

Are teeth the new fillers?

Exploring the health & beauty zeitgeist

Jill Hawkins, **The Future Thief** for PTO Klinik Dag, September 2022

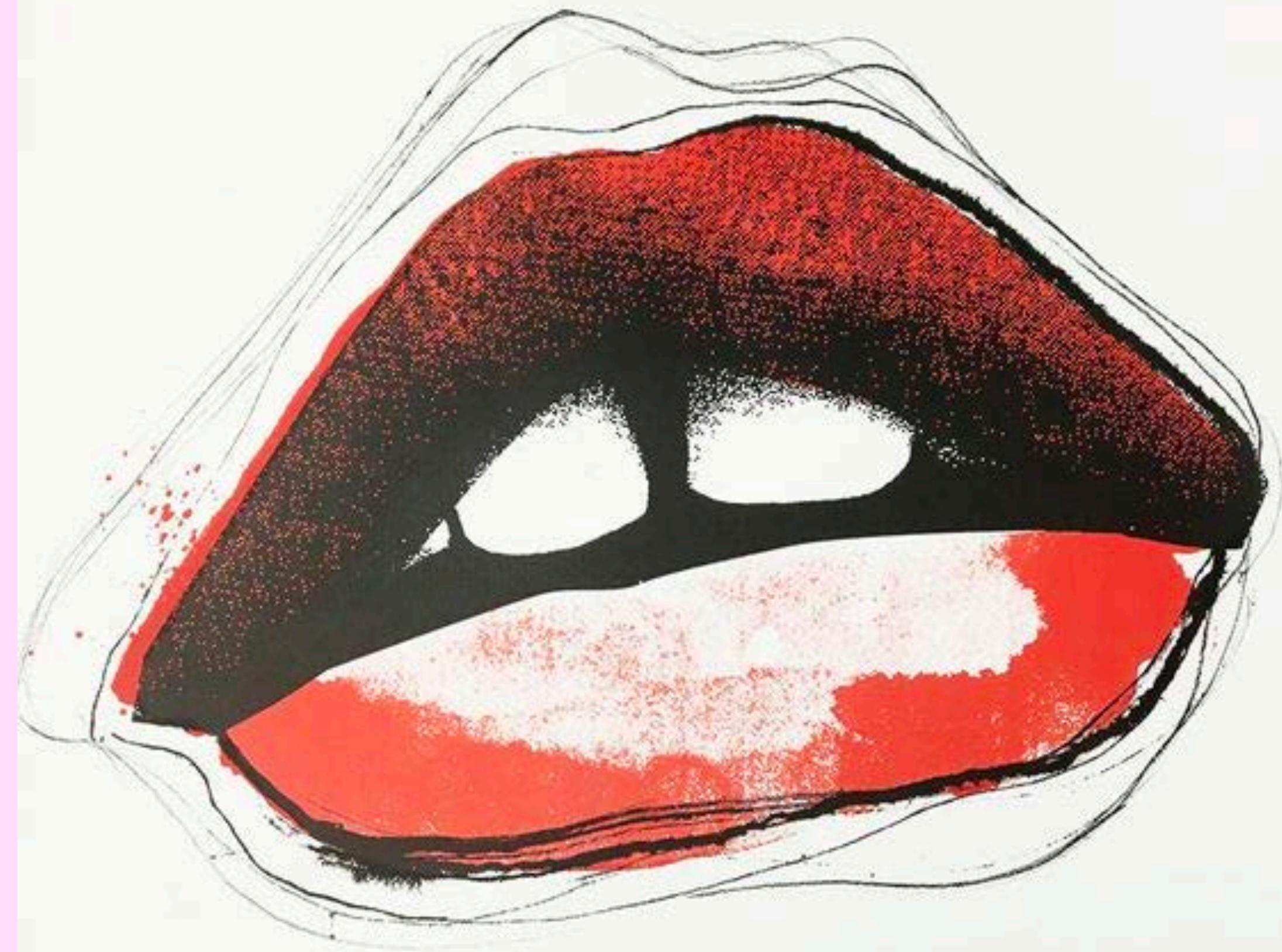


Taking from the next to power the now

www.thefuturethief.com

TODAY

- **Post-pandemic context**
- **Generational attitudes**
- **Health & beauty zeitgeist**
- **Opportunities for teeth**



**Post-pandemic, our priorities have shifted
and we want to do things differently**



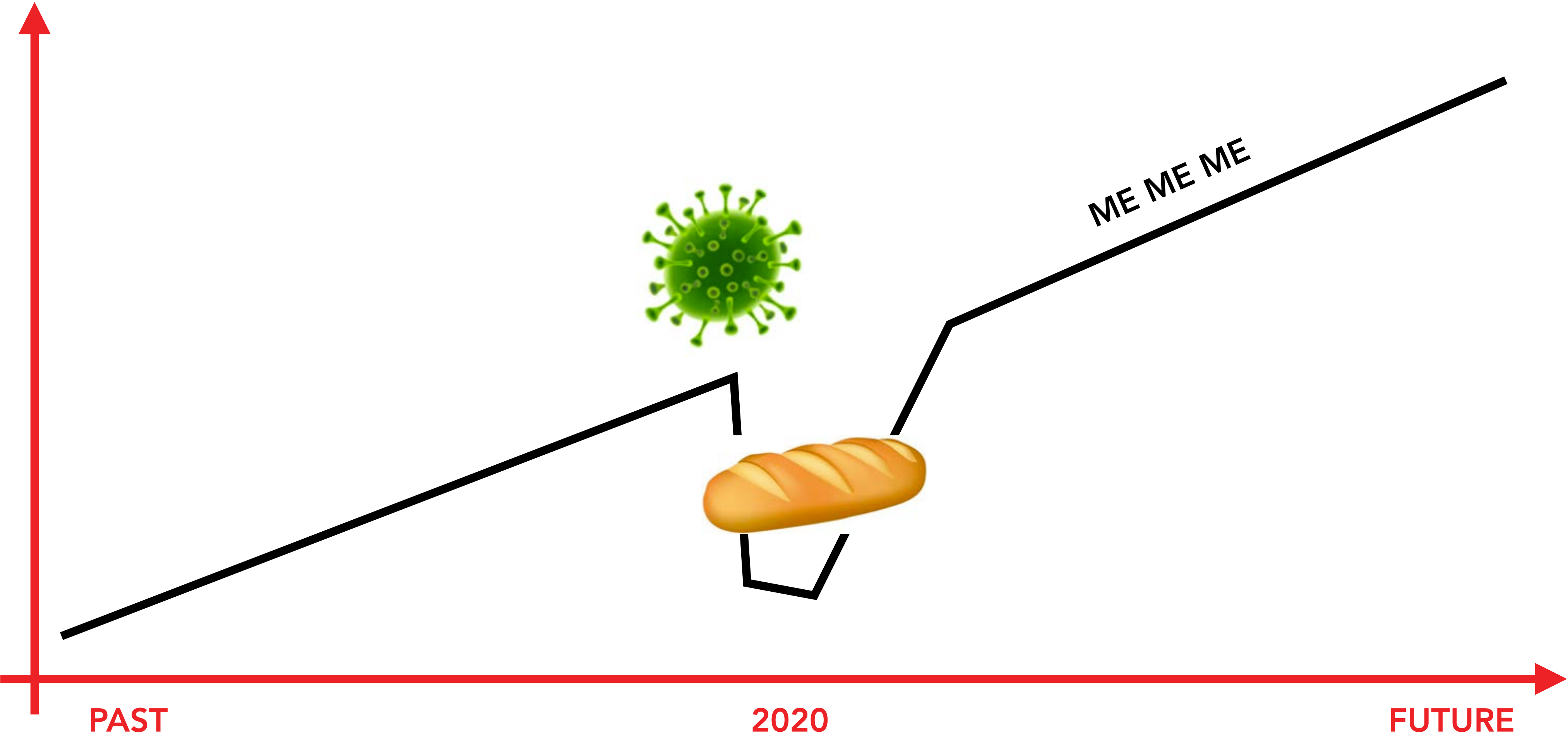
**We're globally
connected to
everyone and
everything, 24/7**



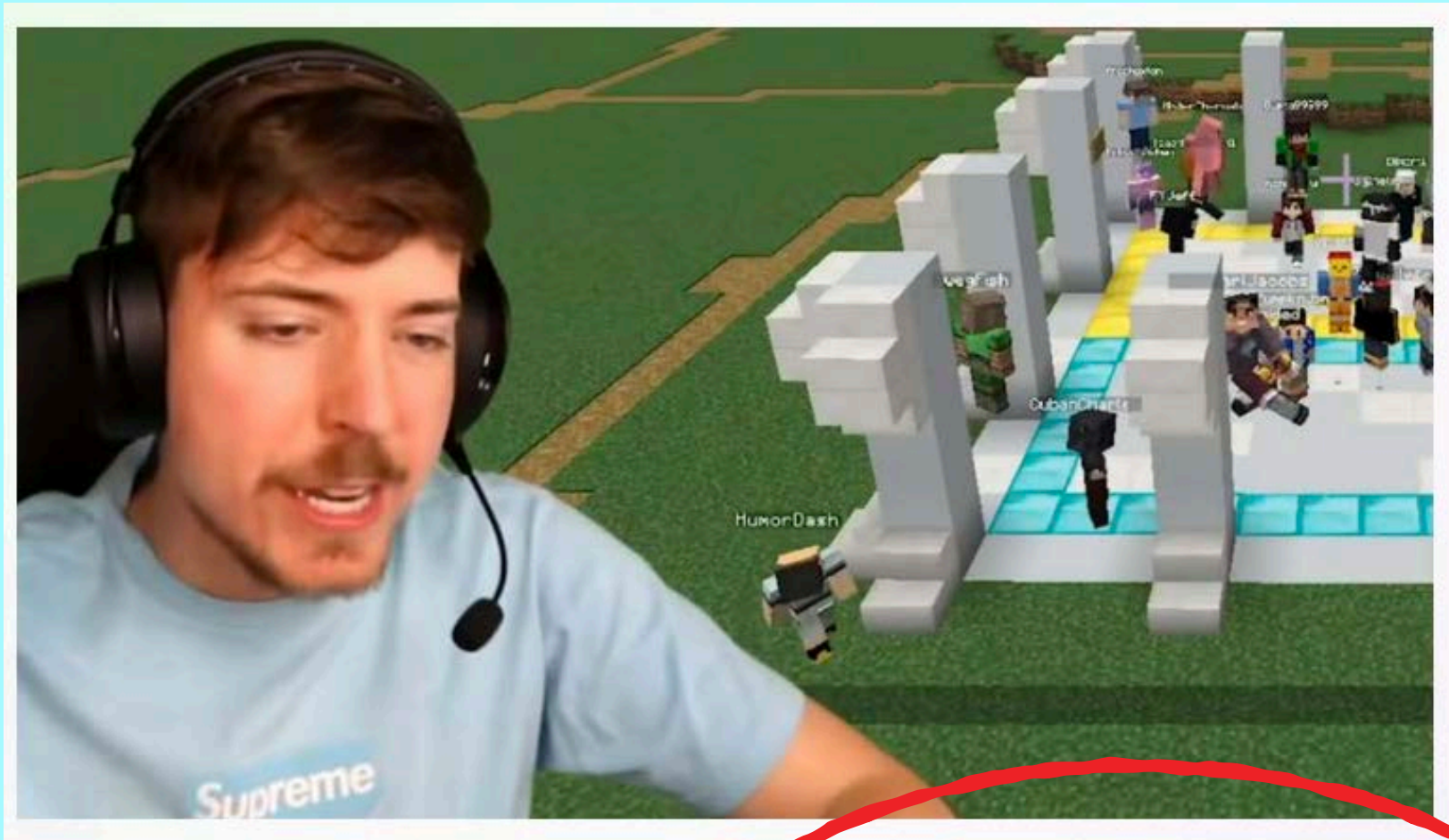
**‘Togetherness’ is
missing in a
fragmented culture**



It is (still) all about 'me'



Exploring our identities to find belonging in a messy world



We communicate in micro, not macro



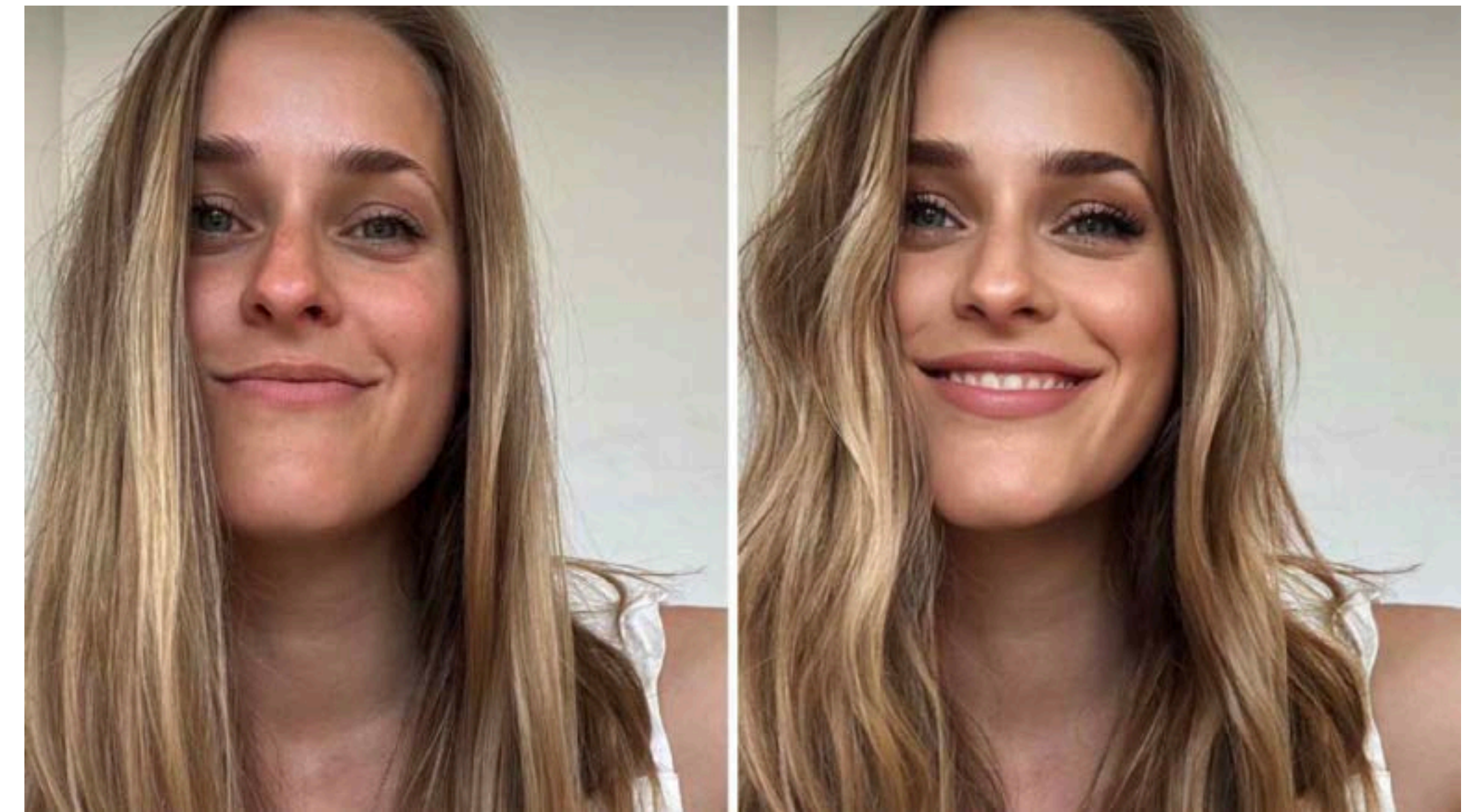
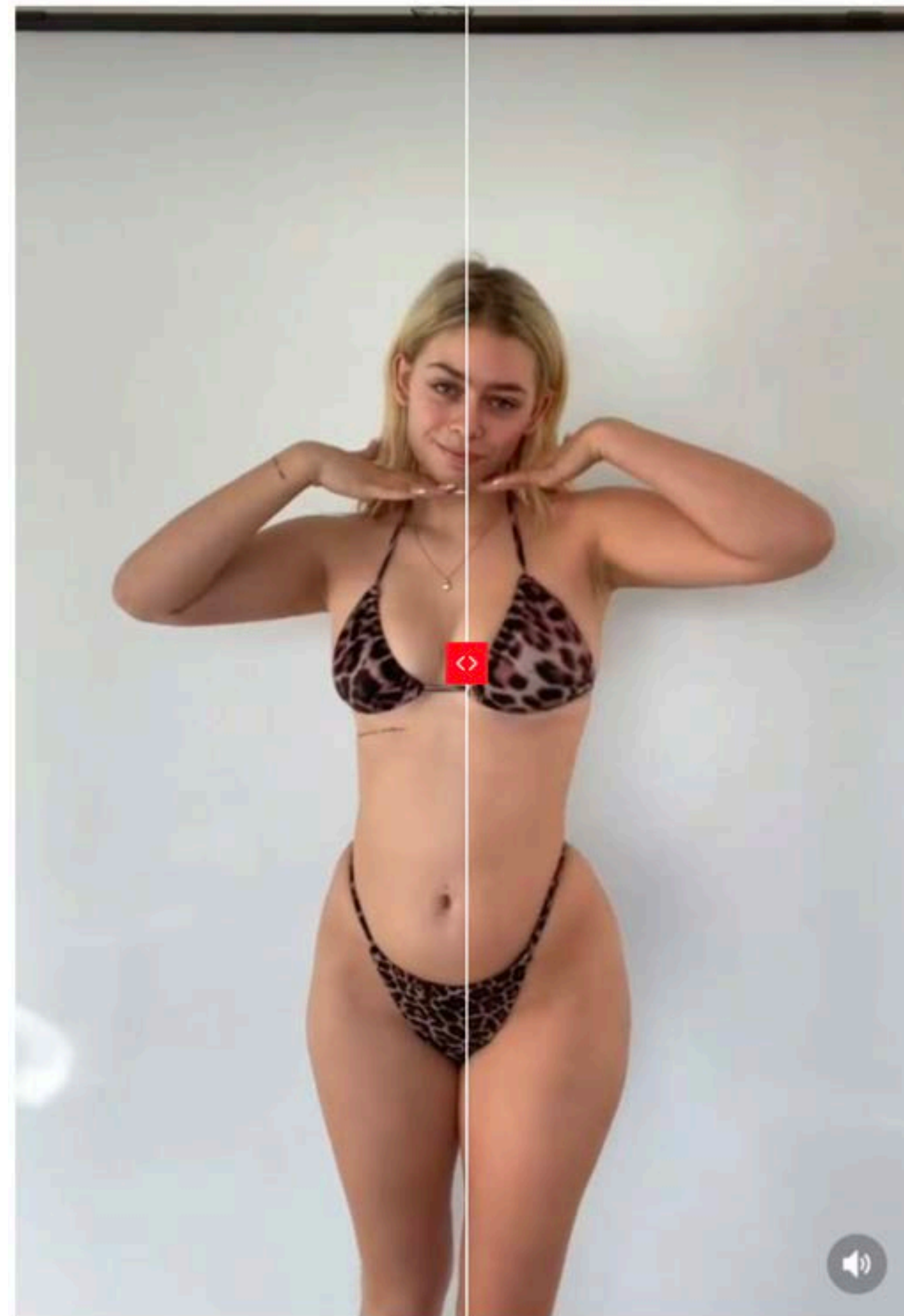
=



