



**GEN X
EMBRACES
AGING *YET*
CHASES YOUTH.**

WHAT'S THE REAL STORY?

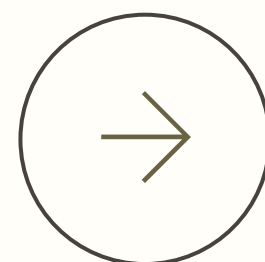
Authors:

Alexandra Roulston

Stephanie Fanelli

Maryline Nguyen

Ifop Inc. x Sociovision





THE GEN X BEAUTY PARADOX:

Gen X feels young and celebrates their age. So why do they, more than any other generation, want to look 10 years younger?

It's the paradox at the heart of the beauty industry's most overlooked consumer that brands can't afford to miss.





LET'S BE CLEAR:

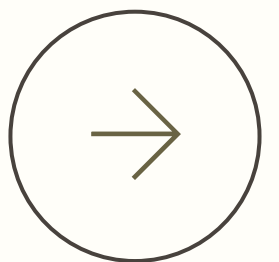
THIS ISN'T INSECURITY, IT'S INTENTION.

Gen X isn't chasing youth, they're *redefining* it. They're rewriting the rules, starting new chapters in their 40s and 50s with energy, ambition, and self-assurance.

- Divorce? **FREEDOM.**
- No kids? **POSSIBILITY.**
- Growing older? **WISDOM.**
- Wrinkles? **EMPOWERMENT.**

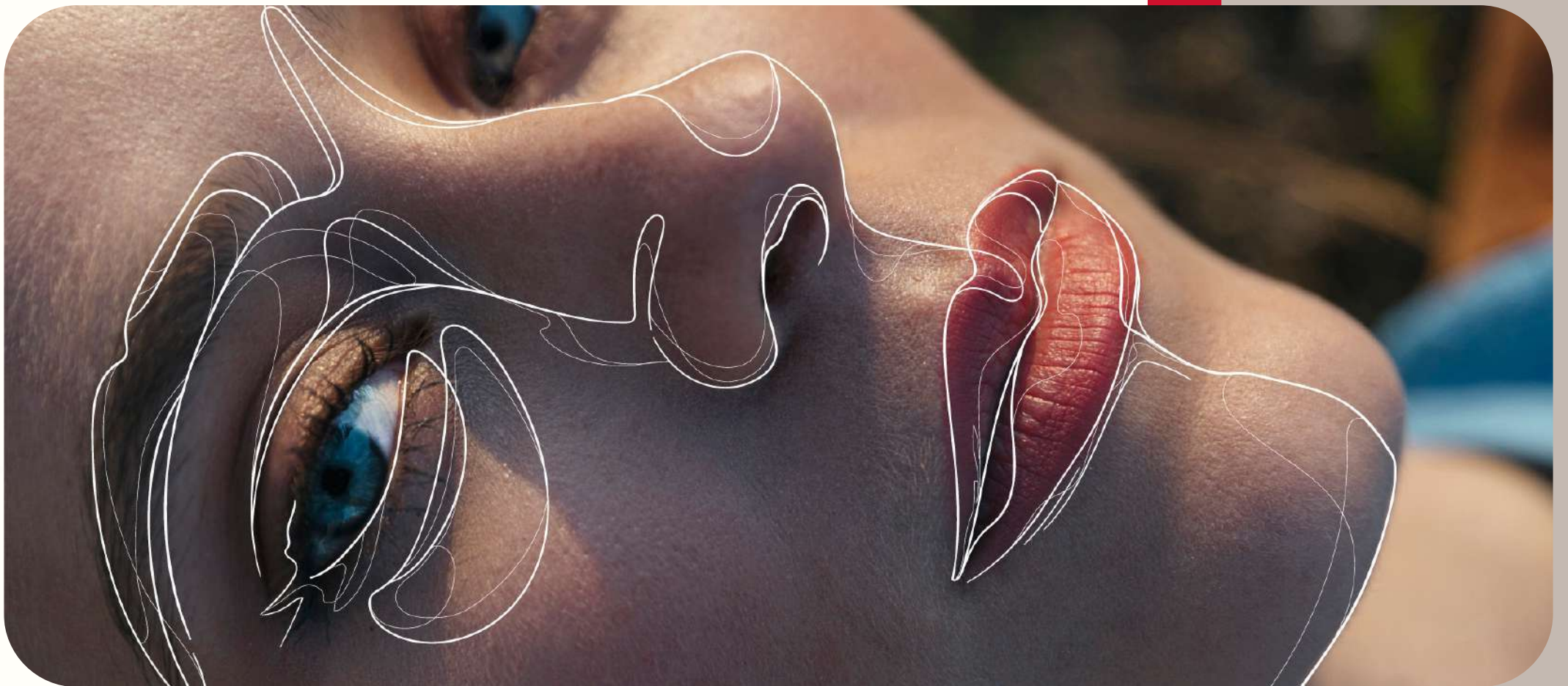
But feeling young isn't enough for Gen X, they want their outer appearance to match their inner vitality. And they'll spend heavily on beauty to get there, strategically.

According to NielsenIQ, **Gen X already spends \$279 billion annually on beauty**, heading toward \$430 billion by 2034.



Still, this isn't the crowd signing up for stem cell therapy, NAD+ injections or gene editing and they're not leaning into GLP-1s like Millennials or Gen Z. According to our Sociovision Beauty Observer, Gen X is actively rejecting extremes in favor of balance.

In fact, **61% believe aging can be slowed and optimized through lifestyle, technology, and scientific advancements**, the highest of any generation.



