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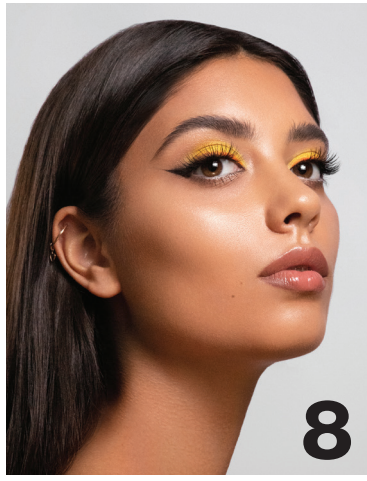
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We Are Witnessing Beauty's Indispensability



Beauty spend is eroding spending in categories like fashion, particularly among younger shoppers, reinforcing beauty's special place in the consumer's heart.

What is going on with beauty? Just as economists repeatedly and wrongly predicted unemployment spikes and imminent recessions, some have asked: "can beauty really keep up its vibrancy?" Yes. At least for now.

For example, Kohl's recently reported challenged Q1 results—and yet, to quote Tom Kingsbury, CEO of Kohl's, "the Sephora business has been very, very good."

The comments came amid the retailer's Q1 2023 analyst call. Kingsbury added, "Sephora at Kohl's continued to outperform our expectations, driving a total beauty sales increase of 150% year over year. We achieved mid-teens comparable beauty sales growth in the 200 Sephora shops opened in 2021, and the sales trends in the 400 shops opened in 2022 continued to exceed our plan."

Beauty has been a strong driver for other retailers, too, notably Target. While Target posted mixed Q1 2023 results, the beauty sector continued to boom. The retailer's EVP and chief growth officer, Christina Hennington noted on an analyst call, "Q1 [2023] performance was led by beauty, which delivered comp growth in the mid-teens, in light of continued strength in both core beauty and Ulta Beauty at Target assortment."

So what is going on? In the United States, prestige beauty is the driver, increasing both sales revenue and unit sales, per Circana, making the sector the top-performing industry across all general merchandise and consumer packaged goods industries tracked by the firm. Even among beauty shoppers who are cutting back overall spending, 70% are not reducing their spending on beauty products.

Beauty spend is also eroding spending in categories like fashion, particularly among younger shoppers, reinforcing beauty's special place in the consumer's heart.

Circana's Larissa Jensen said it best: "For many consumers, beauty is an indispensable category. An industry seeped in emotion, beauty has proven its resiliency by creating connections that go deeper than the physical product. And, with consumers focused on their mental wellness more than ever before, beauty products are benefiting."





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CONSUMERS TELL ALL ON EYE & BROW MAKEUP

New data from 2,600-plus consumers on lashes, lids and brows.

BY DENISE HERICH, The Benchmarking Company

Eye makeup continues to dominate the market today, with 90% of women wearing eye makeup three or more times per week.

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In the past 12 months, 73% of U.S. beauty-buying consumers surveyed say they've purchased both eyelash makeup products and tools as well as eyebrow products or tools—up from 66% just five years ago when The Benchmarking Company revealed results from its first nationwide consumer lash and brow makeup survey (2018).

Between then and now, the pandemic years meant the eyes were often the only form of cosmetic self-expression visible to others, making the windows to our souls an even more vital part of a woman's daily regimen.

Eye makeup continues to dominate the market today, with 90% of women wearing eye makeup three or more times per week. To uncover the latest lash, lid and brow trends, the Benchmarking Company recently surveyed more than 2,600 U.S. female consumers to share their eye makeup usage and buying behaviors.

Mascara Tops the List

Mascara remains the top lash product purchased in the past 12 months by U.S. women of all age ranges, with 94% saying they've done so in the past year. This compares to 98% of all women saying they'd bought mascara in the past 12 months in the 2018 study.

The preferred types of mascara formulas among consumers are volumizing (81%), lengthening (81%), non-clumping (60%), thickening (59%), waterproof (56%), curling (49%) and lash-defining (48%). Mascara color preferences among all consumers are intense black (77%), soft black (49%), black-brown (34%), brown (17%) and vivid (purples, pinks, bright blues, greens, etc.; 16%), among others.

Shifting Lash Trends

False eyelash buying remains highest with Gen-Z-aged females, with 56% of these consumers saying they've bought false lashes in the last year compared to 41% of the general female population.

Lash serums and eyelash growth/conditioning products have made the highest gains in the past five years. In 2018, 26% of women surveyed said they bought a lash growth/conditioner product in the past year, compared to 30% of those surveyed in June 2023 (**F-1**). Lash serums are on the rise as well, with 36% saying they've bought a lash serum in the past year compared to 30% five years ago.

Serums and conditioners are growing, especially among the Gen Z population. In 2018, 25% of Gen Z aged buyers said they'd purchased a lash serum, compared to 47% today. In 2018, 23% of Gen Z buyers said they'd bought a lash conditioner/growth product, compared to 36% of this population today.

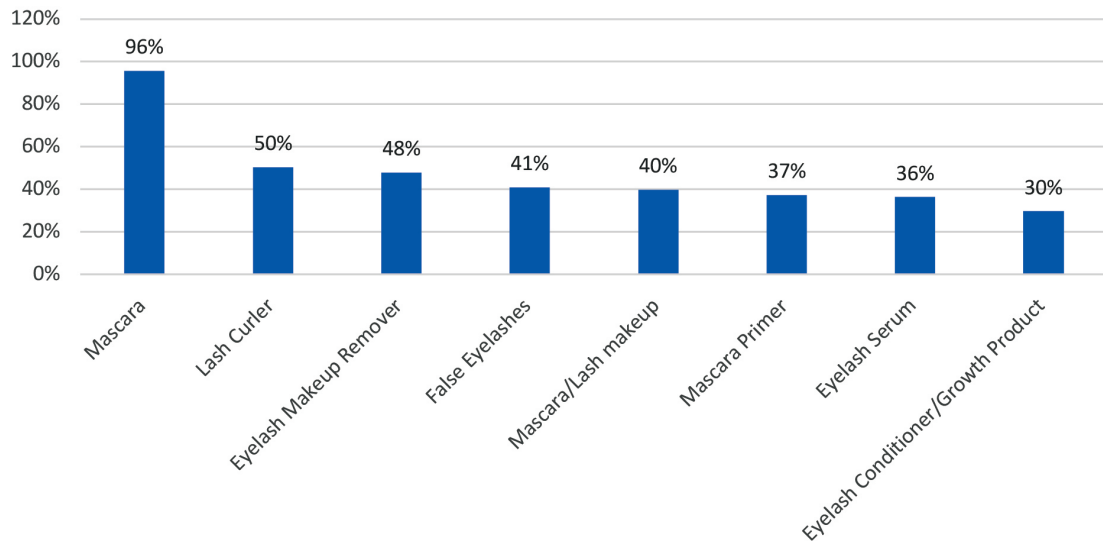
While gains in false eyelash wearing among Gen Z remains constant or slightly down compared to five years ago (66% of Gen Z in 2018 said they bought false eyelashes compared to 58% now), those buyers may have discovered a more natural means to a fuller, thicker looking lash with serums and growth products.

What's Important in Lashes

When consumers consider the purchase of an eyelash product or service, ease of use and a beautiful end-result top her list. The fact that a lash product is considered "clean," eco-friendly or is natural/organic does not factor highly in her buying decision (**F-2**).

(Continued on Page 12)

F-1 Lash products purchased past 12 months; females of all ages, 2023



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In 2018, 25% of Gen Z aged buyers said they'd purchased a lash serum, compared to 47% today.

F-2 Key lash considerations for shoppers

Q: When considering the purchase of an eyelash product or service, which attributes are important to you? Select all that apply.	%
Volume	74%
Lengthening	73%
Doesn't clump	68%
Easy to apply	59%
Long-wear	56%
Separating lashes	54%
Waterproof	46%
Easy to remove	42%
Dramatic dark lashes	39%
Healthy for my own lashes/damage-free	37%
Color intensity	32%
Growth	32%
Conditioning	31%
Hypoallergenic	27%
Lash shape/style (false lashes)	22%
Specific brand	21%
Feathering	17%
Pain-free	17%
Product is "clean," eco-friendly	17%
Natural/organic	15%

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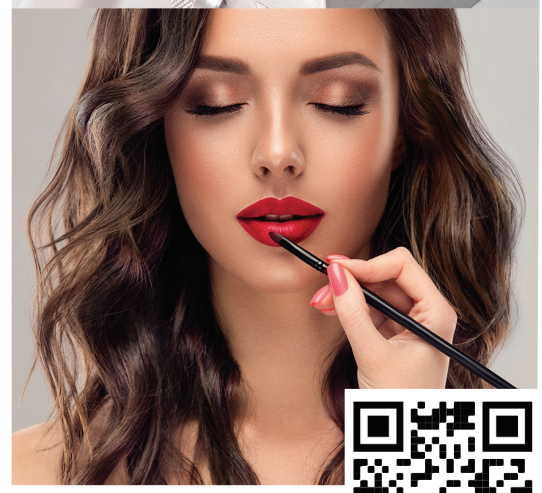


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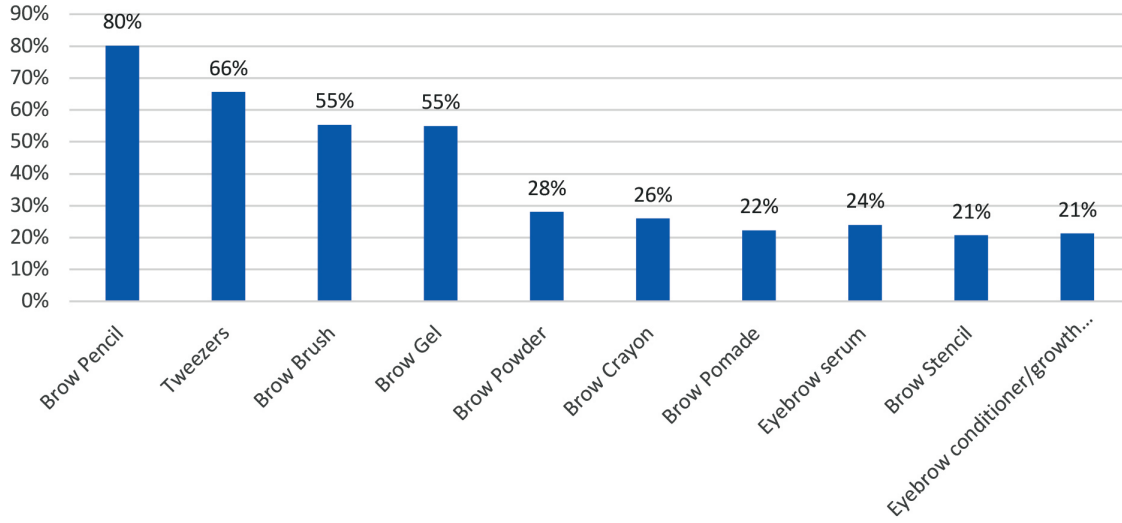
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F-3 Brow products purchased in past 12 months; females of all ages, 2023



(Continued from Page 9)

Lash Extensions: Self and Pro Application

Thirty-six percent of consumers say they've applied false eyelashes or lash extensions themselves during the past 12 months, with 13% saying they've had lash extension services professionally applied. These percentages mirror closely with 2018 responses for self-application and professional application.

