

Module Name-Creativity and Innovation

Assignment- Report

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Executive Summary

The development and implementation of innovation and creativity plays an important role in business development. Different innovative approaches and implementations of the beauty industry has been developed in the report. Detailed discussion of the 4Ps of innovation and their effectiveness in business development and gaining competitive advantage has been done in the report. Different innovative approaches of beauty therapy and their contribution in business development and customer engagement has also been developed in the report. In this context, there has been introduced a detailed analysis regarding the significance of innovation and creativity in the beauty industry. Several benefits have been mentioned in this context including product development, market adaptation, and technological advancement with customer engagement. Additionally, eco-friendly product development has also been introduced that drives organisational profitability. The report has covered the creativity process that has been analysed with the help of the Creative Process Model. Additionally, this report has evaluated diverse stages of the framework and explained the implication of this framework in the context of fostering changes. Meanwhile, this report has included Lewin's force field analysis for identifying forces in the context of implementing changes in the beauty business. Due to this, the report has considered driving factors for encouraging changes and restraining factors that are barriers for generating creativity in beauty-related business.

Table of Contents

Introduction	4
The importance of creativity and innovation and its application in the beauty industry	5
The 4P of innovation and its application	10
Application of the creativity process	13
Critical evaluation using Lewin's force field analysis	16
Critical discussion of the organisational climate	20
Conclusion	23
References	24

Introduction



Source: (Goddard, 2024)

The concept of innovation is an important aspect that helps in the development of organisations by identifying changes and deficiencies and developing business plans accordingly. Different industries and organisations introduce and implement a wide range of innovative approaches for overcoming different problems and developing their practices. The beauty industry is also an effective part of this aspect, as it implements innovation for better practices and development in the market. The report will discuss the different innovative approaches that can be implemented in beauty products and services in crew ship services (Bryant, 2024). With the help of my working experience as a beauty therapist, how I can implement innovative approaches to meet the market demands that will be introduced in the report. In this context, the current market highly demands organic products that are chemical-free and good for their health. To meet this demand, how the beauty industry can innovate and develop new products in the market, will be discussed in the report (McAgy, 2024). Detailed discussion of the innovative and creative process along with effective justification will be done in the report. A critical discussion of the viability of the innovative idea will also be included in the report. Furthermore, the report will also elaborate on the organisational climate and how it can support the development and implementation of the idea.

The importance of creativity and innovation and its application in the beauty industry

Product Development

Creativity and innovation play an intricate role in the sector of beauty industry and in that regard, most organisations prefer to utilise innovative ideas that further promote organisational success. In the context of the beauty industry, the production of various products is essential in terms of satisfying the customers' requirements and demands. For example, in order to develop a certain product, understanding customers' choices and demands is crucial. Some individuals can be allergic to a product so, a similar product cannot be applied to the overall population. For this reason, creativity and innovation foster new formulas and textures that can satisfy the demands of the customers. In contrast, tretinoin can be effective in eliminating wrinkles and acne, however, benzoyl peroxide can also be utilised for the same purpose but in different skin types (Leung *et al.*, 2021). Therefore, creativity generates innovation that adds more value to this concept and drives sales.

