



ANNE JENSEN



DIAMOND SKINCARE

Anne Jensen Diamond skincare direction and how it fits into the future of more advanced, performance-driven formulations with real information from the brand's own materials and the broader industry context.

Anne Jensen skincare philosophy

Skin is a living system—constantly evolving in response to time, environment, and internal biology. As these processes slow, the skin begins to show visible signs of change: dehydration, loss of elasticity, and diminished radiance.

Our approach is built on a simple principle: support the skin's natural functions with precision, using ingredients selected for both their biological compatibility and proven performance.

High-quality ingredients chosen for performance.

Botanical and marine-based actives rather than relying on simple commodity ingredients alone.

A design philosophy rooted in Scandinavian minimalism, craftsmanship, and functional beauty rather than trend-driven formulations.

Anne Jensen skincare lines are built around different collections tailored to skin types and needs — from organic ranges to targeted anti-age and hydration protocols.

What kinds of ingredients Anne Jensen uses

Ingredient descriptions, many actives are botanical, marine, or peptide-based rather than the most old fashion commonly Ingredient like vitamins,retinol or niacinamide.

Marine collagen, microalgae, and seaweed extracts support structural integrity and hydration balance. Peptide complexes contribute to epidermal renewal and help optimize skin texture. Biomimetic lipids such as squalane reinforce the skin barrier, while glycerin and marine spring water maintain hydration homeostasis.

A blend of nutrient-dense plant oils delivers essential fatty acids and antioxidants to support repair and protect against environmental stress. Complementary soothing actives, including chamomile, aloe vera, and rose derivatives, help regulate skin reactivity and restore balance.

Key actives in formulas:

Fucogel — a moisturizing, film-forming polysaccharide that helps lock in moisture and support skin renewal.

Rice peptides — peptides derived from rice that support barrier function and anti-ageing effects.

Marine collagen and seaweed extracts — used to support elasticity and protect against external stressors.

Oils and plant extracts (almond, avocado, grape seed, poppy leaf, pistachio butter) — nourishing and antioxidant-rich.

Squalane — a biomimetic lipid that restores comfort and hydration.

Argireline-like peptides — designed to reduce expression line appearance.

These ingredients are considered more specialized or advanced compared with basic commodity actives — they're chosen for targeted effects like hydration, barrier support,elasticity, and antioxidant protection.

Formulations are developed with a focus on ingredient synergy, bioavailability, and skin compatibility. Efficacy is evaluated through a combination of instrumental measurements (hydration, elasticity, TEWL) and visual assessments to ensure visible and measurable results.

How this aligns with future skincare innovation

The broader industry trend — backed by recent reports on skincare innovation — is moving toward:

Biotechnology-derived actives (e.g., peptides, engineered proteins) that work with the skin's biology.

Smarter delivery systems that enhance penetration and efficacy

Personalized formulations tailored to individual biology and skin needs,

Anne Jensen's use of peptides, marine extracts, and plant-derived bioactives fits into this next-generation approach. While they sometimes necessarily use the very newest biotech actives (like engineered enzymes or microbiome-targeted molecules), they are emphasizing functional botanicals and advanced peptides that go beyond basic hydration or simple vitamins.

Why this matters

Point about raw material quality and innovation is important — and Anne Jensen does focus on it.

Complex, multi-functional ingredients rather than single-purpose “cheap” actives

Botanical and marine biotechnology sources rather than just vitamins

Formulas designed for specific skin needs and age groups

It means Anne Jensen is moving toward formulations that align with performance and targeted care, which is generally how the industry defines “future” skincare — deeper biological interaction and better functional outcomes, not just marketing claims.

Summary

Anne Jensen Beauty's skincare is positioned toward:

Advanced plant and marine actives

Peptides and polysaccharides that support hydration, elasticity, and skin renewal

Formulations tailored to different age and skin types

A philosophy of functional, well-designed ingredients rather than commodity staples like basic vitamins alone



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