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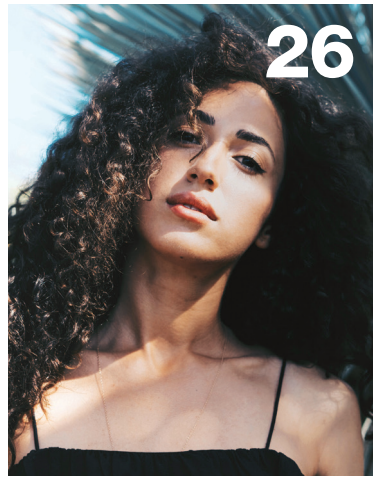
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CONTENTS

NOVEMBER 2023 | VOLUME 191, NUMBER 10









FEATURES

8 **Insider Insights:** What's Trending?: Packaging, Anti-aging, Hair Care, Color Cosmetics & Ingredients

12 **9 Pro-aging Innovators Reveal Top Ingredients**

From algae and sea moss to hydrolyzed pea protein and kakadu plum, brand leaders break down the technologies delivering winning benefits.

BY LISA DOYLE

18 **Color Cosmetics' Skin-forward Revolution**

From lip and cheek stains to brow liners and foundation, brands and suppliers are creating a new generation of innovative hybrid products.

18 **[video] 3 Ways Brands Can Capture All Consumers**

Rethinking conventional approaches to gender concepts in beauty can help brands capture all genders.

DM7 **Beauty Tech's Impact on Consumer Purchasing**

New survey data points to how AI, apps, virtual filters, digital assistants and more are shaping how buyers discover and interact with makeup and other products.

BY DENISE HERICH

26 **7 Hair Health Themes for 2024**

The skinification boom is revolutionizing scalp care, styling, bond-building and more, providing new innovation opportunities for brands.

26 **[webinar] The Skinification of Hair Care**

Four targeted brand opportunities.

34 **2024 Ingredient Trends Decoded**

Longevity, calm beauty, emotionally engaged innovation and more are setting the agenda for the year to come.

BY JEB GLEASON-ALLURED & PETER SMEDLEY

42 **Strategies for Enhanced Customer Conversion**

Part 4 of a 4-part series: Leveraging digital marketing to not only survive but thrive in a competitive landscape.

BY SHERI L. KOETTING

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CONTENTS



42 **[webinar] 3 Pillars of Increasing Conversion with First-Time Buyers**

How the three key pillars of emotional motivators—trust, intrigue and education—shape purchasing decisions.

DM15 **Packaging & Manufacturing Trend Tracker: November 2023**

From new monomaterial designs to expanded North American manufacturing, packaging suppliers and contract manufacturers are on the move.

IN EVERY ISSUE

6 **Spark:** 2024's Beauty Trends Are Already Coming True

BY JEB GLEASON-ALLURED

10 **Product Roundup**

Unique Packaging, Ingredients & More

48 **Products & Services Showcase**

48 **Advertiser Index**

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@globalcosmeticindustry

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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

SOCIAL MEDIA

Social Media Specialist Crystal Dentis | 1-630-344-1821/cdentis@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

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Allured Business Media
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E-mail: customerservice@gcimagazine.com
Address: *Global Cosmetic Industry*, PO Box 3009, Northbrook, IL 60065-3009

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BolognaFiere Cosmoprof S.p.a.
Milan, Italy
P +39 02 796 420
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international@cosmoprof.it

SALES OFFICE ASIA, OCEANIA
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2024's Beauty Trends Are Already Coming True



Mintel's NeuroGlow trend notes, "The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected"; photo by Uncanny Valley at Adobe Stock.

Trends move quickly. While I spent much of 2021-2022 writing about NFTs, the metaverse and supply chain disruptions, these concepts largely faded from view in 2023. Now, looking ahead at 2024, I've found that Mintel's latest beauty trend report[a] highlights a wide range of concepts that are already underway.

First up, Mintel's NeuroGlow trend notes, "The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected." This has already been a boon for supplements/ingestible beauty, as we've seen in recent years, and is spurring innovation in neurocosmetics that provide both aesthetic benefits and feel-good effects.

Recognizing the connections between mental well-being and appearance will also continue to create demand for psychodermatology concepts and platforms. As Selfmade founder Stephanie Lee noted earlier this year, "[Retailers] expanded their offering across our whole line as the consumer becomes more interested in psychodermatology: we're leading that conversation. Because we are more than products, we are reimagining what it can look like to move into retail and create an experience that evokes emotional well-being at the point of sale."

NeuroGlow also continues to highlight the need for personalized offerings, which have ramped up in 2023 with offerings including Clearstem's acne testing, hormonal wellness and Proven's expansion into Sephora.

