JANUARY 2023

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The Beauty Ingredient Agenda: January 2023

4 Trends Driving Color Cosmetics' Pandemic Comeback

5 SKIN CARE TRENDS TO WATCH

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3 Things to Watch in 2023

To misquote Benjamin Franklin, nothing is certain except death and taxes and end-of-year lists. As we kick off 2023, I wanted to highlight several trends that appear to have staying power in the new year.



Efficacy in hair and skin care will continue to engage consumers seeking results and substance over hype.

1. Inflation and Discounting

Euromonitor recently reported[a] that "48% of [surveyed] beauty and personal care industry professionals stated that their companies raised prices on some products and services, while 34% raised prices on all products and services." Indeed, as inflationary pressures shrank profit margins, brands were forced to pass the expense along to shoppers. At the same time, competitive shopping around the holidays forced many of the same companies to offer discounts.

However, discounting hasn't been universal. About 25% of prestige beauty units sold in the United States are sold on promotion, per a research note from The NPD Group's Larissa Jensen[b]. That's lower than pre-pandemic (2019) levels. Even better, the prestige beauty sector's reduced use of promotions hasn't hurt growth in revenue or unit sales.

However, Jensen warned that promotional levels could escalate again this year if shoppers experience category fatigue or overindulgence.

2. Efficacy Revolution

The backlash against high-profile celebrity beauty launches from Brad Pitt and others has put a spotlight on substance over style. In March 2022, NPD Group reported that consumer attention was shifting away from trendy launches and toward clinical brands founded by doctors, chemists, apothecaries or aestheticians. As of March 2022, clinical brands comprised 34% of prestige U.S. skin care category sales, compared to 28% for natural skin care.

This trend has benefited key ingredients such as vitamin C and retinol, per NPD. Per the report, 60% of women in the United States think the inclusion of vitamin C is important when buying skin care products and 47% think the same way about retinol. Per a Beauty Pie report[c] from late 2022, keywords enjoying massive gains in Google searches include niacinamide, slugging, ceramide serum, skin cycling and skin supplements, pointing to ongoing interest in efficacy-focused beauty.

This reflects recent Mintel[d] data that found 53% of U.S. beauty and personal care consumers research beauty ingredients to understand product effectiveness.

3. Scalp Care Is King

According to NPD, Q3 2022 hair care sales totaled $853.8 million, representing 23% year-over-year, led by products offering restoration and strengthening benefits. This reflects Beauty Pie's finding that "scalp serum" searches on Google jumped 47% year-over-year.

According to new Pinterest data[e], "scalp massage technique" and "clean scalp" searches are both up 55%, while "scalp treatment for dry scalp" searches are up 70%. Meanwhile, "natural hair mask for growth" searches have jumped 80%, per the platform.

These signals point to ongoing interest in hair health, benefitting ongoing skinification, clinical results and a wide array of product formats.

While we cannot predict the future, it's clear that ongoing trends such as sustainability and transparency will also ramp up in 2023, pointing to a great year for innovation. We can't wait to see what's next.

[a]www.euromonitor.com/article/cyber-monday-promotional-strategies-to-combat-inflation-concerns
[b]www.npd.com/news/thought-leadership/2022/promotions-look-forward/
[c]www.beautypie.com/blog/posts/trends-report-2023
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INSIDER INSIGHTS:
COLOR COSMETICS & SKIN CARE INGREDIENT TRENDS + PACKAGING LAUNCHES

Trends in color cosmetics and skin care reflect the evolving beauty industry.



Trends in color cosmetics continue to reflect the growing popularity of sustainability and versatility.

Featured insiders…

- Cosmopak
- Element Group
- HCP Packaging
- International Cosmetics Suppliers
- Knoll Packaging
- Libo Cosmetics
- Lignopure GmbH
- Mibelle Group Biochemistry
- Miyoshi America Inc.
- Quadpack
- Sederma
- Silab
- TRI-K Industries
- WWP Beauty

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COLOR COSMETICS PACKAGING & INGREDIENT LAUNCHES

Mono-material packaging is a key highlight in the color cosmetics sphere.

Global Cosmetic Industry spoke with beauty insiders to highlight recent color cosmetics packaging launches.

Hybrid Packaging

Sarah Chen, marketing and communications manager, International Cosmetics Suppliers, says, "International Cosmetics Suppliers launched two versatile and sustainable glass packaging options as demand for hybrid beauty continues to rise. The line between makeup and skin care is blurring, meaning packaging needs to work with an even wider range of formulations and be able to facilitate their application on different areas of the face and body. Our ICS Exclusive Boston round glass bottles and low-profile glass jar were designed for this purpose. The bonus glass is not only aesthetically pleasing and compatible with a variety of formulations, but it can also be recycled."

Chen continues, "Our glass bottles are available in both 15 ml and 30 ml sizes and come in neck sizes 18/410 and 18/415, so they can be matched with a variety of pumps, sprayers, droppers, or screw-on caps. Ideal for serum-infused foundation, liquid blush, highlighters, setting sprays and more. Our low-profile jar is 12.5 ml OFC, approximately 7.5 ml fill, and is perfect for concealers, lip masks, lip scrubs, pomades, primers—the sky is the limit."



International Cosmetics Suppliers has launched two sustainable glass packaging options that meet the demand for hybrid beauty.

Mono-Material Packaging

Chloe Lin, senior vice president, Libo Cosmetics, says, "Venus Aluminum Lipstick is the recent launch Libo had in the past six months. The lightweight, mono-material aluminum lipstick creates a chic and luxurious exquisite look to lip packaging. Designed with the concepts of providing durability, luxury and recyclability, the Venus Aluminum Lipstick collection is truly an ally of the sustainability trend. In recent years, mono-material packaging has been growing in popularity. It is described as a product made from only one material. There are many advantages of using mono-material packaging compared to multi-material packaging, such as enhancing recyclable ability, reducing manufacturing cost and energy consumption, and much more. Among all the advantages, recyclability is one of the most important factors. With a refined aluminum case and shell, the Venus Aluminum Lipstick Collection, brings a unique product

appearance that showcases luxury and sustainability can exist side-by-side. The mono-material design enables recyclability and promotes circular recycling. The material, aluminum, can be easily recycled and reused while retaining its quality."

Pierre-Antoine Henry, head of market development, Quadpack, says, "Idol Woodacity Solo Twist Compact is the latest addition to Quadpack's Woodacity family of mono-material wooden packaging solutions. Refillable and ergonomic, this wooden compact brings convenience and sustainability together. It features the Solo Twist closure system, bringing a new, inclusive gesture for both right and left-handed consumers, who can open the cap on a quarter turn in either direction. The casing is completely made of wood from European sustainably-managed forests, and it comes with an embedded mirror in the cap. The compact is designed to house a flat, refillable metallic 59 mm godet, held in place by a small dismantlable magnet in the base, to ease the separation of components."

Stephanie Rowntree, mascara product manager, HCP Packaging, says, "With today's consumers becoming ever more eco-conscious and focused on recycling, beauty packaging made from a single material family is an increasingly favorable option. The multi-material construction of many traditional beauty containers can prove an obstacle to recycling; especially when disassembling the pack by hand is impractical for consumers. Manufactured in HCP Germany and composed entirely of the PP/PE material family, HCP's stock 14 mm Jumbo Cylindrical Tall Mascara is a mono-material packaging solution that is ready for single-stream recycling."



Libo Cosmetics recently launched its mono-material Venus Aluminum Lipstick, a growing trend in beauty packaging.



Quadpack's Idol Woodacity Solo Twist Compact is the latest addition to its Woodacity family of mono-material wooden packaging solutions.

Rowntree continues, "For an extra boost, the UNO collection also incorporates recycled materials and bio-based brushes. The molded mascara brushes featured in the UNO collection are manufactured in bio-based Eco-Flexi material for a planet-friendly application solution with excellent performance. The fiber 'hourglass' twisted-wire brush is manufactured with bio-based fibers. Testing with leading formulas has demonstrated Eco-Flexi's excellent compatibility with both cream/washable and also waterproof formulations, making this a production-ready and fully sustainable solution for all beauty brands. All types of applicator architecture can be successfully molded in Eco-Flexi and the material mix can be adapted to the optimal flexibility/hardness to achieve the desired lash look."

FSC-certified

Benjamin Cohen, creative and innovation director, Knoll Packaging, says, "MAC partnered with Knoll Packaging to develop a unique

keepsake advent calendar full of glamor and surprise that also has a fun interactive aspect. Each year MAC pushes the limits of creativity and product innovation, and this year's holiday advent calendar achieved new limits. The structure is FSC Paper and Board to ensure material traceability and is wrapped with plastic free metalized paper. The rigid box contains 24 individual folding doors to safely secure the products, and the complex printing, embossing and registration of stamping required the highest level of expertise."

Cohen adds, "The most complex part was the visual and spinning mechanics of the box. The ability to spin is an engineering marvel that engages the customer and creates a wow factor. The interior of the box can also be lifted out by the ribbon handle, which makes this coffret a true keepsake for the future."



Knoll Packaging partnered with MAC to develop a keepsake advent calendar.

David Pina, marketing director, Element Group, says, "We have developed a mascara for CaliRay—founded by Wende Zomnir, who founded Urban Decay—with 100% ocean-bound plastics and low impact decoration for easy recycling. On other products within the range we have developed pencils in bio-based material (sugar cane), and the clean wellness tint is hosted in a 75% post-consumer recycled (PCR) bottle. All paperboard boxes of the CaliRay range are with 100% post-consumer recycled paper box (FSC certified). We have also added a QR code on the packaging for sustainability information, and to even go further and relieve consumers of waste anxiety, the entire CaliRay range is recyclable through the PACT collective initiative."



HCP Packaging's UNO collection incorporates recycled materials and bio-based brushes.

Refillable Packaging

Pina says, "Refillable compacts are locally made in the U.S. in silicone with no metal hinge, to reduce carbon impact and waste. Neen is a new brand created by Jeanine Lobell, founder of Stila, which was a precursor in sustainable beauty with paperboard palettes. Neen compacts are refillable. We have also developed a partnership with the brand and a silicone recycler in the United States, so even after refilling it many times, consumers can recycle it properly."

Pina continues, "Building on refillable beauty, we have launched a mascara with MOB Beauty, that uses 75% less material than traditional mascara, and is made with PCR plastic (partly from ocean waste). This standard pack could also work with Lipgloss or even concealer, since the shell pack has a window."

Henry says, "Mono-material, recyclable and versatile, the Infinite PP Panstick is Quadpack's first full PP panstick with a refillable system,

contributing to less packaging waste and carbon footprint. Compared to a baseline 4.5 g panstick, carbon emissions are reduced by 43% and its circularity index has tripled, according to a Lifecycle Assessment of the product. The pack answers to the solidification trend, where brands, motivated by environmental reasons, opt for reducing or eliminating water from their formulas, adopting sticks as alternative formats and encouraging different gestures and applications. The Infinite PP Panstick is also versatile: it can be used for various formulas in solid formats, such as foundations, highlighters, sunscreen, serums and solid fragrances. Thanks to a practical snap-on system, the Infinite PP Panstick can be easily refilled, with top and bottom refilling possibilities."



Element Group developed a mascara for CaliRay that features a FSC certified box.

Recyclable

Cassandra Boler, director of marketing, Cosmopak, says, "Earlier this year we launched our annual turnkey collection called beauty in bloom that features four sub collections including color cosmetics, skin care, personal care and self-care. The color cosmetics line, color me, features six products highlighting a variety of formulas and packaging examples to inspire clients and help jumpstart speed-to-market development. The collection includes a range of fully recyclable PETG vials that feature different applicators including a mascara wand, fine liquid eyeliner brush, and a chubby doe foot for liquid blush. The collection also demonstrates popular glass components such as a small lip balm jar and oval shaped gel foundation bottle, both reusable and recyclable.



Quadpack's Infinite PP Panstick features a refillable system.

To help apply and blend formulas, the color me collection also includes an earth-friendly biodegradable blending sponge made of plant and fruit-based ingredients. This makeup sponge has a shelf life of 12 months and is both Intertek and green leaf certified. All products are housed in a recycled cotton square makeup bag and each item is completely customizable. Although the items we present are turnkey, brands can use both formula and packaging or only the packaging. Most components are available in different shapes and sizes, but we also offer custom tooling services to help develop never-seen-before designs."

Biopolymer Collection

Musa Pharand-Dias, CMO, WWP Beauty, says, "WWP Beauty has launched an exclusive plastic-free, biopolymer collection created from renewable and abundant sugarcane resources using the latest plant-based technologies. The collection features a luxurious, heavy-weighted compact, a lip balm, and a jar with a satin finish, an ideal replacement for ABS and polycarbonate components. Nature2Need biopolymer has



Cosmopak's color cosmetics line, Color Me, includes a range of fully recyclable PETG vials that feature different applicators including a mascara wand, fine liquid eyeliner brush, and a chubby doe foot for liquid blush.

TRENDING COLOR COSMETICS INGREDIENT: OIL-IN-WATER EMULSIONS

Ryo Ohara, director of sales and marketing, Miyoshi America Inc., says, "We are noticing a trend centered around O/W emulsions. While continuing to shift away from cyclopentasiloxane (D5), the industry is struggling to find the best alternative, in terms of price, evaporation, freshness and the volatility that D5 offers. Many brands are relooking at water-based formulations. However, the need for long wear and transfer resistance is still highly sought after."

Asya Popili, manager of sales and marketing, Miyoshi America Inc., says, "We have launched MiyoHAZE White (INCI: magnesium potassium titanate), an award-winning ingredient in the 2022 Alle Awards, which offers high and natural coverage, IR Blocking, and soft focus. This also offers a high refractive index and great opacity in wet or dry conditions, making it a viable alternative to titanium dioxide. We would also like to highlight MiyoNAT VLS, which is our sunflower lecithin treatment for surface-treated pigments and minerals. It can be used in a variety of lipsticks, liquid foundations and mascara. MiyoNAT VLS is Natural, COSMOS approved, globally compliant, and is known for its excellent stability in emulsions." ■

CO_2 storage capabilities that can contribute to reducing the CO_2 levels in the atmosphere and address global warming. It biodegrades 90% in industrial composting conditions and is 10x faster than PP without creating micro-plastic. Nature2Need bio-blend can be customized with up to 10% natural bamboo and coconut fibers or with second/third generation biomass (the waste by-product, not the consumable harvested product) of rice, wheat, and coffee husk to create a natural look and feel. The bio-blend can also be customized with scented oils to render a unique packaging sensory experience." ■



WHAT'S TRENDING IN SKIN CARE INGREDIENTS?

Consumers want skin care ingredients that tackle all facets of beauty.



Consumers desire multi-benefit ingredients that are efficacious, but are also being educated on ingredients by brands.

Global Cosmetic Industry spoke with beauty insiders to learn about the latest skin care ingredients that are resonating with consumers.

Multifunctional Products

Gabriela Meza Armenta, marketing and business development manager, Lignopure GmbH, says, "I am definitely interested in the growth of multifunctional products, cosmetic ingredients and the bigger role that sustainability is continuing to play in the cosmetic industry, which I think go hand in hand. When it comes to multifunctional products, I think innovation is allowing the creation of new game-changing natural ingredients with amazing multifunctional properties that can transform complex formulations into great gentler yet functional high-quality products."

Armenta continues, "That being said, I don't believe simple is synonymous with nonfunctional. On the contrary, to me, a simple and effective formula is the epitome of innovation, performance and respect for the skin's pH and microbiome balance and the environment. This is also another amazing point about multifunctional products: the possibility of making our cosmetic consumption more sustainable. What I mean by this is that we can reduce the need to produce so many packaging materials by using fewer products with only one function. Also, by not having too many products, you decrease the likelihood of not using an already opened product before its expiration date. Subsequently, these products need to be disposed of for safety reasons, which translates into an inefficient way of using precious resources like water, energy and other amazing cosmetic ingredients. An added benefit of these products for the end consumer is that they simplify beauty routines thanks to the reduced number of products without sacrificing skin improvement and protection."



Lignopure launched a line of three lignin-based ingredients called Lignobase, which offer multiple benefits.

She concludes, "We are launching a product line of three lignin-based ingredients called LignoBase. All three come from a material in plants called lignin, which is the biopolymer that gives plants their sturdiness and helps protect them against multiple external factors. Thanks to Lignopure's patented particle technology, we have been able to upcycle this vital part of plants that is normally seen as waste and turn it into a fine multifunctional powder product line that transfers the natural properties of lignin into several different personal care and cosmetic formulations. Aside from the sustainable aspects of LignoBase, these plant-based ingredients offer multiple benefits like antioxidant and SPF boosting, while its natural brown tones also allow formulators to simplify their color formulation process for numerous finished products that need beige or brown pigments for skin care, sun care and color cosmetics. Further cosmetic-enhancing LignoBase properties are their mattifying effect and white cast-reducing effects, which prove to be very useful in formulations with SPF, especially in inclusive sun care products."

Sara Manganelli, marketing manager, TRI-K Industries, says, "With so much emphasis on skin health, finding a product that ticks all the boxes can be a challenge. The desire for multibenefit ingredients that are efficacious is clear, but the consumers are being educated on the ingredients by brands. Routines and the number of SKUs being purchased are being pared down by the consumer, showing an increased preference toward prestige beauty over mass. Researched ingredient usage increased during COVID, and now the consumer knows what they are looking for and takes time to look into products."

Manganelli continues, "Fision GlowPlex is a first-of-its-kind active for skin glow, created with gold standard niacinamide in combination with TRI-K's renowned NaturePep natural peptide technologies. Fision GlowPlex is a multifunctional skin care active providing efficacious skin glow benefits, such as enhanced skin radiance, minimizing appearance of dark spots and hyperpigmentation, blurring of skin imperfections, and supporting even homogenous skin tone over time. Consumers today look for



Lightskin is a depigmenting active ingredient from Silab.

both intensity and speed of benefit, and Fision GlowPlex can help achieve visible results in as little as seven days."

Depigmentation

Camille Despériez, marketing project leader, and Mélanie Coirier, communication officer, Silab, say, "A defect-free complexion is extremely important in many cultures, and this obsession with fair skin in some regions such as Asia, South America and Africa continues to drive the rising demand for skin lightening products worldwide. Routine skin whitening use reaches 40% in China, Malaysia, the Philippines and South Korea, according to the World Health Organization."

"However, one of its biggest problems is the trade-off between efficacy and safety," they explain. "To obtain more powerful effects, some users turn to solutions containing controversial substances that could endanger their health. In almost 60% to 70% of cases, uncontrolled whitening of the skin generates conditions of varying severity (slight burns, eczema, acne, irreversible stretch marks, hyperpilosity, difficulty in healing). The depigmenting category is now a basic in many beauty routines, but it is renewed every year. Recently, the market is moving from a mainly synthetic offer to a solution favoring naturality and sustainability. It is also moving towards more inclusive and pro-health offers, which are no longer limited to the treatment of spots related to sun exposure, but now also include other factors involved in their appearance (pollution, acne scars, hormonal changes)."