Gen Z have to perform: they battle with how others see them

38% of age 14-15 girls in Denmark edit pictures of themselves before posting them

Børns Vilkår



Mid-life want to look how they feel (50 no longer feels like “50”)



We want to reflect what's inside - at any age

Over 55's are the fastest growing gym membership demographic

Older members visit the gym more often than younger members

IHRSA



The male groom boom is here to stay

*Male interest in cosmetics increased
by 21% between 2018-2021*

*Male interest rose, whilst it declined
amongst women*

(Cosmetics Europe)



The irrelevance of 'normal'

"Celebrating the multitude of unique identities in our community... and to dispel the myth of a binary existence"

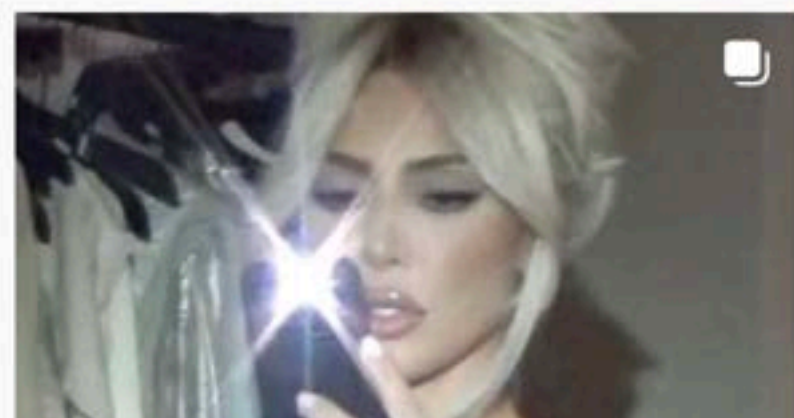
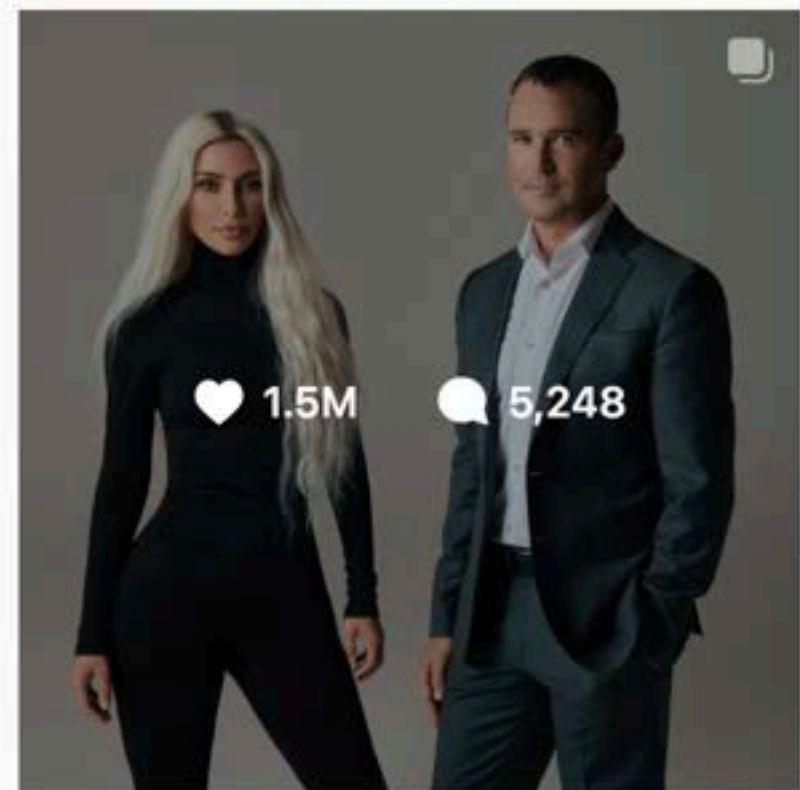
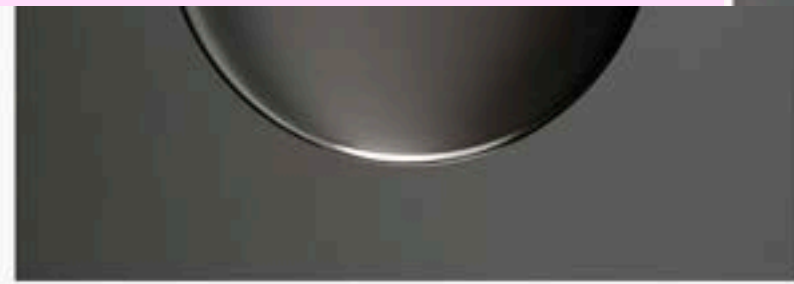
Harry Styles, 'Pleasing'



**We are a
mash-up of
beliefs: we
take
references
from clashing
sources**

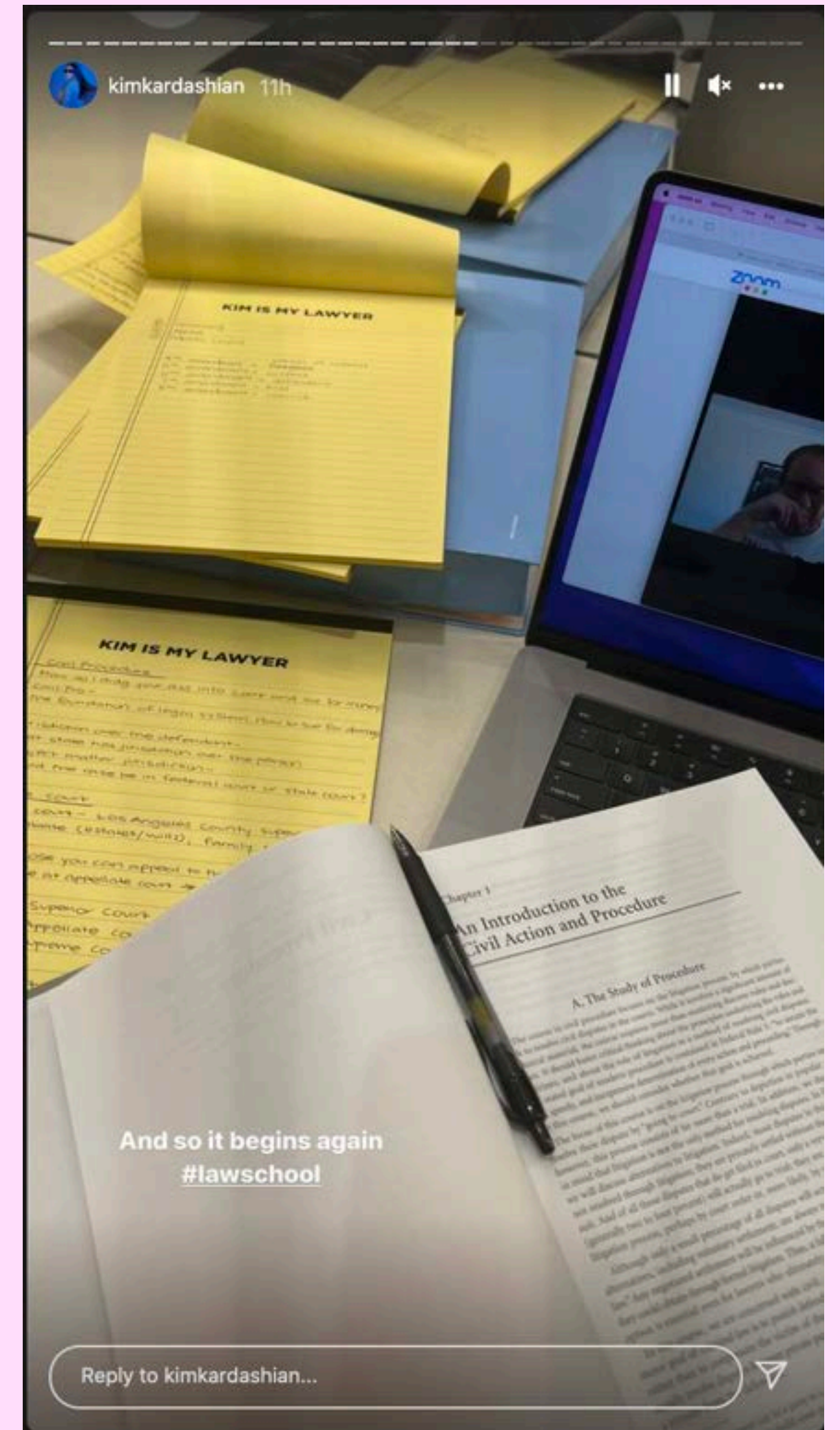


Be anti-stereotype: because what you see is not always what you get



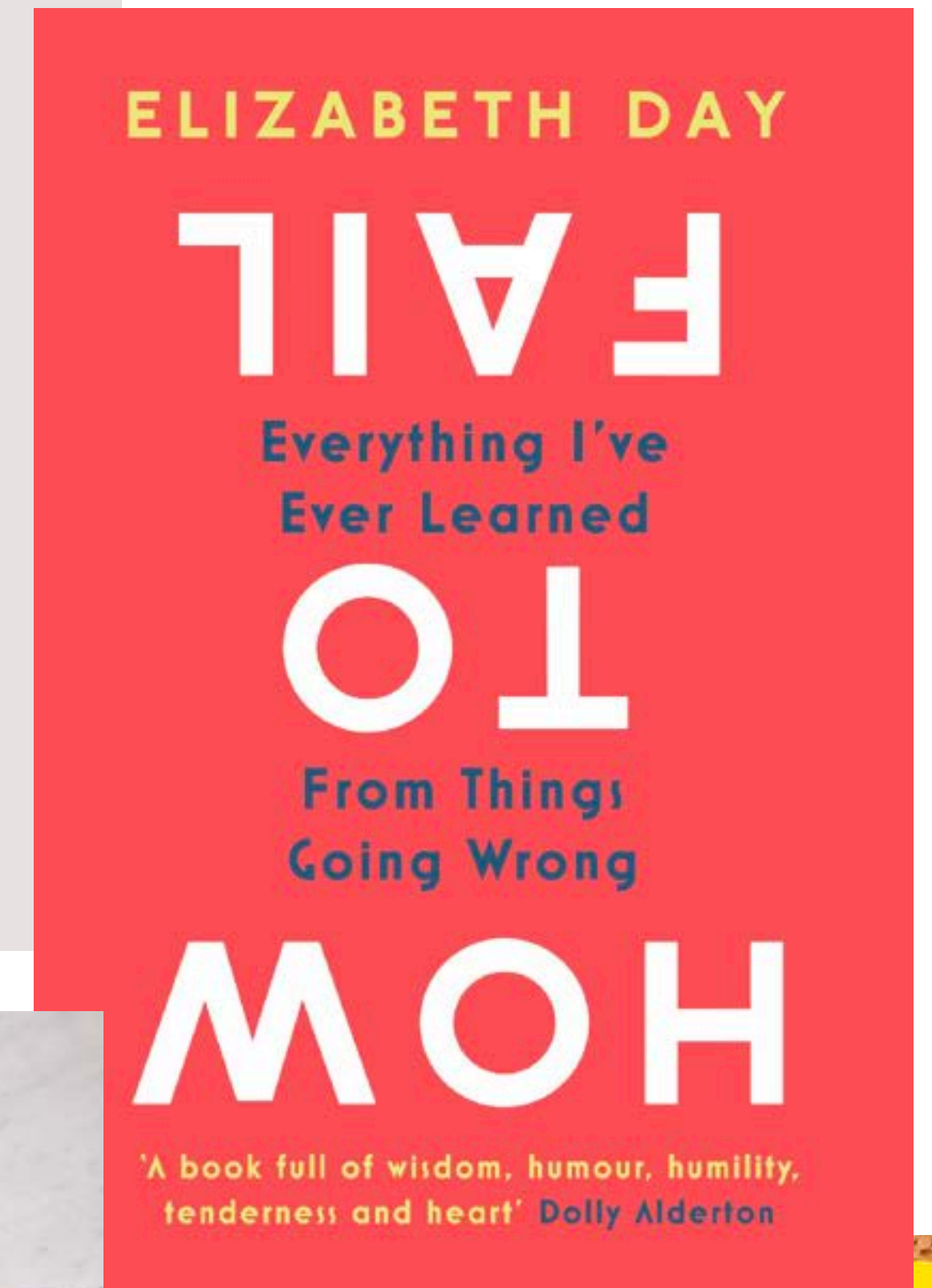
“Just because I think The Kardashians are queens and deserve respect for their business success, doesn’t mean I’m going to be ‘influenced’ by how they look”

(Mia, 14)



