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The Beauty Innovator's Resource

APRIL 2023



THE FUTURE OF CLEAN LABEL BEAUTY

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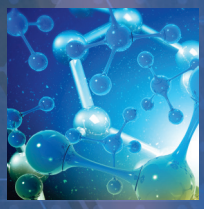
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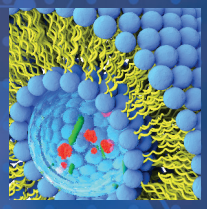
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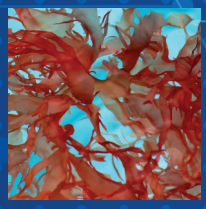
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one ingredient at a time

Inside the TikTok-Google Feedback Loop



"Trends that are big on TikTok but small on search are significant for content visibility but may not be reliable for development or marketing campaigns beyond social media," says Spate co-founder Yarden Horwitz.

Global Cosmetic Industry's mission is to connect the dots between R&D innovation and consumer/market data. Increasingly, however, interpreting that data has become more complex.

TikTok trends come and go in the blink of an eye—body slugging, vanilla girl aesthetic, glazed donut nails, etc., etc., etc.—which makes it difficult for beauty product innovators to suss out the lasting trend from the fleeting fad. That's why frequent *Global Cosmetic Industry* contributor Spate[a] added weekly TikTok data to its search data platform, allowing brands to "see which trends are making an impact beyond the popular [social] platform."

But how do Google and TikTok data reinforce one another, where do they differ and how should brands contextualize this data for innovation?

"[T]here is often a strong relationship between TikTok and Google behavior," says Spate co-founder Yarden Horwitz. "Trends that are big on search show that there is consumer intent to purchase or engage with a trend. If these trends have low views on TikTok, there's an opportunity for brands to seize on this opportunity by creating content to establish themselves as a trend leader with a specific audience."

Conversely, she says, "Trends that are big on TikTok but small on search are significant for content visibility but may not be reliable for development or marketing campaigns beyond social media."

Meanwhile, TikTok's virality often leads to spiking trends that may flame out in a matter of days or weeks. On the other hand, significant trends tend to surface in small search volumes that gradually increase over a longer period.

Horwitz notes, "Brands have the opportunity to get ahead here by monitoring fast-rising TikTok trends and, also, exploring whether they—or trends related to them—appear in search yet."

So, while data can pinpoint opportunities, brands and their development and supply partners must ensure they understand the underlying context.

Happy innovating!

[a]https://hubs.la/Q01snlKM0



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INSIDER INSIGHTS:

2022 BEAUTY INGREDIENT & PACKAGING TRENDS + LAUNCHES

From skin care to hair care and color cosmetics, the beauty sector is evolving in all facets.



Packaging innovations reflect the consumer demands for improved formulas.

Featured insiders…

- Acme-Hardesty
- Ashland
- Berlin Packaging
- Chemyunion
- Givaudan
- HCP Packaging
- Ingredion Beauty and Home
- NFBeautyGroup
- Samhwa US
- Symrise
- TaikiUSA

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INGREDIENT TRENDS + LAUNCHES

Global Cosmetic Industry recently spoke with insiders to highlight recent beauty ingredient trends and launches.



Ashland's sensitive go natural ingredient can be used in natural wipes, sheet masks and eye care product applications.

Upcycling

Catherine Slish, innovation marketing manager, Symrise, says, "Upcycling has taken center stage in the beauty ingredient space. Consumers are seeking more sustainable and environmentally friendly ingredients. SymFerment is a postbiotic derived from the bio fermentation process of *Lactobacilli*. SymFerment is rich in micronutrients and functions as both a prebiotic and postbiotic. This upcycled material represents a new generation of moisturizers and provides immediate moisturization and skin smoothing effect."

Eco-Conscious Beauty

Chi Anigbogu, global marketing manager, Ingredion Beauty and Home, says, "Many are moving toward natural and plant-based ingredients, it's amazing to see this burst of eco-conscious beauty. Beauty retailers have impacted ingredients with their clean beauty lists. Both in ingredients and packaging we're seeing a lot less harmful and carcinogenic chemicals. We'll be launching at in-cosmetics Global a non-GMO tapioca natural starch with an amazing sensory profile, especially for waterless and cosmetic products. Our sensory panel ranked it highly in silkiness, smoothness, translucency and after-feel."

Elsewhere, Givaudan recently launched RetiLife, a 100% natural-origin retinol crafted through biotech. It is a sustainable alternative to synthetic retinol.

Natural Ingredients

Irina Agro, microbial protection business development manager, North America, Ashland, says, "From the perspective of preservation, we continue to observe a push and pull dynamic between consumers looking for more natural, biodegradable and overall, less harmful ingredients; while formulators, despite taking consumer sensibilities into account, continue to prioritize efficacy and ease-of-use. Next generation microbial protection technologies have been attempting to cater to both groups, providing effective formulation preservation while heading in a more natural direction (e.g. high degradability and ISO 16128 content)."

Agro continues, "One of Ashland's latest product launches, which fits well into the trends we've seen develop recently, is sensiva go natural. This is a 100% natural origin (ISO16128) multifunctional blend that provides excellent broad spectrum microbial stability across a wide pH range, while providing additional skin benefits. This non-stinging and mild blend is particularly well-suited to applications like natural wipes, sheet masks and eye care products."

Multifunctional

Agro says, "Another trend that we've observed and have been following closely is consumer affinity for simplified formulations and shorter INCIs. This aligns perfectly with the

advent of the multifunctionals—ingredients that do double duty by contributing to the overall microbial stability of a formulation while providing additional sensorial or claimed benefits."

Thiago Duccini, hair care marketing and products manager, Chemyunion, says, "In the face of today's increasingly demanding customers, where skinification has become a trend that drives new behavior, hair care has been greatly influenced by skin care. In this exponential movement, consumers are looking for softer formulations that target different concerns, like prioritizing multifactorial root-to-tip care and searching for high-performance active ingredients with claims and mechanisms creatively developed and easily understood. One of the reasons for such an interest in this type of product is the increase in consumer concern over healthy habits—a desire emerging from not only being healthy, but also looking [healthy]. And it makes sense, since hair is likely the first visible impression of one's body, it reflects self care and is the foundation for self-esteem."

Duccini continues, "It is common for your scalp or hair to send signals when you're not feeling well, especially when the obvious signs of breakage, opacity or flaking occur. It is also known that constant environmental exposure can create these harmful stresses as well. For this reason, we are introducing the term detox, with the goal of promoting the idea of the cleaning and recovery of the hair fiber and scalp. The result is the elimination or reduction of impurities that can silently cause hidden damage to the hair, thus promoting its health and well-being from root to tip. To meet this challenge, Chemyunion developed Polluout Detox, a 100% natural active that follows the precepts of green chemistry. It works through a synergistic association of a polydentated polymeric chelating agent, sodium polyitaconate, a chelating agent derived from alpha-hydroxy acid, sodium citrate and the biosurfactant extracted from the fruit of *Sapindus mukorossi*. Polluout Detox helps remove harmful particles and interference from the hair and scalp, such as: calcium, magnesium, copper and other pollutants—improving shine, combability and the effectiveness of treatments, and finally, protecting the skin's DNA and revitalizing the hair fiber to its natural state."

Deanna Mulicka, technical marketing manager, Acme-Hardesty, says, "In the coming months, expect to see an increase in hybrid products as consumers seek out products that highlight convenience paired with lasting results. With passive beauty, easy, sustainable and affordable skin care is the focus. Consumers look to emphasize simplicity and have routines that contain just the essentials centered around a few multitasking products. Hybrid products that offer an instant cosmetic effect while improving skin's overall appearance in the long term, and tie together pieces of eco-conscious, minimalism and clean beauty trends will be popular with the surge of passive beauty. Brands can differentiate themselves with innovative hybrid, multitasking formulas to help consumers blur the lines between skin care and cosmetics."

Mulicka continues, "Hyalomatrix from our partner, Sharon Laboratories is a compound solution for anti-aging and moisturization applications. Hyalomatrix is made of five complex hyaluronic acid materials with various sizes and characteristics to boost collagen synthesis, inhibit elastin degradation, and deliver long-lasting moisturization to skin."

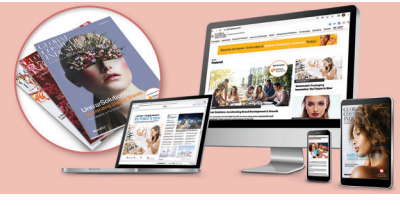
New Solutions for Mature Skin

Mariana Yamamoto, skin care marketing and products manager, Chemyunion, says, "As consumers increasingly scrutinize labels and question the efficacy of ingredients used in cosmetic products, awareness of peptides is on the rise in the personal care market. In a space previously dominated by hero ingredients, such as hyaluronic acid, retinol and vitamin C, peptides are increasingly being added to creams, serums and moisturizers for skin or hair care. According to data obtained from Mintel's GNPD platform, the last five years have seen up to a 90% increase in products containing peptides that promote benefits to the skin, such as hydration and wrinkles/blemishes reduction. However, this category of ingredients presents a blank space for solutions that treat oily skin and can reduce pores."

Yamamoto continues, "A new synthetic tripeptide that reduces and controls skin oiliness, while visibly reducing pores, with immediate and long-lasting results is Peptid4 S-Control. [It] works by blocking the melanocortin 5 receptor (MC5-R), which makes it an ideal solution for sebum control in young to mature skin."

Meanwhile, Givaudan launched Gravityl, which is said to provide "unbelievable skin benefits." According to Melanie Pelican, communication and operational marketing manager, fragrance and beauty at Givaudan, "Our goal with this ingredient is really to solve the consequences of a physical phenomenon on the skin, gravity, with a biological response." ■

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PACKAGING TRENDS + LAUNCHES

Global Cosmetic Industry spoke with beauty insiders to highlight recent beauty packaging trends and launches.

Category Crossover

Moira Stein, insights and strategy at Berlin Packaging, says, "There is a lot of category crossover happening in personal care, including the skinification of hair care. As the lines between skin care and hair care continue to blur, common skin care ingredients like hyaluronic acid, collagen and retinol are popping up in hair care products. New hair products like serums, exfoliators and masks borrow from popular skin product formats. And packaging is evolving to keep up with these changes. The hair care aisle is no longer filled with plastic bottles in standard sizes, shapes and colors. We're seeing alternative formats, custom designs, premium packaging, refill systems and more."

Minimal Packaging

Stein says, "There's also been a growing trend toward minimal, understated brand design across beauty care categories over the last couple of years. This is partly due to the clean beauty and skinimalism movements, with consumers wanting simple, honest ingredients presented in a clear and straightforward manner. Simple doesn't mean plain. A cleaner label can suggest a cleaner product and minimal design often feels more premium, especially when paired with high-quality materials and finishes."

Stein continues, "Berlin Packaging recently provided packaging for Alterna's new hair mask and renewing scalp care treatment. They are both examples of traditional skin care packaging entering the hair care category. The hair mask uses a stock PET jar typical of face creams, and the scalp treatment uses a stock tube common for lotions and cosmetics, with a custom cap and applicator for hair."

Makeup Comeback

Vince McCarthy, VP-US sales, Samhwa US, says, "As we continue to emerge from COVID, we are seeing makeup come back a bit but, what we are seeing more of is the rise of the highly evolved skin care serum. Formulators and labs are finding ways to bring together previously individually based skin care. These multi-balms combining acne protection with SPFs or retinols with actives to create skin firming microbiomes, reflect today's beauty consumers looking for convenience and simplicity in their routine, especially since many people are wearing less makeup. While many think they are familiar with sticks, they aren't aware of Samhwa's new to market 15 g mono-material Airtight stick.



Alterna's scalp care treatment tube was designed by Berlin Packaging, featuring a custom cap and applicator for hair.

McCarthy continues, "Samhwa is very excited to introduce this product in all PP to further support our commitment to sustainable solutions



Samhwa U.S. launched its monomaterial Airtight stick for easy skin application.

for our brands. Airtight sticks greatly expand the rise and presentation to the consumer of previously liquid serum only formulas. For those unfamiliar, these sticks allow for a quick and simple reapply without any mess. You can glide them onto your face, neck, cuticles, or whatever feels dry for hydration and glow without using your germy fingers. These smaller sized sticks are basically oversized lip balms for your whole face."

Sustainable

Andrea Greff, senior manager of design and marketing, NFBeautyGroup, says, "We continue to see requests for clean and sustainable product packaging. Utilizing medium to higher percentages of PCR in plastic products to make sure of pre-existing resources rather than virgin materials. We also continue to see a push to develop more packaging products, both in cosmetics and skin care, that utilize alternative and sustainable materials like aluminum, glass, wood/bamboo, and paper."



HCP Packaging's Ring Refill Jar features a refillable inner pod.



NFBeautyGroup developed the packaging for Stripes by Naomi Watts using its All-Out Bottle.

Greff continues, "In the last quarter of 2022, the brand Stripes by Naomi Watts launched a few products in which NFBeautyGroup developed their packaging. These Items include our All-Out Bottle in 30 ml and 50 ml, as well as a 50 ml dropper. The All-Out Bottle is an airless pack with a sustainable twist. The outer bottle, made of glass, offers a keepsake bottle with various deco opportunities and luxurious tactility. The inner PP bottle,which is a refillable cartridge, allows for compatibility to a wide range of products."

Rebecca Goswell, global design director, HPC Packaging, says, "With an industry standard capacity of 50 ml the concept of the Ringo Refill Jar rides on sustainability, reduced materials and easy to disassemble ergonomic function; holistically designed with consideration for product, brand and consumer needs. HCP's Ringo Refill Jar not only has a reduced environmental impact with a refillable inner jar, it also has a significantly reduced material weight due to the outer jar ring design, with the PP refill pod forming the base. As well as utilizing recyclable materials (PET, PP, PE), the jar can be easily disassembled by the consumer, part by part, ready to recycle in the domestic waste stream. Secured with a click-fit within the recess of the outer jar, the refillable inner pod can be released with a unique and effortless push-out gesture from the underside. The inner pod can be decorated or used to display base label information clearly at all times."

Siti Khalid, executive director of product, TaikiUSA, says, "Over the past few years, consumers have an increased desire for sustainable and eco-friendly products. Consumers



HCP Packaging's Heirloom collection reflects the demand from consumers for "nostalgic glamour."

are searching for brands that have products that are cruelty-free, ethically sourced and better for the planet. TaikiUSA has a strong commitment to science, application and sustainability. We offer a broad range of beauty tools and products that meet the needs of this consumer and help brands meet their sustainability goals. We developed makeup brush handles with FSC wood, upcycled and bio-based material, biodegradable PLA and bamboo. We offer vegan fibers and glue or mono material for easy recycling. Taiki also has a range of eco-friendly sponges with up to 40% plant based materials, bio-based materials or 100% biodegradable."