Customer Engagement

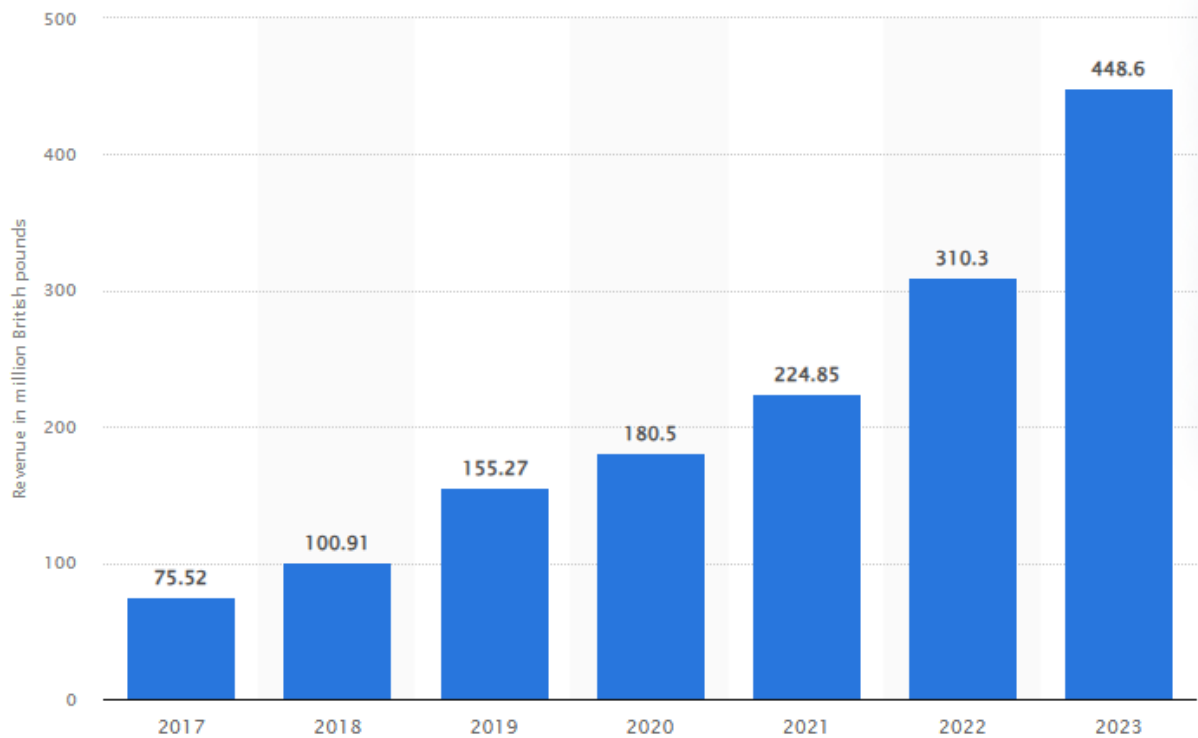


Figure: Total annual revenue of Charlotte Tilbury Beauty Ltd. worldwide from 2017 to 2023 (in million GBP)

Source: (Petruzzi, 2024)

Customer engagement can also be enhanced with the assistance of creative thinking and innovation that introduces multiple business benefits. In this case, technologies play a pivotal role in terms of analysing the consumers' behaviours and their perspectives while buying beauty products. For example, multiple brands are effective in fostering innovative ideas that are helpful to attract consumers. In addition, 'Pillow Talk lipstick' is a wonderful strategy that helps the organisation in order to attract consumers with a unique product name (Charlottetilbury, 2025). This kind of uniqueness is essential in order to enhance the consumer base further leading to higher annual growth and profit levels. Additionally, various packaging styles and free gifts over a certain amount

of capital can help many brands in terms of building strong consumer engagement. A report has mentioned that this organisation is able to acquire about 448.6 million signifying its brand popularity across the globe (Petruzzi, 2024).

Technological Advancements

Technological advancement is crucial in order to leverage higher profit levels and also ensures a strong consumer base. Numerous organisations are involved in order to integrate developed AI tools in their marketing sectors. For instance, Google Analytics plays a significant role in marketing as it provides valuable insights to organisations. In addition, market demands, consumer behaviours and product trends can also be analysed with the help of this AI tool. Along with that, 3D printing and augmented reality are also helpful in order to generate new product variety in the market (Barata *et al.*, 2023). For instance, airbrush makeup can be introduced with the help of advanced technology in order to provide a more natural makeup look. Apart from that, there are a variety of massage techniques available in the market with effective electric equipment that offers more significant services to the customers.

