

# Journal of Macromarketing

## Responsible and Sustainable Beauty Consumption for Wellbeing of Older Adults

Journal:	<i>Journal of Macromarketing</i>
Manuscript ID	JMK-24-0214.R3
Manuscript Type:	Original Manuscript
Keywords:	Healthy Ageing, Social Media Consumption, Beauty consumption, Scientifically responsible and sustainable products, Socially responsible communications, Subjective well being
Abstract:	<p>Research on ageing explains the coping patterns adopted by adults once they face a decline in their physical, financial, and social status with contemplation of life expectancy. In response to the changing global trends about longevity, healthy ageing, and wellbeing, the United Nations (UN) initiated this debate. They referred to it as the debate about the 2021-2030 decade of healthy ageing. Different from traditional disease-focused research, the field of healthy ageing has emerged as a significant area of therapeutic inquiry, offering science-based strategies for better management of wellbeing. Considering the gap highlighted from review of literature about the impact of healthy ageing trends in the era of social media and its impact on the consumption of beauty for subjective personal wellbeing by older consumers, a research model to be tested by future researchers is conceptualised. The overarching goal of this study was to study the influence of scientifically responsible and sustainable beauty products when offered to older consumers with perspective of socially responsible communications.</p>

SCHOLARONE™  
Manuscripts

## Responsible and Sustainable Beauty Consumption for Wellbeing of Older Adults

Gabriela Daniels\* and Suraksha Gupta

### Abstract

Research on ageing explains the coping patterns adopted by adults once they face a decline in their physical, financial, and social status with contemplation of life expectancy. In response to the changing global trends about longevity, healthy ageing, and wellbeing, the United Nations (UN) initiated this debate. They referred to it as the debate about the 2021-2030 decade of healthy ageing. Different from traditional disease-focused research, the field of healthy ageing has emerged as a significant area of therapeutic inquiry, offering science-based strategies for better management of wellbeing. Considering the gap highlighted from review of literature about the impact of healthy ageing trends in the era of social media and its impact on the consumption of beauty for subjective personal wellbeing by older consumers, a research model to be tested by future researchers is conceptualised. The overarching goal of this study was to study the influence of scientifically responsible and sustainable beauty products when offered to older consumers with perspective of socially responsible communications.

**Key words:** Healthy Ageing, Social Media Consumption, Beauty Consumption, Scientifically Responsible and Sustainable Products, Socially Responsible Communications and Subjective Wellbeing

Gabriela Daniels\*, Programme Director Cosmetic Science, Fashion Business School, University of the Arts, London  
Email: g.n.daniels@fashion.arts.ac.uk

Suraksha Gupta, Professor of Marketing, Fashion Business School, University of the Arts, London  
Email: s.gupta@fashion.arts.ac.uk

\*Corresponding Author

## Introduction

In 2024, the global life expectancy at birth reached 73.3 years, which marked an increase of 8.4 years since 1995 and an offset of the temporary fall caused by the COVID-19 pandemic (UN, 2024). With rising life expectancy and the growing number of older adults in society, the concept of wellbeing has emerged and continues to evolve. Therapeutic interventions are continually being developed to extend not only the lifespan but also the health span of older individuals leading to awareness of healthy ageing which is broadly defined as “the time spent with good health, free from chronic diseases and disabilities of ageing” (Kaeberlain, 2018: 361). These interventions extend beyond medical therapeutics, to include nutrition, physical activity, and social engagement, all of which have been reported to support the wellbeing of older adults (Kalache, 2019; Sowa et al. 2016; Carlson et al. 1998, Miller and Iris, 2002). Hence, studying the behaviours and social context of consumption in times when social media is the most popular mode of communication for companies, is gaining particular significance. It has become important to better understand the needs of older adults associated with their consumption patterns with quality of life and independence to enhance the value society places on their wellbeing as active participation in social, cultural, emotional, and economic activities (Aspinal et al. 2016; Bowling, 2009). In response to these demographic, social, and scientific trends, the United Nations has launched the Decade of Healthy Ageing (2021–2030) initiative that focuses on exploring and promoting effective ways to improve the wellbeing of older adults within their families, and communities (WHO, 2018; Keating, 2022).

Previous studies that have discussed quality of life, consumer behaviour and sustainability explain the needs and behaviour of consumers but fail to reflect on the beauty consumption related behaviour of older consumers from the perspective of their subjective well-being. Academic research is still to adequately reflect these shifting patterns in the

1  
2  
3 expectations of older consumers from the industry activity, as available knowledge is still  
4 largely focused on younger consumer segments (Rousseau, 2018; Dittmar, 2007). In addition  
5  
6 to responding to demographic trends, the beauty industry's other key priorities are in  
7  
8 developing scientifically responsible sustainable, and ethical innovation and business practices  
9  
10 whilst increasingly relying on social media marketing and communications to reach its  
11  
12 consumers (Lavuri et al. 2022 Singh and Sonnenburg, 2012; Crittenden et al. 2011). Brands  
13  
14 that respond to the impact of this combined shift stand to benefit better from an affluent  
15  
16 customer base seeking better representation, efficacy, and sustainability credentials for their  
17  
18 beauty choices. (Clarke and Griffin, 2008). In summary, despite the notable economic success,  
19  
20 the discourse around beauty consumption and wellbeing is not without criticism.  
21  
22  
23  
24  
25

26 While more inclusive, safe, effective, and scientifically responsible sustainable beauty  
27  
28 products and services are emerging in the market, framing wellbeing as something to be  
29  
30 resisted and avoided appears to foster beauty consumption driven by negative motivations  
31  
32 (Mendes de Leon, 2003; World Health Organisation, 2021). For this purpose, we differentiate  
33  
34 between healthy ageing and wellbeing by positioning them as concepts of awareness and  
35  
36 subjective understanding of an individual respectively. This study refers to healthy ageing as  
37  
38 awareness of biological, physical, and social issues related to ageing and wellbeing as the  
39  
40 subjective viewpoint of an individual about themselves as their experiences, emotions, and  
41  
42 satisfaction. Furthermore, we reflect on the role of social media in shaping such sentiments and  
43  
44 consumer behaviour across generations, which has grown exponentially too with more older  
45  
46 adults having access to it (Nash, 2019). Thus, the growth of consumerism due to social media  
47  
48 consumption without boundaries of demographics, and the persistence of outdated beauty  
49  
50 standards, appear to overshadow the opportunities for communicating more effectively, the  
51  
52 potential benefits of beauty products and services for enhanced recognition of healthy ageing  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 and wellbeing (Santoz, 2024). The National Institute of Health reported an increase in social  
4  
5 media consumption from 41.1% in 2017 to 54% in 2020 (Nie et al 2024).  
6  
7  
8  
9

### 10 **Research Problem**

11  
12 Despite the growing demographic and economic significance of older adults, the beauty  
13  
14 industry and academic scholars have overlooked the broader potential of beauty products. Poor  
15  
16 representation of older adults in the beauty media and more recently in social media have also  
17  
18 largely obscured the needs and motivations of the older consumers. The wellbeing of older  
19  
20 adults is a subject of research and policy interventions which in turn offer industries such as  
21  
22 the beauty industry opportunities to innovate and communicate positive experiences of  
23  
24 relevance to this consumer group. Lack of scholarly attention to these dynamics and the  
25  
26 disparate nature of the subject fields has prevented meaningful advancements so far. In  
27  
28 response, this research draws on a wide range of theoretical fields to conceptualise a model  
29  
30 connecting recent developments in the theories of healthy ageing, social media, and beauty  
31  
32 consumption to provide a context within which the wellbeing of older consumers could be  
33  
34 improved via the usage and surrounding communication of beauty products.  
35  
36  
37  
38  
39  
40

41 To understand how the subjective wellbeing of older adults can be promoted under the  
42  
43 lens of beauty consumption, this study integrates theories from consumer behaviour and  
44  
45 gerontology to conceptualise dependence of subjective wellbeing on beauty consumption  
46  
47 driven by awareness of healthy ageing combined with social media consumption. It then  
48  
49 examines social norms surrounding beauty and ageing, highlighting the role of social media in  
50  
51 shaping and influencing beauty consumption behaviours. The concept of wellbeing is then  
52  
53 discussed broadly and in relation to ageing. Finally, the paper identifies several factors that can  
54  
55 enhance beauty consumption's potential to improve subjective wellbeing in later life. Each  
56  
57 subtopic concludes with a proposition that connects beauty consumption with opportunities to  
58  
59  
60