The top challenges when self-applying lash extensions or false eyelashes include the difficulty in applying them (57%), that they don't stay on long enough (40%), they are expensive (28%), there is confusion with selecting the lash look consumers want (28%), and—like flying business class—it is difficult to go without them after having them (22%). Additionally, 18% of those who self-apply lash extension or false lashes find their real lashes are brittle when removing the false ones.

When consumers do apply false lashes, the preferred format is brush on glue/strip lash (62%), magnetic (48%), self-adhesive (40%), eyeliner glue (39%), and brush on glue/individual lash (30%).



In 2018, 12% of all respondents said they'd bought a brow serum in the past 12 months compared to 24% today.

Despite a self-application learning curve, consumers appreciate the beauty of lash extensions and false lashes. On a scale of 1-10, with 1 being not at all and 10 being very much, consumers were asked if wearing lash extensions or false lashes increases their self-esteem and made them feel more beautiful. The mean score of more than 1,000 consumers to this question was 8.6 out of 10—meaning lash extension products are certainly appreciated.

Brow Serums and Growth Products on the Upswing

Similarly, eyebrow growth products and brow serums are growing in popularity among commonly used brow products (**F-3**). In 2018, 12% of

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T-1. Preferred eye shadow colors and types

Browns	80%
Mauves/natural	75%
Matte	56%
Roses	46%
Purples	42%
Metallics	42%
Glitter	41%
Blacks	31%
Greens	29%
Frosted	28%
Blues	25%
Whites	22%
Neons	13%

T-2. Eyeliner looks & tools consumers most desire

Look	All Consumers	Gen Z Consumers
Understated/traditional	61%	49%
Winged	55%	78%
Cat eye	49%	69%
Vivid eyeliner/greens, blue, etc.	23%	30%
White eyeliner	15%	29%
Two-toned	15%	18%
1960s look	11%	17%
Graphic	9%	21%
Rainbow	6%	14%
Dotted	11%	4%

T-3. Lash and brow yearly spend patterns

Average Estimated Yearly Spend on Lash Products & Services		
	2018	2023
$0-50	43%	33%
$51-75	17%	15%
$76-100	14%	15%
$101-200	16%	20%
$201+	9%	17%

Average Estimated Yearly Spend on Brow Products & Services		
Among	2018	2023
$0-50	53%	46%
$51-75	15%	14%
$76-100	11%	13%
$101-200	13%	15%
$201+	8%	12%

T-4. Brands consumers are aware of/have heard of

	All respondents
Maybelline	83%
CoverGirl	83%
Clinique	78%
bareMinerals	77%
MAC	75%
Revlon	75%
Lancôme	74%
IT Cosmetics	68%
Benefit Cosmetics	68%
Urban Decay	67%
Sephora brand	66%
Anastasia Beverly Hills	62%
Too Faced	61%
Ulta brand	61%
Tarte	61%
Dior	61%
Fenty Beauty	59%
Smashbox	58%
Sally Hansen	57%
Nars	54%

all respondents said they'd bought a brow serum in the past 12 months compared to 24% today. Brow serums have been bought by 31% of Gen Z buyers in the past year. Brow growth products are up 8% in usage, from 13% in 2018 to 21% today among women of all age ranges. The Gen Z generation of buyers dominates brow conditioner/growth product buying, with 25% saying they've done so in the past 12 months of 2023.

Brow Product Preferences

What is most important to consumers when considering the purchase of an eyebrow product or services is color match (75%), ease of application (68%), long-wear (59%), texture (gel, cream, powder, etc.; 55%), ease of removal (44%), does not clump (40%) and waterproof (39%). Brow product attributes at the bottom of her list include specific brand name (19%), natural/organic (17%), and product is "clean" and eco-friendly (17%).

Liner and Shadow Usage

In addition to lash and brow products, consumers say they are regularly buying powder or cream eye shadow in a palette (72%), pencil eyeliner (69%), powder or cream eye shadow in a traditional clam shell (54%), eye primer (53%), liquid eyeliner (50%), eye shadow sticks (44%), gel eyeliner (35%), and liquid eye shadow

T-5. Most/least popular brow and lash looks

Brow Look	In!
Natural brows	92%
Fluffy/bushy brows	73%
Laminated brows	71%
Textured brows	62%
Custom-shaped brows	58%

Brow Look	Out!
Short brows	68%
Dyed to mismatch brows	66%
Skinny brows	64%
Colorful brows	62%
Bleached brows	55%

Lash Look	In!
Voluminous	94%
Natural	87%
Extra long	81%
Full and bushy	73%
Feathered	73%

Lash Look	Out!
Mascara on bottom lashes	69%
Spider lash	57%
Drawn-on bottom lashes	52%

(25%). Her preferred eye shadow colors and types are listed in **T-1**.

Gen Z eyeliner users are a bit bolder than their older counterparts. When using eyeliner, these consumers are striving to achieve the looks or use the techniques/tools listed in **T-2**.

Where Consumers Are Buying Eye Makeup

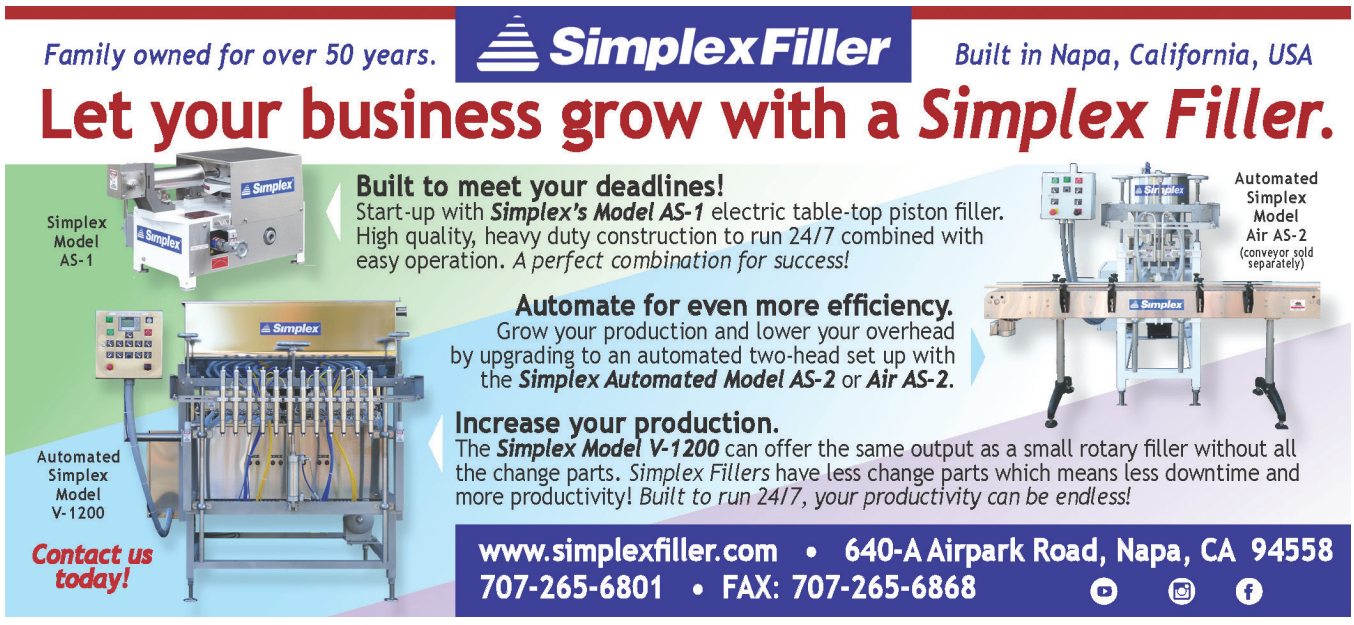
Five years ago, consumers looked to superstores as their top retailer for eyelash, shadow and eyebrow products, with 71% saying stores like Walmart and Target were her go-tos for all things lash and brow.

While superstores are still a very popular retailer for lash and brow products today (with 60% saying they buy lash and brow products there), Ulta Beauty has edged out superstores to become her primary lash and brow retailer, with 61% of all women saying they buy those makeup products at Ulta, and 66% of Gen Z buyers specifically saying so.

Other top retailers for lash and brow products include Sephora at 54%, Amazon at 49%, drug stores at 42%, discount department stores at 23% and specific brand websites at 20%.

How Much Consumers Are Spending

Consumers are spending more on their lash and brow services in 2023, compared to five years ago (**T-3**). When asked to estimate her yearly spend on both lash and brow services, 52% of women now say they spend $76-plus annually on eyelash products and services, compared to 39% who said the same in 2018. Today, 40% of



GETTING REAL ABOUT MEASURING MAKEUP'S SUSTAINABILITY

Cheekbone Beauty, an Indigenous-owned and -founded cosmetics brand, recently released its first sustainability report, providing a detailed overview of its social and environmental impact. Highlights include the brand's sustainability performance (scope 1, 2 and 3 emissions) in 2021 and 2022, as well as measurable goals that it will revisit and modify every year.

The brand had initially set a 2023 timeline for achieving zero waste, a goal that was later deemed too ambitious. This honest assessment and willingness to pivot reflects the ongoing journey many brands in color and other beauty sectors face along the sustainability journey.

To learn more, *Global Cosmetic Industry* reached out to Jenn Harper, founder and CEO of Cheekbone.



"Packaging can be a large source of waste within the cosmetics industry, and we hope to reduce our contribution to this ongoing issue," says Jenn Harper, founder and CEO of Cheekbone.

Q: How do you go about setting realistic sustainability goals for your brand?

Harper: In order to set realistic sustainability goals for our brand, we take inspiration from the work that other brands within this space are doing in terms of sustainability and look to improve upon and exceed targets. We have established a clear base line with regards to our emissions and consumption and use this data to set goals for the future. This year, we launched our inaugural sustainability report which featured an in-depth analysis of our emissions and efforts and their associated alignment with the pre-established 17 Sustainable Development Goals (SDGs) of the United Nations. By aligning to harmonized sustainability goals, it allows us to not only contribute to a greater good, but also ensure that our goals are well within our reach.

Q: How do you communicate this to your customers, while managing expectations along the journey?

Harper: We actively highlight our goals pertaining to sustainability with our consumers and partners via social media. Our product pages and sustainability page on our website highlight our initiatives and detailed information regarding not only our products but our packaging. We recognize that in the past, we had set a goal for 0 waste in 2023. Upon assessing our current state, we realized that this goal was out of reach. Sustainability is ever-changing and we hope to continue to set realistic targets that we are able to achieve and communicate them with our consumers along the way. We pride ourselves on honesty and encourage an open flow of communication between our brand and our community.

Q: What are the biggest contributors to your brand's environmental impact?

Harper: At Cheekbone Beauty, we like to consider the entire product life cycle from beginning of the development stages to the product's end of life. We have established in-house standards for both packaging and ingredients aimed at reducing our environmental impacts. Packaging can be a large source of waste within the cosmetics industry, and we hope to reduce our contribution to this ongoing issue.

Q: What are 2 or 3 examples of initiatives that have gotten you closer to your goals?