Mintel notes that "technology will play a vital role in [the NeuroGlow] trend, with artificial intelligence (AI), virtual reality (VR), and augmented reality (AR) applications personalizing beauty experiences, tracking well-being metrics and offering virtual wellness consultations."

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



JEB GLEASON-ALLURED
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This insight merges well with the firm's Beaut-AI trend, which notes that, "Artificial intelligence will transform the beauty industry by making it more personalized, efficient and effective, but governance and transparency will be critical to growth."

AI is already making its impact felt, including via virtual try-ons and AI-powered recommendations, as well as climate condition analyses related to skin care recommendations.

Mintel argues that, moving forward, "AI will help brands identify emerging beauty preferences and eco-friendly options."

That said, consumer distrust of technology will need to be alleviated via transparency, a focus on data privacy and data sets that ensure diverse inputs, Mintel warns.

Mintel's Sophisticated Simplicity trend, meanwhile, highlights the rising demands for transparency in the service of ensuring that products are effective and that ingredients are both necessary and safe.

As reported in July, "the number of ingredients/chemicals per [personal care] product seems to have dropped" since 2004. This has been supported by multifunctional ingredients and spurred by consumer scrutiny over the length and contents of ingredient labels.

This movement has also been a growth engine for clinical and expert-backed brands that offer clear proof of product efficacy.

The move for minimalism, meanwhile, will have aesthetic impacts. Mintel notes, "Clean lines, muted colors and elegant esthetics will create a sense of understated luxury. Brands that embrace minimalist packaging will not only convey a premium image but also align with the desire for uncluttered, stripped-back beauty routines."

At the same time, Mintel predicts shoppers will use fewer products overall, instead focusing on "curating a carefully selected range of high-quality essentials."

To support this mindset, brands will need to tap the personalization tools mentioned above and ensure they are clearly aligned with shopper values.



INSIDER INSIGHTS:

WHAT'S TRENDING?: PACKAGING, ANTI-AGING, HAIR CARE, COLOR COSMETICS & INGREDIENTS

Natural ingredients continue to be demanded by consumers, in addition to sustainable packaging options.



Featured insiders…

- Applechem
- BASF
- Chemyunion
- Jojoba Desert
- KLK Oleo
- Lumson
- Sytheon
- TaikiUSA
- Verla International
- Virospack

Natural, minimal, multi-beneficial and sustainable sum up the recents trends in anti-aging, hair care, color cosmetics and packaging.

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3 ANTI-AGING TRENDS

Global Cosmetic Industry spoke with beauty insiders to highlight what is trending in the anti-aging, hair care, color cosmetics and packaging industries.

Natural & Organic Ingredients

Roni Rot, CEO, Jojoba Desert, says, "Two significant trends in anti-aging ingredients have caught our attention in recent years. Firstly, there is a noticeable shift toward natural and organic anti-aging products. As consumers become increasingly discerning about their skin care choices, they gravitate toward products that are free of harsh chemicals and unnecessary additives. Plant extracts, essential oils and traditional herbal remedies have become increasingly popular. Secondly, ingredient innovation stands out as a predominant trend. From potent UV absorbers to path-breaking natural elements, the emphasis on ingredient development remains paramount. These novel ingredients are crafted to amplify the efficacy of anti-aging solutions, ensuring users reap maximum benefits."

Rot continues, "With all of these trends in mind, we recently introduced an exceptional anti-aging ingredient: JD Phyto-Or 1% by Jojoba Desert. This innovative product addresses the concerns and trends mentioned earlier. JD Phyto-Or 1% (INCI: *Simmondsia chinensis* (Jojoba) seed oil; *Blakeslea trispora* mycelium extract/C30-45 Olefin) is a natural active skin repair solution that enhances skin elasticity and improves skin tone. It combines JD Jojoba oil with concentrated phytoene, extracted from a non-GMO fungi, using a solvent-free process and controlled fermentation pathway. This ingredient offers exceptional benefits for both skin and hair, reducing vulnerability to oxidation and preventing oxidative stress-induced damage and inflammation stimulated by UV irradiation and pollution. JD Phyto-Or 1% protects the natural hydro-lipid skin barrier, evens skin tone, reduces wrinkles by enhancing elasticity and firmness, and improves overall skin smoothness. It is a clear, low-viscosity, oil-soluble yellow liquid suitable for a wide rang e of skin care applications."



DavosLife E3 DVL95 can be emulsified for use in O/W formulations, water-based skin care or used in oil-based products, such as facial oils or nourishing creams.

Hybrid Applications

Jimmy Yow, general manager, sales and marketing, KLK Oleo, says, "We've been seeing a shift toward an interest in all-in-one skin care products with safe, effective and gentle to the skin, natural bioactive ingredients. The cost-of-living crisis is hitting hard for most consumers, and they are looking for all-in-one skin care products that can address multiple anti-aging concerns. They are looking for products that offer quality and value for money. They want a product that offers them convenience and a streamlined facial skin care routine, and they are willing to pay more for this. They perceive this as more affordable, because one product replaces many products."