1  
2  
3 support and promote the wellbeing of older individuals. To date, very few research studies  
4  
5 offer a scholarly discussion of such a broad and diverse range of research to address the  
6  
7 growing concerns about healthy ageing.  
8  
9

### 10 11 12 13 **Theoretical Underpinning and Research Propositions**

14  
15 Evolutionary theories of ageing explain the hallmarks of ageing and the diversity in ageing  
16  
17 patterns in the world (Lemaitre et al. 2024). This study adopts the sociological theory of ageing  
18  
19 which explains how individuals in their later part of life understand and manage themselves  
20  
21 within their network and engage in relationships (Wrzus et al. 2013). Moreover, ageing has  
22  
23 been traditionally studied by different disciplines concerned with approaches to its  
24  
25 management, however, these were largely focused on medical and social care. In the last two  
26  
27 decades, other research fields also focused on awareness of healthy ageing with the aim to  
28  
29 expand the angle from which it is managed (Yang, 2011). Firstly, biological theories have  
30  
31 focused on the functioning of the human body over the lifespan, how hormones and genes  
32  
33 regulate the biological clock, and the impact of their regulation on the individual's  
34  
35 development, growth, and maturity in the context of different environments and lifestyles  
36  
37 (Weinert and Timiras, 2003). The psychological theories of healthy ageing focus on the  
38  
39 emotional, social, and mental health of individuals to explain how motivations, attitudes, and  
40  
41 personalities are shaped with age (Hooker and McAdams, 2003). Sociological theories reflect  
42  
43 the role played by a person in a social network and have traditionally focused on the increasing  
44  
45 disengagement and slowing down of the functioning of individuals with age (Kuntsman and  
46  
47 Miyake, 2019; Zunzunegui et al. 2003).  
48  
49  
50  
51  
52  
53

54 Additionally, gerontology, as a multidisciplinary field that integrates biological,  
55  
56 psychological, and social sciences to study the process of ageing, has grown in significance  
57  
58 and research impact. It is also constantly evolving and reflecting the shifting needs and  
59  
60

1  
2  
3 priorities of individuals and society in the context of increased life span and global population  
4 ageing trends (Fries, 2002; Poscia et al, 2015). Drawing on folklore and traditions, a variety of  
5 non-medical approaches are adopted by older individuals to manage the ailments and  
6 limitations associated with the biological ageing process (Cesari et al. 2016). For example, the  
7 healthy management of the physiology of ageing of skin and hair is reliant on the traditional  
8 use of plant oils, butter, and extracts, which are valued for their astringent, moisturising, and  
9 soothing properties. Beyond these, ageing skin and hair are associated with conditions such as  
10 dermatitis, skin cancer, and clinical hair loss which are not commonly seen as a prime health  
11 concern but have the potential impact on one's quality of life and wellbeing (Jafferany et al.  
12 2012).

13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26 The importance of awareness of healthy ageing in modern society is widely  
27 acknowledged, with significant investment in both scientific and social research influencing  
28 policies and commercial practices aimed at supporting older adults (Cardona, 2008). It has  
29 been observed that awareness of older adults about wellness is linked with their understanding  
30 of self-care and social media has played an important part in giving them knowledge and access  
31 to anti-ageing products like skin care. Social media posts also reveal that older adults tend to  
32 prioritize their personal health and care much more than before (Sheldon et al, 2021). In this  
33 context, mental and cognitive health is increasingly becoming an important part of self-care  
34 amongst older adults (Dupuis and Alzheimer, 2008; Sanchez-Izquierdo and Fernandez-  
35 Ballesteros, 2021; Hautekiet et al., 2022; Horgan et al., 2024). However, these health  
36 dimensions are based on clinical definitions and assessments whilst positive psychological and  
37 social life experiences have been historically overlooked. In summary, beauty consumption  
38 spans many goals, but so far has not been aligned with health-orientated consumer needs,  
39 especially in the context of the needs of older consumers. Beauty consumption when  
40 contextualised by appropriate socially responsible communication and education of the older  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 consumer can contribute to wellbeing due to improved physical, psychological, and social  
4 experiences.  
5  
6

7  
8 Furthermore, the recognition of older adults as a significant group in beauty  
9 consumption is growing (Zhu and Elfving-Hwang, 2024). Some researchers argue that framing  
10 market growth around subjective wellbeing is better from a marketing perspective, as ageing  
11 is a condition that may sometimes foster resistance to innovation and reduce the motivation for  
12 beauty consumption (Wu et al. 2024). Other scholars contradict this view by explaining  
13 wellbeing as a longitudinal view of healthy ageing derived from sustainable consumption  
14 (Santos and Cylus, 2024). In conclusion, population ageing and growing beauty consumption  
15 are two parallel trends that have yet to intersect in a significant way. Policy and commercial  
16 interests supporting older adults can align better by identifying beauty consumption principles  
17 that are beneficial for the wellbeing of older consumers. These should be, in turn,  
18 communicated better to the consumer and all stakeholders, to support sustainable and socially  
19 responsible market growth.  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37

### 38 **Healthy Ageing and Beauty Consumption**

39  
40 The growing body of empirical research on healthy ageing has led to the proliferation of  
41 systematic reviews on this topic, with the most prominent conclusion being its  
42 multidimensional nature encompassing the management of biological, psychological, and  
43 social aspects of ageing (Behr et al. 2023; Susanti et al, 2020; Seah et al., 2019; Cosco et al,  
44 2014, Lara et al., 2013). It is also argued that these dimensions are interconnected and various  
45 interventions and life adjustments outside disease management could lead to enhanced health  
46 during the later stages of the life span. Another important angle on healthy ageing commonly  
47 reported in primary research and reviews is enhancing the lives of older adults by promoting  
48 independent and active lifestyles and their capability to adapt to changes in the external  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 environment rather than relying on medical or social care (Mohan and Lyons, 2024; Stephens  
4 et al., 2015, Suzman, 2015; Murphy et al. 2014; Peel et al. 2004). This notion has been further  
5  
6 evolved in recent years into emphasising on the individuals to care for themselves (Islam et al.  
7  
8 2024; Fjell et al. 2021). Moreover, modern sociological theories propose that an individual  
9  
10 should remain active to live a satisfied life (Pan et al. 2024). Post-retirement activities,  
11  
12 specifically, help to keep older adults engaged whilst a lack of activity can lead to the  
13  
14 withdrawal of the individual from their social network (Lim-Soh et al 2024). With improved  
15  
16 knowledge about the need to self-manage ageing and to remain active, older adults have  
17  
18 become conscious of managing the decline in skin health and its appearance with the help of  
19  
20 beauty enhancing products (Calasanti, 2007). The physiological processes underlying skin  
21  
22 ageing are well understood, with sun-induced skin ageing and the impact of smoking and  
23  
24 pollution on wrinkle formation and irregular pigmentation being considered core preventive/  
25  
26 management targets for cosmetic products (Krutmann et al., 2017).  
27  
28  
29  
30  
31  
32

33 Whilst cosmetic products for mitigating the impact of the above lifestyle factors on the  
34  
35 skin are commonly targeted at younger consumers, they continue to be important for the  
36  
37 healthy skin ageing of older individuals too (Marsman et al. 2018). Dermatological research  
38  
39 has also identified associations between stress and poor skin health and grey hair thus  
40  
41 supporting the inference that physiological and psychological health and ageing are interrelated  
42  
43 (Trueb, 2021), Hence, one way to care for oneself can be through targeted beauty consumption  
44  
45 to accommodate the physiological needs of the ageing skin (Lamb and Goswami, 2024).  
46  
47 Beauty products are also widely recognised in professional and scientific circles as having  
48  
49 positive psychophysiological and aesthetic effects when applied appropriately (Armstrong and  
50  
51 Detweiler-Bedell, 2008) and such benefits are relevant to the psychological and social  
52  
53 dimensions of healthy ageing. In summary, the increased life span and focus on various health  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 dimensions of ageing will require a better understanding of how beauty consumption should  
4  
5 be targeted to the growing segment of older consumers.  
6

7  
8 *Proposition 1: The growing awareness about healthy ageing amongst older consumers will*  
9  
10 *increase their beauty consumption*  
11