Despériez and Coirier continue, "To meet this demand, Silab developed Lightskin, a natural depigmenting active ingredient, rich in sulfur-containing peptides known for their transversal capacity to limit melanogenesis. The production of these molecules has been stimulated via a unique biotechnological process for bioguiding the yeast Ogataea siamensis. The large-scale culture of these cells in-house is a sustainable approach that guarantees the total control, traceability and quality of the resulting active ingredient. This richness in bioguided sulfur-containing peptides ensures the global depigmenting action of Lightskin on Caucasian and Asian melanocytes, significantly limiting tyrosinase activity and melanin production. This efficacy was also demonstrated in pro-pigmenting contexts of pollution and glycation. After 56 days of treatment, pigment defects are thus attenuated, complexion is lighter and more

uniform, and radiance is revived in Caucasian and Asian skin. Lightskin is recommended in all depigmenting leave-on facial care products. Its twice-daily use at 2.5% is totally safe."

Menopausal Ingredients

Christine Meier, digital marketing manager, Mibelle Group Biochemistry, says, "Menopause is shifting out of taboo and into the spotlight as women worldwide seek a deeper understanding on changes during this time, carving out plenty of opportunity for beauty and wellness industries to support, educate and empower. For beauty, this is a category with great potential across a variety of segments, including inside-out with supplements and ingestibles, but also self-care topicals and other holistic offerings."

Meier continues, "We launched CALMandrin, our sustainable solution for combating inflammaging by notably improving the signs of aging, as well as soothing reddened and inflamed skin. In addition to its calming effect on irritated skin, it also markedly increases the firmness and density of the skin."

A Focus on Well-being

Hishda Mohamed, technical marketing coordinator, Sederma, says, "Well-being is still a big trend for the upcoming year with a special focus on customization to address the specific needs of our mixed global world looking for authenticity. One size doesn't fit all anymore. Women (and men) are looking for cosmetics that answer their skin specificities with regards to their age (menopausal/andropausal skin needs are more and more discussed and covered, for example), their skin color, their skin sensitivity and also their belief on sustainability, ethics and safety. Sensoriality is also taking the industry by storm with a strong demand for pampering or holistic cosmetic products to increase the consumer's global well-being."



Mibelle Group Biochemistry's CALMandrin ingredient is said to improve the signs of aging and sooth reddened and inflamed skin.

Mohamed continues, "Our latest product launches are fully aligned with the well-being trend as our BB-Biont. This biomimetic peptide, which is a gentle alternative to aesthetic medicine, improves skin tone and surface by rebalancing skin holobiont (skin and microbiota synergies). By the way, it has been granted two awards this year: the I Feel Good innovation award in France and the ICI Diamond Award in Indonesia." ■



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THE MARRIAGE OF BEAUTY & SUPPLEMENTS

A new survey finds that consumers increasingly expect beauty brands to deliver innovative supplements to complement their traditional beauty and wellness routines.

BY DENISE HERICH, The Benchmarking Company



Three out of four consumers expect beauty brands to offer supplements that complement their traditional topical product offerings, such as skin care, hair care and body care.

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Ingestibles are quickly becoming the norm rather than the exception. To understand the mindset of beauty buyers who are exploring supplement use, The Benchmarking Company conducted a primarily online research study in September 2022 asking more than 2,000 U.S. females ages 18-plus to share information about their supplement purchase patterns, brands they trust and their ingestible wish lists for the coming year.

The Benchmarking Company's research found that a growing number of beauty consumers use supplements to complement their daily health and wellness regimens and beauty routines. About 87% of surveyed U.S. women who buy beauty products say they take supplements as a part of their regular daily skin and body care routines, and 84% take them daily.

In fact, 92% believe the best way to obtain their beauty objectives is with an inside-out approach, which includes supplements.

In addition to using supplements to support overall health, beauty consumers increasingly expect beauty brands to deliver innovative solutions in the supplement category. Three out of four consumers expect beauty brands to offer supplements that complement their traditional topical product offerings, such as skin care, hair care and body care. Even more compelling, three out of four trust their favorite beauty brands to create high-quality supplements and agree they would buy beauty supplements from them.

The Supplement Landscape

Approximately 73% of consumers take vitamins or supplements for overall health and wellness, while 30% take them to specifically address beauty concerns. Although the majority aren't taking supplements specifically for beauty concerns yet, 92% of consumers are open to the idea of taking supplements specifically for beauty. For those who don't use supplements, they say cost and confusion over actual benefits provided are the main reasons they are reluctant to try supplements (**T-1**).

Not surprisingly, the supplement types most consumers (97%) currently take are vitamins, followed by minerals (49%), herbs (36%), amino acids (18%), botanicals (16%) and enzymes (16%).

Interestingly, 62% of consumers didn't do any sort of medical or environmental testing to help inform their choice of which supplements to take. For those consumers who did test, 31% chose vitamin deficiency testing, 11% hormonal testing, 7% genetic testing and 5% a gut biome test.

About 38% of consumers started taking supplements within the last year to enhance their health and wellness. Since starting a supplement regimen, 80% of consumers report seeing an improvement in health and wellness, with most (32%) saying they saw a difference within a few weeks. Approximately 21% saw changes after a month and 19% after a couple of months.

In terms of frequency, most consumers (29%) take two supplements per day; 22% take three per day; 18% take just one; 14% take four supplements; 13% take between five and seven; and 5% take more than seven supplements each day.

Buying Behaviors

About 45% of surveyed consumers say they buy more vitamins and supplement products then they did five years ago, and they are actively researching supplements online before purchasing them. A majority of consumers consult product reviews, labels and ingredients lists, as well as read about ingredient concentrations,

T-1. Why consumers don't use supplements

Reason	Percent
Too expensive	35%
Too confusing to me	22%
I don't think they offer any great benefit	18%
I don't understand what supplements do	15%
I don't know how to use supplements	15%
They are a waste of money	15%
I don't think they work better than other products or a well-balanced diet	12%
They don't work at all	11%
Benefits are not substantiated by the Food and Drug Administration	9%

T-2. Consumer research before purchasing

Action	Percent
Read product reviews	63%
Look at product labels and ingredient lists	58%
Look at concentrations of the supplement ingredients	51%
Research the brand online	51%
Look for product claims backed by consumer research	50%
Look for a respected brand	48%
Look for scientific data about the ingredients	44%
Look for research and testing results from the brand on the specific product	31%
Look for quality seals or third-party certifications	25%
Check shelf life	24%

product claims and the brand's overall reputation. In addition, 57% speak to their primary care physicians at some point in their research process, 42% consult medical websites, and 40% ask their friends and family for advice (**T-2**).

The concerns consumers are looking to address with supplements include hair growth (79%), stronger nails (65%), restoring collagen and firming skin (60%), and skin health (55%). But consumers are turning to supplements to address other issues, including anti-aging, fine lines and wrinkles (41%); metabolism and weight loss (39%); skin hydration (33%); and antioxidant skin protection and skin glow (29%) (**T-3**).

So, which supplement brands are cashing in on consumer dollars? Established brands in the vitamin and mineral space, such as Nature's Bounty (59%) and Nature's Way (43%), are top choices among consumers, along with indie brands, such as Olly (30%), Vitafusion (29%), Vital Proteins (24%), Garden of Life (21%) and Goli (16%). Although purchased less, newer brands such as Patchology, SugarBearHair, Nutrafol, Moon Juice and Hum Nutrition are also gaining traction, with 5-10% of consumers saying they have bought supplements from these brands at least once.

Consumers often purchase supplements from the same retailers they turn to for skin care and color cosmetics, with Amazon leading the way (**T-4** and **T-5**).

Although the reasons why consumers take supplements vary widely, 82% are interested in customized supplements shipped directly to them versus shopping for supplements in a store. But make it easy. About 59% would prefer an all-in-one pill that meets all of her needs instead of taking a handful of individual pills. Standout concerns shoppers hope to address with their supplements include meeting a daily vitamin or mineral intake, promoting general wellness and boosting immunity (**T-3**).

T-3. Concerns addressed with supplements

Concern	Currently take	Would be interested in exploring	No interest
Boost immunity	43%	49%	9%
Promote general wellness	61%	35%	5%
Probiotic	39%	46%	15%
Prebiotic	15%	60%	25%
Improve digestion	26%	56%	19%
Curb acne/breakouts	6%	42%	52%
Healthy skin	31%	63%	7%
Healthier/thicker hair	31%	57%	12%
Improve energy	29%	62%	10%
Manage PMS/hormones	8%	46%	46%
Shinier hair	23%	66%	11%
Manage stress	17%	64%	19%
Control blood sugar	8%	41%	51%
Stronger nails	29%	56%	16%
Anti-aging	15%	74%	11%
Build collagen	23%	64%	13%
Boost metabolism	13%	74%	14%
Hydration	11%	69%	20%
Seasonal allergies	26%	39%	35%
Detox	6%	56%	37%
Support weight loss	10%	64%	27%
Sore muscles	9%	58%	33%
Daily vitamin/mineral	70%	24%	6%
Prenatal/lactation support	5%	12%	83%
Regulate thyroid	9%	36%	55%
Gut health	20%	56%	22%
Improve sleep	21%	59%	20%
Reduce appearance of fine lines/ wrinkles	11%	76%	14%
Libido/sex drive	2%	56%	42%
Vaginal health	5%	60%	35%

T-4. Where consumers purchase beauty-specific supplements

Retailer	Beauty
Amazon.com	64%
Walmart	47%
Target/drug store	30%
Vitamin store/online	26%
Ulta/*Ulta.com*	26%
Sephora/*Sephora.com*	24%
Warehouse retailer (Costco, Sam's Club, etc.)	17%
Natural grocery store (Whole Foods, Roots, etc.)	17%
Brand website	16%
Grocery store	15%

As with nearly all categories in beauty and wellness these days, what's inside her supplements is very important to consumers. She's looking on the label for certain ingredients, in particular, vitamins and minerals, antioxidants, anti-inflammatory ingredients, probiotics and collagen (**T-6**).

In addition to the ingredients consumers want in their supplements, there are certain ingredients they would like to avoid, including sugar (49%), fillers (45%), animal by-products (42%), preservatives (37%), artificial flavors and food coloring (37%), GMOs (36%), hydrogenated oils (29%), and silicon dioxide (25%).

To help consumers understand risks or contraindications of a supplement regimen, 39% spoke with their doctors or primary care providers, 12% pharmacists, and 11% specialized doctors, such as an endocrinologist or cardiologist once they narrowed their supplement choices.

Purchase Drivers

Like skin care, consumers expect a lot from their supplements and are seeking specific efficacy proof points before they buy. Along with affordability and efficacy, consumers look to clinical claims and consumer reviews, brand reputation, and availability and convenience (**T-7**).

Because they are ingested, supplement makers understand that consumers need a high trust factor before they buy. Approximately 75% of respondents trust doctor-backed supplement brands over non-doctor-backed brands, while 90% agree that if the product works, they don't care if the product is made by a doctor brand or a skin care brand. The biggest influencers driving consumers to purchase supplements mirror the attributes consumers are looking for in supplements: price, efficacy and intended benefit (**T-8**).

In terms of type of supplement, traditional form factors are still the

T-5. Where consumers purchase non-beauty and general health supplements

Retailer	Beauty
Superstore (Target/Walmart)	53%
Amazon.com	50%
Drug store (Walgreens, CVS, etc.)	41%
Branded website	24%
Big box store (Sam's Club, Costco, etc.)	19%
Grocery store (Safeway, Krogers, etc.)	18%

T-6. Ingredients consumers look for in supplements

Ingredient	Percent
Vitamin D	76%
Vitamin C	67%
B-12	62%
Antioxidants	61%
Anti-inflammatory ingredients	57%
Probiotics	55%
Biotin	53%
Collagen	52%
Vitamin E	52%
B-complex	50%
Vitamin A	49%
Calcium	49%
Omega-3	49%
Zinc	47%
Magnesium	47%
Hyaluronic acid	44%
Iron	44%

T-7. Most important supplement attributes

Attribute	Most
Affordability	77%
Efficacy	71%
Clinical claims	71%
Consumer claims and reviews	66%
Brand reputation	66%
Available where I shop/convenience	66%
Doctor recommended	56%
Taste/flavor	55%
Supplement composition (pill, powder, gummy, etc.)	54%
Physician formulated	51%
Smell	47%

most used forms, with gummies gaining as a go-to easy form factor. About 65% of buyers take capsules, 52% gummies, 51% tablets, 49% pills and 31% powders. Less commonly used forms of supplements are chews (18%), oil drops (13%), fermented beverages (12%), functional foods such as bars or pre-mixed drinks (12%), and tinctures (8%).

As with the kind of supplement she prefers taking, the flavor is also important. Perennial favorites include berry, citrus and chocolate (**T-9**).

Dollars and Sense

Consumers are spending regularly on supplements with most (38%) replenishing once a month, 28% once every two months, and 26% every three months (**T-10** and **T-11**).

Finally, consumer confidence in supplements for health and wellness and beauty overall is good. Approximately 72% of respondents have complete confidence in the quality of supplement products they use, 74% in the safety, and 69% that supplements contain adequate concentrations of nutrients or minerals to deliver a benefit. ■

T-8. Top supplement purchase drivers

Rank	Driver
1	Ingredients
2	Intended benefit
3	Efficacy
4	Value/price
5	Consumer claims/reviews
6	Clinical claims
7	Brand reputation
8	Where sold

T-9. Supplement flavors purchased

Flavor	Driver
Mixed berry	60%
Strawberry	46%
Tropical fruit (pineapple/coconut/ papaya, etc.)	45%
Chocolate	36%
Cherry	32%
Vanilla	29%
Orange	29%
Lemon	20%
Other fruit flavor	20%

T-10. Supplement spend per product

Amount	Percent
$1-5	3%
$6-10	12%
$11-15	24%
$16-20	22%
$21-30	20%
$31-40	10%
$41-50	5%
$50-75	2%
$75+	2%

T-11. Supplement spend per year

Amount	Percent
$1-25	2%
$26-50	6%
$51-75	8%
$76-100	12%
$101-150	14%
$151-200	14%
$201-300	15%
$301-400	12%
$400+	16%



Based in sun-seared San Diego, **DENISE HERICH** is co-founder and managing partner at The Benchmarking Company (*www.benchmarkingcompany.com*). The Benchmarking Company provides marketing and strategy professionals in the beauty and personal care industries with need-to-know information about its customers and prospects through custom consumer research studies, focus groups, its annual PinkReport, and consumer beauty product testing for marketing claims.



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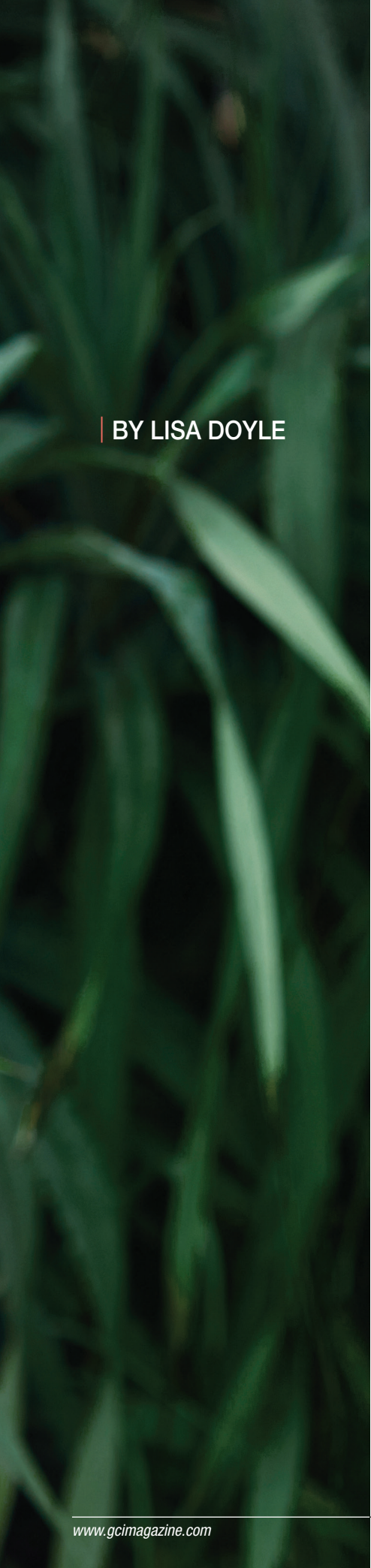
5 SKIN CARE TRENDS TO WATCH

From marine-derived ingredients to menopausal care, brands are pushing the envelope on brand innovation.



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BY LISA DOYLE

It's well past time to face it: Gone are the days of the quickly antiquating terms "anti-aging" or "natural" serving as enough to draw in a new consumer toward a skin care offering. Today's savvy consumers seek specificity in personal care. They pursue products that reflect how they feel about their values, their role in improving the world and, ultimately, how they see themselves. We can expect to see the five following emerging trends continue to grow in skin care—and our experts from consumer insight and trend forecasting company Fashion Snoops explain why.

1. Marine-Derived Skin Care

"As movements like blue beauty and ocean conservation continue to impact the beauty industry, we see a range of marine-derived ingredients used across categories, from skin care, makeup and hair formulations," says Fashion Snoops vice president and creative director of beauty and wellness Melissa Hago. "While ingredients like algae and kelp continue to have staying power, we see other oceanic botanicals like sea fennel emerge, seen in Valentia's Sea Fennel Marine Clay Mask or Earth & Halo's Blue Crystalline Serum, which both use sea fennel for its potent antioxidant properties."

Blue Lagoon Iceland's new BL+ The Cream is formulated with the brand's patented BL+ Complex, which harnesses the bioactive and mineral-rich nutrients from the renowned healing waters of the Blue Lagoon geothermal spa in southwestern Iceland. Designed to moisturize the skin, diminish fine lines and improve firmness, BL+ The Cream is part of the company's new BL+ line, which features the BL+ Complex's proprietary blend of microalgae and silica from the Blue Lagoon. The formulation is designed to strengthen the skin barrier, prevent collagen breakdown and promote collagen synthesis. The bioactive ingredients are transported to deeper layers of the epidermis with biomimicry technology.

Meanwhile, Mara continues to reap the benefits of algae's moisturizing and hydrating properties. The brand recently expanded its line of algae-infused skin care with the launch of the Mara Flower Acid Algae Serum. The resurfacing serum features lactic acid, polyhydroxy acid and bioactive acids derived from flowers like daisy and hibiscus to exfoliate the skin and stimulate cell renewal, while proprietary algae, microalgae and aqueous herbs visibly tighten the skin, strengthen the hydrolipidic barrier and retain moisture in the skin. Plus, a splash of French sea water gently renews and refreshes the skin.

Elsewhere, Lipotec offers Telophi, reportedly the first biotechnological active specifically shown to target telocytes, which can be damaged by cortisol release in prolonged periods of stress. The ingredient helps mitigate the damage to maintain the skin architecture and can bolster brands' claims in anti-stress, self-care and well-being.

"This ingredient is produced using clean biotechnology processes and offers new sustainability claims, especially in relation to the marine aquatic life," says Bianca McCarthy, Ph.D., global marketing manager for Lipotec Active Ingredients. "Telophi has been shown to inhibit pathogens that cause coral bleaching, and we have also partnered with the Coral Restoration Foundation to keep the marine aquatic life in balance."

Similarly, BASF North America's Shadownyl ingredient, obtained from *Fucus vesiculosus*, is a type of seaweed renewably hand-collected from the Gulf of Maine.

"This hardy species of algae is subjected to the trials of nature, surviving through dehydration, UV radiation from the sun, thermal stress and oxidation," says Hannah Cwienkala, marketing manager for sun and skin care at BASF North

America. "Shadownyl taps into this plant's perseverance, helping skin bounce back from the stresses of daily life, smoothing the appearance of eye wrinkles and decreasing the visibility of undereye circles for refreshed and rejuvenated skin."