Celebrating imperfect YOU: because there are too many moulds* to try to fit into

**Including >20 types of Witch on TikTok*



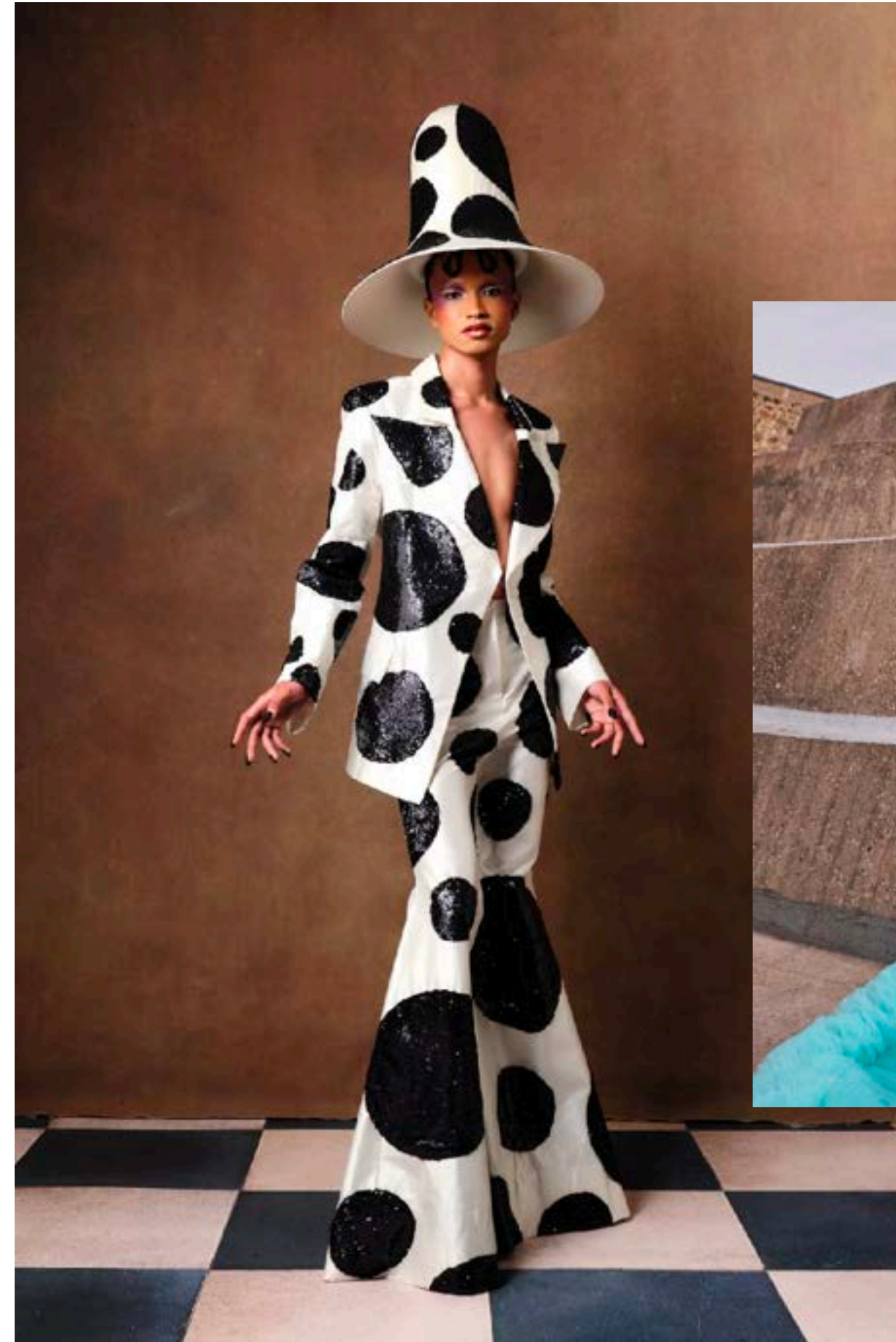
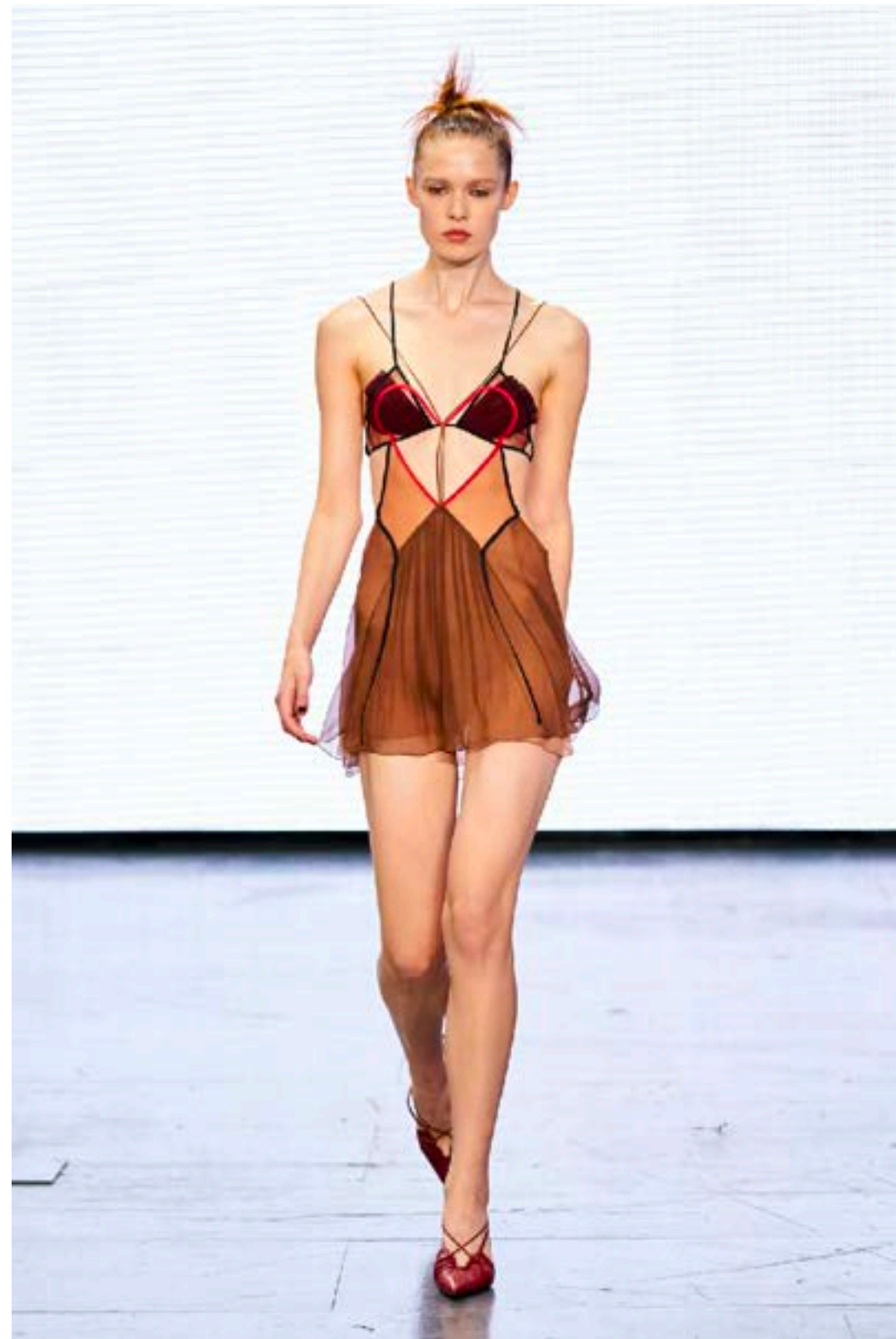
Super self-expression and 'anti-beauty'



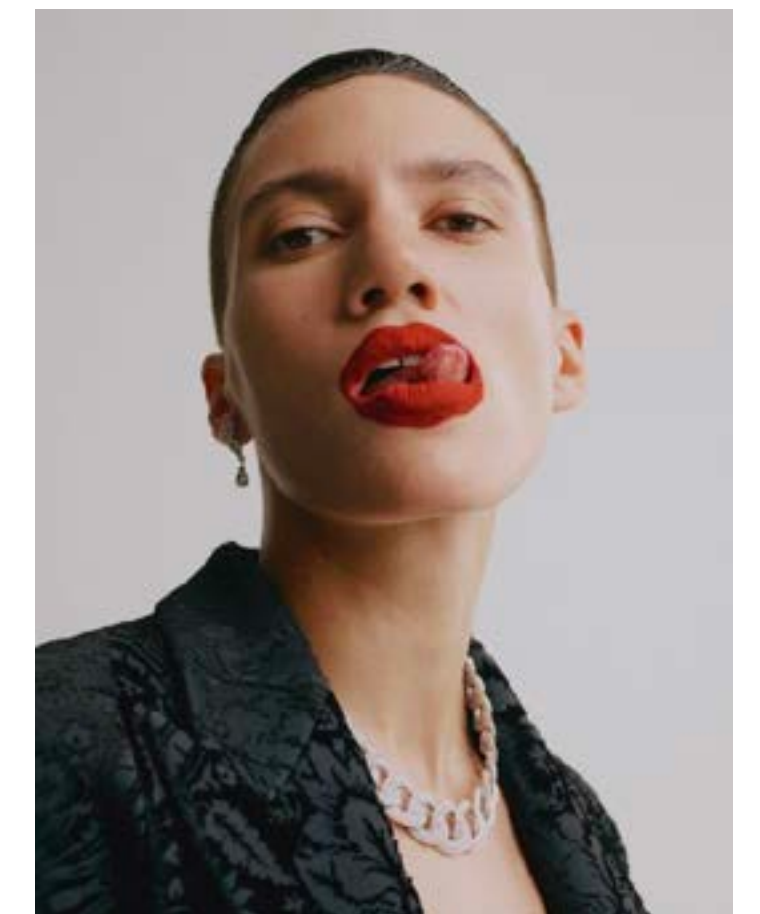
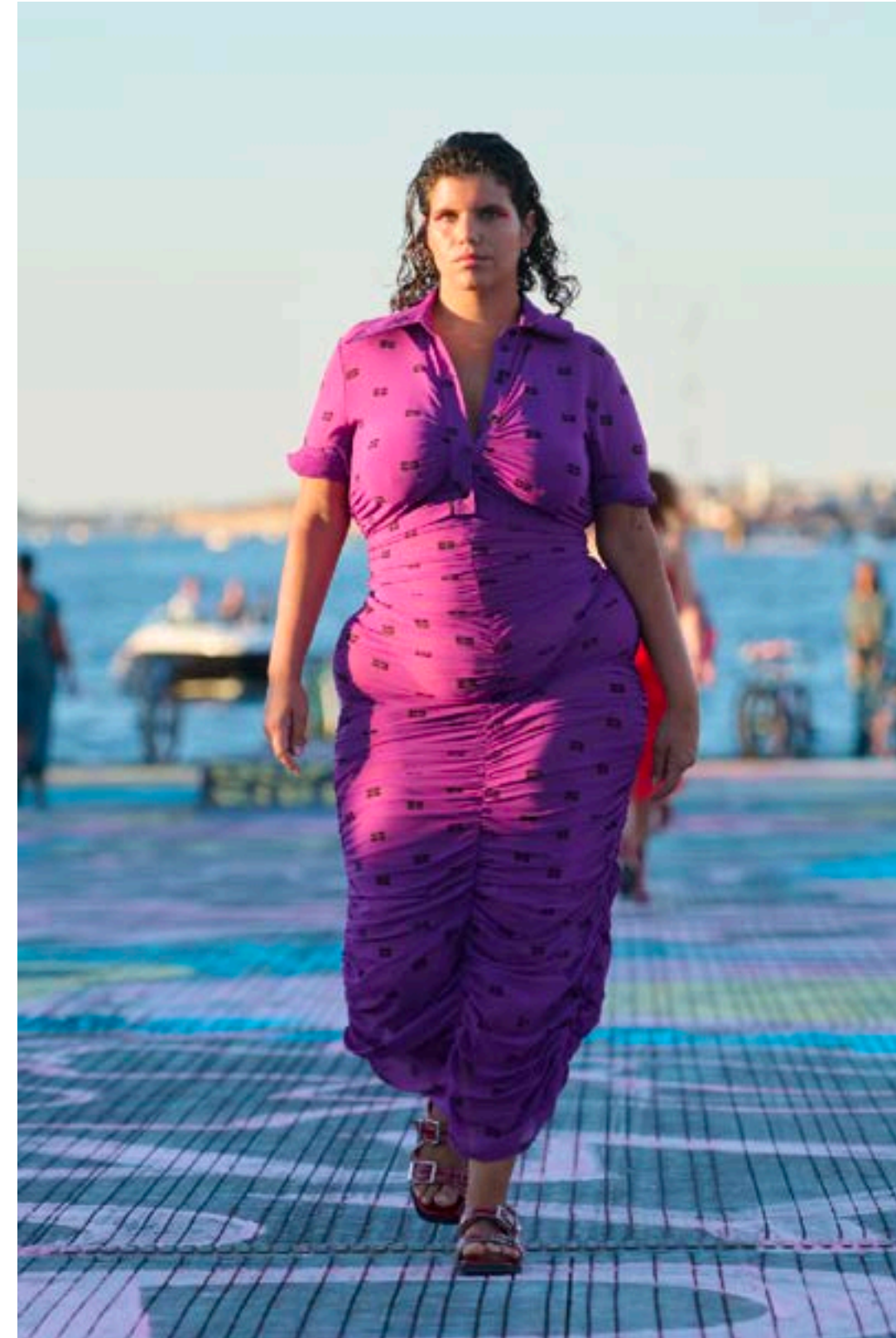
*"Circus is the unserious
beauty platform for total
weirdos"
DAZED Magazine*



Freedom in extremes



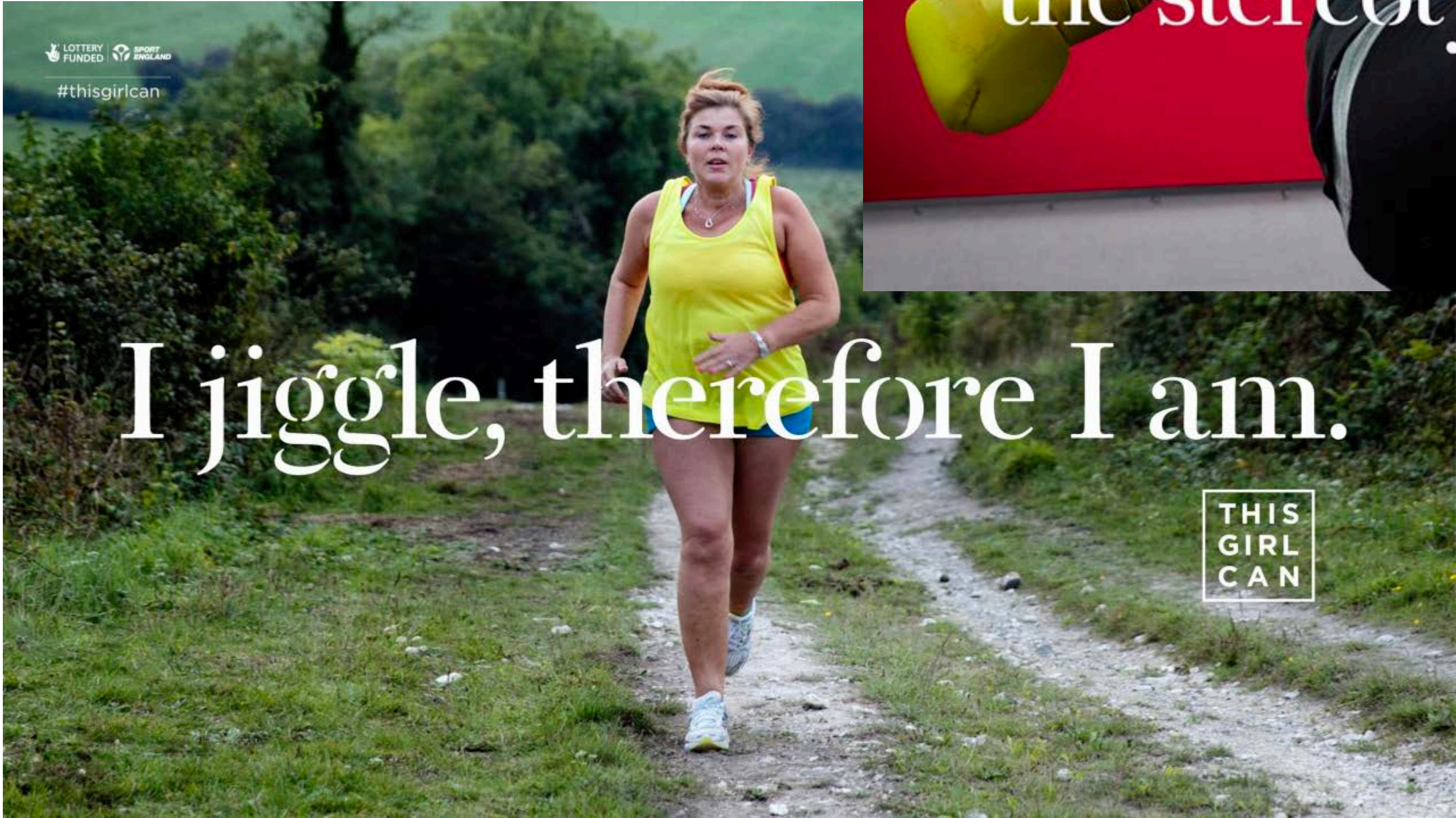
Through rule-breaking



We are nurturing a mindset shift: 'enhance what you've already got', and 'come as you are'



