

# Value Enhancement Study of Beauty Brands Based on User Experience: Examples of People Aged 48 - 58

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## Abstract

This study focuses on the middle-aged and elderly group aged 48 - 58 years old, and explores the path to enhance the value of beauty brands based on the perspective of user experience. Driven by the policy of population aging and silver hair economy, the consumption potential of this group is huge, and the market scale of China's anti-aging skincare products will reach 94.82 billion yuan in 2023. However, there are mismatches between supply and demand in the beauty market, such as blurring of product ageing, monopolization of the high-end market by international brands, and insufficient aging-appropriate design and emotional value. Through literature analysis and empirical research, we try to put forward the trinity strategy of "function-emotion-culture", i.e., functionally, we research and develop anti-aging ingredients, and combine them with AI detection and effect tracking to provide customized solutions; emotionally, we convey the concept of "aging gracefully" through community operation, and strengthen consumers' self-identity; and emotionally, we convey the concept of "aging gracefully" through community operation, and strengthen consumers' self-identity. In terms of emotion, the concept of "aging gracefully" is conveyed through community operation to strengthen consumers' self-identification; and in terms of culture, natural ingredients and age-appropriate design are incorporated to enhance the ease of use and environmental attributes of the products. With this strategy, we expect to promote differentiated services and upgraded experience of the whole chain, so as to satisfy the transformation of the subjective value of the middle-aged and elderly groups from "anti-aging demand" to "the pursuit of overall beauty", break through the dilemma of homogeneity, and enhance user loyalty and market competitiveness.

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## Keywords

User Experience, Beauty Brands, Value Enhancement, Silver Economy, Supply and Demand Imbalance

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## 1. Introduction

### 1.1. Background

According to the National Bureau of Statistics “2020 Seventh National Population Census Data” projections, the size of the 1967-1977 birth cohort (corresponding to 48 - 58 years old in 2025) reached 178 million, accounting for 12.7% of the total population. As aging intensifies, this group has become the core consumer of anti-aging skincare products. According to Euromonitor International’s China Beauty Market Report 2023, China’s anti-aging skincare market will reach 94.82 billion yuan in 2023, accounting for 28.7% of the overall beauty market, with a CAGR of 18.6% from 2018-2023, far exceeding the industry average (8.2%). However, industry supply has long focused on the young group, with only 15% of brands launching exclusive product lines for the middle-aged and elderly. Among them, 62% of users feedback “anti-aging effect is not significant” (iResearch, 2024), there is a significant gap between consumption potential and value demonstration.

### 1.2. Literature Review

Relevant foreign research mainly focuses on technological innovation and experience enhancement in the beauty industry; Nielsen (2024) puts forward the theory of “efficacy visualisation”, emphasising the enhancement of product trust through clinical data (VISIA skin test report); Home Appliance Business Observer (2018) points out in the framework of experiential marketing that digital means such as AR testing and personalised formulas can transform users from “consumers” to “co-creators”. Home Appliance Business Observer (2018), in its framework for experiential marketing, points out that digital tools such as AR make-up trials and personalized formulas can transform users from “consumers” to “co-creators”. In recent years, sustainable consumption has become a core issue, and Smith, S. (2020) found through empirical research that environmental responsibility ( $\beta = 0.32$ ) and ingredient safety ( $\beta = 0.28$ ) are the key drivers for Gen Z to choose beauty brands, which supports the global popularity of Clean Beauty standards (e.g., EU Eco-friendly standards). standards (e.g. EU EC 1223/2009 certification).

Domestic studies have focused on localised market integration and industrial upgrading paths. Based on industry chain analysis, domestic brands have technical reserves in the fields of synthetic biology and plant extracts, but there is a barrier of “technical translation” in the expression of brand value, and it is difficult to turn laboratory data and results into value propositions that consumers can understand. Zhou (2023) proposes a “cultural capital transformation model”, arguing that the combination of cultural elements and modern consumption sce-

narios can break through the grafting dilemma of cultural symbols merely imposing cause and effect.