2. Upcycled Skin Care

Maximizing natural resources and cutting down on waste are another front in the move toward more responsible beauty. Enter upcycled skin care, the circular process of transforming by-products or waste materials into products of higher quality or value.

Because consumers demand sustainability from their products, circular beauty is gaining traction. Data from Fact.MR[a] shows that the global market for circular beauty products experienced year-on-year growth of 5.2%, reaching a market valuation of $2.3 billion in 2021. The analysis predicts that worldwide sales of circular beauty products will increase at a 5.8% compound annual growth rate from 2022-2032 and increase to a market size of $4.2 billion by the end of the forecast period.

"We've seen a push to not only reduce waste in the beauty market, but are seeing brands use waste from other markets to create new products," explains Taryn Hoffman, strategist for beauty and wellness at Fashion Snoops. "The anti-food waste movement has really driven this trend with brands developing supportive skin care products that use upcycled waste from the food industry, as the [United Nations] estimates 17% of total global food production is wasted. We see this on the market with examples like Mustela, the skin care expert for babies and mothers, who utilizes upcycled, whole avocados from Peru for their Multi-Use Avocado Balm, as well as Isntree's Chestnut AHA 8% Clear Essence, which uses upcycled discarded chestnut seed shells."



KraveBeauty repurposed more than $1.5 million of product waste into its Matcha Hemp Body Wash.



KraveBeauty upcycled the pilot batch from a failed production run of its Makeup Re-Wined jelly oil cleanser to create its Makeup Re-Wined Pilot, which has the same ingredients and efficacy of the original but a more fluid texture.

Meanwhile, KraveBeauty's Waste Me Not campaign seeks to shed light on the beauty industry's waste problem while showcasing how the brand repurposed more than $1.5 million of product error into the upcycled Matcha Hemp Body Wash.

After production on a reformulated version of its Matcha Hemp Hydrating Cleanser resulted in a 1,200-gallon botched batch, KraveBeauty decided to use the waste and rework the formula rather than discard the rejected excess bulk. That lead to the creation of the limited-edition Matcha Hemp Body Wash, which features matcha for its antioxidant properties and hydration and soothing benefits, hemp seed oil for moisturization, and oats to soothe irritation and rebalance stressed skin. To further reduce waste, the product is packaged in a plastic pouch, which requires less material, energy and water to produce than rigid containers. The body wash is sold at cost for $8, which covers the cost of the product, packaging, compliance, safety testing, freight and fulfillment.

KraveBeauty also developed the Makeup Re-Wined Pilot jelly oil cleanser as part of its Waste Me Not campaign. It is made from a large pilot batch that was created during a failed production run when the original Makeup Re-Wined was in development. The pilot batch was more fluid in consistency than the current jelly texture of the original Makeup Re-Wined, which is formulated with grapeseed oil made from upcycled grapes from the wine industry. Despite the difference in texture, the pilot batch still had the same ingredients and efficacy of the original Makeup Re-Wined. So KraveBeauty upcycled the pilot batch, creating the Makeup Re-Wined Pilot. It sells for $12.50, a 50% discount on the retail price of the original product.

The Waste Me Not campaign also featured Liah Yoo, founder and CEO of KraveBeauty, interviewing Blueland co-founder and CEO Sarah Paiji Yoo and Rhode Skin CEO Melanie Bender on Yoo's YouTube channel. They talked about the detrimental

[a]www.factmr.com/report/circular-beauty-products-market

consequences of beauty waste and what beauty brands can do to mitigate the problem.

KraveBeauty opened its first IRL pop-up experience in New York City from Nov. 3-6, 2022. The pop-up showcased how KraveBeauty reimagined its waste to create the Makeup Re-Wined Pilot and Matcha Hemp Body Wash while allowing customers to purchase the full product assortment and discounted items and win giveaways.

On the supplier side, Symrise Cosmetic Ingredient's Cranberry 360 collection has been consciously created to fully utilize and upcycle every aspect of the cranberry—from the skin to the juice. Says Jennifer King, director of marketing for North America at Symrise Cosmetic Ingredients, "The Cranberry 360 products provide nourishing and rejuvenating benefits in personal care formulations with a trend-forward upcycling story."

Verdessence RiceTouch from BASF North America is a, upcycled plant-based sensory powder providing a smooth, light skin feel for matte cosmetics. Cwienkala says, "It has a great sustainable story being 100% derived from natural, renewable feedstocks and produced from non-GMO upcycled rice sourced within the European Union; a biodegradable alternative to synthetic sensory modifiers. It's also the most multifunctional of the Verdessence lineup, with applications in antiperspirants and deodorants, baby care, and hair care."

Hydraskin, a biotechnological ingredient from Coast Southwest, is created using the yeasts of the Malbec grape from the wine industry that would otherwise go unused. "The manufacturing process of Hydraskin is



Actress Naomi Watts recently launched Stripes, a perimenopausal and menopausal wellness brand that provides holistic science-backed solutions to ease the symptoms of menopause, targeting skin, hair and vaginal concerns.



unique. It is responsible with waste under the upcycling philosophy," says Traci Cassell, vice president, anti-aging, Coast Southwest. "This biotechnological ingredient instantly restores the water levels in the skin and gives the skin long-lasting hydration, using a bifunctional action."

3. Menopausal Skin Care

"As the beauty industry continues to innovate and tackle undermet consumer needs, we see the aging well movement grow with a specific focus on skin care for menopausal women," says Hago. "Following the UN's declaration of 2021-2030 being the Decade of Healthy Aging, these products are helping to empower consumers with dedicated, inclusive options that destigmatize conversations about menopause and help alleviate common symptoms of both menopause, but also peri- and post-menopause. The glorification of youth as the only avenue to beauty is being questioned and subverted as brands like Caire promote an 'age awesome' mindset. Building off of this, The Body Shop made a bold step in the age-positive direction by rebranding their long-standing and bestselling Drops of Youth line as the Edelweiss line to reference the hero ingredient."

The Mayo Clinic reports[b] that the number of menopausal and post-menopausal women worldwide is estimated to reach 1.2 billion by 2030—with 47 million women joining that demographic each year.

The hormonal changes that come with menopause can wreak havoc on the skin, including dryness, sensitivity, redness, reduced collagen and lipid production, and deep wrinkles. Beauty brands are taking notice of the once taboo topic, tapping into the nascent but growing menopause market.

Actress Naomi Watts and Amyris recently launched Stripes, a perimenopausal and menopausal wellness brand. Watts says she created the luxurious skin care brand to build a community where women can have an open dialogue about menopause while also providing holistic science-backed solutions that ease the symptoms of menopause, targeting skin, hair and vaginal concerns.

Nearly all of Stripes' products are formulated with ectoine and/or squalane—the brand's hero ingredients. Ectoine provides hydration by directing water to where it is needed most. It is designed to advance hydration, improve skin texture and provide a precise balance of moisture.

Squalane is a deeply moisturizing and healing oil, which is sustainably and ethically grown from renewable sugar cane. It mimics the natural oils in the skin to replenish moisture while preventing water loss for an extended period and promoting cell turnover.

For example, both ingredients are in Stripes' Dew As I Do Ectoine + Vitamin C Brightening & Hydrating Cream, an antioxidant-rich moisturizer that is meant to hydrate, plump and help firm the skin. The moisturizer is formulated with ectoine to improve the skin's barrier function and reduce the appearance of fine lines; vitamins B, C and E to brighten the skin's appearance; and squalane to lock in moisture.

Vichy Laboratoires also entered the menopausal skin care space with the recent launch of its Neovadiol Meno 5 Serum, the brand's first product in a line it is developing for perimenopausal and post-menopausal skin. This lightweight oil-in-water serum is designed to deeply nourish and firm the skin while improving the look of dark spots and wrinkles and boosting radiance.

The key active ingredients in the serum include:

- ProXylane, a sugar protein hybrid derived from xylose, developed by L'Oreal for firmer skin and less visible wrinkles
- Cassia extract to plump and provide firmness to skin
- Vitamins B3, C and E to help prevent oxidative damage
- Omegas 6-9 to replenish moisture on dry skin, creating a protective lipid barrier
- Vichy Volcanic Water to build a stronger skin moisture barrier and protect against exposome aggressors

At the end of a two-month clinical study of post-menopausal women, 98% of participants agreed their skin looked smoother, while 96% said their skin was nourished and 92% said they noticed a more even skin tone.

"As a doctor-founded and -recommended skin care brand, Vichy's formulation charter is both rooted in and backed by science to ensure clinically proven results," says Minh-Dan Tran, senior vice president and head of brand at Vichy Laboratoires USA. "The latest addition to our growing line of targeted and efficacious serums, Neovadiol Meno 5 Serum for [perimenopause] and post-menopause, illustrates the brand's commitment to developing products that are designed to treat skin concerns at all stages of life."

Savvy suppliers are offering hero ingredients for this segment, which



Element Eight's line of skin care products features its Oxygen Amplified Therapy, a proprietary blend of oxygen-saturated ingredients that penetrate and replenish the skin at the cellular level.

[b]https://newsnetwork.mayoclinic.org/discussion/menopause-awareness-and-education-should-start-earlier-in-life/

will only continue to grow. Among them is Lipotec, whose Cellynkage marine ingredient improves cellular communication among keratinocytes and between epidermal and dermal cells for an improved appearance of hormonally aged skin. "This ingredient helps obtain a better skin thickness, collagen density, microrelief structure and surface smoothness," says McCarthy.

Symrise Cosmetic Ingredients recently launched SymRenew HPR, an active with performance similar to retinol without the irritation. "This active is proven to improve skin texture, enhance cell renewal without barrier disruption, and significantly reduces the appearance of fine lines and wrinkles," says King. "SymRenew HPR is gentle to use daily without irritation and is suitable for all skin types."

4. Medical-grade Skin Care

"The pandemic saw a huge rise in demand for products that are backed by doctors, dermatologists, nurses, and other medical professionals as consumers increasingly look to scientific professions for guidance and assurance," notes Mallory Huron, senior strategist for beauty and wellness at Fashion Snoops. "A study from the Pew Research Center indicated that 89% of Americans have confidence in medical scientists to prioritize the best interests of public health. Math Skincare, for example, develops products at the Center for Physical and Innovation Sciences, a certified laboratory that employs knowledgeable, experienced chemists to create effective facial care products."

According to data from The NPD Group[c], U.S. prestige skin care sales increased 14% in the third quarter of 2022, earning $1.7 billion in sales. Clinical brands drove the sales gains, followed by natural brands, according to the data. This points to a rising need for efficacy-focused brands with proven results.

New luxe skin care brand Element Eight relied on a team of surgeons, dermatologists and Ph.D.s to develop the concept for its proprietary ingredient: Oxygen Amplified Therapy (OATH).

OATH is an oxygen delivery system that is designed to retain and release concentrated oxygen into the skin. As skin ages, the skin cells lose oxygen, a leading cause of fine lines, wrinkles and discoloration. To combat that natural loss of oxygen, OATH comprises a blend of oxygen-saturated ingredients that penetrates and replenishes the skin at the cellular level. Applied topically, this surgical-grade technology encapsulates and delivers concentrated oxygen to the skin cells while enhancing the efficacy of the active ingredients—delaying and reversing the signs of aging, according to the company.

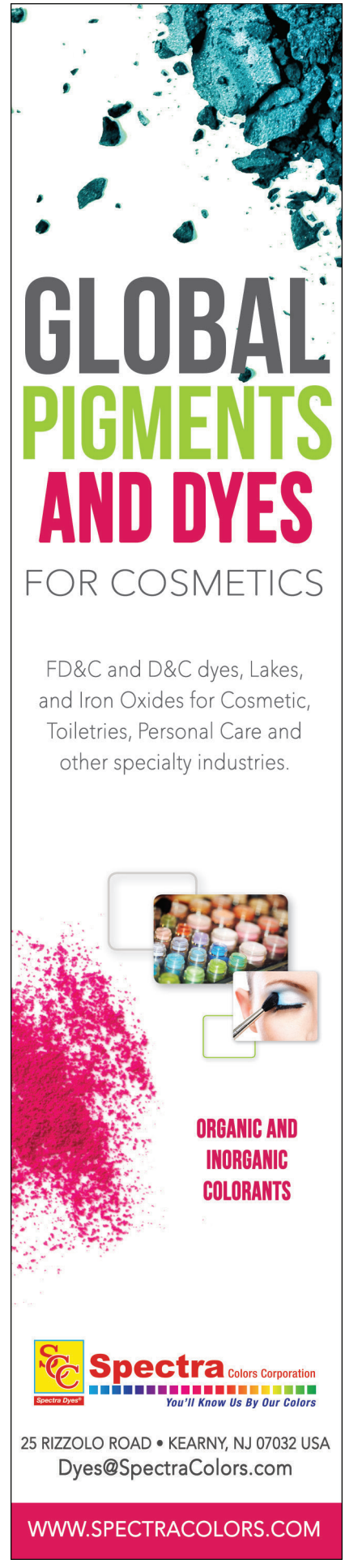
"OATH, Oxygen Amplified Therapy, our proprietary blend of oxygen carriers, carry 40 times more oxygen than water can," explains Gerard Camme, president and CEO of Element Eight. "OATH mimics hemoglobin in your blood, which carries necessary oxygen to every cell in your body. Delivering oxygen at the skin cellular level promotes skin health and enables all other ingredients, such as peptides, hyaluronic acid and squalene, to be more effective. Applied topically, our formulas penetrate at the cellular level, promoting cell turnover and boosting collagen production to delay and reverse the visible signs of aging."

The line launched in late 2022 with three face creams: the O_2 Hyaluronic Acid Hydrate Correct Cream, O_2 Peptide Firm Perfect Cream and O_2 Squalane Repair Protect Cream.

Element Eight plans to launch a serum and eye cream in 2023.

Michal Morrison is another science-backed, doctor-developed prestige brand that recently entered the

[c]https://cosmoprofnorthamerica.com/npd-highlights-u-s-prestige-beauty/



clinical skin care space. It launched in December 2022 with its Genesis βSTEM6 Molecular Serum, which features proprietary biomimetic technology that restores the self-rejuvenating powers of the skin's cells, according to the company.

The technology centers on the patent-pending βSTEM6 molecule that is based on 25 years of research in stem cell science and regenerative medicine from Michael Kahn, Ph.D., a professor of cancer biology and molecular medicine at the Beckman Research Institute. The molecule optimizes and modulates signaling pathways that awaken millions of cells responsible for healthy skin and cell longevity that have diminished with age.

"We're able to create this process [to prompt] your body to do what it did when it was younger of eliminating damage in your cells, which slows down over time," says founder Michal Morrison, who partnered with Kahn to create the brand. "We're able to imitate that natural process. Your body already has the power to do it, but your cells go dormant over time. We can basically wake them up and recruit them into the process of eliminating damage."

Participants in an eight-week independent clinical study reported dramatic improvements in the multiple signs of aging, including lines, wrinkles, loss of elasticity and uneven pigmentation after using the Genesis βSTEM6 Molecular Serum:

- 92% said their skin texture was smoother and more refined
- 80% said their skin looked firmer and lifted
- 80% said their skin looked significantly clearer
- 80% said their skin looked more luminous and radiant
- 80% said their skin looked healthier and more youthful

Morrison notes, "Consumers deserve to have products that do what they say they are going to do, and as a longtime beauty customer who has experienced frustration with brands and products with lackluster performance, I represent the demographic of the customer I want to provide great science to."

She adds, "As a company, our purpose is to revolutionize the beauty industry by developing science-first, performance-driven skin care with proprietary biotechnology that delivers proven results."

Since its inception more than 40 years ago, Vichy Laboratoires has been rooted in science and recommended by more than 50,000 dermatologists worldwide. The brand's reputation precedes it, and its LiftActiv serums are clinically backed and poised to deliver results: LiftActiv Vitamin C Serum, formulated with 15% pure vitamin C and providing antioxidant benefits and skin-smoothing results in 10 days; LiftActiv B3 Serum Dark Spots and Wrinkles, created with 5% niacinamide, glycolic acid, tranexamic acid and peptides; and LiftActiv H.A. Wrinkle Corrector, a skin-plumping serum formulated with 1.5% pure hyaluronic acid, vitamin C and Vichy Volcanic Water, comprising 15 minerals.



The LiftActiv H.A. Wrinkle Corrector is formulated with 1.5% pure hyaluronic acid, vitamin C and Vichy Volcanic Water, comprising 15 minerals.



The HyperCorrect Intense Fading Cream features 5% cysteamine, an antioxidant that has shown significant efficacy in treating hyperpigmentation, according to Urban Skin Rx.

5. Brightening Skin Care

"From a trend perspective, there are two areas where we're seeing most of this innovation [for brightening skin care products]: hyperpigmentation options for melanated skin and non-exfoliating, sensitive-skin-friendly options," says Huron.

She adds, "First, hyperpigmentation options for melanin-rich skin grow as BIPOC-founded brands offer much-needed specific options that cater to the different needs of deeper skin tones. EADEM, a brand made by and for people of color, introduced their Milk Marvel Dark Spot Serum with niacinamide and vitamin C powered by Smart Melanin technology that specifically fades and lifts dark spots and acne marks without lightening overall skin tone.

Next, hyperpigmentation options for sensitive skin types cater to irritation-prone and sensitized/sensitive skin types, as consumers want to be able to brighten dark spots and even complexion without damaging their skin barrier."

Since its founding, Urban Skin Rx has been dedicated to clinical-strength skin care inclusive of darker skin tones. Among the superstar products in the line are Hypercorrect, formulated with cysteamine, and Advanced Even Tone Day and Night, which is bolstered by tranexamic acid. "These products push the envelope on active percentages," says Rachel Roff, founder and CEO of Urban Skin Rx. "They are backed by real results, and consumer favorites."

Alastin Skincare, which is owned by Galderma, recently launched its own brightening product. The Alastin Skincare A-Luminate Brightening Serum is designed to help reduce the appearance of surface pigmentation without harsh, irritating ingredients.

The serum contains a blend of peptides, antioxidants and targeted ingredients to brighten the skin and create a more even-toned, luminous complexion over time. Alastin's PATH-3 technology helps to minimize the recurrence of surface pigmentation and protect against future damage with continued use. The serum does not contain hydroquinone or retinol.

The formula can be used to complement in-office treatments, including chemical peels, lasers and skin brightening treatments, according to Alastin.

Amber Edwards, chief commercial officer at Alastin, says, "Pigmentation is a common skin concern that a lot of consumers face, and we know it can be a long-term battle to diminish the look of melasma and dark spots. The results of our clinical trial indicate that A-Luminate is a topical product that provides impressive results to minimize the appearance of dark spots and discoloration without irritation, and it can be used long-term as part of their normal skin care regimen."

Coast Southwest's Lumiglow, an active based on one of the world's highest antioxidant fruits—the maqui berry from Patagonia—helps increase the radiance and luminosity of the skin due to its mechanism of action. "It also helps reduce hyperpigmentation for a brighter, more even skin tone," adds Cassell. "The glow that Lumiglow enhances is visible on all skin types."

Huron says, "After years of exfoliation-heavy skin care trends, consumers are looking to still reap the benefits of brightening products without irritation or moisture loss. K-beauty brand Urang also supports brightening without damage, with their Brightening Blue Oil Serums that uses botanical oils that soothe sun burn, gently lift hyperpigmentation and deeply moisturize the skin for a nourishing approach."

