Source	Examples of “active” or hyper-personalized cosmetics	Your wishlist for future hyper-personalized cosmetics
Hyper personalisation: The future of beauty big and small (Kerry, 2022)	Example:	(What would you like to see in future versions of these hyper-personalization examples in a year or two’s time? Can you think of some challenges for future personalization, such as cost and regulatory considerations?)
Cosmetics industry undergoes “paradigm shift” through hyper-personalization (Ferrer, n.d.)		
The future is personal – personalization in beauty (Kolesov, 2022)		
“Unlocking your unique beauty: The power of hyper-personalization in beauty brands” (Kumar, 2023)		
Keeping cosmetics in check: Let's get personal. How personalized can cosmetics really get? (Laden, 2022)		
AI and big data lead hyper-personalized beauty market boom (Arirang News, 2022)		