Existing research has formed an important foundation in the areas of technology change, experience design and cultural empowerment, but it has not explored the specific group of 48 - 58 years old and their deeper needs for “overall beauty”. This study breaks through the traditional perspective and puts forward the core concept of “Aesthetics for the Human Being”, emphasising that beauty products should empower consumers from multiple dimensions of function, emotion, and culture: simplifying packaging design to improve usability, using natural ingredients and technological formulas to ensure health and beauty, constructing holistic service scenarios, and conveying brand values. The brand values convey the attitude of “aging gracefully”, helping users to achieve the unity of external image and inner confidence. It tries to incorporate aesthetic experience and emotional perfection into the value system of middle-aged and elderly beauty brands, and promotes the industry’s attention to the holistic care of “human beings”.

## **2. The Current Situation of the Beauty Market for the Middle-Aged and Elderly Aged 48 - 58 Years Old**

### **2.1. Basic Status**

Driven by policy, consumption upgrading and brand awakening, the beauty market for 48 - 58 year olds is experiencing unprecedented structural changes, moving from the long-neglected “fringe area” to the core track of industry refinement. This shift not only stems from the awakening of the consumer group’s own needs, but also benefits from the synergistic resonance of the macro environment and market supply, which has opened up a new blue ocean for the beauty industry with both scale potential and value depth.

#### **2.1.1. Consumer Strength and Willingness**

Consumers aged 48 - 58 usually have stable financial resources and high disposable income, and have a solid foundation for spending. According to the data, the consumption of high-end beauty products by the 45 - 54 age group has increased by 14 per cent, while that of the 55+ age group has increased by 11 per cent. At the same time, the change of social concepts has prompted them to pay more attention to self-image and quality of life, and their acceptance and frequency of use of beauty products have increased significantly, and their consumption ability and willingness to continue to increase.

#### **2.1.2. Clear Policy Orientation**

The state actively promotes the development of silver-hair economy, issued on the development of silver-hair economy to enhance the well-being of the elderly opinions and other policies, clear support for the development of scientific research capacity in the field of anti-aging, for the development of the middle-aged and old people’s beauty market provides a strong policy support and development direction.

### 2.1.3. Precise and Focused Demand

Along with ageing, the skin condition of this group changes, so they are more inclined to choose beauty products with anti-aging and moisturising effects. They have stringent requirements on product quality, efficacy and safety, prefer natural ingredients and have clear consumer needs, which points to the direction for the R&D and production of beauty brands (Tian, 2024).

### 2.1.4. Significant Consumer Behavioural Characteristics

When it comes to purchasing decisions, consumers aged 48 - 58 are more cautious, focusing on word-of-mouth and the actual usefulness of products. Once they recognise a brand, they will form a high degree of loyalty, continue to buy and actively recommend it to others. In terms of consumption channels, although they prefer offline experience and enjoy the professional services provided by counters or beauty salons, the penetration rate of online consumption channels is also gradually increasing with the popularity of online shopping (Brown, 2022).

With policy support, consumption upgrading and brand promotion, the beauty market for middle-aged and elderly people aged 48 - 58 is moving from the “fringe area” to the mainstream vision, and transforming from “unmet demand” to “accelerated release of value”. The transformation from “unmet demand” to “accelerated release of value”, accurate segmentation, psychological satisfaction and optimisation of experience has become the core growth driver, and has the potential for long-term expansion, the above advantages also provide solid support and broad space for the industry. Although the current market still exists product homogeneity, channel faults and other issues, but policy support, upgrading of consumer attitudes and technological innovation is driving the industry to the direction of precision, humane and sustainable development (Zhou, 2023).

## 2.2. Compared with Other Consumer Groups

From the outset, this project focused on the specific demographic of middle-aged and elderly users, rather than simply applying or replicating market experiences from other age groups. The research consistently centered on the genuine needs and preferences of this demographic, conducting targeted analyses and assessments of the target group to ensure that research findings align precisely with market demands. This approach aims to provide accurate guidance for subsequent efforts to enhance brand value, as elaborated upon in the following points.

