OCTOBER 2023

GLOBAL COSMETIC INDUSTRY®

The Beauty Innovator's Resource



Multifunctional Ingredients in the Spotlight

Beauty Enters Its Dermatological Skin Care Era

Discover the Beauty of Coffee with Kaffe Bueno

How upcycling coffee helps the skin and hair care industry transition to natural formulations.

Powered by
KAFFE BUENO
Exclusively distributed by
Integrity Ingredients Corporation
"Your Innovation Partner"

Read more on page 30

Allured business media

Botanical Extracts Are What We Do!

We have been making extracts for 50 years.

As a natural products extraction company, we are committed to the good earth and all of the fruitful gifts that nature has to offer. For over 50 years, family owned Bio-Botanica has been the leading manufacturer and supplier of high-quality botanical extracts. We cater to the Personal Care, Nutraceutical and Supplement industries.

A Blend of Science, Innovation & Creativity™

For more information scan here

Bio-Botanica® Inc.

800-645-5720 | Bio-Botanica.com

75 Commerce Drive, Hauppauge NY 11788

Manufactured in Our USA Facility from Globally Sourced Ingredients

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Capture the benefit of mineral-infused skincare that boosts collagen, hydration, and overall well-aging

EcoVadis certified
RSPO certified

Allure Award Product Partner
Sustainability Award Winner

COSMETIC GROUP USA, INC.

CONTRACT MANUFACTURING

INNOVATION

CUSTOM FORMULATION

"Where beauty comes alive"

COSMETICGROUPUSA.COM
INFO@COSMETICGROUPUSA.COM
818 767 2889

COSMETICGROUPUSA

CERTIFIED SUSTAINABLE PALM OIL™ RSPO

SILVER 2021 ecovadis Sustainability Rating

CONTENTS

OCTOBER 2023 | VOLUME 191, NUMBER 9









FEATURES

6 **Insider Insights:** 2023 Skin Care and Bath & Body Care Ingredients + Packaging for Beauty

11 The Science and Business Behind Cosmetics

12 Beauty Enters Its Dermatological Skin Care Era

Expert-backed brands and clinically proven formulations are driving growth while building consumer trust.

12 [video] 3 Ways Brands Can Capture All Consumers

From hair to makeup to skin care, brands can tap inclusive innovation.

26 What's Driving Increased Skin Care Patch Usage?

New data points to widespread regular usage of these products, as well as interest in emerging wellness formats.

BY DENISE HERICH

30 Discover the Beauty of Coffee with Kaffe Bueno

How upcycling coffee helps the skin and hair care industry transition to natural formulations.

POWERED BY KAFFE BUENO

34 The Beauty Ingredient Agenda: Multifunctionality in the Spotlight

The evolving palette is generating simplified, more effective formulations.

BY JEB GLEASON-ALLURED & PETER SMEDLEY

34 [webinar] 4 Hair Care Skinification Opportunities

A one-hour briefing outlining strategies for brands to deliver new, holistic experiences and solutions to a market eager for healthier, more beautiful locks.

42 Packaging Trend Tracker: New Launches & Manufacturing

From expanded manufacturing capabilities to new services and programs, packaging firms are adding capacity and offerings to meet the beauty industry's needs.



BE Ambitious

74 YEARS | **3** GENERATIONS | **1** AMBITION

Berjé is a family-owned leader of the flavor and fragrance industry like no other. Founded in 1949 by two brothers in the aftermath of World War II, the company began life as little more than a tiny office in lower Manhattan. Since then, we have grown into a multinational organization with over 150 employees spanning more than 100 countries.

THE BERJÉ GROUP

The privately-owned flavor and fragrance ingredient source since 1949.

+1 973 748 8980 • www.berjeinc.com

CONTENTS



42 **[webinar] 3 Pillars of Increasing Conversion with First-Time Buyers**
Packaging strategies for beauty brands.

DM9 **Optimizing a Conversion-centric Beauty E-commerce Experience**
Part 3 of a 4-part series: understanding the most impactful elements of the consumer's online journey.
BY SHERI L. KOETTING

DM15 **Body Care's Cross-category Inspiration**
Four recent launches point to opportunities to span sectors with relevant innovations.

IN EVERY ISSUE

5 **Spark:** Speaking of Men: TikTok, Celebrity Brands & More
BY JEB GLEASON-ALLURED

8 **Product Roundup**
Unique Packaging, Ingredients & More

48 **Products & Services Showcase**

48 **Advertiser Index**

facebook.com/gcimagazine
Global Cosmetic Industry
@globalcosmeticindustry
@GCI_Magazine

GLOBAL COSMETIC INDUSTRY®

EDITORIAL
Content Director Jeb Gleason-Allured | 1-630-344-6069/jallured@allured.com
Editor in Chief Katie Anderson | 1-630-344-6077/kanderson@allured.com
Assistant Editor Jacquelyn Mueller | 1-630-344-6059/jmueller@allured.com
News Editor Tony Scianna | 1-630-344-6070/tscianna@allured.com

ADVERTISING SALES
Business Development Manager Kim Jednachowski | 1-630-344-6054/kjednachowski@allured.com
Advertising Production Manager Kasia Smialkowski | 1-630-344-6025/ksmialkowski@allured.com

AUDIENCE DEVELOPMENT
Marketing Specialist Nicolette Ferengul
Customer Service 1-847-559-7557/customerservice@gcimagazine.com

DESIGN
Assistant Design Manager James Fergus
Senior Graphic Designer Hon Bannapradist
Digital Production Specialist Kyle Torain

CORPORATE
Partner & CEO George Fox
Partner & President Janet Ludwig
Director of Events Christine Meehan
Marketing & Creative Director Kim Fry
Digital Products Director Rose Southard

Allured business media

Allured Business Media
1-630-653-2155 • fax 1-630-653-2192
336 Gundersen Drive, Suite D
Carol Stream, IL 60188-2403 USA
www.Allured.com

OTHER ALLURED PRODUCTS
Beauty Accelerate
Cosmetics & Toiletries magazine
Perfumer & Flavorist+ magazine
Flavorcon
World Perfumery Congress
Skin Inc. magazine
Face & Body spa expo and conferences
Beauty Launchpad
Beauty Go Pro Show
MedEsthetics magazine
Wellspa360 magazine
Wellspa360 Expo
Nailpro magazine
Nailpro Show

For Subscriptions: Subscribe online: *www.gcimagazine.com/subscribe*
For both the US and internationally, telephone: 1-847-559-7557
(8 AM–4:30 PM Central, Mon-Fri) | Fax: 1-847-291-4816
E-mail: customerservice@gcimagazine.com
Address: *Global Cosmetic Industry*, PO Box 3009, Northbrook, IL 60065-3009

Print subscriptions: Available free to qualified individuals located in the United States.
All other countries may subscribe to the digital edition.
Periodicals Postage paid at Carol Stream, Illinois, and additional mailing offices.

Change of address: In ordering a change of address, give both the old and new addresses. Allow two months for change to become effective. The publisher will attempt to handle unsolicited articles with care, but the magazine assumes no responsibility for them. Materials will be returned only if accompanied by a self-addressed envelope with return postage. Address inquiries regarding editorial policy and writer guidelines to the editor. The acceptance of advertising does not necessarily carry the endorsement of the publisher.

Global Cosmetic Industry (ISSN 1523-9470) is published eleven times per year as Jan., Feb., March, April, May, June, July/Aug., Sept., Oct., Nov. and Dec. issues by Allured Business Media.
Address: *Global Cosmetic Industry*, 336 Gundersen Drive, Suite D, Carol Stream IL 60188-2403.
www.GCImagazine.com
All correspondence regarding business, editorial, advertising and production should be sent to *Global Cosmetic Industry*, 336 Gundersen Drive, Suite D, Carol Stream, IL 60188-2403. Periodicals postage paid at Carol Stream, IL 60188-2403 and additional mailing offices.

POSTMASTER: Please send address changes to *Global Cosmetic Industry*, PO Box 3009, Northbrook, IL 60065-3009.

Allured Business Media makes all attempts to publish accurate information; however, this publication may contain technical inaccuracies or typographical errors. The reader assumes all risks concerning the suitability and accuracy of the information within this publication. Allured Business Media assumes no responsibility for and disclaims all liability for any such inaccuracies, errors or omissions in this publication and in other documentation referred to within or affiliated with this publication.

Copyright 2023: Reproduction in whole or in part without permission is strictly prohibited.

Global Cosmetic Industry and *GCI* are registered trademarks of Allured Publishing Corporation.

Speaking of Men: TikTok, Celebrity Brands & More



Per Euromonitor, 16.7% of U.S. men say social media influencers are extremely influential in their purchasing habits.

Men's use of personal care products has almost doubled since 2004, from six to 11, according to a Morning Consult x EWG survey previously reported by *Global Cosmetic Industry*[a]. New data from Euromonitor uncovers what's behind this upward trend—unveiling a surprising opportunity for celebrity brands amid fatigue in the female-focused market.

The men's grooming sector's value growth increased by 9.8% in 2022, faster than the general U.S. beauty and personal care space, according to a recent analysis[b] from Euromonitor's Olivia Stelmaszczyk and Julia Yang.

Interest in skin care product features such as natural/organic rose 9%, per Euromonitor, while interest in race/ethnicity positioning increased in popularity by 6%. That same percentage is focused on ingredients in formulations.

Also on the rise is the usage of facial moisturizers, acne treatments, anti-aging products, and BB or CC creams, according to the Euromonitor authors. These shoppers are also increasingly making their purchases in beauty specialty retailers, as well as online.

Interestingly, the report explains, "[I]n 2022, 16.7% of U.S. male respondents believed that social media influencers are extremely influential information sources, a jump from the 13.7% recorded in 2021." This points to the effectiveness of male skinfluencers and "get ready with me" content.

This is particularly critical for Gen Z men, 50% of whom discover brand, company and product info via TikTok, a 14% jump between 2022 and 2023.

Looking ahead, the report authors note that brands seeking to capture rising male consumer interest will need to tap digital shopping experiences and social media influencers, deploy high-quality celebrity launches, and leverage personalized and targeted treatments.



[a]www.gcimagazine.com/consumers-markets/news/22868373/men-have-doubled-personal-care-product-usage-formulas-are-getting-simpler-ewg-x-morning-consult-report that provides a contextual

[b]www.euromonitor.com/article/the-influence-of-celebrity-backed-beauty-in-mens-grooming



JEB GLEASON-ALLURED
Editor in Chief
jallured@allured.com

EDITORIAL ADVISORY BOARD

ALISA MARIE BEYER
Spa Girl Cocktails

JESSICA ESTRADA
Hue For Every Man

AMBER EVANS
Moraccanoil

BRIDGETTE HOWARD
Parlor West Ventures

ANNIE JACKSON
Credo Beauty

TARA KEARNS
Clean Beauty Collective

STEPHANIE MORIMOTO
Asutra

FADI MOURAD
Bellami Hair

ADA POLLA
Alchimie Forever,
The Polla Beauty Group

CRISTINA SAMUELS
Mode Cosmetics

INSIDER INSIGHTS:

2023 SKIN CARE AND BATH & BODY CARE INGREDIENTS + PACKAGING FOR BEAUTY

These markets continue to evolve and grow as consumers influence their direction.



Featured insiders…

- Debut
- Epopack
- Federal Package
- Gattefossé USA
- Integrity Ingredients Corporation
- Jojoba Desert
- Micro Powders, Inc.
- Oleon Health and Beauty
- Praan Naturals
- Premium Labels & Packaging Solutions
- Seacliff Beauty
- Silab
- Sun Deep Cosmetics

Skin care and body care ingredients and packaging for beauty are continually seeing new launches that reflect current trends.

facebook.com/gcimagazine Global Cosmetic Industry @globalcosmeticindustry @GCI_Magazine

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

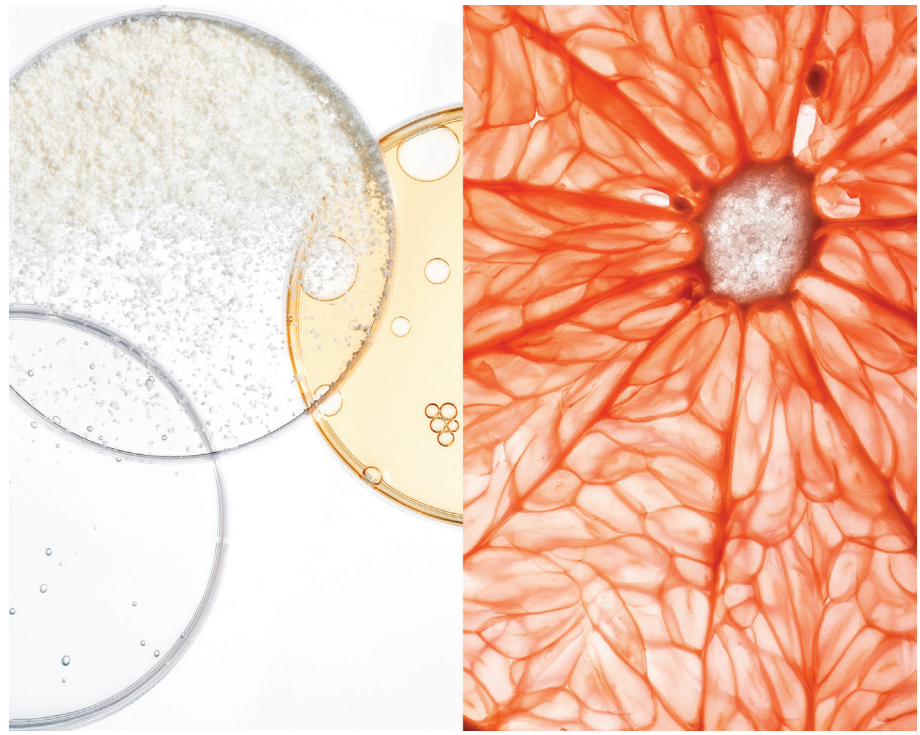
4 SKIN CARE INGREDIENT TRENDS

1. Skin Health

Camille Despériez, marketing project leader, Silab, says, "A study conducted in 2023 showed that 43% of consumers noted skin complexion as a skin concern and are looking for products to help them boost and clarify dull or uneven skin. A true indicator of health, glowy skin full of vitality continues to be one of the basics among the cosmetic benefits most sought after by consumers. It helps to strengthen the attractiveness of the face and represents an undeniable beauty asset. Although there is no official definition, some marketers and cosmetologists agree that radiant complexion reflects light well, and results from the combination of several factors, particularly at the core of the skin."

Despériez continues, "According to several experts, solutions such as natural/clean formulations, science-based solutions with demonstrated effectiveness, sustainability, transparency, and finally safety are the key drivers of the beauty market. In this context, ingredients therefore play a crucial role in consumers' shopping and purchasing. In order to meet their expectations, brands are focusing on high-performance active ingredients inspired by nature to help the skin remain resilient. The concepts of their products therefore tend towards much more sophisticated approaches to skin health. A cutting-edge ingredient, with a science-backed approach guaranteeing credibility and trust for consumers, actively participates in building a more premium image for skin care."

Despériez concludes, "Supported by a strong expertise on transcriptomic and enzymatic engineering, Silab proposes an unprecedented revitalizing active ingredient: Revilience (INCI: *Sphingomonas* ferment extract). Inspired by the remarkable 'vitality capital' established by the bacterium *Sphingomonas panaciterrae* in ginseng's root environment, Silab has implemented a unique bioguided process. This is the first natural active ingredient able to reactivate biological pathways related to cell energy and quality of skin barrier thanks to the identification of the 'skin's vitality signature.' The cellular metabolism is thus stimulated, and the quality of the cutaneous barrier reinforced. Tested at 2.5% on young and mature volunteers, the active ingredient enhances the radiance of the complexion and improves hydration as of seven days of application."



Naringenin is Debut's first biotech active ingredient.

2. High-performance Biotech Ingredients

Dominique Gagnon, VP, consumer brands, Debut, says, "I believe the cosmetic skin care market is at an inflection point, driven by an emerging industry—biotechnology—that is revolutionizing skin care ingredients. For over 40 years, the same active ingredients, like vitamin C and retinol, have been the workhorses of cosmetic skin care for aging skin. Thanks to recent technological advances, like biotechnology and AI, we are

witnessing the birth of a new cohort of cosmetic active ingredients that bring the dermatologist to our home. These cutting-edge ingredients bridge dermatologist prescription medication performance with cosmetic skin care through advanced potency and a new range of clinically-proven, skin health performance. Debut is leading this new revolution with our proprietary, high-performance cosmetic skin care actives."

Gagnon continues, "We are about to launch our first clinical clean skin care brand, powered by our first biotech active ingredient that we are bringing to market as a company. Naringenin [is a] powerhouse polyphenol naturally found in grapefruit extract. Naringenin outperforms by 15 times other anti-inflammatory and anti-aging actives on the market. Naringenin is also encapsulated for precision-like dosage at every application. Difficult to extract and stabilize, Naringenin is now accessible through Debut's advanced biomanufacturing, with 99.6% less water and 99.9% less land than equivalent plant-based actives, so it is a highly sustainable ingredient solution. Naringenin's unique wealth of skin health properties combines the power and performance of many actives—from hydration to collagen degradation, firmness and elasticity to anti-inflammatory—all in one. Clinically proven, safe and gentle for even the most sensitive skin, passing HRIPT with a sensitive skin panel, Naringenin is the first of many safe and sustainable biotech active ingredients in Debut's proprietary portfolio."

3. Sustainable Ingredients

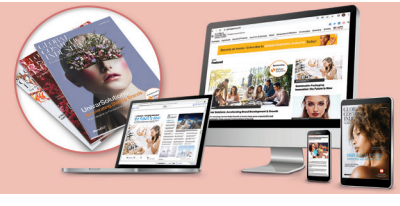
Ine Matthé, product manager at Oleon Health and Beauty, says, "We believe that consumer requirements for sustainable products will ramp up in 2024, making sustainable ingredient processing a top trend for the year ahead. As sustainability and reducing environmental impacts are no longer differentiators, but an expectation for the informed consumer, it is time to move beyond token gestures to hard action. At Oleon Health and Beauty, we are firmly invested in fostering sustainable processing systems. This can be seen in the recent launch of our enzymatic esterification plant in Belgium. As a solvent-free system, enzymatic esterification facilitates the development of a wide range of chemicals and ingredients for use in the beauty and personal care sector—offering high efficiency and product quality, but with a smaller carbon footprint and increased process safety. These attributes create a wide range of benefits for personal care and beauty product brands, manufacturers, and consumers when it comes to the sustainability positioning of products."

Matthé continues, "Consumers continue to gravitate towards products that allow them to express their personalities in a fun and creative way. This beauty movement even coined a term, 'joyology' that directly refers to products that enable consumers to explore and interact with their unique sensory and textural attributes. Post-COVID, and in the face of global austerity and financial uncertainty, we will see more brands focusing on making a personal connection between products and consumers. Combining fun and functionality has never been this popular. At Oleon Health and Beauty, we have several formulations that can put the fun back into formulations, including marmalade sunscreen, *damascena* rose perfume macarons, whipped soap, and shimmer sunscreen sticks. In line with our focus on supplying products with a sustainability positioning, we launched our new ACT range produced through enzymatic esterification. We currently have two products commercially available: Radia 7199ACT and Jolee 7749ACT which provide fantastic functionality, texture and sensory properties when used in high-impact formulations. Our Oleon Jelly, Radia 7799 is a rheological modifier for transparent, waterless, and natural formulations enabling the development of products that can be used in body, face and hair care. Radia 7799 allows formulators to get creative by developing products with a fun and playful texture while adding fantastic visual appeal and transparency—the perfect addition to the development of waterless and W/O formulations."

