

## Review Article

# Developing a New Skin Cosmetic Product: Rapid, Efficient Insights from AI Coupled with Mind Genomics Thinking at the Very Earliest Stages of Ideation with Limited or Even No Knowledge

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## Abstract

The paper shows how to create new product ideas using a combination of AI (ChatGPT 3.5) and Mind Genomics thinking and is based on the Mind Genomics platform, BimiLeap.com (Idea Coach feature). In this paper, the request was to have AI ask and answer questions about a possible cosmetic product for skin care. AI returns with 15 questions, and answers. This question-and-answer step can be repeated. Once the user closes the BimiLeap program, the AI applies creative thinking to the 15 answers to generate a set of innovations and each innovation idea is analyzed by AI. It is from these AI-suggested innovations that the user develops the product idea, in this case a lotion with an unusual fragrance. This early stage of the process is efficient, low-cost, and rapid-requiring minutes for the iteration and a few hours for the deeper analysis by AI.

**Keywords:** *Cosmetic development, Generative AI, Mind Genomics, Product innovation*

## Introduction

Creating a new product has often been a situation of hit or miss, with many people hiring “experts” in the topic area, as well as experts in ideation regarding new ideas. With the widespread adoption of generative AI, such as ChatGPT 3.5, the questions arise as to the degree to which AI can help drive the ideation process. The ultimate results, of course, would have to be acceptable to consumers and would have to bring market success.

The Mind Genomics approach enriches the development process by providing a framework for understanding consumer perceptions and preferences. By segmenting the target market into distinct groups based on their unique responses to different stimuli, companies can tailor the product offering to each segment, increasing its relevance and appeal. This approach helps companies uncover hidden opportunities, identify niche markets, and optimize product positioning for maximum impact.

This paper focuses on the use of AI, coupled with Mind Genomics thinking, to drive the development of new ideas for the proposed product. This paper is the first of three connected papers on the process, with the materials in the first two papers generated by AI, and the materials in the third paper representing the response of actual

people in the UK to the idea. All AI “material” was generated using the Mind Genomics platform, BimiLeap.com (Idea Coach feature).

## Mind Genomics as a Coach, Which Drives the User to Ask the “Right Questions”

We begin with the example of a “tabula rasa,” a blank slate, and how Mind Genomics and AI fill that slate. As an example, consider 15 questions and answers in Table 1 that may arise in the development of new cosmetics. These 15 questions and answers were generated by the Mind Genomics platform, BimiLeap.com. The important thing to note about Table 1 is that in just a few moments, and with the correct software accessing generative AI, such as ChatGPT 3.5, the developer can access a “coach” to help navigate issues of knowledge and can receive suggestions which have aspects of guidance attached to them.

Given the foregoing ability of AI, coupled with Mind Genomics thinking, to become a “partner” in the development process, let us follow the effort through. This first of three papers shows how to develop the basic ideas, even when at the inception of the project, there is no “inkling” about what to do.

## Phase 1 — Thinking About the Process and Getting General Direction From AI

Table 1: AI and Mind Genomics as a coach. Instructions given to AI to provide 15 questions and answers about creating and marketing a cosmetic product.