## 12 13 14 **Social Media and Beauty Consumption**

15  
16  
17 Social media has played a significant role in raising consumer awareness of health management  
18  
19 and reshaping perspectives on ageing i.e. healthy ageing as an alternative to the traditional  
20  
21 disease-focus attitudes and narratives (Chitalu, 2024). It also plays a crucial role in spreading  
22  
23 anecdotal information and increasing awareness of the benefits of self-care, which includes  
24  
25 skin and hair management (Hochstein et al. 2024). For example, online communities promoting  
26  
27 wellbeing have emerged offering targeted content such as textured haircare and styling or  
28  
29 skincare advice for cancer patients (Cofield, 2021). Health and aesthetic related education and  
30  
31 related purchase recommendations are also commonly provided on social media mostly by  
32  
33 social influencers positioning themselves as trusted experts (Findlay 2019; Catilllo-Abdul et  
34  
35 al., 2021; Bhatia, 2023) with only a small volume of information being linked to certified  
36  
37 professionals (Ranpariya et al., 2020; DeBoard et al., 2019). Social media also has the potential  
38  
39 to facilitate brand marketing strategies allowing brands to communicate effectively the benefits  
40  
41 of products (Featherstone, 2010). Commonly, beauty marketing strategies have presented a  
42  
43 blend of scientific information while using a language promoting the emotional benefits of  
44  
45 beauty consumption (Shen and Bissell, 2013; Searing and Zeilig, 2017). These practices and  
46  
47 improved product affordability have further fuelled "anti-ageing" beauty consumption. Before  
48  
49 the rise of social media, beauty advertising in fashion and lifestyle outlets reflected society's  
50  
51 fascination with youth whilst promoting rather narrow cultural and aesthetic norms and related  
52  
53 cosmetic consumption (Reischer and Koo, 2004; Jones, 2011). Social media has largely  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 reinforced and amplified this trend and discussions on mature skin are not yet of significant  
4 prominence, neither are positive visual representations. One explanation for this is the  
5 relatively low social media consumption amongst older adults, however as more social media  
6 savvy consumers are reaching retirement age, this trend will be reversed.  
7  
8  
9

10  
11  
12 *Proposition 2: Increased social media consumption amongst older consumers will increase*  
13 *their beauty consumption*  
14  
15  
16

### 17 18 19 **Subjective Wellbeing with Beauty Consumption**

20  
21 The concept of wellbeing emerged as a field of psychology focused on fostering positive  
22 emotions by emphasising the role of personal engagement, relationships, and accomplishment  
23 (Seligman et al., 2018; Seligman et al., 2000). Subjective wellbeing has also been reported to  
24 be influenced by the individuals' demographic, cultural, social, and environmental factors,  
25 hence research in the field is multidimensional (Barry, 2009; Vaingankar et al., 2012; Sirgy,  
26 2021, Eichstaedt et al., 2020). However, in addition to the above factors, wellbeing always  
27 involves purposeful positive self-evaluation. Many instruments for measuring the subjective  
28 elements of wellbeing have been validated. One example of a well-recognised and widely used  
29 instrument is the World Health Organization's (WHO) 5-item Well Being Index (Lui and  
30 Fernando, 2018) which is focused on the individual's experiences of life shaped by their  
31 personal choices (McDowell, 2010). In summary, assessing the wellbeing of a given group of  
32 the population such as older adults is normally done within a certain context reflecting a  
33 combination of external and internal factors. In relation to age alone, some studies report high  
34 subjective wellbeing scores of older adults meaning that declining health is not the strongest  
35 factor, thus highlighting that there is a difference between healthy ageing and subjective  
36 wellbeing (Ranzijn and Luszcz, 2011, Steptoe et al., 2015; Shaw and Langman, 2017; Teater  
37 and Chonody, 2020).  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

There is no strong evidence in the literature suggesting that the visible manifestations of ageing directly diminish or enhance wellbeing. Therefore, simply increasing beauty consumption is unlikely to influence the wellbeing of older consumers. However, since subjective wellbeing involves self-evaluation across a broad spectrum of cultural and social factors, beauty consumption may play a role in shaping how these factors are perceived and experienced, potentially enhancing or hindering overall wellbeing.

*Proposition 3: The growing emphasis on beauty consumption amongst older consumers will increase their subjective wellbeing*

The above three core theories form the foundation of the conceptual model, proposing why beauty consumption among older adults is expected to increase. They also suggest that this growth holds the potential to be directed toward sustainable and scientifically responsible beauty products apart from socially responsible offers being made by the companies to older consumers. The following two propositions outline and argue for the impact of these two specific conditions.

### ***Scientifically Responsible Sustainable Products***

The production, safety, and efficacy of cosmetic products are regulated in all markets to protect the consumers and to ensure access to information (EU Regulation (EC) No1223/2009; Pauwels and Rogiers, 2010). However, there is a gap in the public's understanding of the regulatory environment leading to a lack of trust in its effectiveness. This mistrust is partly due to the need to enhance vigilance, accountability, and cooperation amongst industry players and regulators and partly due to widespread misinformation on social media. Hence, consumer awareness and concerns about how beauty brands conduct their scientific research in terms of safety, efficacy, and sustainability grows and so is the scrutiny by the press, social media, and researchers.

1  
2  
3 Product safety is one such field as public mistrust of science is of growing concern to  
4 policymakers, researchers, and industries (Maron, 2020; Nasr, 2021, Pielke, 2024). In the arena  
5 of cosmetic and hygiene products, safety is commonly associated with plant-derived ingredients  
6 or ingredients broadly classified as “natural”. Studies have reported preferences for these  
7 products, a trend further amplified by environmental awareness and endorsed by social media  
8 consumption (Kim and Seock, 2009; Rubin and Bod, 2019; Chandon, 2020; Santos, 2024). An  
9 extension to these public concerns is the societal issue with the ethics of animal testing  
10 conducted for the purpose of ensuring. The Body Shop led the way in the 1980s by offering a  
11 credible portfolio of products, enriched with plant ingredients and banning animal testing  
12 (Chan, 2014). These values have now diffused all segments of the beauty markets globally and  
13 a proliferation of third-party certification bodies allows brands to boost their credentials further  
14 (Cosmos Standard, nd; Cruelty Free International, nd). Beauty product efficacy, on the other  
15 hand, has received minimal scrutiny, with social influencers seemingly driving strongly  
16 consumer’s trust and purchase behaviour (Hassan et al, 2022; Pratiwi et al., 2018; Ganu et al.,  
17 2023). Social media trends reporting product safety issues and efficacy feedback on various  
18 forums and websites is another avenue to gauge public views (Isah et al, 2014), however older  
19 consumers are likely to be significantly represented.

20  
21  
22 To support healthy ageing, older consumers would require safe and efficacious products  
23 which not only reduce or cover the visible manifestations of ageing but are suitably adjusted to  
24 the physiological needs of ageing skin and hair. So far, the scientific responsibility for safety  
25 and efficacy has not been differentiated significantly, nor communicated adequately to the  
26 growing body of older consumers thus their potential to support wellbeing is underutilised. The  
27 term “sustainable” is often understood in the context of preservation for the future. In the beauty  
28 industry, sustainability is understood as optimising resources and processes and consuming  
29 responsibly. Historically, renewable sources of materials were assumed to be more sustainable  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 than petrochemicals and brand communications continues to focus on such innovation (Bom,  
4 2019; Eckelman, 2022, Sahota, 2024). A more holistic approach, based on product life cycle  
5 analysis, has been adopted within the industry, as it reflects the environmental impact of  
6 consumer usage and waste management, with further emphasis on pollution (Bom et al, 2019;  
7 Cubas et al., 2022; Rocca et al., 2022; Kolling et al, 2022). In addition to their “green”  
8 credentials, cosmetics are also evaluated against an ethical dimension related to animal testing  
9 still conducted under some legal frameworks, however, validated alternatives are now available  
10 (Wang et al, 2020; Silva and Tamburic, 2022). Hence, sustainability is complex in scientific  
11 and regulatory contexts and intersects with safety and efficacy thus making consumer  
12 communications challenging. The consumer seems to manage such complexity by focusing  
13 purchase intentions on simple qualities such as organic and animal welfare certifications  
14 despite a lack of understanding of these claims (Yeon and Chung, 2011; Ghazali, 2017; Grappe  
15 et al, 2021). Very little has been researched about older consumers and beauty innovations,  
16 with the few studies over the last two decades focusing on attitudes towards sustainable and  
17 ethical products and more recently on health-related purchases, all suggesting that the market  
18 is not homogenous, and attitudes vary from sceptical to active purchases (Carrigan and  
19 Szmigin, 2004; Puhakka et al., 2017; Delistravrou and Tilikidou, 2022).

