

CURONYX

The Home of Mindful Aesthetics

Boldly ethical, unapologetically individual

The Founder



*At Ouronyx, we are
passionate about leading
the movement towards
mindful aesthetics.*

Ida Banek,
Co-Founder of Ouronyx

As we stand on the brink of a new era in beauty and wellness, it's crucial to acknowledge the transformative journey we are embarking upon—a journey that challenges the very foundations of how we perceive, attain and sustain beauty. The pursuit of aesthetic enhancement is no longer just about the external; it's deeply intertwined with our psychological wellbeing, our environmental consciousness, and our ethical values. It's about mindful aesthetics.

Amidst a culture saturated with quick fixes, Ouronyx emerges as a beacon for authenticity and holistic wellness. My personal journey, shaped by the rigours of professional demands, has led to the inception of Ouronyx—a sanctuary where beauty is nurtured through science and compassion.

In a world where nearly 50% of consumers now equate beauty with health, we at Ouronyx are committed to a vision where beauty is a testament to our inner health and happiness. We believe that by fostering a deep connection with ourselves, nurturing our mental and physical health and making conscious choices, we can all experience a form of beauty that is not just seen but felt.

This report unfolds the vision, mission and innovations defining both Ouronyx and the future of aesthetics. Through research and insights into our holistic methodologies, we invite you on a journey to rediscover the essence of aesthetic wellbeing.

Please, join us in this vital conversation. Together, we can cultivate an aesthetic revolution that honours our authentic selves and the world we inhabit.

The logo for Ouronyx, featuring the brand name in a stylized, elegant serif font. The letters are gold-colored and set against a light beige background. The 'O' and 'R' are particularly prominent, with the 'O' having a thick, rounded stroke and the 'R' having a distinctive, slightly curved tail.

The Home of Mindful Aesthetics



Mindful Aesthetics Unveiled

It's 2024, and the allure of quick-fix beauty trends is still widely misconstrued as the pinnacle of aesthetic achievement. Yet, as society evolves to value authenticity, mindfulness and overall health, there emerges a recognised demand for an integrated approach in beauty and wellness.

Mindful aesthetics goes beyond the superficial, marrying our external appearance with our psychological wellbeing. It acknowledges that true beauty springs from a profound connection with our inner selves, challenging the prevailing 'fast beauty' culture marked by fleeting trends and temporary solutions. This movement aims to transform not just how we look but also how we feel, perceive and engage with our beauty and wellness, advocating for a sustainable, data-driven and health-centric approach.

However, this shift occurs against a backdrop of concerning industry trends. The American Academy of Facial Plastic and Reconstructive Surgery reports a significant rise in patients under 30 seeking cosmetic procedures in 2022, driven by the desire for quick and dramatic alterations in appearance. Further compounded by the influence of social media, with 69% of Gen Z turning to platforms like TikTok for beauty inspiration, it's evident that traditional standards and practices are failing to align with evolving consumer needs.

As we delve deeper into mindful aesthetics, it's evident that beauty is a multifaceted journey requiring us to consider the broader picture. It's about viewing this journey through the lens of mindfulness, committing to our complete wellness and recognising the interconnection of health and beauty.

The rapid popularity of trends such as 'Russian lips' and the #LipFlip, amassing over 473 million views by February 2024, underscores the pervasive impact of these platforms in shaping perceptions of beauty.

The call for change is further amplified by research revealing a significant gap in our healthcare systems, with less than 2% of physicians and nurses trained in mental health management as of 2020, according to the McKinsey Health Institute. This training gap is alarming, given that Gen Zers are more likely than other generations to express negative feelings about social media and report poor mental health.

The tide is turning. Advances in health, technology and communication are empowering individuals with unprecedented opportunities to embrace holistic practices in their aesthetic journeys and take greater autonomy over their healthcare decisions. A recent study by Ipsos reveals that a staggering 78% of people worldwide are seeking greater autonomy over their healthcare choices. This reflects a broader desire for holistic health strategies that integrate conventional medical care with alternative therapies, spiritual practices, community support and personalised beauty regimens.



A New Paradigm: Redefining Aesthetics at Ouronyx

As pioneers in the realm of ethical, personalised and sustainable aesthetic care, Ouronyx is steering the industry towards a future where aesthetic practices are closely linked with individual wellbeing.