Yow continues, "A successful natural bioactive ingredient that can fit into this trend is one that targets the root causes of aging, which are oxidative injury and inflammation in skin cells. Oxidative injury and inflammation accelerate the degradation of collagen and elastin, which is what leads to wrinkled skin and loss of elasticity. DavosLife E3 Tocotrienols are very powerful antioxidants with strong anti-inflammatory and gene modulatory benefits, making it the perfect bioactive for all-in-one products. Research studies over the years has shown that tocotrienols can decrease oxidative stress markers by up to 66%. They can decrease inflammatory markers by up to 72%. They inhibit the enzyme tyrosinase and promote the breakdown

of melanin, helping to reduce melanin production by up to 55%. They can also upregulate COLI and COLIII genes to stimulate collagen synthesis resulting in reduction of wrinkles and improved skin conditions. Clinical studies done by Davos Life Science has also shown that topically-applied Tocotrienols can protect skin from redness (inflammation) caused by UV exposure by up to 26% and also reduce the darkening of skin after UV exposure by up to 32%. Some of our newer research data have shown that tocotrienols can reduce PM2.5 pollution-induced oxidative stress and inflammation, and were far more effective than alpha-tocopherol in this respect. These proven results showed that DavosLife E3 Tocotrienols is not just gentle to the skin but condition and revive the skin to a healthier youthful looking skin."

Yow concludes, "Our key ingredient is DavosLife E3 DVL 95. This is a highly pure and highly concentrated liquid format of natural bioactive tocotrienols, with up to 95% vitamin E concentration (highest on the market). Formulators had traditionally used marketed conventional tocotrienols where they have tried formulating with conventional tocotrienols which was classically challenging due to the yellow color issues in their final finished product. However, the high concentration and advanced generation DavosLife E3 DVL 95 Tocotrienols usage in formulation have resulted in final finished product color as white as the product could be. In addition, the usage of lower amounts of the high concentration DVL95 Tocotrienols would be beneficial especially when formulators would be able to formulate a product with or requires several bioactive ingredients including DVL95 Tocotrienols. DavosLife E3 DVL95 is very versatile and can be easily emulsified for use in O/W formulations, water-based skin care or used in oil-based products such as facial oils or nourishing creams."

Preventative & Minimalist Care

Ratan K. Chaudhuri, Ph.D., president and CEO, Sytheon, says, "I see more emphasis is being placed on preventative skin care products meaning to counteract aging before it starts. Another trend I see is the use of a minimalist skin care approach meaning using only one or two products a day having evidence-based multifunctional anti-aging ingredients, like Sytenol A Bakuchiol, Synoxyl AZ (Acetyl Zingerone), etc. Innovation isn't limited to new synthetic structure or new application of a defined compound. Sometimes the biggest impact comes from understanding the mechanism and producing an improved system, which allows us to reach our target faster. True innovation does require years of development. Today, the most popular form of vitamin C derivative is tetrahexyldecyl ascorbate (THDC) which has certain inherent problems, for example, stability of THDC under an oxidant rich environment. Combining with acetyl Zingerone (AZ), a breakthrough active ingredient, inhibits THDC degradation and abrogates the pro-inflammatory type I interferon response seen when THDC is used as a standalone ingredient. Additionally, the combination of THDC+AZ promoted increased expression of genes associated with lipid homeostasis and keratinocyte differentiation, elevated production of collagen I, IV and VI proteins, reduction of activity of MMPs and improved viability of keratinocytes exposed to oxidative stress. Collectively, these findings support the use of AZ as a stabilizer of THDC to maximize its skin benefits. [It is] a simple solution to make a 25 year old vitamin C derivative more effective." ■



2023 PACKAGING LAUNCHES



New packaging launches have addressed several consumer preferrences.

Refillable Package Systems

Angela Kazimir, executive director of sales, TaikiUSA, says, "Taiki has launched a new line of refillable package systems. These innovative systems feature stand-alone refill cartridges that can be easily replaced by consumers—eliminating the need for full package repurchases or replacements. Our selection of refillable packages include liquid dispensing push-button pens, powder dispensers and airless pump packages. The refillable patented Airless Pump is sleek and environmentally friendly—offering the best in product performance and protection. The Refillable Pushbutton Pens are all-in-one liquid dispensers with integrated tips that offer a precise application for a wide range of skin care and cosmetics products. The Refillable Powder Package offers a soft, full-coverage application experience for your product, with designs that feature integrated brush tips and refillable cartridges."