<p><b>INSTRUCTIONS TO AI (CHATGPT 3.5 ACCESSED THROUGH IDEA COACH ON BIMILEAP.COM)</b></p> <p>I am creating a new cosmetic product. I am a “newbie” to cosmetic product development. Please give me 15 questions about developing a cosmetic product for the skin and for each question, give me an answer of three sentences which tells me about the product, suggests what I should do, and gives me warnings about what to avoid.</p> <p><b>ANSWERS RETURNED BY AI</b></p> <p><b>Question 1: What ingredients should I include in my cosmetic product for the skin?</b> Your product should contain hydrating ingredients like hyaluronic acid, soothing ingredients like aloe vera, and antioxidants like vitamin C. Start by researching trusted sources for information on effective and safe ingredients. Avoid using harsh chemicals or preservatives that can irritate the skin or cause allergic reactions.</p> <p><b>Question 2: How can I ensure that my cosmetic product is safe for use on the skin?</b> Conduct thorough testing on a small group of people to ensure the product is non-irritating and safe for use. You should also consider consulting with a dermatologist or cosmetic chemist for advice on product safety. Avoid rushing the development process and skipping important safety testing.</p> <p><b>Question 3: What packaging should I use for my new cosmetic product?</b> Opt for packaging that is airtight, opaque, and made of high-quality materials to protect the product's efficacy. Research sustainable and eco-friendly packaging options to appeal to environmentally conscious consumers. Avoid using packaging that can easily break or leak, compromising the product inside.</p> <p><b>Question 4: How should I market my cosmetic product for the skin?</b> Create a targeted marketing strategy that highlights the benefits of your product for different skin types and concerns. Utilize social media platforms, influencers, and beauty bloggers to reach a wider audience. Avoid making exaggerated claims about the efficacy of your product that cannot be supported by scientific evidence.</p> <p><b>Question 5: How do I determine the shelf life of my cosmetic product?</b> Conduct stability testing to determine the shelf life of your product based on its formulation and packaging. Consider using preservatives to extend the shelf life of the product and prevent microbial growth. Avoid underestimating the shelf life of your product, as expired cosmetics can lead to skin irritation and infections.</p> <p><b>Question 6: How can I ensure that my cosmetic product is cruelty-free?</b> Use ingredients that are not tested on animals and seek certification from cruelty-free organizations. Research ethical suppliers and manufacturers who adhere to cruelty-free practices. Avoid using animal-derived ingredients or supporting companies that test on animals.</p> <p><b>Question 7: What pricing strategy should I adopt for my cosmetic product?</b> Conduct market research to determine the pricing of similar products in the market and set a competitive price point. Consider offering promotions or discounts to attract customers and generate sales. Avoid pricing your product too high or too low, as it can affect consumer perception and sales.</p> <p><b>Question 8: How do I differentiate my cosmetic product from competitors in the market?</b> Identify unique selling points of your product, such as innovative ingredients, packaging, or formulations. Conduct research on competitor products to understand gaps in the market that your product can fill. Avoid copying or imitating competitor products, as it can result in legal issues and damage your brand reputation.</p> <p><b>Question 9: How should I conduct consumer testing for my cosmetic product?</b> Offer samples of your product to potential customers and gather feedback on its efficacy, texture, scent, and packaging. Consider conducting focus groups or surveys to collect more in-depth insights from consumers. Avoid biased or selective testing methods that may not accurately represent the overall consumer experience.</p> <p><b>Question 10: What industry regulations should I be aware of when developing a cosmetic product?</b> Familiarize yourself with cosmetic regulations in your target market, including labeling requirements, ingredient restrictions, and safety standards. Consult with regulatory experts or organizations to ensure compliance with industry regulations. Avoid using banned or restricted ingredients in your product that can lead to legal consequences.</p> <p><b>Question 11: How can I ensure that my cosmetic product is environmentally sustainable?</b> Choose ingredients and packaging materials that are biodegradable, recyclable, and responsibly sourced. Consider implementing sustainable practices in the manufacturing process to reduce waste and carbon footprint. Avoid using single-use plastics or contributing to deforestation, as it can harm the environment and damage your brand's reputation.</p> <p><b>Question 12: How do I create an effective marketing campaign for my cosmetic product?</b> Develop a cohesive marketing strategy that includes targeted advertisements, collaborations with influencers, and engaging content on social media. Utilize data analytics to track the performance of your marketing campaigns and optimize them for better results. Avoid making misleading claims or over-promising the benefits of your product, as it can lead to customer dissatisfaction and negative reviews.</p> <p><b>Question 13: What distribution channels should I consider for selling my cosmetic product?</b> Explore various distribution channels, such as online retailers, beauty stores, spas, and direct-to-consumer platforms, to reach a wider audience. Consider partnering with established retailers or beauty influencers to expand your reach and increase sales. Avoid relying on a single distribution channel, as it can limit your product's visibility and availability to customers.</p> <p><b>Question 14: How should I handle customer feedback and complaints about my cosmetic product?</b> Create a customer service protocol to address inquiries, feedback, and complaints in a timely and professional manner. Use customer feedback to improve your product and address any issues or concerns raised by consumers. Avoid ignoring or dismissing customer feedback, as it can negatively impact your brand reputation and sales.</p> <p><b>Question 15: How can I create brand loyalty and have repeat customers for my cosmetic product?</b> Build a strong brand identity and create a positive customer experience through quality products, excellent customer service, and engaging marketing campaigns. Offer loyalty programs, promotions, and incentives to encourage repeat purchases and customer retention. Avoid sacrificing product quality or customer service in pursuit of short-term profits, as it can lead to customer dissatisfaction and loss of brand loyalty.</p>
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Table 2: Instructions to the AI about how to think about the new product idea.

<p><b>INSTRUCTIONS GIVEN TO AI</b></p> <p>We are interested in creating a new cosmetic product for the skin. We are starting with a blank slate. Please create a six-paragraph composition regarding how to think about this new product. Give me specifics about how I might think.</p> <p><b>AI RETURNS WITH THIS COMPOSITION ABOUT THE PROCESS</b></p> <p>As you begin to think about creating a new cosmetic product for the skin, it is important to first consider the target market for the product. Who is your ideal customer and what are their specific skincare needs and concerns? Conducting market research to understand consumer preferences and trends in the beauty industry can help guide your product development process.</p> <p>Next, think about the specific benefits and features you want your new skincare product to offer. Are you focusing on anti-aging, hydration, acne treatment, or another skincare concern? Identifying the unique selling points of your product will help differentiate it from competitors and attract consumers.</p> <p>Consider the ingredients you want to include in your skincare product. Are you aiming for a natural, organic formulation or do you prefer to use clinically proven synthetic ingredients? Researching the benefits and potential side effects of each ingredient can help ensure that your product is safe and effective for use on the skin.</p> <p>Packaging is another important aspect to consider when developing a new cosmetic product. How will you present your skincare product to consumers? Is the packaging eco-friendly and aesthetically pleasing? Creating a visually appealing packaging design can help draw attention to your product on store shelves or online.</p> <p>Think about the pricing strategy for your new skincare product. Will you position it as a luxury product with a higher price point or as an affordable option accessible to a wider range of consumers? Conducting a competitive analysis can help you determine the optimal pricing strategy for your product.</p> <p>Lastly, consider how you will market and promote your new skincare product. What channels will you use to reach your target audience, such as social media, influencer collaborations, or traditional advertising? Developing a marketing plan can help generate buzz and excitement around your new cosmetic product.</p>
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Table 2 presents the initial instructions to the AI platform about the process, and what AI returns. The assumption here is that the person writing the instructions to AI knows absolutely nothing about the topic.