Vintage-Inspired

Cheryl Morgan, creative marketing manager, HCP Packaging, says, "We're seeing a renaissance for vintage-inspired beauty packaging as consumers seek the nostalgic glamor of eras gone by and little luxuries for the feel-good factor. HCP's new Heirloom collection turns the spotlight on decorative techniques that capture golden-era opulence, elevating stock items to luxury status. Showcasing cosmetics packaging to treasure, the 'Heirloom' collection is embellished with crystals, faux-pearls and intricate molded details.

Morgan continues, "The Heirloom collection skillfully blends ready-to-go stock packaging with vintage-inspired decorative finishes, whilst maintaining the high-quality performance modern-day beauty consumers demand. On-trend fluted textures echo Art Deco eras while aluminum adds a premium feel. PCR materials from trusted sources have been incorporated throughout this collection, for a reduced environmental impact. The Super Slim Refill Lipsticks' and mono-material Harmony Luxe Lipsticks support sustainability pillars of reduce, reuse and recycle, showing sustainability and luxury can work in perfect harmony." ■



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DermalRx Acetygen
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DermalRx Acetygen is a botanically derived active produced from *Agrimonia eupatoria* and *Ampelopsis grossedentata*. Cutting edge technology delivers beneficial epigenetic effects. Cellular revitalization via selective elimination of senescent cells, also known as zombie cells. It protects the skin from premature aging and is a multi-functional "pro-health" skin care active ingredient.



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Whimsical Nudes Palette includes 10 highly pigmented, creamy vegan and cruelty-free shades allowing you to create your most dreamy looks. Wear each shade alone or layer and blend for magical looks that go from day to night. It is packaged in a custom paper palette with metallic decoration.



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Spectra Colors offers small-quantity batch-certified colorants to be used in drop-in formulations. The company's FD&C and D&C dye products are available as powders, with specific colors available in liquid and granular form.



Body Oils

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Ambit Tottle

NFBeautyGroup

www.nfbeautygroup.com

Ambit Tottle is designed with a racetrack shape and an elongated side-press disc cap. This unique shape allows for maximum usage of store display space (e.g., showcasing multiple shades) and sleek minimal use of vanity or makeup bag space. The flexible body fits perfectly in the palm of your hands.



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Campo Research

www.campo-research.com

With the help of green chemistry, Campo Plantservative WMr is produced from wildly cropped honeysuckle without the use of synthetic substances. This ingredient contains phytochemicals with broad-spectrum antimicrobial properties against microbes, viruses, fungi, endospores and molds in products.



Hempz Sleigh Bears

Berlin Packaging

www.studio111design.com

This holiday, Hempz introduced limited-edition moisturizers in a variety of new fragrances and fun packaging. Berlin Packaging's in-house design division, Studio One Eleven, created a custom bear-shaped bottle in several shades for these bare body moisturizers. The design is fun, festive and especially impactful in the crowded personal care aisle.



Extrusion Blow Molding

Inoac Packaging

www.discoverinoac.com/whats-new

Inoac Packaging recently added Extrusion Blow Molding (EBM) to their extensive list of primary packaging manufacturing capabilities. Clients seeking containers with a flexible wall thickness can now enjoy the same premium Inoac quality with an expanded menu of material types including PET, polypropylene (PP), and polyethylene (PE). Post-consumer recycled (PCR), recyclable, and bio-based material options are also available. Launching a family of products? EBM offers a lower tooling investment when compared to other molding methods and can be designed with low-cost interchangeable parts to achieve multiple neck finishes for the same container.



phyteq raspberry one multifunctional

Ashland Specialties Deutschland GmbH

www.ashland.com/phyteqraspberryone

With the new phyteq raspberry one multifunctional, Ashland designed a synergistic, easy to use liquid blend, that offers broad spectrum efficacy across a wide pH range, delivering excellent performance in some of the most difficult to protect formulations, such as high SPF sunscreens and color cosmetics.



Hybrid Formulas

Cosmetic Group USA

www.cosmeticgroupusa.com

Come and explore hybrid beauty products that blur the line between makeup and skin care. Get in touch with Cosmetic Group USA at (818) 767.2889 or info@cosmeticgroupusa.com to develop your next beauty concept.

Integrity Ingredients Corporation

"Your Innovation Partner"

BGT™ TDP-1
A New Peptide Innovation for
Revolutionary, Rapid Anti-Aging Response



Showcasing BGT™ TDP-1, Tridecapolypetide-1 at New York Supplier's Day, a revolutionary breakthrough in anti-aging peptide technology that topically strikes directly at the heart of wrinkle-formation.

Visit us at Integrity Ingredients' booth #1731, New York Supplier's Day, May 2-3. Request samples and information here.

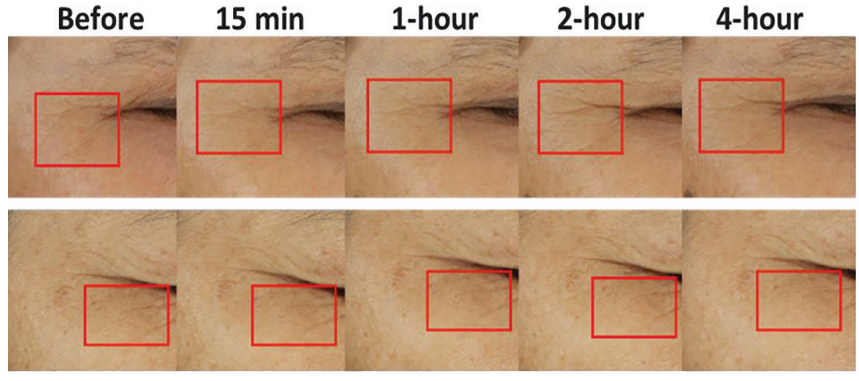
Exclusively developed by Bio Genetic Technology and distributed by Integrity Ingredients Corporation, BGT™ TDP-1 is an innovative, anti-wrinkle, cosmetic polypeptide. It is composed of 13 amino acids with a unique, three-dimensional folded spherical structure.
See clinical studies below.

Its mechanism of action works to quickly penetrate the skin and effectively bind to the nicotinic acetylcholine receptor site (nAChR) that regulates muscle contraction to achieve unprecendented anti-aging results.

To learn more and request samples, go to the BGT™ TDP-1 product page at www.integrityingredientscorp.com.

Clinical studies show:

- A noticeable reduction in fine lines at the eye crow's feet area at 15 minutes after application.
- Significant improvement in skin smoothness that remains unchanged with no wrinkle rebound.
- Wrinkle reduction at lower concentrations where consumers perceived noticeable improvement at 4 weeks.
- The time lapse to wrinkle reducing effects is directly correlated to the percentage concentration used.
- Recommended use level is 1 – 10%.



Bio Genetic Technology LLC (BGT) is a bioscience company that focuses on innovative and highly functional cosmetic peptides, emollients and emulsifiers and for the beauty industry. Learn more at www.biogtech.com.



McKernan Introduces New Line of PCR Packaging

McKernan Packaging Clearing House

www.mckernan.com/pcr-packaging

Now in stock and ready to ship, a new line of top quality PCR (post-consumer resin) bottles and jars in both PET and HDPE from McKernan's King line. We also carry dispensing closures, foamer pumps and fine mist sprayers in PCR. Call (800) 787-7587 for details or to order.



GlySmart

CrossChem Limited

www.crosschem.net/GlySmart

GlySmart is a smart release glycolic acid complex for sensitive skin. GlySmart utilizes the unique di-pole bond between glycolic acid and arginine to control the release of free acid reducing irritation by those with slightly higher skin pH.



Hyd-HA

Alpha Environmental

www.alpha-environmental.com/products

Hyd-HA is a low molecular weight (<50,000 Da) high performance raw material. It is produced by fermentation from glucose and yeast extract. It is a natural moisturizer that is non-GMO, ECOCERT and COSMOS certified. It is suitable for different skin types and climates.

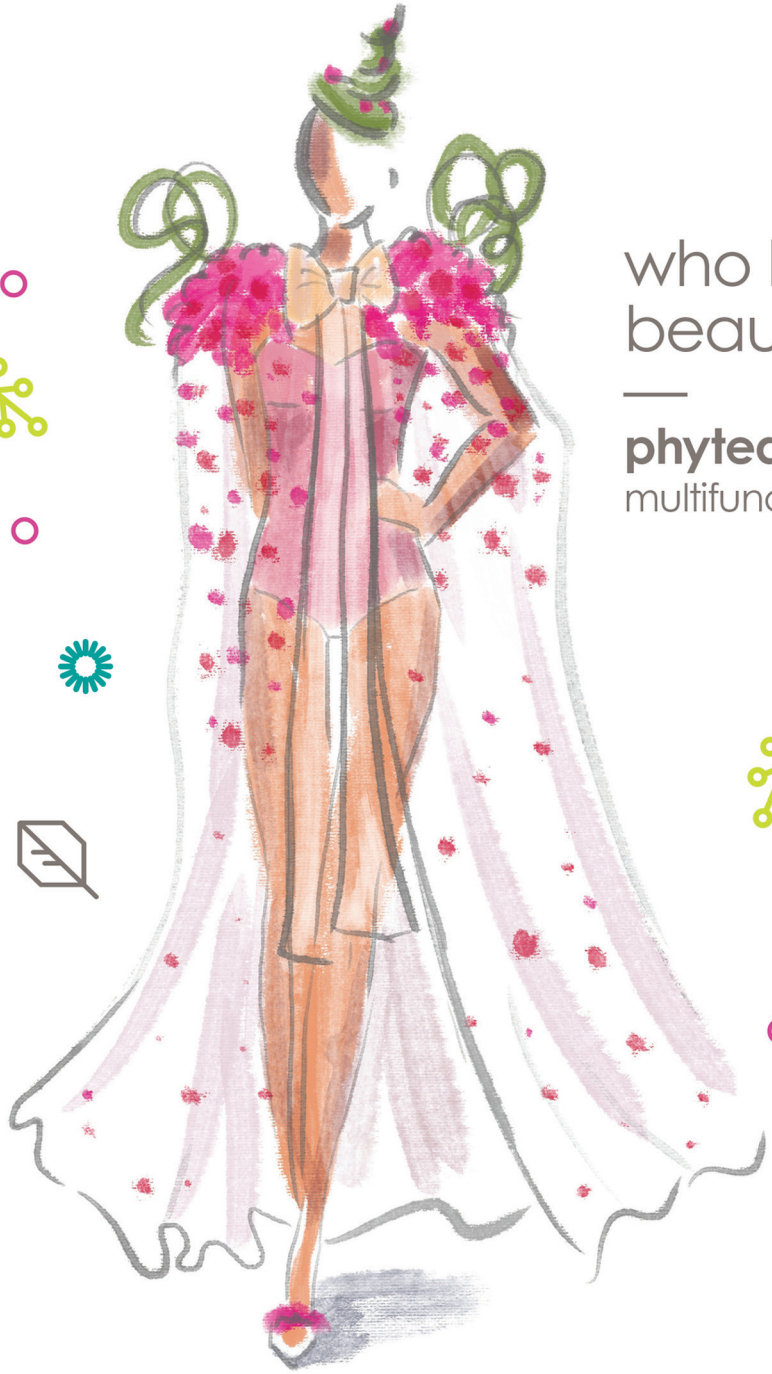


renew me personal care turnkey collection

Cosmopak

www.cosmopak.com/beauty-in-bloom-renew-me

This collection demonstrates cosmopak's personal care turnkey capabilities and features examples of unique formulations and packaging combinations. Sample products include: refillable natural deodorant, honey salve in tin, body exfoliator in tube with roller ball application and edge control tube gel with comb applicator. All items we produce are completely customizable.



who has superhero beauty protection?

phyteq™ raspberry one
multifunctional

Ashland phyteq™ raspberry one multifunctional is an innovative liquid blend with superhero power for demanding and complex skin care formulation challenges, especially those with difficult protection requirements, such as high SPF sunscreens and color cosmetics. Globally recognized for outstanding skin, scalp and oral care benefits, this all-in-one product has broad spectrum efficacy and a wide pH-range, making it easy for you to formulate.

Meet our solvers at NYSCC Suppliers' Day, booth 601 for more details.

For more information about this new product or to request a sample, visit **ashland.com/raspberryone**

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"We have to go further than clean labels and greenwashing to create products that resonate with today's consumers, who are more knowledgeable and engaged in discussions about their environmental impact than ever before," says Chi Anigbogu, global marketing manager of Ingredion Beauty & Home.

The Future of Clean Label Beauty

New ingredients offer brands the opportunity to deliver sustainable, safe, natural and effective beauty to increasingly demanding consumers.

"WITH NEW 'CLEAN' OR 'CONSCIOUS' BEAUTY GUIDELINES, A LOT OF THE TRADITIONAL SYNTHETIC INGREDIENTS ARE BEING REMOVED AND REPLACED."

More than ever, consumers demand clean, safe, natural, sustainable and multifunctional cosmetics, which raises the bar on formulations and ingredient technologies.

"We have to go further than clean labels and greenwashing to create products that resonate with today's consumers, who are more knowledgeable and engaged in discussions about their environmental impact than ever before," says Chi Anigbogu, global marketing manager of Ingredion Beauty & Home.

At the same time, however, high performance is non-negotiable.

"For skin care consumers, sensorial benefits are key, both during and post application," says Ashraf Hossain, senior business scientist, Ingredion Beauty & Home. "This need for luxurious textures and easy applications has definitely impacted the color cosmetics world, with more products focused on the consumer experience."

Therefore, brands and their innovation partners must now operate at the intersection of clean, sustainable and effective beauty. Here's what that means for the industry.

A Sea Change in Consumer & Retailer Attitudes

According to Ingredion research, 79% of consumers globally read ingredient lists on skin care products[a], while 38% are willing to spend more on products they consider to be sustainable, environmentally friendly, or ethically sourced and manufactured.

According to NPD[b] data, 34% of consumers believe it is important for makeup brands to be socially responsible. Furthermore, about 80% of consumers reference vegan, cruelty-free and natural ingredients in online reviews.

Meanwhile, Euromonitor International's "Voice of the Consumer: Beauty Survey 2022" found that[c], between September 2019 and March 2022, "the number of makeup SKUs with at least one environmentally or ethically friendly attribute has increased by 55%."

Employing sustainable practices across the entire production cycle is now expected, from ingredient sourcing to manufacturing, while also positively impacting local communities and offering sustainable packaging alternatives, ways of application and transportation. At the same time, the clean beauty submarket has risen from niche to necessity, with retailers such as Ulta Beauty, Sephora, Target and Credo all releasing their own "clean beauty" indexes, redlining ingredients they've deemed unsafe, either for consumers or for the environment.