Silvia Losacco, event and communication specialist, Lumson, says, "Another main innovation is represented by the collection Infinity with a distinctive design. Made up of four items, four glass bottles from 15 ml to 50 ml and one refillable glass jar of 50 ml, this peculiar collection stands out for its 'style detail' given by the thick and conical base for an absolute and refined look. Another perfect example of sustainability together with luxury as the bottles can be all realized in PCR glass and the refillable glass jar allows for a responsible recycling process, thanks to the removable inner PP cup studied to be replaced with a new one at the end-use."

Plant-based Dropper

Verena Fiori Ferreira, marketing director, Virospack, says, "Furthering the Virospack commitment to sustainable packaging, the company is proud to announce the new plant-based dropper, a complete sustainable dropper kit that includes a fully Plant-Based dropper cap, a partnership with Rezemo GmbH brand, using Forewood material, certified from sustainable forestry PEFC, 100% Plant-Based Compostable, and 0% Fossil Resources, reducing the CO_2 footprint. A bulb



The Infinity collection by Lumson features refillable glass jars.



Virospack's TPE Blown Injection Bulbs offer new personalized bulb shapes and finishes.

made with Biobased TPE > 50% and also, a pipette with a Tenite-Biobased Plastic > 40%. In addition to all these eco-powered benefits, embrace the power of customization as well, so important for brand positioning and final product design, with Virospack in-house custom decoration and finishes for the cap and bulb parts."

TPE Blown Injection Bulbs

Ferreira continues, "Virospack has just introduced the new technology of TPE Blown Injection Bulbs. This new technology allows greater freedom for bulbs designing and customizing, being able to create a new consumer experience and exclusive brand positioning with special formats. These new personalized bulbs shapes, composed of different types of TPE available, can be combined with many options of caps and pipettes available in the Virospack dropper's portfolio and through different decoration finishes, such as color painting or metallization, that will perfectly meet your brand needs. These cutting-edge Blown Injection Bulbs can be designed to provide exceptional functionality and sustainability, making them a game-changer in the market, adding personalization and differentiation to the cosmetics products."



TaikiUSA's refillable package systems include liquid dispensing push-button pens, powder dispensers and airless pump packages.

Ferreira continues, "Through this technological innovation, Virospack is increasing its wide bulbs range offering new personalized bulb shapes and finishes that distinguishes it from others available in the market. There is also the possibility of having a completely recyclable dropper, using standard PP pipettes. Personalization matters, enhances consumer experience, satisfaction and loyalty. The customers will benefit from a seductive bulb and dropper dispenser pack completely personalized for their best interaction with the product."

Airless Systems

Losacco says, "After the launch of our monomaterial dropper and cover in the first 2023 semester, Lumson confirms once again the concept of sustainability together with luxury by enriching its already extensive range of airless systems. A synonym of high-technology and elegance expressed to the fullest, airless TAG family, which is already well-known to be the 'original airless systems in a glass bottle,' is enriched by two new designs: Tag Excelsa and Sublima. Outstanding for their exclusive outlines, these two new solutions, as the entire airless with pouch technology family, are perfectly aligned with this concept. Thanks to a specific inner lacquering decorations the glass profiles and bottom are emphasized to level-up the luxury features, whereas the sustainability concept is in the separation process of the components. After use the consumer can easily separate the glass bottle from the plastic components (pumps and overcap) allowing for a responsible recycling process. A high-technology presented for the first time more than 10 years ago with the launch of the first airless system TAG but still relevant, today now more than ever." ■

4 HAIR CARE TRENDS



There is a growing wellness focus in men's grooming and hair care products for Gen Z.

Natural Hair Care Ingredients

Andrew Miller, marketing manager—hair, body, and oral care, North America, BASF, says, "Consumers and producers will increasingly prioritize hair care products that encompass a substantial number of natural ingredients, aiming to minimize their exposure to harsh chemicals. The demand for hair care products containing natural and sustainable ingredients has been on the rise. Consumers are becoming more conscious of the potential harm synthetic chemicals may have on their hair and the environment. As a result, ingredients like plant extracts, essential oils, and botanicals have gained popularity due to their perceived gentleness and eco-friendly properties. Biopolymers for styling and rheology have also been in high demand. Additionally, APG's have proven to be an effective and mild plant-based surfactant. Proteins are also being utilized to provide natural sourcing and strengthen hair formulations."

Skinification

Miller continues, "The skinification trend focuses on treating the hair and scalp with the same care as the skin on our face. Recognizing the scalp as a crucial foundation for healthy hair growth, this trend promotes gentle exfoliation, moisturization, and protection from environmental stressors. Hair and scalp care products now incorporate ingredients like alpha hydroxy acids (AHAs) or beta hydroxy acids (BHAs) to delicately exfoliate the scalp, eliminate dead skin cells, and create a healthier environment for hair follicles. Similarly, to facial serums, hair and scalp serums are specifically formulated to target scalp concerns such as dryness, flakiness, or sensitivity. Aligning with the skinification trend, hair care products that offer multiple benefits such as UV

protection for the scalp, antioxidants to combat environmental damage, and anti-inflammatory properties to soothe irritation have gained popularity. Additionally, hair care products with protective ingredients against pollution, mirroring the anti-pollution products available for skin care, have also experienced an increase in demand."