Phase 2 — Requesting Direction from AI for a Specific

Product, a Cosmetic Product for the Skin

Using AI, the emerging science of Mind Genomics provides a novel method that generates a large number of original ideas in response to user instructions (e.g., AI instructions and prompts). As a standard

practice, Mind Genomics generates a variety of questions, answers, and even full concepts that could not have been thought of otherwise by using AI algorithms to examine data and trends. Phase 2 uses AI to create targeted questions about the product, as shown in Table 3.

Phase 3 — Teaching Critical Thinking by Having AI Analyze Its Own Suggestions

AI further analyzes the ideas that it generates. After the “iteration” is finished and the material is returned to the user (see Table 3), the study can be temporarily closed. Afterwards, when the study is closed, AI automatically reviews its own production (see Table 3), focusing on a variety of alternative aspects.

The remainder of this paper presents the output from AI as it reviews what it created (see Table 3), applying critical thinking and innovation aspects to the effort.

Table 4 begins the critical thinking by looking at the key ideas, themes, and perspectives touched on by the material in Table 3. The objective here is to identify the basic ideas and give the user some idea of the alternatives available. If the user had run five iterations at the start of the project, the BimiLeap platform would have returned with five different types of tables. Each iteration is subject to this same analysis—making it possible to learn a great deal about the project by simply doing 5-10 iterations, obtaining different questions—which in turn serve as the raw material for the AI analyses. By running 5-10 iterations with different questions, etc., the user generates 5-10 analyses, covering a great deal of ground.

Critical Analysis Continued — Looking at the Audiences

Table 5 shows the next step in critical thinking for the 15 questions generated in Table 3. The top of Table 5 shows the audiences who might be interested in the product. The bottom of Table 5 shows the audiences who might be opposed to the product.

Steps to Innovation — Alternative Viewpoints and a Search for What Might Be Missing

A key benefit of the AI embedded in Mind Genomics is in the

ability of AI to look at alternative points of view. The top part of Table 6 moves the effort towards alternative viewpoints, suggesting neither acceptance nor rejection of the idea but rather moving in another direction. The bottom half of Table 6 shows what might be missing.

Suggested Innovations and AI’s Deep Analysis of Each Innovation From Various Perspectives

The final AI analysis of its own ideas is shown in Table 7. In this specific study, AI emerged with four “ideas” for new products on its own. For each “idea,” AI presents an automated, fairly rigorous proposition, comprising the analysis and suggestions for further business consideration.

Discussion and Conclusions

AI and Mind Genomics offer a new and potentially great deal of value when it comes to creating a new cosmetic product, such as a lotion. By harnessing the power of artificial intelligence, companies can use advanced algorithms and data analysis to develop innovative and effective products that cater to the diverse needs of consumers. AI can pose relevant questions, provide insightful answers, analyze its own responses, and think “outside the box” to generate new ideas and solutions that may not have been considered otherwise.

One of the key advantages of involving AI in the product development process is its ability to become a true partner in the early stages of design. By inputting information about the physical properties of various ingredients, as described by consumers, AI can generate formulations that are tailored to specific preferences and requirements. This not only streamlines the product development process but also ensures that the final product aligns with the expectations of the target market.

Moreover, AI can play a crucial role in shaping the marketing strategies for the new cosmetic product. By analyzing consumer behavior, preferences, and trends, AI can help companies identify the most effective messaging, channels, and campaigns to promote the product and drive sales. This data-driven approach ensures that marketing efforts are targeted and relevant, maximizing the impact and reach of the product in the market.

Table 3: Fifteen targeted questions about the product generated by AI.