"Beauty retailers have taken the lead in regulating and shaping the color cosmetic space," explains Anigbogu. "With new 'clean' or 'conscious' beauty guidelines, a lot of the traditional synthetic ingredients are being removed and replaced. Skin care was the first to move toward natural ingredients, and now the color cosmetics space follows."

She continues, "Shoppers have more confidence than before to choose beauty products that fit their lifestyle and values. Mobile apps that scan product labels, beauty retailers with clean ingredient lists and labeling, and cruelty-free certifications let consumers learn much more about their products and make the best decision for them."

What does all this mean for color cosmetics brands and their innovation partners?

Cleaning Up Ingredient Decks with Safe Alternatives

As mentioned, no-no lists from retailers have driven calls for removing problematic ingredients from formulations. Yet materials such as aluminum and talc have been present in beauty products for decades due to the fact of their high-performance. Replacements are no easy feat. Fortunately, there are solutions.

Going aluminum-free: Consumer concerns related to aluminum in beauty products include everything from cancer risks to skin irritation to nerve damage and beyond. An aluminum-free alternative, Ingredion's FARMAL™ AF 1100 (INCI: calcium starch octenylsuccinate), provides unique benefits to color cosmetics, as well as sun care, skin care and hair care. This biodegradable free-flowing polymer increases viscosity while stabilizing emulsions.

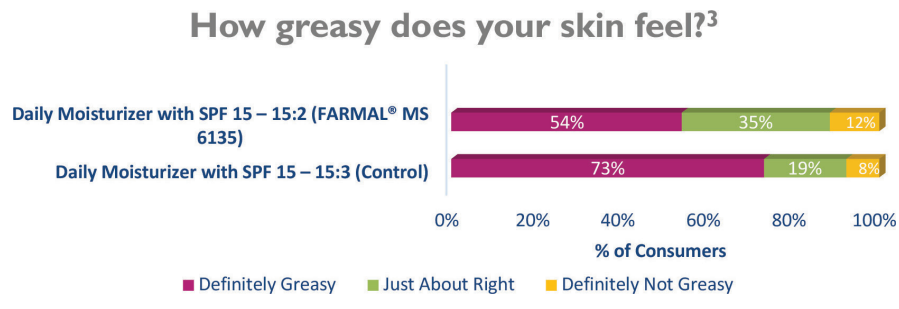
The technology also boosts visibility and coverage, creates silky, dry-to-the-touch sensorial experiences and acts as a light-scattering technology for soft-focus mattifying/blurring effects. FARMAL™ AF 1100 also reduces tackiness and greasiness in high oil emulsions and anhydrous applications for a dry-touch afterfeel.

In addition, the material imparts water resistance and significantly reduces absorption time, making it ideal for color cosmetics and sunscreens. In sunscreens/hybrid color-SPF products, the material stabilizes actives such as titanium dioxide and zinc oxide.

FARMAL™ AF 1100 is sustainably sourced through the Ingredion TrueTrace Non-GMO program, where each ingredient is traced from farm to product to certify its sourcing. It is also a readily biodegradable ingredient (according to OECD 301B). In accordance with the ISO 16128 Natural Index Standard it is classified as "Derived Natural Ingredient."

Swapping out talc: While talc offers excellent sensory benefits in formulations such as color cosmetics, baby powder, deodorants and more, its use in beauty products has declined from a peak of 10,536 launches in 2016 to just 229 in 2020. Part of the reason is the proximity

F-1. Performance of SPF 15 moisturizer containing FARMAL® MS 6135



[a] *Ingredion Incorporated, Consumer Research for Beauty and Personal Care, 2018*

[b] www.npd.com/news/category/blog/

[c] www.euromonitor.com/article/new-consumer-survey-reveals-top-priorities-in-make-up

of asbestos in many talc mines, which has led to some talc-based products testing positive for asbestos, a known instigator of respiratory and other health issues.

Formulators and brands can get around these concerns by leveraging plant-based non-GMO starches such as Ingredion's NATIVACARE® natural polymers, which are derived from rice, corn and tapioca and can replace talc in cosmetics, baby powders, skin creams and more. These polymers offer up to twice the oil absorption of talc products and are either approved by Ecocert or certified organic.

Meanwhile, Ingredion's FARMAL® MS 6135 multi-functional polymer (INCI: calcium starch octenylsuccinate) delivers additional sensory and texture improvements that help products and brands stand out.

Based on Ingredion's at-home-use test, untrained consumers found that, versus the control, a daily SPF 15 moisturizer containing FARMAL® MS 6135 multi-functional polymer was less greasy and stayed less greasy after a full workday[d]. In lab testing of the direct powders, the ingredient showed 25% more efficiency at oil absorption than regular talc, leaving a soft, dry and matte finish on the skin.

Another tool for savvy formulators is Ingredion's FARMAL® CS 3757 sensory polymer, a non-ionic corn starch used to enhance skinfeel and texture by absorbing oil and moisture in product applications. In formulations, this ingredient can reduce undesirable greasiness and oiliness in heavy cream and lotion formulations (**F-1**).

A More Sustainable Supply Chain

Ingredion recently reduced carbon emissions by using electricity from renewable resources, sustainably sourced more than 95% of the global waxy corn supply and implemented programs in 61% of the communities it operates in to eradicate child hunger.

[d] *Ingredion consumer testing*

For its efforts, the company was awarded the globally recognized ECOVADIS sustainability silver rating for 2022[e].

Ingredion's portfolio of plant-powered sustainably sourced ingredients helps brands reach their sustainability goals and earn consumer trust. The company's TRUETRACE® program guarantees non-GMO-certified products with traceability from farm to face. In addition, biodegradable ingredients allow brands to formulate sustainably and effectively and deliver on-trend products and solutions for today's eco-conscious consumers.

6 On-trend Clean Label Cosmetics

To put its technology into action, Ingredion's team recently created a range of color concept products that address consumer and market demands such as strong dispersion/brilliance of pigments, long-lastingness, multifunctionality and interest in natural-oriented products.

"When I shop for my color cosmetics, I notice the ingredient lists tend to have many synthetic ingredients or ingredients considered 'unsafe' such as talc," says Kelly Mei, formulation technologist at Ingredion Beauty & Home. "I wanted to create a clean label formulation where consumers can recognize the ingredients and still have the same great results and efficacy as the products they're familiar with."

Anigbogu adds, "We wanted to show how making cosmetics without PEGs or talc or other less desirable ingredients is not only feasible but advantageous. We can achieve brighter products with improved staying power using ingredients like acacia gum, modified starches and plant-based polyols."

1. Luminous Liquid Eyeshadow

This eyeshadow formulation comprises FARMAL AF 1100 for a smooth sensorial effect and a free-flowing powder; FARMAL Xanthan 2312 TC, an easy-formulating gum with high clarity, a differentiated texture and strong suspension power; FARMAL Acacia 1320; and GLYSTAR A-31, a humectant that imparts plasticity to formulations.

[e] *Ingredion 2021 Sustainability Report;* www.ingredion.com/content/dam/ingredion/pdf-downloads/corporate/INGR%202021%20Sustainability%20Report.pdf





Ingredion's Luminous Liquid Eyeshadow formulation comprises FARMAL AF 1100, for a smooth sensorial effect and a free-flowing powder, among other clean, sustainable ingredients.

2. Vanishing Skin Tint with SPF 35

Ingredion's vanishing skin tint with SPF 35 is a dry-touch moisturizer for medium



Ingredion's vanishing skin tint with SPF 35 is a dry-touch moisturizer for medium to light toned skin with sun protection and sheer coverage that blends quickly and easily into skin.



The smooth, clump-free Everyday Mascara delivers volume for all-day wear.



In a mineral sunscreen, FARMAL AF 1100 (left) improved emulsion stability while the control (right) exhibits syneresis.

to light toned skin with sun protection and sheer coverage that blends quickly and easily into skin. The formulation features FARMAL AF 1100 for a smooth sensorial effect and a free-flowing texture; FARMAL Xanthan 2312 TC, an easy-formulating gum with high clarity, a differentiated texture and strong suspension power; and GLYSTAR A-31, a humectant that imparts plasticity to formulations.

3. Everyday Mascara

The smooth, clump-free Everyday Mascara delivers volume for all-day wear and features GLYSTAR A-31, a humectant that imparts plasticity to formulations; FARMAL Acacia 1320, a plant-based binding agent; FARMAL Xanthan 2312 TC, an easy-formulating gum with high clarity, a differentiated texture and strong suspension power; cellulose gum; FARMAL MD 15, which provides a soft luxurious feel; and FARMAL AF 1100 for a smooth sensorial effect and a free-flowing powder.



This plant-based setting powder blends into the skin for a translucent finish without the ashiness (and problematic associations) of talc.

4. Oil Control Setting Powder

This plant-based setting powder blends into the skin for a translucent finish without the ashiness (and problematic associations) of talc. This formulation comprises FARMAL AF 1100, for a smooth sensorial effect and a free-flowing powder, and FARMAL 2IT, a non-GMO tapioca starch ranked highly by sensory panels for its sensorial feel, after-touch, smoothness and silkiness.

5. Made You Look Liquid Eye Color

Ingredion's Made You Look Liquid Eye Color is a 3-in-1 powerhouse—an eyeshadow, eyeliner and highlighter—made with naturally derived ingredients for a smooth, vibrant finish. The formulation comprises FARMAL AF 1100, an aluminum-free, bio-based starch that delivers a silky sensory experience, viscosity building, reduced oiliness and soft-focus mattification. In a mineral sunscreen, FARMAL AF 1100 can improve emulsion stability. The eye color formulation also includes FARMAL Acacia 1320, a plant-based binding agent, and FARMAL Xanthan 2312 TC, a biodegradable polymer that offers clear, non-tacky thickening.

6. Mineral SunnyStick SPF 25

Ingredion's Mineral SunnyStick SPF 25 is a non-greasy, dry-touch formulation that provides sheer coverage.



Ingredion's Mineral SunnyStick SPF 25 is a non-greasy, dry-touch formulation that provides sheer coverage.

Let's Start Innovating!

The clean beauty toolbox continues to grow, offering formulators and brands to deliver high-performing products that meet the clean, sustainable and efficacy expectations of today's savvy consumers.

Want to learn more? Visit *www.ingredion.com* or scan the QR code to get started. ■

For more information, visit **www.ingredion.com**



Fifty-eight percent of Gen Z respondents who now buy anti-aging products say they first started to have anti-aging concerns at about age 23.

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Skin & Hair Anti-aging Goes Cross-generational

From Gen Z to boomers, consumers are embracing anti-aging—but many needs remain unmet.

BY DENISE HERICH and JENNIFER STANSBURY,
The Benchmarking Company

Eighty-two percent (82%) of female consumers polled in The Benchmarking Company's (TBC) latest consumer study said that a woman should be proud to look her true age. What's more, consumers are generally at peace with the natural aging process (53% don't mind looking their age). Still, 67% admit to being self-conscious about how they look as they grow older, and 96% just adore it when people think they're younger than their real age!

When the tug-of-war between empowering oneself to age naturally meets efficacious anti-aging products, most women root for both teams.

To understand how women feel about aging and what they want in products designed to slow the hands of time, TBC conducted a 42-question online study in February 2023, with 3,157 American women 18-plus (average age 44) sharing their aging concerns, buying habits, what's working (and not) for her needs at her current age, and what she wants next from your brand.

Anti-aging Beyond Boomers

While signs of aging are inevitable, nearly all women (98%) agree that taking care of your skin at an early age is the best anti-aging approach. In addition:

- 94% believe a regular skin care routine will help prevent visible signs of aging
- 92% believe an inside-out approach that incorporates vitamins, other supplements and healthy eating is necessary to fight the aging process

Lifestyle changes and changes in buying habits are the first courses of action for many when first noticing the signs of aging:

- 73% became more regular in their skin care routine
- 72% started to buy skin care products they had never used before
- 51% began a vitamin or supplement regimen to support skin and general health
- 47% increased their use of sunscreens
- 39% began to use more prestige skin care products (specifically)

Seventy percent of women across generations surveyed currently buy beauty products marketed as anti-aging, including 37% of Gen Z (respondents



Anti-aging product buyers older than Gen Z started to experience aging concerns at about age 35.

ANTI-AGING INGREDIENT & SEARCH DATA TRENDS

According to Spate[a] data, searches related to skin discoloration dominate anti-aging trends. The firm notes that sunspots represent the most significant volume gainers in anti-aging (**T-1**); hyperpigmentation is also trending. Meanwhile, splotchy skin is among the concerns with the most year-over-year growth (as of January 31, 2023).

Also of concern is inflammaging, which concerns the impact of internal inflammation on one's external appearance. Spate notes that this "presents an opportunity for beauty and wellness brands to create topicals and supplements that support the body's anti-inflammatory responses for decreased signs of aging from the inside out."

New Anti-aging Ingredients

Recent anti-aging launches include Givaudan's PrimalHyal Hydra[+], which reportedly has stronger hydration power than hyaluronic acid. The supplier performed a series of experiments to demonstrate that the cationic HA brings better performance than conventional grades in both rinse-off and leave-on applications by at least a factor of two.

Meanwhile, TaikiUSA's Microneedle Blemish Dots are self-adhering patches that feature needlelike, water-soluble, pyramid-shaped polymer protrusions. These "needles" slowly dissolve for prolonged delivery of actives. Ingredients include salicylic acid for gentle exfoliation to reduce the appearance of blemishes; hyaluronic acid to address dryness; trehalose for humectant, antioxidant and hydrating effects; and madecassoside to soothe the skin and reduce redness. TaikiUSA has developed patches for the frown line, T-zone, neck and forehead.

Silab's *Ginkgo biloba*-derived Senevisium is designed to reactivate the natural elimination of senescent skin fibroblasts by the immune system to reduce the appearance of wrinkles and boost radiance. The technology acts by circumventing the immunoevasive activities of senescent fibroblasts, which have harmful effects on matrix synthesis and epidermal renewal. These senescent cells can enhance wrinkles, dull complexion, lead to a loss of elasticity and generate senescence spots, particularly after the age of 60.

Tested at 2% in Caucasian volunteers, Senevisium restored skin density and elasticity, per Silab. The stage of wrinkles was reduced and complexion radiance was enhanced. All volunteers reportedly found their skin firmer and their complexion lighter and more uniform after 28 days of treatment. The ingredient, available in aqueous solution, is intended to be applied in care products for mature skin at levels of 0.5-2.0%.

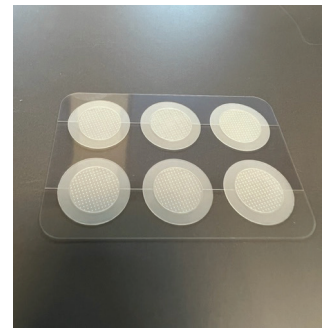
The company's supply of *Ginkgo biloba* leaves is derived from two French farms (Champagne and Ardèche regions) that are certified organic and biodiversity-friendly. The resulting ingredient has a natural origin content of 98.8% (ISO 16128) and meets international cosmetic regulations requirements (Europe, United States, China, Japan, etc.).

