

THOUGHT-STARTER: WHAT'S NEXT FOR SKIN TECH?

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Valentin Langen, founder of Ioniq, discusses why beauty brands should focus on cross-sector collaborations to help diversify the skin technology category.

loniq is a smart suncare brand that makes use of aerosol technology developed for other industries. 'Our parent company, **the Wagner group**, has created the most advanced industrial coating technology for the home improvements market. You can find its spray painting devices in shops like Lowe's and Home Depot, or in industrial settings like the automotive industry, but at loniq we've taken this technology and brought it to the cosmetics technology market to make skincare application more convenient,' he explains.

'Five years ago, we stumbled across a medical paper, which stated that 40% of consumers who apply sunscreen in the morning, end up with sunburn at night,' continues Langen. '[We] thought that was totally unacceptable. If consumers have a problem applying skincare appropriately, we felt that we should be the ones to help them solve this issue.'

The brand is also keen to collaborate with other companies. 'We have a vision of building up a huge skincare platform, or personal care platform, with other brands that gather data. We collect data with our product, so why not combine those things?'

Read the full Q&A [here](#).