Miller concludes, "Euperlan NL Pearl is composed of the naturally derived ingredients such as hydrogenated vegetable oil, cocamidopropyl betaine, and glycerol oleate. Approved by COSMOS, Euperlan NL Pearl offers a high-performance alternative to non-COSMOS-approved ingredients and allows you to address consumers' demand for opacifying and pearlizing effects without using pigments. It shows outstanding attributes in hair care applications, especially on wet and dry combing tests, anti-hair breakage measurements and suppleness tests. It is biodegradable and suitable for EO and sulfate surfactant-alternative solutions. It is easy to formulate and cold processable. Formulations for shampoos, body wash, and shower gel developed with Euperlan NL Pearl allow a natural-origin content of up to 99% according to ISO 16128, depending on other ingredients."



BASF's Euperlan NL Pearl can be used for shampoos, body wash and shower gel.

Premiumization of Men's Hair Care

Wilson Lin, marketing and regulatory manager, Applechem, says, "We're seeing an increase in wellness focus on men's grooming and hair care products, projected by Statista to grow from $80 million in 2023 to $115 million in 2028. Premiumization of men's hair care is a high growth trend with men, especially in the Gen Z cohort, looking for more sophisticated beauty regimens and willing to pay the price for that. The skinification of hair care has also made its way to beard care, with popular skin actives like peptides and collagen being used to promote beard growth. Additionally, more advanced hair focused actives are coming from biofermentation, with this type of high level cultivation and extraction technology being seen as the main innovation hub for more sustainable scalp care treatments."

Lin continues, "Now that Applechem is a part of the Solabia Group, we're able to offer customers our easy-to-use functional ingredient platform combined with targeted skin wellness actives that leverage the latest advances in biofermentation. A good example of this would be Solabia's Saniscalp, a passion fruit seed extract created using their patented Laccase Technology to both soothe and improve scalp barrier cohesion and natural defenses. On the functional side, there's a larger focus on creating stable cleansing chassis that can combine super-mild sulfate free surfactants with high performance scalp care actives without the formula falling apart. It's important to use a more modern rheology modifier like Applechem's Sorbithix and new Stellathix non-ionic thickeners—these are designed for gentle sulfate-free systems to help stabilize all types of premium formulations, especially important with this growing focus on personalized hair health products with clinical-grade treatment claims."

Minimalist Approach

Henrique Marconi, marketing and products coordinator, Chemyunion, says, "The 'lazy' skinimalist principles have been influencing styling products, creating professional-like looks and results at a more affordable price in no time at all. Lazy hairscaping was born at a time when multitasking products are becoming essential for consumers, as low-maintenance beauty habits reign supreme. Solutions that provide users with easy home-care use while ensuring professional results within a five-minute timeframe are likely to gain even more popularity among consumers."

Marconi continues, "Hair exposure to the environment, including exposure to hard water containing

calcium and magnesium ions, poses a risk of hair breakage. It also has a detrimental impact on the outcomes of color treatments, highlights, or bleaching processes. With consumer convenience in mind, the hair care industry has introduced 'pre-treatment' solutions to address and eliminate this hidden damage. Products that streamline the application of treatments, resulting in enhanced effectiveness and long-lasting results, all more conveniently and efficiently. Convenience and effectiveness in home hair care have become the new guidelines for consumers."

Marconi concludes, "Considering that hair and scalp can suffer such invisible interference with noticeable damage, the latest edition of in-cosmetics Global fair has seen Chemyunion's launch of its Polluout Detox: Capillary ingredient with detoxification properties, able to restore and extend hair health and well-being from root to tip. Developed through a synergistic combination of polydentate polymeric chelating agents, sodium polyitaconate, alpha-hydroxy acid-derived chelating agent, sodium citrate, and a biosurfactant sourced from *Sapindus mukorossi* fruit extract, Polluout Detox effectively removes harmful particles and impurities from both the hair and the scalp, including calcium, magnesium, copper, and various pollutants, simultaneously improving shine, combability, and the effectiveness of hair treatments, while also safeguarding hair DNA and rejuvenating it from the roots." ■

COLOR COSMETICS: ANTI-POLLUTION + NATURAL INGREDIENTS

| **BY APRIL VIGNONE**, president, Trendsetters International, innovative product and pkg development division, Verla International