Jojoba Desert's JD Phyto-Or 1% for anti-aging, sun care, hair care, color cosmetics and more, features both JD Jojoba oil and concentrated phytoene, creating a novel anti-aging and high-performing active for glowing skin and hair. In formulations, the ingredient can brighten the skin and support after sun care.

Finally, Deveraux Specialties' DL Linefade is designed to impart a stimulatory effect on collagen IV. The technology is prepared from olive leaf, which features lipid-soluble molecules that exhibit activation of peroxisome proliferator-activated receptors (PPAR), which are known to play an important role in maintaining epidermal homeostasis and regulating the synthesis of lipids and proteins.

DL Linefade targets the collagen-connectivity between skin layers located near the skin's surface. In vitro, ex vivo and in vivo findings have reportedly demonstrated how this approach translates into significant improvements in skin roughness, wrinkle appearance and facial sagging. In addition, it has purportedly been shown to improve the performance of niacinamide-containing creams. ■





TaikiUSA's Microneedle Blemish Dots are self-adhering patches that feature needlelike, water-soluble, pyramid-shaped polymer protrusions.

[a]https://hubs.la/Q01snlKM0

T-1. Top-anti-aging search trends for the 12 months ending January 31, 2023

Example use of **increase** search data: Sunspots are experiencing an increase of 12.1K searches on average every month since last year.

Methodology: Top aging-related skin concerns by increase in average monthly search volume.

Trend	Increase↓
sunspots	12.1K
glabellar lines	7.8K
hyperpigmentation	6.8K
crows feet	2.2K
crepey skin	2.2K

Source: Spate (US Search Data, ending January 2023)



Consumers want brands to reflect their point of view and life stage when marketing anti-aging products, along with proof that a product works in the form of consumer claims from independent research studies.

age 18-26). Whether the result of astute advertising by cosmetic brands or a heightened sense of self, Gen Z buyers say they began to experience concerns generally associated with aging skin or hair at a younger stage than their older counterparts:

- Fifty-eight percent of Gen Z respondents who now buy anti-aging products say they first started to have anti-aging concerns at about age 23.
- Anti-aging product buyers older than Gen Z started to experience those concerns at about age 35.

While acne remains the top skin concern for Gen Z at 65%, this generation is also concerned about having dry skin (63%), enlarged pores (49%), dark under-eye circles (48%), dandruff and other scalp conditions (42%), oily skin (33%), loss of radiance (32%), and dull or lifeless hair (31%). Traditional anti-aging concerns are cropping up within this cohort as well, with 25% concerned about fine lines and wrinkles, hair shedding (24%), thinning hair (22%) and even covering gray hair (5%).

Women 27-plus (millennials and upward) have concerns more traditionally addressed by anti-aging products, including fine lines and wrinkles (66%), dry skin (57%), dark under eye areas (47%), loss of skin firmness/sagging skin (44%), loss of elasticity (40%), age or dark spots (40%), dull skin (35%), covering gray hair (34%), and hair shedding (26%).

Anti-aging Shopping Habits

Fifty-five percent of surveyed women own at least three products labeled as anti-aging, which they generally buy at Ulta (58%), Superstores like Target or Walmart (58%), on *Amazon.com* (53%), and at Sephora (50%).

When looking for an anti-aging facial skin care product that she's never used before, the following are somewhat to very important to buyers: product will solve my problem (88%); the product will show signs of efficacy within a month's time (88%); and the product has positive views/consumer claims from women my age (86%).

Their current favorite anti-aging products are from these brands:

EXTRACTS-UNLIMITED LLC

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AT NY SUPPLIER'S DAY

NOW AVAILABLE

BIO FERMENTED PLANT EXTRACTS

FOR SKIN AND HAIR APPLICATIONS

PRODUCED FROM:



PLANT MATERIALS



SEA ALGAE

SUPERFRUITS, LEAVES, ROOTS AND OTHER PLANT PARTS

FERMENTED WITH CERTIFIED BIO-STARTERS

NOTE: Bio-Fermented Materials are proven to exhibit:

High Levels of Phytochemicals
Inhibitory Activity on Harmful Enzymes
Phytosterol Content

Request samples/literature at:
info@extracts-unlimited.com
visit our website at:
www.extracts-unlimited.com
908-752-2322



- ***Skin care:*** Olay, The Ordinary, Perricone MD, L'Oreal, Estee Lauder, Clinique, Drunk Elephant
- ***Hair care:*** L'Oreal, Redken, Biolage, Olaplex, Pantene, Revlon, Paul Mitchell, Nioxin

Shoppers' Anti-aging Wish List

Seventy-five percent of all women surveyed said they would be willing to spend more money on anti-aging skin care products that deliver on the top skin benefits she's seeking, which include:

- 77%: reducing/eliminating fine lines and wrinkles
- 72%: firming
- 61%: deep hydration
- 57%: improving skin elasticity
- 51%: sun protection

She'd like those anti-aging products to contain ingredients that ring true to her, such as hyaluronic acid (62%), retinol (61%), vitamin C (57%), collagen (56%), antioxidants (43%), SPF (41%) and peptides (35%).

To combat her anti-aging skin and hair concerns, she's currently buying a number of product types, but has a wish list for more (**T-1**).

Unmet Anti-aging Needs

Fifty-eight percent of women who buy anti-aging facial skin care products say their needs are not being met by those products, and 59% of those buying anti-aging hair care products say the same.

The following skin care and hair care needs are not being met. When coupled with her wish list of anti-aging skin care and hair care products she'd like to try, these unmet needs represent a brand opportunity.

Unmet Skin Care Needs

- 53%: reducing/eliminating fine lines and wrinkles
- 51%: firming
- 41%: improving skin elasticity
- 40%: lifting
- 37%: dark spots/age spot lightening

Unmet Hair Care Needs

- 72%: hair shedding/loss
- 66%: thinning hair
- 60%: dull/lifeless hair
- 50%: graying hair
- 23%: scalp conditioning

How to Market Anti-aging

In addition to products that solve their problems, surveyed consumers like to be communicated with in ways

T-1. Anti-aging products consumers currently purchase, as well as those they wish to purchase

Top anti-aging skin care products purchased	Wish list: anti-aging skin care products not yet purchased but very interested in trying
66%: Night moisturizer	43%: eye treatments
60%: Eye cream	43%: devices (LED, quartz rollers, etc.)
51%: Facial serum	40%: brightening facial treatments
49%: Anti-aging facial treatments	39%: neck/decollete cream
49%: Day moisturizer	38%: facial Masks
Top anti-aging hair care products purchased	**Wish list: anti-aging hair care products not yet purchased but very interested in trying**
24%: Hair serums for growth/fullness	38%: Anti-aging shampoos/conditioners
21%: Anti-gray hair care products	37%: Hair serums for growth/fullness
17%: Hair thickening sprays	33%: Hair thickening spray

that are more meaningful to them. While the term anti-aging itself is aging, it's still shoppers' top choice when communicating a product's ultimate benefit, along with the alternatives listed below. When thinking about aging, they'd like brands to talk about products designed to combat the signs of aging as:

- 53%: anti-aging
- 46%: aging gracefully
- 45%: your best you at any age
- 45%: age-defying
- 40%: timeless

Consumers want brands to reflect their point of view and life stage when marketing anti-aging products, along with proof that a product works in the form of consumer claims from independent research studies (i.e., 96% of women saw fine lines and wrinkles begin to fade in 14 days).

In addition:

- 81% want brands to show age-appropriate women for whom the product is intended
- 79% don't want Photoshopped models
- 73% don't want spokespeople who have had surgeries, fillers or Botox because their look can't be achieved with products
- 70% want brands to engage real people in pre-product research (we have a lot to say!) ■




DENISE HERICH and **JENNIFER STANBURY** are co-founders of The Benchmarking Company. 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, online and in-person focus groups, and consumer in-home use testing (IHUTs) for marketing claims and risk mitigation. *www.benchmarkingcompany.com*

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In formulations, CapSol reportedly has the ability to load sunscreen filters in a way that reduces UV filter levels required for targeted SPF.

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THE BEAUTY INGREDIENT AGENDA: APRIL 2023

Aesthetics-inspired ingredients, algae-derived technologies, new sebum regulators and more.



Givaudan Active Beauty's new Gravityl technology—an enriched extract of Gigartina stellata *red algae—provides a lifting benefit that reduces skin sagging and double chin volume to restore the facial contour.*

To better help R&D and marketing teams in their product innovation journeys, *Global Cosmetic Industry* has launched a monthly series breaking down not only the latest ingredients, but also the trends, market data and relevant claims those technologies respond to. From consumer search data to advancements in sustainable chemistry, this regular bulletin will help beauty professionals scope out their next differentiating breakthrough.

Notably this month, many new technologies have been unveiled in tandem with the in-cosmetics Global event in Barcelona.

Aesthetics-inspired Beauty is Here

Consumer curiosity regarding aesthetic procedures/plastic surgery is growing, as is interest in products that produce effects similar to medical aesthetic services. Per Spate[a] and Google data, younger consumers are seeking medical aesthetic benefits, often with a desire for a chiseled, mature or so-called "dissolved" look that contrasts strongly with the filler-obsessed, baby-faced looks of the past.

Ingredient firms are responding with new innovations. For instance,

[a]https://hubs.la/Q01snlKM0



Sun spots, hyperpigmentation, sun damage and discoloration all made Spate's list of skin concerns set for growth in 2023.

Givaudan Active Beauty's new Gravityl technology—an enriched extract of *Gigartina stellata* red algae—provides a lifting benefit that reduces skin sagging and double chin volume to restore the facial contour. The technology works by relaunching key processes linked to the extracellular matrix and elastic fiber protection, and by reorganizing fibers in the dermis.

Two clinical tests versus placebo on a total of 84 volunteers reportedly showed that Gravityl revived the production of collagen fibers in mature skin and increased collagen content by 3.4 times while improving firmness and elasticity by up to seven times versus placebo. It also reduced double chin volume in one month by more than 27 mm^3.

Algae-derived Lifting & Tightening

DSM biotechnology's Pepha-Tight CB (INCI: *Nannochloropsis oculata* extract (and) pullulan (and) pentylene glycol (and) citric acid (and) water (aqua)) is derived from lab-grown algae and delivers immediate and long-lasting tightening and firming, per the supplier, while providing smoother-appearing, even-textured skin.

The technology also imparts a lifting effect that lasts up to 12 hours from application, according to DSM. Long-term regular use of Pepha-Tight reportedly brings anti-aging benefits, including a decrease in the appearance of wrinkles.

Addressing Uneven Complexions

Sun spots, hyperpigmentation, sun damage and discoloration all made Spate's list of skin concerns set for growth in 2023. A range of ingredient technologies have been launched to address these rising concerns.

First up, Tagra's CelluCap RL encapsulated pure retinol is designed to prevent oxidation and degradation until product use, supporting formulations that effectively address dark spots and hyperpigmentation related to breakouts and sun damage. The company's microcapsules only break upon application, thereby preventing unwanted mixing, according to the company, and ensuring full potency of the active ingredient upon application.

Elsewhere, Sederma's Mel[o]stem ingredient—derived from plant cell cultures of scarlet beebalm leaves—is designed to address dark (solar lentigo) and white (guttate hypomelanosis) pigment disorders caused by sun damage to the melanocyte to create an even complexion.

In applications, the technology nurtures the melanocyte environment and increases skin's "sun capital," or the amount of UV light that the skin can tolerate before it becomes damaged. The ingredient has reportedly been shown in a clinical study to generate a 64% improvement of complexion evenness versus placebo (clinical study). Mel[o]stem is reportedly produced in a low-water, 100% waste recovery biotechnology process.

New Anti-senescence Tech for Mature Skin

Silab's *Ginkgo biloba*-derived Senevisium is designed to reactivate the natural elimination of senescent skin fibroblasts by the immune system to reduce the appearance of wrinkles and boost radiance. The technology acts by circumventing the immunoevasive activities of senescent fibroblasts, which have harmful effects on matrix synthesis and epidermal renewal. These senescent cells can enhance wrinkles, dull complexion, lead to a loss of elasticity and generate senescence spots, particularly after the age of 60.

Tested at 2% in Caucasian volunteers, Senevisium restored skin density and elasticity, per Silab. The stage of wrinkles was reduced and complexion radiance was enhanced. All volunteers reportedly found their skin firmer and their complexion lighter and more uniform after 28 days of treatment. The ingredient, available in aqueous solution, is intended to be applied in care products for mature skin at levels of 0.5-2.0%.

The company's supply of *Ginkgo biloba* leaves is derived from two French farms (Champagne and Ardèche regions) that are certified

organic and biodiversity-friendly. The resulting ingredient has a natural origin content of 98.8% (ISO 16128) and meets international cosmetic regulations requirements (Europe, United States, China, Japan, etc.).

TCM-inspired Multifunctional Care

Croda's TCM-inspired Zanthocare (INCI: propylene glycol, water, *Zanthoxylum bungeanum* fruit extract) is a multifunctional technology that reduces inflammation and bad body odor while strengthening the skin. It is ideal for application in deodorants, neck and chest care, scalp care, back acne products, and more.

In formulations, the technology imparts lipase inhibition and astringence without disrupting the skin microbiome, thereby reducing body odor. It also defends against oxidative stress and spurs the production of key compounds in the skin. Finally, it reduces the IL6 and PGE2 inflammation mediators to minimize inflammation.



Chemyunion's Polluout Detox reportedly removes harmful particles/pollutants from the hair and scalp, including calcium, magnesium and copper.

Pollution Detox for Skin & Hair

Chemyunion's Polluout Detox draws on the synergy of a polydentated polymeric chelating agent, sodium polyitaconate, which is derived from alpha hydroxy acid, sodium citrate and a biosurfactant extracted from the fruit of *Sapindus mukorossi*. The technology reportedly removes harmful particles/pollutants from the hair and scalp, including calcium, magnesium and copper. The result is improved shine, combability, effectiveness of treatments and revitalization of the hair fiber, as well as defense of the skin's DNA, per the company.



Silab's Ginkgo biloba*-derived Senevisium is designed to reactivate the natural elimination of senescent skin fibroblasts by the immune system to reduce the appearance of wrinkles and boost radiance.*

Sustainable Sphere Technologies

Via a recent agreement, Sharon Personal Care has added Botaneco's Hydresia (INCI: *Carthamus tinctorius* (safflower) oleosomes (and) water (aqua)) to its portfolio of offerings. Hydresia oleosomes are natural, micron-sized spheres of emollient plant oils and vitamin E found in plant seeds. The spheres offer multifunctional benefits, including maintaining continuous moisture delivery as an alternative to chemical emulsifiers.