SPECIFIC INSTRUCTIONS GIVEN TO AI REGARDING THE NATURE OF THE PRODUCT	
I am interested in better understanding the descriptions of cosmetics that will attract women buyers. I really don't know much about cosmetics. Please help me! Give me radically different questions that I can ask about texture from the point of view of the consumer. Make sure that the texture is in the language of the consumer.	
THE AI RETURNS WITH THIS SET OF SUGGESTIONS	
1.	How does the texture feel on the skin? Is it lightweight or heavy?
2.	Does the texture absorb quickly, or does it leave a sticky residue?
3.	Is the texture smooth and creamy, or more matte and powdery?
4.	Does the texture provide a dewy or matte finish on the skin?
5.	How does the texture blend with other products (e.g. foundation, primer)?
6.	Does the texture enhance the skin's natural radiance or dullness?
7.	Can the texture be built up for more coverage, or is it more sheer?
8.	Does the texture feel hydrating or drying on the skin?
9.	Is the texture suitable for all skin types, including oily, dry, or sensitive skin?
10.	How does the texture hold up throughout the day in different weather conditions?
11.	Does the texture feel comfortable to wear for extended periods of time?
12.	Does the texture have a pleasant scent or is it fragrance free?
13.	Can the texture be easily removed with makeup remover or cleanser?
14.	Does the texture provide a smooth base for makeup application?
15.	Does the texture have any skincare benefits, such as moisturizing or antiaging properties?

Table 4: AI’s critical analyses of the questions shown in Table 3.

KEY IDEAS
1. <b>Texture:</b> How does the product feel on the skin, and how does it interact with other products?
2. <b>Absorption:</b> Does the product absorb quickly or leave a sticky residue?
3. <b>Finish:</b> Does the product provide a dewy or matte finish?
4. <b>Coverage:</b> Can the product be built up for more coverage or is it sheer?
5. <b>Skin compatibility:</b> Is the product suitable for all skin types and does it feel hydrating or drying?
6. <b>Longevity:</b> How does the product hold up throughout the day in different weather conditions?
7. <b>Comfort:</b> Is the product comfortable to wear for extended periods of time?
8. <b>Scent:</b> Does the product have a pleasant scent or is it fragrance-free?
9. <b>Removal:</b> Can the product be easily removed with makeup remover or cleanser?
10. <b>Skincare benefits:</b> Does the product have any additional skincare benefits?
THEMES
1. <b>Product Performance:</b> Texture, Absorption, Finish, Coverage, Longevity, Comfort
2. <b>Skin Compatibility:</b> Skin types, Hydration levels, Sensitivity
3. <b>User Experience:</b> Scent, Removal, Comfort
4. <b>Additional Benefits:</b> Skincare benefits, Sun protection, Antiaging properties
PERSPECTIVES
<b>Product Performance:</b>
<b>Plus:</b> High quality ingredients, Long lasting effect, Lightweight and comfortable on the skin
<b>Minus:</b> Limited shade range, Issues with oxidation, Some products may be too drying for certain skin types
<b>Interesting:</b> Unique formula that adapts to individual skin tones, Multifunctional products that offer both coverage and skincare benefits
<b>Skin Compatibility:</b>
<b>Plus:</b> Suitable for all skin types, Hydrating formulas, Fragrance-free options for sensitive skin
<b>Minus:</b> Potential irritation for those with allergies, Not all products are noncomedogenic, Limited options for extremely dry or oily skin
<b>Interesting:</b> Customizable formulas that cater to specific skin concerns, Innovative ingredients that cater to different skin types
<b>User Experience:</b>
<b>Plus:</b> Pleasant scent, Easy removal process, Nongreasy and smooth on the skin
<b>Minus:</b> Overwhelming fragrance for some users, Residue left after removal, Some products may feel heavy on the skin
<b>Interesting:</b> Unique packaging for easy application, Specialized tools and techniques for optimal product usage
<b>Additional Benefits:</b>
<b>Plus:</b> Added skincare benefits like hydration and antioxidant protection, Built-in sun protection for daily wear, Antiaging properties to target fine lines and wrinkles
<b>Minus:</b> Limited effectiveness of added skincare benefits
Potential conflicting ingredients with other skincare products
SPF may not be adequate for prolonged sun exposure
<b>Interesting:</b> Incorporation of natural botanicals for added benefits, Cutting edge technology for advanced anti-aging properties, Multitasking products that save time and effort in skincare routine

Table 5: Interested versus opposing audiences for the issues/products raised in the 15 questions in this iteration.

INTERESTED AUDIENCES
<b>Makeup enthusiasts and beauty bloggers:</b> These individuals are likely to be interested in the texture of a product to determine how it applies, feels on the skin, and how it interacts with other products in their routine.
<b>Individuals with sensitive skin:</b> Those with sensitive skin may be interested in how the texture feels on the skin, if it causes any irritation or sensitivity, and if it is suitable for their specific skin type.
<b>Those looking for long-lasting makeup:</b> People who need their makeup to stay in place throughout the day, regardless of weather conditions, will want to know how the texture holds up and if it is comfortable to wear for extended periods of time.
<b>Skincare enthusiasts:</b> Individuals who value skincare benefits in their makeup products will want to know if the texture has any additional benefits, such as moisturizing or antiaging properties.
<b>Those concerned with makeup removal:</b> People who prioritize easy makeup removal may be interested in how easily the texture can be removed with makeup remover or cleanser, to simplify their skincare routine.
OPPOSING AUDIENCES
<b>Individuals who are not interested in skincare or beauty products:</b> Some people may not prioritize skincare or beauty products in their daily routine and therefore may not see the relevance or importance of discussing the texture of a product.
<b>People with limited knowledge or experience with skincare:</b> Those who are not well-versed in skincare may not understand the significance of different textures in products and may not see the value in discussing it.
<b>Individuals with sensitive skin or specific skincare concerns:</b> Some people with sensitive skin or specific skincare concerns may believe that texture is less important than the ingredients or formulation of a product, making them less interested in discussing it.
<b>Those who prefer minimalistic or natural beauty routines:</b> Some individuals may prefer minimalistic or natural beauty routines and may not see the need for detailed discussions on the texture of skincare products.
<b>People who prioritize other aspects of skincare over texture:</b> Some individuals may prioritize other aspects of skincare, such as overall effectiveness or price, over the texture of a product, leading them to oppose in-depth discussions on this topic.