Lipotec's Xpozuki active ingredient is derived from organic azuki beans and is rich in Azukides natural peptides. "It can protect the skin, scalp and hair against exposome-induced damage," says McCarthy. "In a multiethnic panel, the active ingredient has been shown to increase skin tone evenness and brightness and reduce skin redness in 28 days."



The Alastin Skincare A-Luminate Brightening Serum is formulated with the brand's proprietary PATH-3 technology to minimize the recurrence of surface pigmentation and protect against future damage with continued use.

Continue to keep an eye on these skin care segments as they evolve from emerging trends into strongholds in the market moving forward. ■



LISA DOYLE was formerly the associate editor of *Global Cosmetic Industry* and is a freelance writer in the Chicago area. Her work has also appeared in Skin Inc., Salon Today, Modern Salon, Master Barber and Writer's Digest.

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4 TRENDS DRIVING COLOR COSMETICS' PANDEMIC COMEBACK

The color cosmetics comeback is still going strong as consumers experiment with bold pops of color and makeup that offers skin care benefits.



According to The NPD Group, prestige makeup sales revenue in the third quarter of 2022 surpassed 2019 unit and dollar sales, growing 15% in Q3 2022 and totaling $2.1 billion.

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Color cosmetics is in the midst of a major comeback. As more consumers return to work, travel and socializing in a post-COVID world, they are not only returning to their pre-pandemic makeup routines, but kicking them up a notch as they experiment with bold pops of color and makeup that offers skin care benefits—and beauty brands are heeding the call.

U.S. prestige beauty sales have been on the upswing over the past year, with the color cosmetics category following suit.

According to The NPD Group[a], prestige makeup sales revenue in the third quarter of 2022 surpassed 2019 unit and dollar sales, growing 15% in Q3 2022 and totaling $2.1 billion. Revenue for prestige makeup jumped 22% year-over-year in Q1 and 18% year-over-year in Q2.

The NPD Group's "Makeup Attitudes and Usage Report[b]" found that women are gradually returning to their previous makeup routines now that most mask requirements have been lifted and more people have been getting back to their pre-pandemic activities. About 70% of U.S. makeup users have reverted to their previous makeup regimens or are wearing more makeup than they did prior to the pandemic lockdown.

"As women get dressed up again, makeup is a natural accompaniment," said Larissa Jensen, beauty industry adviser at The NPD Group, in a research note. "The recovery and creativity of the makeup category are leading sales gains for the prestige beauty industry in 2022. After a gloomy period shrouded by the pandemic, we are seeing a renaissance in makeup artistry, as consumers experiment with color again."

Women with higher household incomes (the $150,000-199,000 bracket in particular) significantly increased their makeup usage over the past year from 74% to 82%, the report cites.

In addition, the report found that women primarily wear makeup to enhance their appearance. However, Gen Z and millennial women wear makeup primarily to boost their confidence, according to the report. The data from the report also indicates that about 28% of total makeup users said they wear makeup because it brings them joy. The number is significantly higher for Gen Z (46%) and millennials (36%).

Jensen adds, "The pandemic shifted our definition of wellness, moving it beyond the physical to be more about mental health and well-being. Makeup products are satisfying an emotional need to look good and feel better about ourselves."

Here, we round up some of the trends powering the category's return to form.

1. Dopamine Glam

As consumers navigate a post-pandemic environment, they have not only reverted back to their former makeup habits, but they are reaching for bold, vivid hues to boost their moods and lift their spirits—a trend known as Dopamine Glam. Coined by Beyonce's makeup artist Sir John, Dopamine Glam refers to a bright, fun and creative makeup approach that is designed to release a hit of dopamine to make the user feel good and offset the challenges associated with COVID-19. Expect to see consumers embrace bold pops of color on their lips and eyes as they experiment with unconventional, playful makeup looks this year.

The Dopamine Glam trend has helped popularize the return of the statement lip. One way consumers are achieving this look is with vinyl lip products, a liquid lipstick that delivers ultra-high-shine finish that is much thicker, creamier and pigmented than a gloss.

Maybelline's Super Stay Vinyl Ink Liquid Lipcolor is one of the stalwarts in the category. This long-wear lipstick features the brand's Color Lock

(Continued on Page 26)



Lime Crime re-released some older shades in its Velvetine Liquid Lipsticks collection after fans requested the nontraditional colors, which includes shades such as mustard orange and cement gray.

[a]www.npd.com; https://www.gcimagazine.com/consumers-markets/news/22552156/q3-2022-prestige-beauty-unit-sales-and-revenue-grow-double-digits

[b]www.npd.com/news/infographics/2022/the-state-of-makeup-usage-in-the-u-s/; www.npd.com/news/press-releases/2022/among-makeup-wearers-70-are-back-to-their-pre-pandemic-makeup-routines-npd-finds/

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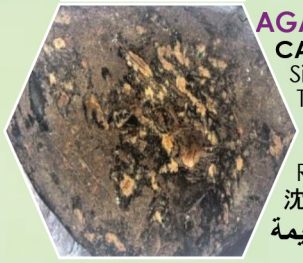
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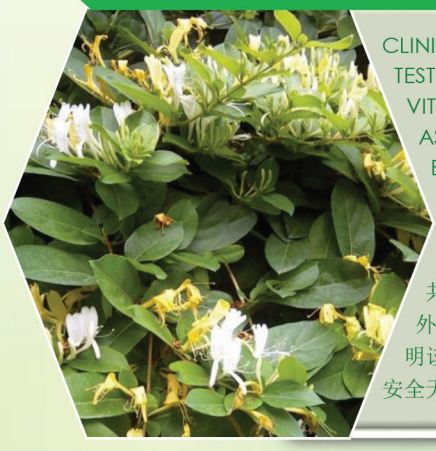
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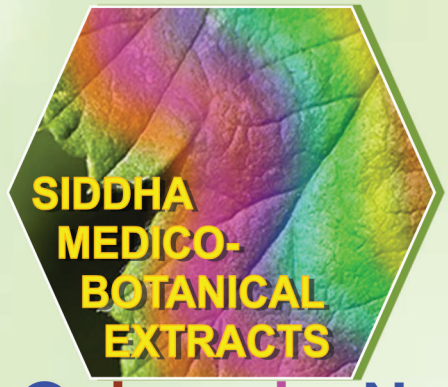
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(Continued from Page 23)

Complex formula, comprised of high-impact ink pigments and liquid shine boosters, defies smudging and transfer and provides an instant shine finish for 16-hour long-lasting, extreme wear, according to the company. The shade range includes 15 vibrant colors.

Maybelline just launched a range of 10 nude colors in the Super Stay Vinyl Ink Liquid Lipcolor line for consumers who prefer neutrals but want the color impact of a bold, pigmented hue. The new nude color range includes traditional colors like rose beige and mauve to edgy colors like burnt red and blackened plum.

Gwen Stefani's new makeup line, GXVE By Gwen Stefani, includes the Xtra Sauce Longwear Vinyl Liquid Lipstick in true red, a vinyl version of the signature matte red lip color she is known for wearing. The buoyant red features a transfer-proof formula that dries down to a glossy shine.

For those consumers who are not adventurous enough to try a bright lip color, but still want to rock a vinyl statement lip that delivers an intense effect, Byredo has them covered. The brand recently launched its Liquid Lipstick Vinyl collection, its first liquid lipstick range and its first launch from new creative director Lucia Pica, who previously served as global creative makeup and color designer at Chanel.

The Liquid Lipstick Vinyl collection consists of 10 neutral shades, ranging from an earthy rose called Reasonable Doubt to a rich reddish-brown called Molasses. Infused with a blend of oils and shea butter, the lipsticks feature a semi-glossy, vinyl-like finish that deliver color-drenched saturation and high pigmentation. It can be worn alone, as a topcoat or as an eye gloss.

Some consumers are swiping on bold lip colors that venture beyond brighter versions of red, pink and brown after seeing celebrities wear nontraditional colors like blue, black and gray. For example, Gigi Hadid sported a dark gray lipstick when she walked the red carpet of the Council of Fashion Designers of America Fashion Awards. Lizzo and Kendall Jenner were spotted wearing black lipstick.

Lime Crime is taking advantage of the moment by launching its limited-edition Velvetines Vault Volume 1, a collection of its Velvetines Liquid Lipsticks that consist of five bold shades it had retired, but has now brought back because they are fan favorites. The brand pulled the following shades out of its vault for Velvetines Vault Volume 1:

- Suedeberry: coral red
- Squash: mustard orange
- Trouble: bronzed olive
- Cement: cement gray
- Blue Flame: indigo blue

Infused with a French vanilla scent, the full-coverage matte liquid lipsticks feature a richly pigmented formula that is designed to deliver intense color payoff and last all day on the lips with minimal touchups. The company says the lipsticks are meal-proof and touch-proof.

All five shades are sold together in the Velvetines Vault Volume 1 for $75.

2. Metallic Eye Shadows

Consumers are looking for bold and vibrant colors on their eyes as well. As they cautiously return to a sense of normalcy post-pandemic, consumers are ready for glam looks with metallic eye shadows and graphic eye liners.

Metallic eyeshadow is one of the biggest trends of the moment. According to data from Spate[c], there were an average of 3,100 searches every month in the United States for metallic eyeshadows in 2022, which is very low volume relative to other eye makeup searches. However, the searches for metallic eyeshadows have grown more than 172.9% since 2021.

Spate contends that consumers are interested in metallic shadows because these gilded, glistening finishes are the latest eye-catching shadow trends to satisfy consumers' desires for boldness and creativity. Metallic eyeshadows deliver high shimmer and shine for bold eyes to stand out, according to Spate.

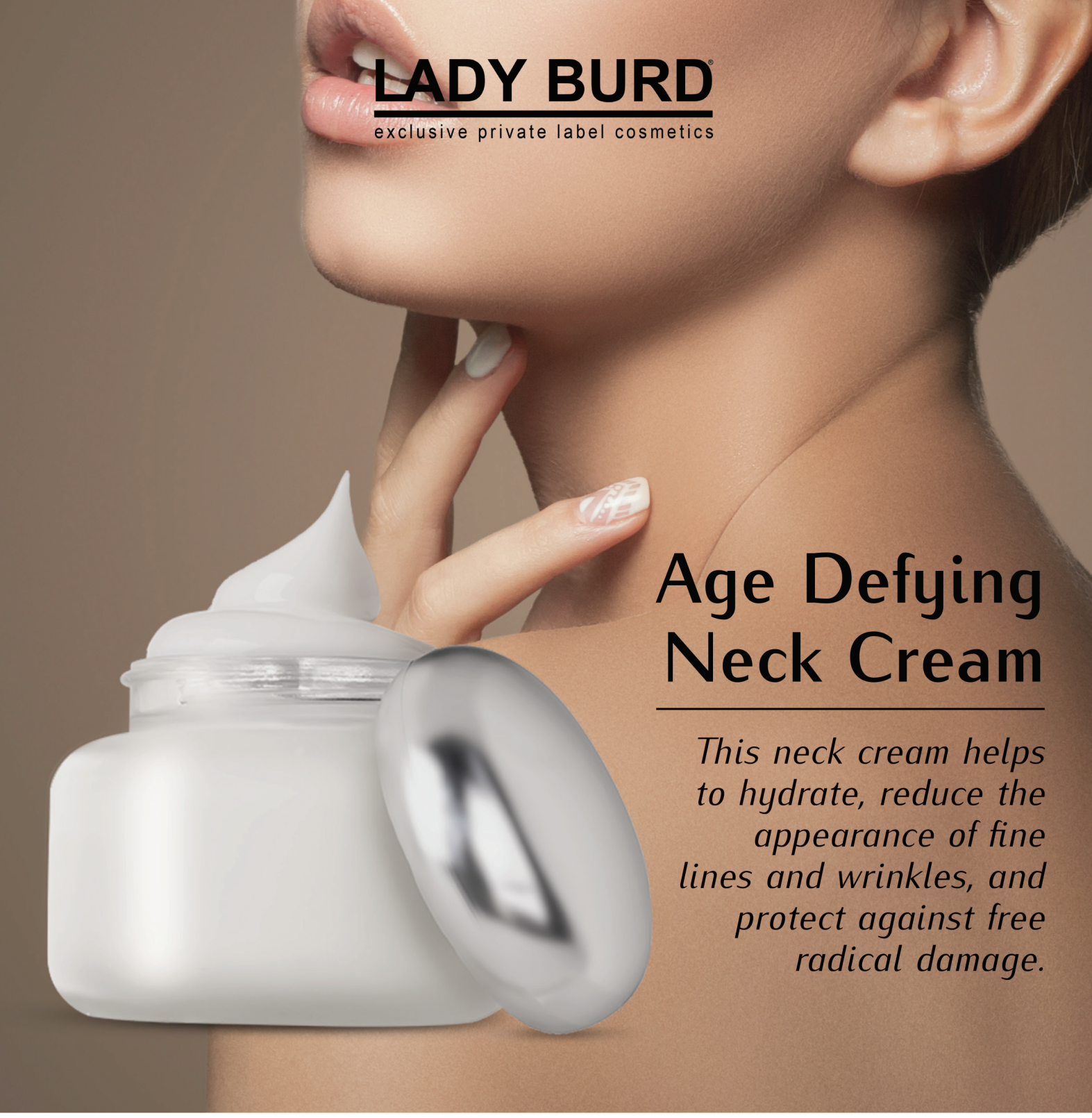
Women are reaching for metallic shadows because they are becoming more adventurous with their makeup after being stuck in the pandemic lockdown for two years, according to makeup artist Danessa Myricks, founder of Danessa Myricks Beauty.

"Once the world started opening up, you saw such a different expression

[c]www.spate.nyc/post/trends-update-no-109



The Lightwork Vol. IV: Transcendence Palette consists of 14 shades and four types of metallic finishes designed for makeup artists and makeup enthusiasts to enjoy.



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Sandream Specialties's Sachet Amber collection does not contain titanium dioxide to comply with European Union regulations.

of makeup," Myricks says. "The consumer is so much more ready to play and experiment … They're ready now to experience makeup on that level, especially when it comes to metallic finishes."

Danessa Myricks Beauty has responded to the demand with its limited-edition Lightwork Vol. IV: Transcendence Palette. It consists of 14 color-shifting, high-pigment chromatic shades that create light-shifting, high-impact looks, according to the company. The jewel-toned palette includes Trance, a shade that shifts from electric sapphire to deep violet; Divinity, a sparkling citrine; and Trippy, a rose gold-pine green color. It also features four finishes:

- Eight Velvet Chromes: Ultra-chromatic, color-shifting velvety smooth powders that are designed to deliver vivid color with the single swipe of a finger.
- Two Pressed Chrome Flakes: The brand's bestselling Infinite Chrome Flakes is in a pressed cream, ultra-metallic, multitonal formula that creates a foiled effect.
- Two Glass Metallics: The ultra-reflective formula lets users create a sparkle effect by tapping it on to their lids with their fingers or build intensity by layering it on for a glass-like shine.
- Two Aqua Chromes: The water-activated, smudge-proof, vivid duo-chrome pigments can be used as a shadow or eye liner to create shapes or lines.

Danessa Myricks Beauty also recently rolled out two Infinite Chrome Holiday Kits for the festive season. Each kit features a full size of the Infinite Chrome Flakes, multichromatic flakes suspended in gel that don't need adhesive for application, and a mini size of the brand's Twin Flames, a multichrome liquid shadow that shifts between two shades and displays a multidimensional chrome look when applied on the eyes.

Sandream Specialties has also seen demand from its clients for metallic eyeshadows. "People are asking for very high-chroma, metallic-effect pigments, and we see the forecast for these types of effects as being very prominent in the future," says Kim Kern, director of research and development at Sandream Specialties. "Now that we're past the height of the COVID pandemic, people are coming out of their shells. So high-metallic reflective pearls are becoming more and more popular."

She adds, "There is a trend of people just trying to make statements and have fun after everyone has been hunkered down and subdued for the last couple of years. Even though there are still some COVID measures in place, mask wearing has significantly decreased overall. People are happy to show their glam."

Sandream Specialties expanded its SilikMira line, a collection of metallic pigments, with the launch of its SilikMira Pastels, a new pastel collection of metallics that seeks to deliver three-way color-variable effects. They are comprised of superfine silica flakes, titanium dioxide, and iron oxides or ferrocyanide. The silica substrate allows for dramatic color-variable characteristics.

"The silica-based substrate with various colorants are coded on to the substrate," Kern explains. "The silica substrate allows for more of the color shifting to come through because silica is a more transparent substrate, not as chalky as mica or synthetic mica. So it allows for those color variable characteristics to show through more intensely."

Sandream Specialties recently introduced its Sachet Amber collection, a line of four amber-hued metallic pigments that are a cross between gold and copper. The company formulated the synthetic fluorphlogopite pigments without titanium dioxide to comply with European Union regulations that prohibit titanium dioxide in powder form containing 1% or more of particles with an aerodynamic diameter less than 10 microns or in mixtures of powder containing 1% or more of titanium dioxide.

"At Sandream, we're trying to expand our lines of titanium dioxide-

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free pearlescent pigment," Kern says. "That's why we decided to introduce Sachet Ambers. The trend of brands trying to use pearlescent pigments without $Ti0_2$ is something we're seeing. They want to find a way to incorporate that sheen and glow and reflectivity without using titanium dioxide. It's not easy to do because titanium dioxide is a commonly used ingredient in the coating process of pearlescent pigments."

Natalie Chapple, founder of Glisten Cosmetics, has jumped on the metallic eyeshadow bandwagon, too, saying it offers busy consumers much-needed convenience. Given that many people are becoming more pressed for time as they return to work and engage in social activities, metallic shadows allow people to create bold looks easily and quickly, according to Chapple.

She says, "Metallic eyeshadows are going to be big. It's just the idea of being able to swoop it on and not have to really blend it. People are really enjoying this kind of makeup and go. I think people are looking for easier ways to get out of the house quick. And metallic shadows, you don't have to really dedicate much time to it. I just whack on some metallic shadow, a bit of mascara and I'm off."

Glisten Cosmetics developed Chroma Flakes, iridescent and duochrome flakes in a gel base that users can apply easily and mess-free without the need for a base or adhesive to the skin. They can be used on the eyes as an eyeshadow or topper and on the cheek bones as a highlighter.

"The Chroma Flakes have been quite a hit," Chapple says. "They're sold as being an easy way to apply glitter because they're in a gel base. You can literally use your finger or a brush to swipe it on and you're done."

While Chroma Flakes products have sold well for Glisten Cosmetics, the brand is known for its colorful wet eyeliners that its consumers use to create whimsical, playful looks—helping to promote the graphic liner trend that has taken hold in the industry.

3. Graphic Liner

According to data from Hey Discount[d], a service that provides discount codes, graphic liner was one of the most popular beauty trends in 2022. The hashtag #graphicliner garnered 1 billion views on TikTok and was included in more than 655,000 Instagram posts. The data credits the popularity of the trend to celebrities like Gigi Hadid, Kylie Jenner and Barbie Ferreira for wearing bold graphic liner looks. In addition, the study says that graphic liner is trending because it is ideal for beginners. Graphic liner focuses on creativity and unique designs rather than a perfectly symmetrical cat eye or winged liner look. It's easier than ever now to make a statement with eye liner.