In color cosmetics as with skin care, two notable trends are emerging. First, is the growing emphasis on anti-pollution ingredients in cosmetic formulations. Brands are incorporating antioxidants, barrier-boosting components, and pollution-fighting actives to safeguard the skin from environmental pollutants. Additionally, there is a focus on nurturing the skin using a high percentage of natural and organic ingredients, including plant stem cells, upcycled ingredients, alongside probiotics, prebiotics and postbiotics to balance the skin's microbiome, revive and promote healthy skin. Consumers are increasingly informed and educated about the benefits of sustainable and organic cosmetic ingredients, prompting brands to explore novel approaches like biotechnology, green chemistry, sourcing locally, and using hydroponic farms for ingredient cultivation. Sourcing locally can help reduce carbon emissions associated with transportation and support local communities. Hydroponic farms are increasingly popular to grow cosmetic ingredients, particularly botanicals and herbs. This offers consistent and high-quality plant growth, year-around cultivation, and shorter growth cycles. These can be set up vertically or in compact indoor spaces, making them suitable for urban farming, reducing the need for large land areas, and providing water efficiency. These current trends align with the consumers desire for sustainability, transparency, and to reduce environmental impact.

Starting with the selection of raw materials, crucial in addressing the life cycle of a new product, has led to new product introductions. One significant launch, an intense lip therapy color line, specifically targets the unique characteristics of the lip's thin epidermis. The lack of stratum corneum, sebaceous glands, and minimal natural skin barrier protection the lips are naturally more delicate and vulnerable to external aggressors than other skin areas. The formula uses a natural blend of rich emollients, moisturizing oils, and butters with a proprietary blend of upcycled fruit seed oil, marine plant stem cells, bioactive peptides, and antioxidants to nourish, hydrate, and shields lips from environmental pollutants. The upcycled fruit seed oil, lightweight and rich in essential fatty acids, nourishes and increases the lip barrier system. Marine plant cells enhance elasticity, promoting smoother and more youthful-looking lips. Bioactive peptides plumps, increases moisture retention, and help to create fuller-looking lips by stimulating collagen production. Another innovative natural product category redefines mascara and brow technology, combining plant stem cells to create the optimal bio-environment, botanical extracts, and organic oils to nourish, promote growth, and improve lash health. Daikon seed extract, shea butter, red clover extract, and pumpkin seed oil work synergically to protect, strengthen, reinforce, and help regenerate the lash and brow structure from root to tip. These launches highlight the driving desire and commitment for clean products that are both good for the skin and the planet. ■

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www.sundeepinc.com

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Explore Synergistic Pairings with DavosLife E3

KLK Oleo

www.klkoleo.com/davoslife/

DavosLife Ageless Serum is a synergistic antioxidant combination of ferulic acid, vitamin C and tocotrienols (FACT bioactive complex) to enhance skin protection against oxidative injury. Acne Spot Gel is a synergistic pairing of tocotrienols and azelamide MEA (vitamide-E technology) to dry acne overnight, reduce sebum secretion, while boosting the skin barrier.

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.



Campo Plantservative WSr

Campo Research

www.campo-research.com/

With the help of green chemistry, Campo Plantservative WSr is produced from wildly cropped honeysuckle without the use of synthetic substances. This ingredient, which has a natural origin index of 1 according to ISO 16128, contains phytochemicals with broad-spectrum antimicrobial properties against microbes, fungi, endospores and molds in products.



Supervisome EPH

Symrise

www.ulprospector.com/en/eu/PersonalCare/Detail/3029/6445422/Supervisome-EPH

Supervisome EPH (INCI: maltodextrin, *Achillea millefolium* extract) a natural glow enhancer that increases skin luminosity, radiance and brightness and protects against stress induced damage. Supervisome EPH is also 100% natural and biodegradable.

pTeroWhite

Sabinsa

sabinsacosmetics.com/personal-care/skin-cares/sunscreens

pTeroWhite (INCI: *Pterocarpus marsupium* bark extract) is a standardized extract from the heartwood of Pterocarpus marsupium, containing 90% Pterostilbene. pTeroWhite offers antioxidant coverage, protection against ultraviolet light and helps reduce the appearance of wrinkles and sun damage. At 0.1%-0.5% w/w in cosmetic formulations, pTeroWhite is more efficacious than resveratrol.





FDA Colorants

Spectra Colors Corp

www.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.



9 PRO-AGING INNOVATORS REVEAL TOP INGREDIENTS

From algae and sea moss to hydrolyzed pea protein and kakadu plum, brand leaders break down the technologies delivering winning benefits.

BY LISA DOYLE



"The Mineral Sunscreen SPF 30 PA+++ provides holistic support of the skin's well-aging, because each ingredient works to enhance the fundamental levels of skin health and wellness," says Nécessaire's Adriel Carolino.

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While it's true that an ounce of prevention equals a pound of cure in skin care, the truth remains that there's plenty of room in the cure category. Pro-aging brands are increasingly incorporating both elements into their formulas, using ingredients that can undo years of environmental damage while protecting the skin against future harm. We asked some of the top innovators in the pro-aging field about the standout ingredients making their skin care lines shine. Here's what they had to say.