### 2.2.1. In Terms of Core Requirements

The primary needs of young people are primarily focused on oil control and hydration, while the needs of middle-aged and older adults are primarily focused on anti-wrinkle and repair. This demand among young people is directly related to the high prevalence of oily skin types. Additionally, factors such as physiological characteristics, workplace stress, anxiety, and late-night activities have driven a significant increase in demand for oil-control and long-lasting makeup products. As a result, over 50% of young people prioritize oil control and hydration as their

primary goals, significantly higher than other age groups (Wei, 2025). As middle-aged and older adults age, collagen loss accelerates and skin barrier function weakens, leading to issues like wrinkles and sensitivity becoming the primary concerns for the 48 - 58 age group. Therefore, anti-wrinkle and skin repair have become the top priorities for over 80% of middle-aged and older adults, representing unique issues and needs for this age group, with demand share and volume far exceeding those of other age groups (Liu, 2025).

### **2.2.2. In Terms of Makeup Preferences**

The three main preferences among young people are high-saturation colors and innovative makeup styles, while middle-aged and older adults prefer simple, elegant, and natural nude colors. The preferences of the younger demographic stem from the need for different makeup styles in various settings. Young people also believe that high-saturation color palettes can quickly convey individuality, and such palettes can also enhance their social attributes. Since young people often pursue trends, are active online, and engage in frequent social media activities, they frequently follow online makeup trends, transforming products into symbols of individuality and social tools (iResearch, 2024). The preferences of middle-aged and older adults primarily stem from common skin issues such as dullness and dark spots that arise with age, leading them to seek a healthy complexion without a heavy makeup feel. Natural nude color palettes can neutralize skin tone to minimize dullness and dark spots. The upbringing of middle-aged and elderly individuals has shaped their preference for natural and elegant aesthetics, and their social settings are more aligned with the characteristics of natural nude color palettes. For these reasons, this demographic finds high-saturation colors and heavy makeup to be too bold, preferring a simpler approach to makeup (Tian, 2024).

### **2.2.3. In Terms of Effectiveness and Timeliness**

Young people have strong skin barriers and urgent needs, with pressing social demands. They seek quick results, such as emergency masks and acne products for use after staying up late, so they need immediate results (Wei, 2025). Middle-aged and elderly people seek long-term results and have less urgent needs. They are not as concerned about social demands and are more focused on the long-term accumulation of results, with a longer average decision-making cycle (Mintel, 2025).

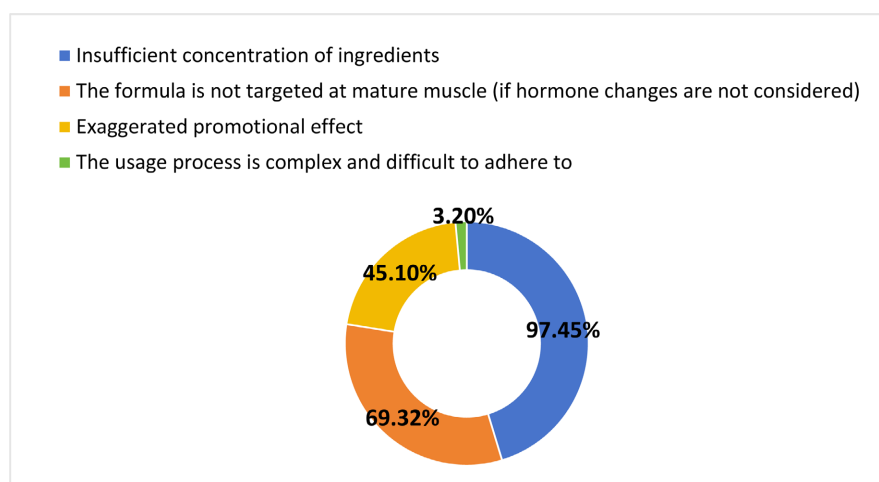
## **2.3. Research Method Details**

The research objective is to study the user experience, pain points, and core needs of middle-aged and elderly individuals aged 48 - 58 in the beauty and cosmetics consumption sector, explore the impact of user experience on brand value enhancement, and propose recommendations for brand value improvement. The target group is middle-aged and elderly individuals aged 48 - 58, with a sample size of 200. The questionnaire is an online survey, structured into four sections: basic information, beauty product usage habits, user experience evaluation, and brand value perception. Data analysis techniques include descriptive statistics pre-

sented using pie charts to illustrate proportions, and correlation analysis using bar charts for comparison.