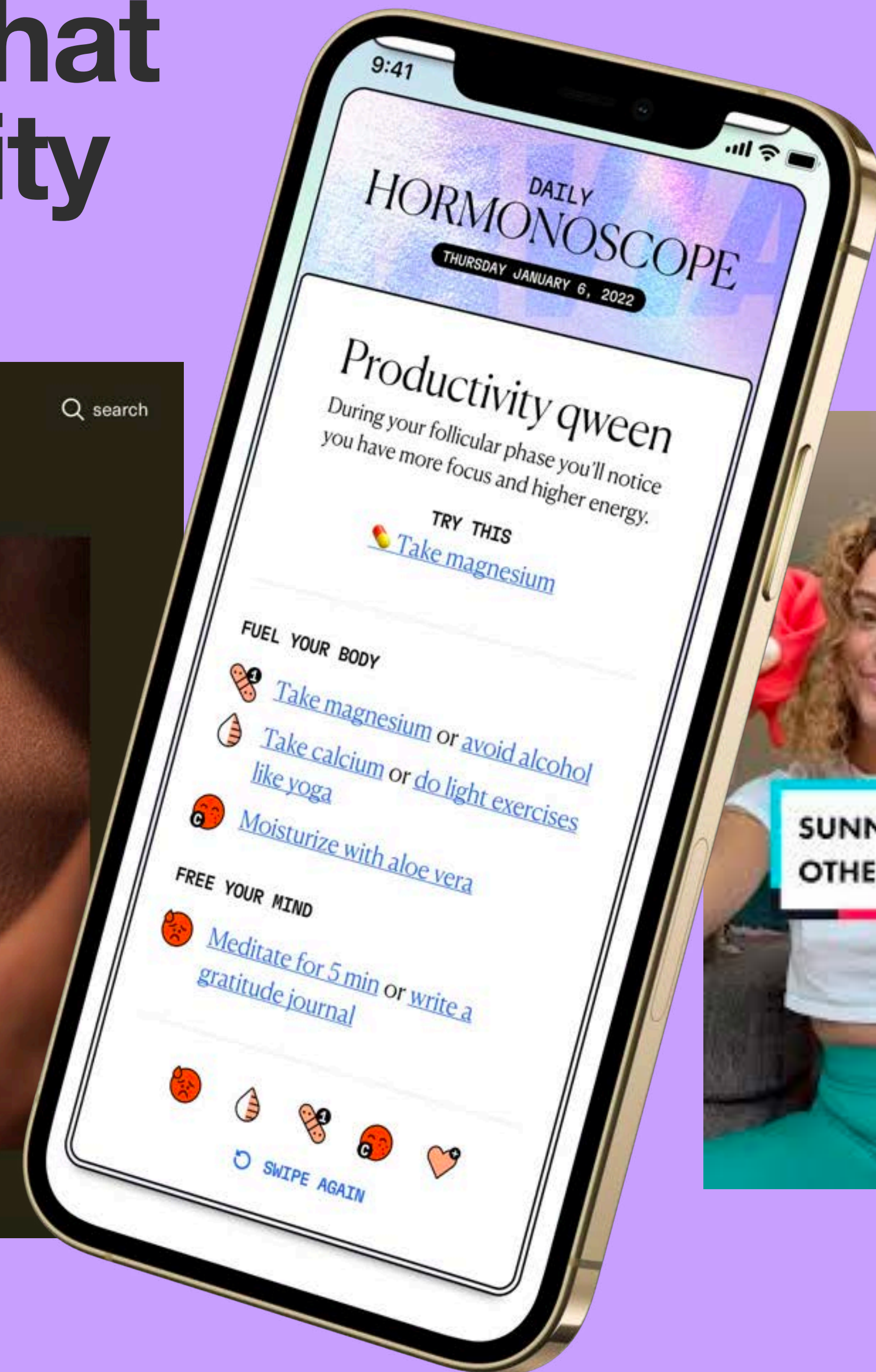
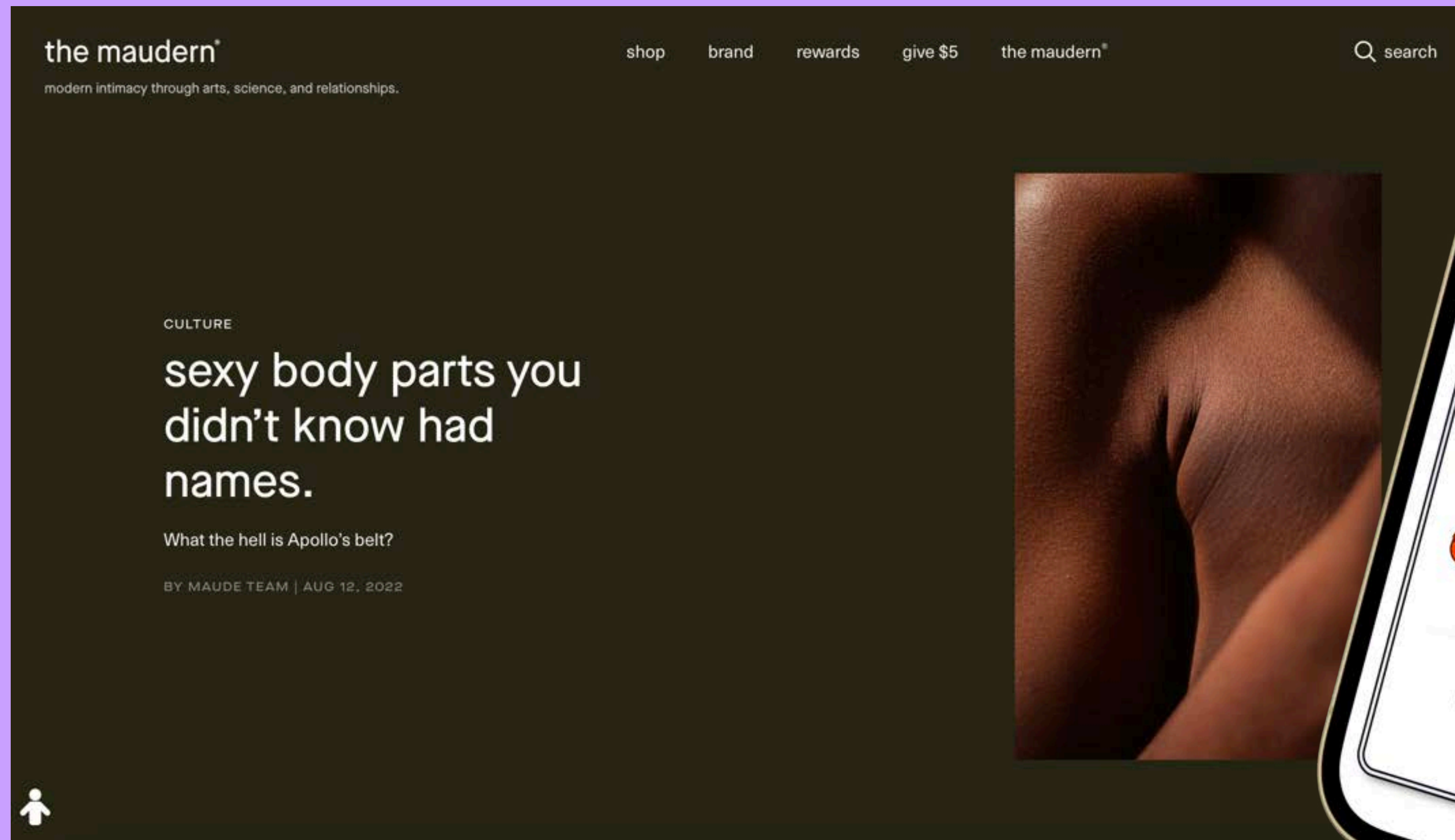
Fitness is keeping it very real



A clear
rewiring and
redefinition of
social
structures,
business
models,
taboos....



Intimacy conversations that don't shy away from reality



Understanding and celebrating life-stages



PRIMARK®
DS BABY HOME BEAUTY COLLAB

WELLNESS

The Menopause Collection

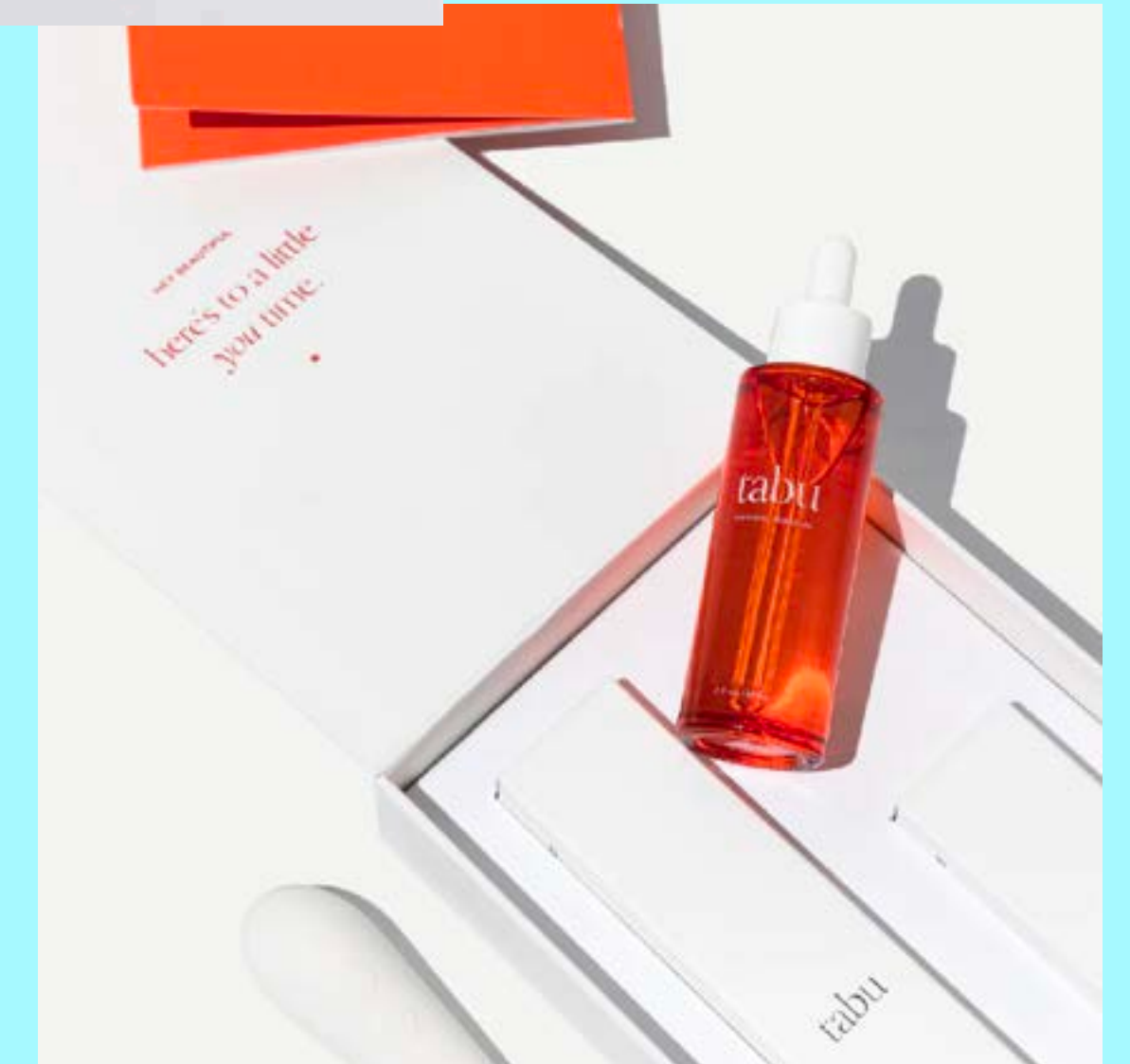
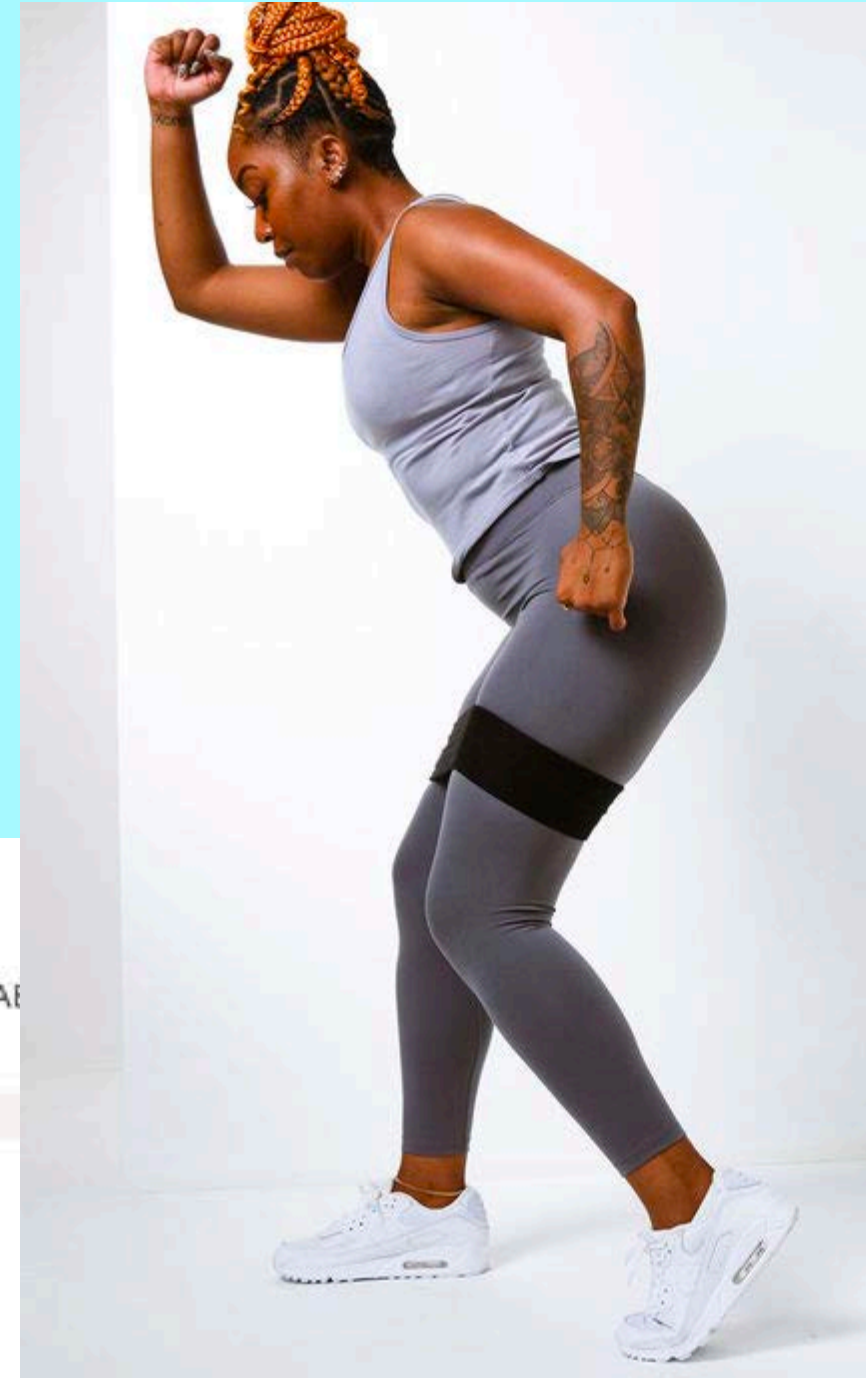
Introducing our new menopause range of nightwear and base layers designed to relieve symptoms such as hot flushes and sweating that are associated with menopause.