20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42 *Proposition 4 Scientifically responsible sustainable products will improve the impact of beauty*  
43 *consumption on subjective wellbeing of older consumers*  
44  
45  
46  
47  
48

### 49 ***Socially Responsible Communications***

50  
51  
52 Beauty plays a crucial role in shaping identity, yet narrow mainstream beauty standards have  
53 contributed to the marginalisation of older individuals, fostering negative body image, social  
54 invisibility, and even ageism (Clarke and Griffin, 2008; Tiggemann and McCourt, 2013).  
55 Particularly, biological ageing of skin and hair is central to the personal identity of women who  
56  
57  
58  
59  
60

1  
2  
3 face heightened societal pressure to maintain a youthful appearance (Winterich, 2007; Thorpe,  
4 2018; Cecil et al., 2023). The absence of models with ageing skin and the association of  
5 cosmetic products with aesthetic dermatology procedures, such as "erasing wrinkles" has  
6 normalised the idea that ageing skin is undesirable and needs correction (Coupland, 2009;  
7 Searing and Zeilig, 2017). Social media marketing campaigns featuring celebrities do not  
8 represent sociologically typical ageing faces, thereby perpetuating ageist stereotypes that fuel  
9 product consumption from the position of unattainable goals (McKay, 2003).

10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21 Positive initiatives, like Dove's Real Beauty campaign and its Self-Esteem Project, have  
22 attempted to counter the narrow definitions of beauty by introducing concepts of inclusivity  
23 and equality for diverse body types and skin tones (Daszkiewicz, 2022). Whilst the Dove  
24 campaign has been praised for its innovative and inclusive focus (Bennett, 2024) critics argued  
25 that they covertly perpetuate the consumerism and beauty ideologies they aim to challenge  
26 (Murray, 2013). More recently, social media has become the platform for activists, influencers,  
27 and brands to create alternative narratives around inclusivity (Makita et al. 2019; Xu 2020;  
28 Turley and Fisher 2018; Bai 2014).

29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39 Enforcing these, researchers have reported only a weak association between face self-  
40 image satisfaction and age, whilst ethnic groups and gender were more significant, thus  
41 suggesting that the desire for cosmetics and aesthetic procedures stems from more complex  
42 sociological motivations than simply wanting to maintain a youthful appearance (Frederick et  
43 al. 2022). Furthermore, economic factors were also found to play a role in getting access to  
44 anti-ageing products and treatments (Pussetti et al. 2021). In summary, while social attitudes  
45 and social media marketing practices continue to value youthfulness, a shift in recognition of  
46 consumption related to beauty and health by older consumers can be noticed (MacGregor et al.  
47 2021). Hence, beauty consumption represents the person's self-image negotiation, and in the  
48 context of age simultaneously supplements and benefits from lifestyle adjustments, exercise,  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 and diet (Bennett et al. 2017). However, communications related to beauty consumption are  
4  
5 related to positive life adjustments and do not target specifically older consumers for whom  
6  
7 these are of different significance and magnitude. Scholars have reported that beauty  
8  
9 consumption has a direct link with the social identity of the user as it impacts their social status  
10  
11 (Dittmar, 2011; Wilska, 2002; Chang, 2024; Chang and Hsu, 2022). Thus, a positive  
12  
13 representation of ageing consumers' purchases and motivations is needed in social media and  
14  
15 beyond.  
16  
17

18  
19 *Proposition 5: Socially responsible beauty communications will improve the impact of beauty*  
20  
21 *consumption on subjective wellbeing of older consumers*  
22

23  
24 -----  
25  
26 Please insert Figure 1 about here  
27  
28 -----  
29  
30

### 31 32 33 **Methodology**

34  
35 To recognise the current periphery of academic knowledge about subjective wellbeing of older  
36  
37 adults under the lens of beauty consumption, a review of available literature available in the  
38  
39 academic journals through library search and anecdotal information offered by secondary  
40  
41 sources was performed. The review of literature encompassed looking for information in  
42  
43 published journal articles, books and book chapters in different databases such as Scopus,  
44  
45 Science Direct, Web of Science etc. using six main keywords “Healthy Ageing”, “Social Media  
46  
47 Consumption”, “Beauty Consumption”, “Scientifically Responsible Sustainable Products”,  
48  
49 “Socially Responsible Communications” and “Subjective Wellbeing”. The knowledge  
50  
51 gathered has been summarised in Table 1. Review of these studies with discourse analysis of  
52  
53 beauty press news and blogs highlighted the gap in the literature. The analysis of the literature  
54  
55 and anecdotes encouraged researchers to conceptualise a framework and developed research  
56  
57  
58  
59  
60

1  
2  
3 propositions, to be considered in future by other researchers working in this area of  
4  
5 investigation.  
6  
7

8 -----  
9  
10 Please insert Table 1 about here  
11  
12 -----  
13  
14

## 15 16 17 **Discussion and Conclusion**

18  
19 The relationship between youth and beauty is a complex mix of biological imperatives and  
20 cultural constructs (Frost, 2005). Evolutionary anthropologists suggest that youth is important  
21 due to its role in sexual selection (Jones et al. 1995). Beauty, meanwhile, is a multifaceted  
22 concept that includes not only physical features but also personal, social, and age-related  
23 manifestations of inner strength and grace (Shumka, 2000; Arkah, 2022). Due to this  
24 complexity, beauty standards throughout history often became tools for reinforcing power and  
25 privilege (Kuipers, 2022). For instance, aristocratic women across ancient Eastern and Western  
26 cultures used pale skin, kohl eyeliner, and natural lip stains, while rulers in Africa, Asia,  
27 Europe, and the Americas adorned themselves with elaborate hairpieces and wigs (Davies,  
28 2020). These early cosmetics were accessible only to a small, affluent segment of society  
29 (Stewart, 2017). However, following the rise in prosperity due to industrialisation during the  
30 late 19th and early 20th centuries, companies specialising in cosmetics emerged (Jones, 2011).  
31 For instance, Procter and Gamble and Unilever started by producing soaps, while L'Oréal  
32 manufactured pharmaceutical-grade skin care preparations. Throughout the 20th and 21st  
33 centuries, these companies evolved into multinational corporations with expanding brand  
34 portfolios, facilitating the global and local appeal of their products (Jones, 2011). Today, the  
35 relationship between beauty and power has evolved but it remains significant with some social  
36 researchers using the term "aesthetic capital" to describe how physical appearance is  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 strategically accumulated and used by the individual for economic and social benefits (Miller,  
4 2002). Simultaneously, scientific research on beauty products has expanded to exploring  
5 various skin phenotypes, skin ageing, and the impact of genes, lifestyle, and the environment  
6 on it (Parrado et al. 2019). Thus, beauty consumption is simultaneously driven by social media  
7 consumption and by research responding to the increasingly differentiated expectations of the  
8 consumers and is expected to deliver tangible improvement in the condition and appearance of  
9 skin and hair (Alsabeelah et al. 2021). The field of aesthetic dermatology offers another route  
10 to beautification, by meeting the growing demand for procedures with varying degrees of  
11 invasiveness aimed at achieving more significant and long-lasting skin rejuvenation effects  
12 (Wollina et al. 2008). However, the suitability of these procedures for different stages and  
13 manifestations of skin ageing, as well as their social and cultural context, is crucial (Partridge  
14 et al. 2018).