## 2.4. Issues in Focus

Based on the questionnaire we conducted, we can clearly see that only a minority of consumers believe that the concentration of ingredients is insufficient, while great emphasis is placed on the difficulty of using the product, the over-exaggeration of the effects, and the fact that the formulation is not well-targeted for this population. In the author's view, it is ultimately a problem of demand. The production side fails to take the real needs of the consumer side as the core guide, in the composition of the research and development, product functional design, aging packaging and other key aspects, reveals the real demands of the middle-aged and elderly groups of certain neglect and misjudgment. In essence, it fails to put consumers in the main position, that is, a kind of consumer subjectivity and demand cognition and response level deviation (Figure 1).



**Figure 1.** The main reason why the functional products currently in use have not achieved the expected results.

### 2.4.1. Insufficient Focus on Group Specificity and Misalignment of Product Functions and Needs

Physiological changes in skin aging accelerate the need for anti-wrinkle, firming, moisturising and barrier-repairing products, but existing products may not improve skin problems (e.g. dryness, sensitivity) caused by hormonal changes during menopause. Psychological and experiential needs seek natural, graceful aging rather than “age-defying” promotions. Consumers prefer easy-to-use processes and safe, gentle ingredients, but products may be overly complex or contain irritating ingredients. Users lack understanding of the mechanism and effect cycle of high-tech ingredients (e.g. peptides, hyaluronic acid), and are prone to give up purchasing due to the expectation of “instant effect”, and hope that the products can show the consumers' ego and emphasise the return of the essential need for a practical product.

The brand focuses too much on the young market, lacks exclusive patented technology or formula verification for middle-aged skin (such as research on collagen loss rate), and focuses on “technological sense” to pile up terms rather than describing the actual benefits, which leads to users not being able to correlate with their own needs, and the emotional value is not sufficiently explored, and does not combine anti-aging with emotional needs such as “graceful aging” and “self-acceptance”, but instead reinforces “anti-ageing anxiety”. Instead of combining anti-ageing with emotional needs such as “graceful ageing” and “self-acceptance”, it reinforces “age-defying anxiety” (Figure 2).

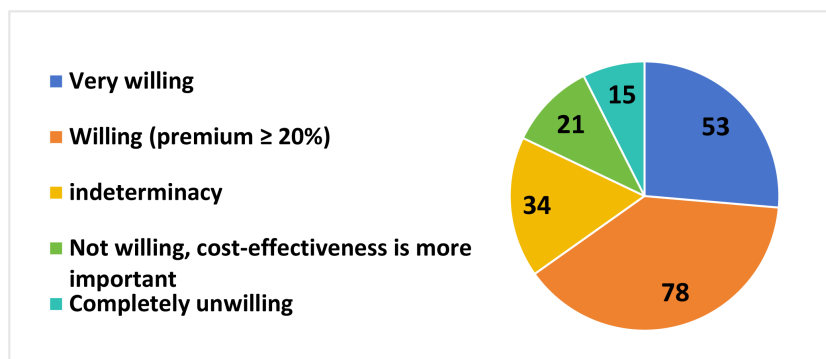


Figure 2. Willing to pay a higher price for “mild + long-lasting” products.