Gagnon says, "Another trend I am witnessing in cosmetic skin care is an evolution in sustainability for beauty, going beyond sustainable packaging to sustainable formulations, with a focus on sustainable ingredients. While formulations do not have the end-of-life issues as with packaging, their supply chains—what it takes to generate each and every ingredient in a single formulation—are highly impactful and garnering attention. It's not enough to use natural ingredients; they have to be sustainable and zero-waste. Demand for natural ingredients will soon outstrip supply. Business as usual is simply not sustainable. The solution is biotechnology that brings together the best of both worlds, nature and technology."

4. SPF Products

Sundeep Gill, Ph.D., co-founder, Sun Deep Cosmetics, says, "We are

GLOBAL COSMETIC INDUSTRY®
The Beauty Innovator's Resource
SUBSCRIBE TODAY!
www.gcimagazine.com/subscribe


seeing a renaissance in SPFs in skin care. In the past the sun care season was relegated to primarily the spring and summer months; however, the new dynamic we are seeing is a year around sun care season primarily focused on skin care. In our company we have created major technological advances in the uses of non chemical SPF products. Over the last decade we have been the leader in zinc-oxide-based SPF products and have seen a resurgence of SPF booster technology. There is also a general acceptance of using boosters to help alleviate the negative aspects of zinc oxide in the formula. Due to this there has been a shift in formulating sunscreens to formulating products that are enjoyable/easy to use. We feel that the advances we have made in non chemical sunscreen technology will not only assist brands in setting their products ahead of the competition but be beneficial for the environment by limiting known reef damaging chemical sunscreen agents into the ocean."

Gill continues, "Our company has always been searching for sustainable and responsibly made ingredients. Recent developments in non animal derived proteins that have traditionally had no substitute are just now coming into focus. These vegan bioengineered animal protein-based products (elastin) with clinical data behind them that competes with the animal derived materials are changing the landscape for vegan and responsible product development. We have also found that scalp products have also received a more skin care approach, with focus on microbiome, healing and oxidation protection. This type of product is very inclusive as it is not just for those who color their hair but rather for just ensuring a healthy scalp in general which has unique and evident payoff on the hair also." ■

UNVEILING THE BEAUTY SECRETS OF ASIA: THE RISE OF ASIAN BEAUTY INGREDIENTS

| BY JENELLE KIM, DACM, LAC, founder & formulator, JBK Wellness Labs

In recent years, the skin care industry has undergone a captivating transformation, ushered in by the remarkable rise of Asian beauty ingredients. This trend, marked by a convergence of ancient wisdom and modern formulation techniques, has not only reshaped the standards of skin care efficacy but also ignited a global fascination with the natural treasures of the East.

At the heart of this trend lies the K-beauty movement, a force to be reckoned with in the beauty world. Brands like SixGldn, Sulwhasoo and Amore have pioneered the journey of Asian ingredients into the global spotlight. Central to K-Beauty's allure is its emphasis on cleaner, gentler ingredients that resonate deeply with the growing consumer demand for natural and effective skin care solutions. The embrace of Asian botanicals speaks to a holistic approach that harmonizes with nature's inherent wisdom.

Moreover, the impact of this trend extends beyond product formulation—it's a narrative woven into the fabric of the beauty industry.

Interestingly, the phenomenon of integrating Asian beauty ingredients isn't confined to the boundaries of Asia. It's a movement that transcends continents, captivating brands beyond the confines of the East. Brands such as Lota and Auybovan have risen to prominence by leveraging the power of indigenous ingredients sourced from the regions their founders hail from. This not only underscores the universal appeal of Asian ingredients but also reflects a broader narrative of cultural heritage.

Even brands like Koa Life, though not inherently connected to the Asian narrative, have embraced the benefits of these ingredients. This highlights the versatility and adaptability of Asian botanicals, demonstrating their potential to enhance a wide range of products, regardless of their origins.

At its core, Asia's reputation as the "herb basket of the world" is founded on a centuries-old tradition of valuing the potent effects of botanical treasures. From ginseng to fo-ti and astragalus, these ingredients have been revered for their skin care efficacy in traditional medicinal and beauty practices. Modern analysis has substantiated these traditional claims, revealing the presence of compounds like astragolides, flavonoids and polysaccharides in ingredients like *Astragalus membranaceous* extract.

This resurgence of Asian beauty ingredients signifies more than just a fleeting trend. It's an embodiment of ancient wisdom harmonizing with modern science, promising a future of skin care that marries tradition and innovation. Beyond K-Beauty, up-and-coming brands from the West are integrating these super ingredients, recognizing their potential to set them apart from competitors. Brands like Iota Body exemplify this transition, introducing facial skin care-level efficacy to the realm of body care, bridging the gap between luxury and necessity.

In the grand tapestry of the skin care industry, the allure of Asian beauty ingredients shines as a beacon of authenticity, a celebration of cultural heritage, and a testament to the power of nature. As consumers continue to seek products that resonate with their values and provide tangible results, the integration of these ingredients is poised to remain a driving force, reaffirming that the journey to true beauty is guided by the wisdom of the past and the innovation of the present. ■



Sustainability continues to be at the forefront of packaging for beauty.

PACKAGING FOR BEAUTY: TRENDS & LAUNCHES

Sustainability

Amber MacDonald, customer success specialist, Epopack, says, "Luxurious sustainability is the trend, but these features don't always go hand-in-hand. What is eco-friendly may have a rough or raw appearance, and oftentimes what looks the most luxurious ends up having a high environmental cost. This persistent trend and balance is what Epopack has perfected in our new offering. Our new shape, the FF series offers premium luxury in a sustainable way. With thicker walls, and a strong tapered silhouette these bottles represent the height of our offerings. By showcasing PET material at the forefront of our collection and elegantly adorning with gold accents we blend these features seamlessly. Furthermore, we offer the option to elevate any PET product to 100% PCR PET, taking sustainability to the next level! With this exceptional new range in sizes 30 ml, 50 ml and 75 ml you can effortlessly fulfill your entire wishlist. It's time to bridge the gap between beauty and eco-friendliness, and redefine our understanding of what true luxury really is."

Vonda Simon, co-founder and CEO of Seacliff Beauty, says, "We will continue to see more brands adopt the sustainability model when it comes to packaging. Ideally brands will opt in for multiple sustainable offerings within one product package such as using recycled glass for a refillable package. We can also expect to see brands using other sustainable material options such as bamboo, paper, and other biodegradable materials.



Seacliff Beauty launched a collection of packaging projects with Norwex Skincare, including The Renewing Eye Cream package, which is refillable and made with glass and #tide Ocean Material.

The goal will not only be to have a sustainable package but also to reduce the environmental footprint."

Simon continues, "Seacliff Beauty recently launched a collection of packaging projects with Norwex Skincare for their re-brand. This rebranded new look embraces the Norwex brand personality—natural, purposeful, optimistic, caring—with packaging that's premium and visually appealing, and it provides sustainable elements that are reflective of the company's global mission to share a cleaner, safer way of living by reducing harmful chemicals in everyday lives. The Renewing Eye Cream package poses a triple treat when it comes to offering sustainable solutions. Not only is the package refillable, verses replacing the entire product, but also made with glass (30% PCR and fully recyclable) and #tide Ocean Material (OceanBound Plastic) in both caps, pumps and actuators. Plus, the airless pump technology ensures all the product inside the container gets completely dispensed, eliminating product waste. The collar and cap are made with 100% PP OceanBound



Premium Labels & Packaging Solutions worked with Manic Panic to launch Love Color, a new line of hair conditioners.

Plastic PCR, which is FDA approved and food-grade safe. The component is also refillable and includes a glass bottle, making this a triple treat when it comes to sustainability."

Retro Design

Leslie Gurland, VP of sales and marketing for Premium Labels & Packaging Solutions, says, "Premium Label & Packaging Solutions worked with Manic Panic to launch Love Color, a new color-specific line of hair conditioners that features eight different SKUs, including Blue Valentine, Pink Passion and Rock Me Red. The two-ply label showcases the 1950s retro design trend by paying homage to the iconic I Love Lucy television show opening credits. Manic Panic opted for a peel-back label to make room for the ingredients on the underside, allowing the bold graphics, done in gradient shades, to shine. The labels were actually designed by the brand's legendary punk rock pioneer and Manic Panic founder Tish Bellomo, who, along with her sister Snooky, launched the 100% vegan and cruelty-free brand over 40 years ago."

Facial Sunscreens

Melissa Niebes, president and chief commercial officer, Federal Package, says, "As for trends we're still seeing a lot of interest in facial sunscreens, and more tinted versions for those consumers looking for a simple natural glow with a bit of a dew-based look. Popular brands to benchmark have been Tula and Supergoop! lately for brands looking to add this to their portfolio. With the continued growth of the sunscreen market, we've also had quite a few brands adding a SPF lip balm to their product range. It's a simple but great add on to complete an SPF product offering. We have also been experiencing an increase in requests for natural deodorant product extensions for personal care brands with the continued growth of that market. We anticipate this trend to also continue through 2024 and beyond as the market shifts to less antiperspirant variants." ■



DEFY THE SIGNS OF AGING BY TARGETING CELLULAR SENESCENCE

| BY CAMILLE DESPÉRIEZ, marketing project leader, Silab



Silab's original modeling studies revealed a significant accentuation of the deleterious immunoevasion mechanism of fibroblasts starting at the age of 60.

The principal cell of connective tissue, the fibroblast, is endowed with a capital of divisions that when reached causes the onset of cell senescence. This is an irreversible state in which the fibroblast can no longer divide but nevertheless remains metabolically active. Then, it secretes a large quantity of inflammatory molecules that deteriorate the functioning of neighboring cells.

Although in principle eliminated by the immune system, some senescent fibroblasts attempt to escape their fatal destiny. They deploy insidious strategies to lure the immune system, such as the cleavage of their "eat me" surface signal, thus making themselves invisible. As a result, this immunoevasive population persists and propagates harmful signals to healthy surrounding cells through the prolonged secretion of inflammatory molecules, collectively termed SASP (senescence-associated secretory phenotype). This leads to a progressive decrease in the dermis' density and a lower rate of epidermal renewal. Wrinkles become significantly more visible, skin elasticity decreases and the complexion becomes dull.

Silab's original modeling studies revealed a significant accentuation of the deleterious immunoevasion mechanism of fibroblasts starting at the age of 60. Indeed, an ex vivo study conducted on explants, from subjects aged 18 to 75, showed a significant accumulation of these immunoevasive senescent fibroblasts from the age of 60. Moreover, an in vivo study based on biometrological parameters measured on 1,040 women highlighted a significant degradation of skin elasticity, a reduction of complexion radiance and an increase of wrinkles and pigmentation spots starting at the age of 60. Finally, an in vitro study demonstrated the harmful effects of the SASP of immunoevasive senescent fibroblasts on their cellular neighbors. These results correlated with the in vivo observations.

Silab's research focused on the exceptional longevity of *Ginkgo biloba* to develop an anti-aging active ingredient that reactivates the physiological elimination of immunoevasive senescent fibroblasts by the immune system and significantly attenuates the visible signs of skin aging.

Tested at 0.5%, Senevisium limits the harmful inflammatory secretion and the cleavage of the "eat me" surface signal of immunoevasive senescent fibroblasts, thus restoring their communication with the immune system. By removing the cloak of invisibility from immunoevasive senescent fibroblasts, Senevisium thus reactivates their physiological elimination, without any immunomodulatory direct effect. Senevisium is the first natural active ingredient countering the harmful effects of immunoevasive cells on healthy surroundings' one.

Tested on volunteers over the age of 65, Senevisium produces a significant improvement in density of the dermis and skin elasticity. Tested at 2%, it visibly attenuates wrinkles as of 14 days of treatment. Epidermal renewal is favored with a significant effect as of 21 days of treatment. It also visibly enhances the complexion's radiance for a healthy-glow effect perceptible as of 14 days. These cosmetic benefits continue and intensify after 28 days of treatment, to the point of gaining six years for crow's feet wrinkles reduction and nine years for skin elasticity improvement. ■

TRENDING:
BATH & BODY CARE INGREDIENTS



Skin health is a growing trend in bath and body care.

Skin Health

Leor Fay Tal, marketing manager, Gattefossé USA, personal care division, says, "In the ever-evolving world of bath and body care, our recent market analysis reveals a compelling trend toward catering to skin health, particularly addressing sensitive skin. While currently a niche sector, with a mere 7.3% of new products in 2022 proudly sporting the 'for sensitive skin' claim, it has shown remarkable growth, as it has surged nearly 50% over the past five years, with a continued upward forecast. As more and more consumers self-proclaim to have sensitive skin, we delve into the realm of bath care products, and find this claim gracing 11% of those new launches, signifying a substantial 24% increase over the past five years."

Fay Tal continues, "And in the domain of body care, while it is evident that consumers are singing praises for moisturization, their growing concerns often revolve around skin conditions such as rashes, eczema and dermatitis—issues commonly associated with sensitive skin. Consequently, formulating with ingredients that not only cater to sensitivity but also offer robust moisturizing benefits has emerged as a strategic choice for product developers and consumers alike. Gattefossé's newest O/W emulsifier, Emulium Dermolea MB, which is of 100% natural origin content (ISO16128), readily biodegradable (OECD 301F) and vegan compliant, was intentionally to designed to address the needs of sensitive skin. Emulium Dermolea MB serves as a protective skin shield against environmental stress, reduces skin sensitivity and delivers immediate, long-term and up to 48-hour moisturization for consumers of ages, races and genders."

Sustainability

Roni Rot, CEO, Jojoba Desert, says, "As the cosmetic industry evolves, two key trends have emerged: clean beauty and natural and sustainable ingredients. Beauty industry trends are shifting towards ingredients that are not only effective but also environmentally friendly and ethically sourced. This trend is driven by an informed consumer base that seeks transparency in the products they use. Natural ingredients, devoid of harmful chemicals, are becoming the cornerstone of many formulations, ensuring both safety and efficacy. In addition, sustainability, and eco-friendly sourcing, as well as formulations with minimal environmental impact, are becoming the norm rather than the exception."

Rot continues, "In line with these trends, Jojoba Desert offers a key ingredient in the bath and body care space: JD Jojoba Oil. JD Jojoba Oil is well-known in the cosmetic industry for its unique qualities for skin and hair. Not only does JD Jojoba Oil align perfectly with the industry's hottest trends, but recent research has also highlighted its potential as a superior, sustainable alternative to mineral oil. JD Jojoba Oil delivers comparable skin hydration and transepidermal water loss (TEWL) reduction benefits as mineral oil. Unlike mineral oil, a petrochemical derivative, JD Jojoba Oil is a naturally derived, eco-friendly solution. It is non-comedogenic and possesses anti-inflammatory properties, making it an ideal choice for sensitive and acne-prone skin products. Furthermore, JD Jojoba Oil not only matches the benefits of mineral oil in terms of skin hydration and barrier function but also offers additional advantages. Its unique composition, rich in essential skin nutrients such as wax esters and tocopherols, provides essential nourishment for the skin, ensuring healthier and more radiant skin."

Diana Smith, global sales director, personal care division, Micro Powders, Inc., says, "Today's consumers demand sustainable and environmentally friendly products, one example being waterless formulations. Supporting that trend, the 'power of powder' is a concept where the utilization of powders produces an effective product without water to impart added multifunctional benefits. Another interesting new concept is an exfoliant which scrubs for a short period of time and then vanishes, eliminating the need for rinsing to remove the exfoliant."

Smith continues, "NatureGel MC 750 is a unique all-natural anhydrous gel that provides rich emolliency on the skin and can provide formulators with a ready-to-go chassis for making an effective waterless formulation. Appropriate for body butters, sugar scrubs and for body care treatment products. Celscrub 20 is a standout natural exfoliant that gives a wow effect. Scrub for a short period of time and it vanishes without need to rinse off. Excellent for gels, emulsions and surfactant-based cleansers."

Plant-based Ingredients

Jay Basu, operations, Praan Naturals, says, "We are seeing a lot of interest in plant based ingredients, specifically plant based fragrance oils and plant based waxes, we are in the process of introducing 10 new plant based fragrance oils and six plant based waxes. We introduced Org Coconut Sugar and two new fragrances of Monoi de Tahiti Oil; besides that we reintroduced Blueberry Seed Oil." ■

Unique Packaging, Ingredients & More



The New Prestige Collection
FusionPKG
www.fusionpkg.com/product-category/the-new-prestige/

FusionPKG unveils The New Prestige collection of recycle-ready double wall airless and full package glass options integrated with Airless-One and Atmos-One 100% polyolefin pump engine technology featuring a range of mono-material and premium glass beauty packaging designed for sustainability and personality.



Lip Balm
Lady Burd Cosmetics
www.ladyburd.com/product/lip-balm/

Hydrate and restore lips with this moisturizing lip balm. Apply regularly for smooth and supple lips. Comes in mint or vanilla.



DermalRx Acetygen
Biocogent
www.biocogent.com/dermalrx-acetygen

DermalRx Acetygen is based on a unique mixture of *Agrimonia eupatoria* and *Ampelopsis grossedentata* extracts. The active phytochemical components of *A. eupatoria* and *A. grossedentata* provide the basic protective function and help to prevent further matrix damage and accumulation of undesirable senescent cells.



Campo Plantservative WMr (Jojoba Oil)
Campo Research
www.campo-research.com

With the help of green chemistry, Campo Plantservative WMr (Jojoba Oil) 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.



Kaffage Biopolymer Coffee Extract (Powder & Liquid)
Integrity Ingredients Corporation
www.integrityingredientscorp.com

Kaffage is an innovative amphiphilic biopolymer derived from upcycled coffee by-products. Enriched with polyphenols, it provides unparalleled multi-functionality and anti-aging performance. Its abundant hydroxycinnamic acids, Kaffage provides remarkable antioxidant activity and effectively prevents UV-induced glycation in human cells. It also acts as a natural SPF booster that absorbs UV rays.



Puresterol
Bio-Botanica
www.bio-botanica.com

Puresterol (INCI: *Pueraria mirifica*) acts as an anti-wrinkle agent. It helps to smooth wrinkled skin, supports healthy hair growth, improves eye health and supports restful sleep.

ENDLESS POSSIBILITIES.
UNMATCHED SOLUTIONS.



DISCOVER YOUR PERFECT PACKAGING WITH INOAC PACKAGING GROUP.

INOAC
PACKAGING GROUP INC.

World-Class Quality
Client-Oriented Service
Expanded Flexibility for Options That Never End!