"When it comes to standard liner formats like winged liner, that is very rule specific and technique specific," Myricks says. "When it comes to graphic expressions of liner, there are no rules. Anything you do is OK. If you want to put a dash underneath your eyebrows on both sides of your eyes, then that's fine. It could be yellow if you want it to be. Non-traditional is what's winning, what's driving beauty right now."

Myricks adds, "People are feeling more free to not have to follow the rules. So this gives people who aren't makeup artists or makeup experts the opportunity to do something that makes them feel good and makes them feel happy, like putting a heart on their eye lids. It's acceptable and people are embracing that right now ... Seeing more people being more creative with their makeup is just opening up Pandora's box for everyone to feel like they can be part of the conversation."

Many consumers have also picked up the graphic liner trend because they were exposed to it during the pandemic lockdown. At that time, more people were shopping online for their makeup products, where they discovered new indie brands like Glisten Cosmetics,

[d]https://heydiscount.co.uk/consumer-research/the-biggest-2022-skincare-and-beauty-trends-most-popular-beauty-trends-of-2022-revealed



Glisten's customers use the brand's colorful wet liners to create graphic liner looks that are creative and playful.

which promotes bold and creative makeup, according to Chapple, and open to trying the products.

"The consumer moved from buying in-store to buying online at different brands they may have never shopped with before," she says. "These brands had different products that people could experiment with."

In addition, more social media influencers have been demonstrating their takes on the graphic liner trend, prompting more consumers to try it.

"Graphic liner has now taken the industry by storm," Chapple says.

Chapple is capitalizing on popularity of the graphic liner trend by partnering with social media influencers to promote Glisten Cosmetic's bright and colorful wet liners. She works with them to create a curated palette of wet liners from Glisten Cosmetic's large range of liner shades that reflects each influencer.

For example, Glisten Cosmetics recently partnered with British-Bengali makeup artist May Akhtar, who has more than 113,000 followers on Instagram and 526,000 followers on TikTok. Using the social media handle @maytahmi, Akhtar frequently showcases her unconventional and dramatic makeup looks, including her graphic eyeliner looks, and tutorials on Instagram and TikTok.

Glisten Cosmetics created The Artist's Palette Vol 3 - Maytahmi, which features nine pans of wet liners. The shades in the limited-edition palette include a hot pink that glows in the dark, a pastel yellow and a citrus green. The collaboration also includes three double-ended brushes created specifically for that palette. One side is equipped with a brush with thin bristles that allow for precise lines and detailed drawing. The other side features a dotting tool.

Chapple says the collaboration with influencers like Akhtar helps build brand awareness with their followers—helping to grow Glisten Cosmetics' customer base.

In addition, because Glisten Cosmetics has a vast spectrum of shades in its wet liner inventory, some consumers find it difficult to select the ones they want to purchase. So curated collections like this help consumers who are indecisive.



Lime Crime's Electric Slide Eyeshadow and Brush Sticks feature shocking bolts of color that can be used to create graphic liner looks or applied all over the eye lid as eyeshadow.

And the limited-edition nature of the collaboration creates a sense of urgency that prompts consumers to buy the product before it sells out, Chapple says.

"These limited-edition collaborations just help keep the momentum up of the brand and keep people interested," she says.

Lime Crime is also getting in on the graphic liner trend. The brand released its Electric Slide Eyeshadow and Brush Sticks, which consist of shocking bolts of color. The creamy, blendable shadow sticks can be applied all over the eyelids for full color impact or can be used to create graphic eyeliner looks. The built-in brush blends and diffuses the shadow before it sets.

The line features six colors and two finishes:

- As If: matte berry
- OMG: matte sky blue
- Whatever: matte lavender purple
- Totally Buggin: metallic golden orange
- Mega: metallic yellow
- Let's Bounce: metallic green

As a brand known for its irreverence and bold colors, Lime Crime says it was natural for it to develop a product like the Electric Slide Eyeshadow and Brush Stick that taps into the graphic eyeliner trend.

"Right now, it's all about color and creativity," says Kelsey Hyatt, director of brand marketing at Lime Crime. "Beauty is a form of self-expression and can be a great mood booster. Experimenting with vibrant eyeliners, bold lip colors or a bright hair color is an easy way to bring joy into your everyday and can be very uplifting."

4. Skinification Continues

While consumers are looking to makeup to make a statement, they also want to take care of their skin. They want their makeup to provide skin care benefits—blurring the lines between color cosmetics and skin care. This skinification trend—a hybridization of

makeup and skin care products—have pushed brands to develop complexion products like foundation and concealers that are infused with skin care ingredients to help consumers streamline their beauty routines without sacrificing their skin care.

According to data from Spate, there are about 18,400 searches every month in the United States for tinted serum[e], which is medium volume relative to other skin care products. But those searches have grown about 318.1% since 2021.

In addition, Spate data found that searches for serum foundation are taking off, with a 230.4% increase in searches from 2021 to 2022.

After years of skin care obsession through the pandemic, consumers are looking for skin care products that multitask, according to Spate.

Celebrity makeup artist Sébastien Tardif, founder of Veil Cosmetics, says, "If you're going to wear makeup throughout the entire day, you might as well do good to the skin, not just have something sit on the surface. That's always been my philosophy. So I'm seeing that now more and more as people emphasize skin care. And I think the pandemic has placed a higher focus on skin care and self-care."



Lady Gaga's Haus Lab launched its Triclone Skin Tech Foundation, which includes more than 20 skin care ingredients.

[e]www.spate.nyc/post/trends-update-no-119



Veil Cosmetics' Sunset Skin Liquid Foundation is infused with skin care ingredients like white water lily extract, which soothes and calms the skin.

All of Veil Cosmetics' makeup products are infused with clinical ingredients to help users attain radiant, healthy-looking skin. For example, the Sunset Skin Liquid Foundation includes skin-smoothing conditioners, humectants and hydrators. It is also features soothing white water lily and plumping cinnamon bark extracts to revive and renew the complexion.

"We used to think of the nighttime as that catching-up time to do good for your skin," Tardif says. "But you can do good for the skin even when wearing makeup during the day. And I think that's the psychological switch that happened. It's not just nighttime repair. You can treat your skin during the day. Why play catch-up when you can remain ahead of the game?"

Lancôme Paris recently released its Teint Idole Ultra Wear Care & Glow Foundation—its most skin care-driven formula yet. The 82% hydrating serum base formula is powered by hydrating hyaluronic acid and smoothing mandelic acid.

In a three-week consumer study with 107 women, 9 out of 10 women said their skin tone looked more even and their overall skin felt improved after using the Teint Idole Ultra Wear Care & Glow Foundation.

Lady Gaga's Haus Labs dropped the new Triclone Skin Tech Foundation, featuring a proprietary formula that is packed with more than 20 skin care ingredients. They include the brand's patent-pending fermented arnica to visibly reduce redness and irritation; BioFerment 7 Complex to promote anti-inflammation, anti-aging and protection from oxidative and environmental stress; and

IntelliZen 7 Complex to promote healing and calming. The weightless, serum-like texture seamlessly blurs and smooths for a natural, luminous finish that wears all day, according to the company.

Haus Labs also launched its Bio-Blurring Loose Setting Power in conjunction with the foundation. The clean, skin care-infused, talc-free powder is designed to blur, control shine and optimize makeup performance while helping to nourish and calm skin. The formula features fermented arnica to visibly reduce redness and irritation, plant squalane to nourish the skin, and tourmaline to energize the skin. The brand's patented gel-powder technology is meant to deliver a silky, weightless veil that blurs and smooths the skin.

Monat launched into the color cosmetics space with the debut of its BB Cream SPF 40 that is said to deliver nourishment, sun protection and buildable coverage.

The multipurpose tinted moisturizer instantly hydrates the skin for up to 24 hours and blurs imperfections for up to 12 hours. It is formulated with a blend of grapeseed oil and rice bran as well as zinc oxide and Monat's Rejuvenique S to offer strong protection against UVA and UVB rays, reportedly without any trace of white cast.

Danessa Myricks Beauty just released its Yummy To-Go Kit, which features mini versions of the brand's popular Yummy Skin Serum in Main Squeeze and Yummy Skin Blurring Balm Powder. The duo is designed to prep, hydrate and balance the skin.

The Yummy Glow Serum is a tinted hydrating primer that contains antioxidant-rich fruit extracts, including kiwi, dragonfruit, fig and pomegranate, to protect skin from environmental stressors. Formulated with turmeric and olive-derived squalane oil, this serum-oil hybrid is designed to provide long-lasting hydration for plump, dewy skin.

The Yummy Skin Blurring Balm Powder is groundbreaking balm to powder product that locks makeup in place with a velvety finish, according to the company. The petal-like texture of the product feels like a balm, but sets like a powder for a long-lasting, shine-free look. The formula is powered by Upsalite (porous magnesium carbonate), an ingredient technology developed by Uppsala University in Sweden that balances sebum and reduces oil throughout the day for a natural, clean glow. The powder also includes olive-derived squalane to balance oil production and diminish the visible signs of aging, as well as hyaluronic acid to promote hydration.

Myricks predicts skinification products like these will continue to proliferate in the beauty industry given the profound effects the pandemic has had on consumers.



Danessa Myricks Beauty's Yummy To-Go Kit is designed to prep, hydrate and balance the skin with mini versions of the brand's popular Yummy Skin Serum in Main Squeeze and Yummy Skin Blurring Balm Powder.

"During the pandemic [lockdown], people really got obsessed with their skin care routine," she explains. "It became less about makeup and more about care in all aspects: mental health, physical health, just care. When they're using makeup products now, [consumers] don't want makeup to take away from skin care. They want makeup that adds value. That was definitely important in creating post-pandemic makeup-skin care hybrids so people still feel like they're being taken care of while they're covering up their concerns [with makeup] or just while they're getting glam. They want to know that there's something there that's good for them." ■

PACKAGING INNOVATION TRACKER: REFILLABLES, WASTE REDUCTION & MORE

New innovations are propelling brands toward a more responsible future.

Packaging material and design innovation is advancing beauty's sustainability agenda.

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Sustainable packaging is no longer a nice-to-have option. Today, more and more brands are using some type of eco-friendly packaging and are working toward making all their packaging sustainable. It's not only the right thing to do for the environment, but it will likely help brands reduce waste and gain good will with their customers.

The Waste Problem

While many suppliers are introducing sustainable innovations, some are even decoding the challenge new packaging is designed to address. For instance, more than 10% of beauty and personal care products go to waste, per a new report from Avery Dennison[a], including the discard of 4% of stock due to perishing, spoiling or damage, as well as disposing of 6.2% due to overproduction.

Notably, the beauty sector has the highest amount of lost inventory (6.2%) when compared to other industries analyzed by the report, such as apparel (3.9%), pharmaceuticals (3%), food (2.9%) and automotive (1.1%).

The total sale value of the beauty industry's discarded product stock may total as much as $4.8 billion.

The waste is a result of inefficiencies that may drive as much as 2.8% of total profitability loss for beauty and personal care companies.

According to the report, titled "The Missing Billions: The real cost of supply chain waste," 52% of beauty and personal care companies currently track unique items within their supply chain; this is expected to rise to 90%, based on survey responses.

Surveyed companies (see Methodology on Page 32) note that about 23% of their total company sustainability impact comes from their supply chain activities. Yet just 3.6% of technology budgets are dedicated to supply chain sustainability improvement.

The challenge is exacerbated by a lack of visibility across trading partners, per the report.

The solution to such widespread waste includes technologies such as blockchain tracking, RFID, robotics and autonomous vehicles, such as drones, that can improve accuracy of production and supply chain stability.

"A key challenge for the industry is product expiry while on shelf leading to wasted inventory," says Eduardo Kawano, digital transformation, supply chain senior manager at Grupo Boticário, who was interviewed as part of the report. "We have addressed this by adopting RFID and a 'first expired, first out' model which ensures the products with the shortest shelf life are positioned at the front of the store and sold first. This is crucial to help us reduce waste and help our sustainability goals."

Francisco Melo, senior vice president and general manager at Avery Dennison Smartrac, adds, "The current supply chain disruption is leading to a waste crisis in the beauty industry and elsewhere. Having visibility is key to optimizing supply chains for efficiency and sustainability, as well as helping to build trust and transparency with consumers. Digital identification solutions play a vital role in supply chain planning strategy, and it is encouraging to see that companies are committed to further drive this change through the increased use of RFID technology in the coming years."

Melo continues, "Digital triggers, such as radio frequency identification, or RFID, provide unprecedented end-to-end visibility in a highly efficient and accurate way. Connected products not only shine a light on supply chains, but also reveal valuable new information to enable consumers to make better



The Alu Airless Refillable Airless in Aluminum is entirely recyclable.

[a]www.supply-chain-waste.com/

decisions, including transparency and carbon footprint data."

Methodology

The business-to-business research took place via 18 qualitative interviews and quantitative surveys amongst 250 supply chain technology executives across five industry sectors.

Research took place between May and August 2022 across China, France, Japan, the United Kingdom and the United States.

The report also assessed "inventory lost or wasted feedback from research respondents calculated against inventory carrying costs gleaned from balance sheets of Fortune 500 companies."

The data was then extrapolated to the global beauty market size estimated by Statista.

Refillable Packaging

The 50 ml Alu Airless Refillable Airless in Aluminum from UA Packaging promotes sustainability while protecting the contents of the product by not letting air in.

The components of the packaging consist of an aluminum outer jar; the interior features an airless system that includes an airless pump mechanism, cap and a refillable container made of PP and PE, with aluminum foil induction-sealed at the top.

The airless system has an internal check valve system with flow control that prevents air from returning to the pump. This prevents oxidation and allows brands to reduce the amount of preservatives in their formulations.

To refill the system, the user removes the interior product container connected to the airless system from the aluminum outer jar and unscrews the airless pump mechanism from the empty container. The user then screws the new product container to the airless pump mechanism. The airless system is then screwed back into the aluminum outer jar.

The entire package is recyclable. Users simply disassemble the outer aluminum jar from the plastic interior system, then drop the components into the appropriate recycling systems.

UA Packaging says it can customize the outer packaging with various colors and finishes, including matte, varnish and premium metallic effects.

According to UA Packaging, the Alu Airless Refillable Airless in Aluminum meets sustainability packaging standards in the industry, including those of Credo, Sephora and Ulta.

Refillable beauty products have been a key area of packaging innovation in 2022; now, Coty's first refillable scent launch, Chloé Rose Naturelle Intense, has received a C2C (cradle-to-cradle) Certified Material Health Certificate at the Silver level. The certificate reportedly verifies the health and safety of a product's composition using the material health requirements of the Cradle to Cradle Certified Product standard.

The refillable bottles reportedly helped reduce up to 65% in greenhouse gas emissions, 67% in water consumption, 66% in energy consumption and 75% in mineral resources consumption, per Coty.

The environmental footprint life cycle assessment of Chloé Rose Naturelle Intense was conducted by an independent organization, EVEA, to measure the impact of the bottle and its refill, from the choice of raw materials to the end of the product's life.

EVEA evaluated the environmental footprint of a 100 ml bottle combined with a 150 ml refill compared to five traditional 50 ml bottles.

Previously, Coty's Lancaster's Sun Sensitive reportedly became the first sun care range to receive a Silver C2C Certified Material Health Certificate from the Cradle to Cradle Products Innovation Institute.

In addition, Coty's CK Everyone achieved Cradle to Cradle Certified Gold in all five critical areas of sustainability measured.



Aptar's spray technology creates an authentic sensory experience, with a choice of dosages of 70 ml, 100 ml or 130 ml per stroke, delivered in the brand's chosen spray pattern.

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Meanwhile, Coty has partnered with LanzaTech to produce ethanol made from captured-carbon emissions for use in fragrance products.

"Chloé stands for beautiful, meaningful products for society and the planet, and Chloé Rose Naturelle Intense perfectly embodies these values," says Constantin Sklavenitis, chief prestige brands officer at Coty. "Sustainability is our ultimate driver of innovation at Coty, and I am proud that this launch is another step forward in contributing to our corporate strategy of Beauty That Lasts."

Meanwhile, Aptar Beauty has expanded its Essencia fragrance pump range for the masstige fragrance market, including options for refills. In addition to the Classic spray, these four variations are available:

- Essencia Bloom: Produces a soft, wide, continuous spray three times longer than the Classic.
- Essencia Screw: Adapted for reuse and refill. The pump can be recycled together with the glass bottle.
- Essencia SLP (Super Low Profile): A small discreet spray.
- Essencia On-The-Go: Designed for 10 ml and 15 ml bottles, the slim pump is good for on-the-go fragrance packaging.



The new Evelyn 8 bottle marks the smallest available size in the Evelyn glass bottle series.

Aptar's spray technology offers dosages of 70 ml, 100 ml or 130 ml per stroke, delivered in the brand's chosen spray pattern.

Essencia's design and finishing is adaptable to any brand image, per Aptar; tailored solutions can be created with custom features and decoration on the collar, actuator and cap.

Xavier Joseph, VP global marketing and innovation, Aptar Beauty + Home, says, "The masstige market has its own specificities. Fragrance brands in this segment need accessible, more sustainable solutions with premium aesthetics. Essencia is inspired by prestige contemporary codes, driven by sustainability and empowered by best-in-class technical and design expertise. A robust industrial footprint allows us to deliver this essential solution to brands around the world."

Glassification Options

Baralan has expanded its Evelyn line with the Evelyn 8, the smallest available size in this glass bottle series.

The Evelyn 8 has a GPI 13 neck finish. The standard neck size makes the new bottle versatile, allowing it to be paired with a range of accessories, according to the company.

In addition, the Evelyn line features a rectangular silhouette that offers a classic style and understated elegance that complements creams, liquid makeup and skin care products, per Baralan.

With this new smaller size, the Evelyn range is now composed of nine bottles in varying capacities and neck finishes.

Maurizio Ficcadenti, global R&D manager at Baralan, says, "We are pleased to expand our Evelyn line with the addition of the Evelyn 8 as our smallest size offering in the range. We are continuously looking to expand our glass packaging portfolio with additional sizes and designs, and we are confident that both brands and end users will enjoy the timeless look and a smaller capacity option."



The cork cap reduces carbon dioxide by 89% compared to a PP cap and 21% compared to a wooden cap, according to Quadpack.

Monomaterials Prove Versatile

Children's clothing brand Petit Bateau has debuted a fragrance for toddlers in packaging that features a sustainable cork cap from Quadpack.

The monomaterial cork cap is sourced from sustainably managed forests.

The cork oak tree is reportedly the only tree in the world that can have its bark stripped off without being harmed because the bark regenerates to protect the trunk in a photosynthesis process that absorbs up to five times more CO_2 than non-harvested trees, according to Quadpack.

The company says that its recyclable cork cap reduces CO_2 by 89% compared to a PP cap and 21% compared to a wooden cap.

In addition, cork doesn't absorb dust; is waterproof; has low conductivity to heat, noise and vibration; adapts to variations in pressure and temperature;


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bakuchiol body serum
massaging tube/TT-B061
cosmopak.com sales@cosmopak.com

and is light, with more than 50% of its volume comprising air, according to the company.

Quadpack manufactures the cap in Spain at a factory that operates exclusively with renewable energy and has a biomass plant that transforms production scrap into fuel.

The sustainable nature of the cap complements the eco-friendly fragrance, which is made up of an alcohol-free, hypoallergenic and natural formula, according to Quadpack.

Denisa Stircea, Quadpack's wood category lead, said, "Made entirely of cork, the cap has no plastic inserts and brings a natural, gentle touch to the pack. It's just perfect for a children's perfume."

