

Dr Sola Idowu

The Biology of Beauty

Scientist, Author & Beauty Innovation Entrepreneur

Why skin, hair and ageing aren't one-size-fits-all.



Dr Sola Idowu is a PhD scientist, author and entrepreneur exploring the biology of skin, hair, scalp and ageing across different human phenotypes, and translating that science into the next generation of beauty innovation. He is the author of *Melanin*, *Rooted* and *Ageing*, three books that challenge conventional classification systems in dermatology and haircare. He is also Founder and CEO of HexisLab, an AI and computational-biology company working across cosmetics, personal care, wellness and pharmaceutical research.

Sola is available for podcast interviews, radio, TV, expert commentary, panels, conference talks and written interviews, tailored for general audiences, beauty consumers, scientists and clinicians, beauty professionals, entrepreneurs, and technology and AI audiences. Podcast interviews can be recorded remotely.

SELECTED CREDENTIALS

Selected credentials

PhD in Applied Mathematics	Research career spanning Cambridge, Newcastle University and Stanford University.
Founder & CEO, HexisLab	Leading an AI and computational-biology company working across cosmetics, personal care, wellness and pharmaceutical research.
Stanford University	Postdoctoral Research Fellow, School of Engineering; research at NASA Ames.
e-Therapeutics	Founding-team and technical leadership experience in a Newcastle University biotechnology spin-out that subsequently listed on AIM.
AI & computational biology	Experience developing and commercialising AI-based technologies for scientific discovery and product development.
Scientific publishing	Research spanning personalised skincare, skin ageing, textured-hair biology and computational approaches to biological discovery.
Innovation & policy	Oral evidence to the House of Commons Science, Innovation and Technology Committee and participation in industry and innovation events.

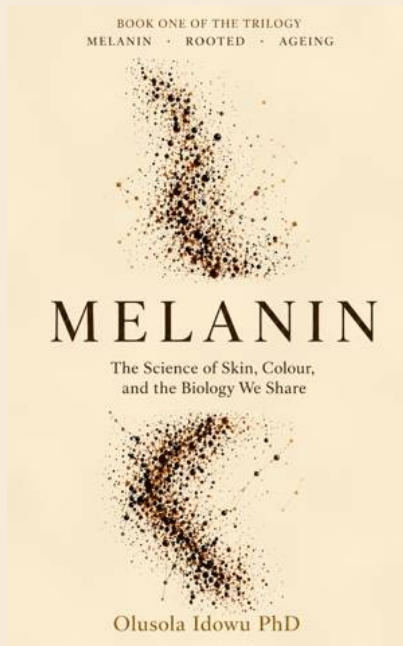
MEDIA & SPEAKING

Experienced in communicating complex science

House of Commons: Science, Innovation & Technology Committee	Oral evidence, February 2025.
BBC Radio 4: You and Yours	Expert commentary.
Tones of Beauty Expo	Speaker on A-Beauty, Afro-textured hair, inclusive beauty and hyperpigmentation in skin of colour.
Newcastle University Business School	Interview on postgraduate skills, digital innovation and management.

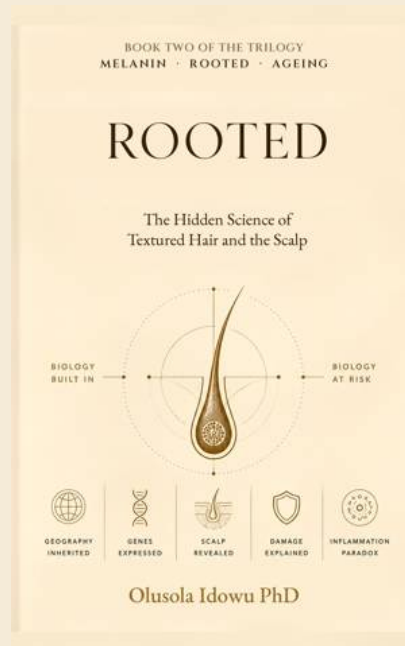
THE TRILOGY

The Biology of Beauty Trilogy



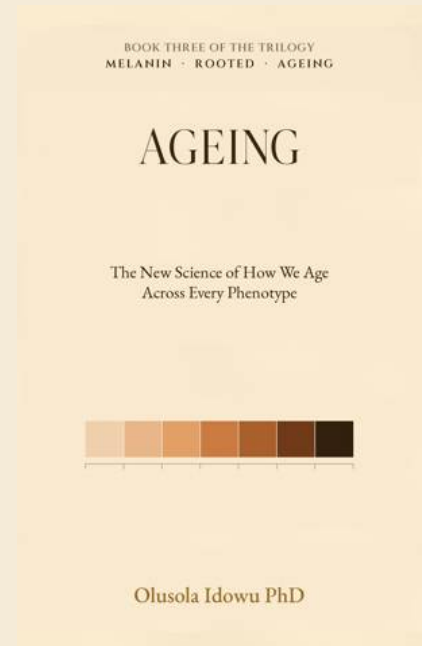
MELANIN

The Science of Skin, Colour, and the Biology We Share



ROOTED

The Hidden Science of Textured Hair and the Scalp



AGEING

The New Science of How We Age, Across Every Phenotype

PODCAST CONVERSATIONS

Eight conversations Sola can bring to your audience

01 The Biology of Beauty
Why skin, hair and ageing aren't one-size-fits-all.

02 Beyond Fitzpatrick
What the biology of melanin really tells us.

03 The Scalp Is Skin
The hidden biology of textured hair.

04 Why We Don't All Age the Same Way
The biology of ageing across different phenotypes.

PODCAST CONVERSATIONS, CONTINUED

More conversations for your audience

- 05 The Beauty Industry Has a Biology Problem
Why the next generation of beauty needs better science.

- 06 From Research to Beauty Product
What does “science-backed” actually mean?

- 07 AI Is Changing How We Discover Beauty
Can artificial intelligence make beauty more inclusive?

- 08 From Months to Minutes
How AI and computational biology could transform product development.

For podcast interviews, media enquiries, speaking invitations and expert commentary:
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