WWW.DISCOVERINOAC.COM



Hybrid Lip Care Formulas

Cosmetic Group USA

www.cosmeticgroupusa.com

Cosmetic Group USA has harnessed the magic of plumping agents and vitamins in lip care. It is a choreography of science and art that makes them aesthetically alluring. Contact CG USA to experience our diverse skin care portfolio at (818) 767-2889 or at info@cosmeticgroupusa.com.





EnTiv Azelaic Acid

Acme-Hardesty Co.

www.acme-hardesty.com/personal-care-cosmetics/

Acme-Hardesty introduces EnTiv Azelaic Acid, a premium azelaic acid grade with 99% purity and eco-friendly production. This fine white powder has a particle size of less than 50 microns making it much easier to disperse in formulation while retaining its skin and hair care benefits.



FDA Colorants

Spectra Colors Corp

spectracolors.com/fdc-dyes/

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.

THE SCIENCE AND BUSINESS BEHIND COSMETICS

As part of the college of the UC James L. Winkle College of Pharmacy, the graduate-level Cosmetic Science program teaches students how to appropriately use raw materials to make new products and then develop, formulate, and assess the safety and quality of the products for human use. Students in this program learn how safe, effective, and environmentally friendly products are scientifically formulated.

University of Cincinnati's Online Cosmetic Science Program

UC's Cosmetic Science online program offers both Graduate Certificates and a nationally acclaimed Master of Science in Cosmetic Science Degree. The MS in Cosmetic Science is the most comprehensive program in the field and is led by renowned faculty with corporate and academic experience, expertise, and practical application.

Founded in 1973, our MS in Cosmetic Science is globally recognized as one of the oldest cosmetic science graduate programs in the country. Our innovative programs help prepare students today to gain knowledge of cosmetic science that will help them develop as industry leaders for tomorrow.

Program Offerings

- 100% online — no campus visits required
- World-class faculty with real-world experience and extensive academic expertise
- Option for a concentrated, one-week, hands-on laboratory formulation session in Cincinnati, OH
- Part-time flexibility — balance school, work, and life responsibilities
- Transformative curriculum — apply lessons learned immediately in the field
- Networking opportunities — network with working professionals from notable brands



Online Cosmetic Science students working together in an optional in-person lab at UC's James L. Winkle College of Pharmacy in Cincinnati, Ohio.

UC's Online Cosmetic Science program has been growing at a rapid rate.

The UC online cosmetic science program has been growing at a rapid rate over the past few years. One area that is not covered under the original program is the manufacturing aspects of cosmetic products. The Hygienic Manufacturing of Cosmetic Products Graduate Certificate fills that gap and helps address an unmet need in cosmetic science education.

Why Study Cosmetic Science?

Earning a Cosmetic Science Degree is a great career choice for those interested in the science behind creating personal care and beauty products. Many students come from large cosmetic companies with chemistry or engineering degrees. Other students come from non-science majors such as business and marketing who are interested in learning more about the science behind the products.

A graduate degree in Cosmetic Science can help those looking to advance or grow their careers in cosmetics and personal care.

online.uc.edu/cosmetic-science

BEAUTY ENTERS ITS DERMATOLOGICAL SKIN CARE ERA

Expert-backed brands and clinically proven formulations are driving growth while building consumer trust.



According to Mintel data, 39% of U.S. skin care consumers Gen X or older feel it's important for skin care products to be recommended by a doctor or dermatologist.

facebook.com/gcimagazine Global Cosmetic Industry @globalcosmeticindustry @GCI_Magazine

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.



Clinical brands reportedly brought in most of the U.S. prestige skin care sales gains in the second quarter of 2023, per Circana data[a]. The strength of clinical brands is in line with a trend seen in Q1 and points to growing interest from consumers as well as an increasing focus on dermatological care in the sector.

The influence of this shift is wide-ranging. For instance, L'Oréal renamed its Active Cosmetics division—which includes SkinCeuticals and Vichy—to L'Oréal Dermatological Beauty in February 2023.

At the time of the announcement, Myriam Cohen-Welgryn, worldwide president of L'Oréal Dermatological Beauty, said, "It helps us stand more clearly for who we are: brands that accompany dermatologists, pediatricians and pharmacists in the daily support to their patients."

Coty has also highlighted the importance of dermatology recently by making its debut at the 25th World Congress of Dermatology in Singapore. Coty highlighted brands such as Orveda and Lancaster at the event and provided insights on topics such as skin repair solutions, the skin microbiome, oxygen delivery for anti-aging and skin regeneration, molecular biological effects of psychological stress on the skin, and advanced sun protection strategies.

Shimei Fan, Ph.D., chief scientific officer at Coty, explained, "Participating in this event is a significant milestone for the company as we continue to strengthen our commitment to accelerating skin care research, developing more differentiated skin care products and safeguarding the skin health of consumers across the globe, in turn driving the development of the skin care industry."

Elsewhere, online beauty hub Lookfantastic launched the Dermatological Skincare platform, featuring "expert-approved formulas" and "designed to bring the clinic straight to your door," per the retailer. Brands featured on the hub include Dermalogica, La Roche-Posay, Perricone MD, Vichy and Dr. Dennis Gross. Key concerns addressed include dark circles, enlarged pores, anti-redness, uneven texture and more.

But this isn't just a story of prestige brands, specialty niches and premiumization. Earlier this year, Circana's Larissa Jensen wrote[b], "We are observing a democratization of the skin care market, as more consumers decide that they can actually spend less to get the desired results—whether that means purchasing lower price points within the prestige stores or turning to dermatologist-recommended brands in mass outlets."

The question, then, is: why dermatological skin care and why now? And how can brands across price points harness the movement for marketing and product innovation?

"Two factors are driving increased demand for product efficacy," says Alex Walther, technical services manager, beauty and personal care, Univar Solutions. "First, the easy access to an unlimited amount of data through the internet on our

[a]www.circana.com/press-releases

[b]www.iriworldwide.com/en-us/news/press-releases/beauty-consumers-are-shopping-and-trading-up-circana-reports

WATERLESS SKIN CARE: PRECISION DOSING MEETS SUSTAINABILITY

Waterless beauty concepts have recently been in vogue due to their sustainability profile, but they aren't always associated with high-tech solutions. TaikiUSA's Bōshi Performance Nano Drops upend this point of view by providing a precision nanofiber delivery system manufactured through a patented ball electrospinning process that applies a high voltage to a polymer solution to create a randomly oriented mat of dry nonwoven nanofibers. This format simultaneously boosts efficacy, customization and sustainability.

"Electrospun nanofibers are fibers, most often polymer-based, with diameters typically ranging from 100 nm to 1 micron," says Laura M. Frazier, Ph.D., TaikiUSA's chief scientist. "We use polymers that are water soluble, which will dissolve easily when mixed with water [or in contact with a serum], thanks to the large surface area of the nanofibers. We can include actives or functional ingredients into the polymer solution that is then electrospun. No high heat is involved, so even ingredients that are sensitive to high temperatures can be included."

Powders and oils can be added to the Nano Drops following the electrospinning process to keep materials dry and stable that would otherwise degrade in contact with water. Doing so ensures better efficacy.

Frazier notes, "Formulations can include just our base polymers and the desired active, or we can incorporate a variety of ingredients both in the nanofiber layers and inside the Nano Drop in order to achieve the desired skin feel, provide a combination of effects, or optimize the stability and efficacy of key ingredients. Such formulations are not limited to skin care. We are investigating Nano Drop formulations for fragrance, oral care, hair care, sun protection and insect repellents as well!"

Bōshi Performance Nano Drops are also notable for what they don't include.

"[W]e are able to formulate with fewer ingredients," Frazier says. "Every ingredient that is used in a formula has its own carbon footprint, so just by eliminating the number of ingredients, we can reduce the overall environmental impact. In addition, the polymers that we use to form the fibers are both produced via fermentation using renewable feedstock. Lastly, given the waterless format, the product is much lighter resulting in less energy used in shipping."

In addition to precision and minimalist formulations, Bōshi Performance Nano Drops allow consumers to apply a standardized amount of product with each use, a common issue with conventional skin care products. Even when a consumer uses too much water to activate the product, Nano Drops still deliver the same amount of ingredients.

"Since our Nano Drops are more concentrated than traditional skin care formulas, we cannot just follow the recommended concentration that the supplier provides," says Frazier. "Instead, we use the recommended concentration to determine what the dosage in a conventional formulation would be, typically as mg/cm^2. Once we have the dose, we can calculate the total amount of active or functional ingredient that is needed for the application area. This is the amount that we put into our Nano Drops."

According to TaikiUSA, 83% of participants in a 100-consumer trial of the Nano Drops preferred the electrospun format to traditional liquid serums. In addition, says Frazier, all participants "found it reassuring to know that a single Nano Drop always contains the perfect amount" of ingredients and "agreed that their experience using Nano Drops was positive." ■



"We use polymers that are water soluble, which will dissolve easily when mixed with water [or in contact with a serum], thanks to the large surface area of the nanofibers," says Laura M. Frazier, Ph.D., TaikiUSA's chief scientist.



TaikiUSA's Bōshi Performance Nano Drops provide a precision nanofiber delivery system manufactured through a patented ball electrospinning process that applies a high voltage to a polymer solution to create a randomly oriented mat of dry nonwoven nanofibers.

cell phones. Consumers have more information than ever on the products that they use and how those products can impact their skin health. This leads to the ability to seek out effective skin care solutions that match their skin type, concerns, and goals."

She adds, "Secondly, the looming threat of an economic downturn leads consumers to look for the most impactful use of their money. This has led to the rise of at-home treatments and devices that enable consumers to achieve professional level results without visiting a clinic, doctor, or dermatologist."

"Consumers are increasingly intentional about their skin health and understand how their overall health and wellness impacts their outward appearance," says Michael Nolte, SVP, creative director, BeautyStreams. "They are increasingly pushing demand for evidence-based skin care brands that offer trustworthy, results-driven products backed by skin experts' credentials, credible pharma-grade ingredients and certified, clinically tested claims."

Walther notes, "Generating clinical data can be very expensive and the best bet to getting good clinicals on your formula is to use actives and vitamins that already have clinical studies. For example, DSM-Firmenich takes the guesswork out of which vitamins to choose based on application and desired results by thoroughly screening their materials with both *in vitro* and *in vivo* studies. This allows brands to be more confident in their clinical results when choosing materials like Stay-C 50, which is a stable analog of ascorbic acid."

She adds, "DSM-Firmenich has already done the work to prove that Stay-C 50 will bio convert into ascorbic acid to visibly even the skin tone and improve skin firmness. They are also bringing new innovations into personal care with new launches like Quali Vitamin B12 made via fermentation for sensitive and stressed skin. Their studies show that B12 could help relieve fatigued skin, protect the skin barrier and promote a more vibrant looking complexion."

Regarding the overall trend toward verifiable results, Nolte adds, "There has already been a recent boom in 'cleanical' skin care, which has seen brands combining clean and clinical claims to appeal to consumers who are concerned about both efficacy and ingredient safety. Now, we are witnessing a growing focus on evidence-based skin care, with medical-grade brands gaining momentum. Driven by a desire for clear product safety, proven efficacy, ingredient transparency and authoritative guidance, 'skintellectual' consumers are showing more preference for science-led skin care brands than ever before, and are searching for brands that boast strong clinical, medical and laboratory backgrounds. With health being top of mind for consumers, skin care products that are backed by dermatologists, doctors, chemists, and skin expert credentials; that are formulated with credible pharma-grade ingredients; and that are certified by clinically tested claims are set to play a crucial role in elevating results-driven skin care innovations."

Here, we break down some key dynamics within the dermatological skin care movement, including future opportunities.

A Booming Skin Care Market

In the first half of 2023, skin care sales in the prestige market amounted to $4.1 billion, an increase of 14% versus last year, per Circana. For the second quarter, skin care was the fastest-growing category based on sales revenue, up 15%.

Top skin care performers in the first half included prestige face serums, body sprays and facial cleansers.

Family owned for over 50 years.
SimplexFiller
Built in Napa, California, USA
Let your business grow with a Simplex Filler.
Simplex Model AS-1
Built to meet your deadlines!
Start-up with Simplex's Model AS-1 electric table-top piston filler. High quality, heavy duty construction to run 24/7 combined with easy operation. A perfect combination for success!
Simplex Model AV-200 SS
The Simplex Model AV-200 is recognized as the world standard for liquid, semi-solid and particulate filling. The all stainless steel Simplex Model AV-200 is ideal for labs and is used worldwide.
Automated Simplex Model V-1200
Increase your production.
The Simplex Model V-1200 can offer the same output as a small rotary filler without all the change parts. Simplex Fillers have less change parts which means less downtime and more productivity! Built to run 24/7, your productivity can be endless!
Contact us today!
www.simplexfiller.com • 640-A Airpark Road, Napa, CA 94558
707-265-6801 • FAX: 707-265-6868

Meanwhile, facial skin care sector sales are flat year-over-year, with usage remaining steady. That said, makeup-skin care hybrid products are ascendant in the category.

Prestige and mass skin care grew at about 14% and 10% in the first half of 2023, respectively, representing a slight gain in pace for prestige and a level growth rate for mass, versus the first quarter.

That said, there are challenges facing prestige brands. Per Circana data, 67% of surveyed consumers say that "skin care brands at drug stores or mass merchandisers are as good as higher priced department store brands." This represents a rise in such sentiments, year-over-year.

Global Cosmetic Industry previously reported[c] on prestige skin care's premiumization challenge, which is driven by accessibly priced brands that are increasingly delivering effective, clean and even sustainable formulations at easily manageable price points.

Clinical, dermatologist-forward approaches just might offer a pathway forward for prestige brand distinction.

Top Consumer Concerns Driving Clinical Solutions

Sales and search trends point to some of the key concerns that may be driving the clinical skin care sector. For instance, while hand and body lotion sales increased 8.2% in the United States[d] in 2022, eczema and psoriasis treatments jumped 21.6%, per NielsenIQ.

Eczema in particular has driven innovation across categories. For instance, Range Beauty offers inclusive skin-friendly makeup that features soothing ingredients and formulations that comply with guidelines of The National Eczema Association.

[c]www.gcimagazine.com/consumers-markets/news/22779971/why-prestige-brands-are-winning-everywhere-but-skin-care

[d]www.gcimagazine.com/consumers-markets/news/22697636/2022-mass-xaoc-beauty-sales-rise-unit-sales-drop-nielseniq



"We wanted to create a brand centered on people over product," said Ren Carroll-Delapaz, Plumpie brand manager. "A brand that is innovative, connected and just plain fun. We aren't reinventing the wheel; we're adding sequins on it."

Key ingredients include calendula, chamomile, green tea and argan oil.

Spate[e], meanwhile, has identified a range of concern-oriented searches gaining the most volume. For instance, comedonal acne has experienced a 5.4K increase in average monthly online searches in the United States, while hormonal acne has experienced a 5.0K jump in search volume.

Emerging brands are embracing the acne opportunity while bringing some fun to the category. For instance, Plumpie has launched a range of vegan, cruelty-free hydrocolloid stickers featuring azelaic acid, zinc PCA and salicylic acid.

"Plumpie's Designer Hydrocolloid Stickers are thicker and larger than traditional pimple patches," said Ren Carroll-Delapaz, Plumpie brand manager. "They are unique designs made from medical grade hydrocolloid that contain three acne fighting ingredients. We wanted to create a brand centered on people over product. A brand that is innovative, connected and just plain fun. We aren't reinventing the wheel; we're adding sequins on it."

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

The Plumpie stickers are formulated to protect the skin from bacteria, pollution and inflammation while soothing the skin of irritation and redness while they absorb excess oils and pus.

Similarly, Squish Beauty has launched Flower Power Acne Patches, flower-shaped hydrocolloid stickers designed to treat acne.

In July 2023, Spate revealed that #vitamincserum hashtags have experienced 2.6M average weekly views on TikTok. Research has found that hashtags such as #salicylicacid, #retinol and #niacinamide are appearing alongside #vitamincserum, pointing to a rising interest in cocktailing active ingredients, Spate noted.

The firm also tipped skin barrier health as one of the major beauty trends of 2023. Spate noted that skin barrier search activity is often accompanied by format keywords such as cream, oil and serum.

The Estée Lauder Companies has put the skin barrier front-and-center in recent research around its

new moisturizing ingredient, Rice Power 11α. By defending the skin barrier, the ingredient reportedly improves skin hydration and imparts anti-aging benefits.

A recent Prime Matter Labs concept formulation also addresses the skin barrier. The Triple Layer Skin Strengthening Moisturizer boosts hydration, collagen production and skin elasticity to strengthen every layer of the skin, per the company. The formulation comprises Chemyunion's AcquaBio, which comprises plant-based polysaccharides that promote the biological moisturization of the skin, as well as vitamin A alternative Revinage, also from Chemyunion, which enhances cell regeneration for collagen production. It also includes Geltor's vegan HumaColl 21, which is reportedly a 1-to-1 match to the amino acid sequence of human type 21 collagen.

Dermatologists Front-and-center

According to Mintel[f] data, 39% of U.S. skin care consumers Gen X or older feel it's important for skin care products to be recommended by a doctor or dermatologist. In addition, 53% of all U.S. beauty consumers research ingredients as a means of better understanding the efficacy of products. Combined, these data points signal a desire for expert-backed brands and products.

In fact, among its 2023 beauty trends, Mintel highlighted "Beauty Rx," a concept encompassing the growing "medicalization of beauty" and demand for "efficient and potent products" accompanied by solid claims validation.

"Everyone wants to have better skin (without a filter)," says Walther. "Images from clinical testing can be one of the best tools that brands have to differentiate themselves from the competition. Clinical testing gives brands the opportunity to educate their consumers on a key active that gives real benefits."

She adds, "Claims made with just words may seem vague or misleading and not convince savvy consumers that the product really does anything. However, an image from clinical testing is easy for everyone to understand and they can build trust and loyalty with their customers."

[f]www.mintel.com/beauty-and-personal-care-market-news/beauty-trends/



Prime Matter Labs' Triple Layer Skin Strengthening Moisturizer boosts hydration, collagen production and skin elasticity to strengthen every layer of the skin, per the company.

SKIN CARE'S MOST-SEARCHED INGREDIENTS & PRODUCT FORMATS



Lip balms are one of the most-searched skin care formats; recently, The Inkey List moved into the category with a plumping tripeptide formulation.



Lady Burd has developed two lip balm variants, in mint and vanilla flavors, featuring skin-friendly ingredients such as castor seed, apricot kernel, avocado, olive and sunflower seed oils.

Per Spate[a], the skin care formats experiencing the largest monthly gains in searches as of July 2023 include lip balm (far and away the leader), as well as sprays, serums, face essences and hydrating toners (which also experienced among the highest percentage gains month-to-month). The formats with the fastest percentage gains in search volume, on the other hand, include silicone patches, oil-based cleansers, gel sunscreens and peel pads.

Balms in particular have proved popular, with on-trend players such as The Inkey List moving into the category. Private label cosmetics manufacturer Lady Burd has even developed two U.S.-made lip balm variants, in mint and vanilla flavors, featuring skin-friendly ingredients such as castor seed, apricot kernel, avocado, olive and sunflower seed oils, as well as parrafin, beeswax and carnauba wax.