Our dedication to leading the movement towards mindful aesthetics is embodied in our operating model, centred around three fundamental pillars.

Personalised data–driven consultations

Our approach is grounded in leveraging comprehensive data, including psychographic and facial morphometric analysis, to inform every aspect of the client experience. This ensures that treatments are not just tailored, but are a true reflection of each individual's unique health narrative.

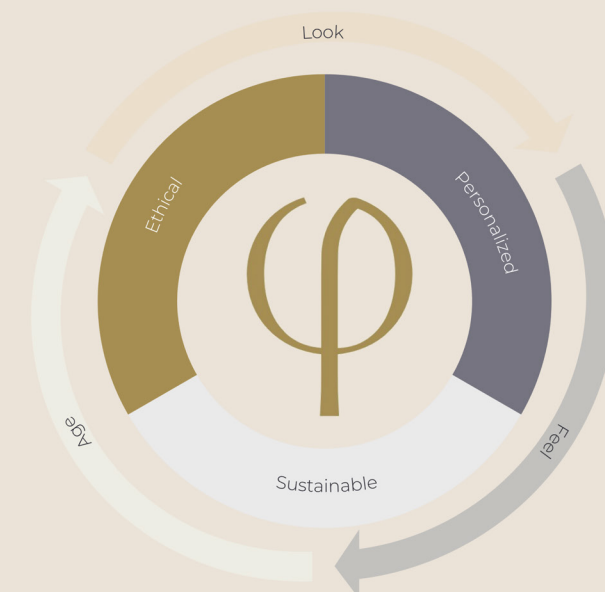
Outcome–based pricing


We're committed to shifting the focus in the pricing model from product utilisation to one that prioritises results and satisfaction of clients above all. Unlike most industry practices, Ouronyx centres on outcomes, ensuring transparency and fairness in how services are valued.

Superior care quality

Exceptional care is the foundation of Ouronyx, influencing all aspects of the client journey and establishing new benchmarks for industry excellence. Our use of electronic medical records, accessible at any location with client consent, ensures safety and consistent outcomes, reinforcing our commitment to excellence.

Our commitment to these principles enhances the overall aesthetic experience. Every interaction with Ouronyx is transformative, aimed at enriching clients' lives with personal fulfillment and confidence. We provide care that goes beyond the norm, creating a journey of self-discovery and wellbeing tailored to each client.





The Ouronyx Philosophy of Ageing and Wellness

Sustainable Care

We move away from short-term solutions, focusing instead on preventative care that supports natural wellbeing and self-improvement. Our approach emphasises long-term health, prioritising the body's natural vitality.

Personalised Wellness

Ouronyx uses detailed data to customise treatments for each client's specific needs and looks. We honour the individual journey of each client, understanding that everyone's route to complete wellness is unique.

Ethical Approach

Ouronyx adheres to ethical practices, ensuring that our beauty ethos encourages genuine self-expression without following fleeting trends or encouraging dependency on aesthetics. We aim for mindful optimisation, offering strategies and treatments designed for lasting benefits.

From Anti–Ageing To Pro–living

In the rich narrative of human experience, ageing is a complex paradox. In our youth, when we are often at the pinnacle of physical health and beauty, yet our self-awareness and self-acceptance may barely have scratched the surface. This juxtaposition lays the groundwork for an intriguing narrative: the evolution of our wellbeing as we traverse the years.

In the springtime of life, there is a vitality and an outward radiance that society celebrates, but beneath that gloss often lies a tumult of self-doubt and a quest for identity. Ironically, it is during this time when we arguably need the most self-awareness that we find ourselves grappling with it the least.

As the pages turn and we journey into the autumn of our years, something remarkable tends to occur. The self-awareness that eluded us in youth begins to take root and the seeds of self-acceptance start to blossom. This is not to say the process is universal or without its struggles, but there is a discernible trend: with age comes an enriched understanding of the self.

The Sweet Spot of Wellbeing

Research and anecdotal evidence suggest that our fifties may represent a ‘sweet spot’ where confidence peaks, and the balance between emotional and physical health is most harmonious. Transitioning smoothly through each pivotal decade of our lives, Ouronyx tailors its approach to meet the evolving needs of our skin and overall wellbeing. Here’s how we navigate the journey from anti-ageing to pro-living through each decade.