15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31 Amid these emerging social and economic policies, new commercial opportunities have  
32 arisen to support and enhance awareness of healthy ageing (Dogra et al. 2022). A notable  
33 example is the beauty industry which for decades targeted limited demographic groups,  
34 primarily younger women aspiring to narrow beauty standards exclusively associated with  
35 youth and characterised by wrinkle-free skin and flawless complexion, thus overlooking older  
36 women as products failed to address their skin needs and the models used in product advertising  
37 were significantly younger (Sharma, 2024, Yoon et al. 2009, Solomon et al. 1992). In the last  
38 two decades, in response to the shifting demographics and the economic potential of older  
39 adults as beauty consumers supported by improved health, extended employment, and active  
40 lifestyles, beauty brands have been evolving their product offers and some older models have  
41 been featured in their advertising campaigns e.g. Viola Davis, Helen Mirren (Ory et al. 2003).  
42 Critics note that despite the improved representation of older adults, the covert messages are  
43 still promoting youthfulness as they are framed around resisting the signs of ageing virus  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 looking good, and enjoying one's age (Searing and Zeilig, 2017; Kenalemang, 2021). However,  
4 this approach is economically successful as in the last decade, the global anti-ageing skincare  
5 market has maintained a double-digit growth (Singh and Sonnenburg, 2012) and is currently  
6 valued at approximately \$76.6 billion and is projected to reach \$93.1 billion by 2027 (Statista,  
7 nd).  
8  
9  
10  
11  
12  
13

14  
15 Considering the above, beauty consumption can be explored through four key drivers:  
16 skin management in terms of healthcare, social media driven consumption, scientifically  
17 responsible and sustainable innovation, and managing personal and social identity. While the  
18 skin is the body's largest organ, its aesthetic status has traditionally been prioritised over its  
19 physiological health (Papaccio et al. 2022). Moreover, this cross disciplinary analysis of  
20 biological skin ageing research and the social context of skin ageing reveals a discrepancy  
21 between the potential health benefits of beauty products and their trivialised positioning as  
22 mere wrinkle reducers or beautifying agents (Antoniou, 2024). Although older adults  
23 understand that careful consideration of one's health is important when selecting beauty  
24 products or procedures (Balts and Carstensen, 1996). One important issue to be considered is  
25 accessibility because most older adults in many countries have no or limited access to high-  
26 quality beauty products due to financial constraints, mobility issues, or other health-related  
27 issues. Furthermore, some beauty treatments or products might not be suitable for older adults  
28 due to skin sensitivity, medical conditions, or allergies.  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45

46  
47 Previous research has also suggested that beauty consumption declines with ageing  
48 while health-related interventions are prioritised (Yianne et al. 2009; Higgs et al. 2009).  
49 However, the literature indicates that positive self-image impacts psychological and social  
50 adaptation during ageing, preventing negative self-evaluation and enhancing subjective  
51 wellbeing (Pinquart and Sorensen, 2001). A positive self-image and shifting attitudes towards  
52 independence, self-care and social engagement, in line with healthy ageing drivers, are  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 expected to drive increased beauty product consumption within this age group (Katz and  
4 Marshall, 2003). Social media is emerging as an important facilitator not only as a platform of  
5 social engagement but also as a source of information and knowledge relevant to beauty  
6 consumption (MacGregor et al. 2021). Social media can be a valuable platform for both  
7 educating the older consumer as well as for promoting social values celebrating the wisdom  
8 and resilience in older adults over appearance, with skincare management being just one  
9 manifestation of this change (Haber, 2019). While achieving this shift may be challenging and  
10 complex, the convergence of healthy ageing and beauty consumption presents opportunities to  
11 redefine beauty for the better. Finally, the goal of enhancing wellbeing by beauty consumption  
12 is feasible and worthy of further investigation. The interconnected roles of innovation of  
13 relevance and macro marketing strategy that communicates appropriately beauty products  
14 functions and supports positive image and social identity is of pivotal importance to achieve  
15 this goal.

16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33 This paper highlights the emerging phenomenon of growing beauty consumption within  
34 the broader context of the healthy ageing movement which is gaining traction in policy research  
35 and commercial sectors. It also defines wellbeing and explores various aspects of beauty  
36 consumption for their potential to enhance the subjective wellbeing of older adults. While the  
37 presented conceptual model is not based on primary research, it synthesises findings from  
38 primary studies in the fields of psychology, consumer behaviour, and social and wellbeing  
39 aspects of ageing, measuring the effects of different factors on the consumption of older adults  
40 and their wellbeing. Therefore, the conclusion reflects the relevant past and current body of  
41 knowledge in these different fields of research.

### 52 53 54 55 56 **Implications, Limitations and Future Research** 57 58 59 60

1  
2  
3 This paper advocates for an interdisciplinary approach to conceptualising complex phenomena,  
4 such as healthy ageing and beauty with social media marketing, which have so far been studied  
5 in isolation across different fields. While integrating diverse research areas is challenging, the  
6 paper demonstrates the value of this research can result in producing comprehensive and  
7 innovative insights for healthy ageing for holistic and impactful results. It can also enrich the  
8 healthy ageing research field and offer alternatives to critics of the stereotypical social beauty  
9 evaluations. Authors have conceptualised the multidimensionality in the ageing process of an  
10 older person as healthy ageing. The propositions that have been developed based on the  
11 exploration of the available literature and anecdotal evidence have not been tested using  
12 empirical data. Hence, this paper invites academics to perform statistical analysis to establish  
13 the relationships related to healthy ageing and beauty consumption. It will also be interesting  
14 to see the outcome of effective innovation and marketing strategies that deliver greater  
15 economic and social value overall and for older consumers. A balanced analysis of both the  
16 positive and negative aspects of beauty consumption can relate these findings to healthy ageing.  
17 This research emphasises the need for society to recognise and enhance the social value of life  
18 for old age adults, including their role in beauty consumption through the lens of social  
19 inclusion for subjective well being. Future researchers should extend this investigation to the  
20 impact of subjective wellbeing on mental health issues faced by older adults, which may lead  
21 to serious diseases such as Alzheimer's, Parkinson, Diabetes, etc. The current study should also  
22 be continued using mixed methods. Findings will be useful for both practitioners and  
23 academics focusing on this area of investigation. This research should also be extended to  
24 explore the relationship between the consumption of social media and the awareness of older  
25 adults about the process of healthy ageing.  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

**References:**

- Alsabeelah, N., Arshad, M. F., Hashmi, S., Khan, R. A., and Khan, S. (2021). Nanocosmeceuticals for the management of ageing: Rigors and Vigors. *Journal of Drug Delivery Science and Technology*, 63, 102448.
- Antoniou, A. (2024). When likes go rogue: advertising standards and the malpractice of unruly social media influencers. *Journal of Media Law*, 1-44.
- Arkah, J. E. (2022). Psychosocial well-being of the elderly at Mamfe township in the Akuapem North Municipality (Doctoral dissertation, University of Education, Winneba).
- Armstrong, T., and Detweiler-Bedell, B. (2008). Beauty as an emotion: The exhilarating prospect of mastering a challenging world. *Review of general psychology*, 12(4), 305-329.
- Aspinal, F., Glasby, J., Rostgaard, T., Tuntland, H. and Westendorp, R.G.J., 2016. New horizons: Reablement - supporting older adults towards independence. *Age and Ageing*, 45(5), pp. 574.
- Bai, X., 2014. Images of Ageing in Society: A Literature Review. *Journal of Population Ageing*, 7(3), pp. 231.
- Barry, M. M. (2009). Addressing the determinants of positive mental health: concepts, evidence and practice. *International Journal of Mental Health Promotion*, 11(3), 4-17.
- Behr, L. C., Simm, A., Kluttig, A., and Grosskopf, A. (2023). 60 years of healthy aging: On definitions, biomarkers, scores and challenges. *Ageing Research Reviews*, 88, 101934.
- Bennett, S. L. (2024). The Commodification of Feminism—A Critical Analysis of Neoliberal Feminist Discourse. *Studies in Social Science and Humanities*, 3(5), 47-57.