The skin care ingredients experiencing the largest monthly gains in searches as of July 2023 include tretinoin, niacinamide, snail mucin, hyaluronic acid and BHA, while the ingredients with the highest percentage gains month-over-month include polypeptides, snail mucin, copper peptides, argireline and metronidazole.

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

3 BENEFITS OF LIFESTYLE DERMATOLOGY

BY NAANA BOAKYE, MD, MPH



"As a lifestyle dermatologist, I take into consideration nutrition, exercise, stress levels and sleep when managing skin conditions," says Naana Boakye, MD, MPH.



As a medical director for A-Frame Brands and working with the Wade family on Proudly, John Legend on Loved01 and Naomi Osaka on Kinlo, I was intentional about the ingredients selected to make sure all the products formulated help protect and moisturize the skin, particularly because melanin-rich individuals tend to be dry due to the decrease in ceramides in the skin.

As a lifestyle dermatologist—a medical professional who addresses the combined endogenous and exogenous factors impacting skin health—I believe that all brands should work with a dermatologist when making skin care products and in their marketing communication. There are a few key reasons why.

1. Biological complexity

The skin is the largest organ and is the interface between the host and the environment. Understanding the structure and function of the skin is complex; the key is to maintain a healthy skin barrier. There are so many external and internal stressors that impact that skin, which can thereby disrupt the skin barrier.

Some examples of external and lifestyle skin barrier disruption factors include ultraviolet light radiation, microbes, smoking, alcohol, diet and climate change; endogenous factors include genetics, cell respiration and enzymatic oxidation. The skin has an antioxidant defense system to handle some of these stressors; however, when there are too many stressors, then free radicals are produced which leads to oxidative stress. Oxidative stress can lead to DNA mutations and lipid peroxidation, which leads to tissue damage resulting in premature aging and perhaps even carcinogenesis.

Having a dermatologist involved in product innovation can ensure formulations address these complexities.

2. Intentional transparency

I am happy to see that the FDA is finally forcing brands to become more transparent via the Modernization of Cosmetics Regulation Act of 2022 (MoCRA). As a dermatologist that deals with contact dermatitis, it is frustrating when you read a label that has the word "fragrance"—which could refer to one, 10 or more individual ingredients—without any additional information. This is not fair to the consumer or the health care provider.

Brands should be transparent about the ingredients that they use in their products and educate their consumers on the benefits. As a medical director for A-Frame Brands and working with the Wade family on Proudly, John Legend on Loved01 and Naomi Osaka on Kinlo, I was intentional about the ingredients selected to make sure all the products formulated help protect and moisturize the skin, particularly because melanin-rich individuals tend to be dry due to the decrease in ceramides in the skin.

For instance, my sisters and I started a skin care line, called Karite, in 2017, in which we use unrefined shea butter from Ghana. We used shea butter growing up, mixing it with other botanicals to maintain the health of our skin.

3. Understanding holistic lifestyle factors

As a lifestyle dermatologist, I take into consideration nutrition, exercise, stress levels and sleep when managing skin conditions. The mind, gut and skin axis is important to take into consideration when treating every individual, and I feel that every provider should consider an inside-out approach to wellness and beauty.

I am an expert not only on skin conditions but also on how to further prevent skin damage by educating my patients to focus on consuming low-glycemic foods to decrease the amount of sugar in their body, which in turn decreases dietary advanced glycation end products (AGEs), which can cause premature aging.

I truly enjoy empowering my patients to become active participants in their health by eating the rainbow—a wide variety of fruits and vegetables—and generally consuming more antioxidant- and anti-inflammatory-rich, plant-forward foods that contribute to overall health.

All in all, radiant skin is a lifestyle. By making lifestyle changes and using intentional skin care products, the barrier will stay healthy, which should be everyone's goal. ■



Dermatologist Samantha Ellis, MD (at right), has launched a skin care brand, Prequel, in conjunction with brand accelerator The Center, led by Ben Bennett (at left).

These trends, Mintel noted, have led to a "rising influence of professionals," notably dermatologists, who increasingly play a role not only as brand ambassadors, influencers and R&D leaders, but also as founders.

Dr. Whitney Bowe, a New York-based dermatologist, is emblematic of this confluence of trends. Bowe was responsible for "skin cycling" being one of the most Googled beauty terms in 2022, reflecting the trend's dominance on TikTok feeds[g]. The routine consisted of a four-night schedule, with the first two nights dedicated to a particular product step—exfoliation and retinoids, respectively—followed by two "recovery" nights.

Bowe wisely parlayed her social media virality into a trio of products designed for skin cycling routines, consisting of a Retinal Night Advanced 0.1% Retinal Firming Treatment and Exfoliation Night Resurfacing + Brightening Serum, as well as a moisturizing Bowe Glowe Microbiome Nourishing Cream.

Elsewhere, a pair of dermatologists, Laura Scott, MD, and Tia Paul, MD, have collaborated with Lion Pose founders Madhu Punjabi and Nisha Phatak to launch a range of inclusive skin care with clinical leanings. According to the brand, "Lion Pose is dedicated to performing unbiased, third-party clinical testing on diverse skin tones, and selecting skin care ingredients that are safe and effective for all. They strive to provide access to dermatology-grade formulas to all consumers on-the-shelf."

Lion Pose participated in Sephora Accelerate and Y Combinator and has raised $3 million from investors and celebrities including beauty and wellness fund Ignite XL, Precursor Ventures, Mindy Kaling, Rob Lowe's LH Capital, Howard Klein, Talia Frenkel (founder of L Brands) and former-CEO of Guthy Renker Ben VandeBunt.

Key SKUs include the Unspotted 4X Acid Jelly Night Serum targeting hyperpigmentation, dark spots, and scarring and featuring a 15% active acid blend including azelaic, glycolic, lactic and tranexamic acids. The Clean at Sephora, U.S.-manufactured serum also includes glutathione to remove dead skin cells for improved skin tone.

Dermatologist Samantha Ellis, MD, has launched a skin care brand, Prequel, in conjunction with brand accelerator The Center. The brand is designed to function in the sweet spot

(Continued on Page 22)

[g]www.gcimagazine.com/consumers-markets/news/22618579/4-beauty-trends-for-2023



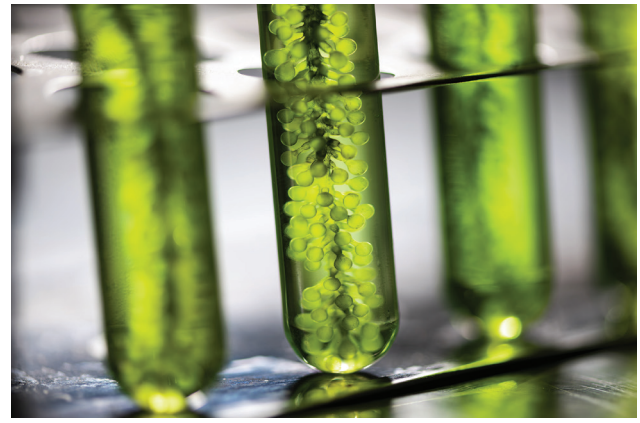
SKIN CARE INNOVATION INSPIRATION

Peel-off Algin Masks

TAOS Inc. has partnered with France-based Vinpai Cosmetics to offer customizable private label masks featuring a combination of minerals, algae and other natural components. The masks are offered in peel-off gel and emulsion duo sachets, as well as peel-off powders in sachets or bulks.

These include peel-offs such as Ocean Hydration, featuring algin and chitosan, which addresses dry skin; Hyaluron Topaz, featuring hyaluronic acid and algin, which addresses mature and dry skin; and Oleophase Skin Bright Sake, featuring olive oil, Ichimaru Pharcos Co. Ltd.'s Wamino-Bonbon (sake lees) and algin.

Peel-off powder variants include Hibiscus Bloom, featuring algin, hibiscus, peptides and isoflavones; Plant of Immortality, featuring algin, aloe vera, peptides and isoflavones; and Soothing Wood, featuring algin and birch bark.



TAOS Inc. has partnered with France-based Vinpai Cosmetics to offer customizable private label masks featuring a combination of minerals, algae (pictured) and other natural components.

Bringing the Glow to SPF Beauty

Solésence's low-viscosity Natural Glow Face Oil SPF 40+ is designed to defend the skin from sun exposure while smoothing the appearance of fine lines. The formulation comprises the company's non-nano Kleair technology, which provides zinc oxide with high transparency. The technology reportedly protects the skin from more than 97% of UV radiation and reduces pollution-induced free radicals by more than 85%. Solésence offers a formulation variant that includes an antioxidant complex that works with Kleair to boost antioxidant activity by as much as 200%, per the company. The standard concept formulation also features Solésence's Bloom, which features plant-based rutin and reportedly blocks more than 43% of HEV (blue) light.

Solésence's non-nano, mineral, broad-spectrum Soft Glow SPF 50+ is a multifunctional formulation that also features Kleair. The sunscreen protects the skin from more than 98% of UV radiation, per the company, and reduces pollution-induced free radicals by more than 85%. As with the Natural Glow Face Oil SPF 40+ formulation, an antioxidant complex can be added to the base formulation to enhance antioxidant activity by as much as 200%.



TAOS Inc. has partnered with France-based Vinpai Cosmetics to offer masks in peel-off gel and emulsion duo sachets, as well as peel-off powders in sachets or bulks.

Cleansers & Body Care

Private label cosmetic manufacturer Lady Burd has developed its vegan Salicylic Acid Cleanser to provide users with clear, radiant skin by unclogging pores, brightening the complexion and combatting blemishes. Intended to be used morning and night, the formulation includes niacinamide, ceramides NP, AP and EOP, and more.

The company has also developed a vegan Glycolic Acid Cleanser that exfoliates and revitalizes the skin, counteracting dullness. The formulation is intended to be used daily and features, beyond its signature ingredient, niacinamide, ceramides AP, EOP and NP, and more.



Solésence's low-viscosity Natural Glow Face Oil SPF 40+ is designed to defend the skin from sun exposure while smoothing the appearance of fine lines.





Solésence's non-nano, mineral, broad-spectrum Soft Glow SPF 50+ is a multifunctional formulation that protects the skin from more than 98% of UV radiation, per the company.



Lady Burd has developed its vegan Salicylic Acid Cleanser to provide users with clear, radiant skin by unclogging pores, brightening the complexion and combatting blemishes.



Lady Burd's Glycolic Acid Cleanser exfoliates and revitalizes the skin, counteracting dullness.



Lady Burd has developed a range of body washes, scrubs and butters.



Prime Matter Labs' Tinted Mineral Serum SPF 50 is moisturizing and lightweight enough for smooth makeup application. The serum delivers tinted coverage that can even out skin tones.

Minimum order number for both formulations: 12 pieces.

Meanwhile, Lady Burd has developed a range of body washes, scrubs and butters. The washes feature aloe and vitamin E and come in scent variants such as Rosemary & Menthol, Apple Pie, fragrance-free, Pumpkin Spice, and more. The scrubs feature pumice and apricot seed and come in a similar array of scents. Finally, the butters feature cocoa butter and avocado oil and also feature a similar scent array to the body scrubs and washes.

Mineral SPF Serums

Cosmetic and private label manufacturer Prime Matter Labs has developed a Mineral Serum SPF 30 with a lightweight, non-greasy liquid consistency that allows for easy application and even coverage, per the company. The formulation meets shoppers' desire for thinner textures and lightweight protection that can be easily layered. Key ingredients include soothing and moisturizing shea butter, moisturizing and calming green tea extract, antioxidant vitamin E, and moisturizing allantoin.

Prime Matter Labs' Tinted Mineral Serum SPF 50 is similarly moisturizing and lightweight enough for smooth makeup application. The serum delivers tinted coverage that can even out skin tones.

The serums are in line with SPF serum trends. Current brands with such products on the market include Coola (Dew Good Illuminating Serum Sunscreen SPF 30), Supergoop (Every. Single. Face. Watery Lotion SPF 50) and ZitSticka (Megashade Sunscreen Serum SPF 50).

The company has also tapped the popular stick format with its Sunscreen Stick concept, available in clear or nude variants. Designed for precise, on-the-go use, the stick offers a glow-from-within effect under makeup. It offers broad-spectrum protection against UVA and UVB rays and can act as a base for hybrid formulations.

Spate recently reported that online sunscreen stick searches have led the sunscreen product sector in the last year.

Bundling Skin Care & Packaging Tech

LiquiGlide's durable slippery coatings have been deployed in beauty and personal packaging in recent years. Now, the company has expanded its offerings to include an array of concept products that can be paired with packaging featuring the company's underlying coatings tech. The result: effective care and more sustainable products that allow consumers to get every drop of product out of packaging.

Among the new formulations are a Hyaluronic Antioxidant Gel moisturizer with a cooling effect. The formulation includes vitamins E and C, niacinamide, vitamin E, antioxidant and soothing CoQ10, antioxidant spirulina algae, antioxidant and soothing kelp extract, hydrating and antioxidant cucumber extract, and moisturizing and barrier-supporting sodium hyaluronate.

The Vitamin C + E Gel Cream, meanwhile, features kiwi extract and pumpkin seed oil as sources of vitamins C and E to address oxidative stresses from pollution and UV exposure. It also includes antioxidant and anti-inflammatory ginger root extract.

LiquiGlide's moisturizing Overnight Peptide Mask is designed to stimulate collagen production and boost skin elasticity. Key ingredients include firming and texture-improving palmitoyl tripeptide-5, collagen stimulating amino acids, moisture-retaining hyaluronic acid, antioxidants derived from sea kelp, oat seed and cica, vitamins C and E, and enzyme Q10.

Finally, the Soothing Body Cream features moisturizing shea butter, jojoba, glycerin, soothing jojoba seed oil, and soothing chamomile and cica. ■

(Continued from Page 19)

between clinical/medical topicals and over the counter treatments.

The brand debuted in July 2023 with a trio of SKUs. The Gleanser ($18), formulated for the face and body, features 50% glycerin, inulin and an aquaporin-stimulating active to support skin suppleness. The Skin Utility Ointment ($18) features 45% USP-grade petrolatum to defend the skin from environmental stressors while providing intensive care. Finally, the brand's Urea Repair 10% Urea Moisturizing Milk for face and body ($22) comprises the namesake 10% pure urea with shea butter, glycerin and niacinamide.

Even dermatology influencers are getting into the act. Indē Wild recently tapped social media star and dermatologist Muneeb Shah, DO, for a forthcoming product launch scheduled for 2023. On its Instagram feed, the brand's founder, Diipa Büller-Khosla, noted, "It's a surreal moment for both of us, celebrating our friendship and individual accomplishments coming together. This is just the beginning, and we cannot wait to take you on the journey of co-creating an innovative product that we know you'll love!""

Beyond dermatologists, however, there's another technical expert who's underleveraged: the cosmetic chemist. Among the few brands launched by chemists is BeautyStat. The brand was founded in 2019 by cosmetic chemist Ron Robinson who tapped his 30-plus years of experience with brands such as Clinique, L'Oréal, Revlon, Le Mer and Rhode by Hailey Bieber. BeautyStat places Robinson's expertise front-and-center, with the founder often seen on social media dispensing a chemist-eye view of beauty. It's this mindset that the founder has brought to BeautyStat's products, which feature technical ingredients and formulations with a focus on results. The brand has continued to grow from its inception and currently boasts 13.5 million TikTok views as of this writing.

Black Consumers: The Missing Piece

Clinical and expert-backed brands have a significant opportunity to tap into widespread dissatisfaction with skin care among Black Americans. Per an Aveeno-OnePoll survey[h] of 2,000 consumers in June 2023, 48% of Black Americans believe skin care brands have fallen short of meeting their needs. This is notable considering that 80% of respondents consider their skin sensitive, 64% suffer from rosacea or eczema, and 37% feel insecure every day about their skin issues.

Yet nearly 1/3 have never seen a dermatologist; in fact, 34% have had a hard time finding a doctor that understands their skin health needs. This opens a major opportunity for trusted brands to deliver expert-backed results targeted to underserved consumers.

Those brands need to focus on assisting in product discovery (40% of respondents had trouble finding effective products) and ingredient education (37% have difficulty understanding which ingredients are good or bad for their skin), particularly among Gen Z shoppers.

The Untapped Scalp Opportunity

Scalp care, one of hair care's hottest innovation opportunities, presents an opportunity for dermatologist and clinical brands to position themselves at the center of the venn diagram between hair and skin wellness.

"Women today suffer from a range of scalp conditions, including itchy scalp (42%), dry scalp (40%), dandruff (26%) and oily scalp (23%)," Denise Herich wrote in the June 2023 edition of *Global Cosmetic Industry*[i]. The author was commenting on a survey of more than 3,200 U.S. female-identifying consumers.

Herich noted, "During the past three years, 23% of respondents have begun purchasing (for the first time) products designed especially for her scalp; 24% have bought more scalp-specific products than she did three years prior; and 34% have purposely reduced the number of times per week she washes her hair and scalp."

She added, "Today's consumer is more aware of ingredients that may be harsh to her delicate scalp, with 39% noting she reads labels more now to ensure that the product is free of harsh ingredients."

The Estée Lauder Companies has taken note of consumer interest and has engaged in ongoing research into

[h]https://talker.news/2023/08/21/black-americans-struggle-to-find-skincare-products-that-work

[i]https://gcimagazine.texterity.com/gcimagazine/june_2023/



"Women today suffer from a range of scalp conditions, including itchy scalp (42%), dry scalp (40%), dandruff (26%) and oily scalp (23%)," Denise Herich wrote in the June 2023 edition of Global Cosmetic Industry.

scalp health. For instance, researchers at Lauder's Aveda recently found that "a loss of cell signature and identity with age" negatively impacts "the ability of the scalp dermal environment to support and maintain healthy hair follicles."

Even as emerging research discovers the keys to scalp health over time, dermatologist-created, non-comedogenic hair care brand Seen is tackling day-to-day issues. Iris Rubin, MD, a U.S. dermatologist, focused on removing irritants from hair care products, thereby avoiding pore clogging, eczema and allergic issues.

Given the rising awareness of and interest in scalp health, derm-backed and clinical brands may follow the Seen example to develop skin- and scalp-friendly hair care and treatments.

Future Opportunities

"Consumer priorities, when it comes to their health, are pushing the skin care and wellness industries to leverage medicine and science more than ever before," says Nolte, "which has led to medically driven consumerism. With consumers now seeking highly personalized, meaningful and preventative forms of health care, solutions that combine skin care, wellness and proactive medicine constitute a fast-growing segment. We are seeing a notable rise in demand for prescriptive skin care following dermatological advice."

He adds, "The movement toward the medicalization of beauty is becoming more widespread, with medically oriented products to treat skin health moving to the top of consumers' lists. In recent years, we have seen the rise of start-ups that combine data and dermatology. Digital diagnostic skin care tools that use technologies such as smartphone camera image capture, skin and data analysis, and algorithms have developed rapidly, bringing customized skin care experiences and virtual consultations into the home. Designed to bring the expertise of a dermatologist or skin expert directly to the consumer, we expect innovative new apps, skin diagnosis tools, dermatologist avatars, and virtual skin care clinics to pop up and provide targeted advice for consumers' individual skin concerns, alongside prescription-based and expert-backed products."