With solid/water-free beauty and personal care products on the rise, Quadpack has launched the monomaterial and recyclable Infinite PP Panstick for foundations, highlighters, sunscreens, serums, solid fragrances and more.

Representing a new take on the company's legacy panstick, the new format comprises 100% recyclable PP and is available as a refillable format.



Representing a new take on Quadpack's legacy panstick, the new format comprises 100% recyclable PP and is available as a refillable format.

The design, which features a snap-on system, can be easily refilled from the top or bottom. The design also reportedly lowers carbon emissions by 43% compared to the original design (4.5 g PP Panstick versus 4.5 g conventional panstick).

The Infinite PP Panstick is available in cup size 18.2 mm (10 g and 4.5 g) and 21.3 mm (15 g), with several in-house decoration options available, per Quadpack.



Knoll Packaging won two gold awards at the 2022 Pentawards for its Chanel Knoll Ecoform Molded Pulp advent calendar.

Awards and Achievements for Sustainable Innovations

Knoll Packaging won two gold awards at the 2022 Pentawards for its Chanel Knoll Ecoform Molded Pulp advent calendar: one in sustainable design, luxury goods, and another in body, health and beauty limited editions.

Chanel partnered with Knoll Packaging to create the advent calendar to commemorate the 100th anniversary of its Chanel N°5 fragrance.

Together, the two chose to use Knoll Ecoform molded pulp to create the advent calendar, due to its sustainability benefits and ability to be formed. The calendar is filled with 27 folding carton boxes, numbered from 5 to 31, a nod to the N°5 perfume and Chanel's address at 31 rue Cambon in Paris.

Benjamin Cohen, creative and innovation director at Knoll, says, "The Chanel Knoll Ecoform Molded Pulp

Advent Calendar was an industry first, and we're thrilled to see it continue to be awarded for its innovation. As a supplier, it is particularly special to be recognized at the Pentawards since this project was a deep collaboration between our engineering and creative teams with Chanel. This advent calendar has shifted the luxury packaging sector and we're honored to continue celebrating its extraordinary achievement."

Knoll Packaging has also used the Knoll Ecoform molded pulp for its 100% Knoll Ecoform molded pulp compact, a sustainable alternative to traditional plastic makeup compacts.

The 100% Knoll Ecoform molded pulp compact is made from the company's Knoll Ecoform plant-based material, which Knoll Packaging developed five years ago as part of its commitment to eliminate plastic from its supply chain. It consists of bamboo, wood and sugar cane fibers. In addition, the Knoll Ecoform is certified recyclable in the paper recycling stream.



To ensure that it can be recycled, the 100% Knoll Ecoform compact is made from a plant-based material and features a magnet-free closure mechanism and a removable mirror.

Knoll Packaging spent a year developing the patent-pending design for the 100% Knoll Ecoform molded pulp compact for makeup. To ensure that it can be recycled, the compact



features a closure mechanism that is magnet-free, plus a removable mirror.

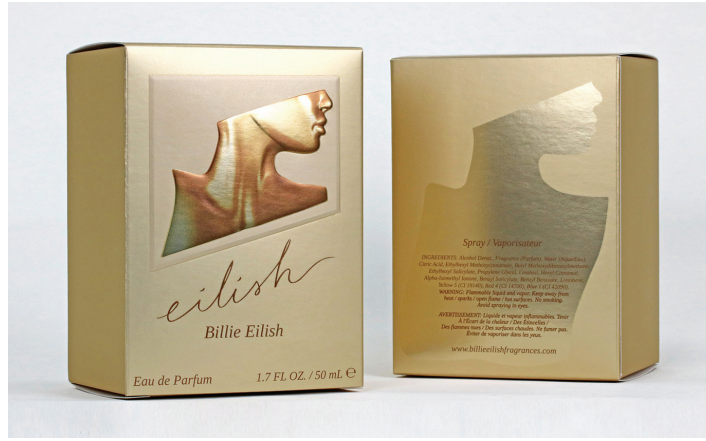
The compact doesn't sacrifice aesthetics and functionality for sustainability, according to the company. It has a smooth, luxurious feel and finish and can be embossed and stamped. The company offers an FSC paper mask for added decoration. In addition, the pan configuration is customizable. The Knoll Ecoform material can be molded, cut to order and color-matched.

Cohen says, "The launch of our Knoll Ecoform molded pulp compacts continues our efforts to drive a positive change through product innovation. Our Knoll Ecoform pulp compact took over one year to develop to ensure it has the highest level of quality and design to satisfy the luxury market. The configurations are limitless, and the material can be color matched to align with a brand's DNA. Knoll Ecoform has become one of the most in-demand materials at Knoll, and this latest innovation has the possibility to transform the makeup sector into a more sustainable future."

Meanwhile, Diamond Packaging won four awards in the 2022 Neographics Power of Print Competition, a leading regional printing competition in the nation.

Entries are judged by a panel of industry experts, and awards are given based on overall design, prepress preparation, printing and finishing.

Awards were presented during the Graphic Arts Association's 2022 Neographics Exhibition and Award Ceremony, on Oct. 6, 2022, in Philadelphia.



Diamond won a Best of Category award in the "Packaging: Cartonboard" category for Parlux Fragrances' Eilish by Billie Eilish packaging.



Diamond won a Franklin Award for Excellence in the "Packaging: Cartonboard" category for Interparfums' Oscar de la Renta Alibi packaging.

The awards Diamond won include:

- Diamond won a Best of Category award in the "Packaging: Cartonboard" category for Parlux Fragrances' Eilish by Billie Eilish packaging.
- Diamond earned the Power of Print 4th Runner Up Award and Franklin Award for Excellence in the "Printer's Self Promotion" and "Calendars" categories, respectively, for its 2022 corporate calendar.
- Diamond won a Franklin Award for Excellence in the "Packaging: Cartonboard" category for Interparfums' Oscar de la Renta Alibi packaging. ■

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SCAN ME

THE BATH AND BODY CARE BOOM

Beauty brands are bridging the gap between beauty and health by exploring the next generation of intimate care, evolved self-care and functional body care.



The bath and body care category is faring well as beauty brands cater to consumers' growing interest in health and wellness. Image courtesy of Monstera for Pexels.

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The bath and body care category is having a major moment. Consumers are focusing on the skin below the neck as their interest in health and wellness grows amid the global pandemic. Beauty brands are following suit by catering to these mindful consumers with products that move into the next frontier of intimate care, self-care and functional body care.

Bath and body care fared well in 2022. According to data from The NPD Group, U.S. prestige skin care sales totaled $1.6 billion in the first quarter of 2022 with an 11% year-over-year gain, while prestige skin care sales accelerated slightly to 12% in the second quarter of 2022, totaling $1.7 billion. In both quarters, body care sales grew at a faster rate than facial skin care sales.[a,b,c]

The popularity of the bath and body care category is no passing fad. The global skin care body products market was valued at $26.93 billion in 2021 and is expected to expand at a compound annual growth rate of 5.9% from 2022 to 2028, according to a research report from Grand View Research[d].

Meanwhile, the luxury bath and body products market is expected to grow from $13.28 billion in 2021 to $21.66 billion in 2026, with a compound annual growth rate of 9.7%, according to a new study from ReportLinker[e]. The report credits the growth in the luxury bath and body products market in part to more people engaging in self-care trends and the rising demand for luxury lotions, shower gels and body wash.

[a]www.gcimagazine.com/consumers-markets/news/22197416/q1-2022-prestige-beauty-jumps-19

[b]www.gcimagazine.com/consumers-markets/news/22340760/q2-beauty-sales-jump-16

[c]www.npd.com

[d]www.grandviewresearch.com/industry-analysis/skin-care-body-products-market-report

[e]www.reportlinker.com/p06325401/Luxury-Bath-And-Body-Products-Global-Market-Report.html

Intimate Skin Care

Intimate care is one area of the bath and body care segment that is gaining momentum in the beauty industry in general. Research from Future Market Insights found that the global market for women's intimate care products is expected to grow from $27.73 billion in 2022 to $38.43 billion by 2030, expanding at a compound annual growth rate of 4.1%. Women's intimate care products currently account for about a 17% share in the global skin care market, according to the report, which was released in July 2022.

The study attributes the growth in the global market for women's intimate care products to increased consumer knowledge, a high demand for sanitary goods, and open dialogue on women's hygiene goods and women's health on social media.

In addition, the study cites the growing number of intimate hygiene programs, product premiumization, increased disposable income among consumers and urbanization for driving expansion of the women's intimate care market[f].

WooWoo is taking advantage of this opportunity in the marketplace to expand its all-natural feminine body care brand. It recently launched Manifesto, its menopause range. The six body and intimate skin care products in the line are designed to counteract the loss of estrogen and progesterone during menopause that can lead to skin problems, such as dryness and loss of firmness.

For example, the Manifesto Gentle Foaming Natural Body Wash features a pH-balanced, sulfate-free formula that can be used to cleanse the skin all over, including the intimate skin. Aloe vera and artichoke leaf peptides help keep free radicals at bay, reduce inflammation, and improve skin health and elasticity while combatting perimenopause and menopause symptoms, such as dry skin, increased sensitivity to urinary tract infections and vaginal dryness.

[f]www.futuremarketinsights.com/reports/women-intimate-care-market



WooWoo's new Manifesto menopause line includes its Gentle Foaming Natural Body Wash, which features a pH-balanced, sulfate-free formula that can be used to cleanse the skin all over, including the intimate skin.

Investors have also taken a liking to the burgeoning intimate wellness market. For example, Gridkor recently acquired The Perfect V, an intimate skin care brand that creates products for the vulva. All of The Perfect V products are designed to keep the pH balance in check. The products are formulated under EU guidelines and are cruelty-free, clean, fragrance-free, and dermatologist- and gynecologist-vetted. They do not contain parabens, alcohol or sulfates.

The Perfect V is known for its V V Cream line, which includes a cleanser, exfoliator and moisturizer. The V V Cream products are part of the brand's Vanicure regimen, which the company says is the first skin care routine for the bikini area.

While details of the acquisition were not disclosed, Gridkor plans to pitch licensing opportunities for the brand's V V Cream line and Vanicure to global health and beauty brands and lifestyle brands.

Ina is the latest brand to enter the intimate care market. Founded by cosmetic chemist Susan Goldsberry and obstetrician and gynecologist Beri Ridgeway, M.D., Ina offers clean, clinically proven and science-backed products formulated for the delicate vulva skin. They developed the brand to modernize traditional feminine wellness products.

Goldsberry collaborated with Ridgeway to create Ina in honor of Goldsberry's Filipino mother. Ina is the Filipino word for mother. "When my mom was ailing, I cared for her and she had incontinence," says Goldsberry. "The products available back then were made with ingredients that were less than desirable. They didn't have the right user experience. They were greasy, sticky, smelly—just not a pleasure to use. And so, I said to myself, 'There has got to be a better way.'"

They launched Ina in October 2022, seeking to provide science-backed, gynecologist-developed products. The patent-pending formulations underwent clinical and consumer testing to ensure efficacy. All the products are developed, formulated and manufactured in-house "so we have what we call end-to-end control in terms of ensuring the highest quality and integrity," Goldsberry says. They are safe to be used on a regular basis for both preventative and treatment-based care, according to the company.



The Perfect V formulates products for the vulva, seeking to keep the pH balance in check.

Ina launched with five products designed to restore and protect the vulva. The best-selling Balancing Cleanser features a pH-appropriate, ultra-gentle formula for delicate vulva skin. It is formulated with the proprietary Ina-V complex, which contains *Centella asiatica*, sea buckthorn and moringa to provide deep moisturization and soothing and antioxidant benefits. The cleanser also includes allantoin to calm, soothe and moisturize the skin; aloe vera for its soothing, moisturizing and antioxidant properties; and coconut for conditioning the skin while also providing antibacterial, antifungal and antioxidant benefits.

The Barrier Balm creates a protective skin barrier to soothe irritated vulva skin and protect it from excess moisture, such as incontinence or heavy menstrual flow. In addition to the Ina-V complex, the formula includes 15% zinc oxide to help create a moisture barrier; vitamin E for its antioxidant and moisturizing properties; menthol to cool and calm the skin; and coconut alkane to moisturize and nourish the skin.

In addition to offering high-performance products, the company says it seeks to provide an elegant user experience. The products are easy to apply, made of 97-100% naturally derived ingredients and available at affordable price points. They are also packaged in sleek, eco-friendly packaging so users can proudly display them in their bathrooms.

Ina also wants to create a community in which women can openly talk about intimate care without shame—framing the topic with positive, uplifting messaging. The company is using its social media to educate users about intimate care, build awareness and debunk myths.



Ina launched its intimate skin care brand in the fall of 2022 with five products designed to restore and protect the vulva.

Ridgeway says, "To have [Ina] at a time when there is more conversation [about intimate care], I'm thrilled. I hope we continue that conversation to educate and to provide information for generations that maybe don't inherently feel so empowered."

Goldsberry says, "People are more open now about the conversation about our bodies. We're so happy that [talking about intimate care] is getting less stigmatized. It's getting more open now because of social media, and there's more education out there."

She adds, "This is really very mission-driven, very purpose-driven project. We really just want to make a difference in people's lives."

Skin-mind Connection

As consumers deal with the stress and upheaval that comes with the global pandemic, inflation and a possible recession on the horizon, they are embracing wellness and self-care rituals and products as a way to cope, according to Mintel's "Global Beauty and Personal Care Trends Report[g]." The report contends that this is an opportunity for brands to evolve and cement themselves back into their consumers' routines with wellness offerings.

Tatcha has done just that. Guided by its mission to care for people through their skin, Tatcha has repositioned its brand to examine how it can better serve its consumers given the increasing stress and tension they face brought about by the complexities of modern life.

The brand's latest launches reflect this mindset. The Forest Awakening range features the Hinoki Body Oil, Hinoki Body Milk and Hinoki Body Wash. All three formulations are designed to "awaken the senses and calm the mind."

The collection is infused with naturally healing phytoncides, organic compounds emitted from the essential oils of hinoki trees, which are native to Japan's forests. When inhaled, these antimicrobial oils reportedly boost immune function, decrease stress, improve sleep and lower blood pressure.

Other key ingredients include Hadasei-3, Tatcha's proprietary complex of double-fermented Akita rice, Uji green tea and Okinawa algae that supports the skin barrier, provides antioxidant protection and plumps the skin with hydration.

Tatcha also released a study titled "Harnessing the Skin-Mind Connection: Why Conventional Skincare Isn't Enough—And What We Can Do About It," which found that mindful skin care rituals can lead to improved well-being.

The study recommends adding a new step to every skin care routine, Step 0: Breath + Connect. It involves people taking a moment to center themselves by taking a few deep breaths and focusing on breathing while applying their skin care products with intention.

Although Step 0 requires no skin care formulas or tools, it is the most important step in the skin care ritual because it sets the tone for the practice of mindfulness, the study says. Before any skin care products are applied, the simple act of deep breathing calms down users, opens up their awareness, and allows them to reconnect with their bodies and reset their minds—recognizing that this is their time, according to the study.

Next, users set intentions with each step of their skin care routines to bring meaning to every motion, the study says. Throughout the ritual, users should pay attention to their environment, feelings, skin and senses to stay present.

"Going beyond skin deep is no longer a nice-to-have," Tatcha CEO Mary Yee says. "It's a necessity. The skin-mind connection is transformative. It's at the heart of our pursuit of new ways to care for our clients' well-being."



The Hinoki Body Milk is a lightweight lotion that renews and replenishes dry skin while promoting relaxation, according to Tatcha.

Deon Libra is using self-care rituals and products to keep chronic stress at bay in the Black community with the launch of its adaptogenic beauty and wellness brand.

Founder and CEO Devin McGhee and co-founder and chief operating officer Brit Kirkland were inspired to create the brand after McGhee's father passed away from a stress-induced heart attack in 2018. Her father's sudden death prompted McGhee to research the effects of stress on Black communities. At the same time, she began taking adaptogens, which are herbs that reportedly help the body deal with stress, anxiety and fatigue, to combat her own chronic stress, which she says triggers her eczema.

"We learned through research and reading scientific journals and from my personal experience that when you consume adaptogens regardless of what brand of skin care you use, your topical skin care products are

[g]www.mintel.com/beauty-trends

more effective," McGhee says. "So 90% of disease and illness is stress-induced, and that includes skin conditions. But a lot of people don't know that. So most times we're trying to treat skin conditions topically. But if you got to the root cause of your skin conditions, which is normally your stress, any topical product you use would work better."

That's why the Black-owned company rolled out a body care serum and ingestible—both formulated with adaptogens—when it debuted in November 2022. The two products represent the brand's holistic, inside-out approach to stress management and beauty. "Your skin care is more effective when you consume adaptogens as well as putting them on topically," McGhee says.

Deon Libra's Big Up Body Glaze oil serum is designed to protect the skin against visible signs of environmental damage and give a glow from head to toe. This adaptogenic body serum is formulated with astragalus for its antifungal and anti-inflammatory properties; schisandra to improve moisture retention and the visible signs of environmental stress; reishi mushroom to combat the early signs of aging and fine lines; holy basil to reduce hyperpigmentation and soothe skin conditions like eczema; and amla to fight acne, help fade dark spots and brighten the complexion.

The Unbothered Adaptogenic Elixir powder is designed to keep the body and brain feeling calm, cool and collected, while delivering a boost of all-natural energy. Users can add the powder to warm water, milk, coffee, smoothies or oatmeal.

The elixir is formulated with lion's mane to reduce symptoms of anxiety and depression; reishi mushroom to boost immunity and energy; maca to balance hormones and increase libido; ashwagandha to reduce irritability, regulate cortisol levels, curb stress and enhance focus; and moringa to help control blood sugar, prevent skin damage and early signs of aging, and support digestion.

McGhee and Brit Kirkland said they launched with the serum and powder because users can easily integrate them into their existing self-care and beauty routines.

McGhee says, "Being intentional about helping people create space for themselves was really important for us. We always say, 'We don't want to take over your self-care ritual, we just want to be included.' And so, if that means at night you get out of the shower and you drench yourself in the Big Up Body Glaze, great. Or in the morning, you're only making an adaptogen coffee with our elixir, that's great, too. But just reminding people in a subtle way to make time for themselves ... So we were really intentional about creating a duo at launch that allowed people to create space for themselves."

However, Deon Libra is more than just about these two products. McGhee and Kirkland want to create venues that provide Black consumers with educational resources about wellness and encourage them to practice self-care rituals around longevity—a space "centered around Black joy," McGhee says. Deon Libra's website not only sells the brand's products, but has articles on health, beauty and lifestyle topics. Over the next year, the company will develop in-person events like retreats and pop-ups to build community among its consumers. Deon Libra plans to release another topical product in the first quarter of 2023 and a new ingestible product in the fall of 2023.

"If you're going to build a lifestyle brand, you have to touch every avenue," McGhee says. "How do I reach you digitally? How do I reach you in person? What resources can I provide for you? What can I do for you other than providing you a product to purchase?"

Elevated Functional Care

A new wave of elevated functional skin care products has arrived in the beauty industry. The relationship between beauty and personal care has ramped up as skin care and makeup brands tool their products to stand up to consumers' lifestyles.

Serena Williams launched a new lifestyle brand, Will Perform, which features a line of topical pain relief and daily muscle care solutions.

