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AIが拓くデジタル不死の時代における香粧品の新たな役割  
—存在のデザイン—

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**The New Role of Cosmetics and Fragrances in the AI-Driven Era of Digital Immortality:  
Designing Existence**

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**Abstract**

This paper discusses the new roles and possibilities for the field of cosmetics and fragrances from the perspective of “disembodiment of thought and digital immortality,” a concept that captures the essence of the social and industrial transformation brought about by the rapid development of artificial intelligence (AI), particularly generative AI.

First, the paper defines the “six powers” through which AI extends human capabilities (identification, creativity, personalization, prediction, conversation, and structuring) and provides an overview of their impact across the entire value chain of the cosmetics and fragrance industry.

Next, through an analysis of advanced AI use cases in the insurance and construction industries, it reveals that the underlying process of these transformations is the “disembodiment of thought” and “digital immortality.” This is a process where “software,” such as individual experiential knowledge and organizational expertise, is separated from its “hardware,” namely humans and organizations, allowing it to be transferred and perpetuated without degradation.

By applying this conceptual framework as an analogy to the field of cosmetics and fragrances, the paper suggests the potential to transcend the traditional role of cosmetics in “resisting physical deterioration” and open up a new horizon of “designing existence beyond time and space.” Specifically, it proposes future research and development themes such as the “scent of memory,” which digitally preserves and reproduces an individual’s memories and essence, and “human legacy (aesthetic personality),” which digitally reconstructs a person’s sense of beauty.

Finally, the paper considers the ethical issues these technologies will bring, including self-identity, privacy, and the “right to be forgotten,” and concludes by emphasizing the importance of interdisciplinary research that integrates cosmetic science with information science, cognitive science, and ethics.

**Key words:** artificial intelligence (AI), digital immortality, design of existence, disembodiment of thought.