Nolte concludes, "Finally, with the world of skin care and cosmetic clinics now overlapping, clinical and dermatological expertise is now also highly valued by skin-savvy consumers who are looking for at-home skin care tools and devices that deliver the professional-grade results of in-clinic machines. We expect new products that promise effective, dermatology-grade results in the comfort of one's home to take topical skin care performance to the next level. Thanks to advancements in technology, formulations and ingredients, we believe that the next generation of skin care products could rival professional cosmetic treatments by offering visible, long-term results."

Brand Innovation Takeaways

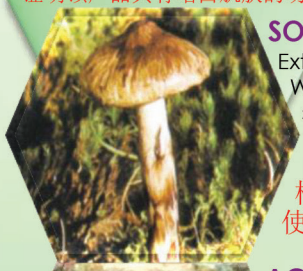
- Brands have a chance to capture consumer trust and loyalty with dermatologist- and cosmetic-chemist-backed offerings and clinically proven results. Expertise has impact.
- The better the efficacy evidence, the better the brand opportunity. Transparency counts.
- Through better education and improved product discovery, brands can tap into the needs of underserved Black consumers.
- Dermatologist-backed and clinical brands have an opportunity to expand into hair and scalp health, delivering the same clinical transparency they bring to the skin care space. ■



Do you have 100% natural?
Let's discover our magical ingredients!

CLINICALLY TESTED FOR SKIN-LIGHTENING EFFICACY ON 380 HUMAN TEST SUBJECTS
经过对 380 位受试者临床检验，证明该产品具有增白肌肤的功效。

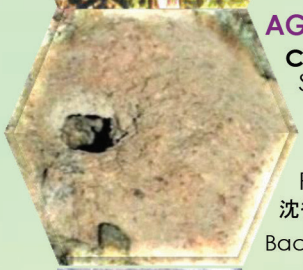
您想拥有 100%纯天然吗？
让我们为您揭开其中的奥秘！



SONGYI MUSHROOM 松茸蘑菇

Extensive research in our USA laboratories has provided a breakthrough in skincare technology. We have discovered that the enzymes found in the **Songyi Mushroom** are an effective natural skin-whitening agent. Used regularly, the enzymes penetrate the skin to gives a fairer, clearer complexion, with wrinkle reduction. CLINICALLY PROVEN!

我们在美国的实验室经过广泛研究后，在皮肤护理领域取得重大突破。我们已发现松茸蘑菇内所含的酶是有效的天然皮肤增白剂。经常使用，松茸酶精会渗入皮肤，使肤色更加白净，还能有效减少皱纹。以上效果经过临床证实。



AGARWOOD RESINS מעלה (אשאן מעלה) (קטורת)

CALAMBAC key component of Japanese, Chinese Siddha, Ayurvedic Arabic, Hebrew, Greek Traditional Medicine, Aromatherapy, Religious Medicinal Incense-Fumigation and Perfumeries known by various names Calambac, Agallocha Resins., White Qi-Nam, Ky Bach, in various cultures
沈香樹脂、うじゅくこう 熔融树脂奇楠, White Qi Nan -白奇楠"
Bach Ky nam الخمير لغة المبارك القديمة. www.wodeyar.org



AGARWOOD RESINS מעלה (אשאן מעלה) (קטורת)

CALAMBAC key component of Japanese, Chinese, Siddha, Ayurvedic Arabic, Hebrew, Greek Traditional Medicine, Aromatherapy, Religious Medicinal Incense-Fumigation and Perfumeries known by various names Calambac, Agallocha Resins., Qi-Nam, Ky Bach, in various cultures .
沈香樹脂、うじゅく こう 熔融树脂奇楠, Ky Nam
الخمير لغة المبارك القديمة., www.wodeyar.org



MONOI OIL ETHOBOTANY BIODIVERSITY

South Pacific Monoi Oil is a true oil extracted from the flowers of Plumeria acutifolia. Campo South Pacific True Monoi oil is a cosmetic oil extracted from the florescence of the sweet-smelling frangipani. This oil has been an essential secret for beautiful skin and hair. Through Campo's innovative techniques, this oil was made more refined that it quickly soothes and revitalize tired skin and damaged hair.



CAMPO BOTANICAL PROPOLIS

A Novel Honeysuckle Flower Buds Non-Ionic Emulsifying Botanical Propolis

Campo Botanical Propolis, a Natural Botanical Emulsifier derived from Honeysuckle Flower Buds, is a resinous mixture available as in Stiff Soft Wax and as Liquid Wax which exudes honeysuckle flower buds' sweet syrup sap.



Fruit Enzymes Powder & Liquid Bath Body Care, Hair Care & Oral Care Concentrate

Human Skin Micro-Biome Gentle and Oral Micro-Biome Gentle enhances any skin as functional moisturizer, skin whitener, skin repair, skin protector from solar UV and electronic devices' artificial blue light as topical cosmetic high performance anti-photo aging actions, skin-whitening repair action against UV & Blue Light caused black spots & black heads with high performance UV repelling and UV protection actions at sea levels and in planes' flights' at high altitudes. Wash-off and protects from environmental pollutants.

Discover our magical skin lightening for Asian skin, lightening of age-spot, sun-spot & freckle-spot management for Caucasian skin

发现我们神奇的皮肤亮白技术，减淡亚洲人的皮肤老年斑，日光晒斑，以及白种人皮肤的雀斑

CAMPO RESEARCH USA INC, 5 Penn Plaza, 19th Floor, New York, NY 10001, Tel: 1877-329-8449 Fax: 1877-343-4845 | **CAMPO CHINA,** Toll Free Tel: 1800-6500270 Toll Free Fax: 1800-6500271 | **CAMPO RESEARCH CANADA LTD,** Toronto, Ontario | **International Marketing & Sales HQ: CAMPO RESEARCH PTE LTD,** Level 39, Marina Bay Financial Centre Tower 2, 10 Marina Boulevard, Singapore 018983, Tel: +65 63833203 Fax: +65 63834034
Web: www.campo-research.com Email: sales@campo-research.com
WORLDWIDE DISTRIBUTORS: https://www.campo-research.com/global-distributors/

The Botanical Preservative

CAMPO PLANTSERVATIVE™ is a series of ready to use liquids of Natural Plant obtained Green Natural Colorless Clear, Odorless Preservatives contains no parabens, from Honeysuckle Flower Buds (Lonicera Caprifolium & Lonicera Japonica).

MIC and Challenge Tests are at low dosage as 0.125% with **"No Preservative"** and **"Preservative Free"** Claim.

TSCA Listed | FEMA GRAS Listed | DHHS Listed

植物防腐剂 CAMPO PLANTSERVATIVE™ 是使用天然绿 色植物的液体系列，无色透明，无味的防腐剂，不含对羟基苯甲酸酯，提取自金银花（忍冬）芽。

最小抑菌浓度和筛查试验在低用量 0.125%下进行，认定"无防腐剂"或"不含防腐剂"。

TSCA 列出 | FEMA GRAS 列出 | DHHS 列出

Visit us at the upcoming Cosmetics Trade Exhibitions:

25-26 Oct 2023	CASCC Suppliers' Day
7-9 Nov 2023	in-cosmetics Bangkok
18-19 Jan 2024	HPCi Mumbai
20-22 Mar 2024	PCHi Shanghai
16-18 Apr 2024	in-cosmetics Paris
1-2 May 2024	NYSCC Suppliers' Day
24-25 Jul 2024	in-cosmetics Seoul
25-26 Sep 2024	in-cosmetics Sao Paulo

All of Campo Natural Multi-Functional Active Botanical Extracts, are Compliant to ISO 16128 Natural Indices, And Are Totally Compliant to The Higher Standards of Botanical Food Supplements of FDA CFR21 Part11-(March 2017 Revision) of Botanical Identities, via TLC High Performance-PhotoID., and via C14 Naturalness Assays.

Lonicera Japonica Plant



CLINICALLY TESTED VIA IN-VITRO METHODS AS APPROVED BY EU-E.E.C TO BE HARMLESS TO HUMANS 通过使用欧盟-欧共体所认可的体外实验方法，证明该产品对人类安全无害。

CAMPO PLANTSERVATIVE WSr

Lonicera Caprifolium (Honeysuckle) Flower Extract
Lonicera Japonica (Honeysuckle) Flower Extract
忍冬（金银花）萃取液

TSCA Listed | FEMA GRAS Listed | DHHS Listed

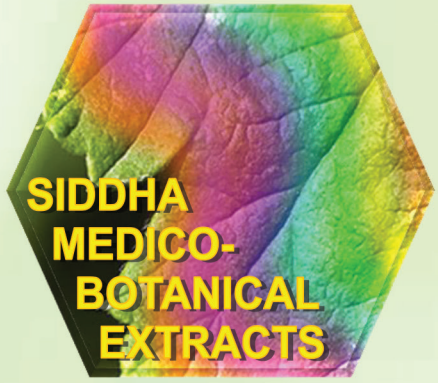
A Novel plant based preservative (water-soluble) for cosmetic formulations
独创的植物防腐剂(水溶性)适用于化妆品配方

CAMPO PLANTSERVATIVE WMr (Jojoba Oil)

Lonicera Caprifolium (Honeysuckle) Flower Extract
Lonicera Japonica (Honeysuckle) Flower Extract
忍冬（金银花）萃取液

TSCA Listed | FEMA GRAS Listed | DHHS Listed

A Novel plant based preservative (lipo/oil soluble) for cosmetic formulations
独创的植物防腐剂(脂 / 油溶性）适用于化妆品配方



Colorante-Naturel
天然色剂

Functional Cosmetics Ingredients from Indian Medicinal Herbs
提取自印度药草的功能型化妆品原料

WATER SOLUBLE LIQUIDS 水溶性液体
Brown Red 棕红 Brown 棕 Violet (Blue-reddish) 紫
Green 绿 Red Deep 深红 Ultra Sky Blue 天蓝
White Pearlescent 珍珠白 Red Light 浅红
Dark Ultra Brilliant Yellow 深黄 Yellow Light 浅黄
Dark Black 黑

WATER SOLUBLE POWDERS 水溶性粉末
Dark Brown 深棕 Violet (Blue-reddish) 紫
Light Green 浅绿 Dark Orange 深橙
Dark Ultra Brilliant Yellow 深黄 Yellow Light 浅黄
Ultra Sky Blue 天蓝 Deep Red 深红 Light Red 浅红
Rose Pink 粉红 Dark Black 黑

LIPO & OIL SOLUBLE LIQUIDS 脂/油溶性液体
Brown 棕 Red 红 Natural Yellow 纯黄 Green 绿
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
Ultra Sky Blue 天蓝 Dark Black 黑

CAMPO BOTANICALS® Multi-Purpose Cosmetic Base Chemicals & Active Ingredients
CAMPO BOTANICALS® Novel Functional Active Cosmetic Ingredients and Raw-Materials
Efficacious Skin Topical Multi-Functionalities Active Novelty Botanical Phyto-Vegetative Stem-Cells that never undergo aging process but immortally give rise to new specialized and unspecialized cells, with functional efficacies responsible for regeneration processes, into pluripotent status for topical cosmetics.
100% Natural Botanical High Purity Permanent Hair – Botanical Colors.
With 100% High Purity Siddha Medico Botanicals Extracts as Natural Color Ingredients and With 100% High Purity Campo Natural Botanical Additives to Prolong Hair Colors Effects,
For Botanical Permanent, For Botanical Demi-Permanent, For Botanical Semi-Permanent, For BotanicalTemporary

WORLDWIDE DISTRIBUTORS: https://www.campo-research.com/global-distributors/ www.kampoyaki-research.com

WHAT'S DRIVING INCREASED SKIN CARE PATCH USAGE?

New data points to widespread regular usage of these products, as well as interest in emerging wellness formats.

BY DENISE HERICH, The Benchmarking Co.



Seventy-eight percent of patch users apply these products as part of regular monthly skin care routines, with 35% using patches at least once weekly.

facebook.com/gcimagazine Global Cosmetic Industry @globalcosmeticindustry @GCI_Magazine

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

Skin care and wellness patches are rising in popularity as pathways to enhanced beauty and self-care routines, with the global market for transdermal patches alone expected to grow from $6.7 billion in 2022 to $8.8 billion by 2027, per a BCC Research analysis[a]. Used on their own in various formats, or in tandem with an ingestible supplement, patches have evolved as helping hands for those seeking relief from temporary cosmetic frustrations and chronic conditions.

Which patch formats are consumers most receptive to, what are they buying now, what is on their patch wish list and are their patch expectations realistic? The Benchmarking Company surveyed more than 3,500 U.S. female beauty consumers during the summer of 2023 to find out.

Purchases Are Increasing, Satisfaction is High

Fifty-two percent of surveyed women say they've used traditional facial skin care patches to address their cosmetic concerns, with 83% saying they're buying more patch products today than they did two years ago.

Seventy-eight percent of patch users apply these products as part of regular monthly skin care routines, with 35% using patches at least once weekly. Thirty-seven percent use patches when they feel their skin needs special attention or a boost of an ingredient not found in their usual skin care routine.

U.S. females use patches for a variety of reasons, but fast results are the main driver. Eighty-three percent of women use patches because they can see results quickly. The same percentage say these products are an effective way to deliver a concentrated amount of key ingredients to skin, with 61% saying patches have had a dramatic and positive impact on their skin.



Gen Z-aged patch buyers cite addressing acne issues (66%) as their top reason for purchasing skin care patches. Pictured here are ZitSticka's Face Map Surface Area Extraction Patches for the nose, chin, forehead, cheeks and jaw.

Skin Care Patch Purchasing Habits

Facial patches are purchased for a wide variety of reasons (**T-1**), with eye depuffing (57%), hydration (56%), correction of dark under-eye circles (52%), addressing of nose pore issues (43%) and addressing of acne (with a hydrocolloid patch; 42%) rounding out the top five reasons for purchase. Thirty-six percent buy facial patches to address dark spots or hyperpigmentation issues, 31% to address fine lines with a wrinkle patch, 19% use lip patches and 16% use smile line patches. Gen Z-aged patch buyers cite addressing acne issues (66%) as their top reason for purchase.

What Triggers a Purchase?

Facial patch buying is relatively new to 29% of U.S. female survey respondents, who say they've been buying facial patches for less than 12 months. When both new patch buyers and seasoned buyers contemplate the purchase of a facial patch, nothing beats the promise of efficacy, with 93% saying efficacy is somewhat to very important to their purchase decision. The top way to prove patch efficacy is consumer claims and reviews from peers, with 71% or respondents saying they want to read reviews and claims before buying.

How well the patch feels on the skin (and how well it stays on) is also crucial, with 81% considering feel an important factor in buying (or not). Seventy-nine percent also

T-1 Top five skin care patch products survey respondents buy now

All respondents	Gen Z-specific
57% Eye depuffing	66% Acne/pimple hydrocolloid
56% Hydration	51% Hydration
52% Dark under-eye circle corrector	46% Nose pore patch
43% Nose pore patch	44% Eye depuffing
42% Acne/pimple hydrocolloid	43% Dark under-eye circle corrector

[a]www.bccresearch.com/market-research/pharmaceuticals/global-transdermal-patches-market.html



Eighty-one percent of survey respondents would rather wear a patch for health concerns than ingest supplements, and 79% believe wellness patches may offer quicker results than supplements alone. Pictured are Wearables' wellness patches, which deliver a slow and steady 12-hour release of nutrients through the skin, per the brand. Target concerns include energy, sleep enhancement, relaxation, pain and mood relief, and more.

want the benefits clearly stated on package, with the same percentage stating the quickness of results is an important factor. A patch's ingredient profile (71%), price (64%), and brand familiarity and trust (58%) round out their list of things to consider before buying.

Social media plays a strong part in purchase decisions as social platforms are a primary means for her patch education (**T-2**). Only discovering patch products in-store (64%), or on Amazon (51%) rated higher for the way survey respondents learn about skin care patches, with free samples playing an important part with Gen Z buyers specifically.

Preferences, Usage & Price Barriers

Fifty-five percent of facial skin care patch buyers purchase mass-market-priced brands regularly, with under $11 per set/package being the primary price point. Forty-four percent buy masstige-priced patches ($11-$24) and 29% buy patches that are premium-priced, noted as patches costing $25 or more.

When in use, 66% say evening is the ideal time to wear patches, with 54% stating overnight specifically. When not wearing patches overnight, 37% wear them on average for 10-24 minutes at a time. If she wears patches during the day, 52% of respondents prefer clear patches that blend into any skin tone, 11% prefer the patch match their skin tone, 7% would like colorful patches with fun shapes and 30% have no preference.

Respondents' Favorite Skin Care Patch Brands

1. Hero Cosmetics
2. Patchology
3. Peter Thomas Roth
4. Neutrogena
5. CoxRX

T-2 Where consumers learn about skin care patches

All respondents	Gen Z-specific
64% In store	74% TikTok
51% *Amazon.com*	64% In-store
49% Instagram	52% Free samples
44% TikTok	51% Instagram

Special Love for Eye Patches

Forty-six percent of those who buy any type of facial patch buy eye/under-eye patches specifically. Eye patch buyers generally buy them for eye depuffing (82%); eye area hydration (81%); eliminating under-eye circles (75%); brightening the eye area (74%); and smoothing fine lines and crow's feet around the eyes (71%).

Patches She'd Like to Try Next

If she's not already buying a facial skin care patch for a specific reason, these survey respondents have their heart set on future patch purchases. Below are the facial skin care patches she's interested in trying next, representing a prime brand opportunity:

- 72% smoothing patches
- 72% smile line patches
- 69% skin firming patches
- 68% lip patches
- 61% fine line/wrinkle patches
- 55% dark spot/hyperpigmentation patches
- 41% dark under-eye circle corrector patches

Are Wellness Patches the Next Craze?

The emerging trend of wellness patches holds no stigma as a means of improving overall health and well-being. Ninety-eight percent of consumers surveyed agree that using a wellness patch is an act of self-care. Eighty-one percent would rather wear a patch for health concerns than ingest supplements, and 79% believe wellness patches may offer quicker results than supplements alone.

While only 7% of consumers surveyed currently use a wellness patch, 79% are interested in doing so in the future. In total, 81% of all respondents expect to increase their use of wellness patches over the next two years.

Pain relief dominates the types of wellness patches currently used, followed by patches as sleep aids, calming/mood patches and vitamin infusion patches.

Wellness Patches She'd Like to Try

Wellness patches consumers are interested in represent a tremendous brand opportunity. Below are survey respondents' top picks:

- 87% vitamin patches/energy (tied)
- 86% calming, mood enhancement
- 83% sleep aid/to improve mental clarity (tied)
- 79% bone and joint support
- 77% pain relief
- 70% menstrual symptom relief (of women <50 years)
- 68% craving reduction (smoking, drinking, food, etc.)

To consider the purchase of a wellness patch, consumers surveyed say benefits must be clearly listed on the package, packages must be leak-proof, patches must target specific problem areas and needs, they must be waterproof/sweatproof, and the safety data should be clear and understandable.

Like with any new trend, she'll be looking for proof of efficacy before buying wellness patches. Be sure to have those consumer claims and reviews ready because she'll be seeking them out! ■



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.

Want more from this author?