by Jodie Spragg

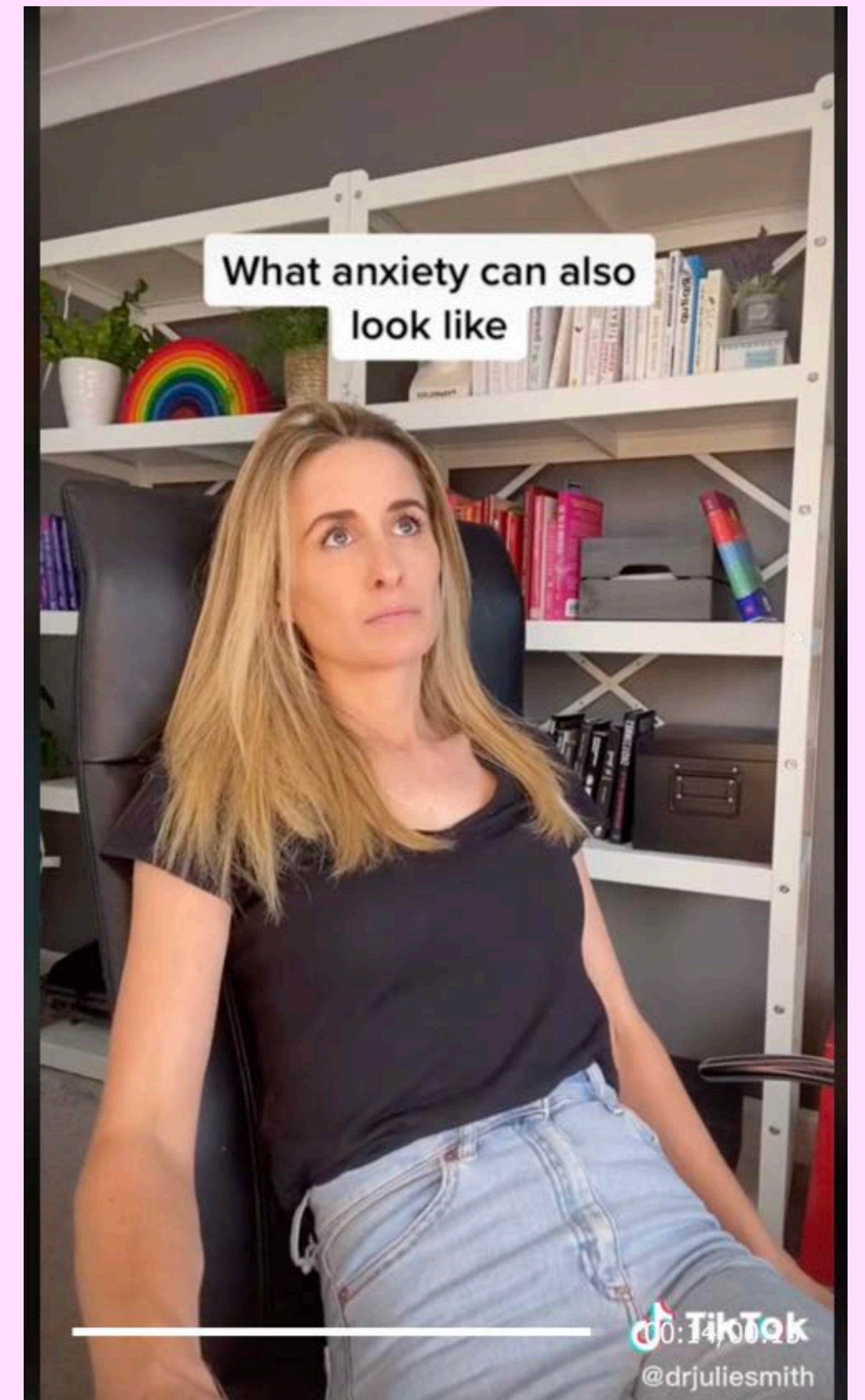
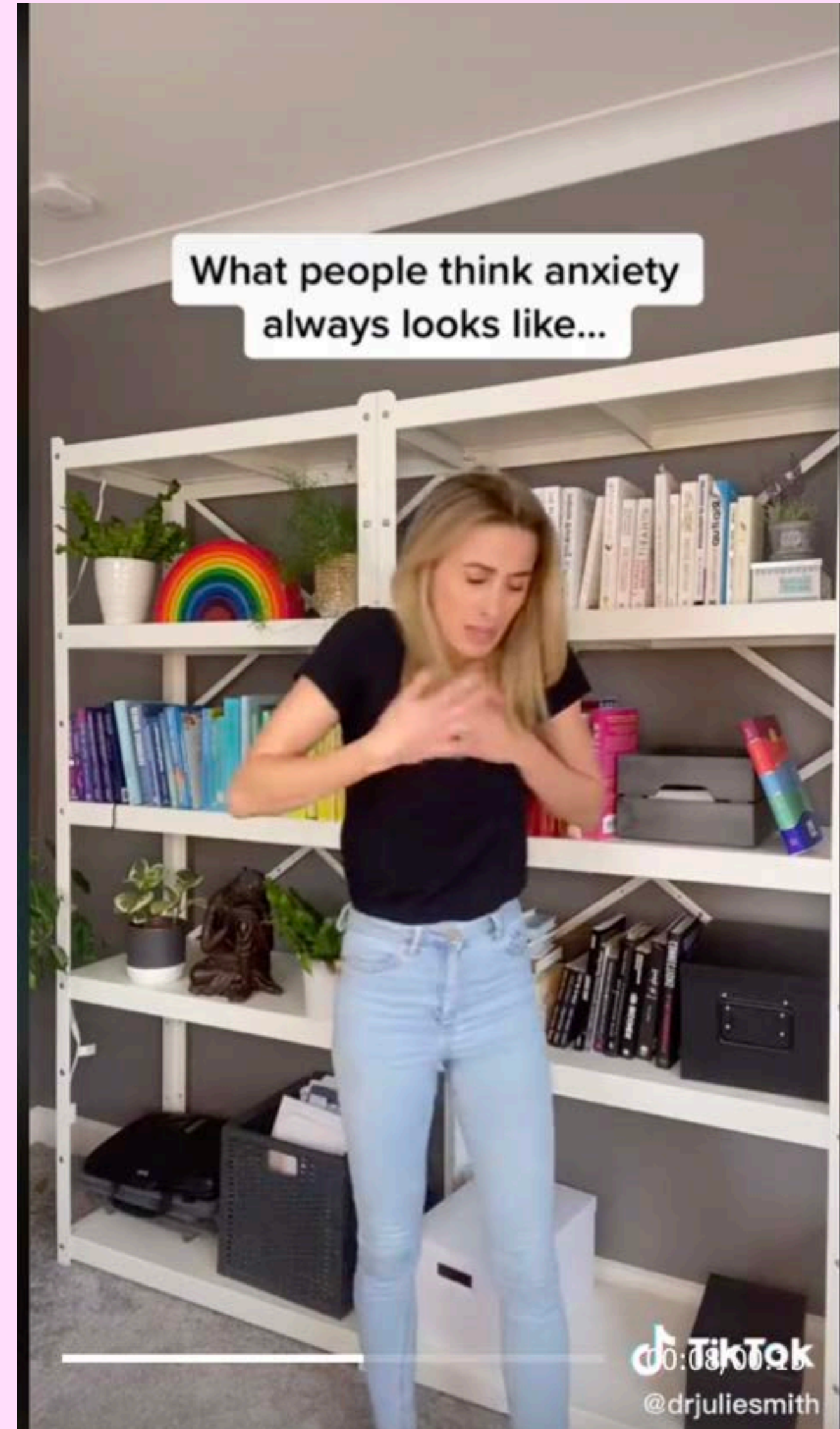
Sep 5 • 8 min read

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Mental health is physical health. They are equal.

86% of Gen Z and Millennials
believe that mental health is as
important as physical health
(Culture Trip)

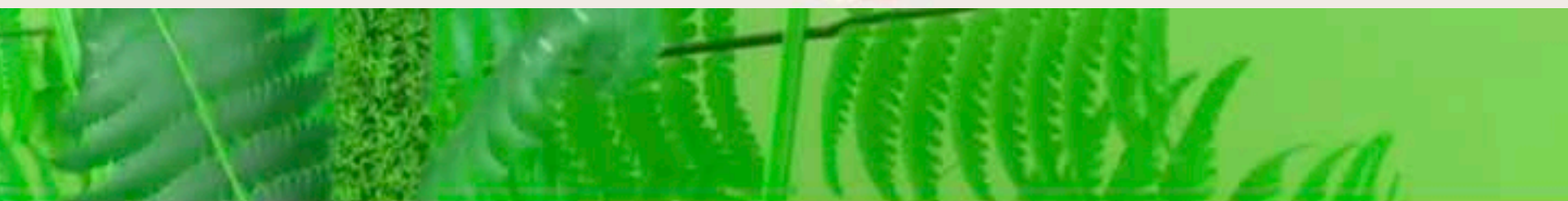
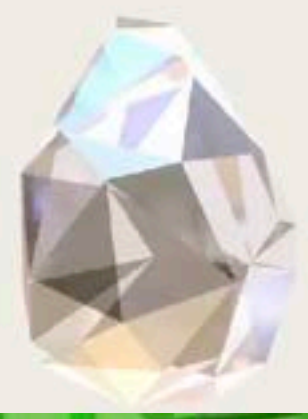


Moisturise
your mind



Our Products

Amplify your intention. Each bottle of Vyrao eau de
parfum contains a supercharged, ethically sourced
Herkimer diamond crystal, known for purifying and raising
energy.



Courage & Creativity

Witchy

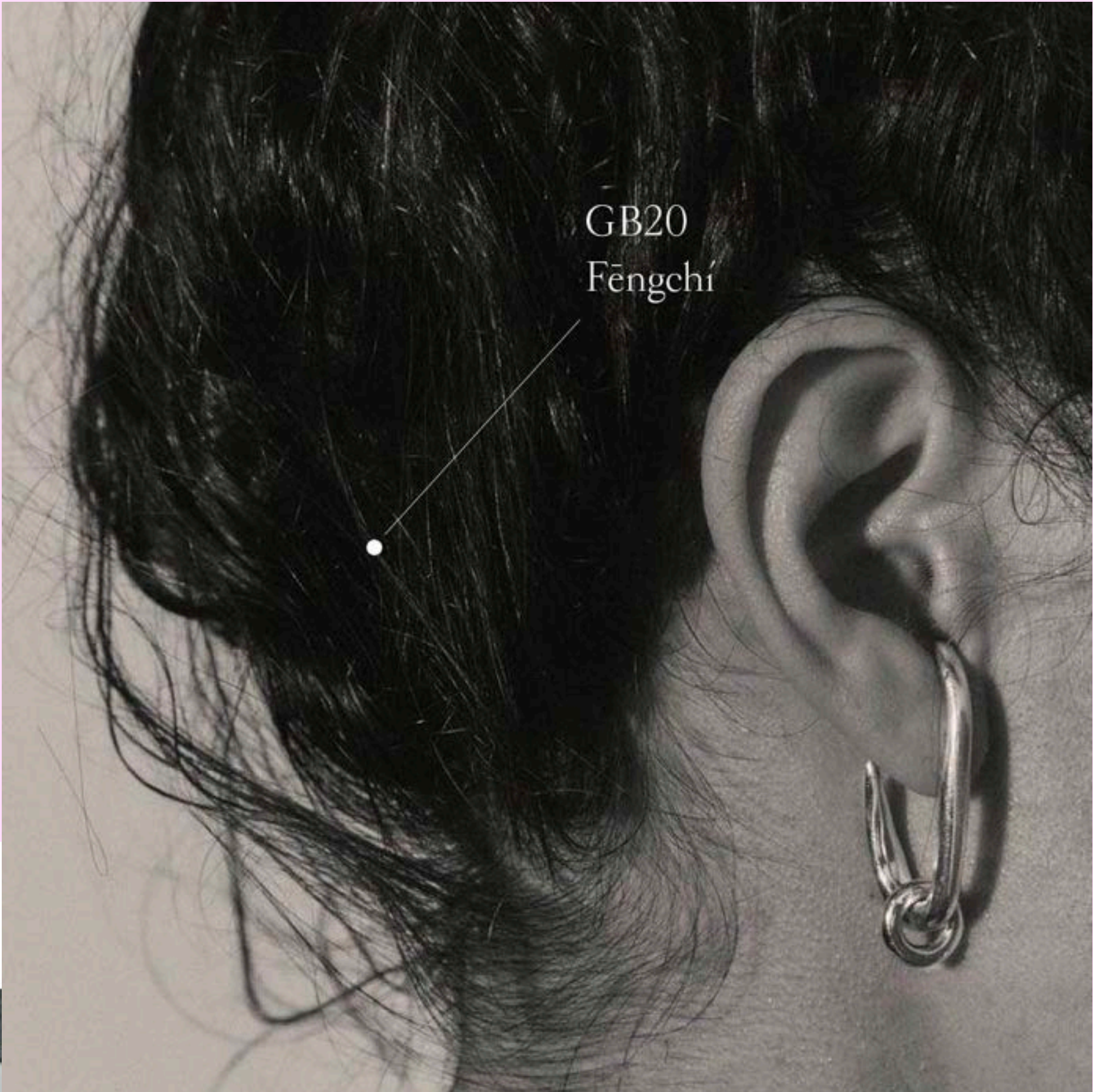
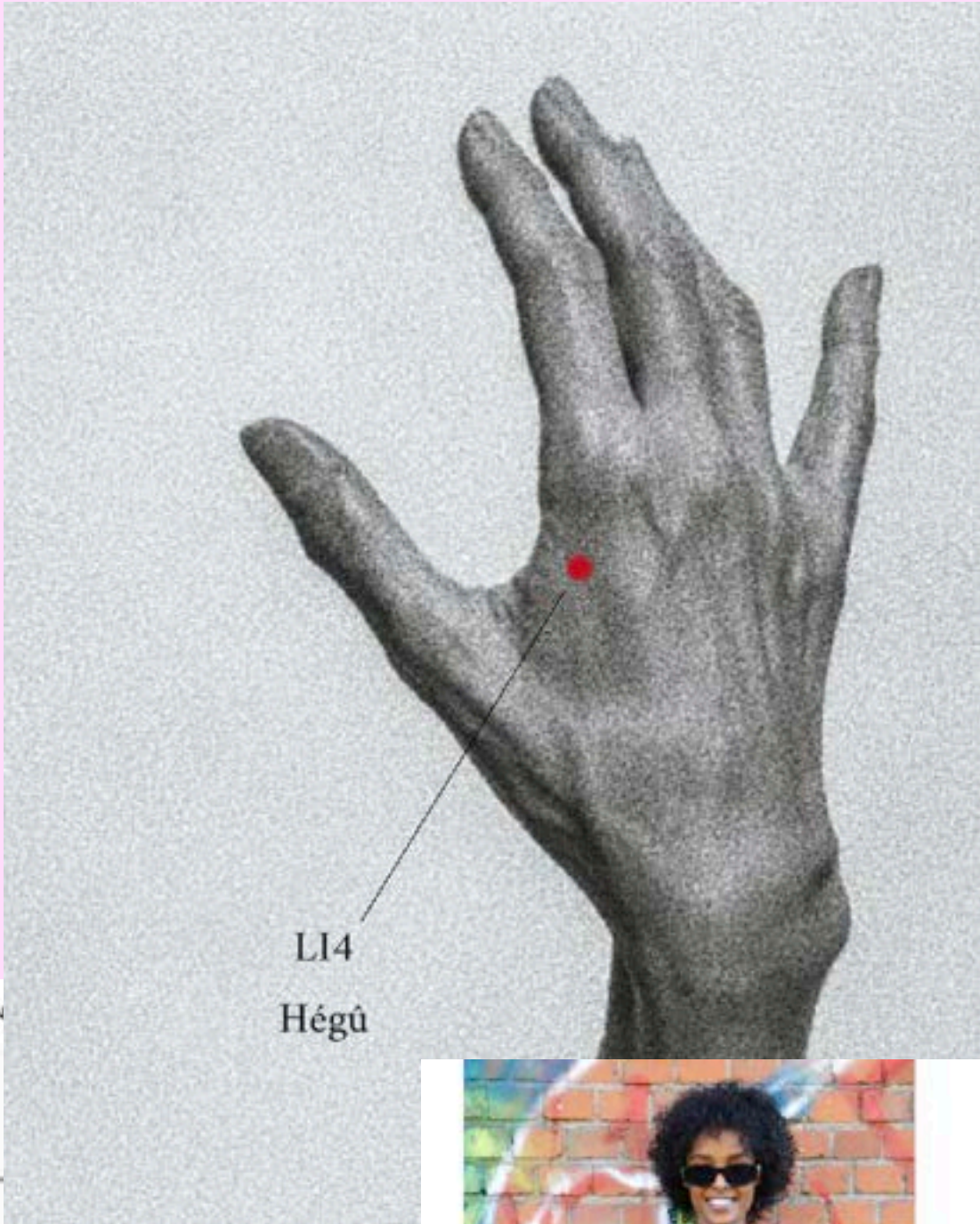


Courage & Creativity

Witchy Woo



It's an inside job



normetica

BEHANDLINGER • SHOP • PRISER • NORMETICA AKADEMI • KLUB NORMETICA • KON

SKØNHEDSUNIVERS

GEBYR- OG RENTEFRI BEHANDLING

BOOK TID TIL DIN BEHANDLING

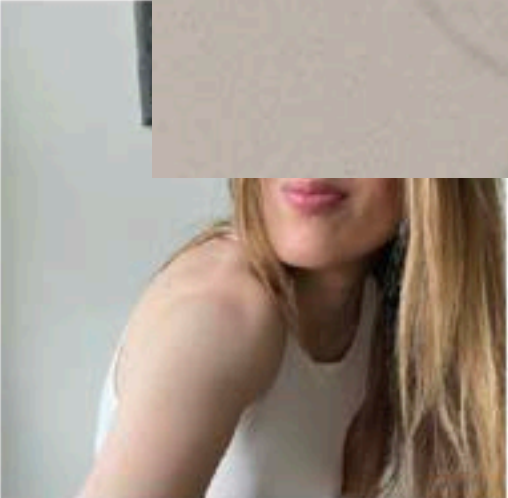
Normetica er et nyt skønhedsunivers, hvor hudlæger og sygeplejersker booster mænd og kvinders skønhed med kosmetiske behandlinger. Vores tilgang til skønhed er mere holistisk end normalen i branchen, og der hersker et særligt fokus på indre skønhed.

SE LEDIGE TIDER >



SUNDHED

Hudeksperten: Så skadeligt er det for din hud ikke at bruge solcreme



SUNDHED

Facereading: Derfor skal du også prøve det



SUNDHED

Hvordan ved man, om man bliver gaslightet?



SUNDHED

Skønhedsredaktøren: Det fik jeg ud af min juicekur

Know your microbiome?