In your 30s

The balance of self-care and prevention

During the decade of our thirties, as we navigate the steep learning curve of self-discovery and managing life's demands, Ouronyx understands the importance of establishing preventive skincare routines. The stress of balancing work and personal life can reflect on our skin, with early signs like fine lines and irregular pigmentation signaling the need for care.

Ouronyx encourages a proactive and comprehensive 360-degree approach to skincare and daily self-care routines. These routines encompass regular facials to rejuvenate and revitalise the skin, meticulous sun protection to safeguard against ageing effects and nurturing the skin from within through a regimen that includes balanced nutrition, adequate hydration, sleep hygiene and holistic wellness practices.



Key strategies to approach skin health in your 30's

Begin with treatments for deep skin hydration

Consider preventive toxin treatments to soften facial muscle intensity and minimise early skin folds

Utilise Radio Frequency Micro-Needling to boost collagen production and enhance skin texture

In your 40s

Addressing stress and preserving youthfulness

The forties bring a hectic pace with career pressures and family responsibilities. Sleep and eating patterns may suffer and the invisible onset of hormonal changes can influence both mood and skin. Ouronyx's approach is to address the visible signs of stress-induced ageing, focusing on maintaining the skin's elasticity and addressing volume loss in key facial areas to preserve a youthful and vibrant look.



Key strategies to approach skin health in your 40's

Integrate a toxin routine to manage deeper wrinkles

Explore polynucleotides to enhance skin quality and diminish fine lines and dark circles

Combine Energy Devices not only to boost collagen but to facilitate cell renewal for a tighter, more radiant complexion.

In your 50s:

Embracing changes with confidence

As we enter our fifties, self-acceptance becomes key and Ouronyx is there to support this journey. With a focus on capitalising on life's opportunities with a positive outlook, Ouronyx offers strategies to manage the natural changes of ageing, such as bone resorption and the repositioning of facial fat pads. The goal is to restore structure and support, promoting a look that is as fresh and contoured as it is natural.



Key strategies to approach skin health in your 50s

Establish a routine with toxins and dermal fillers to elegantly manage wrinkles and maintain youthful facial contours

Consider hybrid dermal fillers that offer immediate lifting and long-term collagen regeneration

Explore plasma-based Energy Devices to firm the skin and even out skin tone

Key trends

Anticipated to emerge
from this evolution



Personalised Aesthetic Journeys

Psychographics will revolutionise treatment planning, enabling customisation that extends beyond physical attributes to encompass emotional and psychological nuances. This ensures treatments are as unique as the individual, aligning with their aesthetic and wellness goals.

Emotional Health Programs

Utilising psychographic data to understand the emotional underpinnings of aesthetic decisions will enable the creation of supportive programs, such as confidence-building, that work in tandem with treatments. This promotes a balanced approach, addressing both the psychological and physical aspects of aesthetic changes.

Wellness–Integrated Aesthetic Care

The impending fusion of wellness and aesthetics, guided by psychographic insights, will highlight the influence of lifestyle and stress factors on appearance. Ouronyx foresees comprehensive wellness services that complement aesthetic treatments, advocating for a holistic beauty paradigm.

Technology–Enhanced Customisation

Advanced AI and machine learning techniques will utilise psychographic data to match clients with hyper-personalised treatment options, significantly enhancing the precision and effectiveness of aesthetic solutions.

These emerging trends, fueled by Ouronyx's cutting-edge research, herald a future where aesthetics extends beyond mere appearances, embodying a comprehensive vision of wellbeing. Each treatment is envisioned to reflect the intricate nature of beauty and ageing, tailoring care to the multifaceted needs of the individual.



The Home of Mindful Aesthetics

LONDON

20 St. James's Street
London, SW1A 1ES

Email: london@ouronyx.com
Phone: +44 (0)204 542 1697
WhatsApp: +44 7877 392334

DUBAI

The Opus Tower - Unit C201
Al A'amal Street, Dubai

Email: london@ouronyx.com
Phone: +971 4 456 2024
WhatsApp: +44 7877 392334