The agreement has also added CapSol sunscreen oleosomes to Sharon's portfolio. The oleosomes, sourced from safflower seeds, can be used to produce creams and lotions.

In formulations, CapSol reportedly has the ability to load sunscreen filters in a way that reduces UV filter levels required for targeted SPF.

Sebum Regulators

Upcycled Sebum Regulator

Laboratoires Expanscience's natural oil-based 5α-Avocuta T active is a skin and hair sebum regulator made from upcycled avocados. The technology regulates sebum secretion by inhibiting 5 α-reductase activity. In a hair care application, the ingredient was reportedly shown to reduce dandruff by 67%, and greasy hair appearance by 78% in just three weeks. When used in skin care, it can reduce the greasy appearance of the T-zone by 78%, per Laboratoires Expanscience.



Laboratoires Expanscience's natural oil-based 5α-Avocuta T active is a skin and hair sebum regulator made from upcycled avocados.

A New Pathway for Disrupting Sebogenesis

Chemyunion's Peptid4 S-Control synthetic tripeptide reduces and controls skin oiliness, while visibly reducing pores in young and mature skin. The technology reportedly functions by blocking the melanocortin 5 receptor (MC5-R). MC5R is specifically expressed in differentiated cells in the center of sebaceous glands, Chemyunion explains, and thereby antagonist agents or blockers of such receptors can significantly reduce sebum production.



Chemyunion's Peptid4 S-Control synthetic tripeptide reduces and controls skin oiliness, while visibly reducing pores in young and mature skin.

In formulations, Peptid4 S-Control reportedly balances and mattifies oily skin, can be applied to both young and mature skin (more on that in a moment), reduces skin oiliness by 15% in 4 hours, reduces sebum production by 30% after 14 days, and visibly minimizes pore sizes.

The supplier argues that the majority of sebum-inhibiting active ingredients on the market act by inhibiting the 5α-reductase enzyme, which converts testosterone into dihydrotestosterone, an androgen hormone that regulates sebogenesis. Ingredients that act through the 5α-reductase pathway restrict treatment to people between puberty and 30 years old, when androgen hormones are at their peak production. In addition, Chemyunion claims that research shows 5α-reductase inhibitors may not be able to significantly reduce sebum production in all users. As a result, the company argues, modulation of sebogenesis involving MC5R may be a useful path for reducing and controlling oiliness.

Luxurious Biodegradable Rheology Modifier

Clariant's Aristoflex Eco T (INCI: *Caesalpinia spinosa* gum/ammonium AMPS crosspolymer) biodegradable rheology modifier supports the formulation of sustainable, luxurious textures for skin care and sun care. The technology is naturally derived from tara gum obtained from the T*ara spinosa* plant, which grows in the Peruvian Andes. The ingredient does not persist in the environment and has a renewable carbon index (RCI) of 71%.

In formulations, the technology can influence texture, viscosity, formulation stability (including oils and pigments) and overall sensory experience. It is

therefore applicable in skin care and sun care products containing organic and mineral UV filters, thereby acting as a viable alternative to synthetics.

Waterless Beauty

Omya has developed sustainable, waterless and eco-friendly anhydrous formulations with minerals such as Omyaskin (INCI: hydroxyapatite (and) calcium carbonate) and Omyadent (INCI: hydroxyapatite (and) calcium carbonate) particles. The resulting prototypes are reportedly easy to disperse and offer a sensorial experience, according to the company.

Meanwhile, Vantage and BotanicalPlus now offer BP – Triluronic Acid A (INCI: *Ricinus communis* (castor) seed oil (and) sodium hyaluronate (and) *Helianthus annuus* (sunflower) seed wax), an anhydrous ingredient produced via fermentation and which can be incorporated into lipsticks and other waterless formulations. In formulations, the technology reportedly renders skin supple and receptive, delivers skin hydration, enhances the performance of other ingredients, offers barrier repair, and aids in proliferation of keratinocytes



Two new technologies from Xylome are designed to combat palm deforestation by replacing refined, bleached and deodorized (RBD) palm oil.

Fermented Palm Alternatives

Genetic engineering specialist Xylome has launched two sustainable drop-in replacements for refined, bleached and deodorized (RBD) palm oil: Yoil (INCI: *Lipomyces* oil extract) and Yoil-Cream (INCI: *Lipomyces* lipid bodies (and) citric acid (and) citrate (and) gluconolactone (and) glycerol (and) vitamin E acetate (and) sodium benzoate). The products are derived through the precision fermentation of yeast.

Yoil (yeast oil) is a white solid fat at room temperature and a clear liquid at body temperature. According to the company, these characteristics are important criteria to replace the palm oil used in cosmetics.

Yoil-Cream (or TopicOil, for OTC) is composed of purified lipid bodies that naturally assemble during the yeast fermentation process. The single-ingredient, aqueous-feeling moisturizer forms without emulsifying agents, yet the lipid bodies contain approximately 87% Yoil internally, Xylome reports.

The cream is said to be stable upon repeated steam sterilization and potentially useful for the loading of hydrophobic active ingredients. According to the company, since the lipid bodies are approximately 100x larger than the size of commercial hydrophobic liposomes, the volume/surface ratio enhances the potential to deliver high concentrations of hydrophobic active ingredients. ■



Clariant's Aristoflex Eco T biodegradable rheology modifier supports the formulation of sustainable, luxurious textures for skin care and sun care.

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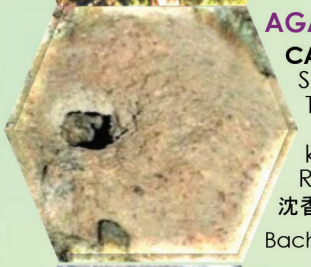
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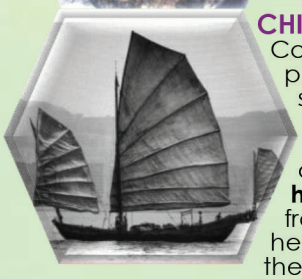
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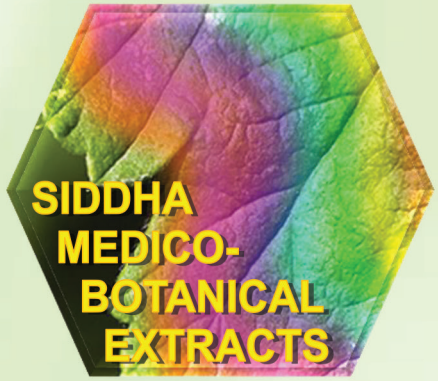
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Lonicera Caprifolium (Honeysuckle) Flower Extract
Lonicera Japonica (Honeysuckle) Flower Extract
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Dark Black 黑

LIPO & OIL SOLUBLE LIQUIDS 脂/油溶性液体
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Red Light / Scarlet Red 鲜红 Ultra Sky Blue 天蓝
Dark Black 黑

OIL SOLUBLE POWDER 油溶性粉末
Brown 棕 Yellow 黄 Green 绿 Red 红

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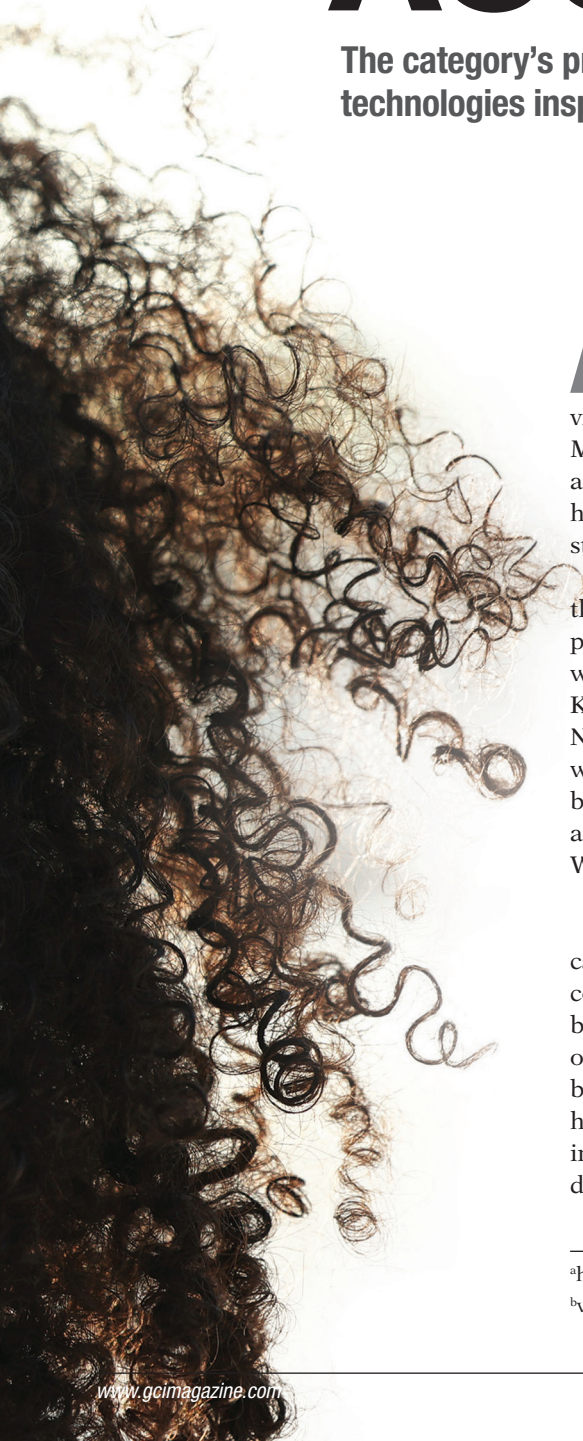
Even a casual scan of the hair care category's growth dynamics reveals a consumer desire for products that offer benefits that wouldn't be out of place on a list of skin care claims.

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HAIR CARE'S SKINIFICATION ACCELERATES

The category's prestige boom is being driven by formulations and ingredient technologies inspired by skin care.



According to a recent Google/Spate analysis[a], rosemary is the top growing hair ingredient search term. This was likely related to the TikTok virality of Mielle Organic's Rosemary Mint Scalp & Hair Strengthening Oil, a formulation intended for textured hair that was "discovered" online by straight-haired influencers.

Unsurprisingly, Mielle was among the most searched hair brands of 2022, per NPD[b]. Also on that list were hair wellness brands such as bond-builder K18, ingestible hair wellness brand Nutrafol, scalp health brand Divi, waterless hair care brand Owa (despite being renamed Susteau) and Arey Grey, a brand that declares itself the "The Wrinkle Cream of Haircare."

Are you detecting a pattern?

Even a casual scan of the hair care category's growth dynamics reveals a consumer desire for products that offer benefits that wouldn't be out of place on a list of skin care claims. Here, we break down the biggest hair wellness/health opportunities and the emerging ingredient technologies offering nature-derived benefits.

[a]https://hubs.la/Q01snlKM0

[b]www.npd.com/news/category/blog/.

Decoding Category Growth

The complete (mass + prestige) hair care market grew 11% year-over-year, totaling $24.1 billion, per NPD/IRI[c]. Sales of luxury hair styling tools jumped 23% in 2022, per NPD.

U.S. prestige hair product sales grew 22% in 2022, driven by masks and targeted treatments. In line with the hair health trend, the top prestige market launch was Olaplex's No. 9 Bond Protector Nourishing Hair Serum, which is designed to protect the hair from heat and pollution.

NIQ (formerly NielsenIQ) data for mass/XAOCc shows that hair care sales rose 3.3% in 2022 to $11,862,651,221. According to NPD, mass represents 80% of sales across combined categories.

Top Hair Claims Track Skin Care

Hair care search data continued to trend toward hair health at the close of 2022. Per Spate data, top growing search terms by year-over-year search volume (as of November 2022) included heat protection, SPF,

[c]https://nielseniq.com/; *XAOC (extended all outlet combined) comprises food/grocery, drug, mass merchandisers, club stores, dollar stores and military DECA (commissaries).*

clarifying, exfoliating, nourishing and strengthening. This rising interest allows brands to focus on skin care-inspired claims in marketing and product innovation.

To illustrate the impact on just one category, Spate has found that dry shampoo searches are increasingly accompanied by skin/scalp-friendly ingredients such as rice, charcoal, arrowroot and apple cider vinegar. Top scalp health concerns include dandruff, scalp psoriasis, greasiness, flakiness, itchiness, seborrheic dermatitis and postpartum hair loss.

The firm is predicting that scalp serums will enjoy significant growth in interest, alongside ingredients mentioned above, as well as biotin, hemp, salicylic acid and vitamin C. Top associated concerns include hair loss, aging and dandruff.

Brands and hair pros have taken notice. Kline notes that, "since January [2023], 15% of the launches picked up by the New Products Tracker in Kline's[d] Professional Hair Care Intelligence Center provide scalp care benefits." In addition, in the first three quarters of 2022, "there was a more than 5% increase in the number of in-salon scalp treatments."

In January 2023, Spate reported that searches for scalp facials rose 28.5% year-over-year, reflecting treatments that deep clean to remove excess oil, impurities and product build-up.



IBG and Orchard Custom Beauty recently developed a hair concentrate oil featuring sunflower seed oil and Moringa oleifera sed oil.

[d]https://klinegroup.com/



Hair Proud is emblematic of the skin-to-hair migration of ingredients and claims.

A range of suppliers have developed ingredient technologies to care for the scalp. For instance, Jojoba Desert's JD Lusteris is an oil-free emollient that offers sebum control properties, deep soothing effects, and hair and scalp protection. Its JD Jojoba Hair Complex, meanwhile, combines natural oils (jojoba, coconut, etc.) with vitamins essential for healthy hair and scalp. The technology is designed for leave-in and rinse-off hair care products, providing moisture balance for the scalp as well as conditioning, heat protection and frizz reduction benefits for hair.