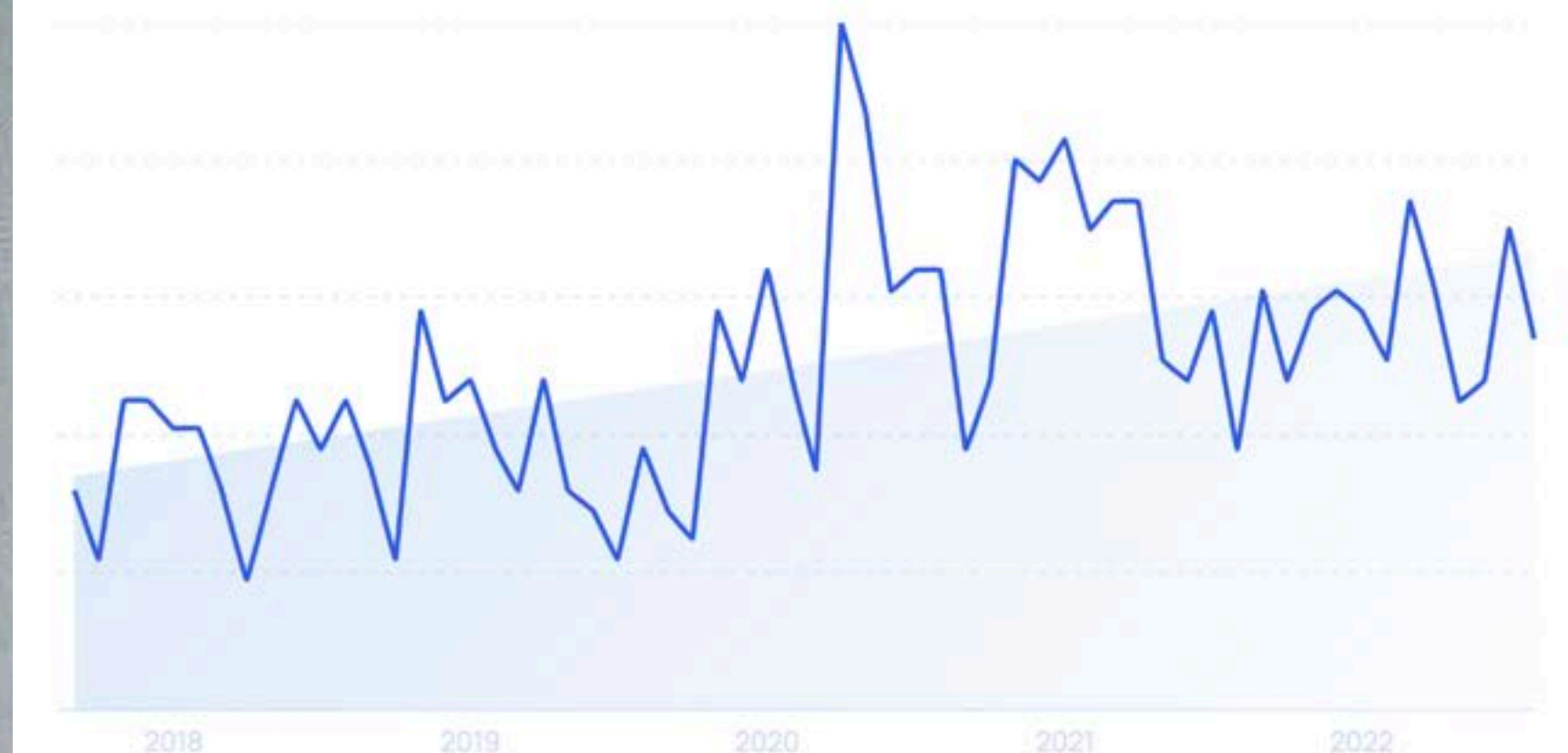
*From spending on cosmetics
To spending on wellness and care*



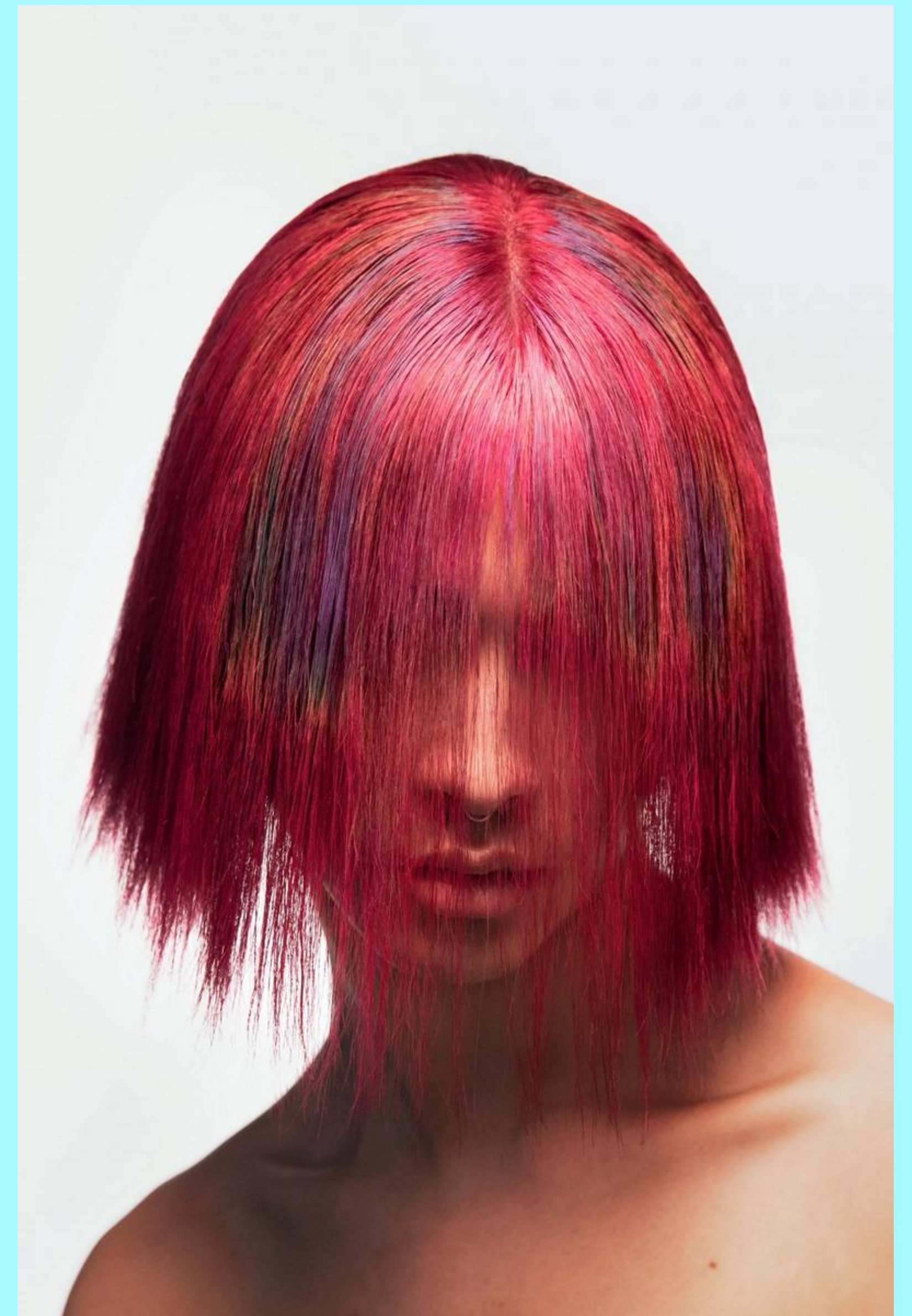
How fit is your skin?

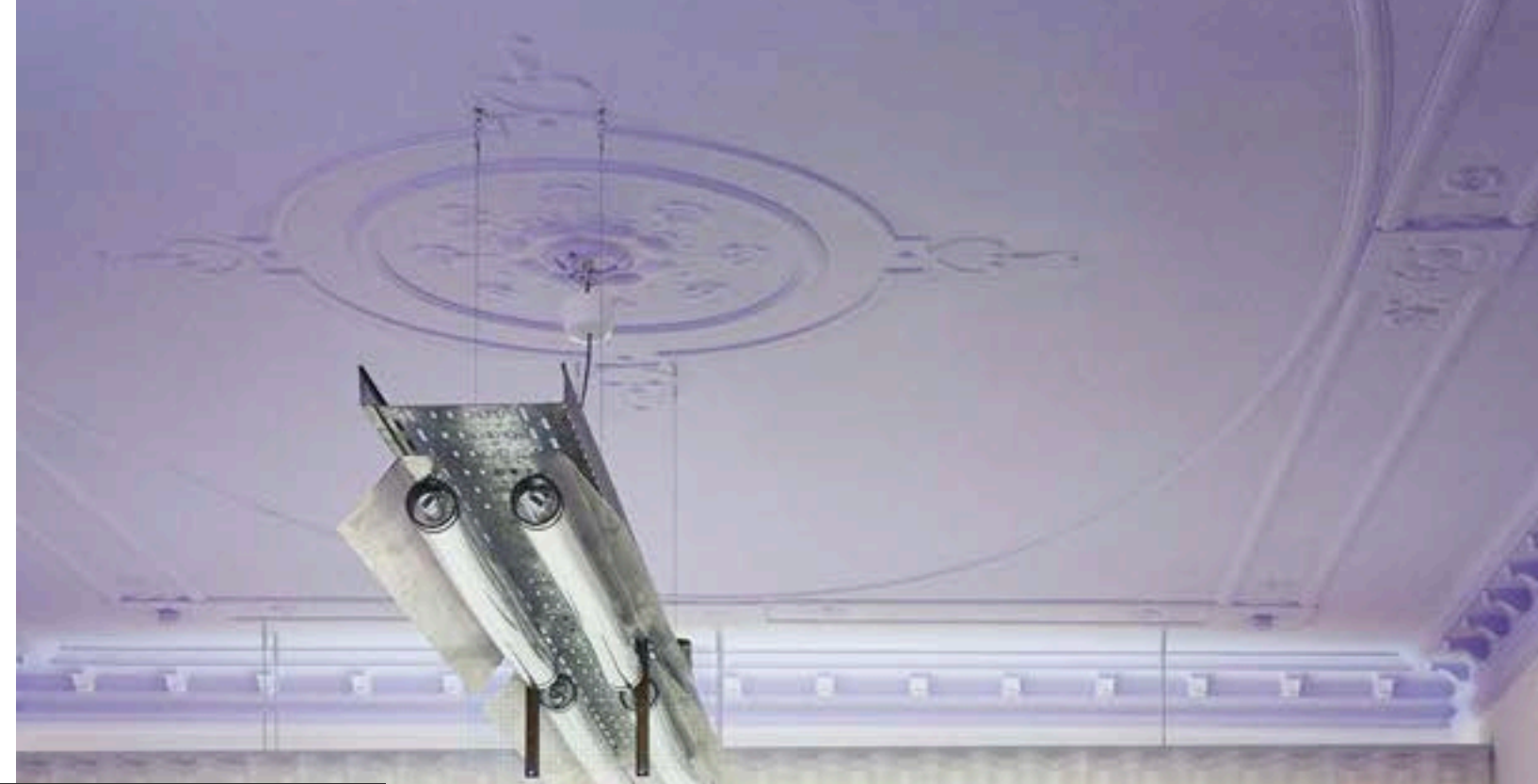


Facial Toning Device



Personal, adaptive beauty experiences that reflect you, in your environment

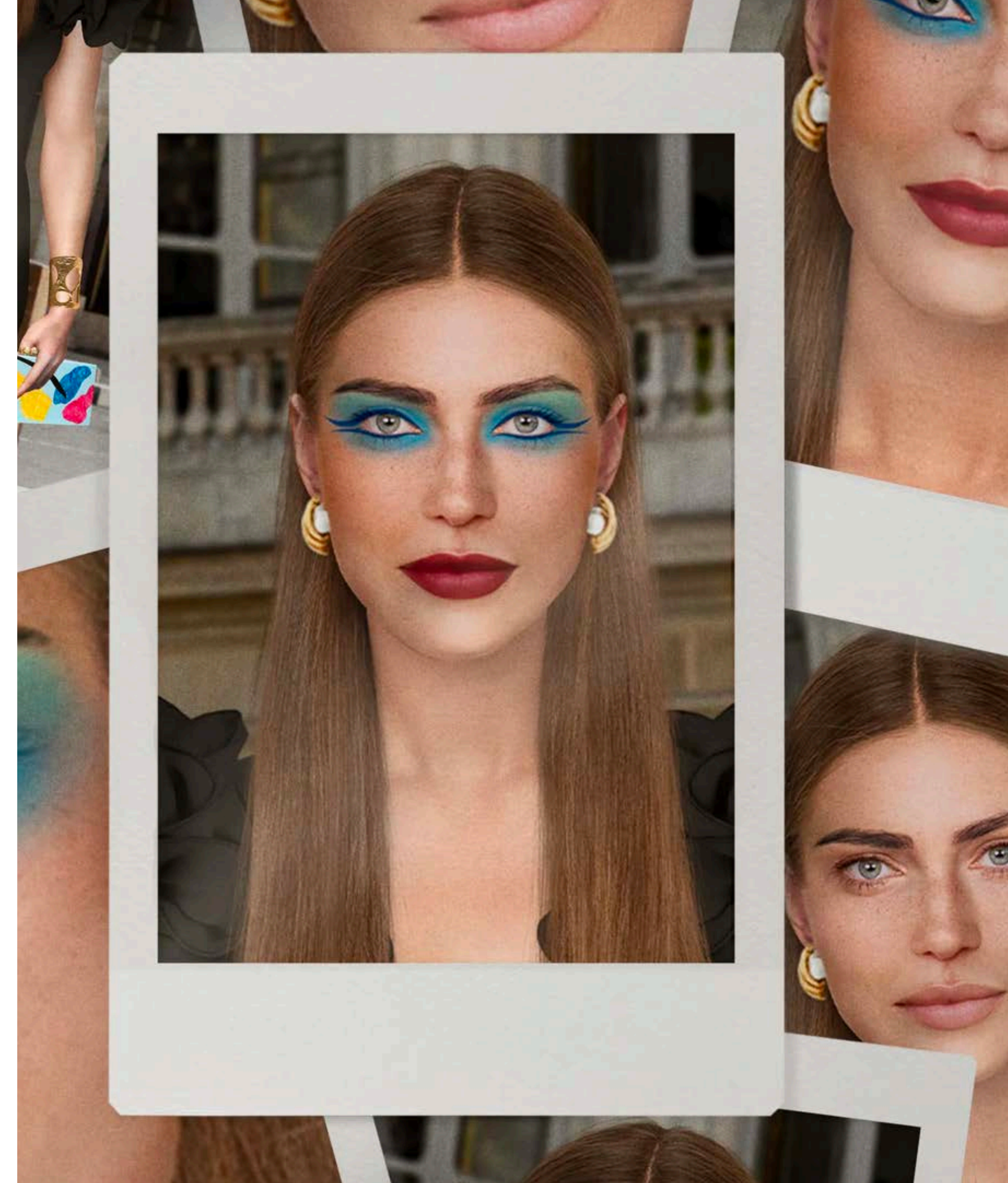




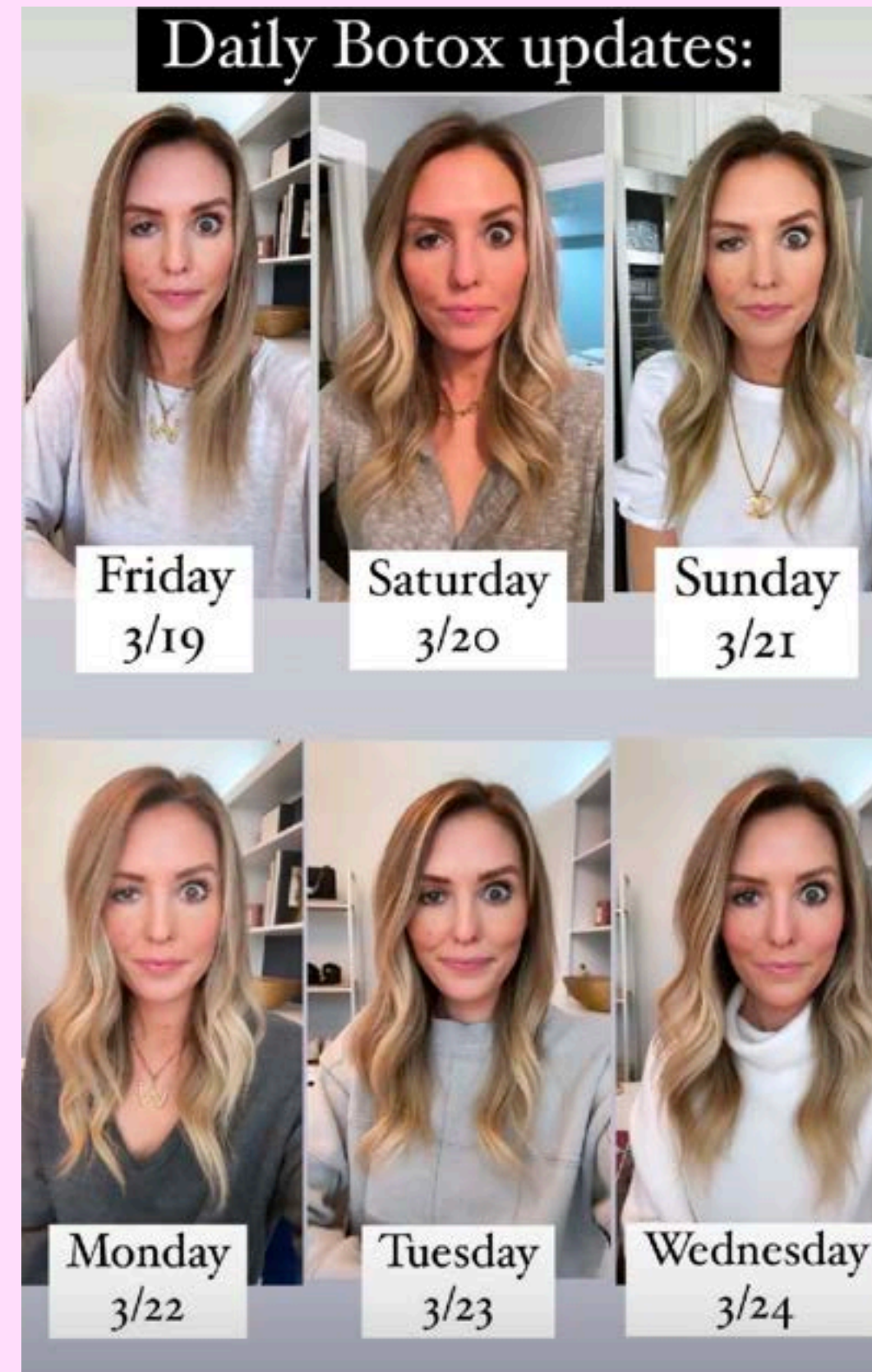
Sensory health spaces designed to enhance healing



But we want it all NOW!



