared to traditional cosmetics, were the real protagonists of the latest Cosmoprof edition," noted Scatà. "Another trend in next-generation cosmetics is the focus on anti-oxidation: vitamins, plant ferments, and natural anti-inflammatories are now part of the most exclusive lines. New technologies enhance their effectiveness: from photobiomodulation using specific light rays to targeted ultrasound reaching the desired areas. Precision and advanced research to counter any kind of imperfection are fundamental for companies, which constantly evolve and reinterpret medical discoveries in the context of aesthetic health."

Biohacking is also beginning to make its way into the aesthetics sector: “Cryo saunas, infrared saunas, and technologies to measure skin parameters and aging states are among the most surprising innovations, and we are sure they will soon make the real difference between the classic concept of aesthetics and the new paradigm of ‘aesthetics as an art of living,’” Scatà highlighted.

Despite the focus on cutting-edge technologies, the importance of manual touch remains. The power of human hands—through mindful touch and facial treatments integrated with Eastern-style massage techniques and pressure points from traditional Chinese medicine—demonstrates the essential role of the practitioner.

“The practitioner’s hands become an extension of the technological devices, enhancing both the sensation and the effectiveness of the treatment,” said Scatà.

What about traditional treatments? According to Scatà, there is a significant shift regarding tanning beds: the pursuit of an unnatural tan at all costs, which accelerates skin aging, is no longer fashionable, and this segment is suffering—and will continue to decline.

Makeup and nails continue to capture consumer attention. According to Erika Ferreira of CIDESCO INTERNATIONAL, “the most surprising trend we are seeing is the revival of old styles with a modern twist. Powder blush and red nails offer comfort in these uncertain times.”

Beauty salon professionals and nail technicians are offering retro-themed services, showcasing vintage-inspired looks on social media and advising clients on how to modernize classic styles for everyday use.

Science and Beauty

The contribution of scientific research to the development of new formulas and cosmetic products is now unstoppable. **Umberto Borellini, cosmetologist**, points out that cosmetology is a constantly evolving science: “New-generation formulas are increasingly targeted and technological, designed to address every skin concern. As a curious observer of Cosmoprof Worldwide Bologna, I noticed that many companies in the sector have embraced this new philosophy, harnessing the latest research in biology, biochemistry, and dermo-trichology—while, of course, staying within cosmetic regulatory boundaries. From neuroscience to peptides and epigenetics, the future is becoming less of a fantasy and more scientifically grounded.”

Borellini explains that in recent years, research labs have focused on molecular biology to study DNA mechanisms (especially keratinocyte DNA) and identify active ingredients capable of protecting and repairing it. “As a result, new formulas based on standardized plant extracts and biological complexes have been developed—not only to replace deficient substances in the skin, but also to reactivate its natural functions,” Borellini emphasizes. “Among the most interesting cosmetic actives are next-generation antioxidants (Resveratrol, Astaxanthin, Lipoic Acid, SOD), as well as classics like Retinol and vitamins C and E, often combined with specific peptides to protect DNA. There is also growing research into the molecules that form the basis of protein structures, from collagen to keratin.”

Borellini also recognizes the value of well-being as a key element in developing new products and treatments: “The most innovative products use multisensory elements to turn cosmetics into true well-being vehicles, confirming the strong connection between mind and skin. Increasingly, the market offers cosmetics that use the magic of colors, scents, and rheological additives to create a complete 360-degree experience.”

Challenges and New Opportunities for the Sector

While the aesthetics sector is experiencing significant growth and innovation, challenges remain. The safety and efficacy of new technologies and procedures are central issues, requiring the discussion of clearer and more current regulations. Moreover, promoting education and awareness is essential to help consumers choose quality products and treatments.

This scenario opens new opportunities for companies and professionals. As the concepts of beauty and well-being are being redefined, aesthetic treatments and products will become increasingly accessible and customizable based on individual needs.

“This is the universe that the new beauty professionals must face,” emphasized cosmetologist Umberto Borellini. “No longer just artisans, but pioneers of new frontiers, equipped with ever-evolving scientific knowledge and the classic heritage that Cosm-ethics and Aesth-ethics have always carried—ever since the goddess of beauty emerged from the sea on that beach in Cyprus.”

To review the best moments and educational sessions of Cosmoprof Worldwide Bologna 2025, www.cosmoprof.com