

## What Will Our Lives Look Like in 2050?

*Self-repairing clothes and cosmetics ingredients grown in the sea are just two of the predictions from these fashion and beauty insiders.*



16/26

**Jennifer Brodeur, founder,  
JB Skin Sävvi; celebrity  
facialist**

“We’ll know that ‘natural’ doesn’t always mean safe or sustainable. We’ll continue exploring innovation to improve sourcing, use synthetic lab ingredients and produce smarter packaging options. If we don’t start now, our natural resources will be scarce and the beauty industry will not be a priority. Instead, our beauty routines will be replaced by sanitary routines.”