- 1  
2  
3 Bennett, E.V., Hurd Clarke, L., Kowalski, K.C. and Crocker, P.R.E., 2017. "I'll do anything to  
4 maintain my health": How women aged 65–94 perceive, experience, and cope with their  
5 aging bodies. *Body Image*, 21, pp. 71.  
6  
7  
8  
9  
10 Bhat, B. B., Kamath, P. P., Chatterjee, S., Bhattacharjee, R., and Nayak, U. Y. (2022). Recent  
11 updates on nanocosmeceutical skin care and anti-aging products. *Current Pharmaceutical*  
12 *Design*, 28(15), 1258-1271.  
13  
14  
15  
16  
17  
18 Bowling, A., 2009. The Psychometric Properties of the older adults's Quality of Life  
19 Questionnaire, Compared with the CASP-19 and the WHOQOL-OLD. *Current Gerontology*  
20 *and Geriatrics Research*, 2009, pp. 298950–12.  
21  
22  
23  
24  
25  
26 Calasanti, T. (2007). Bodacious berry, potency wood and the aging monster: Gender and age  
27 relations in anti-aging ads. *Social forces*, 86(1), 335-355.  
28  
29  
30  
31 Cardona, B. (2008). 'Healthy Ageing' policies and anti-ageing ideologies and practices: on the  
32 exercise of responsibility. *Medicine, Health Care and Philosophy*, 11, 475-483.  
33  
34  
35  
36  
37 Carlson, M., Clark, F., and Young, B. (1998). Practical contributions of occupational science to  
38 the art of successful ageing: How to sculpt a meaningful life in older adulthood. *Journal of*  
39 *Occupational Science*, 5(3), 107-118.  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60
- Cesari, M., Marzetti, E., Thiem, U., Pérez-Zepeda, M. U., Van Kan, G. A., Landi, F., ... and  
Bernabei, R. (2016). The geriatric management of frailty as paradigm of "The end of the  
disease era". *European journal of internal medicine*, 31, 11-14.
- Chang, R. (2024). The Self-perception Debate: Do social media and platforms need better  
regulation? In *SHS Web of Conferences* (Vol. 187, p. 04001). EDP Sciences.

- 1  
2  
3 Chang, Y. W., and Hsu, Y. (2022). Beauty consumption matchmaking mechanism for  
4 confirming the requirement specification of app development in the post-COVID-19 era.  
5  
6 *Frontiers in psychology, 13*, 925905.  
7  
8  
9  
10 Chitalu, P. N. (2024). Evaluating services for older adults with multimorbidity across health and  
11 social care (Doctoral dissertation, UCL (University College London)).  
12  
13  
14  
15  
16 Clarke, L. H., and Griffin, M. (2008). Visible and invisible ageing: Beauty work as a response  
17 to ageism. *Ageing and Society, 28*(5), 653-674.  
18  
19  
20  
21 Cofield, L. (2021). After shave: a cultural history of female body hair removal in twentieth and  
22 twenty-first century Britain (Doctoral dissertation, University of Sussex).  
23  
24  
25  
26  
27 Coupland, J., 2009. Time, the body and the reversibility of ageing: commodifying the decade.  
28 *Ageing and Society, 29*(6), pp. 953.  
29  
30  
31  
32 Crittenden, V. L., Crittenden, W. F., Ferrell, L. K., Ferrell, O. C., and Pinney, C. C. (2011).  
33 Market-oriented sustainability: a conceptual framework and propositions. *Journal of the*  
34 *academy of marketing science, 39*, 71-85.  
35  
36  
37  
38  
39 Daszkiewicz, M. (2022). Supporting self-esteem and self-acceptance in commercial brand  
40 campaigns created during a pandemic: Social and marketing aspects. *Ekonomia–Wroclaw*  
41 *Economic Review, 28*(3), 109-127.  
42  
43  
44  
45  
46  
47 Davies, S. (2020). *Adornment: What self-decoration tells us about who we are*. Bloomsbury  
48 Publishing.  
49  
50  
51  
52 Dittmar, H. (2007). What is the price of consumer culture? Consequences, implications, and the  
53 cage within. In *Consumer Culture, Identity and Well-Being* (pp. 217-240). Psychology  
54 Press.  
55  
56  
57  
58  
59  
60

- 1  
2  
3 Dittmar, H. (2011). Material and consumer identities. *Handbook of identity theory and research*,  
4 745-769.  
5  
6  
7  
8 Dogra, S., Dunstan, D. W., Sugiyama, T., Stathi, A., Gardiner, P. A., and Owen, N. (2022).  
9  
10 Active aging and public health: evidence, implications, and opportunities. *Annual review of*  
11  
12 *public health*, 43(1), 439-459.  
13  
14  
15 Dupuis, S. L., and Alzheimer, M. (2008). Leisure and ageing well. *World Leisure Journal*, 50(2),  
16  
17 91-107.  
18  
19  
20  
21 Featherstone, M. (2010). Body, image and affect in consumer culture. *Body and society*, 16(1),  
22  
23 193-221.  
24  
25  
26 Findlay, R., 2019. "Trust Us, We're You": Aspirational Realness in the Digital Communication  
27  
28 of Contemporary Fashion and Beauty Brands. *Communication, Culture and Critique*, 12(4):  
29  
30 553-569.  
31  
32  
33  
34 Fjell, A., Eriksen, K. Å., Hermann, M., Boström, A. M., and Cronfalk, S. B. (2021). older adults  
35  
36 living at home: experiences of healthy ageing. *Primary Health Care Research and*  
37  
38 *Development*, 22, e6.  
39  
40  
41  
42 Frederick, D.A., Reynolds, T.A., Barrera, C.A. and Murray, S.B., 2022. Demographic and  
43  
44 sociocultural predictors of face image satisfaction: The U.S. Body Project I. *Body Image*,  
45  
46 41, pp. 1.  
47  
48  
49 Frost, L. (2005). Theorizing the young woman in the body. *Body and Society*, 11(1), 63-85.  
50  
51  
52 Haber, D. (2019). *Health promotion and aging: Practical applications for health professionals*.  
53  
54 Springer Publishing Company.  
55  
56  
57 Higgs, P., Leontowitsch, M., Stevenson, F., and Jones, I. R. (2009). Not just old and sick—the  
58  
59 'will to health' in later life. *Ageing and Society*, 29(5), 687-707.  
60

- 1  
2  
3 Hochstein, R. E., Veresiu, E., and Harmeling, C. M. (2024). Moralizing Everyday Consumption:  
4 The Case of Self-Care. *Journal of Consumer Research*, ucae056.  
5  
6  
7  
8 Hooker, K., and McAdams, D. P. (2003). Personality reconsidered: A new agenda for aging  
9 research. *The Journals of Gerontology Series B: Psychological Sciences and Social*  
10 *Sciences*, 58(6), P296-P304.  
11  
12  
13  
14  
15  
16 Islam, M. A., Sehar, U., Sultana, O. F., Mukherjee, U., Brownell, M., Kshirsagar, S., and Reddy,  
17 P. H. (2024). SuperAgers and centenarians, dynamics of healthy ageing with cognitive  
18 resilience. *Mechanisms of Ageing and Development*, 219, 111936.  
19  
20  
21  
22  
23  
24 Jafferany, M., Huynh, T. V., Silverman, M. A., and Zaidi, Z. (2012). Geriatric dermatoses: a  
25 clinical review of skin diseases in an aging population. *International journal of dermatology*,  
26 51(5), 509-522.  
27  
28  
29  
30  
31 Jones, D., Brace, C. L., Jankowiak, W., Laland, K. N., Musselman, L. E., Langlois, J. H., ... and  
32 Symons, D. (1995). Sexual selection, physical attractiveness, and facial neoteny: Cross-  
33 cultural evidence and implications [and comments and reply]. *Current anthropology*, 36(5),  
34 723-748.  
35  
36  
37  
38  
39  
40  
41 Jones, G. (2011). Globalization and Beauty: A Historical and Firm Perspective. *EurAmerica*,  
42 41(4).  
43  
44  
45  
46 Kalache, A., De Hoogh, A. I., Howlett, S. E., Kennedy, B., Eggersdorfer, M., Marsman, D. S.,  
47 ... and Griffiths, J. C. (2019). Nutrition interventions for healthy ageing across the lifespan:  
48 a conference report. *European journal of nutrition*, 58, 1-11.  
49  
50  
51  
52  
53  
54 Katz, S., and Marshall, B. (2003). New sex for old: Lifestyle, consumerism, and the ethics of  
55 aging well. *Journal of Aging Studies*, 17(1), 3-16.  
56  
57  
58  
59  
60