Harper: We are so proud of the changes that we've made. Here are some of the things we've done:

- We launched our Inaugural Sustainability Report in 2023. As part of this, we completed an audit of our emissions at our offices and offset them using Bullfrog Power. A calculator was developed that will



"In March of 2023, we began offering our Sustain Lipstick and Harmony Lipgloss in refillable packaging," says Harper. "This initiative has helped us, and our consumers reduce the amount of waste going to landfills and encourages a circular economy. As we continue to develop products, we will always consider the impact, or potential impacts, of our packaging on human health and the environment."

be used in the years to come to assess how close we are to reaching our goals in a variety of areas.

- We actively engage with our manufacturers to ensure that they meet not only the required regulatory standards but also our own internal standards. We prioritize ensuring that labour is ethical and good manufacturing practices are being used. As part of our sustainability goals, we are in the process of developing a supplier code of conduct. This will allow us to further ensure that our partners are adhering to strict standards.
- In March of 2023, we began offering our Sustain Lipstick and Harmony Lipgloss in refillable packaging. This initiative has helped us, and our consumers reduce the amount of waste going to landfills and encourages a circular economy. As we continue to develop products, we will always consider the impact, or potential impacts, of our packaging on human health and the environment. ■

women say they spend $76-plus annually on brow products and services compared to 32% spending the same amount in 2018.

The Trends Shoppers Are Following

When it comes to finding out the latest trends as it relates to eyebrows and eyelashes, social media is the predictable hot spot. Among all age groups of female consumers, YouTube and other bloggers/vloggers are where she learns about brow and lash trends most often, with 46% saying it's their primary resource. Instagram (45%), specialty beauty stores like Sephora and Ulta (42%), TikTok (35%), and beauty magazines (34%) are also strong sources of information.

For Gen Z, the social media outlets are even more pronounced as lash and brow influencers; 70% of Gen Z respondents said TikTok is their top lash and brow trend source, followed by Instagram (65%), YouTube and other bloggers/vloggers (59%), specialty beauty stores (36%), and celebrity looks (31%). Beauty magazines are far down the Gen Z influencer list, with only 21% saying they look for new lash and brow looks in those publications.

Lash & Brow Brand Awareness and Usage

With hundreds of brands offering eyelash and brow products in the United States, vying for consumer attention is paramount. Twenty brands represent the majority of those offering lash and brow products that consumers of all ages have heard of/are aware of (**T-4**). Predictably, the largest brands—with some of the largest advertising budgets—are most well-known to buyers.

Lash and brow products brand awareness was similar among Gen Z consumers.

Brands used most often by respondents of all ages include Maybelline (39%), CoverGirl (31%), Revlon (24%), Anastasia Beverly Hills (22%) Urban Decay (21%), IT Cosmetics (20%), and, tied at 19%, Benefit Cosmetics, Too Faced, MAC, Clinique, Tarte, and Lancôme.

For Gen-Z-aged respondents specifically, brands used most often include Maybelline (39%), Anastasia Beverly Hills (33%), CoverGirl (30%), Too Faced (26%), Tarte (24%), Benefit Cosmetics (23%) and Fenty Beauty (22%).

Brow & Lash Looks: In or Out

As always, we look to the youngest generations to define the trends. The lash and brow looks that Gen Z consumers say are hot or not are featured in **T-5**. To respond whether the look was "in" or "out," the respondent had to verify that they understood what the look meant/was aware of the trend. Is your brand capitalizing on their popularity? ■



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

SUN CARE PEOPLE ACTUALLY WANT TO WEAR

SPF defense plus skin care benefits equals smart innovation for every niche.

BY LISA DOYLE

Not long ago, adding SPF protection to skin care was typically a move made by few brands. However, as customers have become more aware of the need for daily, year-round protection from harmful UVA and UVB rays, sun care/skin care blends can now be found across the spectrum.

In May 2023, Spate reported[a] that TikTok views for the sun care category were up 8.2% month-over-month, while physical sunscreen views recently popped more than 220% week-over-week, powered by hashtags such as #finelines, #wrinkles and #antiaging. Spate has also identified top skin-related concerns forecast to grow in 2023, most of which are directly or closely correlated to sun exposure, including: sunburn, milia, sun spots, hyperpigmentation, sun damage and discoloration.

At the same time, TikTok sun care content is increasingly accompanied by skin care active hashtags such as #retinol and #bakuchiol. Top-trending formats in online searches in terms of volume growth include sunscreen sticks, lip balms, tinted moisturizers and tanning gels.

With this much growing interest, brands will need to tap innovative ingredients, formulations and packaging, while giving attention to niches to differentiate their take on sun-care-meets-skin-care. Read on to learn how industry leaders are making this category shine.

Improving the SPF Experience

In the past, moisturizers on the market touted their sun-protection additives as a bonus; now, more and more sunscreens highlight their moisturizing capabilities as the bonus.

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

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Consumers are increasingly aware of the harms caused by sun exposure, but they still expect products to wear like conventional skin care.



Colette Laxton, CEO of The Inkey List, says, "Whether it is white cast, pilling or a greasy finish that makes your makeup slide, there are so many reasons to opt out of wearing SPF, which is arguably the most important step in one's skin care routine."

"When it came to formulating the new sunscreen, our key mission was to formulate a product that made people want to wear sunscreen," says Colette Laxton, CEO of The Inkey List. "Whether it is white cast, pilling or a greasy finish that makes your makeup slide, there are so many reasons to opt out of wearing SPF, which is arguably the most important step in one's skin care routine. The new Polyglutamic Acid Dewy Sunscreen SPF 30 has an 8% hydration trio which combines polyglutamic acid, squalene and glycerin. The formula is clinically proven to hydrate skin and leaves a dewy finish. We worked for two years on the formula, ensuring it was a lightweight, smooth texture and pill-proof, meaning it can also double up as the perfect makeup primer."

Also coming in hot is Byoma, delivering barrier-boosted skin care via its Moisturizing Gel-Cream SPF 30.

"We formulated our new Moisturizing Gel-Cream SPF 30 with best-in-class humectants to create a sun care formula that feels like your favorite skin care," explains Marc Elrick, CEO and founder of Future Beauty Labs, BYOMA's parent company. "Hyaluronic acid and beta glucan are powerful humectants known for their ability to deliver optimum levels of skin hydration. These naturally occurring molecules work as a magnet for moisture to deliver all-day hydration for dewier, plumper-looking and feeling skin from first use."



Image Skincare's Prevention+ Clear Solar Gel SPF 30 is reportedly the first clear professional-grade sunscreen.



Skin care was front-of-mind with the launch of Kopari's Rose Gold Sun Shield (SPF 45), a gel texture that glides on smooth with no white cast.

Skin care was front-of-mind with the launch of Kopari's Rose Gold Sun Shield (SPF 45), a gel texture that glides on smooth with no white cast. Key ingredients include hibiscus and macadamia oils for hydration, moisturizing avocado and coconut oil, soothing vitamin E, and sustainably sourced mica for a subtle glow effect.

Elsewhere, Image Skincare's Prevention+ Clear Solar Gel SPF 30 is reportedly the first clear professional grade sunscreen.

"The innovative formula glides effortlessly over the skin, and blurs imperfections while leaving your skin soft and smooth," says Image Skincare founder, Janna Ronert. "The airy, transparent gel is formulated with a blend of antioxidants, including vitamin C, vitamin E, green tea and plant-derived squalene helps to moisturize the skin for a smooth look and feel."

Full-body sunscreens also provide holistic skin care benefits in addition to sun protection. MM Skincare's Sasha Suncare Mineral Sunscreen Spray SPF 30+ offers water-resistant protection, as well as caffeine, plus vitamins B and E.

"Additionally, our spray is made with green tea, which is also rich in skin-benefiting antioxidants," says Ellen Marmur, MD, founder of MMSkincare and board-certified dermatologist. "Our spray is a lightweight, refreshing mist and an easy and essential, everyday wearable body sunscreen—perfect for upcoming summer months."

Ingredient firms are also focused on delivering better experiences through next-level technologies that fill gaps.

Notably, while many European countries have approved 30 or more UV filters for use in sunscreen products, the United States currently has 16 UV filters listed on the FDA OTC sunscreen monograph. Moreover, no new UV filters have been added to this list in more than 20 years. However, this may soon change.

"Parsol Shield (bemotrizinol-BEMT) is the first globally approved broad-spectrum, stable UVA-B filter to be evaluated by FDA under its new sunscreen generally recognized as safe and effective (GRASE) and maximum usage trial (MUsT) guidelines for OTC drug substances," says Carl D'Ruiz, senior business development manager, DSM personal care. "Its approval will benefit public health in the United States by adding a much-needed new U.S. filter on FDA's sunscreen monograph, which will help broaden the number of safe and effective sunscreen products available



to help protect Americans from skin cancer and the harmful effects of overexposure to the sun."

All studies required by the FDA have been completed, and results indicate that maximal topical applications of 6% BEMT in sunscreen formulations in humans are safe and do not contribute to meaningful systemic exposure.

"DSM expects that the results of these studies and other required information will be submitted to FDA in mid to late 2023, which will allow FDA to make a GRASE determination in BEMT sometime in early to mid-2024," adds D'Ruiz.

Meanwhile, Symrise's new SymEffect UV natural SPF booster reportedly increases the effectiveness of organic and mineral UV filters. The in-vivo-tested booster can address the challenge of manufacturing SPF sunscreens with high concentrations of UV filters by enabling manufacturers to achieve higher protection at the same UV filter concentration in a product, per Symirse.

The ingredient can be incorporated into the oil phase of creams and lotions, per the company, and is well-suited for incorporation into emulsion-based cosmetic products with sun protection factors, including beach products, daily face creams and care products for children.

Meanwhile, BASF's Tinomax CC is designed to optimize sunscreen formulations by offering sensory benefits through homogeneous particle shaping. It also reportedly lengthens UV protection with SPF and UVA improvement and helps to reduce the stickiness and greasiness of sun care formulations.

Finally, Ashland's Phyteq Raspberry One multifunctional (INCI: phenylpropanol (and) propanediol (and) raspberry ketone) is a liquid blend of multifunctional ingredients with strong fungicidal efficacy. The ingredient functions in a wide pH range, with performance in high SPF sunscreens and color cosmetics. It also provides antioxidant and well-aging properties, including soothing and anti-inflammation qualities for demanding skin, according to the company.



BeautyStat Cosmetics' new Universal C Skin Refiner Vitamin C Serum with SPF 50 Mineral Sunscreen touts total protection against free radicals and maximum correction thanks to its 20% pure vitamin C.



"The Mineral Sunscreen SPF 30 PA+++ stands out because it provides comprehensive defense along with active benefits to address issues of irritation, dryness and dehydration, wrapped in a high-performance delivery system," says Adriel Carolino, executive director, R&D, Nécessaire.

Zinc Oxide Essentials

Thanks to its light-reflective properties, zinc oxide has long been known as one of the best protective ingredients in sun care—and is often applied in reef-safe products. However, its downsides often include a chalky, heavy look when applied, and it can irritate the skin. Savvy brands are improving formulations to deliver the ingredient's powerful benefits without the drawbacks.

"The Mineral Sunscreen SPF 30 PA+++ stands out because it provides comprehensive defense along with active benefits to address issues of irritation, dryness and dehydration, wrapped in a high-performance delivery system," says Adriel Carolino, executive director, R&D, Nécessaire. "We've incorporated non-nano zinc oxide at levels researched and validated by testing to provide superior, broad-spectrum protection while minimizing white cast as much as possible. The Mineral Sunscreen SPF 30 PA+++ is formulated without chemical sunscreens, silicones, parabens or PEGs."