Sustainability Focus



Figure: Waterless beauty

Source: (Turner & Embleton, 2024)

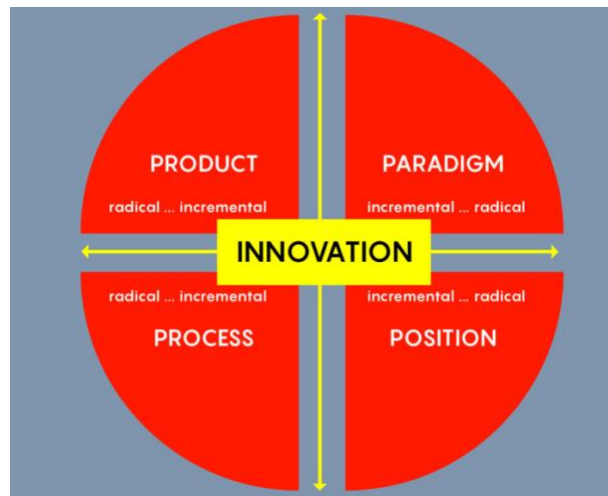
Eco-friendly product development is also a trending topic that has been adopted by several beauty organisations. Creativity is crucial in order to turn this strategy into reality so, the ecosystem of this planet can be revived. For example, many beauty brands introduce sustainable packaging that is mainly derived from paper and bamboo stems. Along with that, plastics have been replaced with biodegradable elements that can support green initiatives. In that regard, research has been introduced related to moisturiser which is an essential product utilised by a larger population. Following that, paper-moisturiser can be introduced in the market in future as it only requires water in order to turn those papers into liquid forms (Turner & Embleton, 2024). This study has taken place at East Anglia University and may be the future outcome of innovation and creativity.

Therefore, eco-friendly product development helps to improve the customer base and also enhances the revenue growth of those organisations.

Market adaptation

Another important part of innovation is market adaptation which is also essential in terms of accelerating revenue generation (Uwaoma *et al.*, 2023). The brands have to figure out the consumers' preferences in order to earn more profit. In contrast, beauty brands utilise multiple creative strategies in relation to understanding market demands and current trends. For example, customers prefer to purchase customised products and services that can meet their individual demands. Henceforth, many brands have introduced personalised recommendations to their consumers when buying beauty items online. Several online platforms are available in the UK that only focus on beauty products such as 'Beauty Bay', 'Look Fantastic' and 'Feel Unique' (Slack, 2023). All these online platforms are effective in terms of offering medium to high-end beauty products that match the requirements of the consumers. This kind of tactic is important in order to stay competitive in the market and also fosters high organisational growth.

The 4P of innovation and its application



Source: (McAgy, 2024)

Discussion of the 4P of Innovation

The concept of the 4P of innovation refers to the development of the different aspects of a business, that help foster an overall development. While developing a business, an organisation can implement changes in certain aspects like products, processes, paradigms and position. These approaches are different from each other and develop businesses differently. Product innovation is an approach that helps businesses develop new and innovative products and services to gain customer's attention and a better position in the market. Process innovation is an approach that is conducted by changing and upgrading existing processes and practices (Goddard, 2024). For example, automated processes, and new and unique approaches are effective implementations of process innovation. Paradigm innovation is also an approach that helps in developing business reach by changing its values, beliefs and assumptions (McAgy, 2024). Other than that, position innovation is an approach that includes the development of the representation of products and

services in different ways. For example, business organisations develop online approaches and marketing initiatives for better presence and targeting a wider customer base.