#### 2.4.2. Lack of Age-Friendly Design: Systematic Lack of Age-Friendly Packaging Design and Information Simplification

Many beauty product designs do not fully consider the physiological and psychological characteristics of the 48 - 58 year olds. Physiologically, this group may have declining eyesight, reduced hand dexterity, and some products have complex packaging, tiny fonts, cumbersome operation, which makes it difficult to open and use; psychologically, they expect the product design to be simple and clear, easy to understand and get started, but some of the product descriptions are obscure, and the instructions for use are lacking in logic, and there is a large number of over-interpretation of KOL on the Internet intertwined with a vast array of true and false advertisements, which seriously increases the cognitive burden and difficulty of application (Chen, 2022). This increases the cognitive burden and application difficulty, which highlights the importance of ease-of-use design, decision-making and cognitive threshold reduction. This makes it impossible for them to easily achieve external modification effects in the process of using beauty products, affecting their inner feelings, which is not conducive to physical and mental harmony and unity, and also makes it difficult to achieve healthy and rational consumption, with emphasis on an inner adaptation of body perception.

Age-friendly design and information dissemination: The design habitually follows the “minimalist” packaging of the young market (slender bottle easy to pour, frosted material easy to slip), ignoring ergonomics; ingredient information is piled up in the folding manual instead of directly labelled on the outer packaging. There is also a technological disconnect in that accessible design techniques (e.g., mag-

netic caps, tactile bumps to differentiate between product categories) are not applied (Figure 3).



Figure 3. Evaluation of the current product usage process.

#### 2.4.3. Insufficient Care for Emotional Needs

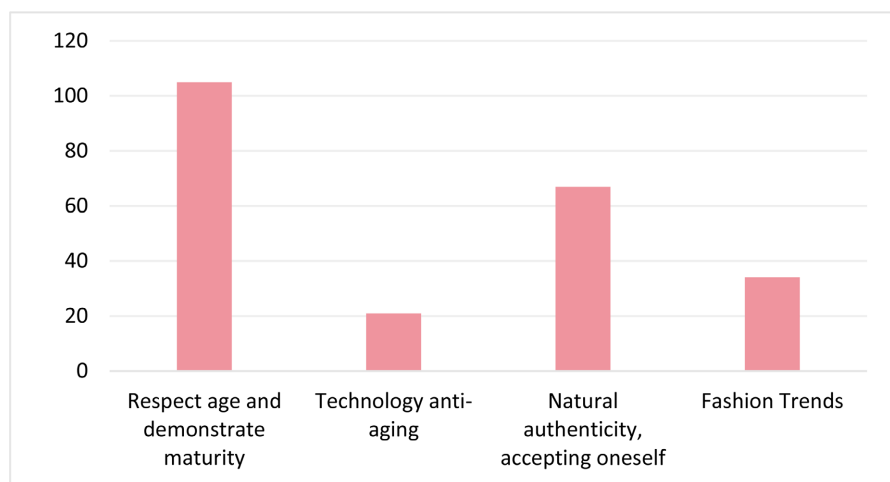


Figure 4. Value transmission.

Middle-aged and elderly consumers not only want to improve their skin condition through beauty products, but also want to use such products to enhance their self-confidence, show their vitality, express their aesthetic tendencies and highlight their own tastes and styles. As they age, many want to maintain “healthy beauty” and “overall beauty” from the inside out, emphasising the value orientation attached to the product and the balance of interaction between internal and external harmony, and stressing the weighted nature of beauty products (rather than overriding the nature of “for people”) (rather than overriding the essence of “being human”). Middle-aged and elderly consumers through the use of beauty products to meet the emotional needs, promote the establishment of the fourth social circle, en-

hance self-identity, self-value reconstruction, reflecting the essence of the pursuit of “pleasure, dream, self-realisation” (rather than some people take for granted that this group of the negative tendency to buy beauty products), pay attention to the practicality, but also More willing to pay for emotional value (Figure 4).

### **3. Strategies and Recommendations**

#### **3.1. Enhancing the Effectiveness of Precision Care at the Anti-Ageing and Functional Levels**

##### **3.1.1. Scenario-Based Demand Solution Strategy**

Focusing on the common care scenarios for mature skin, we have developed targeted products: for temporary skin problems such as late night, stress, etc., we have launched rapid repair products; for special needs such as post-medical restoration and seasonal sensitivities, we have designed gentle reconstruction kits. Through the chain design of “scene pain point—ingredient combination—effect promise”, the anti-aging function is visualised as a solution under specific use scenarios, precise investigation and user feedback are valued, and the perception of the age group under different scenarios is simulated to understand their deeper needs, so that the users can clearly perceive the correlation between the products and their own needs, and the accuracy and effectiveness of anti-aging care is enhanced. The accuracy and effectiveness of anti-ageing care (Mintel, 2025).