Notes Tia Alkazaz, business manager, sun care, Hallstar Beauty, "The global zinc oxide market is on the rise as beauty brands and formulators look to the mineral filter as a solution for creating broad spectrum sun care products without the use of regionally banned UV filters. However, zinc oxide presents a set of challenges for formulators aiming to achieve high SPF while also providing a pleasant skin feel and low whitening. The newest addition to our mineral dispersion line, HallBrite ZDX Clear, was intentionally designed to provide ease in formulating zinc oxide systems and confidence in achieving high sun protection performance while delivering impressive transparency."

The ingredient is slated to launch this year.

BeautyStat Cosmetics' new Universal C Skin Refiner Vitamin C Serum with SPF 50 Mineral Sunscreen touts total protection against free radicals and maximum correction, thanks to its 20% pure vitamin C. Adding to the product's superstar status is its 17.5% active zinc oxide.

"The zinc oxide dispersion from Applechem is unique in its sheerness on the skin," says Ron Robinson, cosmetic chemist and founder and



Hero Cosmetics has launched Force Shield Superbeam Sunscreen, featuring a 17.53% active zinc oxide with special benefits for members of Gen Z.



Urban Skin Rx's Sheerglow Even Tone Daily Defense Mineral Moisturizer offers broad spectrum SPF 30 protection and delivers benefits to hydrate and even the skin.

CEO of BeautyStat Cosmetics. "This particular dispersion is how we are able to achieve a mineral-based sunscreen that blends completely into the skin universally. The bentone gel dispersion from Applechem is used to help us not only achieve good suspension stability of the zinc oxide, but also has synergistic activity with the zinc oxide as well. The boost in activity helps us achieve better overall results."

Elsewhere, Hero Cosmetics has launched Force Shield Superbeam Sunscreen, featuring a 17.53% active zinc oxide with special benefits for members of Gen Z.

"Superbeam Sunscreen is a non-nano, mineral sunscreen that acts like a sheer veil to reflect light instead of absorbing it, which is better for acne-prone skin," says Ashley Paulino, product development director, Hero Cosmetics. "We also infused Superbeam Sunscreen with apricot pigments and pearls to help the formula blend in seamlessly, while giving a sun-kissed glow."

Inclusivity in Sun Care

"The increasing importance of skin tone inclusivity in cosmetics drives the demand for invisible coverage from sun care products," explains Alkazaz.

Indeed, within the past year, we're seeing a much-needed boost in sun care offerings for every skin tone. Urban Skin Rx's Sheerglow Even Tone Daily Defense Mineral Moisturizer offers broad spectrum SPF 30 protection along with delivering benefits to hydrate and even the skin.

"Our goal is to provide effective, safe sunscreen formulas that apply sheer even on the deepest of skin tones," says Rachel Roff, an esthetician and founder/CEO of Urban Skin Rx. "We created the SheerGenius technology, which includes a special form of non-nano zinc oxide that is finely milled, making it easy to blend into the skin while providing safe, mineral protection."

(Continued on Page 26)



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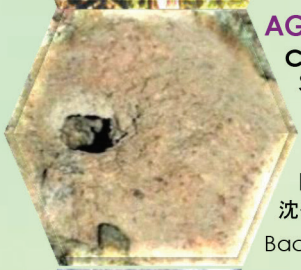
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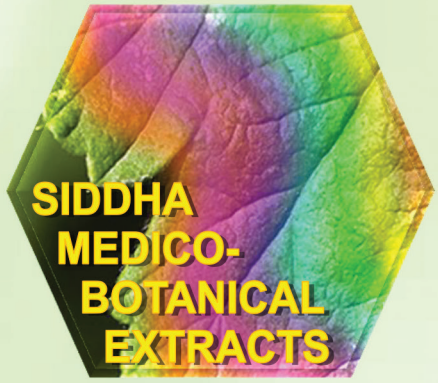
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OCEAN-FRIENDLY SUN CARE

Eco-friendly beauty is often a top priority for consumers—and for sun care lines, a natural tie-in to their brand identity is ocean-friendly products. In fact, Spate recently named "reef safe" among the top-growing beauty claims for 2023. Here are some of the ways in which sun care sustainability meets the sea.

- Berlin Packaging offers a variety of responsible packaging solutions, including refill systems, containers made with 100% ocean-bound plastic, sustainable bio-resin and more. Brands partnering with the supplier include Aloe Up, ImageMD, The Honest Company, doTerra, Bliss and others.
- BeautyStat Cosmetics' inclusion of Applechem's zinc oxide means that its naturally sourced sunscreen not only protects against harmful UVA and UVB rays, it's also safe for oceans and coral reefs.
- MMSkincare's Sasha Suncare line is proudly reef safe. Additionally, the line is 100% philanthropic, with all proceeds going to Beyond Suncare, a nonprofit dedicated to the health, dignity, and future for all people with albinism. ■



Berlin Packaging offers a variety of responsible packaging solutions, including refill systems and containers made with 100% ocean-bound plastic.



MMSkincare's Sasha Suncare line is proudly reef safe.

(Continued from Page 23)

In 2022, Winnie Harlow, a supermodel and activist for inclusivity regarding autoimmune disorder vitiligo, launched Cay Skin, offering skin care for everyone under the sun.

"Cay Skin products are made for all skin tones, texture types and conditions, and are a thoughtful blend of island-based and skin-care-grade ingredients," says Karen Barner, CEO, Cay Skin. "All Cay Skin products are formulated with sea moss, which helps to strengthen and protect your skin's moisture barrier. Our formulas are developed to be an extension of skin care with fabulous finishes. That is why our textures and blendability don't compare to other brands."

Elsewhere, Unsun's Everyday diffusion line recently expanded in-store and online at Target. The inclusive range comprises the Mineral Tinted Face Sunscreen (SPF 30, which leaves no unwanted cast), Full Coverage Mineral Sunscreen Lotion (SPF 3) and Healing After Sun Lotion (featuring aloe vera and prickly pear).

Katonya Breaux, founder of Unsun Cosmetics, notes, "We all deserve to wear clean, mineral-based sunscreens that don't leave a white cast and aren't harmful to our animals or our coral reefs."



In 2022, Winnie Harlow, a supermodel and activist for inclusivity regarding the autoimmune disorder vitiligo, launched Cay Skin, offering skin care for everyone under the sun.

A Bright Future

As Laxton sums it up, "Healthy skin, at any age, is skin that is hydrated and protected."

And, for brands and suppliers that can deliver both, the future looks sunny and bright. ■



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*.

Want more from this author?

Check out ***Rethinking Nutricosmetics Inside Out*** *in our* ***May 2023 edition.***

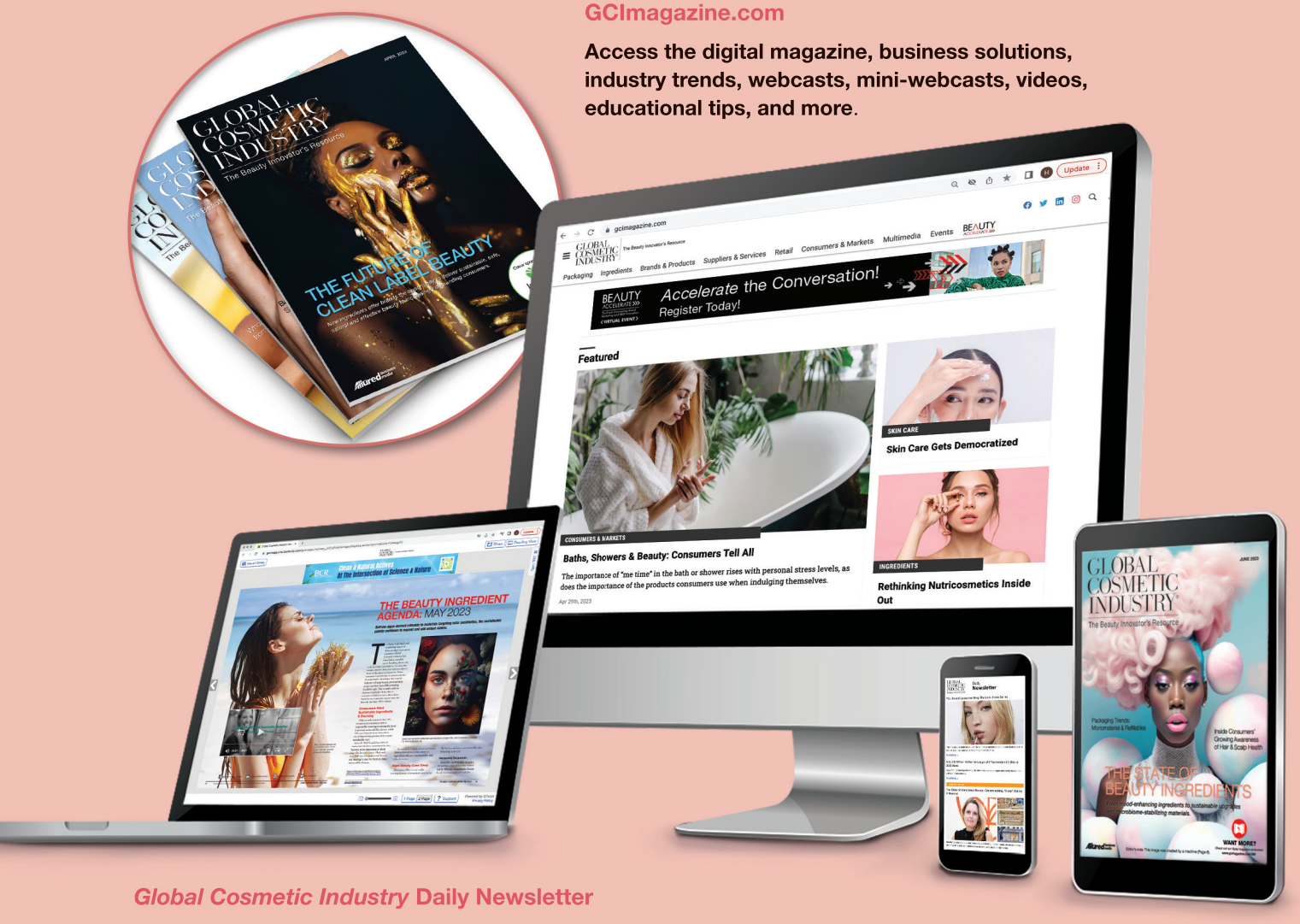


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PACKAGING TREND TRACKER: RESOLVING BRANDS' CHALLENGES

From simplified dispensing to e-commerce-ready designs, suppliers are addressing issues facing brands.



HCT's Squeeze Collection comprises three squeezable pumpless dispensing components that reportedly feature fewer total part counts compared to conventional counterparts.

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This month's packaging trend tracker reveals multiple routes toward sustainability, including monomaterial designs and simplified dispensing mechanisms, as well as packs ideally suited to the rigors of shipping in the e-commerce sphere.