Discussion of the idea in relation to Innovation

Among the different types of innovation strategies and practices, a specific type of innovation will be implemented in the beauty industry. Based on the approach of the business organisation, they need to implement changes in the product range and introduce service innovation in the market. Different people demand different types of services as per their requirements, that help in the betterment of their health, skin, and looks. Besides that, there is also a need to consider the different impacts and effects of beauty services on people. Based on this requirement, the beauty organisation can implement changes in the services that are more effective for people and help develop sales and engagement. In this context, beauty therapy systems can also be developed with the help of implementing advanced technologies and applying old traditional approaches (Onyeagoro, 2020). The specific type of innovation that is the most effective includes the process innovation that can change and develop the existing process and representation of the business. Regarding the development of the services, different aspects and implementations include traditional beauty therapy with organic cream, and oil, advanced LED light therapy with light of different wavelengths and others. The traditional approaches are more effective than existing and current therapy practices and also have a better and more effective impact on the skin, health and well-being of people. With the help of these approaches, the beauty organisation can introduce cost-effectiveness, better and more effective impact on the skin and grooming of people and others (Larson, 2021). Other than that, as these therapy services will be provided by using organic products and ingredients, they will not have negative impacts on people. In this way, the organisation can attract and engage more people and help develop revenue and sales. Hence,

process innovation is one of the effective approaches that can be implemented for the development of beauty therapy approaches and practices. Thus, these approaches are innovative enough for the development organisation and enable it to achieve a better position in the market.

Justification of the selection of the specific Innovation

Process innovation is the most effective one that can be implemented for the development of the practices and approaches of beauty therapists. By developing and implementing changes in beauty therapy services, the beauty industry can have a better presence than before and also develop a better and wider customer base. In the present age, there is a huge demand for new and unique approaches among customers in different sectors and industries. As per the data of 2024, more than 56% of consumers demand new and unique approaches and market trends for products and services (Statista, 2024). Regarding the beauty industry as well, there is an increased demand for effective development and new practices among customers. People are also willing to pay more for having these services in the market. As per the latest data, the projected revenue of the beauty industry has been developed to be 677.19 billion dollars which reflects a huge development (Statista, 2024). Other than that, most people also prefer having organic products and practices that help in the betterment of their health. Regarding the beauty industry and businesses as well, if organic products are used in beauty therapy, they will have a better presence and positive impact on the business position. Hence developing and implementing process innovation is an effective beauty therapy approach.

Application of the creativity process



Source: (Baker, 2024)

Creativity is considered a core part of contemporary business as it helps companies to enhance the quality of their offerings. Organisational people follow a set of processes for strengthening creativity in organisational business (Tidd and Bessant, 2018). It signifies that individuals need to consider these effective creativity processes for fostering creativity in their work. The Creative Process Model was developed by Graham Wallas who was a renowned English scholar. As per Graham Wallas, social situation influences the behaviour, feelings and thoughts of individuals. Additionally, this model prioritises four stages that can be involved in the creativity process. These stages of the creativity process include preparation, illumination, incubation and verification.

Preparation: The creativity model of Graham Wallas consists of Preparation that is the initial stage of strengthening creativity approaches for business purposes. It signifies that organisational people need to focus on market research along with considering different perspectives. The contemporary beauty industry in the UK has experienced a strong demand for organic products that insist people to develop their creative ideas in this particular section (Baker, 2024). It signifies

that a beauty company needs to conduct market research for gathering information on trends in organic beauty items. Additionally, this company can identify a broader range of advanced services in the beauty sector. It can help them to detect diverse perspectives and broader approaches for developing their creative ideas. However, a beauty-related business can be involved in identifying the market gap at this phase and professionals can consider this market gap as a problem. Based on this, beauty professionals of this brand can generate creative ideas for addressing this gap that can strongly impact in a particular sector.