1. Jenna Ronert, founder, Image Skincare

"Our award-winning Prevention+ collection of SPF moisturizers helps to protect, nourish and defend the skin. The collection is formulated with zinc oxide, chemical UV filters, and antioxidants to help protect against environmental stressors, which can cause the skin to age faster. In addition, the specialized hydrolyzed pea protein helps to defend against the elements that age our skin, indoors and out. We also ensure our SPF formulas have added skin-nourishing ingredients that support well-aging, including plant-derived squalane from sugarcane to provide deep hydration to the skin and antioxidant-rich ginger root extract, vitamin C and vitamin E to ensure protection against environmental stressors."



"Our key care ingredients of sea moss and aloe stem cells are featured in all products," says Cay Skin CEO Karen Barner.

2. Adriel Carolino, executive director of research and development, Nécessaire

"The Mineral Sunscreen SPF 30 PA+++ provides holistic support of the skin's well-aging, because each ingredient works to enhance the fundamental levels of skin health and wellness. Our formulation was mindfully crafted. SPF protection from zinc oxide prevents burns, irritation and premature aging caused by free radicals. Moisturization and hydration are provided by hyaluronic acid, panthenol, squalane and *Laminaria saccharina* (algae). That same *Laminaria saccharina* also works with niacinamide, tocopherol and bisabolol to help against pollution and free radicals, strengthen the skin's barrier, and relieve and soothe irritation."

3. Karen Barner, CEO, Cay Skin

"Our key care ingredients of sea moss and aloe stem cells are featured in all products. Sea moss is excellent for cellular health and aloe is soothing and hydrating. We also include additional care ingredients which are island natural botanicals like prickly pear for hydration and smoothing, and known proven dermatological ingredients such as hyaluronic acid, niacinamide and vitamin C for better skin health and long-term care."

4. Colette Laxton, cofounder of The Inkey List

"In the Polyglutamic Acid Dewy Sunscreen SPF 30, the 8% hydration trio of polyglutamic acid, squalene and glycerin hydrates and plumps skin to address fine lines and wrinkles. The chemical filters and SPF 30 provide broad-spectrum UVA and UVB protection, combatting skin cancer, sun burn, a damaged skin barrier and hyperpigmentation."



"We designed Superbeam Sunscreen specifically for acne-prone skin," says Ashley Paulino, product development director, Hero Cosmetics.

5. Ron Robinson, founder and CEO, BeautyStat Cosmetics

"Our pure green tea from Premier Specialties is actually the most active part of green tea—the stable EGCG (epigallocatechin gallate). It is a powerful antioxidant that not only helps to calm and soothe the skin, but also helps reduce redness and dark spots. Silicone elastomer gel from Grant Industries gives our products their iconic, silky smooth texture. As part of our patented technology, this material not only helps us to stabilize pure vitamin C, but also gives a flawless, soft-focus skin finish."

(Continued on Page 16)

EMERGING PRO-AGING TECHNOLOGIES

In addition to the superstar ingredients outlined by the brand leaders interviewed in this story, a range of suppliers have developed cutting-edge technologies to provide preventative care and novel solutions that mimic professional treatments.

Botulinum-like Technology

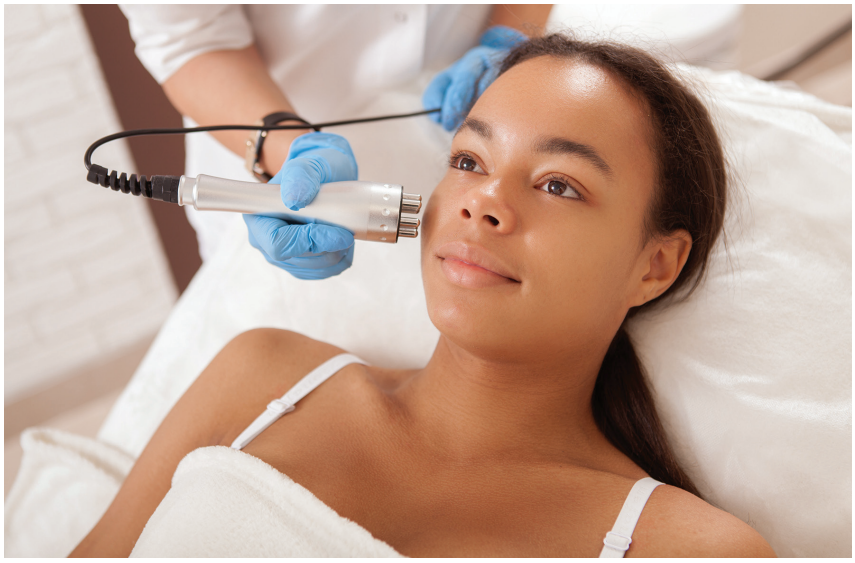
LipoTrue S.L. has tapped a newly identified *Alteromonas* strain, *Alteromonas lipotrueae*, to develop its new Botox-like V/WA ingredient. The source microorganism was discovered on the surface of a Mediterranean stinging jellyfish, *Pelagia noctiluca*. The bacterial extract was found to contain compounds that help to relax expression lines. V/WA reportedly acts on neuritogenesis and neuronal migration, synaptic vesicle recycling, and muscle contraction to smooth crow's feet wrinkles, as well as wrinkles on the forehead, and those associated with smiling and frowning.