*Check out **Beauty Shoppers Reveal their Packaging Attitudes** in our **September 2023 edition.***







Kaffe Bueno is upcycling the by-products, or "waste," of coffee production—spent grounds—to unleash sustainable natural ingredients for the hair and skin.

Discover the Beauty of Coffee with Kaffe Bueno

How upcycling coffee helps the skin and hair care industry transition to natural formulations.

In 2022, the global clean beauty market was valued at $7.22 billion, according to Research and Markets, and is expected to reach $14.36 billion by 2028. To meet the growing demands for safe, natural and sustainable beauty, Kaffe Bueno is upcycling the by-products, or "waste," of coffee production—spent grounds—to unleash unique sustainable natural ingredients for the hair, skin and more.

The Untapped Value of Coffee

In 2021 alone, 10 billion kg of coffee were consumed worldwide, creating a massive waste stream of spent grounds. Just 1% of coffee beans' potential value is captured when these grounds are disposed of following the brewing of coffee. Worse, when these grounds are disposed of, typically to landfills or incinerators for energy production, they release tons of methane emissions, which are 25-80 times more environmentally harmful than CO_2. For perspective, 10 m tons of discarded coffee grounds will produce the same emissions as 40 million round trips from Copenhagen to New York.

In 2016, Kaffe Bueno founders Alejandro Franco, Juan Medina and Camilo Fernandez recognized an opportunity in the status quo. Colombian by birth and based in Copenhagen, these entrepreneurs had grown up witnessing their grandmothers using coffee grounds as a natural hair dye or as a first aid treatment for cuts and scrapes to reduce inflammation.

During their university studies in London, the Kaffe Bueno founders became very aware of the enormous amounts of spent grounds thrown out by local coffee shops. They were also acutely aware of the unbalanced distribution of wealth across the value chain, with most of the value going to shop owners and little going to growers. These

observations, paired with their childhood experiences with unique coffee ground applications, inspired a pathway to ethical ingredient innovation.

Benefit-rich, Sustainable Ingredients from 'Waste'

Caffeine accounts for only about 1% of the composition of roasted coffee beans. The remaining 99% consists of fibers, polyphenols, proteins, antioxidants, diterpene esters and other compounds that can address cardiovascular, neurological, metabolomic and skin conditions. Ninety-nine percent of these health-promoting compounds remain present in spent grounds following brewing.

This presents an opportunity. To commercially upcycle these high-value active and functional compounds, Kaffe Bueno established a coffee biorefinery in Denmark that is powered by proprietary green technologies. These technologies allow the company to produce high-performance natural ingredients coveted by industries at a manageable price point and with consistent quality. These ingredients perform as well or better compared to petrochemical or synthetic counterparts and can replace unsustainable naturals such as argan oil and palm oil derivatives. And, because coffee is available everywhere around the world, Kaffe Bueno has set its sights on building biorefineries around the world to reduce transport emissions and costs.



In 2016, Kaffe Bueno founders Alejandro Franco, Juan Medina and Camilo Fernandez recognized an opportunity in upending the status quo.

5 Upcycled Coffee Ingredients

Kaffe Bueno can derive a wide range of ingredients from spent coffee grounds, including technologies that address chemically damaged hair, antioxidant activity for skin care and more.

1. Argan Alternative

KAFFOIL® (INCI: *Coffea arabica* seed oil) is an upcycled active coffee lipid that acts as an alternative to argan oil. This lipophilic extract is rich in polyphenols, tocopherols, linoleic and palmitic acids, making it a valuable active and functional ingredient for skin care, hair care, sun care and color cosmetic formulations. In hair care, the ingredient increases hair shine, helps to reduce breakage and split ends, and repairs chemically damaged hair. The extract is available in a standard dark brown coffee-aromatic carrier oil and in a semi-refined version, KAFFOIL-R®, which has a reduced aroma and a translucent golden color, similar to argan oil.

In formulations, both variants of KAFFOIL® function as an emollient and deliver anti-aging benefits while boosting antioxidant and SPF activity levels. They also enhance the skin barrier, moisturize the skin and hair, increase hair shine, and prevent and repair split ends. Therefore, KAFFOIL® is recommended for facial cleansing gels and soaps; serums and face oils; day and night creams; hand creams and lotions; sunscreens; shampoos, conditioners and scalp-revitalizing agents; and body lotions, creams and oils.

2. Multifunctional Pro-aging

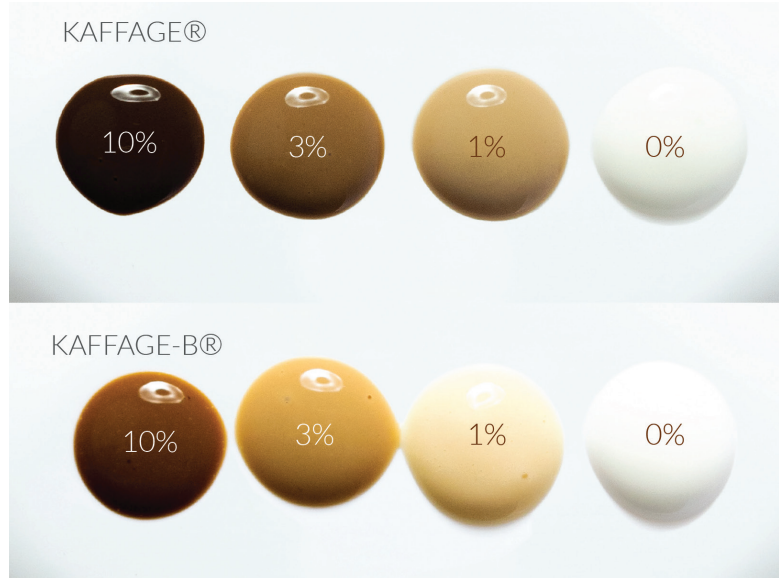
KAFFAGE® (INCI: *Coffea arabica* seed extract/*Coffea arabica* seed extract (and) glycerin) is an active amphiphilic biopolymer extract with pro-aging power



KAFFOIL® is available in a standard dark brown coffee-aromatic carrier oil and in a semi-refined version, KAFFOIL-R® (at right), which has a reduced aroma and a translucent golden color, similar to argan oil; photos courtesy of Kaffe Bueno.



KAFFAGE®, pictured here in a BB cream concept, is an active amphiphilic biopolymer extract with pro-aging power upcycled from defatted coffee by-products.



The standard KAFFAGE® and KAFFAGE-B® variants feature a wide range of tones—from white to yellow to light brown to dark brown—mimicking various skin tones and thus reducing the reliance on conventional color compounds like iron oxides.



KAFFIBRE® is an affordable natural fiber exfoliant alternative to plastic microbeads.

upcycled from defatted coffee by-products. The extract is rich in polyphenolic groups such as hydroxycinnamic acids, which deliver remarkable antioxidant activity and effectively prevent UV-induced glycation in human cells. In addition, KAFFAGE® acts as a natural SPF booster by absorbing UV light, including UV-B rays known to cause sunburn.

The microbiome-friendly and preservative-boosting extract's standard and KAFFAGE-B® variants feature a wide range of tones—from white to yellow to light brown to dark brown—mimicking various skin tones and thus reducing the reliance on conventional color compounds like iron oxides. KAFFAGE® also exhibits high water solubility along with emulsifying and thickening properties that facilitate effortless formulation.

KAFFAGE® is therefore recommended for applications including skin care, self tanners, foundations, body care, and BB and CC creams.

3. Natural Microbead Alternative

KAFFIBRE® (INCI: *Coffea arabica* seed powder) is an affordable natural fiber exfoliant alternative to plastic microbeads. Competitively priced compared to natural materials such as walnut shells, apricot kernels and ground olive pits, KAFFIBRE® features uniform, evenly shaped spears with a 150 µm dimension. The biodegradable mechanical exfoliant helps to reduce the appearance of cellulite and efficiently removes dead skin cells. The material imparts a brown colorant to formulations and has a thickening effect.

KAFFIBRE® is therefore recommended for application in face, lip, body and scalp scrubs, bar soaps, body lotions, and facial exfoliating creams and gels.

4. Hair & Scalp Care Active

KAFFAIR® (INCI: *Coffea arabica* seed extract/Coffea arabica seed extract (and) glycerin) upregulates vital human growth factors (IGF1, VEGF and FGF7) to fortify cuticles and follicles to defend against hair loss. Offering strong anti-oxidant activity, the ingredient delivers anti-pollution defense and prevents hair loss. KAFFAIR® is highly water soluble and imparts an emulsifying, preservative boosting and thickening effect in applications such as shampoos, conditioners and scalp revitalizers; hair masks and treatments; and scalp oils and serums.

5. Biobased Surfactant

KLEANSTANT® (INCI: potassium coffeeate) is an eco-friendly biobased surfactant for gentle personal care products, providing an alternative to harsher materials such as SLS and SLES, which can harm the skin microbiome. The biodegradable anionic surfactant is derived from KAFFOIL® and contains potassium salts of palmitic and linoleic acids, along with polyphenols, tocopherols and diterpene esters. KLEANSTANT® is also sulfate- and petroleum-free and features cleansing, emulsifying, foaming and antioxidative properties, and delivers a moisturizing effect in formulations such as facial cleansers, shampoos, body washes and soaps.



KLEANSTANT® is an eco-friendly biobased surfactant for gentle personal care products, providing an alternative to harsher materials such as SLS and SLES.

An Innovative, Eco-conscious Partnership

Integrity Ingredients Corporation and Kaffe Bueno have compelling reasons to form a partnership that goes beyond conventional business synergies. Kaffe Bueno's visionary mission to revolutionize sustainability in the well-care industry aligns perfectly with Integrity Ingredients' commitment to ethical and eco-conscious solutions. By collaborating, these companies can accelerate remarkable outcomes.

Moreover, the explosive growth of the coffee industry, combined with coffee's proven health benefits, underlines its immense market potential. Partnering with Kaffe Bueno not only aligns with Integrity Ingredients' ethical stance but also positions them at the forefront of the industry's transition towards eco-friendliness. ■



KAFFAIR® upregulates vital human growth factors (IGF1, VEGF and FGF7) to fortify cuticles and follicles to defend against hair loss.

Next: Join our Beauty in Coffee Webinar

POWERED BY KAFFE BUENO

THE BEAUTY INGREDIENT AGENDA: MULTIFUNCTIONALITY IN THE SPOTLIGHT

The evolving palette is generating simplified, more effective formulations.

BY JEB GLEASON-ALLURED, content director, *Global Cosmetic Industry* & PETER SMEDLEY, assistant editor, *Cosmetics & Toiletries*

Multifunctional ingredients are having a measurable impact, per a recent Morning Consult and EWG survey[a]. The report, which compared 2004 survey results to data collected in 2023, revealed that the number of ingredients/chemicals per personal care/beauty product seems to have dropped in the last 19 years. According to the authors, "the largest sources of ingredient exposures are body care, skin care and [color] cosmetics." This framing, it should be noted, provides no direct evidence of adverse effects associated with exposures of any amount.

As of 2023, "the average adult uses 12 personal care products a day," per the report, leading to exposures from as many as "112 unique chemical ingredients."

To compare, the 2004 report found that adults on average used nine products daily, potentially exposing them to 126 individual ingredients.

Men's daily usage of 11 products reportedly exposes them to 105 ingredients per day. To compare, men in 2004 used six products featuring a total of 85 ingredients. So, while per-product ingredient counts are down, men are overall exposed to more materials every day. Women, meanwhile, use 13 products daily as of 2023. Despite these averages, EWG and Morning Consult report that "about 10% of adults use more than 25 products every day."

The takeaway of the survey is clear: formulations are becoming simpler, perhaps driven by a desire for minimalism, as well as the introduction of many multifunctional materials.

For example, Conagen's new class of retinol derivative ingredients reportedly offers increased adaptability and stability, allowing formulators to incorporate a secondary function into a formula while offering an extended release of retinol. The derivatives are created by covalently binding retinoids—which are produced from a renewable carbon source via precision fermentation—with another cosmetic active ingredient into a single molecule. The combined ingredients offer benefits beyond wrinkle reduction and anti-aging benefits, per the company. Conagen's retinol ingredients are said to aid in the formulation of low-irritation retinol products and are compatible with compounds such as squalene, bakuchiol and pomegranate extract.

In another case, Cosphatec GmbH's COSMOS-and Natrue-compliant Cosphaderm Hexiol natural—a transparent, colorless and odorless diol of natural origin—acts as a moisturizer and humectant in skin and hair care, while also helping stabilize o/w emulsions via droplet size reduction. (Per the supplier, two vicinal OH-groups and a short carbon chain support unlimited water-solubility.) Furthermore, Cosphaderm Hexiol natural's pH-independent antimicrobial activity supports minimal use of preservation agents, per the company. This is just one example of the many technologies simplifying ingredient decks, in line with shopper preferences.

Elsewhere, Jover Scientech's Vercatech Pentyforce G is a natural multifunctional technology that offers wide-spectrum antimicrobial defense while also reducing TEWL and protecting the skin's microbiota. The company's multifunctional Vercatech CGE-Capry,

[a]www.ewg.org/research/survey-finds-use-personal-care-products-2004-what-means-your-health

facebook.com/gcimagazine Global Cosmetic Industry @globalcosmeticindustry @GCI_Magazine

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.



Laboratoires Expanscience's Epionine Bio can reportedly boost users' self-esteem while reducing psychological stress.

meanwhile, is a natural alternative to ethylhexylglycerin. This biobased, biodegradable technology features strong antimicrobial activity at low dosages and has deo-boosting activity. Both technologies are exclusively distributed in the United States and Canada by MMP Inc.

Finally, MMP Inc.'s Flav'ential 98PHL (INCI: phloretin) is a purified apple tree extract titrated in phloretin, a flavonoid with antioxidant and anti-inflammatory activities and known anti-tyrosinase and anti-elastase properties, per the company. The technology features anti-inflammatory, skin-brightening and antimicrobial properties in one technology.

Beyond multifunctionality, ingredient suppliers are boosting the palette of actives and functional materials for increasingly effective, natural and sustainable formulations.



Men's daily usage of 11 products reportedly exposes them to 105 ingredients per day.

Resynchronizing the Skin

Provital's vegan, COSMOS-compliant postbiotic, Circanblue (INCI: glycerin (and) water (aqua) (and) *Lactococcus* ferment lysate (and) xanthan gum), is a skin care ingredient that reportedly resynchronizes the skin's natural biorhythm following digital blue light exposures such as cell phones and laptop screens. The U.S. Centers for Disease Control notes, "Exposure to blue light (and white light, which contains blue light) during the sensitive [pre-sleep] period can make it difficult for you to fall asleep and stay asleep."



Provital's Circanblue reportedly resynchronizes the skin's natural biorhythm following digital blue light exposures such as cell phones and laptop screens.

Clean Beauty Retinol

BASF's Retinol 50 (INCI: retinol (and) polysorbate-20) is an active containing ~50% retinol without BHA or BHT in accordance with clean beauty norms. The well-aging ingredient reportedly has similar stability to BASF's Retinol 50C while remaining compliant with Clean at Sephora and Conscious Beauty at Ulta Beauty.

"With the addition of Retinol 50 to our portfolio, BASF continues to meet consumer and industry requirements for clean-conscious beauty products," said Nader Mahmoud, vice president business management for personal care North America. "As a key supplier of retinol to the market, BASF Care Chemicals must continue to optimize our portfolio and innovate for the market demands of today and the future."

Stress-relieving Skin Care

Laboratoires Expanscience's Epionine Bio (INCI: *Camellia oleifera* seed oil) is an active ingredient produced via molecular distillation. The technology reportedly reduces skin tingling, burning and itching, while strengthening the barrier. It also

enhances skin moisturization. Based on well-being tests on subjects monitoring elements such as vocal stress and heart rate variability, the supplier claims that Epionine Bio can boost users' self esteem while reducing psychological stress. The ingredient is certified 100% organic Ecocert Greenlife according to the COSMOS standard.

Fermented Skin Care

Evonik's BeautiFerm line of fermented actives addresses the shift in consumer focus from fighting visible signs of aging to proactively maintaining healthy skin. The BeautiFerm range includes BeautiFerm Healerine (INCI: water (aqua) (and) *Ganoderma lucidum* (mushroom) extract (and) glycerin (and) propanediol (and) xanthan gum (and) 1,2-hexanediol (and) caprylyl glycol), a natural ingredient that aids in barrier repair and promotes skin regeneration. With consistent use, it contributes to a more youthful appearance, per Evonik. BeautiFerm Lift (INCI: glycerin (and) *Pichia* ferment lysate filtrate), meanwhile, offers benefits through fermentation due to its upregulation of cellular activity.

Evonik's BeautiFerm Resurf products utilize organic rye through a multi-strain fermentation process, resulting in a more diverse bioactive profile compared to single-strain fermentations, per the company. The outcome is a product that enhances skin resurfacing and promotes the balance of a healthy skin microbiota, per the company.

BeautiFerm Resurf C and BeautiFerm Resurf L promote the growth of beneficial skin bacteria, especially in nutrient-poor conditions, according to Evonik.

New Healthy Aging Tools

Tacking Cell Senescence

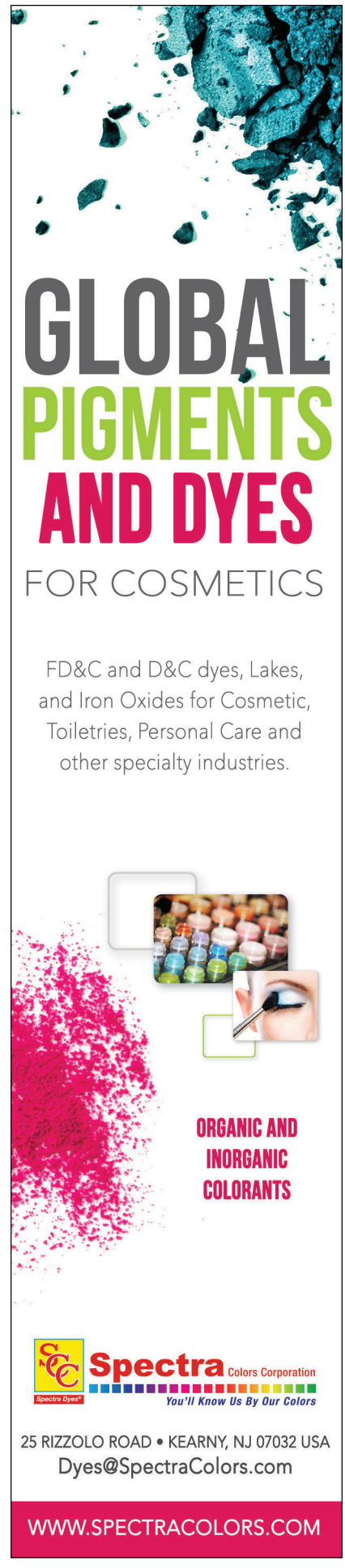
Active Concepts' AC PomeaShield (INCI: water (aqua) (and) *Punica granatum* fruit extract (and) *Lactobacillus* ferment) is a skin care ingredient with antioxidant properties that promotes a smooth and firm complexion. The technology is reportedly formulated to target and neutralize reactive oxygen species, combat cellular aging and address senescent cells.