The brand declares, "We believe that performing our best starts with how we recover. And that recovery for your body and mind has a role to play each and every day. So, we've created a new way to think about and approach recovery: performance care. Solutions for morning and night. Proactive and reactive relief. Our product lineup has been created by and for athletes to offer fast pain relief and daily muscle care."

Will Perform has targeted its products specifically for millennial and Gen Z demographics after seeing firsthand how recovery products are typically framed for certain ages.

The products in the clean, cruelty-free brand include:

- Will Relieve Lidocaine Pain Relief Roll-On



Mad Rabbit's Cleansing Soap is sold as a set with the brand's Exfoliating Soap. The Cleansing Soap is designed to effectively cleanse a new tattoo during the initial healing process.

- Will Cool Menthol & Camphor Cooling Pain Relief Roll-On
- Will Rest Nightly Muscle Recovery Lotion
- Will Soothe Daily Muscle Soothing Lotion

The "relieve" and "cool" products are said to offer pain relief, while the "soothe" and "rest" products are said to offer skin and muscle care.

Mad Rabbit, the clean tattoo skin care brand, has launched a slew of new products and has expanded its distribution channels over the past year as its consumer niche has grown.

A study from The Insight Partners[h] finds that the global tattoo aftercare market is projected to grow from $113 million in 2021 to $163 million by 2028, with a compound annual growth rate of 5.4% from 2021 to 2028. The report cites the growing number of people with tattoos for driving the demand for tattoo aftercare products.

According to the study, approximately 46% of people in the United States have tattoos. About 40% between the ages of 18 and 34 years old have one or more tattoos, while 36% between the ages of 35 and 54 years old have at least one tattoo. Only 16% of people age 55 or older in the United States have at least one tattoo. In addition, the United States has more than 20,000 tattoo parlors.

"We look at that as a really big opportunity to build a personal care brand that really supports [consumers'] needs and is specifically tied to tattooed skin," says Erin Murray, senior vice president of marketing at Mad Rabbit.

When Mad Rabbit launched in 2019, the company focused on tattoo aftercare products that consumers would use to care for their tattoos immediately after getting inked and occasionally thereafter. But the company has since expanded its product line beyond tattoo aftercare, positioning it as a comprehensive tattoo skin care brand.

"A year and a half ago, we were at a point where we had a few aftercare products and had kind of dipped our toes into daily care with our sunscreen," Murray says. "And we looked at it as a really big opportunity to think about consumers' needs from the full skin care life cycle. So that was everything from targeted aftercare to daily essentials."

In the first half of 2022, Mad Rabbit rolled out skin care products designed to protect inked skin and promote healthy skin in general. So they can also be used by people without tattoos. The company launched a body wash, its best-selling tattoo balm in frankincense and lavender and vanilla and coconut scents, a tattoo balm stick, a body moisturizer, and a soothing gel to alleviate the irritability and itchiness that comes with fresh ink and anywhere on the body in need of relief.

In August 2022, Mad Rabbit released its Numbing Cream, marking the brand's first foray into the pre-tattoo care space.

Numbing Cream delivers fast-acting pain relief in just one application, according to the company. It can be used before receiving a tattoo to reduce pain and irritation and after a tattoo session to aid in healthy healing without the pain.

The formulation features 5% lidocaine, a local anesthetic that numbs the area it's applied to by blocking the pain receptors in the skin.

The non-greasy, fast-absorbing cream also includes a combination of anti-bacterial and anti-inflammatory ingredients and lightweight hydrators that support the skin's natural barrier to soothe irritability and promote optimal function at the surface of and below the skin.

Mad Rabbit expanded its portfolio yet again in November 2022 with its Cleansing + Exfoliating Bar Soap Duo. Sold together for $15, the two all-natural soap bars cleanse, replenish and exfoliate skin, addressing skin concerns for both inked and non-inked skin.



Formulated for those with or without tattoos, the Exfoliating Soap from Mad Rabbit uses mineral-based exfoliants to buff away dead skin cells, helping to reveal brighter, more vibrant existing tattoos.

The Cleansing Soap gives Mad Rabbit another entry point into the tattoo skin care market during the initial post-appointment healing stage. The coconut-based bar soap has a fragrance-free formula that is gentle enough to use on fresh tattoos without the risk of ink stripping during the healing process. It can also be used on fully healed tattoos for gentle overall body cleansing on even the most sensitive skin types.

The Cleansing Soap is formulated with glycerin, aloe vera and coconut to draw moisture into the skin, soothe the skin's natural barrier, help alleviate hyperpigmentation, and hydrate skin while providing anti-bacterial properties that leave skin more firm, even and brighter throughout the healing process.

Suitable for use on healed tattoos, the Exfoliating Soap uses mineral-based exfoliants to buff away dead skin cells, helping to reveal brighter, more vibrant existing tattoos. Glycerin, activated charcoal and jojoba oil work together to moisturize

[h]www.theinsightpartners.com/reports/tattoo-aftercare-products-market/

and soften the skin, protect against environmental stressors, unclog pores, exfoliate the skin, and remove deep impurities to leave tattoos vibrant and revived.

Another way that Mad Rabbit is growing is by partnering with 200 tattoo shops to sell its products.

One collaboration has been particularly notable for Mad Rabbit. The company is partnering with Atelier Eva, an acclaimed tattoo studio in Brooklyn. Mad Rabbit sells its soothing gel there as a white label product for Atelier Eva. The soothing gel formulation remains the same, but it is rebranded with Atelier Eva elegant packaging, which includes information that the product is a collaboration between the two companies.

"We're building our foundations with very influential tattoo spaces because similar to the salon industry, the consumer listens to the tattoo artist," Murray explains. "They really value what their opinion is in terms of care. And so, by an artist saying, 'I recommend using Mad Rabbit's soothing gel or balm,' that opens the door for a bigger consumer set that we may not have been able to acquire in the past."

Mad Rabbit has also expanded its brick-and-mortar footprint with Urban Outfitters. It sells its soothing gel and balm stick at more than 200 Urban Outfitters stores.

Mad Rabbit plans to sell its products in more physical stores of other retailers this year.

"We've only been around for three years—almost four," Murray says. "In terms of sales, we'll be in the double-digit millions already by the end of [2022]. That growth trajectory is pretty amazing."

She adds, "What we think is the key to unlocking that success further is, one, we really need to get in brick and mortar because our consumer is really asking to see us in the stores they're shopping in. And then, two, a much more laser-focused approach around our female customer and those consumers who have less than 10 tattoos because we are their entry point into tattoo care. And then additionally, from a product development perspective, continuing to innovate and iterate both in the professional channel as well as the consumer-facing channel with some pretty cool innovations that have not launched in the market yet. So we're very excited about those strategies that are happening [in 2023]." ■





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THE BEAUTY INGREDIENT AGENDA: JANUARY 2023

From delivery systems to bioprospecting to sustainable multifunctionals, suppliers are driving beauty innovation forward.

Welcome to our monthly ingredient trend bulletin, highlighting the latest supplier and researcher innovations. Each bulletin will highlight advances in functions, claims and eco-ethical qualities, allowing marketers and R&D teams to develop on-trend beauty formulations. -Editor

Biodegradable Delivery System

GluEco's DermAmaize adhesive film is designed to provide a thin, conforming layer even at points of flexure to deliver active or passive chemistry to the epidermis for extended periods of time. The product is created from bio-based, sustainable zein found in maize and can be utilized as an amorphous film, with nanoparticle inclusions, or both. The product was developed through GluEco's licensing agreement with Purdue University.

Possible applications include:

- Long-term transfer of natural essential oils as an adjunct to skin microbiome health (e.g., antimicrobial oils, antioxidants, vitamins, soothing agents, etc.)
- Delivery of bioactive additives, such as collagen, hyaluronic acid, astringents, glucans, etc
- Long-wear color cosmetics
- OTC products, including creams, roll-ons and sprays
- Extending topical drug delivery into the epidermis
- Clinical wound care and management.

DermAmaize's small molecular size conforms well to surface and appendageal tissue, the company reports, and easily adheres to skin with little or no sign of its presence. The product demonstrates no dermal allergic risk, and the skin-safe package solvents are said to disappear within seconds of administration. The solvents also are compatible with most organic, lipophilic chemistries and some water-based actives.

Pre-emulsions, liposomes and complexes can be incorporated during or after final film assembly depending upon order-of-addition requirements. Furthermore, variability among several ingredients allows for tuning rheology, carrying capacity, moisture vapor transmission rate and adhesive strength. Adjusting binding strength and viscosity can accommodate different loading to deliver time-release and concentration in consistent, custom formulations.

All ingredients in the adhesive are generally recognized as safe (GRAS) by the U.S. Food and Drug Administration; the adhesive is recyclable, compostable and biodegradable.

"When you look at evolving governmental standards or consumer preferences, it is clear that the time is ripe for the introduction of a plant-based and sustainable adhesive," said Dan Rosen, CEO and co-founder of GluEco. "GluEco offers a clean-label alternative for an array of applications without compromising performance requirements."

Multifunctional Tech Gets Green Upgrade

Symrise has launched SymDiol 68 green (INCI: 1,2-hexanediol (and) caprylyl glycol), a combination of Hydrolite 8 green (INCI: caprylyl glycol) and Hydrolite 6 green (INCI: 1,2-hexanediol), forming a multifunctional cosmetic ingredient.

As a green version of SymDiol 68, the mixture moisturizes the skin, stabilizes emulsions, works with the microbiome, is suitable for normal and sensitive skin, and improves product protection. The ingredient reportedly works well with all formulation types and supports green labels.

The mixture is water-soluble, cold-processable, and offers clear, colorless and nearly odorless characteristics, according to Symrise.

Balint Koroskenyi, Ph.D., senior global product manager at Symrise, says, "We strive to continue producing innovative green ingredients for our modern product protection portfolio. With the green variants of caprylyl glycol and 1,2-hexanediol, we can replace the components of the very successful synergistic mixture SymDiol 68. We are now offering customers a 100% green version."

In recent years Symrise developed green 1,2-alkanediols, commonly used in cosmetic preservation, such as Hydrolite 5 green (INCI: pentylene glycol), Hydrolite 7 green (INCI: 1,2-heptanediol) and Hydrolite 8 green (INCI: caprylyl glycol). The latest in this range is the previously mentioned Hydrolite 6 green, which completes the range of green 1,2-alkanediols in chain lengths from 5 to 8.

As the sustainable version of the company's multifunctional ingredients Hydrolite 6 (INCI: 1,2-hexanediol) and Hydrolite 6 O (INCI: 1,2-hexanediol), Hydrolite 6 green offers multiple similar benefits while also being environmentally friendly. These include:

- Moisturizing the skin
- Helping to solubilize lipophilic cosmetic ingredients
- Improving the sensory profile of formulations
- Stabilizing emulsions due to smaller droplet sizes
- Enhancing product protection.



The rheology, carrying capacity, moisture vapor transmission rate and adhesive strength of GluEco's DermAmaize can be adjusted.

The ingredient can go into all formulation types and is compatible with all skin types, according to Symrise.

Balint Koroskenyi, Ph.D., senior global product manager, cosmetics ingredients division at Symrise, says, "With Hydrolite 6 green, we are expanding our portfolio of sustainable multifunctional ingredients and are once again demonstrating our innovative strength." Koroskenyi continues: "This allows us to meet the demands of both consumers and our customers as we contribute to having more sustainable options in cosmetics."

New Natural Colorants

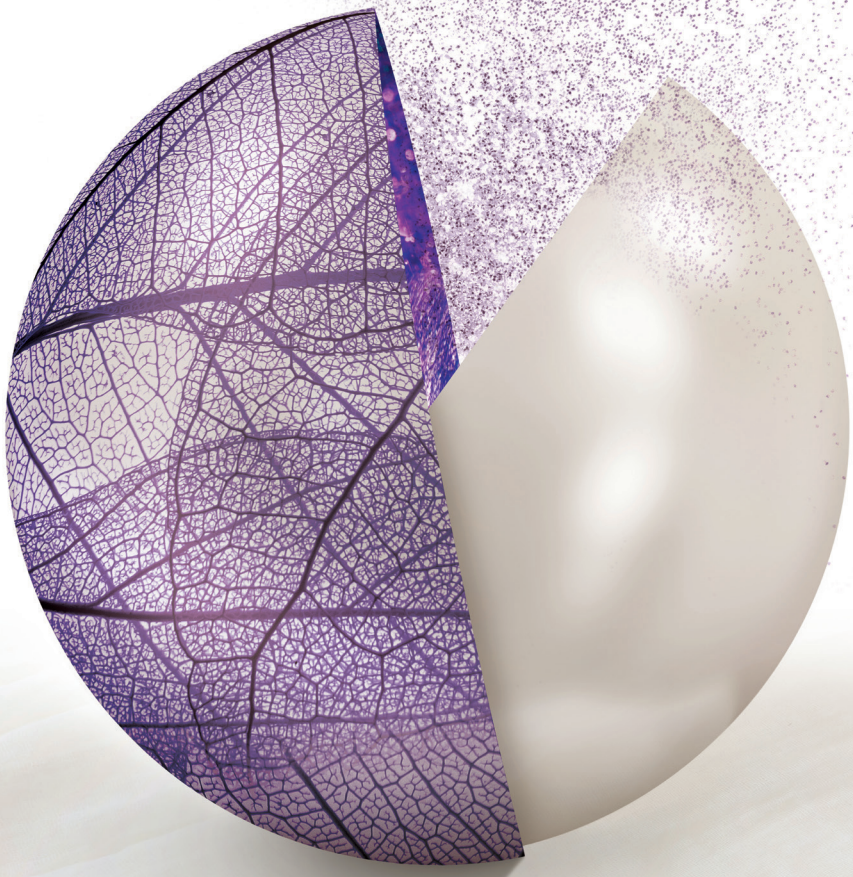
Sun Chemical has expanded its SunPuro line to include six natural colorants for cosmetics and personal care.

The ingredients offered include SunPuro Natural Annatto O (INCI: *Helianthus annuus* (sunflower) seed oil (and) annatto) and SunPuro Natural Annatto A (INCI: water (aqua) (and) annatto (and) potassium hydroxide),

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As a green version of SymDiol 68, Symrise's new mixture moisturizes the skin, stabilizes emulsions, works with the microbiome, is suitable for normal and sensitive skin, and improves product protection.



Hydrolite 6 green completes the range of green 1,2-alkanediols in chain lengths from 5 to 8. The line works well with all skin types and formulation types, according to Symrise.

approved for color cosmetics and personal care.

Also offered are two SunPuro Natural Chlorophyll green colorants: SunPuro Natural Chlorophyll P (INCI: maltodextrin (and) chlorophyllin-copper complex) and SunPuro Natural Chlorophyll A (INCI: water (aqua) (and) chlorophyllin-copper complex (and) propylene glycol (and) potassium hydroxide), approved for use in oral care.

The plant-based ingredients SunPuro Natural Vegetable Black (INCI: not provided), made from upcycled coconut shell waste and offering non-nano detoxifying properties, and SunPuro Natural Coconut (INCI: not provided), providing opacifying effects for use in aqueous personal care formulations, support natural claims in cosmetics and personal care formulas, according to Sun Chemical.

Bart Vanderbiest, global director of cosmetics, color materials at Sun Chemical, says, "As the beauty industry has shifted toward more natural trends, we're constantly striving to bring more sustainable solutions to the market. We look forward to growing our SunPuro naturals line to support our customers with a comprehensive color portfolio for the global beauty industry."

Bio-based Pigment Dispersions

P2 Science, Inc. has announced the launch of a range of 10 bio-based pigment dispersions under the trade name Citrosperse. The line was developed in collaboration with American Colors, Inc. (ACI) of Sandusky, Ohio, and marketed by P2. It is built on P2's Citropol platform, which leverages upcycled forestry by-products from Forest Stewardship Council-certified pine trees.

All Citrosperse ingredients are silicone alternative emollients in a paste format with a thick, creamy consistency suitable for a variety of color cosmetics. The range of products includes:

- CitroSperse Yellow Iron Oxide (INCI: iron oxides (and) polycitronellol).
- CitroSperse Titanium Dioxide (INCI: titanium dioxide (and) polycitronellol (and) polyhydroxystearic acid).
- CitroSperse Red Iron Oxide (INCI: iron oxides (and) polycitronellol (and) polyhydroxystearic acid).
- CitroSperse Black Iron Oxide (INCI: iron oxides (and) polycitronellol (and) polyhydroxystearic acid (and) trihydroxystearin).
- CitroSperse Red 6 Lake (INCI: polycitronellol (and) red 6 lake (and) sorbitan oleate).
- CitroSperse Red 7 Lake (INCI: polycitronellol (and) red 7 lake (and) sorbitan oleate).
- CitroSperse Blue 1 Lake (INCI: polycitronellol (and) blue 1 lake (and) sorbitan oleate).
- CitroSperse Yellow 5 Lake (INCI: polycitronellol (and) yellow 5 lake (and) sorbitan oleate).
- CitroSperse Ultramarine Blue (INCI: ultramarines (and) polycitronellol (and) polyhydroxystearic acid (and) trihydroxystearin).

- CitroSperse Black 2 (INCI: polycitronellol (and) black 2 (and) polysorbate 80 (and) sorbitan Oleate).

The Citrosperse product line is part of P2's plant a forest initiative, in which P2 plants a tree for every kilogram of product sold.

Neil Burns, CEO of P2, says, "There has been a huge need in the market for pigment dispersions that are both super-high performing and built on sustainable dispersion technology."

Kayla Eyer, business development director at American Colors, says: "ACI's expertise in colorants and commitment to quality and service has been a great pairing with P2's Citropol technology and market presence. We expect this to be a winning formula for years to come."



The Citrosperse range is built on P2's Citropol platform, which leverages upcycled forestry by-products from Forest Stewardship Council certified pine trees.

Bioprospecting Beauty

Apoena Biotech has begun to ethically bioprospect microorganisms from the Brazilian archipelago of Fernando de Noronha, called the "Blue Amazon," with the ambition to develop ingredients for the cosmetics and fragrance sector via biotechnological processes.

The Blue Amazon comprises 3.5 million km² of maritime space and is one of the most biodiverse areas in the world, according to the Brazilian Ministry of the Environment.

Apoena Biotech is using the collected samples to develop a marine bacteria bank.

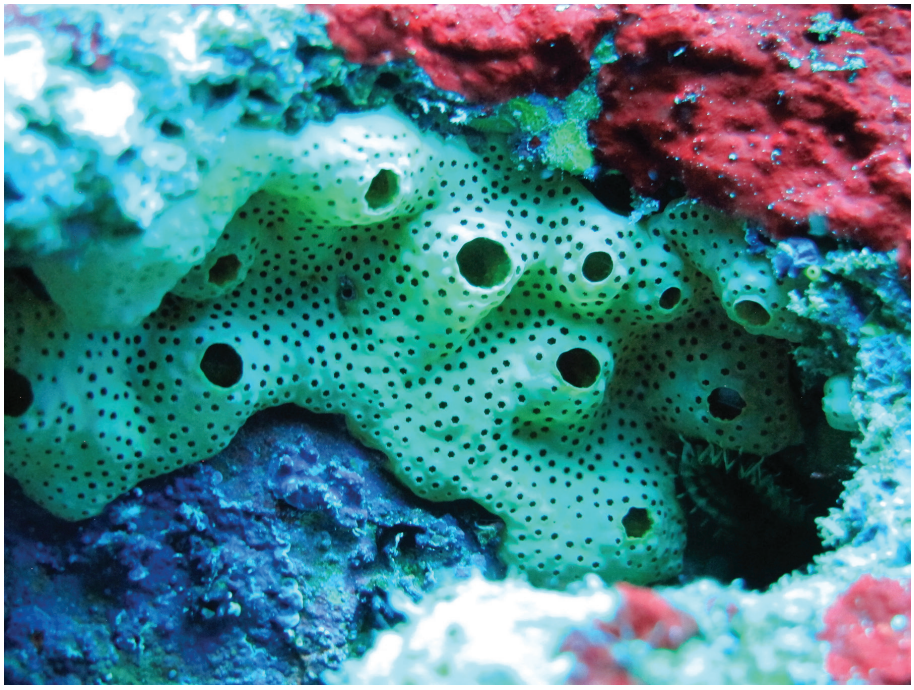
Authorization for the collection of biological material was granted via SISBIO (Biodiversity Authorization and Information System) and approved by the Chico Mendes Institute for Biodiversity Conservation (ICMBio).