Minimalist & Unique Dispensing

HCT's Squeeze Collection comprises three squeezable pumpless dispensing components that reportedly feature fewer total part counts compared to conventional counterparts. This reduction is said to render the components more sustainable. The designs also offer unique gestures compatible with everything from powder to foaming liquid formats, including serums, oils, dry shampoos, bath and body products, cleansers, etc.

The Squeeze Collection features HCT's Oval Air Pump, which includes a soft silicone actuator to dispense liquid, a new tube that requires the user to squeeze the tube to disperse powder in a controlled fashion, and a foam bottle that allows the user to squeeze out a foaming liquid formula without a conventional large foaming pump.



Recently, International Cosmetic Suppliers (ICS) developed custom 19 mm diameter/15 ml fill tubes for Glossier's Balm Dotcom Tube.

Monomaterial Advances in Droppers & Bottles

Monomaterial Button Dropper

Europvetrocap's Parigi Dropper is designed for optimal recyclability by featuring a tube and collar rendered in PP, as well as a pushdown dropper bulb comprising a PP copolymer. The total package is 95% PP-based, rendering it compatible with post-consumer recycling channels, per the company. The dropper is compatible with 15 and 30 ml bottles. The top dropper button is soft and flexible, while offering a minimal look. The matte-finish collar fits flush with the bottles and can be rendered in an array of colors. The tube, meanwhile, is available in standard translucent material, though it can be produced in various colors and opacities. The tube features a pencil-shaped tip for precise application.



Europvetrocap's Parigi Dropper is designed for optimal recyclability by featuring a tube and collar rendered in PP, as well as a pushdown dropper bulb comprising a PP copolymer.

Monomaterial Airless

Epopack's heavy-wall PET airless bottles are available in 15 ml and 30 ml variations and can be produced in 100% PCR PET. Either variant of PET features strong chemical and physical resistance for a wide array of formulas. The bottles can be decorated with injection and spray color, printing, and hot stamping. However, the undecorated bottles have the clarity of glass, per Epopack. Their PET caps can also be produced fully in PCR PET; furthermore, they can be decorated with injection color, printing and hot stamping. The packs feature up-spring airless pumps that sequester the metal spring inside the pump or sprayer, keeping it out of contact with formulas. Pumps can be decorated with injection color.



Epopack's heavy-wall PET airless bottles are available in 15 ml and 30 ml variations and can be produced in 100% PCR PET.

Taking Monomaterial Aluminum to the Next Level

Launched in 2021, Lumson's TAL (Techno Airless Aluminum) customizable airless packaging features a lightweight aluminum pouch. The design's recyclability is enhanced by allowing easy separation of the aluminum parts from the plastic components, supporting dispensation into the correct recycling chain.

The updated version of the TAL design, launched this year, is available in 50 ml, 75 ml and 100 variants and comprises post-consumer recycled aluminum. The option reduces the carbon footprint and energy consumption of the package without sacrificing aesthetics or performance. The updated TAL can be paired with one of two pumps. Half Moon is a plastic pump that can be paired with either the Half Moon or Pearl 223 dispenser, while the Cyber can be paired with the Aura Crema 223 dispenser and is covered in aluminum.

Decoration can include hot stamping or lithography that allows up to six colors to be combined. TAL is available with glossy effects, as well as satin or brushed finishes.



Lumson's updated TAL (Techno Airless Aluminum) comprises post-consumer recycled aluminum.



Albéa Tubes' Timeless PCR PBL tube is manufactured in Shelbyville, TN, is APR-certified, and combines weight reduction and recycled plastic.

Expanding PCR Offerings

Albéa Tubes' Timeless PCR PBL tube is manufactured in Shelbyville, Tennessee, is APR-certified, and combines weight reduction and recycled plastic. This 300 µm lightweight laminate PBL web format reportedly provides a 24% weight reduction compared to a standard PBL 400 µm and integrates 40% PCR (excluding cap). The company has also unveiled PCR PP caps, allowing the company to incorporate PCR in all tube components. Albéa's EcoFusion Top, which reduces weight in its design, is now available in a 35 mm diameter for personal care applications.

Meanwhile, Klearfold RPET100 represents plastic folding cartons comprising 100% PET PCR content. The cartons are produced using the company's custom box-grade plastic extruders and locally sourced PCR waste (water and soda bottle flake). This reportedly ensures a final product with no loss in quality or performance. HLP Klearfold's RPET100 substrate has been certified as being made with 100% PCR PET by SCS Global Services; customers are eligible to use the SCS Global Kingfisher logo on their RPET100 cartons once their carton artwork has been approved by SCS Global.



Klearfold RPET100 represents plastic folding cartons comprising 100% PET PCR content.



Albéa's EcoFusion Top, which reduces weight in its design, is now available in a 35 mm diameter for personal care applications.

E-commerce-ready Packaging

Allstar Packaging Corp. offers white HDPE bottles, with options available with a PP overcap, for custom order in sizes from 50 ml to 500 ml. The package is designed for withstanding the stresses of e-commerce shipping. The bottles can be custom ordered with up to 50% PCR. Allstar Packaging Corp. has also added white HDPE bottles with 30% PCR and with a PP

overcap to their stock packaging line in New Jersey, currently available in select sizes only.

Sustainable, Versatile Lashes

HCP's Lashes Your Way collection allows consumers to achieve on-trend lash looks with high-performance applicators, packs and formulas. The collection features sustainable brushes produced in Europe and North America, as well as stock packs produced in China and Germany. Curated by HCP's Lash Studio team, the collection features benefits such as lengthening and volumizing (including extreme volume) as well as curling and definition. The formulas, meanwhile, were developed to meet key lash claims. Examples include tubing mascara formulations, curvy lash formulations and even a lengthening serum.

Sustainable Precision Dosing

As seen elsewhere among packaging launches, precision application—alongside sustainability—is crucial for the consumer experience. Recently,

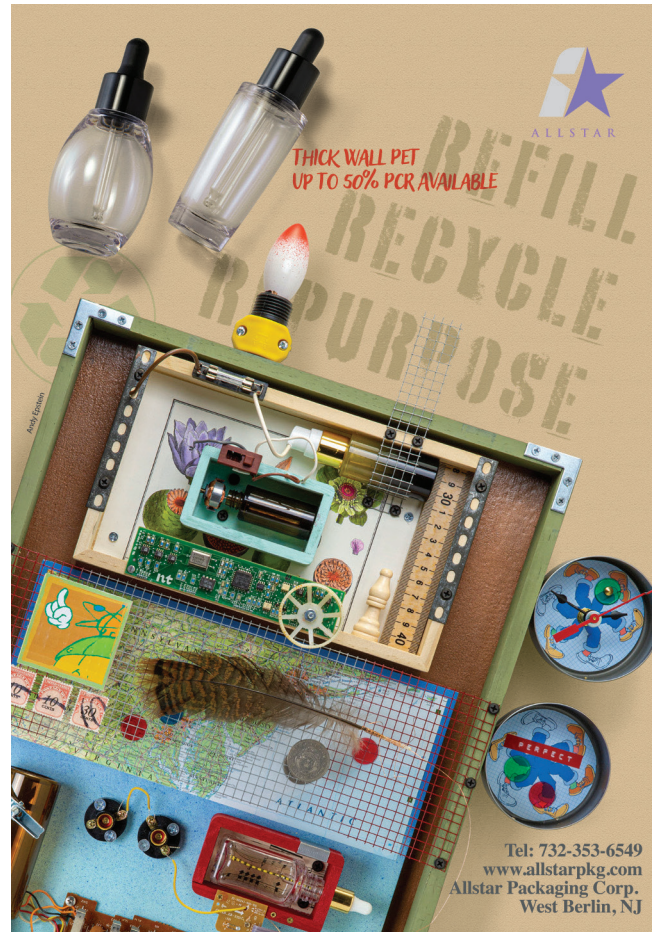


HCP's Lashes Your Way collection allows consumers to achieve on-trend lash looks with high-performance applicators, packs and formulas.



Allstar Packaging Corp offers white HDPE bottles with available options such as a PP overcap for custom orders in sizes from 50 ml to 500 ml.

International Cosmetic Suppliers (ICS) developed custom 19 mm diameter/15 ml fill tubes for Glossier's Balm Dotcom Tube. The design features a hands-free slant tip applicator with a 3 mm orifice for the hydrating formulation. ICS also created a tooled ribbed cap designed with an embossed





APC Packaging has launched a refillable version of its JGP jar (pictured), JGPR, featuring a refillable PP inner cartridge.



Queens Packaging Co. Ltd.'s refillable airless bottle is available in 30 ml and 50 ml capacities.



Queens Packaging Co. Ltd.'s refillable jar is available in 50 ml and 100 ml capacities.



Viva's cartridge refill systems for deodorant packaging are manufactured in the United States and can feature as much as 100% PCR.



Orlandi's TouchUps Applicators are biodegradable, recyclable, hygienic, single-use cosmetic and fragrance delivery systems for sampling lipstick/hot pour formulas, fragrance and other formulas.



Orlandi's Compostable Packettes are available in a variety of sizes with fill weights up to 25 ml.



Induplast Packaging Group's Libra and Lira refillable airless are available in nine capacities (15-200 ml) and three diameters, both in standard and refillable versions.

logo on the top. The applicator was aligned with the artwork for uniform brand aesthetics, whether the product is on the shelf or in use. The design incorporates HDPE PCR in the outer tube layer. Each of the range's nine SKUs was also designed with its own unique look, including a distinctive color block band and different colored ribbed caps for each SKU.

Expanding the Refillable Range

Refillable Heavy-walled Jars

APC Packaging has launched a refillable version of its double wall glass JGP jar, JGPR. The new design features a heavy glass outer jar and a customizable PP inner jar and

cap. Available in 20 ml and 50 ml variants, the refillable jar's decoration capabilities are "limitless," per the company. APC's website features a 3D designer for both sizes, allowing customers to customize the JGP jar online and brand it with their logo.

Refillable Airless

Induplast Packaging Group's Libra and Lira refillable airless are available in nine capacities (15-200 ml) and three diameters, both in standard and refillable versions. The airless designs are appropriate for skin care, hair care and body care and are made of PP and PE. The colors of the airless body can be customized with a minimum order quantity of 10,000 pieces, per Induplast Packaging Group.

Meanwhile, Queens Packaging Co. Ltd.'s refillable airless bottle is available in 30 ml and 50 ml capacities. The bottle features high transparency, per the company, and can be customized to evoke luxury. The top cap and base comprise PMMA, the inner cap and inner bottle PP, and the outer cap and shoulder ABS.

PP Refillable with In-built Spatula

Queens Packaging Co. Ltd.'s refillable jar is available in 50 ml and 100 ml capacities. The outer and inner cap, inner bottle and base comprise PP. The design includes a flexible AS beauty spatula. The jar's deco is customizable, per the supplier.

UPDATED VINTAGE EFFECTS



Overnight Labels recently tapped "vintage vibes" with a contemporary twist for Devoted Creations' Cloud Kiss Body Care Lotion.

Overnight Labels recently tapped "vintage vibes" with a contemporary twist for Devoted Creations' Cloud Kiss Body Care Lotion. The lotion, which provides skin with a luminous soft feel, is reflected in the shimmery, iridescent look of the product packaging. The design features a starry background and a twinkly chandelier done in an art deco style. Premium Labels & Packaging Solutions produced the look by printing the label with a Neon Iridescent Cold Foil and a Pillars of Light Holographic Foil. A glossy lamination was applied as a final touch to enhance the dramatic effect and provide durability.