- 1  
2  
3 Keating, N. (2022). A research framework for the United Nations Decade of Healthy Ageing  
4  
5 (2021–2030). *European Journal of Ageing*, 19(3), 775-787.  
6  
7
- 8 Kim, S., and Seock, Y. K. (2009). Impacts of health and environmental consciousness on young  
9  
10 female consumers' attitude towards and purchase of natural beauty products. *International*  
11  
12 *Journal of Consumer Studies*, 33(6), 627-638.  
13  
14
- 15 Krutmann, J., Bouloc, A., Sore, G., Bernard, B. A., and Passeron, T. (2017). The skin aging  
16  
17 exposome. *Journal of dermatological science*, 85(3), 152-161.  
18  
19
- 20 Kuipers, G., 2022. The expanding beauty regime: Or, why it has become so important to look  
21  
22 good. *Critical Studies in Fashion andamp; Beauty*, 13(2), pp. 207.  
23  
24
- 25 Kuntsman, A., and Miyake, E. (2019). The paradox and continuum of digital disengagement:  
26  
27 denaturalising digital sociality and technological connectivity. *Media, Culture and Society*,  
28  
29 41(6), 901-913.  
30  
31
- 32 Lamb, S., and Goswami, N. (2024). Healthy aging, self-care, and choice in India: Class-based  
33  
34 engagements with globally circulating ideologies. *Journal of aging studies*, 68, 101194.  
35  
36
- 37 Lavuri, R., Jabbour, C. J. C., Grebinevych, O., and Roubaud, D. (2022). Green factors  
38  
39 stimulating the purchase intention of innovative luxury organic beauty products:  
40  
41 Implications for sustainable development. *Journal of Environmental Management*, 301,  
42  
43 113899.  
44  
45
- 46 Lim-Soh, J., Ang, S., and Malhotra, R. (2024). Trajectories of informal and formal social  
47  
48 participation after retirement. *Work, Aging and Retirement*, 10(4), 401-413.  
49  
50
- 51 Lui, P. P., and Fernando, G. A. (2018). Development and initial validation of a multidimensional  
52  
53 scale assessing subjective well-being: The Well-Being Scale (WeBS). *Psychological*  
54  
55 *reports*, 121(1), 135-160.  
56  
57  
58  
59  
60

- 1  
2  
3 MacGregor, C., Petersen, A., and Parker, C. (2021). Promoting a healthier, younger you: The  
4 media marketing of anti-ageing superfoods. *Journal of Consumer Culture*, 21(2), 164-179.  
5  
6  
7  
8 Makita, M., Mas-Bleda, A., Stuart, E. and Thelwall, M., 2019. Ageing, old age and older adults:  
9 a social media analysis of dominant topics and discourses. *Ageing and Society*, 41(2), pp.  
10 247.  
11  
12  
13  
14  
15 Marsman, D., Belsky, D. W., Gregori, D., Johnson, M. A., Low Dog, T., Meydani, S., ... and  
16 Griffiths, J. C. (2018). Healthy ageing: The natural consequences of good nutrition—A  
17 conference report. *European journal of nutrition*, 57, 15-34.  
18  
19  
20  
21  
22 McDowell, I. (2010). Measures of self-perceived well-being. *Journal of psychosomatic*  
23 research, 69(1), 69-79.  
24  
25  
26  
27  
28 McKay, S. (2003). The Paradox in ageing well: Stories of older women in the Australian  
29 Women's Weekly. *Continuum*, 17(2), 177-185.  
30  
31  
32  
33  
34 Mendes de Leon, C. F., Glass, T. A., and Berkman, L. F. (2003). Social engagement and  
35 disability in a community population of older adults: the New Haven EPES. *American*  
36 *Journal of Epidemiology*, 157(7), 633-642.  
37  
38  
39  
40  
41  
42 Miller, J., 2002. Beauty and Democratic Power. *Fashion Theory*, 6(3), pp. 277.  
43  
44  
45 Miller, A. M., and Iris, M. (2002). Health promotion attitudes and strategies in older adults.  
46 *Health Education and Behavior*, 29(2), 249-267.  
47  
48  
49  
50 Mohan, G., and Lyons, S. (2024). High-speed broadband availability, Internet activity among  
51 older adults, quality of life and loneliness. *new media and society*, 26(5), 2889-2913.  
52  
53  
54  
55 Murphy, K., Cooney, A., and Casey, D. (2014). Improving the quality of life for older adults in  
56 long-term care settings. *Journal of comparative effectiveness research*, 3(3), 301-315.  
57  
58  
59  
60

- 1  
2  
3 Murray, D. P. (2013). Branding “real” social change in Dove's Campaign for Real Beauty.  
4  
5 Feminist Media Studies, 13(1), 83-101.  
6  
7  
8  
9 Nash, J. (2019). Exploring how social media platforms influence fashion consumer decisions in  
10  
11 the UK retail sector. *Journal of Fashion Marketing and Management: An International*  
12  
13 *Journal*, 23(1), 82-103.  
14  
15  
16 Nie, Z., Gao, S., Chen, L., Yang, R., Edelman, L. S., Sward, K. A., ... and Demiris, G. (2024).  
17  
18 Social media use and mental health among older adults with multimorbidity: the role of self-  
19  
20 care efficacy. *Journal of the American Medical Informatics Association*, 31(10), 2210-2216.  
21  
22  
23 Ory, M., Hoffman, M. K., Hawkins, M., Sanner, B., and Mockenhaupt, R. (2003). Challenging  
24  
25 aging stereotypes: Strategies for creating a more active society. *American journal of*  
26  
27 *preventive medicine*, 25(3), 164-171.  
28  
29  
30  
31 Pan, Z., Liu, Y., Liu, Y., Huo, Z., and Han, W. (2024). Age-friendly neighbourhood  
32  
33 environment, functional abilities and life satisfaction: a longitudinal analysis of older adults  
34  
35 in urban China. *Social Science and Medicine*, 340, 116403.  
36  
37  
38  
39 Papaccio, F., D' Arino, A., Caputo, S., and Bellei, B. (2022). Focus on the contribution of  
40  
41 oxidative stress in skin aging. *Antioxidants*, 11(6), 1121.  
42  
43  
44  
45 Parrado, C., Mercado-Saenz, S., Perez-Davo, A., Gilaberte, Y., Gonzalez, S., and Juarranz, A.  
46  
47 (2019). Environmental stressors on skin aging. Mechanistic insights. *Frontiers in*  
48  
49 *Pharmacology*, 10, 759.  
50  
51  
52 Partridge, L., Deelen, J., and Slagboom, P. E. (2018). Facing up to the global challenges of  
53  
54 ageing. *Nature*, 561(7721), 45-56.  
55  
56  
57  
58  
59  
60

- 1  
2  
3 Pauwels, M., and Rogiers, V. (2010). Human health safety evaluation of cosmetics in the EU: a  
4  
5 legally imposed challenge to science. *Toxicology and applied pharmacology*, 243(2), 260-  
6  
7 274.  
8  
9
- 10 Peel, N., Bartlett, H., and McClure, R. (2004). Healthy ageing: how is it defined and measured?  
11  
12 *Australasian Journal on Ageing*, 23(3), 115-119.  
13  
14
- 15 Pinquart, M., and Sörensen, S. (2001). Gender differences in self-concept and psychological  
16  
17 well-being in old age: A meta-analysis. *The Journals of Gerontology Series B:*  
18  
19 *Psychological sciences and social sciences*, 56(4), P195-P213.  
20  
21
- 22 Pussetti, C., Alarcao, V. and Pintassilgo, S.C., 2021. Because You're Worth It! The  
23  
24 Medicalization and Moralization of Aesthetics in Aging Women. *Societies*, 11(3).  
25  
26
- 27 Reischer, E., and Koo, K. S. (2004). The body beautiful: Symbolism and agency in the social  
28  
29 world. *Annu. Rev. Anthropol.*, 33(1), 297-317.  
30  
31
- 32 Rousseau, G. (2018). The impact of longevity on older consumer needs: Implications for  
33  
34 business. *Journal of Family Ecology and Consumer Sciences= Tydskrif vir Gesinsekologie*  
35  
36 *en Verbruikerswetenskappe*, 46(1), 19-33.  
37  
38
- 39 Santos, D. B. A. (2024). *The Well-Being Revolution: An Integrative, Scientific, and Practical*  
40  
41 *Guide for a Happier Life* (Doctoral dissertation, University of Pennsylvania).  
42  
43
- 44 Santos, J. V., and Cylus, J. (2024). The value of healthy ageing: Estimating the economic value  
45  
46 of health using time use data. *Social Science and Medicine*, 340, 116451.  
47  
48
- 49 Seah, B., Kowitlawakul, Y., Jiang, Y., Ang, E., Chokkanathan, S., and Wang, W. (2019). A  
50  
51 review on healthy ageing interventions addressing physical, mental and social health of  
52  
53 independent community-dwelling older adults. *Geriatric Nursing*, 40(1), 37-50.  
54  
55  
56  
57  
58  
59  
60