Incubation: A key stage of the Creative Process Model includes incubation that allows individuals to take a mental break. The subconscious mind of creative people is involved in evaluating problems at this phase (Goddard, 2024). The professionals of a beauty company can process gathered information in the subconscious mind after identifying a particular area that requires creative approaches. It can facilitate such professionals for identifying the new insights and connection that needs to be emerged in the context of boosting innovation. A beauty professional can develop innovative ideas for beauty services such as microdermabrasion and LED light therapy by accessing worldwide information. Innovative services of beauty professionals can include traditional therapy in which organic ingredients can be used. It can help strengthen innovation in the professional work of a beauty professional. Additionally, having emerged new insight can ensure profession to bring innovation and develops creative ideas. Thus, a beauty professional can strengthen creative approaches by emerging new and relevant ideas with the existing function in the incubation stage.

Illumination: The stage of Preparation and Incubation leads to Illumination that brings a clear creative idea. This stage helps the beauty professionals of a company to consider creative ideas. Due to this, a beauty professional can feel the excitement in this stage as this stage leads to the

implementation of creative ideas. However, strong problem-solving skills are beneficial for the individuals to drive creative ideas in the context of professional tasks (Percy, 2024). A clear creative idea can facilitate beauty professionals in strengthening learning approaches that can be connected with the implementation of a creative idea. It signifies that the beauty therapist can develop skills and efficiency for adjusting with excellent services. A beauty-related business needs to explore new techniques for developing its service quality as well as increasing customer satisfaction.

Verification: The beauty industry includes diverse advanced services and processes that need to be considered by the beauty professional. It is noticed that the final stage of the Creative Process Model includes the Verification of the creative idea. The beauty-oriented business can evaluate the feasibility and reliability of innovative ideas for addressing market gaps. Due to this, the business needs to encourage the beauty professionals to share their innovative ideas. Innovative and creative approaches like microdermabrasion can facilitate beauty professionals to address the market need (Massie, 2024). This creativity can enhance the professional skills and experience of beauty professionals and lead to offer outstanding beauty services to the customers.

Critical evaluation using Lewin's force field analysis

Lewin's force field analysis refers to a systematic method that considers influential factors for fostering organisational changes. This strategic tool is involved in the identification of driving and restraining forces along with managing balance among these forces. Driving forces are involved in insisting a business to initiate changes and restraining forces resist the change process. A business needs to consider both forces and be involved in a strategic plan for adjusting to the changes. It can be considered that creative approaches of beauty professionals bring innovation which can play a significant role in organisational changes.