Refillable Deodorants

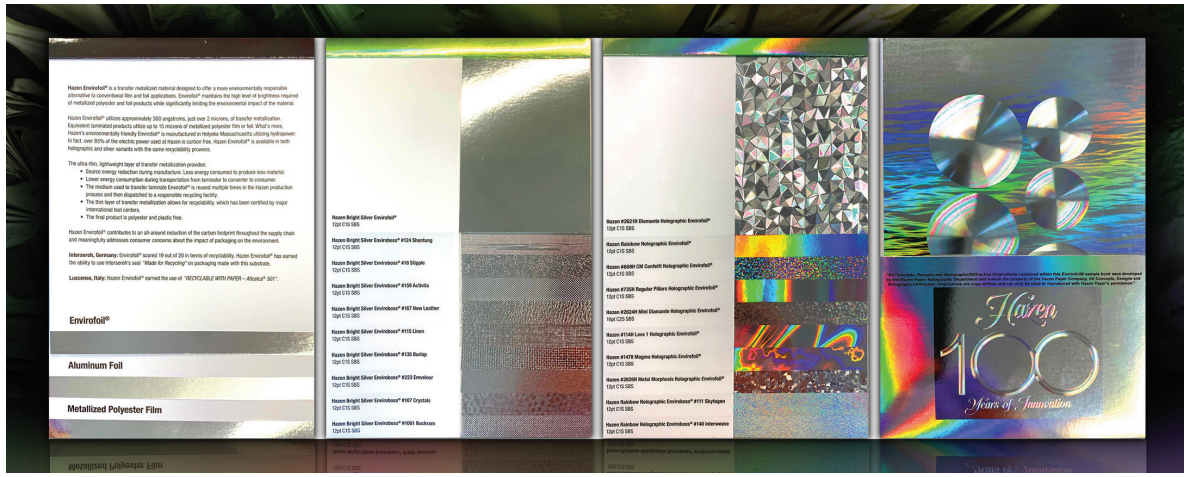
Viva's cartridge refill systems for deodorant packaging are manufactured in the United States and can feature as much as 100% PCR. Per the company, the cartridges use less than 50% of the plastic found in other formats. Variants include a round stick, standard oval stick and wide oval stick in both refillable and non-refillable variants. The company can support solid and soft formulas, features monomaterial PP designs, and offers custom colors and finishes such as Velvet Soft Touch.

Making Sampling More Sustainable

Orlandi's TouchUps Applicators are biodegradable, recyclable, hygienic, single-use cosmetic and fragrance delivery systems for sampling lipstick/hot pour formulas, fragrance and



Seacliff Beauty has tapped #Tide's ocean-bound plastic material to create packaging made from 100% ocean-bound plastic.



Hazen's Envirofoil is transfer-metallized with no plastic and a minimum amount of aluminum; this allows the material to be recycled as easily as printed paper, per the company.

other formulas. The format reportedly delivers a fragrance experience that is both accurate and long lasting and keeps all products sanitary and safe for consumer use at home or at events. The applicators can be branded with custom color and printing options. Brands can sell multiple samples as a trial pack and applicators can be used as a sampling solution for in-store, e-commerce gift-with-purchase or promotional events.

Orlandi's Compostable Packettes are available in a variety of sizes with fill weights of up to 25 ml. Designed to dispense dry cosmetics and powders, the heat-sealable format can be custom printed and can be accompanied by PCR and recyclable secondary packages. Packettes can be recycled in the paper waste stream and can be tipped onto printed postcards and folders. The packettes were designed for use in-store, via mail or as stand-alone retail products sold in packs. Finally, the packettes can be produced in custom die-cut shapes and with spouts and tear-notch features.

Ocean-bound Packaging

Seacliff Beauty has tapped #Tide's virgin-level mechanically recycled ocean-bound plastic material to create packaging made from 100% ocean-bound plastic—a reliable alternative to virgin plastic. The final PET, PP, HDPE and LDPE designs are customizable and appropriate for skin care, cosmetics, and hair care products.

All packaging is tested for performance during development to ensure quality, per Seacliff Beauty To ensure traceability, #Tide works with Norwegian tech company Empower to track 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, per the organizations. The tracking data allows #Tide to provide a material passport showing the full journey through its supply chain from plastic waste to packaging-ready material.

Recyclable Foil

Hazen's Envirofoil is transfer-metallized with no plastic and a minimum amount of aluminum; this allows the material to be recycled as easily as printed paper, per the company. The format features 20 times less metal per square inch than metallic ink, according to Hazen. In applications, Envirofoil's complexity is said to defy counterfeiting and refracts light in a way that enhances tactile appeal. Furthermore, Envirofoil can be printed offset or with digital ink, is available in silver and holographic variants, and certified recyclable. It also has been certified by the Forest Stewardship Council, Sustainable Forestry Initiative and the International Programme for the Endorsement of Forest Certification.

New Gestures

Quadpack's Shapestick dispenses formulas through a twist gesture in a personalized shape to give a new spin on panstick formats. Formula can be picked up with a swipe or stamping gesture by users. The design is fully PP, with PCR PP variants possible. The cup is available in 23.4 mm capacity. The stick is airtight, refillable and bottom-filling.

The company has also introduced the Center applicator, which features a pillow surface for an indulgent, tactile sensation for makeup application. The tool comprises TPE and can be used to apply liquid foundation, tinted moisturizer and more. The applicator includes a wide central reservoir for optimal formula release, per Quadpack. It can be used to apply products during a skin care routine or for applying product to inner and outer contours. ■


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cosmopak
bio-resin
bio-resin tube / TT-0071
30ml
cosmopak
ecoforward
materials that
make a difference
✓ biomaterial
✓ glass
✓ paper
✓ pcr
✓ metal
✓ wood
objectives that matter
✓ biodegradable
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In the beauty world, where packaging plays a significant role in creating an emotional connection with consumers, the importance of design is amplified.



THE POWER OF PACKAGING'S VISUAL INFLUENCE

BY SHERI L. KOETTING, MSLK

Brands must strategically leverage visual design elements and messaging to build trust, create intrigue and educate potential buyers about their product assortment.

Packaging is the most enduring contact point a customer has with a product and brand. Every customer will interact with your packaging. Therefore, it is essential that the packaging not only protects the product, but also conveys the brand's essence and value. Your packaging must live comfortably in your customers' homes and, ideally, it should be something they are proud to display, talk about or share with others.

In our previous article, "3 Keys to Increasing Conversions with First-Time Beauty Buyers," we explored the three key incentives that inspire a customer to make their first purchase from a brand—trust, intrigue and education, which we have coined the TIE Incentives. A great formulation ensures that a consumer will reorder a product, but the right blend of these incentives in a brand's marketing program ensures your target audience will feel inspired and confident enough to purchase a product for the first time. In this article, we will focus on how brands can incorporate the TIE Incentives into their packaging design to create a lasting impression with their target audience.

ABOUT THIS SERIES

- Part 1 (June 2023): 3 Keys to Increasing Conversions with First-Time Beauty Buyers
- Part 2 (this issue): The Power of Packaging's Visual Influence
- Part 3 (October 2023 issue): Boosting Online Sales with a Conversion-centric Ecommerce Experience
- Part 4 (November 2023 issue): Increasing Conversion with First Time Buyers via Digital Marketing and Advertising
- Bonus Live Webinar with Sheri Koetting: September 13, 2023; visit *www.gcimagazine.com/multimedia/webcast* for registration details

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Memorable Visual Design Elements

Because space is often limited on beauty packaging, brands must strategically leverage visual design elements and messaging to build trust, create intrigue and educate potential buyers about their product assortment.

Colors, shapes, symbols, and words are the key tools that create visual impact and communicate the TIE Incentives to customers. In the beauty world, where packaging plays a significant role in creating an emotional connection with consumers, the importance of design is amplified.

The challenge is to make a big impact in a small space, and the right combination of design elements can achieve this. By carefully selecting the right visual assets to represent their brand, companies can create packaging that speaks volumes, grabs attention, and increases sales.

Color's Multifunctionality

Color is a powerful tool for packaging design because it can convey a range of messages to consumers. One of the key benefits of color is its ability to create intrigue and draw in customers from across the room or in a crowded ecommerce landing page. It can help products stand out in a competitive market and capture market white space.

Color is also essential for providing product education, including conveying brand architecture and clear product regimens. This is incredibility helpful for consumers who love a product and want to know what to use next within the regimen, especially those who are self-selecting products at retail. Additionally, color can convey brand values such as efficacy, playfulness, and sophistication, which can build trust and intrigue with consumers.

The Messaging Benefits of Shape

The shape of a package also conveys important messaging to customers. It can be used to capture market white space and create intrigue. For instance, a unique shape can showcase a sustainability story or build a luxury brand positioning.

However, compared to using colors, custom molds can come at a higher cost. Brands can consider customizing an existing mold or using special finishes or production techniques to save costs. Graphic design can also be used to create visual shapes on stock bottles for the same effect.

Additionally, product forms and shapes can aid consumer education on how to use the product, such as a spray cap indicating a mist product and a jar indicating a thick, heavy cream product. The shape can convey brand values, which can build trust or intrigue with customers. A sleek shape with clean angles can be modern and luxurious, while a softer shape with flowing curves can convey organic or playful.

Symbols: Delivering Clarity & Connection

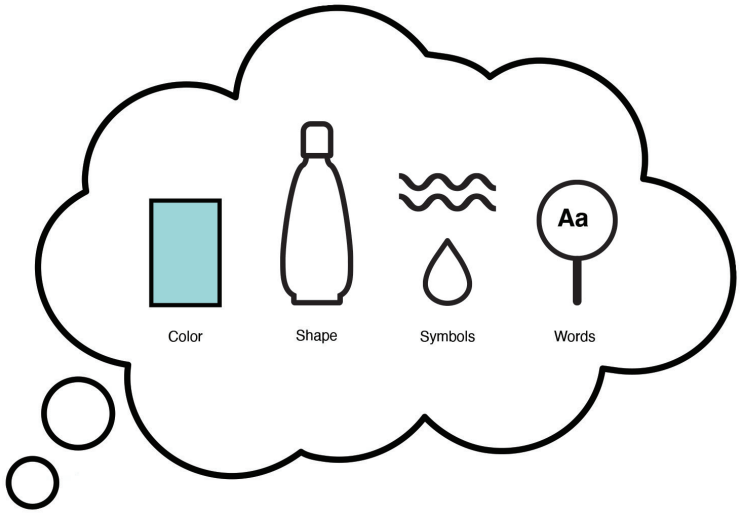
Symbols can be a powerful tool for conveying information on packaging. Third-party seals and certifications are increasingly popular, providing significant information in a small shape. These seals build trust and educate consumers on the presence or absence of certain ingredients or production methods. Symbols such as patents, awards, or technology diagrams can also convey brand values such as efficacy, innovation, or sophistication, building trust and intrigue.

Photography or other symbols can provide product education on key ingredients, benefits or brand architecture. QR codes can also be used to provide additional information to consumers. In an age where consumers are increasingly interested in the composition of their products, symbols can provide clarity and connection to like-minded communities.