They're embracing holistic beauty, minding what they eat, using products rich in antioxidants and prioritizing mental wellbeing just as much as physical.

They're the first generation to view being healthy as more than just the absence of illness, it's a way of life.

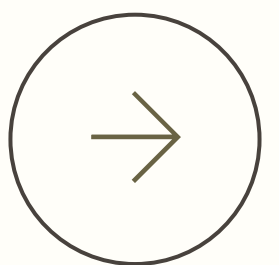


And they're determined to not be stuck in the past. Segmentation research shows Gen X is scrolling, sharing, swiping, and taking beauty tips from their Gen Z kids and younger women. They're engaging in youth culture with openness, a stark difference from their predecessors. Compared to Boomers, Gen X is:

2x more likely to read or browse online beauty content

3x more likely to watch beauty tutorials

5x more likely to follow beauty bloggers/vloggers.



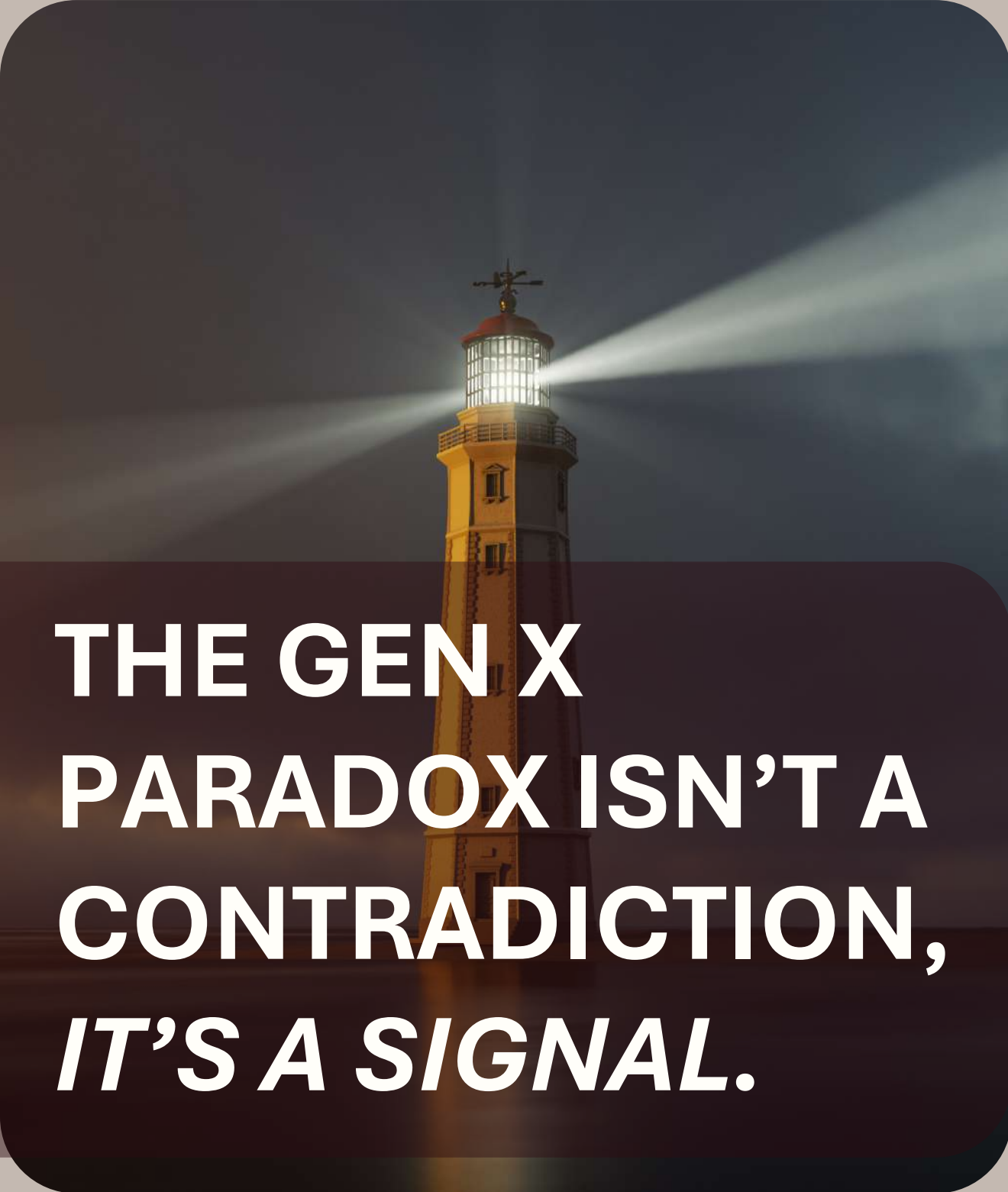
SO HOW SHOULD BEAUTY BRANDS RESPOND?

SPEAK THEIR LANGUAGE:



1. Skip the magic claims and miracle cures. Gen X values **long-term results** over quick fixes.
2. **Appeal to their skincare loyalty.** They genuinely believe in topicals to slow aging and aren't as invested in aesthetic treatments as millennials. **Don't overhype pre- and post-procedure claims.**
3. **Fit into their wellness routine.** Empower them with pragmatic, high-performance topicals and supplements that align with how they live and take care of themselves.
4. And most importantly, use words and women in your content that reflect their mindset: **empowered, natural, radiant.**





THE GEN X PARADOX ISN'T A CONTRADICTION, *IT'S A SIGNAL.*

They don't want to be younger;
they just want to look as *alive* as
they feel.

If your brand isn't tuned into that
nuance, you're not just missing
the mark, you're missing the
moment.