Elsewhere, Chemyunion's Polluout Detox draws on the synergy of a polydentated polymeric chelating agent, sodium polyitaconate, which is derived from alpha hydroxy acid, sodium citrate and a biosurfactant extracted from the fruit of *Sapindus mukorossi*. The technology reportedly removes harmful particles/pollutants from the hair and scalp, including calcium, magnesium and copper. The result is improved shine, combability, effectiveness of treatments and revitalization of the hair fiber, as

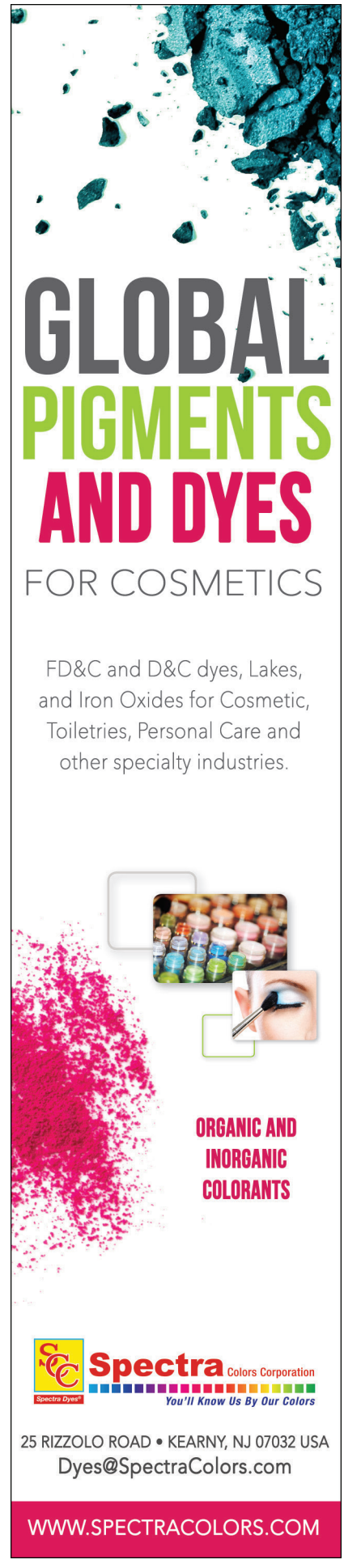


In addition to adopting skin care concepts, hair care is experiencing its clean beauty moment.

well as defense of the skin's DNA, per the company.

Tests reportedly showed that the ingredient technology imparted efficient removal of pollutants of up to 18.2% from hair fibers, as well as an almost 2x increase in strength of hair fibers exposed to Cu+2 ions associated with UVA/B radiation. Furthermore, Polluout Detox reportedly protects the skin DNA against exposure to Cu+2 ions and soothes the scalp by decreasing IL-6 synthesis by up to 17%.

Formulators are also stepping in to develop new concepts for scalp care. For instance, IBG and Orchard Custom Beauty recently developed a glycolic acid scalp solution, which can



be used as a pre-shampoo treatment to exfoliate the scalp to eliminate excess sebum and product buildup.

Clean Hair Care

In addition to adopting skin care concepts, hair care is experiencing its clean beauty moment. To illustrate, IBG and Orchard Custom Beauty recently developed a hair concentrate oil featuring sunflower seed oil and *Moringa oleifera* seed oil. The formulation addresses frizz and fly-aways, while increasing shine and softness. It also adheres to the kinds of clean beauty expectations seen in the skin care realm.

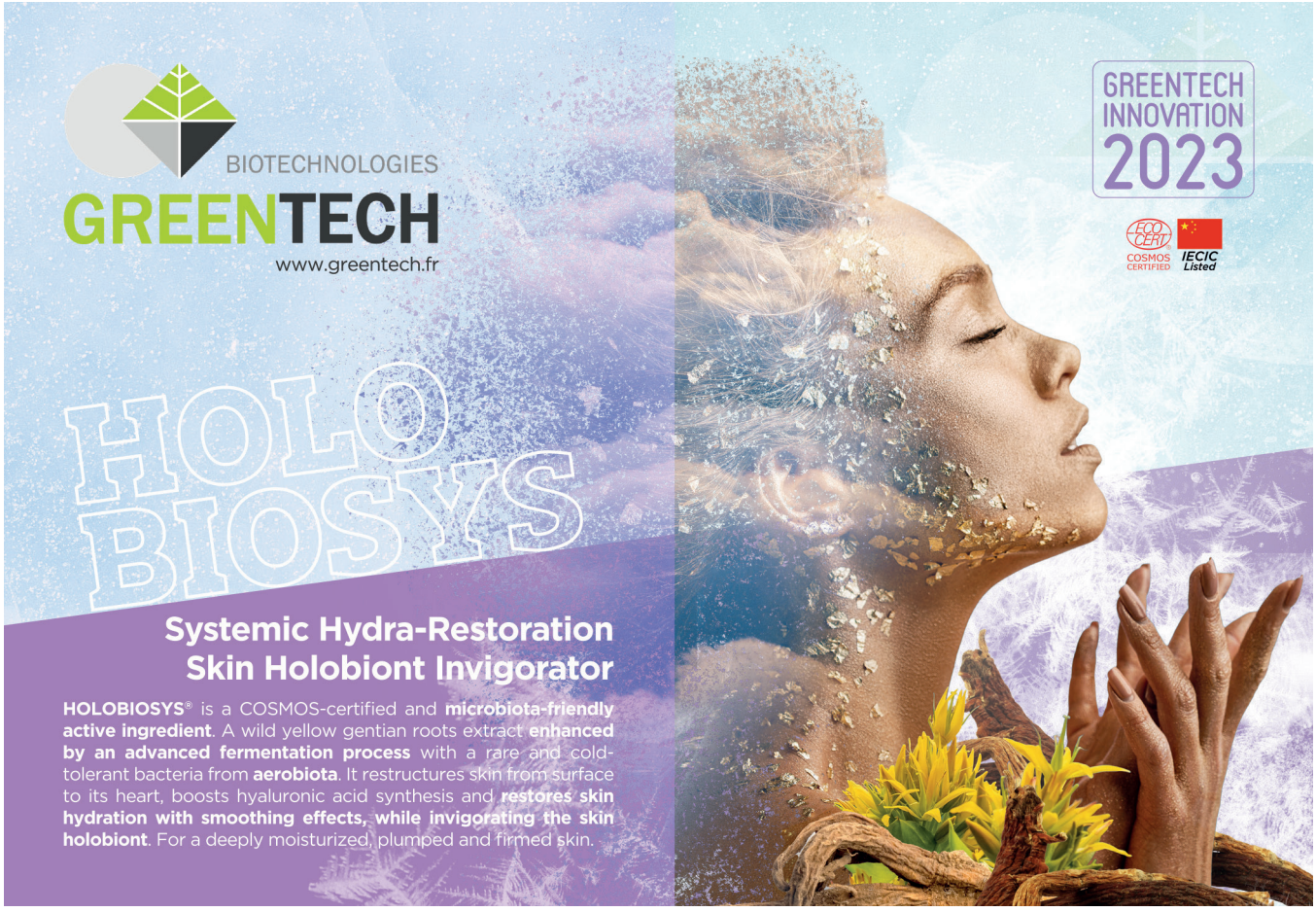
The ingredient space is similarly moving in a "clean" direction. Recently, Geltor expanded into hair care with the launch of NuColl (INCI: sr-hydrozoan polypeptide-1), a fermentation-derived vegan collagen that is certified vegan, cruelty-free, halal, non-GMO, readily biodegradable and USDA BioPreferred. The product was created to align with growing demands for vegan and cruelty-free beauty products. According to Geltor, the ingredient significantly improves hair smoothness, curl definition, split end mending (+87% in type II hair), frizz (+65% in type VI hair) and volume control (+79% in type II hair).

Odorless and colorless, NuColl is reportedly easy to use in formulations and, compared with traditional marine collagen, is said to deliver higher purity, quality and consistency, with a traceable and transparent supply chain.

Skin Care Inspiration in Action

Hair Proud, a sister brand of Skin Proud, is emblematic of the skin-to-hair migration of ingredients and claims. Taking inspiration from multi-step skin care regimens, Hair Proud taps actives such as hyaluronic acid, niacinamide and vitamin C, as well as aloe vera and jojoba and argan oils.

The rollout includes several ranges: Revive & Repair, Hydrate & Nourish, Smooth & Shine and Everyday Care, featuring shampoos, conditioners and leave-in treatments. The formulations also include what the brand calls "mood-boosting" fragrances to support consumers' mental well-being, thereby embracing hair care as self-care. ■



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The fastest growing prestige makeup sector in 2022 was lip products, per NPD, with sales surpassing pre-pandemic 2019 levels by double-digits; photo by Mart Production at Pexels.

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CLEAN MAKEUP IS READY FOR THE SPOTLIGHT

Consumers are seeking beauty with benefits derived from nature.

BY LISA DOYLE

According to NPD[a] data, 34% of consumers believe it is important for makeup brands to be socially responsible. Furthermore, about 80% of consumers reference vegan, cruelty-free and natural ingredients in online reviews.

Meanwhile, Euromonitor International's "Voice of the Consumer: Beauty Survey 2022" found that[b], between September 2019 and March 2022, "the number of makeup SKUs with at least one environmentally or ethically friendly attribute has increased by 55%."

That same report found that 25% of respondents want brands to be transparent regarding ingredients, a 5% jump between 2021 and 2022. At the same time, "38% of consumers say they prefer natural or botanical ingredients to a lower price," signaling the primacy of "clean" over "cheap."

No doubt, color cosmetics have boomed post-pandemic, yet the category has been forever changed by increased levels of clean, natural and sustainable formulations, multifunctional skin care-inspired claims, sustainable packaging, and inclusive positioning. As we survey the rebounding category, we break down the top trends shaping makeup for the years to come, offering insights for R&D and marketing teams, product developers and brand management, founders, and more.

[a]www.npd.com/news/category/blog/

[b]www.euromonitor.com/article/new-consumer-survey-reveals-top-priorities-in-make-up

Decoding Makeup's Post-pandemic Recovery

The complete (mass + prestige) makeup category grew 12% year-over-year in 2022 to $25.6 billion, according to NPD. The firm also notes that U.S. prestige makeup sales increased 18% in 2022, comprising the most sales revenue gains of all the prestige beauty categories. In addition, aside from skin care, makeup was the only category to grow mass unit sales.

The fastest growing prestige makeup sector was lip products, per NPD, with sales surpassing pre-pandemic 2019 levels by double-digits (see sidebar). Lip gloss outperformed lipstick, compared to both 2021 and 2019.

On the mass/XAOC[c] side of the equation, U.S. sales of cosmetics and nail grooming products increased 5.6% in 2022, totaling $8,912,002,760, per NielsenIQ.

Growth continues in the new year. A recent Catalina[d] report notes that "cosmetic sales for the face, eyes and lips were up dramatically in January 2023, more than double Q4 of 2022." Face cosmetics jumped 40%, nearly matching the 43% spike for lipstick. Eye makeup sales rose 18% in the same period. Unit sales were also

[c]*XAOC (extended all outlet combined) comprises food/grocery, drug, mass merchandisers, club stores, dollar stores and military DECA (commissaries);* https://nielseniq.com/global/en/.

[d]*On a rolling basis, Catalina is able to access and leverage up to three years of purchase history at a wide range of grocery and drug stores nationwide down to the Universal Product Code (UPC) level from more than 91 million U.S. households on an anonymized basis;* www.catalina.com.

up significantly. For instance, January 2023 face cosmetic unit sales jumped 26% year-over-year.

Inflation remains a factor. Lipstick prices were up 4% in Q4 and 7% in January 2023, at about the overall rate of inflation, while the prices of face and eye makeup rose 11% and 12%, respectively. In addition, retailers only cut prices on gift sets by 17% in January 2023, compared to 28% in the same period of 2022. Still, these discounts almost certainly helped drive the increase in unit sales.

Makeup Claims Driven by Skin Health

The word on seemingly every color cosmetic brand's lips these days is "multifunctionality." As shoppers increasingly demand more from their products, brands and suppliers are stepping up with skin-care-inspired innovations that blur the lines between categories.

Recently, Cosmetic Group USA developed a pair of vegan skin-friendly color cosmetic formulations that meet Credo and Sephora clean standards, including water-based glitter Supernova Shadows with color-shifting properties that give the eyelids a strobe light effect. The whipped-gel consistency with a cooling sensation is delivered with hydrating glycerin and ethyhexylglycerin, as well as moisture-retaining antioxidant tocopherol (vitamin E).

The company's gender-free Unified Reality Foundation provides a no-makeup look that simultaneously regenerates the skin for a hydrated and natural appearance. The formulation comprises Rahn's Cellactive Men and Cellactive, which comprise the osmo-regulator taurine, which is a cell-boosting factor that regenerates the skin. The ingredients reportedly achieve quick elasticity and firmness effects on skin. The formulation also includes hyaluronic acid, tocopherol and shea butter.



Cosmetic Group USA recently developed water-based glitter Supernova Shadows with color-shifting properties that give the eyelids a strobe light effect.



Cosmetic Group USA's gender-free Unified Reality Foundation provides a no-makeup look that simultaneously regenerates the skin for a hydrated and natural appearance.

Cosmetic Group USA's journey into skin-friendly color cosmetics is backed up by consumer data. Spate recently noted that leading online beauty search terms include tinted sunscreens. In fact, SPF-related searches were up more than 40,000 per month for the 12 months ending November 2022, signaling a desire for makeup with sun care benefits. In addition, bronzing skin care search gains further point to demand for hybrid products. Trendalytics[e] reports that searches for stick bronzers have grown 661% year-over-year as of January 2023.

In addition, Spate[f] notes that consumers are using makeup to achieve a healthy glow, which explains why leading search terms include glowing, bronzing, shimmer and radiant. Conversely, some consumers are increasingly seeking mattifying primers. But in all cases, consumers want formulations that have staying power.

This trend is impacting searches for makeup for mature skin, per Spate.

[e]www.trendalytics.co

[f]https://hubs.la/Q01snlKM0

Seeking solutions for specific life stages, older shoppers are looking for formats like sticks, airbrushes and liquids. Spate notes that, besides L'Oreal, there are no brands closely associated with mature skin makeup.

Shoppers are also seeking water-based formulations across skin care and makeup (monthly average searches up nearly 6,000). For instance, there are now 15.2K average monthly searches in the United States for "water-based foundation," representing almost 44% growth year-over-year." Following the skinification trend, these formulations tend to be appropriate for shoppers with oily or sensitive skin. However, consumers are also searching "coverage" along side "water-based foundation," which Spate says indicates concerns about effectiveness. This is a key consideration for those developing marketing materials for such products.

Spate isn't the only firm surfacing skin care trends in makeup. Euromonitor International's "Voice of the Consumer: Beauty Survey 2022" reported that makeup shoppers seeking moisturization and hydration claims has risen to 39%, while demand for SPF/sun protection has climbed to 22% of surveyed shoppers. In addition, 23% of consumers said they want color cosmetic products suitable for sensitive skin (to 23%).

Brands have already responded. Per Euromonitor, makeup "product SKUs globally tagged as offering skin health [increased] by 11% between March 2021 and 2022."

Furthermore, Spate has decoded the top-growing makeup concerns, which included redness, dark circles, rosacea, pimples and oil control, among others. However, when searching for products, consumers may search instead for products that offer a glowing, bronze complexion. Therefore, the firm suggests, brands should be "focusing on the benefits their products can offer rather than the problems or issues they might also treat."

To that end, IBG and Orchard Custom Beauty recently developed the Marbles Color Corrector stick, which can feature green/purple to minimize the look of redness and dullness, and orange/yellow to address dark circles. Its 100% PP, refillable package can include PCR.