Driving forces

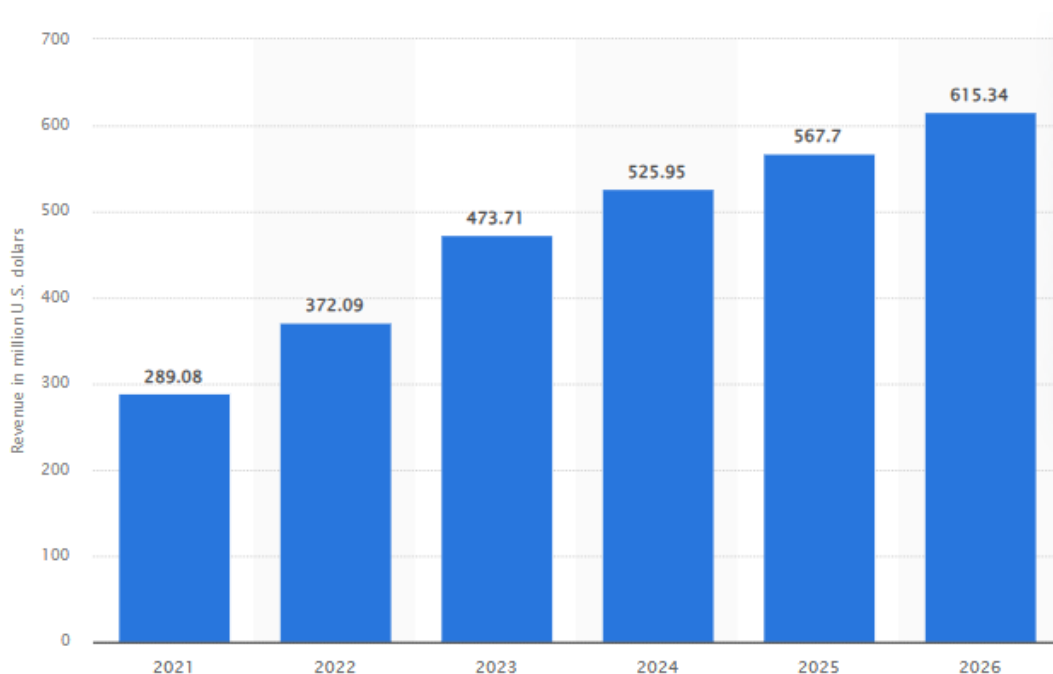


Figure: Revenue of the UK-based beauty tech market

Source: (Sabanoglu, 2023)

Market demand: The beauty-tech market is developing in the UK and revenue generation of this market has developed from 2021. As per the graph, the revenue generation of the beauty-tech market was 372.09 million dollars in 2022 and this revenue has reached 473.71 million dollars in 2023 (Sabanoglu, 2023). This signifies that the UK-based beauty industry has a strong demand for beauty tech services and products. A core aim of this beauty tech is to improve beauty-related services such as routine skin care and many more. This beauty tech can be considered an innovative solution for beauty services and beauty professionals need to practice it for getting competitive benefits. It highlights that beauty-related business needs to include beauty tech, an innovative approach, for strengthening their business function. Due to this, the beauty companies can enhance their business approaches by offering LED light therapy. It can facilitate customers to access effective services that include advanced treatment for their skin care.

Technological advancement: All types of industries across the world are involved in exploring technological advancement for the improvement of their service quality. Technological integration has become a significant part of the beauty sector in the contemporary business world. Due to this, the beauty sector has utilised technological insights through LED therapy that refers to a procedure of advanced skin treatment (DeAcetis, 2021). The beauty-related business explores this therapy for skin-care treatment that is beneficial for protecting skin from sun damage. Additionally, beauty professionals prefer this therapy for treating skin diseases like fine lines, acne, wrinkles and many more.

Leadership support: Leadership can be an essential driving forces that support organisations to implement changes in their business functions (forbes, 2022). Organisations that work on beauty services and products are responsive to existing market demand and changes. It is seen that the therapy-related innovation has brought revolution to the beauty sector. Due to this, the

organisational leadership of such beauty companies encourages their team to adjust to the technological changes. The leadership of beauty companies needs to identify the market gap that helps them to foster an innovative solution for strengthening organisational efficiency. It signifies that the organisational leaders of the beauty company can define the innovative and creative approach. Along with that, these leaders will be involved in clarifying individual job roles in the particular business and elaborating the purposes for changes. The leadership can be involved in identifying skills efficiency in a team and it can help them to offer adequate training to the staff. Apart from that, organisational change can include a set of risk factors that can be tackled by the organisational leaders. It signifies that the support of the leaders can help a beauty company to implement changes in the context of the creative process. Additionally, leadership can facilitate a company to operate smoothly by minimising all the risk factors.

Restraining forces

Employee resistance: Restraining forces can include employee resistance that disrupts the implementation of organisational changes (Odilov, 2023). The changes from the perspective of creativity can impact on changing job roles of the employees. Additionally, the implementation of changes in the beauty company can impact on job loss that leads to fear among the employees. Due to this, employees can be reluctant in adjusting with organisational changes and it can be impactful for driving changes in the beauty-related business. However, a beauty company can consider skill gaps among employees and develop training programmes for improving professional skills. It can increase the willingness of employees to participate in the change management approach of a company.

Resource resistance: Lack of resources can be considered another significant restraining force. It is seen that the beauty organisation will foster innovation by prioritising beauty tech and more

advanced service. This offering requires sufficient resources along with monetary abilities for execution. Resource resistance can be a crucial threat for new beauty-related business and it can negatively impact fostering changes.