Zero Gravity Care

Seppic's Sagacious (INCI: propanediol (and) *Himanthalia elongata* extract) acts on all skin layers by providing firmer skin and reducing the signs of facial sagging. The biomimetic active ingredient is



BASF's Retinol 50 is an active containing ~50% retinol without BHA or BHT in accordance with clean beauty norms.



inspired by the behavior of plants in the international space station, which, to maintain their integrity in zero gravity, synthesize specific molecules from the glycolipids family.

Microalgae Anti-aging

Cobiosa's Dunalina, exclusively distributed in the United States and Canada by MMP Inc., is a biomarine ingredient derived from a Mediterranean microalgae specie, *Dunaliella salina*. The green microalgae lacks a cell wall to fight osmotic pressure caused by high-salinity aquatic environments and so produces glycerol in response. In addition, leveraging carotenoids, the microalgae changes color from green to red in reaction to solar radiation. For these reasons, Cobiosa has subjected the microalgae to an eco-friendly extraction process to generate an ingredient that reportedly improves hydration by 38% after 28 days, reduces the appearance of crow's feet by 13.8% and increases skin radiance by as much as 69%. The technology is appropriate for application in skin-friendly makeup, sustainable anti-aging products, rejuvenating serums and more.

New Hair Wellness Innovations

Cuticle Barrier Protection

Seppic has unveiled new benefits for its Ceramosides nutraceutical technology, which is obtained from phytoceramide-rich wheat lipids that promote hair growth, reduce hair loss and improve hair elasticity, among other benefits. The ingredient achieves these benefits by supporting the barrier defense of hair cuticles.

A three-month clinical study of women across age cohorts suffering from "non-pathological hair loss" resulted in a 12.5% gain in hair length versus a placebo, a two-fold increase in the number of hairs in the growth phase, and a 27% reduction in hair loss versus a placebo. Ceramosides also significantly reduced the level of scalp sebum in women with a tendency toward oiliness, per Seppic.

Hair Strengthening Peptides

Bond-building brand K18 has been awarded a patent for a peptide composition distinguished by its ability to penetrate inside the human hair fiber to improve strength and hydrophobicity,



Seppic's Ceramosides supports the barrier defense of hair cuticles.



Laboratoires Expanscience's Epionine Bio reportedly reduces skin tingling, burning and itching, while strengthening the barrier.

and its greater affinity to hair keratin than previously developed peptides. The resulting composition is suited to treatment and grooming products for human hair, per the brand.

Improving Styling Flexibility

Prestige hair styling unit sales grew 12% in the first half of 2023, twice the rate of the total hair category, per Circana data[b]. Prestige styling also outperformed its mass counterpart, an unusual feat in beauty.

Furthermore, the category was the only hair sector to experience a drop in the share of units sold on promotion in the first half of 2023, Circana revealed.

As with the broader hair and scalp care sector, styling products with wellness benefits such as hair restoration or strengthening grew four times faster than the sector. As seen with the broader beauty space,

[b]www.circana.com/blog/2023/styling-with-benefits/



Introducing GlySmart®

Smart Exfoliation

A slow-release glycolic acid technology delivering smarter, gentler exfoliation for those with sensitive skin.

CROSSCHEM

these multi-benefit products may well signal a desire for simplified routines.

Now, a new technology aims to improve the hair styling product experience. Hayashibara, part of the Nagase Group, recently released Lissenare (INCI: hydrolyzed corn starch (and) water (aqua)), a functional saccharide that prevents flaking in hair styling products by improving flexibility while also providing a firm hold. The ingredient improves the tensile strength and suppleness of damaged hair and is gentle, environmentally friendly, and halal and China compliant.



Lubrizol Life Science Beauty's Carbopol SC-800 polymer is a rheology modifier solution for mild and sulfate-free formulations ideal for shower gels, shampoos and facial cleansers.

Functional Advances

Improving Foaming

Lubrizol Life Science Beauty's Carbopol SC-800 polymer (INCI: acrylates/C10-30 alkyl acrylate crosspolymer) is a rheology modifier solution for mild and sulfate-free formulations ideal for shower gels, shampoos and facial cleansers. The polymer enhances thickening, clarity and suspension properties, as shown in studies comparing it to other hydrophobically modified polymers, per the company.

Meanwhile, BASF's readily biodegradable Plantaren 1200 N UP (INCI: lauryl glucoside) is an alkyl polyglucoside surfactant that offers foaming performance and a lower irritation rating than comparable ingredients; it can therefore be used by those with sensitive skin. The surfactant can be formulated in body washes, face washes, liquid hand soaps, shampoos, oral care, sensitive skin care products and wipes.

Palm- and Coconut-oil Alternative

Naturally Australian Products' addition of *Moringa oleifera* to its range of cosmetic oils offers a nutrient-rich material that presents an ecologically friendly alternative to palm oil. It is also reportedly more face-friendly than coconut oils. The oil has a slightly nutty odor and features high levels of fatty acids and other nutrients applicable in hair, skin and body care.

Flexible pH Surfactant Alternative

Lessonia's Alter-Emulfaba (INCI: acacia Senegal gum (and) sclerotium gum (and) hydrolyzed cicer seed extract) is a powdered emulsifier made from natural and plant-based extracts. The surfactant alternative allows for formulations with textures ranging from fluid milk to thick cream. The emulsifier is stable in a wide pH range, per the supplier, without a soapy effect. The technology is appropriate for skin care and body care such as moisturizing milks, cleansing milks and anti-aging creams.

Rheology Modifier for Oils & Natural Butters

Sisterna's A10E-C is a sucrose tetrastearate triacetate based on sucrose and vegetable fatty acids. The technology can modify the lipidic phase to enhance the rheological and sensorial properties of oils and natural butters. The technology is exclusively distributed in United States and Canada by MMP Inc.

Antioxidant Emollient

Kupanda's Mfula Marula Oil—Refined (INCI: *Sclerocarya birrea* (marula) seed oil), sourced from Zimbabwe, is a multi-purpose antioxidant emollient that offers a light and silky feel on the skin. Furthermore, its rapid absorption supports moisture retention, skin hydration and cleansing. The non-irritating oil comprises high levels of omega 9 fatty acid, which supports a long shelf life, while its high levels of β-sitosterol and δ5-avenasterol provide anti-inflammatory action, reduce skin redness and alleviate irritation. The oil is recommended for applications ranging from after-bath moisturizers to cleansing gels and facial serums to hair care to lip care such as balms. ■

Want more ingredient trends?

*Check out **The Beauty Ingredient Agenda** in our **September 2023** edition.*



BIG STYLE. SMALL IMPACT.

FROM DOUBLE WALL AIRLESS TO PREMIUM GLASS, A SMALL ENVIRONMENTAL FOOTPRINT HAS NEVER BEEN SO BEAUTIFUL.



BEAUTY. BETTER.

FUSIONPKG
an Aptar beauty company

FUSIONPKG.COM

Packaging Trend Tracker:
NEW LAUNCHES & MANUFACTURING

From expanded manufacturing capabilities to new services and programs, packaging firms are adding capacity and offerings to meet the beauty industry's needs.



facebook.com/gcimagazine Global Cosmetic Industry @globalcosmeticindustry @GCI_Magazine

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.



Manufacturers are boosting North American capacity and adding services to address the needs of nimble beauty brands.

Continuing a range of trends documented in earlier editions of our Packaging Trend Tracker, manufacturers are adding new capacity in North America and expanding sustainable options. Read on for the latest innovation resources for beauty brands.

Expanding Airless Options

Monomaterial Pumps for Airless

FusionPKG's Airless-One and Atmos-One monomaterial 100% polyolefin pump engines feature polypropylene that renders packs monomaterial and recycling-compatible. Notably, the designs have been recognized by the Association of Plastic Recyclers (APR) with Meets Preferred Guidance standards as a preferred choice in the APR Design Recognition Program for Plastics Recyclability.

The Airless-One and Atmos-One pump engine technology is being integrated into FusionPKG's existing polypropylene packaging—including single-wall and double-wall airless bottles and airless tubes—to create monomaterial solutions.

FusionPKG is manufacturing a wide range of packaging in North America, including airless tubes, airless pumps and sprayers made from recycle-ready PP and PET components with airless technology featuring Aptar's latest pump engines. The North American location allows the company to provide fast turnaround times and lower environmental impacts for its regional customers.

Updated Airless Jar Specs

Quadpack's 50 ml Regula Prestige Airless Jar is now available with a recyclable PET cap and jar and a PP pump. A PCR PET version is under development for release later this year, according to the company.

The bag-in-bottle system, which includes up to six barriers, is designed to house sensitive formulas such as face creams and baby products. The design preserves product integrity and delivers precise dosing of 0.5 ml per stroke, as well as a high restitution rate, per the supplier.

The design features a thick-walled jar with a striking silhouette paired with a swan-like pump rising above the wide base. The system is injected at Quadpack's manufacturing facilities in Germany and can be decorated with an array of finishes.



FusionPKG's Airless-One and Atmos-One monomaterial pump engine technology features polypropylene that renders packs monomaterial and recycling-compatible.

The jar is top-filling and compatible with most filling lines, per the company.

New Filling Line for Anti-chafe, Travel Deo Products

Federal Package has launched a new production filling line for anti-chafe and small/travel-size deodorant products. The line will support two smaller sizes—720 (0.35 oz/10 g) and 780 (0.50 oz/14.2 g)—that are becoming more popular, per the company, while also accommodating its larger lip balm containers as needed. This also supports filling for seasonal deodorant products.

The new Federal Package line can run both its traditional plastic containers and its Eco Smart containers, the latter of which offer the same price, size, function and performance as the conventional variant, but in a more sustainable format. Eco Smart containers comprise a non-starch-based organic additive in all components, excluding the fill. This additive reportedly enhances the biodegradation process when disposed of in a biologically active landfill or marine environment. These containers are also recyclable.

The filling line features a warmed series of hoses and nozzles that keeps the product at the precise temperature for filling, without any loss to solidification, per Federal Package. A top-warming feature gently smooths the surface of each stick after it is filled, reportedly creating a better application experience for the consumer. A closed recirculation cooling loop limits the risk of outside contamination as it slowly cools the finished product. This new line can run at a speed of 60 containers per minute, according to Federal Package.

"We are excited about this investment to expand and update our production facilities and to bring in new products and capabilities," says Melissa Niebes, president and chief commercial officer. "In addition to wax-based hot pour products, this line has the accuracy to also fill jars, pumps, and bottles up to 3 oz to accommodate lotions, creams and serums."



Quadpack's 50 ml Regula Prestige Airless Jar is now available with a recyclable PET cap and jar and a PP pump.



Federal Package has launched a new production filling line for anti-chafe and small/travel-size deodorant products. The line will support two smaller sizes—720 (0.35 oz/10 g) and 780 (0.50 oz/14.2 g)—that are becoming more popular.

Expanded Manufacturing for Sustainable Packaging

Sustainable packaging specialist Alder Packaging is entering into a collaborative partnership with a new iteration of WWP Beauty, which recently sold off its Chinese manufacturing to Ampac Ltd. amid a closure of WWP's old business.

The new WWP Beauty represents the Suzhou and Taicang manufacturing facilities in China and provides Alder with "a factory-direct pipeline for sustainable innovation," according to an official announcement.

Jerome Fraillon, president and CEO of Alder Packaging spoke to *Global Cosmetic Industry* about the advantages of the partnership.

"Alder Packaging always been driven by our focus on delivering exceptional customer service and upholding the highest standards of quality in packaging," he said. "Through our strategic collaboration with the new WWP, Alder has gained a direct relationship with two well established manufacturing facilities. These factories have been producing superior quality rigid plastics and flexible tubes for over 30 years and now Alder's customers will have direct access. We were founded based on providing accessibility to sustainable innovation to brands of all sizes and our collaboration

with the new WWP helps make that mission a reality."

What should existing customers expect to see during this transition period? Fraillon explains, "Our top priority during this transition is to place our customers' immediate needs above everything else. In support of this effort, we have expanded our team hiring experienced individuals specifically focused on serving customers experiencing this transition on the East and West Coasts [more on that in a moment]. Our strategy revolves around minimizing any possible disruptions to customer supply chain operations for existing items, while simultaneously giving accurate and timely updates for ongoing developments. Both Alder and the new WWP Beauty teams are working together to make sure this is as easy as possible for everyone."

In addition to leveraging the manufacturing in China, Alder has brought on Tamar Gezalyan and Anthony Montalbano to lead its West Coast and East Coast sales, respectively.

In a prepared statement, Fraillon noted, "We would like to respectfully announce that our company is launching this dynamic partnership with the new WWP Beauty. It is an immense honor to support WPP's esteemed customers through this transition and embark on this exciting journey together. We are committed to delivering unparalleled service and environmentally friendly packaging solutions for all ongoing and upcoming projects."

Calling Out PCR Content

Epopack has added the PCR PET (post-consumer recycled polyethylene terephthalate) marking on the bottom of its PCR PET bottles to make the containers' virtues clearer to consumers. This change applies to



Epopack has added the PCR PET (post-consumer recycled polyethylene terephthalate) marking on the bottom of its PCR PET bottles to make the containers' virtues clearer to consumers.



Epopack's new Ready-to-Go program provides premium packaging with no MOQs.



A pack from Baralan's DEA (Developing the Evolution of Airless) series.

EXTRACTS-UNLIMITED LLC

VISIT OUR BOOTH #425
AT CASCC SUPPLIERS' DAY

NOW AVAILABLE

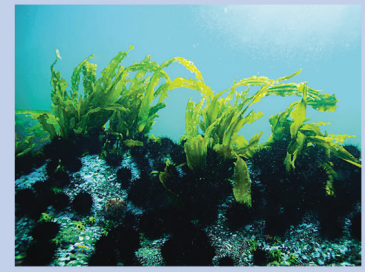
BIO FERMENTED PLANT EXTRACTS

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

all items in the 100% PCR PET heavy wall bottle line. The new version with the marking will replace the old bottles once stock runs out. During a transitional phase, a shipment could arrive that contains both the previous and upgraded versions of the overcap.

Premium Packaging with No MOQs

Epopack's new Ready-to-Go program provides premium packaging with no MOQs. The program includes two sets of sustainable PET heavy wall packaging. The program is also responsive to quick turnaround needs. The company also offers logistic and secondary packaging services, as well as printing capabilities for logos and/or product information. To ensure a streamlined process, attachments and colors are fixed.

New Sustainable Options

During Cosmoprof North America 2023, Baralan highlighted launches such as the DEA (Developing the Evolution of Airless) series, the Lilibet series and a range of square-shaped glass jars that combine a square section with slightly rounded sides that are being added to the Raquel line.

Baralan also featured sustainable packaging options that include the use of ecological materials in place of plastic. This included the upcycling of organic scraps, per the company, such as coffee peel and rice. These organic scrap materials are mixed with virgin plastic to reduce the overall plastic resin percentage in closure designs.

Items in this collection can reportedly be made with 30-100% PCR plastic. Baralan can also tap materials produced with a biopolymer derived from renewable resources and natural materials not linked to the food chain to ensure full recyclability.

In addition, Baralan presented new 30 ml and 50 ml inner cups for its Maria jars series. The new inner cups represent refillable packaging that leverages biobased materials, PCR or organic scraps, and no carbon black.



Seacliff Beauty's turnkey team developed Jazmine Beauty's new Makeup Melting Cleansing Balm (MSRP $34), which is designed to gently exfoliate and dissolves makeup and impurities, leaving the skin clean and hydrated.



Seacliff Beauty's turnkey team developed a Hanging Cosmetic Case with Kinder Beauty for its KND Box "Wanderlust" Edition.

Turnkey Innovations

Seacliff Beauty's turnkey team recently completed a pair of projects highlighting its capabilities in skin care and accessory development. The company provides clients with everything from formulation to development to design to packaging and assembly.

First up, the company developed Jazmine Beauty's new Makeup Melting Cleansing Balm (MSRP $34), which is designed to gently exfoliate and dissolve makeup and impurities, leaving the skin clean and hydrated.

The clean, vegan, cruelty-free and gluten-free formulation comprises shea butter to build collagen and moisturize, aloe vera extract to soothe the skin and protect it from UV damage, holy basil leaf to reduce inflammation and acne, and turmeric root to even the skin tone. The cleanser's packaging is made with 50% PCR.

Seacliff Beauty also developed a Hanging Cosmetic Case with Kinder Beauty for its KND Box "Wanderlust" Edition. The bag is made for on-the-go activity or home organization.

A New Lab Experience

Roberts Beauty's new boutique Studio Lab is designed to streamline the development of clean beauty products while bringing customers directly into the lab experience, per the company. The program will track ingredient trends while sourcing with an eye toward country of origin, target costs and order quantities.

Studio Lab pairs this mindset with product development solutions, allowing brands to work directly with Roberts Beauty's chemists throughout the formula creation process. In addition to custom formulation and consultation services, Studio Lab features starter formulations that can inspire innovation and get customers to market quickly. The company can also provide retail analyses to identify white space for product and technology innovations.

Beyond the technical elements of product development, Roberts Beauty's Studio Lab can assist with product and clinical testing as needed and aid in the selection of manufacturing partners.

Studio Lab adds to Roberts Beauty's custom and stock packaging and turnkey services, allowing the company to take customers from concept to fully fledged product. ■

Beauty Elevated



BEAUTY ACCELERATE

The Event Connecting Brand Marketing and R&D Innovation

March 6-7, 2024

BA in LA



Regrettably, most e-commerce sites today are designed for basic commodity sales.

facebook.com/gcimagazine Global Cosmetic Industry @globalcosmeticindustry @GCI_Magazine

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media



OPTIMIZING A CONVERSION-CENTRIC BEAUTY E-COMMERCE EXPERIENCE

Part 3 of a 4-part series: understanding the most impactful elements of the consumer's online journey.

BY SHERI L. KOETTING, MSLK

What does it take to optimize conversion with online shoppers? Especially those looking to purchase from your brand for the first time? Brands and industry events are always discussing the latest trends, technology and optimization for influencer campaigns, organic social and digital marketing. Of course, with the skyrocketing costs of digital advertising, it is only natural for brands to question, "How can our efforts be improved?"

These are noteworthy concerns. However, too much pressure is placed on the optimization of these platforms without an overall view of the entire customer journey to purchase. There is an overlooked opportunity to enhance conversion rates through e-commerce optimization.

Assessing e-commerce effectiveness

At MSLK, we have identified 235 different touchpoints that are influential in a consumer's decision to make a first-time purchase. Using this information, we developed a specialized tool called the Consumer Conversion Report, which enables us to comprehensively evaluate a brand's overall storytelling and ability to entice a first-time buyer to make a purchase. Additionally, we track visits to each

ABOUT THIS SERIES

- **Part 1** (June 2023): 3 Keys to Increasing Conversions with First-Time Beauty Buyers
- **Part 2** (July/August 2023): The Power of Packaging's Visual Influence
- **Part 3** (this issue): Boosting Online Sales with a Conversion-centric E-commerce Experience
- **Part 4** (November 2023): Increasing Conversion with First Time Buyers via Digital Marketing and Advertising
- Bonus On-demand Webinar with Sheri Koetting: 3 Pillars of Increasing Conversion with First-Time Buyers (Special Focus on Packaging); visit *www.gcimagazine.com/multimedia/webcast* for on-demand registration details

Subscribe to read past, present and future articles at *www.gcimagazine.com/magazine*



When you consider that most web visits today are completed from a mobile device, it makes sense that users are scrolling more and clicking less.

page on the brand's site to determine its impact on conversion.