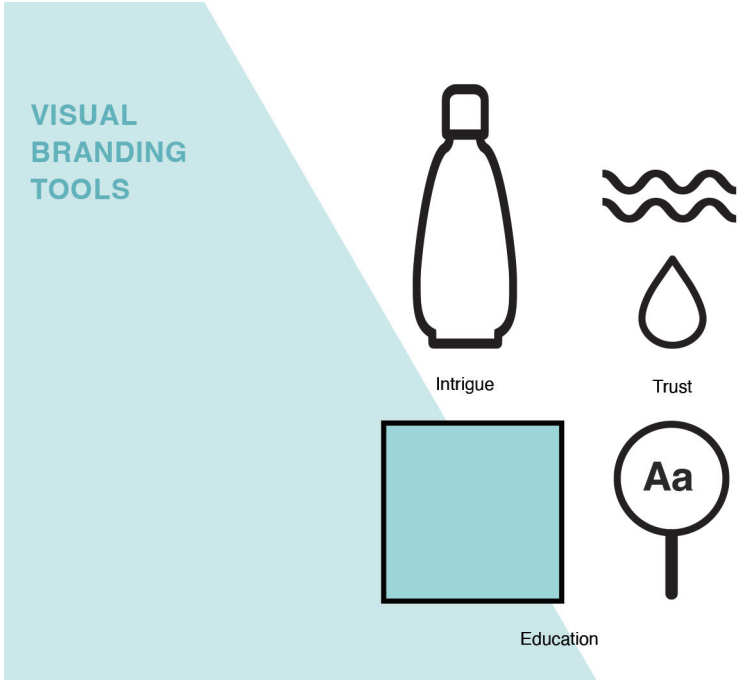
Choose Your Words Wisely

On packaging, words can be a powerful tool to deepen product education and convey important information that may not be apparent from the visuals alone. Words can be used to tell ingredient stories, explain how to use a product, and provide important product information.

While consumers often review words last—after picking up a product—the right words can be the deciding factor in a purchase. However, it is important to avoid using overly complicated verbiage or invented, branded, words that are difficult to pronounce.



When my company conducts research for brands, we see again and again that consumers recall the colors, shapes, symbols, and words a brand uses. These attributes, in this order, draw consumers in from far away and compel them to click or pick up your product. Image courtesy of MSLK.



The importance of effective packaging cannot be overstated. It is crucial to consider every aspect of your packaging, from the colors to the shapes, symbols and words used.

Instead, focus on the words that your target audience might use if they were speaking to a friend. For optimal results, integrate the verbiage consumers use when they go searching online for a product like yours. This will also improve your product's visibility in organic search. While words are best used for deeper storytelling in online and offline materials, they still play an important role in packaging design.

Packaging & the Big Picture

In conclusion, the importance of effective packaging cannot be overstated. It is crucial to consider every aspect of your packaging, from the colors to the shapes, symbols and words used. Your packaging needs to be able to capture consumer trust, create intrigue and enhance education. With these TIE Incentives in mind, it becomes easier to create packaging that inspires prospective customers to purchase from your company for the first time. However, it is also important to remember that packaging is just one part of a larger marketing strategy.

Coming Up

In our next articles we will cover the other media and marketing tools available to tell all the stories and stories-within-stories that simply won't fit on your packaging. We will cover how these tools come into play on ecommerce and what pages on ecommerce are most important. ■



SHERI L. KOETTING (sheri@mslk.com) is the co-founder and chief strategist of MSLK (*https://mslk.com/*), a marketing and design agency based in New York. MSLK specializes in helping beauty brands find their voice in today's crowded marketplace through 360° brand positioning—from overall brand strategy to brand identity, packaging, retail experience, websites and digital marketing.

Want more from this author?

*Check out **3 Keys to Increasing Conversion with First-Time Beauty Buyers, Part 1** in our **June 2023 edition.***





THE SKIN CARE & BEAUTY INGREDIENT AGENDA: JULY/AUGUST 2023

From renewable sources to sun-mimicking extracts to ocean-derived technologies, suppliers are delivering cleaner label opportunities and unique claims.



Clariant and Plant Advanced Technologies have developed Rootness Mood+ (propanediol, Sanguisorba officinalis root extract), a technology that reportedly mimics sun-like effects.

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To better help R&D and marketing teams in their product innovation journeys, *Global Cosmetic Industry*'s monthly ingredient briefing breaks down not only the latest ingredients, but also the trends, market data and relevant claims those technologies respond to. From consumer data to advancements in sustainable chemistry, this regular bulletin helps beauty professionals scope out their next differentiating breakthrough. This month's edition features a wide array of clean and sustainable materials, as well as actives offering novel claims.

Ocean-derived Beauty

Microalgae Anti-aging

Microphyt's PhycoAge (INCI: caprylic/capric triglycerides (and) *Phaeodactylum tricornutum* extract (and) tocopherol) is a cosmetic bioactive ingredient designed to service the 1 in 6 people who will reportedly be aged 60 or older by 2030. The ingredient leverages the fucoxanthin and EPA (eicosapentaenoic acid) found in *P. tricornutum* microalgae to regulate cell communication between the hypodermis and dermis via the NF-κB pathway. In this way, the oil-based "longevity" concentrate addresses the needs of people over 50 by targeting the deeper layers of skin.

In formulations, the ingredient fights inflammaging, reshapes skin by activating the synthesis of the extra-cellular matrix, and increases firmness and elasticity and by stimulating the skin's natural hyaluronic acid synthesis. User claims include the lifting of wrinkles, increasing of skin firmness and reshaping of the face contour. PhycoAge is natural and COSMOS- and China-compliant.

Seaweed Soother

Oceanium's Ocean Actives Fucoidan is a fucose-rich sulfated polysaccharide, high-purity marine bioactive ingredient derived from sustainably farmed seaweed. The technology reportedly restores, calms and protects all skin types.

Key benefits of the ingredient include immediate and long-term moisturization, pigment reduction and brightening, a reduction in redness, and enhancement of the skin barrier, per the company.

Ocean Actives Fucoidan is water-soluble and non-odorous, allowing for application in a range of delivery systems and formats to promote topical skin vitality. It is ideal for use in water-based gels, serums, lotions and creams, face and body moisturizers, overnight treatments, face masks, and aftershave creams and lotions, per the supplier.

Algae-derived Oral Care

Ichimaru Pharcos' Milltect (INCI: water (aqua), butylene glycol, pentylene glycol, *Codium fragile* extract) is designed to inhibit biofilm formation (dental plaque) that causes oral infections such as dental caries and periodontal diseases. The ingredient prevents the occurrence of halitosis and pigmentation on the surface of the teeth by inhibiting the adhesion of bacteria, per the company. It is derived from marine algae, is halal certified, reduces cavity risk and prevents bad breath and tooth stains. Furthermore, Millect also blocks oral pellicles before bacterial adhesion and can bind to some antibiotics like cetylpyridinium chloride. As a result, antibiotics are kept on the surface of the tooth and work more effectively, according to the company.



Microphyt's bioactive PhycoAge "longevity" concentrate addresses the needs of people over 50 by targeting the deeper layers of skin.

Revitalizing Skin Cells

Vantage offers Marine Fermbiotic L. (INCI: water (and) *Lactobacillus* ferment lysate (and) *Spirulina platensis* extract (and) *Laminaria digitata* extract (and) *Ulva lactuca* extract), which reportedly boosts the vitality of skin cells. The technology reportedly stimulates both epidermal (keratinocytes) and dermal (fibroblasts) skin cells.

In formulations, the ingredient purportedly enhances skin radiance, tone and texture, supports skin cell renewal, strengthens cell metabolism, energizes skin cells, reinforces skin cell performance, and improves overall skin health and appearance.



Ichimaru Pharcos' algae-derived Milltect is designed to inhibit biofilm formation (dental plaque) that causes oral infections such as dental caries and periodontal diseases.

Beauty Renewables

Renewable Silicone Gels

Wacker's latest quartet of silicone elastomer gels for cosmetics and hair care reportedly offer an alternative to conventional variants formulated with volatile siloxanes. The Wacker gels reportedly contain organic substances and stabilize the gels' crosspolymer network to enhance spreadability.

Among the ingredients are Belsil EG 3000 (INCI: isohexadecane, dimethicone/vinyl dimethicone crosspolymer), a transparent silicone elastomer gel that purportedly offers a pleasant skin feel optimal for moisturizing creams, foundations and deodorants. Meanwhile, Wacker's

Belsil Eco EG 3001 (INCI: undecane, tridecane, divinyldimethicone/ dimethicone crosspolymer) is a colorless, translucent elastomer gel that is light and powdery.

The company's Belsil Eco DM 3096 (INCI: dimethicone, dimethiconol) is a blend of low-viscosity dimethicones and a high-molecular dimethiconol that is suitable for hair care products. Due to its composition, the blend combines the properties of the low-viscosity fluids and the extremely high-viscosity dimethiconol.

Finally, Belsil GB 3010 (INCI: isododecane, dimethiconol) is suitable for formulation in hair care products as an alternative to conventional gum blends that contain volatile siloxanes as a solvent. Applications include split-end fluids that give damaged hair a sleek appearance.



Clariant's Plantasens Pro LM (INCI: lauryl/ myristyl polyricinoleate (and) glycerin) is an emollient that imparts a luxurious skin feel and moisture to formulations such as creams, lotions, sun care, color cosmetics.

Renewable Luxurious Skin Feel

Clariant's Plantasens Pro LM (INCI: lauryl/myristyl polyricinoleate (and) glycerin) is an emollient that imparts a luxurious skin feel and moisture to formulations such as creams, lotions, sun care and color cosmetics. The material features optimal pigment dispersing and wetting abilities, as well as compatibility with inorganic and organic UV filters. The vegan emollient is COSMOS-, Natrue- and Ecocert-compliant and features a 100% renewable carbon index.



Inolex's AminoSensyl Ultra MB comprises a bio-based conditioning system that provides deep moisturization and strengthening across multiple hair types.

Healthier, More Sustainable Hair Care

A Sustainable BTAC Conditioning Alternative

Inolex's AminoSensyl Ultra MB (INCI: cetearyl alcohol (and) brassicyl valinate esylate) is an amino lipid technology reportedly offering a sustainable replacement for behentrimonium chloride (BTAC). The bio-based conditioning system provides deep moisturization and strengthening across multiple hair types, per the company, ranging from straight to coily, and hair states ranging from healthy to damaged. AminoSensyl Ultra MB is reportedly gentle on the scalp, eyes and skin. It is also readily biodegradable and safe for aquatic environments, per the company.

AminoSensyl Ultra MB contains 100% USDA-certified biobased content, has an ISO 16128 natural origin index of 1.0, and is COSMOS and Natrue approved, halal certified, kosher compliant, vegan friendly and not tested on animals.

Biodegradable & Quat-free Anti-frizzer

Croda's Incromine BD (INCI: behenamidopropyl dimethylamine) is a quat-free conditioning alternative that reportedly delivers anti-frizz and detangling performance. The ingredient comprises 73% naturally derived content according to ISO 16128 and is readily biodegradable, halal-certified and cruelty-free. It is also vegan-suitable, per most standards. According to Croda, results from a performance validation study have shown that Incromine BD offers equivalent conditioning and sensory benefits to traditional quats in all attributes for color-treated hair.



Vantage's Adaptogen FermBiotic S reportedly spurs an increase in type I collagen expression in fibroblasts, thereby softening and smoothing the appearance of the skin, while diminishing the appearance of fine lines and wrinkles.



