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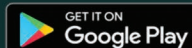
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Dr. Farhina Sardar Khan
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In an era marked by rapid technological advancements and mounting environmental and societal challenges, the intersection of innovation and sustainability has never been more critical. *Smart Tech and Sustainability: Transforming the Future of Business* is a timely and multidisciplinary effort to explore how emerging technologies, particularly Artificial Intelligence (AI), digital platforms, and smart systems, are reshaping the landscape of commerce, finance, governance, and social innovation.

This edited volume brings together scholarly and practice-oriented contributions from across India, offering insights spanning green finance and ethical AI to social entrepreneurship, digital banking, and urban sustainability. The chapters reflect the rich diversity of approaches used to address today's most pressing challenges, from ESG integration and CEO governance in finance to AI-driven personalisation in skincare and fashion retail. The inclusion of thematic research on fintech, cyber resilience, inclusive innovation, and circular economy models provides readers with a broad yet deep understanding of how AI and technology can be responsibly leveraged to foster resilience, equity, and sustainable development, aligned with the Sustainable Development Goals (SDGs).

This edited volume is not only an academic contribution but also a practical guide for policymakers, industry leaders, researchers, and students who are working toward a future in which technological progress aligns with ethical, environmental, and social imperatives.

We extend our heartfelt appreciation to all contributing scholars and authors whose insights have made this volume possible. Their combined efforts demonstrate the collaborative power of knowledge in driving sustainable change.

Dr. Farhina Sardar Khan

Prof. Syed Shahid Mazhar

Dr. Farheen Siddiqui

Dr. Neda Tasneem

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Impact Of Artificial Intelligence and Chatbots in the Skin Care Industry: A Narrative Review

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Abstract

This chapter explores the transformative impact of emerging technologies on the skincare industry, with a focus on Artificial Intelligence (AI), nanotechnology, neurocosmetics, and biocosmetics. The integration of AI and chatbots has revolutionised customer engagement by enabling personalised skincare solutions and real-time interactions with consumers. Social media platforms further enhance this dynamic, serving as both marketing tools and virtual consultation hubs with dermatologists. The chapter highlights a generational shift in consumer preferences toward natural, eco-friendly, and sustainable skincare products. Nanotechnology is examined for its role in enhancing product effectiveness, offering long-lasting hydration, UV protection, and exfoliation. Neurocosmetics are discussed as innovative solutions for common skin concerns, such as acne, dullness, and aging, using natural ingredients to promote skin health. Finally, the chapter presents biocosmetics as a sustainable business model, emphasising biodegradable packaging and environmentally friendly formulations. These developments collectively underscore the rising demand for ethical, customised skincare and its significance in

reshaping the global skincare market.

Keywords: Artificial Intelligence in Skincare, Sustainable Beauty Products, Nanotechnology and Neurocosmetics, Biocosmetics and Consumer Trends

Introduction

The skincare industry has shown significant growth over the past few years. With the advent of artificial intelligence (AI) and chatbots, there has been a massive revolution in the demand for personalised and customised skincare products, leading to a change in customer interaction and demand for natural and eco-friendly products. As the technology advances, artificial intelligence emerges as a transformative tool in this sector. Artificialized chatbots enable skincare brands to establish one-to-one connections with consumers. People are becoming more aware of such experiences because of the high usage of social media platforms, which now act as an advertising platform and a platform that can help consumers connect with dermatologists and skin experts online. This has also been made possible due to the integration of artificial intelligence in increasing customer engagement (1). Changes in demand patterns are a key indicator of generational shifts.

The present generation demands natural skincare solutions that enhance beauty and protect the skin. This has led to nanotechnology interventions in the composition of beauty and skincare products. Moreover, it aims to provide hydration and moisturization of the skin for a longer time, protection against UV rays, and exfoliation of the skin (2). This has opened the global market to the skincare industry and provided combined solutions for different skin types. Frequent skin problems, such as acne, pigmentation, dull skin, and aging, are addressed with the solution of neurocosmetics in the skincare and beauty industry. Such a solution aims to provide skin benefits using eco-friendly and natural