Organisational culture: The organisational culture can be a challenge for beauty organisations to enhance changes by considering creativity. The beauty business cannot include changes while organisational culture will not support risk-taking approaches and innovation. Due to this, the objectives regarding changes can be unclear for the organisational people. It can adversely impact on implementation of changes and driving innovation in the context of organisational culture.

Critical discussion of the organisational climate



Source: (McAgy, 2024)

Organisational climate of the Crewhip

The crew ships and their environment have enough support for effective development and innovative approaches. The crew ships are mostly used for vacation purposes of tourists and these people are more open to having better and more effective services. Besides that, they are also open to experiments regarding different services, and experiences. Hence the new idea of beauty therapy can have effective support by the environment of the crewships (Valloppillil, 2024). Other than that, the idea also supports the current requirements and demands of the customers. Implementing organic, natural and chemical-free ingredients and products will have no side effects and they are accepted by everyone. Other than that, traditional LED light therapy is more effective and has a better impact on the health and skin of the customers. Hence, these aspects will be supported by the climate of the organisation.

Support of the beauty industry towards innovation

Implementation and development of innovation have a huge impact on the development and presence of organisations. Beauty organisations can also have better and more effective development and presence with the help of innovative approaches and practices. In different aspects like products, services and others, the beauty industry implements innovation for better quality and customer attention. Different types of innovation are applied and executed in beauty organisations that help enhance their competitive advantage, meet customer requirements develop customer reach and engagement in the market. These types of innovations include product innovation, services or process innovation, position innovation and others. In different ways like developing products, changing services and offerings, and upgrading the marketing and representation approaches, the business organisations can have better and more effective development and competitive advantage in the market. Hence, innovation in beauty therapy services will also be accepted and supported by the beauty organisation of crew ships. The business organisations introduce and provide services to tourists who are open to a variety of services and experiences (Seipp, 2023). Besides that, these services also come up with traditional practices with organic materials and products that are preferable by the customers. Hence, this type of innovation is also supported by the beauty organisation of crew ships and this will have a positive impact and influence on the business idea.

Acceptance of the idea in the organisation

Regarding the new and innovative idea of beauty therapy, the Crewship organisations will also support innovation and development of services. The new idea of beauty therapy has different positive sides that are necessary to be considered. The beauty therapy practices will implement traditional approaches with organic oil, cream and other ingredients. Nowadays, most people prefer organic products and they will also accept the changed practices of beauty therapies. Besides

that, implementing advanced technologies and introducing grooming and skin care therapies also have better and more effective results and outcomes. Hence, these approaches and innovative practices can attract customers and engage them with the business (Seipp, 2023). Above all the beauty organisations in the crew ships provide service to the tourists, who are open to new experiences and beauty services. Hence this idea and its implementation will be highly supported by the beauty organisation.

Conclusion

There has been a descriptive analysis regarding the core importance of innovation with creativity that introduces multiple benefits. For instance, market adaptation, customer engagement and technological advancement have been structured in a detailed manner. Along with that, sustainable development including eco-friendly packaging and recycling has also been discussed above. Following that, 4P's of innovation have been integrated above in terms of understanding the innovative ideas more efficiently. In this context, process, product, incremental and disruptive innovation procedures have been described for a better understanding. In order to justify the selection innovation procedure, process innovation has been selected in order to revive beauty therapist practices. Along with that, 'The Creative Process Model' has been implemented above for the application of the creative procedure. A couple of stages have been introduced such as preparation, incubation, illumination and verification that help the businesses for a better application of creativity. An evaluation of Lewin's force field analysis has been incorporated with proper instances and justification. A detailed discussion regarding the organisational climate has been integrated that introduces support and acceptance related to creativity. In conclusion, creativity is required in order to leverage organisational success and earn more profits. Hence, many organisations have integrated innovative ideas that promote higher revenue generation.

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