'Plastic surgery' used to mean this/these



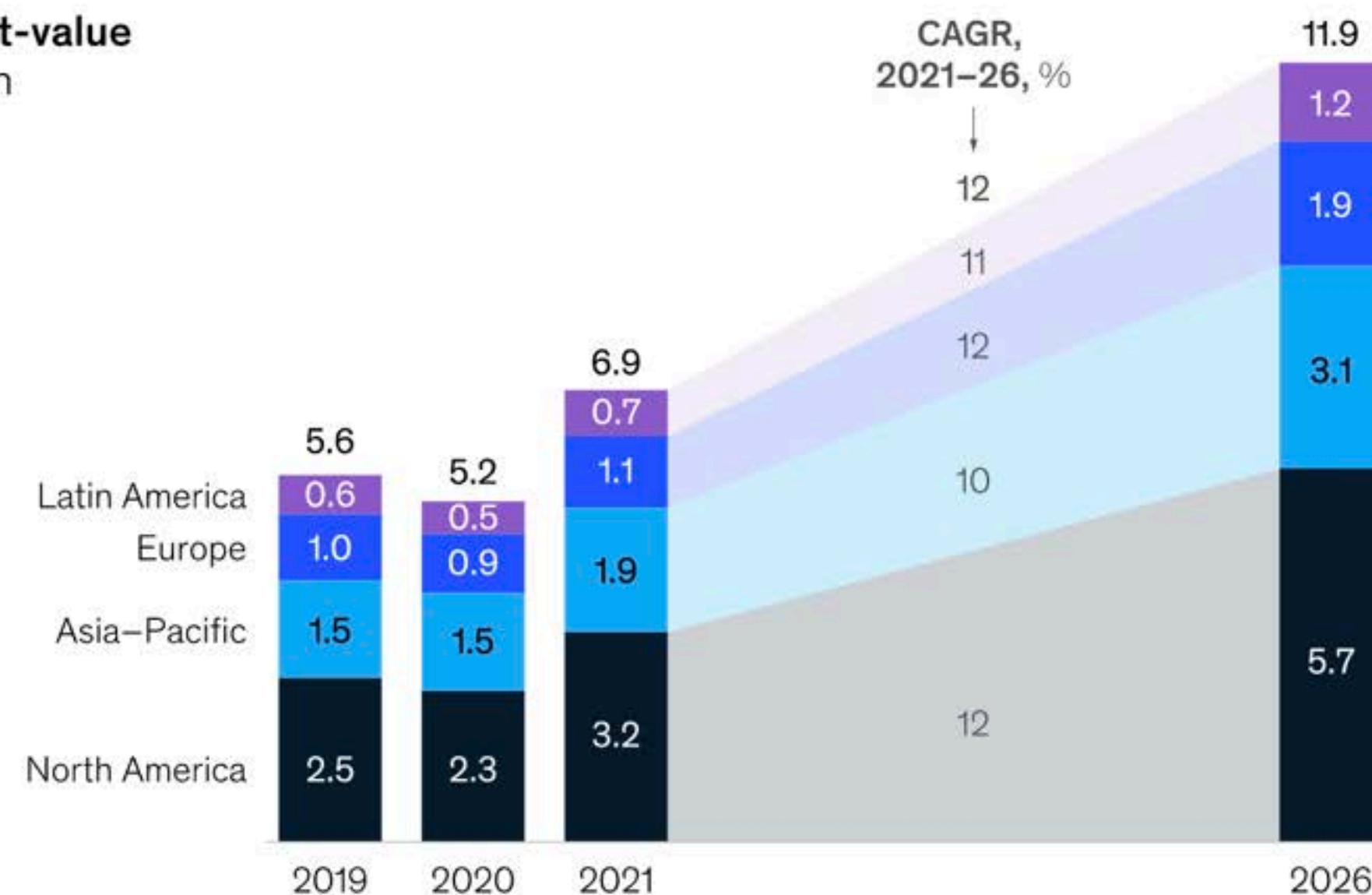
Or this



The rise of the 1% tweakments

Analyst consensus is that the global injectables market has the potential to grow at an annual rate of 12 percent over the next five years.

Injectables market-value projection, \$ billion



Source: Consensus based on Clarivate and Medical Insights data extrapolated from 2025 to 2026

McKinsey
& Company

Botox/fillers are most common amongst Danish women age 40-49

Men make up 10% of client base (and growing)

10.7% of Danish women and 4.8% men plan to have it done

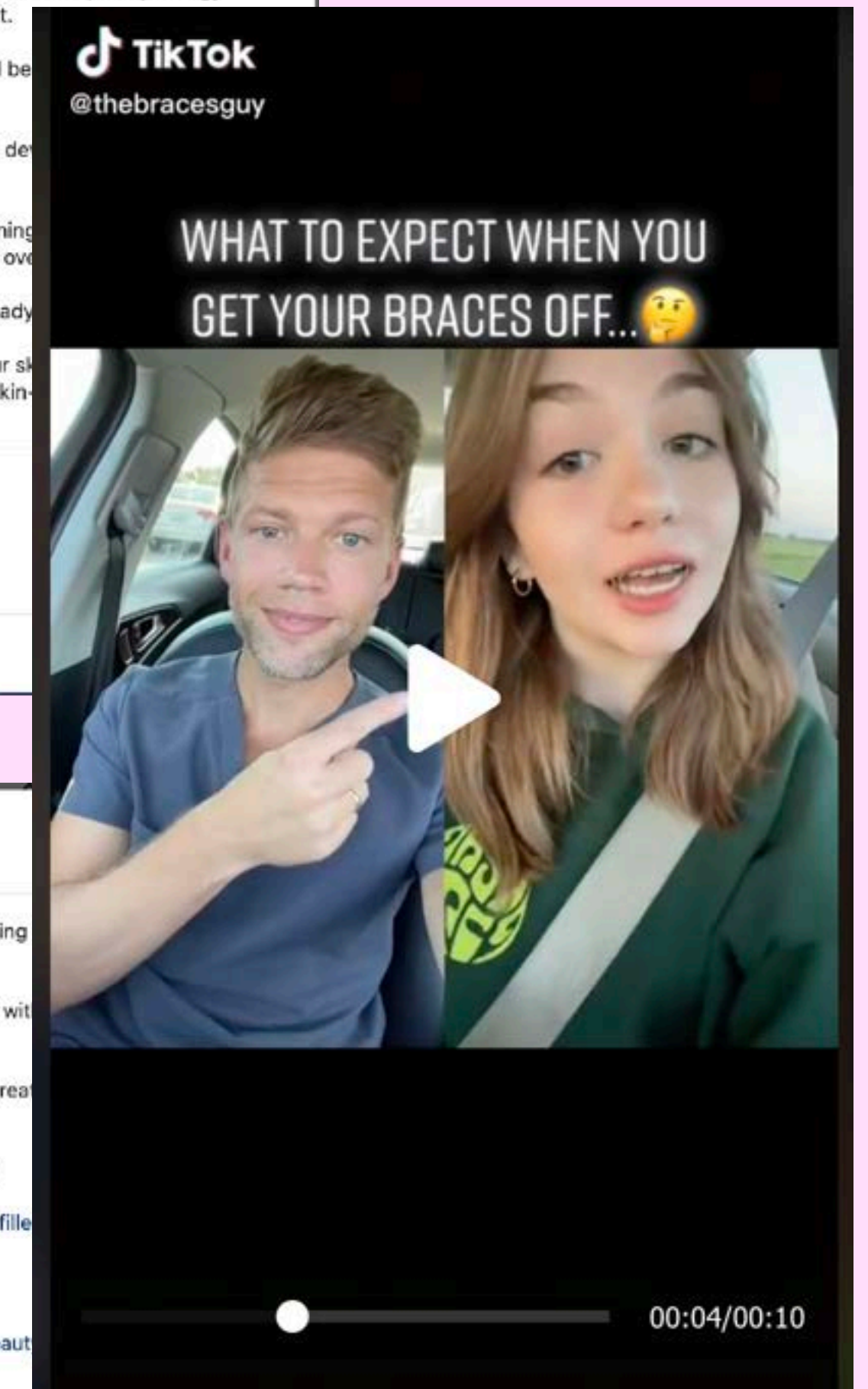
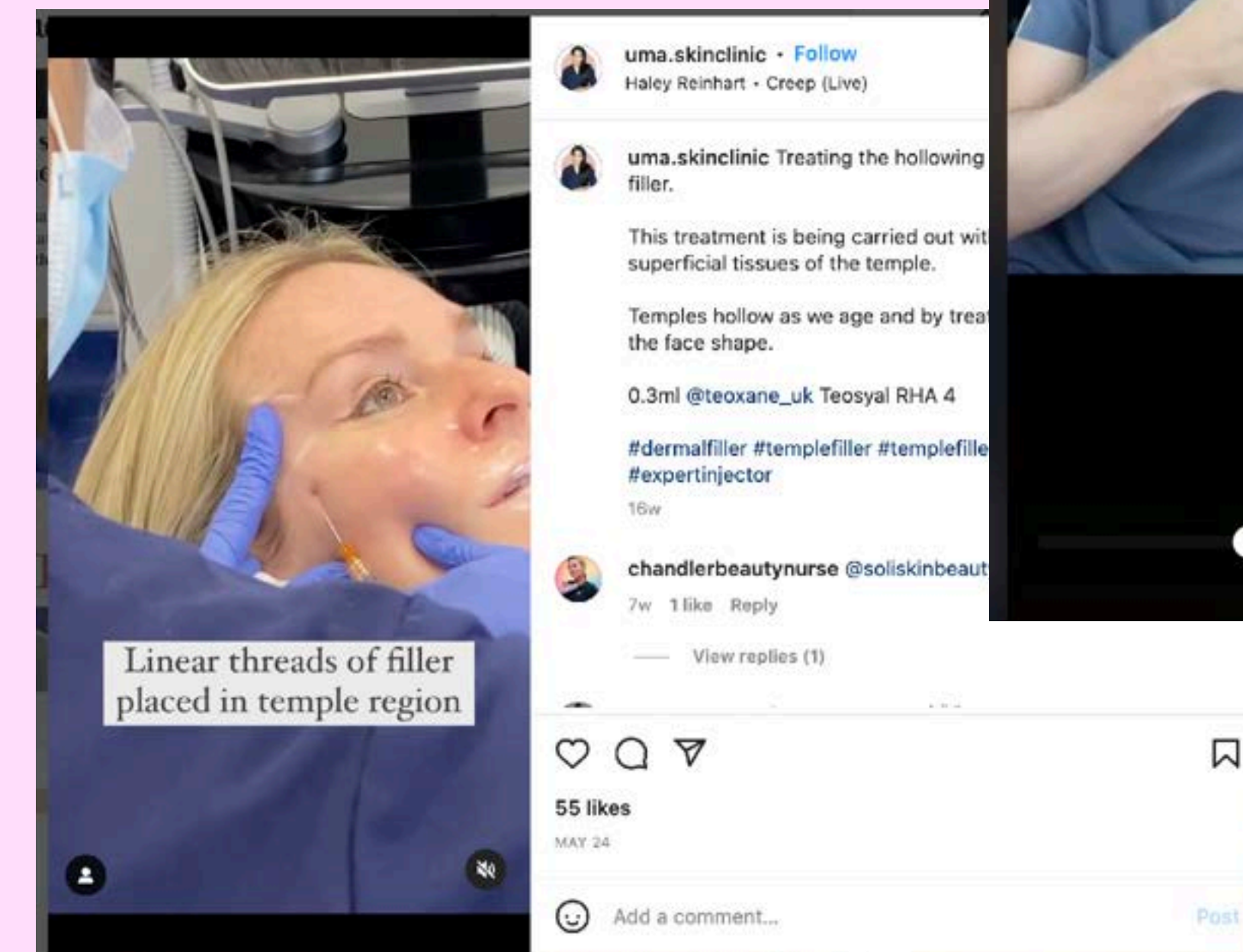
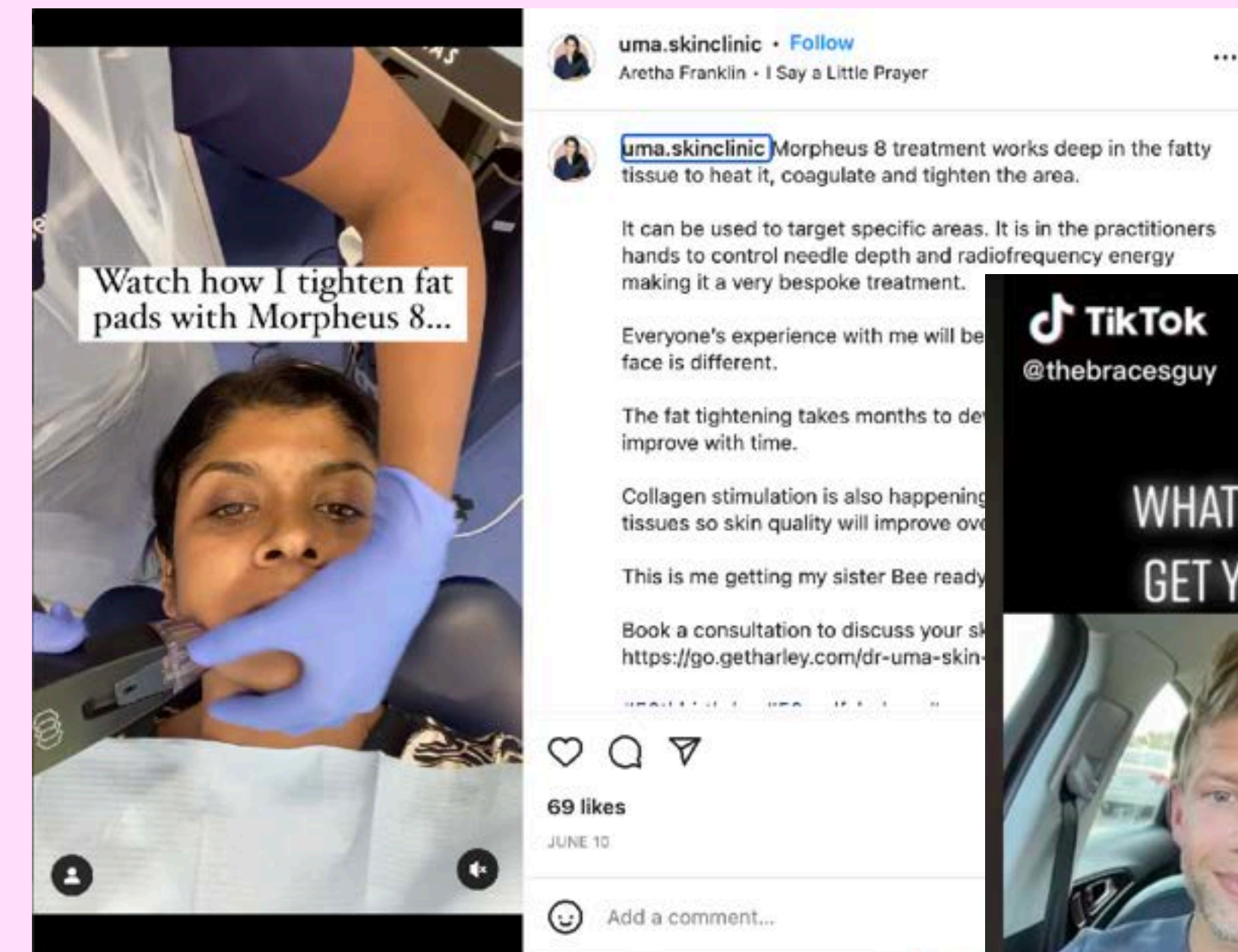
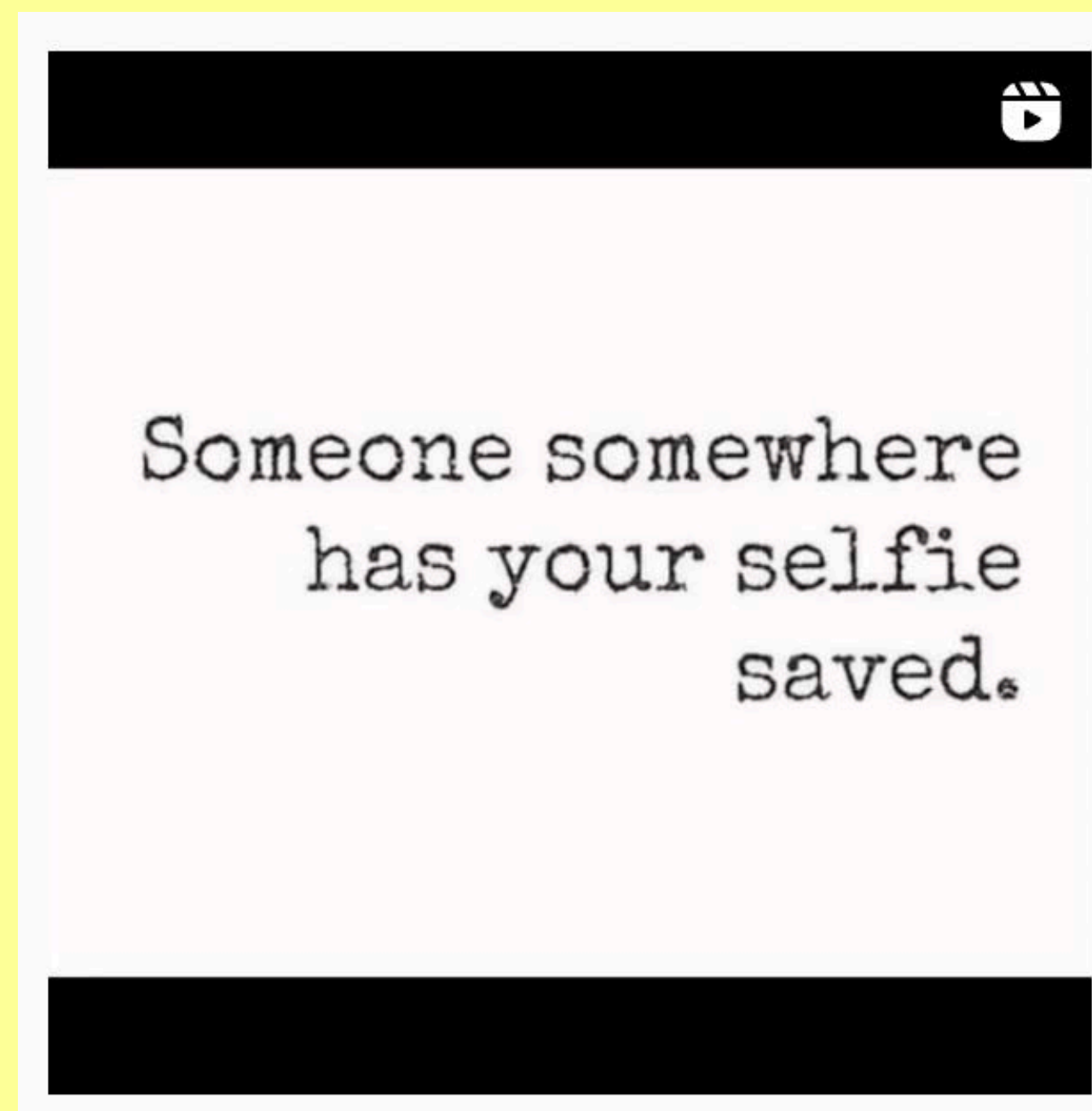
Intention is highest age 16-29 (at 16.8%)