Table 6: Alternative viewpoints, which move the thinking “out of the box” (top), and the search for what might be missing (bottom).

<b>ALTERNATIVE VIEWPOINTS</b>
Some users may find the texture of a product to be too heavy for their liking, whereas others may appreciate the extra moisture and coverage it provides.
Whereas some users may prefer a quick absorbing texture that leaves no residue, others may enjoy a slightly sticky feel that helps their makeup adhere better.
Certain individuals may gravitate towards smoother, creamier textures for a more seamless application, whereas others may prefer a matte, powdery finish for a more natural look.
Whereas some users may love a dewy finish for a radiant glow, others may prefer a matte finish for a more polished appearance.
Some users may find that a product’s texture blends well with their existing foundation and primer, whereas others may experience issues with pilling or uneven application.
Whereas some users may feel that a certain texture enhances their skin’s natural radiance, others may feel that it emphasizes any skin imperfections or dullness.
Some users may appreciate the buildable coverage of a product’s texture, whereas others may prefer a more sheer, lightweight formula.
Individuals with dry skin may find a hydrating texture to be more comfortable, whereas those with oily skin may prefer a drier texture that helps control shine.
Certain skin types may react differently to a product’s texture, with some finding it suitable for their needs and others experiencing irritation or breakouts.
The longevity of a product’s texture throughout the day may vary depending on individual skin types and weather conditions, with some users experiencing better wear than others.
Some users may find a certain texture to be comfortable to wear for extended periods, whereas others may experience discomfort or sensitivity.
Whereas some users may enjoy a scented texture for a sensory experience, others may prefer fragrance free products to avoid potential skin irritation.
Certain users may struggle with removing a product’s texture easily, whereas others may find it effortless with the right makeup remover or cleanser.
The ability of a product’s texture to provide a smooth base for makeup application may vary depending on individual preferences and makeup products used.
Some individuals may appreciate any skincare benefits provided by a product’s texture, whereas others may be more focused on immediate cosmetic results.
<b>WHAT IS MISSING</b>
How does the texture interact with different types of makeup brushes or application tools?
Does the texture have any SPF or sun protection benefits?
Are there any specific ingredients in the texture that may cause irritation for certain individuals?
How does the texture perform under flash photography or in various lighting conditions?
Does the texture cause any oxidation or changes in color throughout the day?
Is the texture water-resistant or sweatproof?
Can the texture be layered with other skincare products or used as a standalone product?
Are there any specific techniques or tips for applying the texture for best results?

Table 7: AI’s own deep analysis of four innovations that the AI itself generated.