According to Apoena Biotech, the collected molecules can be replicated on a large scale via bioprospecting for application in health, personal care, agriculture, nutrition and other markets.

Bruno Carillo, chief operating officer, says, "By choosing Noronha as the archipelago representing Blue Amazon, we value and boost the development of Brazilian biotechnology from one of the richest ecosystems in the world, enabling the creation of unique sustainable products that help preservation, opening new opportunities for the development of innovative solutions. The survey Best for Brazil 2022, by Humanizadas, reveals that "a new economy can represent not only a response to the social and environmental problems the country currently faces, but also an



Sun Chemical expanded its portfolio of ingredients to include two SunPuro Natural Annatto products, two SunPuro Natural Chlorophyll green colorants and two plant-based ingredients.



Didemnun sp. ascidia, a target species of Apoena Biotech's Blue Amazon bioprospecting program.



PhycoSi strengthens the epidermis, restores the cutaneous barrier, improves skin exfoliation and smoothes the cutaneous microrelief.

additional $538 billion U.S. dollars to Brazil's GDP by 2030."

Upcycled Marine Anti-aging

Microphyt has launched PhycoSi (INCI: water (aqua) (and) *Phaeodactylum tricornutum* extract (and) pentylene glycol), an upcycled, water-soluble source of marine silicium for anti-aging.

Through in vitro testing, Microphyt found that PhycoSi strengthens the epidermis, restores the cutaneous barrier, improves skin exfoliation and smooths the cutaneous microrelief. The ingredient was also found to boost exchanges and increase density in the dermis, as well as improve skin firmness, elasticity and tonicity after 14 days, according to the company.

Microphyt's R&D team developed a process for extracting the silicium from a manufacturing co-product, recycling a diatom intended for disposal that resulted in the development of PhycoSi.

New Sun Care Concepts

Gattefossé has launched a sun care kit composed of eight formulas with four key ingredients designed for sensory, performance and stability properties that support the efficacy of UV filters while removing the typical associated discomfort of a greasy, sticky skin feel.

Four Key Ingredients

- Emulium Illustro (INCI: polyglyceryl-6 polyhydroxystearate (and) polyglyceryl-6 polyricinoleate), a w/o emulsifier, has proven its compatibility with organic and mineral UV filters and creates stable formulations with a comfortable feel.
- Emulium Dolcea MB (INCI: cetearyl alcohol (and) glyceryl stearate (and) jojoba esters (and) *Helianthus annuus* (sunflower) seed wax (and) sodium stearoyl glutamate (and) water (aqua) (and) polyglycerin-3), an o/w emulsifier, is designed to create stable textures with a soft and non-tacky feel.
- Emulium Mellifera MB (INCI: polyglyceryl-6 distearate (and) jojoba esters (and) polyglyceryl-3 beeswax (and) cetyl alcohol) is another o/w emulsifier said to support the formulation of sun care products with a light and non-greasy finish.
- Acticire MB (INCI: jojoba esters (and) *Helianthus annuus* (sunflower) seed wax (and) *Acacia decurrens* flower wax (and) polyglycerin-3) is an active texturizing agent that improves the sensoriality of sun care products

by reducing the greasy and tacky feel. It also improves durability of the protective film on the skin, according to Gattefossé.

Per the company, the sunscreens have been tested in real-use conditions utilizing a UV camera to visualize the formulas upon application to the skin and assess how they evolve over time.

Two Featured Formulas

- 2177-7.03 Mineral Shield SPF50 is formulated with Emulium Illustro and Gatuline Radiance (INCI: propanediol (and) *Evodia rutaecarpa* fruit extract). This sunscreen reportedly is neither sticky nor greasy and is easy to apply.
- 2494-1.13 Powdery Stick SPF50+ is made with Emulium Illustro, Acticire MB and Lipocire A SG (INCI: C10-18 triglycerides) and is designed for areas of the body that are prone to UV damage, such as the nose, cheekbones, scars and tattoos. Once applied, it is said to leave a dry and powdery finish.



Per Gattefossé, the sunscreens have been tested in real-use conditions and utilized a UV camera to visualize the formula once applied to the skin, as well as how it evolves over time.

Malorie Duvent, cosmetic evaluation manager and sun care expert at Gattefossé, commented, "We have been working on sun care for eight years now. Our ingredients enable [us] to create innovative textures with all kinds of UV filters. Our expert sensory panel helps us to optimize the sensory profiles of our sun care products. Performance being a priority, we test our formulas to guarantee the protective efficacy (SPF in vitro and in vivo, UVA), the water resistance and the photostability of UV filters."



Eligo's patent supports therapeutic interventions in serious skin disorders. This work provides opportunities to leverage the skin's immune system for oncological, vaccination or desensitization applications.

Genetically Engineered Acne Treatment

Eligo Bioscience has announced the issuance by the U.S. Patent and Trademark Office (USPTO) of patent #11,473,093 covering genetic engineering of *Cutibacterium acnes* to support therapeutic interventions in serious skin disorders.

The patent stems from the WO2022096596 patent family filed in 2020 and owned by Eligo Bioscience. It supports Eligo's program and work on other skin disorders such as skin cancer, alopecia and vitiligo, as well as a tool for potential vaccination and desensitization.

This program has an expected clinical proof of concept in moderate-to-severe acne patients set for 2024. The work may offer opportunities to leverage the skin's immune system for oncological, vaccination or desensitization applications, according to Eligo.

Eligo obtained preclinical proof of concept for its first program in moderate-to-severe acne *vulgaris* with the development of a modality capable of delivering a CRISPR system directly

into *C. acnes* to kill only the strains of this species that are known to drive inflammation in the hair follicle.

C. acnes is a species of the skin microbiome that provides many health benefits for the host, such as maintenance of the skin barrier and protection against pathogens, according to Eligo. It resides in the hair follicle, in the vicinity of the host's immune and stem cells.

Using its gene editing platform, Eligo could potentially eliminate, modify or introduce new genes to the microbiome to express therapeutic proteins at the skin/host interface.

Xavier Duportet, Ph.D., CEO of Eligo Bioscience, commented: "Thanks to the quality of our science and the unmatched expertise of our team, we have been able to develop unique and highly differentiated tools to address skin disorders in record time. We are extremely proud of the pioneering work accomplished by the team, now recognized by the USPTO, and that offers Eligo a dominant position in the field of C. acnes genetic engineering and its vast therapeutic applications."



Kaffe Bueno's mission is to unlock coffee's health potential, wherein harmful emissions are minimized and coffee's by-product usability is maximized—in this case, for personal care applications.

Protecting the Waterways

Blueland and Plastic Pollution Coalition are petitioning the Environmental Protection Agency to conduct health and environmental safety tests of polyvinyl alcohol and remove it from the Safer Choice List and Safer Chemical Ingredients List pending results.

Made Safe, Beyond Plastics, Plastic Oceans International, 5 Gyres, Lonely Whale and the Shaw Institute are also participating in the petition.

While the action focuses on the application of the chemical in laundry sheets and pods, polyvinyl alcohol is also used in cosmetic products as a film former and viscosity agent.

The move follows Blueland's commissioning of a study published in the *International Journal of Environmental and Public Health* that was conducted by researchers at Plastic Oceans International, which found that more than 75% of intact plastic particles from laundry and dishwasher pods can be released into oceans, rivers, canals and soil.



While Blueland's petition focuses on the application of polyvinyl alcohol in laundry sheets and pods, polyvinyl alcohol is also used in cosmetic products as film former and viscosity agent.

Upcycled Skin, Sun and Hair Care

Kaffe Bueno, a Danish bioscience company, is known for upcycling coffee by-products into active and functional ingredients for personal care, nutraceuticals, and functional food and beverages. The company recently announced four active ingredients for various skin and hair care applications:

- Kaffoil-R (INCI: *Coffea arabica* seed oil) is recommended for serums and face oils, shampoos and conditioners, scalp care, lotions, soaps, sunscreens, and more. It is said to strengthen hair, preventing breakage and split ends; increase hair shine; and repair chemically

damaged hair, smoothing and protecting it.

- Kaffage (INCI: *Coffea arabica* seed extract) is recommended for skin and body care, foundations and self-tanners. It reportedly prevents UV-induced advanced glycation end-products, promotes anti-aging, reduces wrinkle appearance and provides daily protection.
- Kaffair (INCI: *Coffea arabica* seed extract) is amphiphilic and is recommended for shampoos, hair masks and scalp oils. It offers UV protection, antioxidant effects and preservative-boosting benefits.
- KA-ZuN is recommended for sunscreens, boosters and after sun care and offers UV protection, the reduced white cast of ZnO and a decrease in photocatalytic activity.



IntegriButter Mango Fruit Blend can be utilized in skin, scalp and body care, eye and lip care, and various color cosmetic products.

Alejandro Franco, co-founder of Kaffe Bueno, says of the launch, "They are the result of in-depth analysis of the consumer market, hundreds of hours of conversations listening to pains and needs from the industry, over 30 prototypes, multiple studies and a hard-working innovative team developing and optimizing the processes. These are not only ingredients. They are tools for the industry to accelerate the transition to natural."

AI-developed Scalp Care

Ashland has launched its Sclareance (INCI: sclareolide) biofunctional, which is said to reduce the appearance of dandruff and scalp irritation, offering healthier scalp desquamation and making the user less prone to dandruff. Applications for this ingredient include hair care formulations, leave-on treatments, and shampoos and conditioners.



Created from sclareolide found in clary sage fields, Ashland's Sclareance reduces the appearance of skin irritation and dandruff and helps the skin activate vitamin D functions to restore the scalp.

The biofunctional is extracted from the company's own clary sage fields in the United States where the flowers are bio-transformed using non-GMO biotechnology. It is the second biofunctional ingredient to be developed by Ashland using artificial intelligence (AI), after Santalwood (INCI: octyldodecanol (and) *Santalum album* (sandalwood) wood extract).

Clinical trials in volunteers showed that sclareolide could help the skin activate vitamin D functions and restore a healthy scalp, visibly reducing the appearance of dandruff.

Anne Clay, marketing and business development manager, biofunctionals and naturals, Ashland, commented, "Consumers are increasingly seeking scalp facials to intentionally address scalp health and combat dandruff. Using white biotechnology to activate ingredients for scalp care, Ashland can amplify the efficacy of our customers' products and applications."

Mango Fruit Blend for Hair and Skin

Integrity Ingredients Corp. (IIC) has added to its IntegriButter portfolio



Lubrizol's Beauty Heyond H2O concept formulations aim to reduce water use. With the UN predicting that two-thirds of the world will be in water-stressed conditions by 2025, water reduction is in high demand for consumers.

for personal care formulations with IntegriButter Mango Fruit Blend (INCI: *Mangifera indica* (mango) seed butter (and) *Olea europaea* (olive) fruit butter (and) *Carica papaya* seed oil (and) *Prunus domestica* seed oil).

The combination of oils contains a surplus of antioxidants, beta carotene, flavonoids, lutein, oleic acid, polyphenols, potassium, and vitamins C and E that are designed to nourish, fortify and revitalize hair and skin.

Each ingredient component delivers properties to the complex, described as follows.

IntegriButter Mango (INCI: *Mangifera indica* (mango) seed butter) is created from the oil extracted from seed kernels of the mango fruit. It contains a high amount of stearic acid, which is similar in properties to cocoa butter. The ingredient reportedly demonstrates good lubricity and delivers excellent moisturization to dry skin and hair; helps to restore skin elasticity; protects against UV rays; reduces cellular degeneration; and inhibits the formation of fine lines and wrinkles.

IntegriLipid Papaya Seed Oil Refined (INCI: *Carica papaya* (papaya) seed oil) is extracted from the seed kernels of the papaya fruit and works as a natural exfoliator and anti-aging ingredient. Studies have shown that the papain enzyme promotes collagen production and protects skin elasticity, which helps to reduce the appearance of fine line and wrinkles. It is proposed for creams, lotions, hair and facial oils, body butters and lip balms.

IntegriLipid French Plum Oil (INCI: *Prunus domestica* seed oil) is extracted from the seed kernels of non-genetically modified plums that are harvested in the southwest of France. It is an oleic oil with high linoleic acid content that is rich in antioxidant tocopherols. The oil has an emollient profile that leaves the skin with a light, non-greasy after-feel and offers antioxidant and hair and skin conditioning benefits, the company reports. It can also be used as a natural alternative to synthetic fragrances due to its light almond scent.

IntegriLipid Olive Oil Extra Virgin (INCI: *Olea europaea* (olive) fruit oil) is extracted from ripe, organic olives in Australia that are ground to a paste and mixed with water. The mixture is then centrifuged to separate the oil, which has a shelf life of approximately two years. The oil is reportedly abundant in antioxidants, nutrients, vitamins and anti-inflammatory triterpenes to promote skin health. It also is rich in vitamins A, E, D and K and counters oxidative stress caused by UV and free radical damage, according to the company.

The oil contains a high fatty acid profile that includes squalene, oleic and palmitic acids that deliver moisture and are biomimetic to the fatty acid profile of human skin. The oil also can nourish and hydrate brittle and dry hair to tame frizz and prevent split ends while additionally acting as a

lubricant to reduce friction between strands, strengthening, thickening and reviving hair's natural shine.

IntegriButter Mango Fruit Blend is suggested for skin, scalp and body care, eye and lip and various color cosmetic products.

Waterless Beauty

Lubrizol Life Science has developed a line of waterless formulations combining ingredients such as AlgaPūr HSHO algae oil (INCI: triolein), Kelco-Care diutan gum (INCI: *Sphingomonas* ferment extract), Sensomer CI-50 polymer (INCI: starch hydroxypropyltrimonium chloride), Oilkemia 5S polymer (INCI: caprylic/capric triglyceride (and) polyurethane-79), Matrifuse S-1 dispersant (INCI: polyhydroxystearic acid (and) neopentyl glycol diethylhexanoate) and Sunhancer Eco SPF (INCI: *Copernicia cerifera* wax (and) *Oryza sativa* wax).

This responds to the United Nation's prediction that, by 2025, two-thirds of the world's population will be living in water-stressed conditions. As climate change continues to threaten the natural water cycle, more consumers are seeking out beauty brands that offer waterless products that work.

Beauty Beyond H_2O gives consumers a waterless beauty routine with products for cleansing, hair care and skin care. The collection offers a range of textures and formats, sulfate- and silicone-free formulations, travel-friendly portable solutions, and sustainable packaging made from recycled or reusable materials.

The concept product range includes:

- Jelly Cleanser Oil: Cleanses the skin by removing impurities and resistant makeup with a moisturizing and non-greasy finish.
- Surprising Shower Powder: Includes natural emollients that help moisturize the skin during and after washing. Showering with this formulation, consumers might use 4x less product than traditional shower gel.
- Flip-me Algae Bar Shampoo: A solid bar that washes hair while nourishing and conditioning to provide curl definition and frizz control. Shampooing with it is said to allow consumers to use 6.5x less product than traditional shampoo.
- Algae Oil Solid Hair Mask: Designed to bring hydration, shine and strength to hair with a light, satin-like feel.
- Instant Nourishing Hair and Scalp Oil Serum: An oil-based serum that reportedly transforms damaged hair and scalp.
- Waterless Facial Moisturizing Bar: A water-free facial bar that provides moisturization with no oily or greasy texture and reduces the appearance of dark spots and wrinkles, according to the company.
- All Mineral Anhydrous Facial Daily Deflector Sunscreen Fluid: A reportedly silky and smooth sunscreen fluid said to apply seamlessly with an all-mineral format.



The Cistus incanus flower, which inspired IBR-Chill, is indigenous to the Israeli desert and is a hybrid of Cistus albidus and Cistus crispus.

Stress-reducing Beauty

IFF-Lucas Meyer Cosmetics' IBR-Chill (INCI: glycerin (and) water (aqua) (and) *Cistus incanus* flower/leaf/stem extract) biomimics the effects of meditation, which can reportedly improve the appearance of skin affected by stress and anxiety.

The ingredient is designed to deliver the same "anxi-aging" effects (aging impacts related to anxiety) as meditation.

IBR-Chill is based on the *Cistus incanus* flower, otherwise known as the hoary rock rose, a hybrid of *Cistus albidus* and *Cistus crispus*. The renewable biomass is organically grown in the Israeli desert using precision irrigation methods. Found in the Israeli desert, hoary rock rose comprises compounds that are said to block the key stress receptor in the skin. The ingredient is standardized in myricitrin, a naturally occurring flavonoid glycosid known as an anti-anxiety active.

IBR-Chill was applied at a concentration of 1% on psychologically stressed subjects.

The ingredient reportedly reduced the appearance of wrinkles, improved skin elasticity and firmness, and

reduced skin microcirculation, skin redness and the appearance of red spots, while improving the skin's capacity to mitigate heat and chemical stress-induced inflammation.

Mineral Ingredients for Beauty

At the 2022 SEPAWA Congress, Omya presented its portfolio of natural ingredients for personal and home care applications. Mineral particles for decorative cosmetics, skin and oral care were showcased, including color pigments, flavors, botanicals and more.

The Omyacare brand comprises white particles sourced from natural minerals that work as cleansing agents with different grades of abrasiveness, and are thus adjustable according to the desired color, viscosity and texture. A broad variety of applications are possible, such as waterless products, bar soap, toothpaste, tooth tabs and hand wash tabs. In addition, many of Omya's manufactured calcium carbonate products are Cosmos approved and Natrue certified.

For skin care, Omyaskin (INCI: hydroxyapatite (and) calcium carbonate) particles are designed to minimize skin imperfections naturally while promoting an even skin tone. This visual effect is achieved by specially treated particles that scatter light, thus reducing contrasts and creating a blurred, soft-focus effect.

The particles are made from high-purity natural minerals offering high porosity. In addition to being non-nano, the particle size fits the requirements of cosmetic applications.



Omya displayed Omyaskin at this year's Sepawa, highlighting the ingredient's multifunctionality and promotion of an even skin tone.

Oral care applications include Omyadent 200 particles that act as desensitizers in toothpaste. The mineral has an outer shell of hydroxyapatite, the main constituent of enamel and dentin.

Dentin hypersensitivity can be treated by occluding dentin tubules, preventing stimuli and dentinal fluid movement.

Stefan Lander, vice president consumer goods, group sales and marketing at Omya, says, "The first step to making cosmetic formulations exciting is to make the products exciting to use. The right ingredients help a product stand out. In this spirit, we were happy to participate at SEPAWA again, showcasing our wide portfolio of natural and functional ingredients manufactured by ourselves or by our esteemed partners." ■

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