##### **3.1.2. Precision Formulation Strategy by Age and Stratification**

According to the aging characteristics of 48 - 58 year olds at different stages of skin aging, the dual formulation logic of “age segmentation + skin type segmentation” is established, and the ingredients are precisely matched. For the 48 - 52 year olds in early aging, it focuses on a combination of preventive ingredients to strengthen the skin’s barrier and the basic anti-oxidant ability; for the 53 - 58 year olds in deep aging, it adopts highly active repair ingredients to focus on collagen regeneration and structural support. For those aged 53 - 58, it adopts highly active repair ingredients, focusing on collagen regeneration and structural support. At the same time, it distinguishes between dry and oily skin types, with dry skin reinforcing moisturising and water-locking ingredients and oily skin focusing on oil-controlling and anti-oxidant formulas, so as to achieve the upgrade from “universal anti-ageing” to “precise care”, and to ensure that the effectiveness of the ingredients is highly matched to the needs of the users (Zhang, 2021). Customised product development has led to the launch of a product line designed specifically for skin aged 48 - 58, and the visualisation of efficacy is based on instrumental testing, providing before-and-after comparisons to enhance the perception of results.

#### **3.2. Emphasis on Health Care Standards at the Level of Safety and Gentleness**

With the certification of visible health care standards, non-irritating formulations and other authoritative certificates will be visually displayed in the product packaging and promotional materials, the formation of a safe and trustworthy logo;

through the visualisation of technology, dynamic display and other forms of dismantling of the source of natural ingredients, extraction process and the principle of the role of mild formulas, so that the value of the safety of the figurative and more easy to perceive; relying on the humanization of the service, to set up a professional customer service team of mature skin, to provide one-on-one consultations, customized care solutions and trial feedback mechanism. We have set up a professional customer service team to provide one-on-one consultation, customised care solutions and a trial feedback mechanism to build a perceivable, verifiable and trustworthy safety value system, and to shape a professional moat for the brand in the field of mature skin care (Li, 2023).

### **3.2.1. The Manifestation of Certification**

Middle-aged and elderly consumers not only want to improve their skin condition through beauty products, but also want to use such products to enhance their self-confidence, show their vitality, express their aesthetic tendencies and highlight their own tastes and styles. As they age, many want to maintain “healthy beauty” and “overall beauty” from the inside out, emphasising the value orientation attached to the product and the balance of interaction between internal and external harmony, and stressing the weighted nature of beauty products (rather than overriding the nature of “for people”) (rather than overriding the essence of “being human”). Middle-aged and elderly consumers through the use of beauty products to meet the emotional needs, promote the establishment of the fourth social circle, enhance self-identity, self-value reconstruction, reflecting the essence of the pursuit of “pleasure, dream, self-realisation” (rather than some people take for granted that this group of the negative tendency to buy beauty products), pay attention to the practicality, but also More willing to pay for emotional value.

Actively obtain health care standards, non-irritating formulas and other authoritative certificates, the certification mark is prominently displayed in the product packaging, official website and promotional materials, such as the certification icon in the prominent position of the bottle, the official website set up a “safety certification zone”, so that users can identify the safety of the product at a glance.

### **3.2.2. Visualisation of Technology**

Using 3D animation, short videos and other forms to visually present the source of natural ingredients, the extraction process and the principle of action, like making animations to show how natural plants can extract effective ingredients; opening online safety technology classes and inviting experts to explain non-irritating formulation technology to enhance users’ understanding of and trust in product safety.

### **3.2.3. Humanisation of Services**

Create an exclusive customer service team, training mature skin care knowledge, provide one-on-one consultation for users, answer safety-related questions; establish a user feedback mechanism, timely handling of safety complaints and sugges-

tions; launch a “safety trial” activities, so that users can experience before buying, eliminating safety concerns. Through these strategies, the value of safety is transformed into user assets, creating a professional image of the brand.