A new foundation with a unique texture that provides buildable coverage, long lasting wear, and a natural, matte finish.
<b>SUGGESTION:</b> The implication of this suggestion is that customers are looking for a foundation that offers more than just basic coverage. By introducing a foundation with a unique texture, it provides a new and innovative option for consumers who want a product that can be customized to their desired coverage level. The long-lasting wear ensures that the foundation will stay put throughout the day, making it ideal for busy individuals. Additionally, the natural, matte finish appeals to those who prefer a more subtle and polished look for their makeup. Overall, this new foundation has the potential to attract a wide range of customers seeking a high quality, versatile product.
<b>UNIQUENESS:</b> Whereas there are many foundations on the market with varying textures and coverage options, the combination of buildable coverage, long lasting wear, and a natural, matte finish in one product is relatively unique.
<b>SOCIAL GOOD:</b> Whereas the foundation may provide benefits in terms of coverage and longevity, it does not necessarily create a social good. However, if the foundation is cruelty free, uses sustainable packaging, or supports a charitable cause, it could potentially increase its social good rating.
<b>SLOGAN:</b> 1. “Smooth on perfection, with a matte finish that lasts all day.” 2. “Build your beauty with our unique texture foundation.”
<b>INVESTMENT PITCH:</b> This new foundation has the potential to revolutionize the makeup industry with its innovative formula. The unique texture allows for customizable coverage, catering to a wide range of skin types and preferences. With long lasting wear, consumers can feel confident that their makeup will stay in place throughout the day without needing frequent touchups. Additionally, the natural, matte finish provides a flawless look without appearing overly heavy or cakey. Investing in this product has the potential to attract a loyal customer base seeking high quality, versatile makeup options.
<b>INVESTOR PUSHBACK:</b> The investor may push back on this suggestion by expressing concern about the market saturation of foundations, questioning whether there is a true need for another option. Additionally, they may be skeptical about the potential demand for a foundation with a unique texture, as consumers may prefer more traditional formulas.
<b>COUNTERARGUMENT TO REFUTE PUSH BACK:</b> In response to push back on the new foundation, it could be explained that the unique texture allows for a more personalized and customizable coverage, catering to a variety of skin types and preferences. Additionally, highlighting the long-lasting wear and natural matte finish may appeal to consumers looking for a foundation that lasts throughout the day without looking heavy or cakey, ultimately justifying the investment in the product. By addressing concerns and emphasizing the benefits, mutual acceptance and a desire to invest can be achieved.
<b>COMPROMISE:</b> Offer a sample size or trial version of the foundation for customers to try before committing to purchasing the full-sized product. This way, individuals can experience the unique texture and benefits of the foundation for themselves, potentially encouraging them to invest in the full product once they see the results. Additionally, offering a satisfaction guarantee or return policy can provide peace of mind for customers who may be unsure about trying a new product.
A skincare line specifically formulated for sensitive skin, with products that hydrate, soothe, and protect against irritation.
<b>SUGGESTION:</b> This suggestion implies that there is a need for specially tailored skincare products for individuals with sensitive skin, who often struggle to find products that do not cause irritation or discomfort. By creating a skincare line specifically formulated for sensitive skin, it shows a dedication to addressing the unique needs of this customer segment. The hydrating, soothing, and protective properties of the products would help improve the overall skin health and quality of those with sensitive skin, providing them with a solution to their skincare concerns. Ultimately, this skincare line would offer relief and confidence to individuals with sensitive skin, helping them to achieve a healthier and more comfortable complexion.
<b>EXPLANATION:</b> Sensitive skin can be a common issue for many people, and having a skincare line specifically designed to address this concern can greatly improve the quality of life for those who struggle with sensitivity. Providing products that hydrate, soothe, and protect against irritation is essential for maintaining healthy and happy skin.
<b>IMPORTANCE:</b> With advancements in skincare technology and a growing market demand for sensitive skin products, it is likely that a skincare line specifically formulated for sensitive skin will become practical relatively quickly. However, developing and testing new skincare products can still take some time to ensure they are effective and safe for use on sensitive skin.
<b>UNIQUENESS:</b> Whereas there are many skincare lines targeted towards sensitive skin, the emphasis on hydration, soothing, and protection against irritation makes this suggestion stand out among the others. It caters to the specific needs of sensitive skin and offers a comprehensive solution for those looking for gentle and effective skincare products.
<b>ATTRACTIVENESS:</b> Skincare is a popular industry with a strong demand for products that cater to specific skin concerns like sensitivity. A line targeted towards sensitive skin has the potential to tap into a niche market and attract a dedicated customer base. Investors may view this as a promising opportunity for growth and profitability.
<b>SOCIAL GOOD:</b> By creating a skincare line specifically formulated for sensitive skin, the company would be catering to an often-overlooked market and providing much needed relief for individuals with sensitive skin. Additionally, by focusing on hydration, soothing, and protection against irritation, the products could potentially improve the overall wellbeing and comfort of those with sensitive skin. This initiative promotes inclusivity, diversity, and overall skin health, making it a positive contribution to society.
<b>SLOGAN:</b> 1. “Gentle on skin, tough on sensitivity.” 2. “Calming care for your delicate skin.”