(Voxmeter)



DE
DYRE
PIGER

And we expect them: self-improvement is normalised



Why spend your wellness bucks on teeth?



FREE GIFT

8 Day Luxury Private Retreat Winter in Zermatt, Switzerland

📍 Zermatt, Switzerland

📅 Available from December to March

"Discover Our Luxury Retreat Program in Zermatt Zermatt Luxury Retreat is a modern..."

From **£16,453**

✓ FREE Cancellation

[See More](#) [Quick Enquiry](#)



8 Day Healing Journey for Detoxification & Transformation, Bali

📍 Bali, Indonesia

📅 Available all year round


"Fivelements Tri Kaya Parisudha Retreat is our signature cleansing programme inspired by..."

From **£4,749**

★ 4.5 (148 reviews)

✓ FREE Cancellation

[See More](#) [Quick Enquiry](#)



FREE GIFT

7 Day Do Yoga, Cleanse, and Rejuvenate Retreat in Guatemala

📍 Lake Atitlán, Solola, Guatemala

📅 Available all year round

"Hands down, the best zen experience in Atitlán Lake! - The hosts are just incredibly..."

From **£525**

★ 5.0 (80 reviews)

✓ FREE Cancellation

[See More](#) [Quick Enquiry](#)



Find your style.

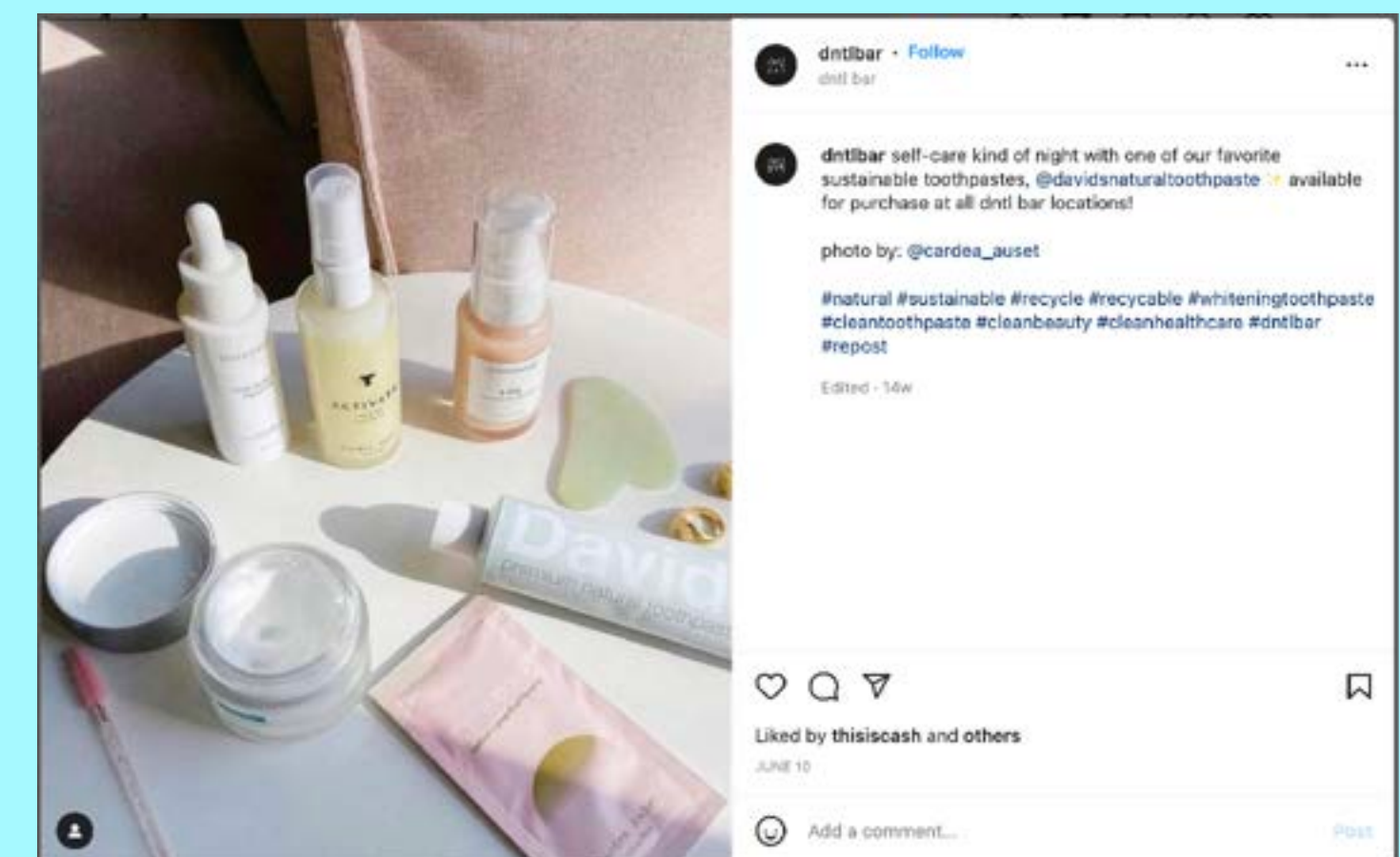
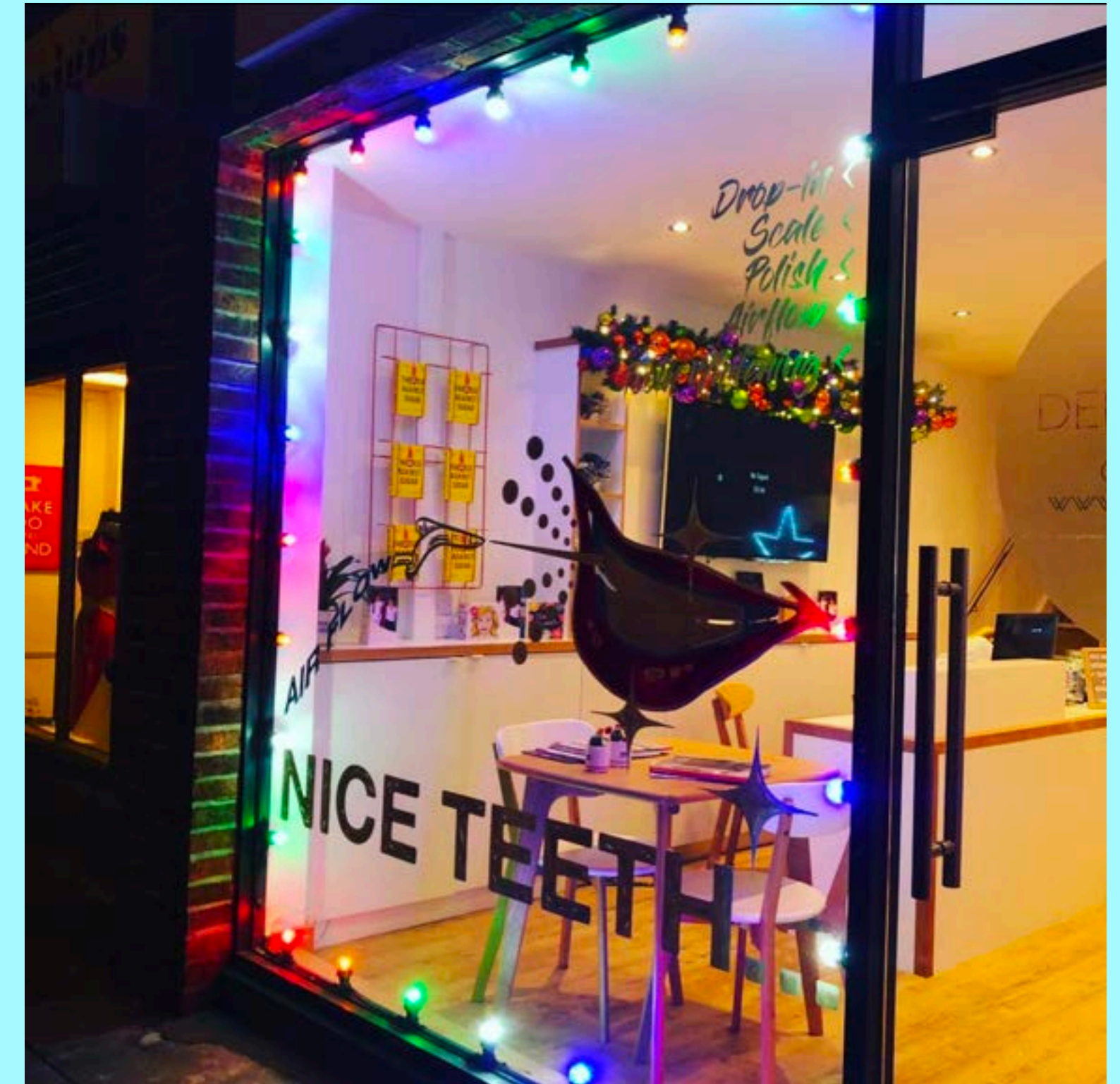
10.000kr



27.600kr



Teeth tweakments can be walk-in self-care: stylish and as accessible as a latte



Danish beauty exemplifies the inner creating the outer. Comfort = empowered = beauty.

"The Danes lean more towards natural treatments, where the skin does the work itself, and several new treatments have been added here. Or they use a filler like Restylane, because it consists of water and hyaluronic acid, which is already natural in the body"

Sanne Lønskov, n'age clinic

"The Danish beauty attitude is very relaxed, what I really care about is that everything I wear is comfortable. You feel good, you feel stronger, you look better when you're comfortable"

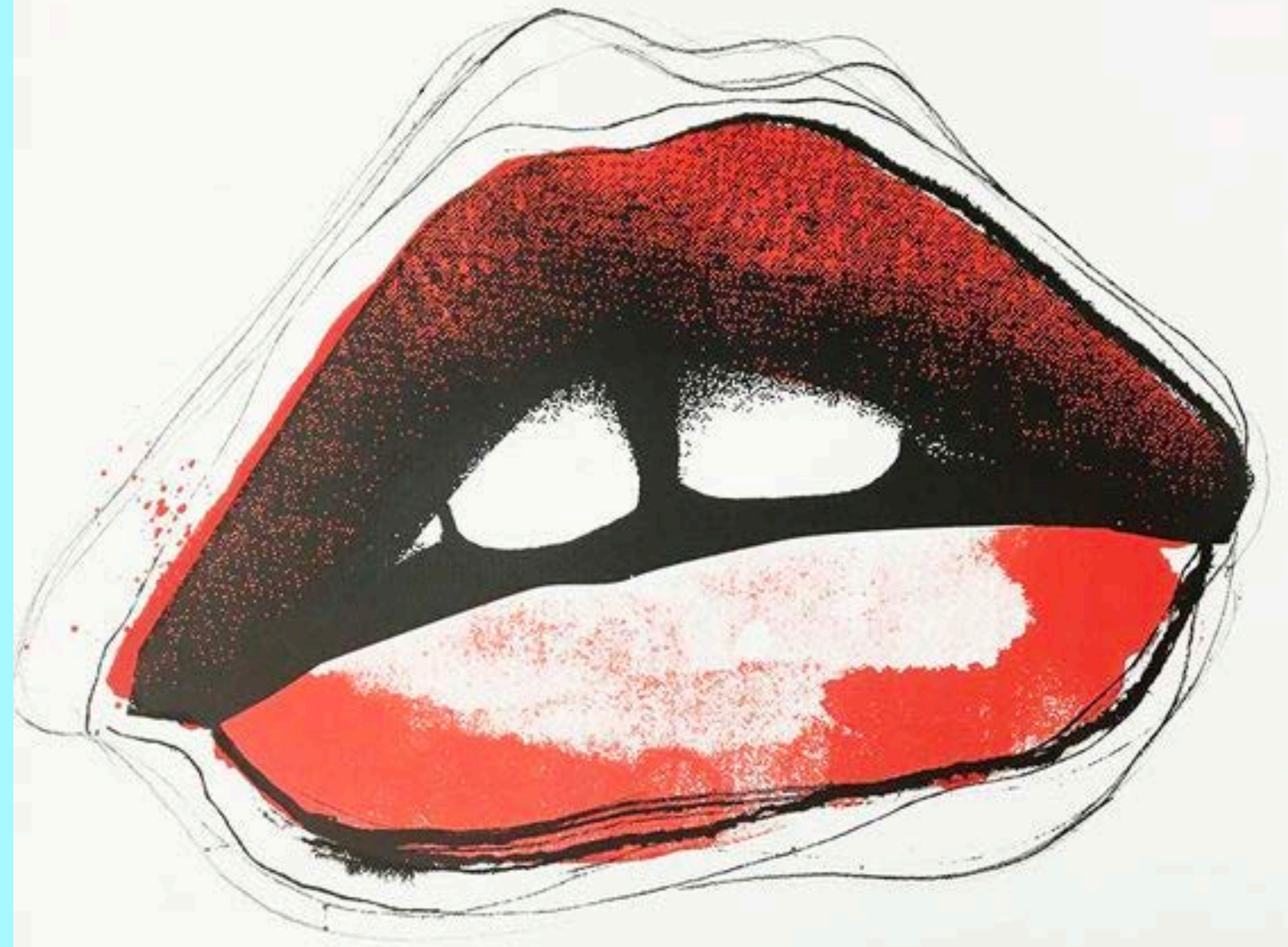
Pernille Teisbaek, Social Zoo



So... are teeth the new fillers?

Absolutely! Teeth feel (psychologically) more internal than our skin, therefore reflecting our inner health and revealing our sense of self. They are a route to confidence, representing 'how people feel about themselves inside', a key focus in the health and beauty zeitgeist.

How can we leverage this?



The opportunities for teeth:

- Help Gen Z make informed decisions that empower them
- And help mid-lifers represent the age they feel
- There are different ways of being Danish - more options, and more globally influenced. It doesn't have to be a tanned blonde on a bike OR Kim K. (There is no 'normal', so there are other options in between...)
- Help people to look how they feel inside
- And to enhance what they have and celebrate their uniqueness
- And remember that beauty is 'an inside job'. Mental wellbeing is critical.
- Celebrate the Danish aspiration for nature - but looking 'naturally good' is hard work, so how can you help people?
- Consider spatial design: health spaces that consider the needs of mind and body (the biopsychosocial approach)
- Think like a lifestyle brand - what would a beauty/fashion/therapist/yoga retreat do?
(Boutique; informally educate; make accessible)



Thank you



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