



THE BUSINESS OF LONGEVITY · CONSUMER SURVEY FACT SHEET

10 things the beauty industry doesn't know about the science of longevity

A survey of **550 U.S. beauty buyers** finds a category consumers have already entered but don't yet believe in — fluent in longevity, fluent in skepticism, and waiting for proof rather than vocabulary. The figures below come from respondent-level data and have not appeared in prior published research.

01 65%

The longevity consumer already exists

Nearly two-thirds already use longevity-supporting products and 83% use or are open to them. The bottleneck was never demand — it's proof.

BASE 541 · Q11

02 56%

Brands fumble the one job that matters

56% say beauty brands explain the science of aging unclearly or not at all; just 12% say 'very clearly.' Explanation, not product, is the gap.

BASE 550 · Q5

03 14%

Science jargon erodes trust, not builds it

Only 14% say terms like NAD+, exosomes and epigenetics make a product feel credible; 32% read them as marketing. The lever is translation, not vocabulary.

BASE 547 · Q6

04 58%

Beauty hasn't earned the word 'longevity'

58% still see beauty as appearance-only or longevity as medicine's job, and belief that beauty supports longevity beyond looks averages just 4.6/10 — a permission gap.

BASE 543 · Q8-Q9

05 66%

Don't say longevity — say what you can measure

Measurable claims win: 66% trust 'strengthens the skin barrier' and 47% 'improves firmness,' versus 29% for 'supports healthy aging' — the weakest claim tested.

BASE 545 · Q7

06 16x

The trusted messenger wears a lab coat

Dermatologists and doctors (75%) and scientists (67%) dwarf influencers (5%) as trusted voices for longevity claims — experts beat creators roughly 16 to 1.

BASE 539 · Q14

07 3.4x

The oldest buyer is the toughest sell

Just 13% of buyers 60+ meaningfully trust the science — versus 44% of 30-44-year-olds. The most age-relevant group is the hardest to convince and needs clinician-led proof.

60+ VS 30-44 · P<0.001

08 50%

Midlife, not Gen Z, is the activated market

The 45-60 cohort is already acting: 50% are regular users of longevity products, the highest of any age group. They are ready now, not merely curious.

BASE 541 · Q11 BY AGE

09 47%

One longevity message will fail everyone

The same science reads two ways: 39% of 18-29s want more explanation, while 47% of those 60+ dismiss it as marketing. Young buyers need translation; older buyers need proof.

Q6 BY AGE · P<0.001

10 42%

The biology is slow — the consumer isn't

42% expect visible results within a month, faster than healthy-aging biology typically delivers. Set honest time-to-result expectations or lose believers by week four.

BASE 539 · Q13

Methodology. Online survey of qualified U.S. beauty buyers (purchased in the past 6 months), fielded 2026. Percentages use the per-question answered base (539-550, noted per stat); averages and age/income cuts per the survey's analysis base. Group comparisons tested by two-proportion z-test. Non-probability online panel; directional for the U.S. category, not projectable to population shares.

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