<b>INVESTMENT PITCH:</b> Investing in a skincare line tailored for sensitive skin is a smart move as this demographic is rapidly growing and in high demand. With more people experiencing skin sensitivities due to environmental factors, stress, and lifestyle choices, there is a clear need for gentle yet effective skincare products. By offering a line that focuses on hydrating, soothing, and providing protection against irritation, we are addressing a gap in the market and catering to a specific niche. Investing in this venture can yield high returns as the loyal customer base for sensitive skin products is likely to continue growing. Additionally, with the right marketing strategy and product development, we have the potential to become a well-known brand in the skincare industry.
<b>INVESTOR PUSH BACK:</b> The investor may not see this suggestion as a good opportunity because they believe there is already a saturated market for skincare products, making it difficult to stand out and capture a significant market share. Additionally, they may doubt the demand for products specifically aimed at sensitive skin, believing that the majority of consumers can use general skincare products without issue.
<b>COUNTERARGUMENT TO REFUTE PUSH BACK:</b> The push back against investing in a sensitive skincare line could be due to skepticism about its effectiveness or concern about the cost. To address these concerns, showcasing testimonials or before-and-after photos from satisfied customers can demonstrate the product's efficacy, whereas also offering trial sizes or samples can allow potential investors to experience the benefits without committing to a full-sized purchase. Additionally, highlighting the use of natural, gentle ingredients can assure investors that the products are safe and worth the investment for those with sensitive skin. Ultimately, by addressing these reservations and emphasizing the value and benefits of the skincare line, both parties can come to a mutual understanding and agreement on the investment.
<b>COMPROMISE:</b> The compromise solution for getting people to invest in a sensitive skin skincare line would be to offer a trial or sample kit that allows customers to test the products before committing to a full-size purchase. This way, they can see firsthand how effective the products are in hydrating, soothing, and protecting their sensitive skin without the fear of wasting money on products that may not work for them. Additionally, offering a moneyback guarantee for unsatisfied customers can also provide reassurance and encourage people to give the products a try. By providing these options, customers will feel more comfortable investing in the skincare line and may be more likely to become repeat customers.
A makeup remover that not only effectively removes makeup, but also leaves skin feeling soft and nourished.
<b>SUGGESTION:</b> Introducing a makeup remover that not only effectively removes makeup, but also leaves skin feeling soft and nourished would be a game changer in the beauty industry. This product would cater to individuals who prioritize skincare and want a gentle yet powerful makeup remover that doesn't strip their skin of essential oils. By incorporating nourishing ingredients, this makeup remover would provide added benefits beyond just makeup removal, promoting healthier and more radiant skin. Customers would appreciate a multifunctional product that simplifies their skincare routine and delivers noticeable results.
<b>EXPLANATION:</b> Many makeup removers can be harsh on the skin and leave it feeling dry and stripped of moisture. A product that effectively removes makeup whereas also nourishing and softening the skin would be highly beneficial and sought after by consumers. It would cater to those who prioritize skincare and want a gentle yet effective makeup removal process.
<b>IMPORTANCE:</b> Whereas there are already makeup removers that are gentle on the skin and effectively remove makeup, creating a formula that also leaves the skin feeling soft and nourished may require further research and development. However, with advancements in skincare technology, it is possible that a product like this could be developed in the near future.
<b>UNIQUENESS:</b> Whereas makeup removers that claim to leave skin feeling nourished do exist, it is not extremely common for them to also focus on softness and nourishment in addition to effective makeup removal.
<b>ATTRACTIVENESS:</b> Makeup remover is a widely used product in the beauty industry and adding the benefit of leaving skin feeling soft and nourished can be appealing to consumers. This added feature could set the product apart from competitors and potentially attract a loyal customer base. Investors may see this as a promising opportunity for a successful product in the market.
<b>SOCIAL GOOD:</b> This suggestion produces a moderate level of social good. By creating a makeup remover that not only effectively removes makeup but also nourishes the skin, it promotes self-care and encourages individuals to take care of their skin. This can lead to increased self-confidence and overall wellbeing. Additionally, using a product that leaves skin feeling soft and nourished can help reduce skin irritation and promote healthier skin. Overall, this suggestion contributes positively to individuals' self-care routines and can have a small but positive impact on their wellbeing.
<b>SLOGAN:</b> 1. "Gentle on skin, tough on makeup." 2. "Cleanse, nourish, and glow."
<b>INVESTMENT PITCH:</b> Investing in a makeup remover with added skin nourishing benefits is a lucrative opportunity in the beauty industry. With the increasing emphasis on skincare and selfcare routines, consumers are willing to invest in products that not only remove makeup effectively but also provide additional benefits to their skin. This product fills a gap in the market for a multipurpose makeup remover that not only cleanses but also nourishes the skin, making it a more appealing option for consumers. By investing in this product, you will be tapping into a growing trend towards skincare infused makeup removers, which have the potential for high demand and profitability. Additionally, a high-quality makeup remover that leaves skin feeling soft and nourished will build customer loyalty and repeat purchases, ensuring a steady stream of revenue for investors. Overall, this is a promising investment opportunity that aligns with current consumer preferences and market trends in the beauty industry.
<b>INVESTOR PUSHBACK:</b> The investor may push back on this suggestion by pointing out that the market for makeup removers is already saturated with numerous products claiming similar benefits, making it difficult to stand out and capture market share. Additionally, they may argue that investing in a product focused on skincare benefits may not be as profitable as investing in trendier, high demand cosmetics products that deliver immediate visible results to consumers.
<b>COUNTERARGUMENT TO REFUTE PUSH BACK:</b> One way to address push back on investing in a makeup remover that also nourishes the skin is to emphasize the long-term benefits of using a product that improves skin health. By highlighting how the nourishing ingredients can help prevent premature aging and maintain a healthy complexion, the potential investor may see the value in investing in a product that goes beyond just removing makeup. Additionally, providing evidence or testimonials from customers who have experienced positive results from using the makeup remover can help alleviate concerns and build trust in the product's effectiveness. By showing tangible proof of the benefits of the product, the potential investor may feel more confident in the investment and be more willing to support a product that not only meets a need but also enhances the overall health and appearance of the skin.
<b>COMPROMISE:</b> The compromise solution could be developing a makeup remover that contains gentle and natural ingredients such as coconut oil, vitamin E, and aloe vera, which not only effectively remove makeup but also provide hydration and nourishment to the skin. This way, consumers can enjoy the benefits of clean and soft skin without compromising on the effectiveness of makeup removal. Additionally, offering this product at an affordable price point compared to high end skincare brands could also encourage people to invest in this idea.
A moisturizer with antiaging properties, SPF protection, and added skincare benefits such as hydrating ingredients and antioxidants.
<b>SUGGESTION:</b> This suggestion implies that the moisturizer will not only hydrate the skin but also combat signs of aging, such as fine lines and wrinkles. The addition of SPF protection is crucial for preventing sun damage and maintaining youthful skin. The inclusion of hydrating ingredients will ensure the skin stays soft and supple, whereas antioxidants will fight free radicals and environmental stressors that can accelerate aging. Overall, this multifunctional moisturizer will provide comprehensive skincare benefits and help promote a more youthful and radiant complexion.
<b>EXPLANATION:</b> A moisturizer with antiaging properties, SPF protection, hydration, and antioxidants provides a comprehensive solution for skincare needs. This type of product offers multiple benefits in one convenient formula, making it highly valuable for individuals looking to simplify their skincare routines whereas still addressing various skin concerns.
<b>IMPORTANCE:</b> The technology for moisturizers with anti-aging properties, SPF protection, and added skincare benefits such as hydrating ingredients and antioxidants already exists and is continually evolving. Beauty companies are constantly working on developing new and improved skincare products, so it is likely that a product with all of these features will be available in the near future.
<b>UNIQUENESS:</b> Whereas multifunctional moisturizers are becoming more common in the market, incorporating anti-aging properties, SPF protection, and additional skincare benefits such as hydrating ingredients and antioxidants all into one product is still a relatively unique concept.
<b>ATTRACTIVENESS:</b> This suggestion is likely to be very attractive to investors as it combines multiple highly sought-after properties in the skincare market antiaging, SPF protection, hydration, and antioxidants. The product could potentially appeal to a wide range of consumers looking for a comprehensive solution to their skincare needs, making it a lucrative investment opportunity.
<b>SOCIAL GOOD:</b> By combining antiaging properties, SPF protection, hydrating ingredients, and antioxidants in a moisturizer, it not only helps individuals improve their skin health and appearance, but also promotes overall wellness and protection against harmful environmental factors. Additionally, incorporating skincare benefits that target specific concerns such as hydration and antioxidant protection can contribute to maintaining healthier skin in the long term. Ultimately, this suggestion has the potential to positively impact individuals' confidence and wellbeing, demonstrating a clear social "good."
<b>SLOGAN:</b> 1. "Look younger, stay protected, and nourish your skin with our all-in-one moisturizer!" 2. "Defy aging, shield your skin, and embrace glowing, healthy skin with our multitasking moisturizer!"