### **3.2.4. Environmentally Friendly Packaging and Sustainable Concepts**

Adopting recyclable glass and plastic packaging, printed with “sustainable and recyclable” and “environmentally friendly certification” logo to strengthen trust; the proportion of natural ingredients in the formula is greater than 80 per cent, and marked with a traceability QR code, users can redeem empty bottles for samples or discount coupons, to transform environmentally friendly behaviour into a consumer incentive. This transforms environmental behaviour into consumption incentives. Through the visualisation of material safety, transparency of ingredient traceability, and scenario-based environmental protection actions, the value of “safe and gentle + green and sustainable” is constructed, which meets the expectations of mature people for both health and social responsibility. The selection of recyclable materials fulfils the symbiotic aesthetic concept of “unity of heaven and earth”, and thus meets the guarantee of environmental protection and safety.

## **3.3. Enhancing the Experience of Ageing-Friendly Services in Terms of Convenience and Ease of Use**

### **3.3.1. Packaging Optimization and Smart Packaging Systems with Simplified Operations**

Tailored to the needs of the 48 - 58 age group, have led to a redesign of product packaging. While focusing on larger fonts and simplified opening mechanisms, we have innovation upgraded the packaging into a platform capable of smart interaction. Considering the challenges older adults face in accessing product information, we have integrated smart interaction chips into the outer packaging of core products. A simple touch-based connection allows users to access detailed product information pages, allowing users to freely search and browse the content they need, visualize ingredients and benefits, and clearly and effectively obtain information and understand the brand story. This enhances brand engagement, boosts brand loyalty, and improves the consumer experience, enabling the brand to effectively capture user interests and encourage them to pay for a more refined and diverse experience. Given the reduced hand dexterity and aesthetic/identity needs of this age group, the brand minimizes unnecessary packaging, opting for a simple and lightweight design. It abandons traditional “girly” color schemes and design concepts, adopting a clean and elegant style. Additionally, it introduces scenario-based packaging tailored to their practical needs, enabling users to clearly use the product according to specific scenarios (Johnson, 2021).

### **3.3.2. Decision-Making Threshold Reduction Tools**

The online platform launched the “voice order” “intelligent customer service voice response” function, automatically adapted to the large font interface, voice search and slow-paced live explanation, customer service team equipped with mature skin care specialists to simplify the operating steps; offline shops set up guides

to accompany the whole process! Shopping, enhance the sense of consumer experience at the same time, promote decision-making efficiency, reduce unnecessary waste of time and attention, offline guides special ageing explanation, recommended the use of trial packages, first experience and then decide whether to buy, from “contact-decision-use” the whole chain to reduce the operation and psychological threshold (Zhao, 2020).

### **3.4. Enhancement of User Value Recognition at the Psychological and Emotional Levels**

#### **3.4.1. Transmission of “Healthy Beauty” Values and Community Resonance**

The concept of “aging gracefully” can be conveyed through the whole process of advertising film and experience, stressing that the so-called external modification should really work on the inner health and value of the beauty, rather than violating the natural law of the “myth of age reversal” or pathological “juvenile aesthetics”. “It also builds a brand-specific community and organises “Silver Hair Aesthetics Classes” (make-up skills + life sharing) to promote the establishment of the fourth social circle and the satisfaction of self-identity and social needs (Tang, 2022).

#### **3.4.2. Shaping the General Atmosphere of the Aesthetic Experience**

Shop decoration into the sense of art design (such as warm lighting, natural materials display), with soothing music and plant fragrance, to create a “warm and elegant” shopping environment, through the visual, auditory, olfactory multi-sensory experience, so that users from the time they stepped into the shop that is to feel the “state of mind to relax!” atmosphere. Beauty consultants are uniformly dressed in simple and elegant attire, promote “three-step intimate service” (active greeting → demand listening → professional advice), and pay attention to the details of the service (such as handing products with both hands, squatting communication), to convey “respect and care” with a professional gesture to enhance emotional trust. The publicity stresses that “aesthetic experience is an extension of self-growth”, and through the shop space and service details, it helps consumers to achieve the physical and mental association of “comfortable external environment → internal emotional pleasure → self-worth recognition” in the shopping process.