Per Euromonitor, makeup "product SKUs globally tagged as offering skin health [increased] by 11% between March 2021 and 2022."

Clean Color Ingredient Innovations

"Color cosmetics as a category is ripe for evolution, especially given how many standard color pigments are unsustainable long term," notes Mallory Huron, senior strategist, beauty and wellness, Fashion Snoops. "The educated, ethics-driven consumer is driving this, turning away from ingredients like talc and carmine and demanding not only plant-based alternatives, but sustainable plant-based alternatives, with The Vegan Society predicting that the vegan cosmetics [market] will reach $21.4 billion globally by 2027. Biotechnology is driving this industry shift, as we see chemists experiment with various

DECODING THE LIP CATEGORY



IBG x Orchard Custom Beauty have developed a pH-adjusting color-changing lipstick, dubbed the Chameleon Stick.

The fastest-growing prestige makeup sector in 2022 was lip products, per NPD, with sales surpassing pre-pandemic 2019 levels by double-digits.

According to Trendalytics[a], searches for "glossy lips" have grown 65% over the last year, while searches for red lip gloss and holographic lip gloss grew 15% and 221%, respectively. Per NPD, prestige lip gloss outperformed lipstick in 2022, compared to both 2021 and 2019.

Many of these gloss products are multifunctional and skin care-inspired. To illustrate, RMS Beauty's Liplights Cream Lip Gloss, available in six shades, features peptides and botanical butters to hydrate and repair damaged skin. Per the brand, a 7-day consumer study on 33 individuals yielded 97% agreement that the formulation boosted shine, did not sting and created the look of smoother lips.

Elsewhere, tinted lip balm searches grew almost 37% over the last year, driven by the popularity of Clinique's Almost Lipstick in Black Honey, which works for a wide range of skin tones. Taking a page from the wider skinification trend, consumers are likely to begin seeking benefits such as SPF defense, hydration and soft matte finishes.



Meloway recently launched its first lipstick, the Hi-Rise Hydrating Matte Lipstick, which features a one-handed, capless bullet package for easy application on the go or for those with low mobility.

Speaking of hydration, Meloway recently launched its first lipstick, the Hi-Rise Hydrating Matte Lipstick, which features a one-handed, capless bullet package for easy application on the go or for those with low mobility. Key ingredients include shea butter, BASF's Ultra Filling Spheres and Sederma's collagen-stimulating Maxi-Lip. The lipstick is available in 16 shades. ■

[a]www.trendalytics.co

natural pigments to create sustainable, scalable alternatives that are safe for color cosmetics and perform well."

To this end, more and more suppliers and brands are upping the tech level of their cosmetics to deliver ingredients that are better for the planet, both short- and long-term.

For instance, IBG and Orchard Custom Beauty recently created a talc-free Space Kitten Finger Paint demo formulation comprising pressed glitter. Designed to be applied with the finger, the formulation is vegan, cruelty-free, and qualifies under the Sephora Clean and Credo Clean programs.

Givaudan Active Beauty recently introduced New Purple 2364, a 100% vegan and sustainable alternative to synthetic pigments.

"New Purple 2364 is natural and sustainable as it is obtained from a selected purified fraction of red radish, planted and harvested with good agronomy practices," explains Yohan Rolland, personal care category manager, Givaudan Active Beauty. "More than just a pigment, New Purple 2364 is also a nail protector and possesses an antioxidant benefit, so it can create wonderful makeup formulas the same way it ensures the protection of skin and nails."



Givaudan Active Beauty recently introduced New Purple 2364, a 100% vegan and sustainable alternative to synthetic pigments.

Advanced botanicals are also making their way from skin care into color cosmetics. For instance, Evonik's Tego line of hero active ingredients, including Turmerone, Natural Amaranth, Natural Matricaria and Enlight, represents sustainably sourced botanicals that deliver added benefits in cosmetic formulations while providing transparency through natural origin content calculations.

Brands are also committing to delivering sparkle and shine via ethically-made glitter—without microplastics.

"We see responsible brands like Today Glitter not only educate consumers about the crisis, but also offer a credible, ethical alternative to plastic-based glitters," says Huron. "Their unique Bioglitter is made from cellulose sourced from eucalyptus hardwoods, and not only biodegrades under natural conditions, but also biodegrades in fresh water, which is the standard for determining whether something is truly biodegradable in any environment. Sun Chemical is also innovating to fix the microplastic glitter problem, with their nature-inspired approach. Using biomimicry, Sun Chemical's ChiralGlitter contains no pigment itself, but instead reflects from structural colors, as many plants and creatures across the animal kingdom achieve their colors. The ChiralGlitter is made from cellulose nanoparticles derived from wood and agricultural waste, making it fully biobased."

On the horizon, formulators may be able to tap into pigments from mushrooms, lichens, yeast and mold. Multidisciplinary designer and biomolecular scientist Jesse Adler's recent graduation project was to develop a method of extracting pigments from fungi to replace industrially produced dyes. Her method attempts to extract key compounds from organisms in nature only once, then cultivate and reproduce those materials in the lab, similar to stem cell culture extracts the cosmetics R&D industry has seen. The resulting pigments were reportedly applied in eyeshadow and lipstick collections, incorporated with natural oils and waxes.

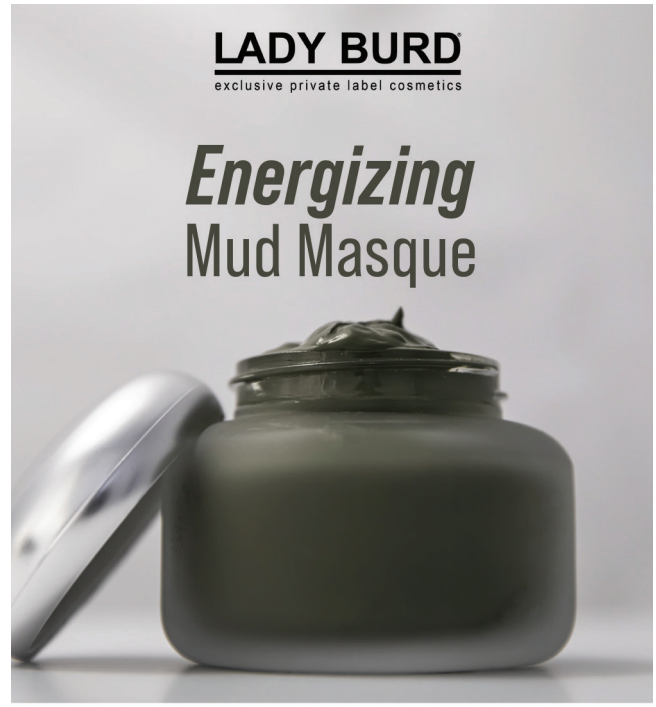
While the products eloquently demonstrate the potential of fungal pigments, one industry expert reminds us of the regulatory hurdles natural colorants face.

According to color expert Kelly Dobos, "Color fading and compatibility with other cosmetic ingredients are often top concerns with naturally colored materials, but more importantly, color additives for cosmetics are highly regulated in every country and region of the globe."

She continues, "These pigments, while innovative, would have to first go through the



IBG x Orchard Custom Beauty's Space Kitten Finger Paint formulation represents the rise in demand for talc-free formulations.





"We see responsible brands like Today Glitter not only educate consumers about the crisis, but also offer a credible, ethical alternative to plastic-based glitters," says Mallory Huron, senior strategist, beauty and wellness, Fashion Snoops.

petition process in the United States and other countries; that includes submission of analytical data to create thorough specifications, including potential impurities and a battery of toxicological tests for designated applications like skin, lip or eye area. It is a high burden of proof but necessary to ensure safety and purity profiles on any new potential color meets the standards that currently approved colors have been held to for decades."

Dobos also notes that the approval process for natural pigments such as these in the U.S. or EU would likely take years. Guess that means we'd better get started.

Adler notes, "The cosmetic collection I made for my graduate show was a proof of concept to evidence the potential of these pigments and was not intended to be used by anyone. (I wouldn't even let anyone test out the lipsticks or eyeshadows at all as the pigments are untested/unapproved by a regulatory body). So, while I can't speak to having any experience with colorant regulation yet, please be assured that I intend to conduct rigorous testing on the pigments before they touch anyone's skin."

Thankfully, those tests look to be on their way. Stay tuned.

Even with those innovations forthcoming, formulators are already tapping mushrooms extracts, as seen in IBG and Orchard Custom Beauty's Shroomie Lip & Cheek Play Clay,



HCP's Super Slim Refill Lipstick offers a sleek aluminum design in a square or round format.



Knoll Packaging recently developed refillable compacts that replace thermoformed plastics with its Ecoform recyclable molded pulp, which comprises sugarcane, bamboo, and wood and sugar cane fibers. Pictured is the square variant with a magnet closure.



Italian glassmaker Bormioli Luigi entered the glass makeup packaging segment via a partnership with sustainable packaging specialist Minelli Group, launching Tango, a lipstick package concept combining both glass and wood.



Skin care has already derived inspiration from mushrooms; now, color cosmetics may benefit from natural extracts—if regulatory hurdles can be cleared.

a mousse-like matte "mud" for the lips and cheeks. The playful texture draws on growing consumer curiosity regarding the anti-stress and wellness benefits of mushrooms.

Makeup Packaging's Sustainability Pivot

"We're continuing to see an emphasis on recyclable packaging," says Epopack CEO Amy Pan, "and technological advances in this arena are delivering sustainable solutions, along with luxury and customizability."

The supplier now offers a collection of PET droppers in which the collar and the tube are made of 100% PET material.

Pan explains, "It is not only safer being shatterproof, the dropper is also much easier to recycle. Furthermore, it's highly customizable, which is always a limitation found with traditional glass droppers. It will be the perfect fit for a lightweight serum foundation."

Elsewhere, Italian glassmaker Bormioli Luigi entered the glass makeup packaging segment via a partnership with sustainable packaging specialist Minelli Group, launching Tango, a lipstick package concept combining both glass and wood. The package features an FSC-certified wooden base with a glass cap. The central ring is made from bioplastic, featuring a removable click mechanism. The package is also





"We … see innovations like Roberts Beauty's collection of sustainable packaging, created in partnership with Oceanworks to create a cosmetic palette made from 100% Oceanworks-guaranteed reclaimed and recycled ocean-bound plastic," says Taryn Hoffman, strategist, beauty and wellness, Fashion Snoops. Pictured is an ocean plastic design created by Roberts Beauty for Quo Beauty (sighted at Luxe Pack LA).



assembled without glue so that all its parts can be separated for recycling.

Makeup is also an ideal category, in many cases, for refillable concepts. For instance, HCP's Heirloom Super Slim Refill Lipstick offers a sleek aluminum design in a square of round format. The design includes a 6.3 mm cup with a smooth swivel. The pack can be decorated with matte, satin or shiny metallic finishes. Branding and patterns can be added via laser, diamond drilling, embossing/debossing, double anodizing, screen print or foil.

Knoll Packaging recently developed refillable compacts that replace thermoformed plastics with its Ecoform recyclable molded pulp, which comprises sugarcane, bamboo, and wood and sugar cane fibers. The design can feature a magnet-free closure and removable mirror. Furthermore, the pulp can be color-matched.

On the monomaterial front, Quadpack's new Gala dip-in color cosmetic packs comprise four applicators for eye, lip and face formulas. The Elegant A rigid doe foot tool features a central reservoir on the tip, ideal for concealer and lip formulas that require rigidity and precision. The Essential A round-tipped spatula with dual reservoirs on opposite sides is flexible and gentle for soft and easy application, per Quadpack. The Glamorous A concave petal-shaped tool is flexible with a large reservoir for formula collection and a pointed tip for precise application. Finally, the Irresistible A spoon-shaped applicator includes a central reservoir and rigid tip for control of highly pigmented lip products.

The monomaterial packs feature 4.5 ml thick-wall bottles. More than 95% of the packs' content is composed of recyclable PET, with the possibility of being delivered in 100% rPET. Lifecycle assessments reportedly show that a switch to a full PCR version improves the pack's circularity index by 60%. Deco options include hot-stamping and metallization.

Some brands are using high-tech concepts to take their sustainable packaging to the next level.

"Thanks to biotechnology, there's a rise in unique, biobased packaging made from natural sources like wood, soy or corn," explains Taryn Hoffman, strategist, beauty and wellness, Fashion Snoops. "Kemas has experimented with their packaging, releasing a cosmetic compact made from 60% limestone, while Libo Cosmetics created a rice bran collection for cosmetic packaging."

Hoffman also notes that new packaging solutions, from marine-sourced materials to

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ocean-bound plastic, also support the blue beauty movement focused on ocean conservation.

"New materials like seashells are used in cosmetic packaging, like Raphaël Make-Up Brushes' Ocean Brush made of 50% shell and 50% bioplastic," says the strategist. "We also see innovations like Roberts Beauty's collection of sustainable packaging, created in partnership with Oceanworks, to create a cosmetic palette made from 100% Oceanworks-guaranteed reclaimed and recycled ocean-bound plastic."

A Tech-enabled Future

Keep an eye out for AI to play an increased role in customizable cosmetics, many of which boost accessibility in beauty. Coming soon to market is L'Oréal Brow Magic, the first eyebrow printer, which comes in the form of a handheld device designed for consumer use. The device works in conjunction with a camera-connected app, which allows the user to select the desired eyebrow design prior to printing the temporary design directly onto the brows.

"Today, shaping the eyebrow requires artistry and precision," explains Guive Balooch, L'Oréal's global head of research and innovation's tech incubator. "It's challenging for most people and usually happens in two ways: drawing small lines that look hairlike, which is difficult stencil work and requires a steady hand; or having a professional service, such as microblading or other salon treatments."

He adds, "We wanted to solve this consumer tension by creating a device, L'Oréal Brow Magic, that offers an accessible way to create perfect brows easily and quickly. It makes the user the expert in simple steps."



Quadpack's new Gala dip-in color cosmetic packs comprise four applicators for eye, lip and face formulas.

The device is slated to hit the market later this year. Other AI-powered devices have proven to be wildly popular, such as the Rouge Sur Mesure Custom Lip Color Creator by Yves Saint Laurent Beauté—and we can expect these AI devices to push the envelope in color cosmetics. ■



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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AMBIT TOTTLE

Ambit Tottle is designed with an elongated racetrack side -press disc cap. This unique shape allows for maximum usage of store display space and minimizes vanity space for users. The flexible body is easy to squeeze product out of, while fitting perfectly in the palm of your hands.



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PACKAGING INNOVATION TREND TRACKER: APRIL 2023

From precision dosing to the return of tottles to monomaterial designs and beyond, suppliers provide a peek into where packaging for beauty and personal care is going.