Ultra Chemical's reBiulin AGA (INCI: inulin) is a prebiotic designed to help the microbiota return to its original state after UV exposure.

New Collagen Boosters

Microbiome-balancing Collagen Enhancer

Vantage offers Adaptogen FermBiotic S (INCI: water (aqua) (and) *Saccharomyces* ferment lysate filtrate (and) *Centella asiatica* flower/leaf/stem extract (and) *Beta vulgaris* (beet) root extract (and) *Tremella fuciformis* extract), a collagen booster that has been shown to increase type I collagen expression in fibroblasts by 28% based on in-vitro cell studies. It also supports a balanced skin microbiome through the presence of postbiotic-rich brewer's yeast (*Saccharomyces cerevisiae*). By boosting collagen expression, the ingredient softens and smooths skin texture, restores the skin's natural glow, diminishes the look of fine lines and wrinkles, and supports skin cell renewal and repair.

Vegan Biotech Collagen

Cambrium's NovaColl is a vegan-certified, micro-molecular, skin-identical collagen that offers enhanced biocompatibility in personal care formulations. The ingredient is produced with a highly bioactive region of collagen I and grown by using yeast rather than animal cells. The technology is manufactured via the company's in-house fermentation process, purportedly offering formulators efficacy, skin-compatibility and sustainability. NovaColl has gone through third-party in vitro studies that demonstrated a range of activities working to protect, maintain and enhance native collagen, per Cambrium.

Sun Care's New Ways to Shine

Prebiotic After-sun Care

Ultra Chemical's reBiulin AGA (INCI: inulin) is a prebiotic designed to help the microbiota return to its original state after microbiota-killing UV exposure. The ingredient reportedly offers barrier protection and hydration for more youthful looking skin and is recommended for scalp care, skin care and color cosmetics. reBiulin AGA comprises inulin extracted from chicory root, sun root and agave and only feeds select beneficial organisms, per Ultra Chemical. By rebalancing the microbiota, the prebiotic allows the skin to defend itself against free radicals, fungi and bacteria.

Upcycled Cocoa Antioxidant

Sensient's Natpure XCo Choco (INCI: *Theobroma cacao* (cocoa) extract) features tannins and polyphenols upcycled from cocoa husk extracts, thereby offering antioxidant activity. The ingredient is reportedly ideal for sun care and self-tanning applications, as well as bath and shower, hair care, makeup, oral care, and skin care products. The stable, water-soluble material also maintains its parent botanical's signature rich brown color.

Sun-mimicking Root Extract

Clariant and Plant Advanced Technologies have developed Rootness Mood+ (propanediol, *Sanguisorba officinalis* root extract), a root extract active that reportedly mimics sun-like effects. The tormentic-acid-derivative-rich botanical is produced under aeroponic conditions and processed via Plant Milking technology. In cream and lotion formulations, Rootness Mood+ activates the skin's photoreceptors and improves vitamin D's effects to help boost the production of well-being molecules, including serotonin and melatonin—all without exposure to the sun.

On volunteers (30-50 years old) with low mood and dull facial complexion, including lack of skin brightness, 1% Rootness Mood+ improved skin complexion homogeneity by 16%, per the companies. After 28 days, 87% of volunteers reportedly felt their skin looked revitalized and 80% felt their skin looked reinforced. The ingredient can also provide a relaxation effect similar to one yoga session, per the firms.

Upcycled Soothing Texturant

Sensient Beauty's Aloe Surface Treatment (INCI: *Cocos nucifera* (coconut) oil (and) *Aloe barbadensis* leaf extract) is a natural (per ISO 16128), odorless and hydrophobic material extracted and upcycled from discarded aloe leaves. The material can support a high pigment load, improve spreadability while providing a dry and light feel, and boost moisture while reducing irritation. The ingredient is also reportedly ideal for soothing sunburns. The technology is COSMOS-compliant, vegan, biodegradable, halal and kosher-certified.



Sensient Beauty's Aloe Surface Treatment can support a high pigment load, improve spreadability while providing a dry and light feel, and boost moisture while reducing irritation.

Improving Surfactants

Croda's Crodasinic LS30 (INCI: water (aqua) (and) sodium lauroyl sarcosinate) is a sulfate-free non-ionic surfactant that provides foaming and emulsifying properties for use in skin care, hair care and other personal care applications. The material is also reportedly biodegradable.

Meanwhile, Holiferm Limited and Sasol Chemicals are set to produce and market rhamnolipids and mannosylerythritol lipids



AAK has added climate-neutral shea-based emollients to its portfolio, all of which reportedly carry the South Pole Climate Neutral Product label.

(MELs). The partnership will use England-based Holiferm's proprietary technology to develop the fermentation-derived biosurfactants for personal care and other products. Sophorolipids, rhamnolipids and MELs are all glycolipids made through fermentation, using yeast or bacteria to convert vegetable oils and/or sugars into a final product. The Holiferm process reportedly features a lower carbon footprint compared with conventional surfactants.

Cellulose-based Microbead Alternative

Croda's ChromaPur CV2 and CV7 (INCIs: cellulose) comprise spheroidal cellulose powders that offer an alternative to plastic microbeads in skin care and color cosmetic applications. Their unique structure and morphology reportedly enable them to provide preferred sensory and optical benefits, including a soft-focus effect in skin care and a enhanced pay-off, coverage and color intensity in color cosmetics. The vegan, COSMOS-approved powders are upcycled from black spruce and readily biodegradable.

Climate-neutral Shea

AAK has added climate-neutral shea-based emollients—Lipex SheaSoft TR, Lipex SheaLiquid TR and Lipex Shea (INCIs: *Butyrospermum parkii* (shea) butter)—to its personal care portfolio. All reportedly carry the South Pole Climate Neutral Product label.

Lipex SheaSoft TR is a creamy-textured semi-solid ingredient that offers heat stability and crystallization properties. Lipex SheaLiquid TR is a low-spreading liquid shea butter that can be used without the risk of crystallization. It reportedly offers good stability and is suitable for low-energy processing. Finally, Lipex Shea reportedly has high oxidative stability and is suitable for use in skin care applications.

AAK achieved the label via a partnership with FairClimateFund, which scaled up Fairtrade and Gold Standard carbon credits from the AAK shea supply region. The project reportedly reduces CO_2 emissions through energy-efficient cookstoves that also improve health and safety and save precious firewood, minimizing the impact on the landscape in the project areas. In addition, the Fairtrade premium from the carbon credit scheme goes back to households for communities to invest in climate adaptation

As part of its efforts, AAK has invested in generating renewable energy from shea meal, a side stream from shea butter production, at its main processing plant in Aarhus, Denmark, which will reportedly save up to 90% of CO_2 emissions at the processing stage compared to buying electricity from the national grid.

New Antioxidant Data

Symrise now has data that confirms the antioxidant effect of its tropolone ingredients—SymDiol 68T and SymOcide PT. The central ingredient works to protect against primary and secondary free radicals and stabilize organic compounds that prevent oxidation. It also reduces protein oxygenation by 60% and the formation of peroxides in sunflower oil by 45%, per the company.

SymDiol 68T (INCI: 1,2-hexanediol (and) caprylyl glycol (and) tropolone) is a multifunctional technology that provides moisturizing and antimicrobial properties to prevent the formation of yeast, bacteria and mold

while also stabilizing emulsions. The ingredient can be used in skin, sun, hair, color cosmetics and personal care products.

SymOcide PT (INCI: phenoxyethanol (and) tropolone) is a preservative blend offering an antioxidant and antimicrobial effect, acting against bacteria as well as fungi. The ingredient reportedly works well in skin, hair and personal care products, sun protection and color cosmetics.

Barrier Beauty

Xylyx Bio, a regenerative medicine company focused on technologies for organ and tissue repair, has released a white paper from an independent clinical study featuring its Matrikynes ingredient. The technology comprises a mixture of natural extracellular matrix-derived peptides, i.e., matrikines. The intrinsic bioactivity of these peptides has been shown to activate regenerative mechanisms that can drive tissue repair, the company reports.

This functionality reportedly renders Matrikynes safe and highly effective for anti-aging and other topical skin care applications. Effects included reversing common signs of skin damage and aging, including the reduction of the appearance of lines and wrinkles. A study cited in the paper evaluated the clinical safety and efficacy of the ingredient in 56 female volunteers, ages 35 to 65, representing different skin types and tones. Standard dermatological assessments were performed using clinical instrumentation and validated measurement techniques.

Matrikynes reportedly showed a robust clinical safety profile and multiple statistically significant improvements in the structure, function and appearance of damaged and aging skin. More specifically, safety testing showed no allergic sensitization or irritant reaction. In addition, topical application significantly improved skin barrier repair, increased skin density and decreased the appearance of fines lines and deep wrinkles.

Meanwhile, Cosphatec's Cosphaderm Absolute (INCI: propanediol, sodium lactate, betaine, water (aqua)) is an active that reportedly improves skin hydration as well as skin barrier function while reducing the water activity of a formulation. The material comprises a blend of three humectant active concentrations that can lower water activity and thus the availability of water for microorganisms at the recommended use concentrations.

According to the company, the efficacy of the product was demonstrated in a study, while the antimicrobial effect has been proven in numerous challenge tests.

Cosphaderm Absolute is COSMOS- and Natrue-compliant. ■



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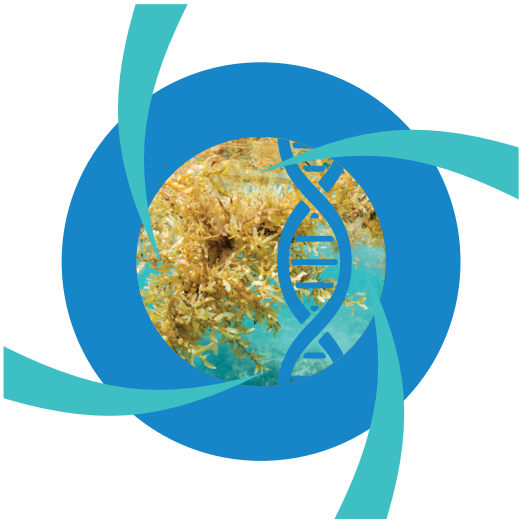
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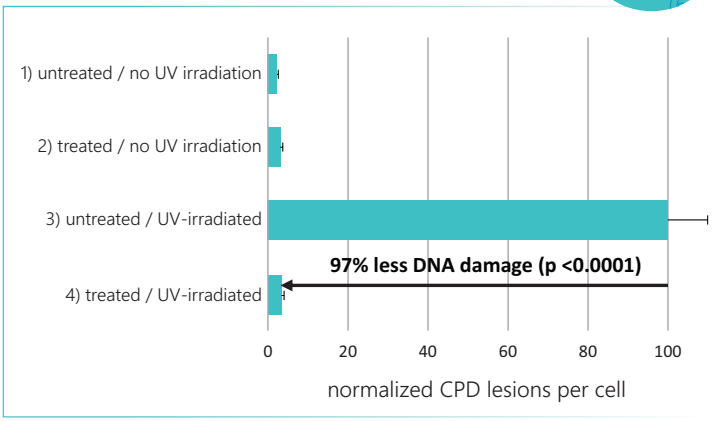
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