#### **3.4.3. Aesthetic Experience and Mind-Body Connection**

Exploring cultural symbols of Eastern aesthetics and nostalgic memories, integrating these elements into brand narratives and product design to evoke a sense of familiarity and connection, thereby enhancing this age group’s sense of belonging and brand loyalty, and elevating users’ aesthetic experiences. Breaking traditional narrative age biases and mainstream aesthetic you diminutive encourages users to become the subjects of aesthetic expression, helping them achieve self-value recognition and enhanced experiential satisfaction in beauty consumption, thereby driving further consumption. Integrating online and offline experiential spaces, cre-

ating consumption scenarios that blend artistic sensibility and emotional warmth, transforming the beauty product usage process into an exploration of aesthetics and the establishment of emotional connection (Liu, 2018).

#### **4. Specific Brand Examples**

Bobbi Brown has been highly successful in the “function-culture-emotion” dimension, with the brand promoting itself based on the core concept of “naturalistic emotional resonance.” First, in terms of functionality, the brand focuses on precise matching as its core technology, pioneering a 0.25 shade segmentation system in the industry. Using spectral analysis technology to match various skin types worldwide, it innovation launched “skin foundation liquid” and adjusted coverage through a six-color loose powder compact, meeting the needs of different skin tones and expanding the target audience, significantly increasing product consumption in a short period. Culturally, the brand emphasizes natural beauty, using real, non-professional models in its advertising to convey the value that makeup is about enhancing one’s natural self. It challenges traditional aesthetic norms, featuring non-mainstream, non-traditional models, and launched an ad with the slogan “Wrinkles are badges of honor” to convey the core value of natural beauty. Additionally, on an emotional level, the brand introduced a professional, friend-like service ecosystem, offering free makeup classes and ongoing support services, and creating a personalized beauty profile for each user. This allows for dynamic recommendations based on different scenarios, not only meeting individual needs but also transforming consumption into a social and emotional connection.

Another brand that has been successful in these areas is Estée Lauder. Estée Lauder aims to break the cycle of age anxiety by positioning its products as witnesses to women’s growth. Functionally, the brand prioritizes innovation and quality as core values, striving to integrate its growth trajectory with continuous exploration of new technologies and formulations. In marketing practices, it transforms its R&D advantages into tangible brand warmth. Culturally, the brand actively engages consumers in co-creation, fostering a two-way interactive loop between brand and users, thereby embodying a unique brand spirit. Emotionally, the brand centers on women’s growth, using advertising narratives and story-driven marketing to convey care for women, focusing on users’ emotional needs, and shaping a warm, inclusive, and empowering brand image. This establishes an emotional resonance beyond the product itself, achieving a trinity of product functional innovation, humanistic care, and emotional value resonance. This successfully increases sales while redefining the symbiotic aesthetics between beauty products and life.

#### **5. Conclusion**

This study focuses on the middle-aged and elderly group aged 48 - 58 to explore the path of beauty brands to improve their value through user experience. The study finds that this group has significant rationalised consumption characteris-

tics, focuses on product efficacy (e.g. anti-aging, ingredient safety), relies on real user evaluation and expert endorsement, and prefers cost-effective national brands. Market analysis shows that first-tier cities are the main consumption force, second-tier cities have outstanding potential, and the penetration of the sinking market is insufficient; the consumption pain points are focused on the lack of significant product effectiveness, high prices and complexity of ingredients.

The conclusion stresses that brands need to build a “functional-emotional-cultural” trinity of value systems to meet the group’s transformation from “practical needs” to “the pursuit of overall beauty” through precise positioning, full chain experience upgrading and differentiated services. Through precise positioning, experience upgrading and differentiated services, we can satisfy the transformation of this group from “practical needs” to “overall beauty pursuit”, thus improving user loyalty and market competitiveness. The study provides theoretical and practical references for the innovation of beauty brands in the silver hair economy.

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### Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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