RECOMMENDATIONS

When *AI assistants* research beauty for your customer

Five moves for a cosmetics executive committee

Five moves, *prioritised*

1

1. Audit AI answers

CMO, 30 days: test 50 buyer queries, log how assistants describe your brands.

2

2. Publish the proof

R&D and regulatory, 90 days: studies and claims in structured, citable form.

3

3. Win professionals

Medical affairs, Q1: earn endorsement from clinicians, the most trusted source.

4

4. Test adjacent offers

Strategy, 6 months: partner across beauty, aesthetics and longevity.

5

5. Govern claims

Legal, 90 days: one named owner signs off every efficacy claim.

CARDAN-AI

LUXURY & COSMETICS

Is your brand *findable and credible* in AI research?

- About 75% of 'Optimizers' used AI for beauty research in the last month (BCG x WWD)
- Read the full analysis

cardan-ai.com/en

BCG x WWD, State of Beauty 2026 (May 2026, ~5,000 US adults)