NF Beauty Group's new Ambit Tottle (available in 30 ml and 50 ml fill sizes) features a racetrack configuration and elongated side press disc cap.

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Visiting MakeUp/Luxe Pack in LA in February, *Global Cosmetic Industry*'s editorial team picked up on a range of trends, including the proliferation of airless formats, refillable concepts, manufacturing and distribution shifts, and much more. Here, we share highlights for brands seeking packaging innovation for color, hair and skin care projects.

Tottles Are Back

Convenience and portability have led to a big comeback for tottle formats, according to a number of suppliers visited by *Global Cosmetic Industry* during the recent Luxe Pack/MakeUp in LA 2023 show.

For instance, NF Beauty Group's new Ambit Tottle (available in 30 ml and 50 ml fill sizes) features a racetrack configuration and elongated side press disc cap. The design is intended to support maximum usage of store display space, as when a brand displays multiple shades of foundation on a gondola. It also allows for minimal space usage inside a makeup bag or on a vanity. Furthermore, the flexible body makes it easy to squeeze out product. The Ambit Tottle will be available in variants with some percentage of PCR content, as well as various color and finish options.

Meanwhile, HCP's EcoWood Tottles comprise certified PEFC fibers and are created from natural by-products of cellulose processing in the paper industry. The tottles can be recycled alongside PP/PE packaging, and their carbon footprint is neutral to negative over the cradle-to-gate cycle, per HCP. The tottles feature strong chemical resistance, making them compatible with isododecane, SPF and aggressive formulas. In addition, deco options include UV lacquer, silk screen inks or foils.

Refills Continue to Proliferate

The sheer number and variety of refillable formats at recent trade shows is astonishing, encompassing a wide range of options for brands.

For instance, HCP's 50 ml Echo Refill Jar is available in PCR resins. Its R-PP refillable inner pod, which can be cleaned and placed into household recycling, and R-ABS cap reduce dependence on virgin materials, per the supplier. The recyclable R-PET outer jar can be supplied in ISCC Plus certified chemically recycled resin. Deco options include jewel tones, metallic foils, shimmering sprays, holographic effects and more.

HCP's Ringo Refill Jar 50 ml has a reduced material weight due to its outer jar ring design (the PP refill pod



HCP's EcoWood Tottles comprise certified PEFC fibers and are created from natural by-products of cellulose processing in the paper industry.



HCP's Ringo Refill Jar 50 ml has a reduced material weight due to its outer jar ring design (the PP refill pod forms the base).



Lumson's new 50 ml and 15 ml rechargeable glass jars from the JAPA line are designed for prestige skin care and makeup products.



FusionPKG's Airless-One 100% Polyolefin Pump Engine has been Certified by The Association of Plastic Recyclers (APR) with Meets Preferred Guidance Recognition.



Tokiwa has developed a range of refillable wooden pencils for various color cosmetic formulations.



Lumson has launched the APP (airless plastic packaging) 355 Light, a new 50 ml PCR PE airless with pouch system that is 25% lighter than the equivalent standard APP 355.



HCP's Affinity Airless pump is suitable for low to high viscosity products, covering everything from complexion products to sunscreen to moisturizers to primers and beyond.

forms the base). The design comprises recyclable materials, including PET, PP and PE. A pop-out refill gesture makes the design easy to use, per HCP.

Meanwhile, Lumson's new 50 ml and 15 ml rechargeable glass jars from the Japa line are designed for prestige skin care and makeup products. The jars feature an aluminum lid and are part of the wider Replace line of refillable jars, which already includes Unique and Deluxe.

Elsewhere, Tokiwa has developed a range of refillable wooden pencils for various color cosmetic formulations. The refills are easy to deliver via mail for DTC and e-commerce transactions. In addition, the inserts can be swapped out for multiple products, giving consumers numerous options with one pencil housing. This can be a significant sales opportunity for brands. Overall, the durable designs reduce a reliance on plastic and diminish the overall CO_2 footprints of products, per the company.

Sustainable Airless

During Luxe Pack/MakeUp in LA, FusionPKG highlighted its airless manufacturing in Queretaro, Mexico, signaling the rise of more regionalized production for North America. Among the company's offerings is the Airless-One 100% Polyolefin Pump



Epopack's PET monomaterial airless bottles (plus cap and base) are available in 15 ml and 30 ml variants.



Seacliff Beauty offers several variants of monomaterial airless packaging.

Engine, which has been Certified by The Association of Plastic Recyclers (APR) with Meets Preferred Guidance Recognition. The design includes an all-plastic spring, supporting monomaterial airless.

Elsewhere, Italy-based Lumson has launched the APP (airless plastic packaging) 355 Light, a new 50 ml PCR PE airless with pouch system that is 25% lighter than the equivalent standard APP 355 due to a reduction in the bottle's thickness. In addition, the multi-layered pouch acts as a barrier against contaminants to protect formulas.

The new design comprises 80% PCR HDPE and 20% HDPE. The APP 355 Light bottle can be paired with the Lumson AA355 pump in PCR PP, which allows for the recycling of each plastic component, per Lumson.

Per a SPICE analysis, CO_2 emissions generated during manufacturing of the

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APP 355 Light are 19% lower compared to the APP Start PE airless system.

The Italy-based company operates a distribution hub in New Jersey to ensure quicker service to U.S. customers.

HCP's Affinity Airless pump is suitable for low to high viscosity products, covering everything from complexion products to sunscreen to moisturizers to primers and beyond. The pump enables 360-degree application, fast priming and controlled dosing. The disc valve engine is particularly useful for highly viscous formulas, per HCP, and evacuates nearly every drop of product.

The pump variants allow for precise dosages of 0.15 cc, 0.20 cc and 0.25 cc. In addition, the modular design provides options for actuator and collar styles for bottles and tubes. Airless bottles are offered in 15 ml, 20 ml, 30 ml and 50 ml capacities, while the airless tubes are available in diameters of 25 mm, 30 mm and 35 mm.

Meanwhile, Epopack's PET monomaterial airless bottles (plus cap and base) are available in 15 ml and 30 ml variants. The design is also available in 100% PCR PET. PET is highly recyclable and features strong chemical and physical resistance, per Epopack. In addition, its high transparency is ideal for highlighting products with unique colors or textures. Furthermore, the design reportedly grants consumers access to virtually every drop of product. Deco options include injection color, spray color, printing and hot stamping.

Elsewhere, Seacliff Beauty offers a range of monomaterial airless packs, easing disposal and recyclability. Its range includes the Lotus, featuring



Quadpack is preparing to manufacture the Regula Airless bottles in Mexico beginning July 2023.



APackaging Group (APG) now offers the Infinity Pump series of fully recyclable, all-plastic trigger sprayers, lotion pumps, foamers, fine-mist sprayers and airless pumps with no metal construction.



ICS's Exclusive Boston Round Squeezy Bottle is available in 150 ml and 250 ml with recyclable PE bottle and PP cap.



INOAC now leverages extrusion blow molding machines, allowing it to offer lower-density squeezable bottles for hair care and other applications.



Texas-based Pack-Tubes offers 99.7% pure aluminum tubes of 1 oz/30 ml, 2 oz/60 ml and 3 oz/90 ml dimensions at low MOQs, and offers personalized digital labeled or direct to tube custom printing options.



Epopack's Heavy Wall PET Jars feature a luxurious weight and thickness that offers deep space for decoration.

the Sage Airless system, which is ideal for different viscosities such as hydro-alcoholic solutions, oils, micellar waters, serums, facial gels and creamy lotions. The design is available in all PE or all PE green sugarcane.

Seacliff Beauty's monomaterial flexible tube Flower line includes the Gardenia, featuring the Pump UD Airless, which is compatible with high-SPF formulas, and the Rose, which is appropriate for serums, gels, creams, oils, lotions and more. The company's Everly airless metal-free pump, meanwhile, is made with 100% PP.

Elsewhere, Quadpack is set to manufacture Regula Airless bottles in Mexico beginning July 2023, further reinforcing the regionalization of the packaging supply chain. The bottles and caps are produced in Mexico with final assembly at Quadpack in Carrollton, Texas. This generates shorter production lead times to minimize supply chain issues.

The Regula Airless Bottles feature a straight edge, snap-on ring for easy removal of the inner bottle, and metal-free pump and PP inner bottle. The design is available in 15 ml, 30 ml and 50 ml capacities.

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Sustainable Innovation Roundup

From recyclable squeezy bottles to aluminum tubes with biodegradable outer cases, suppliers have launched a wide array of options for brands of every scale.

Squeezy Solutions

ICS has launched Exclusive Squeezy Bottles for skin care, hair care and body care formulations, including cleansers, gels, masks, serums, creams and more. The bottles are available in various shapes, sizes and percentages of PE mixes for optimal "squeeziness," per the company. The PE bottles are easily recyclable and available with recyclable PP flip-top, disc-top, screw-on and nozzle caps options. The bottles can be decorated with one pass or multiple passes of silkscreen or hot stamp deco to achieve your brands' logo or aesthetic requirements. The bottles can be decorated with two passes silkscreen.

Elsewhere, INOAC now leverages extrusion blow molding machines, allowing it to offer lower-density squeezable bottles for hair care and other applications. These thin-walled PET bottles are available in mechanical and molecular PET and can also be run in extrusion-grade PET. The thin-walled bottles are made in North America.



PKG has developed PP bellows—metal-spring-free engines that can be dropped into existing packaging solutions.

Low-MOQ Aluminum Tubes

Texas-based Pack-Tubes offers 99.7% pure aluminum tubes of 1 oz/ 30 ml, 2 oz/60 ml and 3 oz/90 ml dimensions at low MOQs, and offers personalized digital labeled or direct to tube custom printing options. The tubes are ideal for skin care, toothpaste, CBD products and more.

The supplier also offers a biodegradable shelf-ready cylindrical

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Seacliff Beauty is using #tide's premium ocean-bound material to create 100% ocean-bound plastic packaging.



Knoll developed an eight-sample pack for Penhaligon, highlighting the benefits of hybrid designs featuring molded pulp and paper board.

deco case with tubes wrapped in kraft paper material secured with tapeless interlocking self grip for protection. In addition, customers may opt for an octagonal aluminum cap for their tubes.

Finally, to ensure speed of service, Pack-Tubes offers rapid shipping of samples to customers.

Metal-free Recyclable Pumps

During Luxe Pack LA, APackaging Group (APG) highlighted its Infinity Pump series of fully recyclable, all-plastic trigger sprayers, lotion pumps, foamers, fine-mist sprayers and airless pumps with no metal construction. They are designed for HDPE and PET bottles. The designs are certified to meet Amazon's e-commerce 6 Over-Box requirements and to withstand harsh shipping, per APG. Variants include a lotion pump, foamer, fine-mist sprayer, airless tubes and bottles, push dropper, and more.

APG has sped up its project turnaround time with in-house 3D prototyping for custom packaging at its recently opened Defiance, Ohio location, which offers R&D, compounding and formulation, manufacturing (bottle blowing, dispenser and cap manufacturing, and custom molding), filling and outer-package labels.

The U.S. plant reduces the 25% tariff associated with China production, per APG, while cutting production lead times by more than five weeks. It also creates a more sustainable end-to-end supply chain for regional customers, with significant logistic improvements such as automated controls, assembly, palletization and material handling, according to the company.

Elsewhere, PKG has developed PP bellows—metal-spring-free engines that can be dropped into existing packaging solutions. Given this easy swap-out, the company now estimates it offers more than 250 recycle-ready solutions.

Heavy-wall PET

Epopack's Heavy Wall PET Jars feature a luxurious weight and thickness that offers deep space for decoration. The jars are available in 10 ml, 15 ml, 30 ml and 50 ml variants. Each jar, which features strong chemical and physical resistance, comes with three components, all made from eco-friendly PET material, making it a sustainable and environmentally responsible choice. Furthermore, PET allows for a crystal-clear and unobstructed view of the product inside. Just as importantly, since all components are made of the same material, the jar can be easily and efficiently recycled without the need for any additional separation or processing.

Molded Pulp x Paper Board

Knoll has recently begun designing unique packaging that combines its Ecoform biodegradable molded pulp—comprising bamboo, wood and sugar cane fibers—with FSC-certified paper board. This hybrid composition gives the company flexibility of design similar to thermoformed plastic, paired with the diverse decorative options afforded by the paper board. As a proof of concept, Knoll developed an eight-sample pack for Penhaligon. Such designs can allow brands to eliminate secondary packaging for projects.

Like many companies *Global Cosmetic Industry* has spoken to, Knoll is regionalizing production without sacrificing quality. The company is increasingly tapping custom machines to automate luxury projects to ensure business continuity. Knoll operates a production facility in the Philippines and is opening manufacturing in the United States.

Traceable Ocean Plastic

During Luxe Pack/MakeUp in LA, a range of suppliers highlighted

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ocean-derived/ocean-bound plastic in packaging designs. For instance, Seacliff Beauty is using #tide's premium ocean-bound material to create 100% ocean-bound plastic packaging. The final PET, PP, HDPE and LDPE outputs are fully customizable and can be applied to a variety of skin care, cosmetics and hair care products.

Seacliff Beauty recognizes that traceability is critical for ocean plastic. To that end, #tide has built a strategic partnership with Norwegian tech company Empower to keep track of #tide's ocean material flow through every step of the journey. Data such as photos, dates, volumes and information about each individual process is saved on a public blockchain for maximum transparency and security.

Every batch of #tide ocean material has its unique material passport, accessible through a QR code, thereby making the journey fully traceable from the end-product to where raw materials were collected.

Elsewhere, Roberts Beauty has built up its ocean plastic inventory to better understand manufacturing nuances and test materials in all categories, including monomaterial designs. Working with Oceanworks, the company can track and trace ocean plastic origin, which can be incorporated into marketing and help brands avoid greenwashing accusations.

Among the designs Roberts Beauty can achieve include lipsticks, mist sprayers, bottles, jars and caps, and more. One client, Quo, recently launched 100% ocean plastic designs.

Meanwhile, Roberts Beauty has relaunched its website with about 3,000 items to support online sourcing. It also operates a clean skin care lab to support customer formulations.

Sustainable Single-use & Flexible Packaging

Diamond Wipes has developed sustainable single-use packettes featuring packaging with 15% PCR and 12% bio-based PE. The wipe contained in a demo packet comprised biodegradable viscose fiber. The package was filled by Diamond Wipes, while the pack was film-printed by Lotus Label.

Meanwhile, Diamond Wipes' Spout Pouch flexible packaging can handle everything from hair care to facial and body care, as well as color cosmetics and SPF OTC products. The designs can feature pre-formed or inline center spouts in an array of fill sizes and widths. The pouches can comprise multi-layer foil or mylar, PCR, or recycle-ready mono-layer. Decoration options include high-resolution digital print, flexographic screen printing, exceptional roto-gravure technology, or matte or gloss printing finishes. ■




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