The 235 touchpoints we've identified have been categorized within the TIE Incentive pillars of trust, intrigue and education discussed in the June 2023 issue of *Global Cosmetic Industry* (see the "About this Series" sidebar).

Our report provides metrics that allow us to objectively assess how effectively a brand's e-commerce site connects with consumers across each of these pillars. Furthermore, it helps us determine whether the most relevant pages on the website adequately incorporate the appropriate blend of TIE Incentives. Importantly, when a brand falls short in any of these areas, our report enables us to identify the specific areas that require further development. This information is invaluable for prioritizing updates based on cost-effectiveness and potential return on investment (ROI) of both time and money.

What pages on a website are most valuable?

One hundred percent of first-time purchasers on your e-commerce site will visit your product page. Time and time again we see it is the most relevant page on a brand's site for converting a sale. Therefore, everything a prospect needs to feel confident in making a purchase—that mixture of trust, education and intrigue—should be there.

When you consider that most web visits today are completed from a mobile device, it makes sense that users are scrolling more and clicking less. In addition, on mobile, overall site navigation is likely reduced or hidden altogether. As a result, the need for more information on product pages is even more relevant.

Many brands don't understand how important product pages are in converting a sale. Often the critical TIE Incentive content that a consumer requires is sprinkled throughout the website and not focused or even covered on the page(s) most important to converting a sale. Time online is not infinite. Of the 60% of visitors who don't leave a site immediately, the average session on an e-commerce site is only 1 minute, 52 seconds.

Regrettably, most e-commerce sites today are designed for basic commodity sales. Their product pages typically display product images, a brief description and a direct link to purchase. These sites are lucky if they can achieve an average conversion rate of 1%. Often their conversion rate is much less with new visitors. However, when brands prioritize optimization efforts and increase a 1% conversion to just 2%, sales will double and all marketing initiatives will be twice as successful. Each percentage further continues to expand the impact. Some of our clients have optimized their product pages to achieve conversion

rates as high as 8.12%, including conversions with new customers.

What TIE Incentive content should be included on a site?

Trust

Trust is an indispensable element in today's digital landscape, particularly for businesses operating online. In the beauty industry, the importance of a trustworthy site cannot be overstated because it directly impacts the success of sales conversions. Prospective customers must have confidence in both your brand and your website to proceed in making a purchase. However, trust doesn't end once a prospect enters the checkout process; it extends throughout the entire transaction. To cultivate trust, businesses can employ various strategies such as ensuring robust security measures, offering widely accepted payment options, and streamlining the checkout experience.

On the product page, seals and certifications from reputable organizations further bolster trust by demonstrating adherence to industry standards. Additionally, user reviews and endorsements from press, noteworthy retailers, influencers and professionals serve as powerful trust-building tools. Finally, the inclusion of money-back guarantees provides reassurance to customers, encouraging them to make a confident purchase. By prioritizing trust at every stage, businesses can enhance customer confidence and drive conversions in even the most competitive product categories.

Intrigue

Intrigue plays a pivotal role in captivating prospects and fostering their ongoing engagement with a brand. It is the driving force that entices customers and keeps them coming back for more. Just as beautiful packaging can pique curiosity and create an immediate connection, an engaging website that reflects the same colors, shapes, symbols and words used on packaging can enhance intrigue. Today's consumers have a strong desire to be part of a community of like-minded individuals. Building such a community and creating a branded experience on your website can encourage repeat purchases directly from your brand site, rather than through third-party retailers.

On the product page, offering exclusive promotions, unique experiences and personalized bundles further adds to the intrigue. For instance, allowing customers to customize their own sets or bundles or leveraging cutting-edge AI tools like virtual try-ons can create an exciting and immersive experience that sets your e-commerce site apart. By nurturing intrigue, businesses can create a strong bond with customers, driving loyalty and sustained engagement in the ever-competitive market.

Education

Education plays a pivotal role in driving conversions in the e-commerce landscape, particularly when it comes to product knowledge. Both brand-level and SKU-level education are crucial elements in the customer's decision-making process. A well-designed e-commerce platform should prioritize clear navigation, intuitive product filtering and a coherent site architecture to make it effortless for consumers to self-select related products or follow a specific regimen.

On the product page, the power of education goes beyond basic navigation. In today's market, prosumers, or knowledgeable consumers, have an insatiable desire to learn more about the products





Prosumers, or knowledgeable consumers, have an insatiable desire to learn more about the products they purchase; they seek detailed information about ingredients, concentration levels, proper usage techniques, and tips and tricks to maximize their experience.

they purchase. They seek detailed information about ingredients, concentration levels, proper usage techniques, and tips and tricks to maximize their experience. By providing robust product education at the SKU level, businesses can empower customers with the knowledge they need to make informed choices, thereby increasing ongoing engagement with the brand site as well as the likelihood of conversion.

How can you fit all that information on a product page?

As stated previously, the standard e-commerce template and most websites created today are prepared for commodity-based purchases. The product pages on these sites feature basic information, but none of the rich and robust content, storytelling, and features we have just covered.

Occasionally, our clients question if there can be too much information on the product page with the TIE Incentives added. Our research shows that engaged customers will continue to scroll and yearn for more information as they become more interested in a product. If your website design is optimized properly, users will continue to scroll and you will be able to add all the TIE Incentives you wish on each product page.

In contrast, critical content from the TIE Incentives listed on different pages of the site are likely to never be seen.

These TIE Incentives are critical motivators that a first-time buyer requires to feel confident making a purchase, especially in the luxury and performance beauty space. Put this information on the most important pages on your site—specifically, your product pages—and streamline your check-out flow. You will increase conversion at the finish line.

Coming up next

In our last article in this series, coming in the November 2023 issue, we will go deeper into the type of TIE Incentives consumers look for in digital marketing and discuss how to identify the best stories and content for digital marketing—the final and most upper-level tactic in your marketing funnel. ■



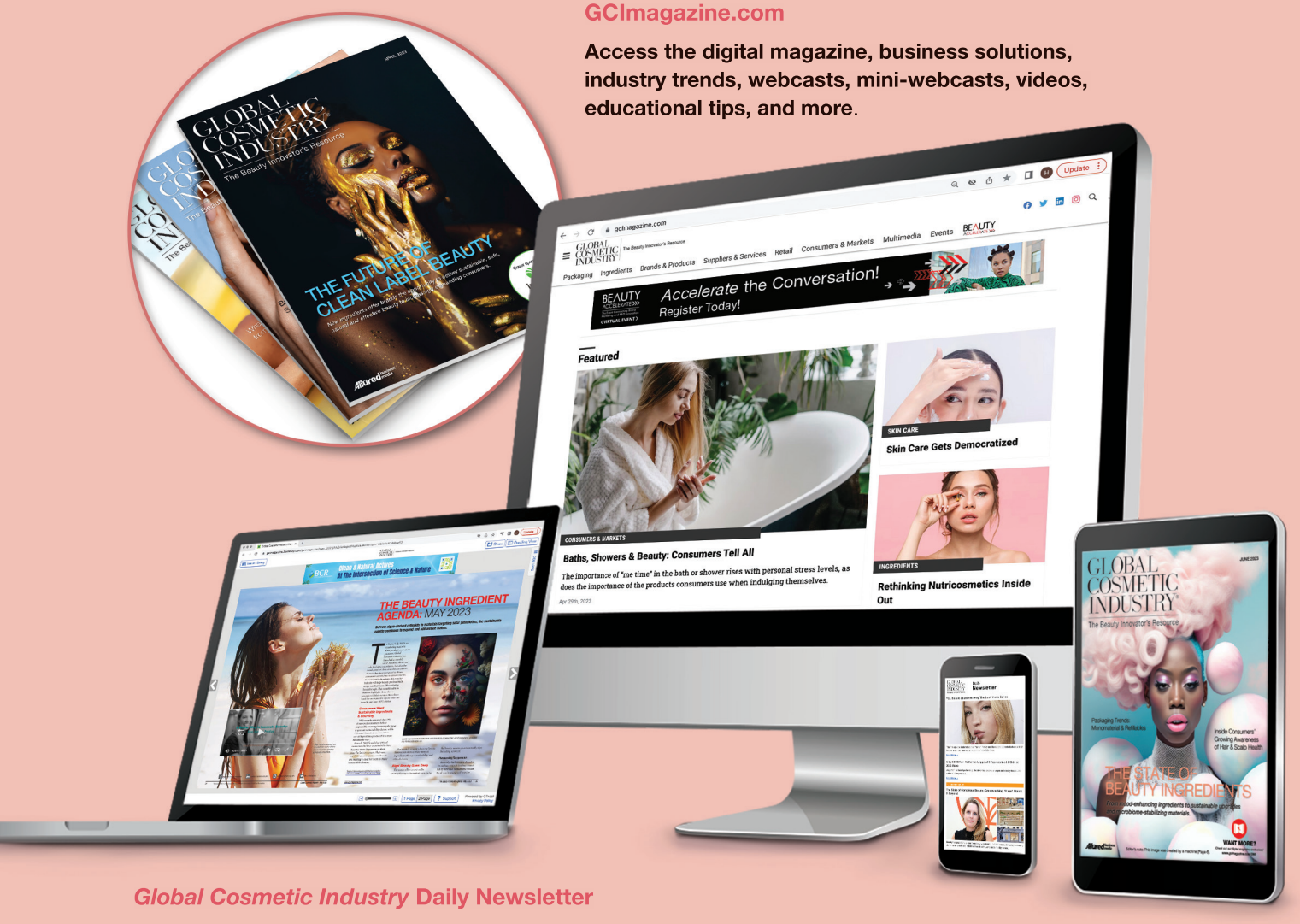
SHERI L. KOETTING (sheri@mslk.com) is the co-founder and chief strategist of MSLK (*https://mslk.com/*), a marketing and design agency based in New York. MSLK specializes in helping beauty brands find their voice in today's crowded marketplace through 360° brand positioning—from overall brand strategy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

GLOBAL COSMETIC INDUSTRY®

The Beauty Innovator's Resource

GCImagazine.com

Access the digital magazine, business solutions, industry trends, webcasts, mini-webcasts, videos, educational tips, and more.



Global Cosmetic Industry Daily Newsletter

Get the latest on ingredients, new products, innovation, and breaking industry news.

Facebook & Instagram

Follow *Global Cosmetic Industry* to join the conversation.

Subscribe to *Global Cosmetic Industry* for FREE today!

Go to https://www.gcimagazine.com/subscribe

BODY CARE'S **CROSS-CATEGORY** INSPIRATION

Four recent launches point to opportunities to span sectors with relevant innovations.



Amika has launched its first hand wash, a foaming, hydrating formulation inspired by its core focus on hair and scalp care.

Hybridized products are taking over hair and scalp care, featuring skin-care-inspired formats and claims, while makeup-with-benefits is the hottest trend in color cosmetics. Body care is also absorbing lessons in category cross-pollination. Here, we round up four recent examples.

Body Barrier Defense

With sensitive skin concerns on the rise, barrier defense claims have been increasing, particularly in facial skin care. Now, Ren's latest launch puts the concern into focus for body care. The Evercalm Barrier Support Body Balm ($45), which launched on *Sephora.com* in early September 2023, represents the first Evercalm body care SKU. The balm-to-oil formulation is said to melt into the skin to deliver relief from dryness and sensitivity. Furthermore, it can be used to soothe eczema and psoriasis-prone skin.

Key ingredients include *Camellia japonica* seed oil, which soothes redness and other signs of sensitivity, a barrier-strengthening safflower-ceramides complex, as well as

Reproduction in English or any other language of all or part of this article is strictly prohibited. © 2023 Allured Business Media.

barrier-supporting sunflower oil, upcycled apricot kernel oil and sweet almond oil.

Body Acne Care

Nécessaire recently launched a body acne care duo, The Body Acne Wash and The Body Acne Solution. Acne is a perennial concern, though the focus tends to be on facial acne. That said, body acne is also a chronic worry; in fact, as far back as 2020, Spate identified search activity picking up around "butt" acne[a].

The new daily foaming wash ($28/250 ml/8.4 fl oz), step one in the two-product routine, comprises 2% salicylic acid, 10% glycerin, rosemary extract, rosemary water, rosemary oil, zinc PCA (pyrrolidone carboxylic acid) and niacinamide.

The brand recommends users follow the wash with application of The Body Acne Solution ($38/120 ml/4.0 fl oz), a spray-on serum that features 2% salicylic acid. It also features rosemary extract, rosemary water, rosemary oil, zinc PCA (pyrrolidone carboxylic acid) and niacinamide.

[a]www.cosmeticsandtoiletries.com/research/consumers-market/news/21843720/ampoules-oral-hyaluronic-acid-butt-acne-spates-new-beauty-trends



Nécessaire recently launched a body acne care duo, The Body Acne Wash and The Body Acne Solution.

While the body wash is virtually unscented, the daily use spray-on serum features a rosemary odor.

The SKUs are housed in cartons comprising 30% PCR kraft board that is FSC-certified, while the inserts comprise 70% PCR kraft board material. The bottles, meanwhile, are composed of 100% PCR aluminum. The pump and spray systems are composed of "mixed material," per the brand.

Hair & Scalp Care for the Hands

Amika has launched its first hand wash, a foaming, hydrating formulation inspired by its core focus on hair and scalp care.

The wash features rejuvenating and vitamin C- and A-rich sea buckthorn. The key ingredient also comprises the fatty-acid omega 7, which is typically found in fish oil. Amika has previously deployed sea buckthorn in scalp and hair care.

The hand wash features a scent with notes of grapefruit, rose, vanilla and sandalwood.

Meanwhile, Univar Solutions took its inspiration one step further, formulating a two-in-one Vitaplex conditioner concept formulation that acts like a daily vitamin for the hands and hair. Comprising biobased conditioning agents, the formulation simultaneously acts as a leave-in hydrator for the hair and delivers anti-inflammatory vitamins (B3, B5, B6, C and E) and a pleasant texture to the skin.

The formulation features Corbion's Purac HiPure 90 exfoliant anti-ager, preservation via Inolex's Spectrastat G2 Natural MB, and emolliency from Inolex's LexFeel WOW and EarthOil's refined shea butter (organic, Fair For Life).

Inolex's ProCondition Sativa acts as the formulation's conditioning agent, while structure and emulsification are supported by Univar' Solutions' Cetyl Alcohol NF and Stearyl Alcohol NF, as well as Inolex's SustOleo BA.

Finally, the formulation's vitamin content comes courtesy of DSM's Quali B - D-Panthenol and BeauPlex VH.



Ren's Evercalm Barrier Support Body Balm ($45), which launched on Sephora.com in early September 2023, represents the first Evercalm body care SKU.

Sun Care Meets Body Care

According to Circana data, top skin care performers in the first half of 2023 included body sprays[b]. Earlier this year, Cay Skin launched its Isle Nourishing Body Mist SPF 50 on *Sephora.com* and in-store at Sephora. The nourishing and weightless all-over body mist offers broad-spectrum UV protection. In addition to protecting the skin, Isle Body Mist provides skin care benefits and all-day hydration and is formulated for all skin tones, leaving no white cast behind.

Winnie Harlow, founder of Cay Skin, said, "I wanted to create a body mist that not only protects your skin from the sun, but also nourishes and hydrates it. That's why I included powerful ingredients like sea moss, aloe stem cells, hyaluronic acid, avocado oil, prickly pear, vitamin C and E in my Isle Nourishing Body Mist SPF 50. It helps strengthen your skin's moisture barrier, soothes redness and irritation, and keeps your skin looking firm and radiant." ■

[b]www.gcimagazine.com/consumers-markets/news/22869149/lets-compare-us-prestige-and-mass-beauty-sales-q1-vs-firsthalf-2023

CONTRACT MANUFACTURING

Custom Pvt Label Hair Care & Skin Care



GAR LABORATORIES



Formulate Package

Call for Quick Quote [] Solar Powered [] 5,000 pcs & up

(951)788-0700 info@GARLABS.com

To reserve space in this section, contact
Kim Jednachowski
kjednachowski@allured.com
1-630-344-6054

AD INDEX

The Advertiser Index is provided as an additional service for readers to obtain information on companies and their products. The publisher assumes no liability for omissions or errors.

PAGE	ADVERTISER	PHONE	WEB SITE
29	**Acme Hardesty Co., Inc.**	1-215-591-3610	***www.acme-hardesty.com***
23	**Alpha Environmental**	1-714-595-3536	***www.alpha-environmental.com***
3	**Berjé, Inc.**	1-973-748-8980	***www.berjeinc.com***
C2	**Bio-Botanica, Inc.**	1-631-231-5522	***www.bio-botanica.com***
C3	**Biocogent LLC**	1-631-638-1300	***www.biocogent.com***
24–25	**Campo Research Pte Ltd.**	11-656-383-3203	***www.campo-research.com***
1	**Cosmetic Group USA, Inc.**	1-818-767-2889	***www.cosmeticgroupusa.com***
39	**CrossChem LP**	1-619-578-0021	***www.crosschem.net***
45	**Extracts-Unlimited LLC**	1-908-752-2322	***www.extracts-unlimited.com***
41	**Fusion Packaging**	1-214-747-2004	***www.fusionpkg.com***
9	**Inoac Packaging Group, Inc.**	1-502-348-5159	***www.inoacusa.com***
C1, 30–33	**Integrity Ingredients Corp.**	1-310-782-0282	***www.integrityingredientscorp.com***
10	**Lady Burd**	1-800-345-3448	***www.ladyburd.com***
15	**Simplex Filler Co., Inc.**	1-707-265-6801	***www.simplexfiller.com***
37	**Spectra Colors Corp.**	1-201-997-0606	***www.spectracolors.com***
C4	**Sun Deep Cosmetics, Inc.**	1-800-985-2228	***www.sundeepinc.com***
11	**University of Cincinnati Online**		***online.uc.edu/cosmetic-science***
19	**Welch Holme & Clark Co., Inc.**	1-973-465-1200	***www.welch-holme-clark.com***



elevating

the global personal care industry

one ingredient at a time.

biocogent.com

Biocogent®

GOLD 2023 ecovadis Sustainability Rating

Beauty Evolves *Naturally*



FDA, **EPA**, and **USDA** Inspected and Registered

Experts in Organic, Natural and Cosmeceutical Technology

Flexible Manufacturing high volume capabilities with low minimums

A Full Service Manufacturer
Marketing Concept
Research Development
Manufacturing
Full service Packaging

USDA Organic Certified

USDA ORGANIC · NSF contains organic ingredients · SOIL ASSOCIATION ORGANIC · COSMOS ORGANIC

Manufacturing Natural and Organic Formulas **Since 1987**

Industry leaders in non chemical Sunscreen

Sun Deep Cosmetics

Contract Manufacturing, Filling & Private Label

SUN DEEP COSMETICS, INC.
800.985.2228
www.sundeepinc.com