- 1  
2  
3 Searing, C., and Zeilig, H. (2017). Fine Lines: cosmetic advertising and the perception of ageing  
4 female beauty. *International Journal of Ageing and Later Life*, 11(1), 7-36.  
5  
6  
7  
8  
9 Sharma, A. (2024). Aesthetic Transcendence: Fashion's Evolution, Philosophical Reflections,  
10 and Societal Impact. *Journal of Current Social and Political Issues*, 2(1), 10-21.  
11  
12  
13  
14 Sheldon, P., Antony, M. G., and Ware, L. J. (2021). Baby Boomers' use of Facebook and  
15 Instagram: uses and gratifications theory and contextual age indicators. *Heliyon*, 7(4).  
16  
17  
18  
19 Shen, B., and Bissell, K. (2013). Social media, social me: A content analysis of beauty  
20 companies' use of Facebook in marketing and branding. *Journal of promotion management*,  
21 19(5), 629-651.  
22  
23  
24  
25  
26 Shin, S.H., Lee, Y.H., Rho, N. and Park, K.Y., 2023. Skin aging from mechanisms to  
27 interventions: focusing on dermal aging. *Frontiers in Physiology*, 14.  
28  
29  
30  
31  
32 Shumka, L. J. (2000). Designing women: studies in the representation of femininity in Roman  
33 society (Doctoral dissertation).  
34  
35  
36  
37 Singh, S., and Sonnenburg, S. (2012). Brand performances in social media. *Journal of*  
38 *interactive marketing*, 26(4), 189-197.  
39  
40  
41  
42  
43 Solomon, M. R., Ashmore, R. D., and Longo, L. C. (1992). The beauty match-up hypothesis:  
44 Congruence between types of beauty and product images in advertising. *Journal of*  
45 *advertising*, 21(4), 23-34.  
46  
47  
48  
49  
50 Sowa, A., Tobiasz-Adamczyk, B., Topor-Madry, R., Poscia, A. and La Milila, D.I., 2016.  
51 Predictors of healthy ageing: public health policy targets. *BMC Health Services Research*,  
52 16(S5).  
53  
54  
55  
56  
57 Stephens, C., Breheny, M., and Mansvelt, J. (2015). Healthy ageing from the perspective of  
58 older adults: A capability approach to resilience. *Psychology and health*, 30(6), 715-731.  
59  
60

- 1  
2  
3 Stewart, S. (2017). *Painted faces: A colourful history of cosmetics*. Amberley Publishing  
4  
5 Limited.  
6  
7  
8 Suzman, R., Beard, J. R., Boerma, T., and Chatterji, S. (2015). Health in an ageing world—what  
9  
10 do we know? *The Lancet*, 385(9967), 484-486.  
11  
12  
13 Trueb, R.M., (2021). Oxidative stress and its impact on skin, scalp and hair. *International*  
14  
15 *Journal of Cosmetic Science*, 43(S1).  
16  
17  
18 Turley, E. and Fisher, J., 2018. Tweeting back while shouting back: Social media and feminist  
19  
20 activism. *Feminism andamp; Psychology*, 28(1), pp. 128.  
21  
22  
23 Vaingankar, J. A., Subramaiam, M., Lim, Y. W., Sherbourne, C., Luo, N., Ryan, G., ... and  
24  
25 Chong, S. A. (2012). From well-being to positive mental health: conceptualization and  
26  
27 qualitative development of an instrument in Singapore. *Quality of Life Research*, 21, 1785-  
28  
29 1794.  
30  
31  
32  
33 Weinert, B. T., and Timiras, P. S. (2003). Invited review: Theories of aging. *Journal of applied*  
34  
35 *physiology*, 95(4), 1706-1716.  
36  
37  
38  
39 Wilska, T. A. (2002). Me—a consumer? Consumption, identities and lifestyles in today's Finland.  
40  
41 *Acta Sociologica*, 45(3), 195-210.  
42  
43  
44  
45 Wollina, U., Goldman, A., Berger, U., and Abdel-Naser, M. B. (2008). Esthetic and cosmetic  
46  
47 dermatology. *Dermatologic therapy*, 21(2), 118-130.  
48  
49  
50 World Health Organization. (2018). The global network for age-friendly cities and  
51  
52 communities: Looking back over the last decade, looking forward to the next (No.  
53  
54 WHO/FWC/ALC/18.4). World Health Organization.  
55  
56  
57 World Health Organization. (2021). Global report on ageism. World Health Organization.  
58  
59  
60

- 1  
2  
3 Wrzus, C., Hänel, M., Wagner, J., and Neyer, F. J. (2013). Social network changes and life  
4 events across the life span: a meta-analysis. *Psychological bulletin*, 139(1), 53.  
5  
6  
7  
8 Wu, Q., Gu, L., Zhang, M., and Liu, H. (2024). Understanding Dual Effects of Social Network  
9 Services on Digital Well-Being and Sustainability: A Case Study of Xiaohongshu (RED).  
10 Sustainability (2071-1050), 16(15).  
11  
12  
13 Xu, W., 2020. (Non-)Stereotypical representations of older adults in Swedish authority-  
14 managed social media. *Ageing and Society*, 42(3), pp. 719.  
15  
16  
17 Yang, J. (2011). Nennu and Shunu: Gender, body politics, and the beauty economy in China.  
18 *Signs: Journal of Women in Culture and Society*, 36(2), 333-357.  
19  
20  
21 Yoon, C., Cole, C. A., and Lee, M. P. (2009). Consumer decision making and aging: Current  
22 knowledge and future directions. *Journal of Consumer Psychology*, 19(1), 2-16.  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60
- Zunzunegui, M. V., Alvarado, B. E., Del Ser, T., and Otero, A. (2003). Social networks, social  
integration, and social engagement determine cognitive decline in community-dwelling  
Spanish older adults. *The Journals of Gerontology Series B: Psychological Sciences and  
Social Sciences*, 58(2), S93-S100.

Table 1. Summary of key publications defining the concepts of healthy ageing and wellbeing.

Concept	Key works	Definition	Theoretical Contribution	Methodology
Healthy Ageing	Menassa et al. 2023	A successful, healthy, well and active ageing process.	This research offers a comprehensive overview of theoretical HA models by identifying the dimensions, characteristics, antecedents and consequences of conceptualisation of the term.	A systematic literature review
	Carrillo-Alvarez et al. 2023	A process of developing and maintaining the functional ability and wellbeing while progressing to an older age.	To promote healthy ageing across the lifespan will need sound competences regarding person-centred communication, professional communication, technology applications, physiological and pathophysiological aspects of ageing, social and environmental aspects, cultural diversity, programs and policies, ethics, general and basic skills, context and self-management-related skills, health promotion and disease prevention skills, educational and research skills, leadership skills, technological skills and clinical reasoning.	A scoping review
	Abud et al. 2022	Determinants of healthy ageing fall within the three domains of physical, mental/cognitive, and social wellbeing	There are ten determinants for healthy ageing, namely, physical activity, diet, self-awareness, outlook/attitude, life-long learning, faith, social support, financial security, community engagement, and independence.	A systematic literature review
	Fuchs et al. 2013	Survival to a specific age, being free of chronic diseases, autonomy in activities of daily living, wellbeing, good quality of life, high social participation, only mild cognitive or functional impairment, and little or no disability	Development of a set of indicators for the assessment of healthy ageing.	Empirical testing
Wellbeing	Lawton (1983)	Wellbeing is behavioural competence, perceived quality of life, psychological wellbeing, and objective environment	Wellbeing should be considered in relation to life events, personal causation, neuroticism, and introversion-extra-version	Empirical testing

	Burt and Atkinson (2012)	Successful management of social, emotional and cognitive health with meaningful relationships.	Art, creativity, creative hobbies and hobbies can be a meaningful vehicle for enhancing cognitive, emotional and social wellbeing.	Qualitative research
	LaPlaca et al (2013)	Wellbeing is meeting individual need, giving sense of purpose in terms of personal relations, financial reward and attractive environments	For wellbeing to be considered as an important element of future policy commitment, a collaborative approach between researchers, intervention agencies and service users is important.	A discourse for conceptualising a framework

For Peer Review

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41