<b>INVESTMENT PITCH:</b> Investing in a moisturizer with anti-aging properties, SPF protection, and added skincare benefits is a smart choice for several reasons. First, the antiaging properties will appeal to consumers who are looking to combat fine lines and wrinkles, which is a very lucrative market. The inclusion of SPF protection addresses a growing concern among consumers about sun damage and skin cancer prevention. Additionally, hydrating ingredients will attract customers with dry skin, whereas antioxidants will help protect the skin from environmental damage. With the demand for multifunctional skincare products on the rise, investing in a moisturizer with these features is likely to yield high returns and satisfy a diverse range of skincare needs.
<b>INVESTOR PUSHBACK:</b> The investor may push back on this suggestion by questioning the market demand for such a multifunctional product. They may argue that consumers may prefer to purchase separate products for antiaging, SPF protection, and skincare benefits rather than one product that claims to do it all. Additionally, the investor may be concerned about the cost of formulating and marketing a product with multiple active ingredients, as this could significantly increase production costs and potentially reduce profit margins.
<b>COUNTERARGUMENT TO REFUTE PUSH BACK:</b> In response to push back on the cost of this moisturizer, it can be explained that investing in a high-quality product with anti-aging properties and SPF protection can help prevent future skin damage and potentially save money on treatments in the long run. Additionally, emphasizing the added skincare benefits such as hydrating ingredients and antioxidants can showcase the value of the product and justify the cost for those looking to improve the overall health and appearance of their skin.
<b>COMPROMISE:</b> The compromise solution to encourage people to invest in this idea is to offer a sample or trial size version of the moisturizer for customers to try before committing to purchasing a full size. This allows individuals to experience the benefits of the product firsthand and see results on their own skin. Additionally, offering discounts or promotions for repeat purchases can also incentivize customers to invest in the antiaging moisturizer with multiple skincare benefits. Providing educational resources or demonstrations on how to properly use the product and incorporate it into their skincare routine can further convince individuals of its value and efficacy.

Using AI and Mind Genomics thinking in creating a new cosmetic product may significantly enhance the ability to drive innovation, efficiency, and consumer relevance in a fast, cost-efficient, and iterative fashion. By integrating these advanced technologies into the product development process, companies can unlock new opportunities, optimize product offerings, and deliver exceptional value to consumers. Through strategic partnerships with AI as a coach that formulates questions, provides answers, and offers raw material, companies can accelerate product development, enhance marketing strategies, and ultimately achieve success in the competitive cosmetic industry [1-9].

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