LipoTrue S.L.'s V/WA ingredient leverages a microorganism discovered on the surface of a Mediterranean stinging jellyfish, Pelagia noctiluca *(pictured).*

A Microcurrent in Ingredient Form

Lubrizol Life Science Beauty's Uplevity e-Lift tetrapeptide (INCI: water (aqua) (and) tetrapeptide-1 (and) caprylyl glycol) is inspired by microcurrent devices. The technology reportedly mimics the benefits of electrical stimulation on the skin for a facelifted appearance and reduced visibility of wrinkles, per the company. In vitro, the ingredient showed increased collagen contraction and improved mitochondrial function, per Lubrizol, resulting in firmer skin and better muscle tone, similar to microcurrent stimulation. One month of treatment with the active ingredient on volunteers achieved a microcurrent-like upper facelifted appearance via a "triorbital" skin lift (supraorbital eyebrow and eyelid lift, orbital crow's feet lift, and infraorbital upper cheek lift), per the company.



Lubrizol Life Science Beauty's Uplevity e-Lift tetrapeptide is inspired by microcurrent devices.

Boosting the Skin's Metabolism

Silab's Revilience (INCI: *Sphingomonas* ferment extract) is a natural active ingredient composed of oligosphinganes that can improve the metabolism of skin. Application of the ingredient reportedly revives skin lacking in vitality.

The ingredient, available in an aqueous solution, is produced via a biotechnological process of controlled nitrogen deficiency applied to *Sphingomonas panaciterrae* found in the rhizosphere of ginseng. This deficiency reportedly doubles the bacterium's protective exopolysaccharide production. These exopolysaccharides are subjected to enzymatic hydrolysis to obtain the final active ingredient, which comprises oligosphingans that improve the metabolism of lackluster skin.

Revilience can reportedly address the "degradation of the metabolism and protective mechanisms of epidermal cells," per Silab. By stimulating the skin's metabolism and reinforcing the cutaneous barrier, the technology can result in more radiant skin. Tested at 2.5% on young and mature Caucasian volunteers, the active ingredient reportedly enhanced the radiance of the complexion and improved hydration from day 7 of application.

Blueberry-inspired Pro-aging

Circe Scientific's Pteroyouth (INCI: resveratrol dimethyl ether (and) picolinic acid) improves pterostilbene solubility issues to make the ingredient easier to deliver in skin care. Pterostilbene is found in blueberries in which the chemical provides defense from UV radiation, drought, microorganisms and other environmental threats. The material can reportedly offer similar help in human skin.

Pteroyouth presents pterostilbene in a cocrystal with picolinic acid, a compound produced in the human body. Picolinic acid is a derivative of the amino acid tryptophan and is known to boost the body's mineral absorption and immune response. These properties allow pterostilbene to overcome its previously mentioned solubility issues.

In applications, Pteroyouth is said to keep the skin healthy when exposed to UVA and UVB rays and ionizing radiation and to modulate the skin's inflammation response. In addition, the technology provides antioxidant support, helps modulate the skin's pigmentation in response to environmental stresses and age, and enhances the activity of sirtuins for cell vitality and aging regulation. Per the supplier, "In vitro, in vivo and clinical research on this molecule links it to keeping skin smooth, elastic and youthful in a healthy way."



Circe Scientific's Pteroyouth improves pterostilbene solubility issues to make the ingredient easier to deliver in skin care. Pterostilbene is found in blueberries in which the chemical provides defense from UV radiation, drought, microorganisms and other environmental threats.

Fernando Barrera, cofounder and CEO of Circe Scientific, noted, "After years of research, Circe Scientific has managed to create a product, Pteroyouth, which provides a solution to this need that we detected in the cosmetics industry. Its function is to improve the solubility of pterostilbene, to facilitate its administration, increasing its bioavailability and stability. As a result, we have a revolutionary product that improves the efficacy of cosmetic treatments."



*"In developing SolaPure Glo, Hallstar Beauty was inspired and guided by nature—and more specifically by the inherent wellness benefits of turmeric (*Curcuma longa *root extract)," explains Tia Alkazaz, business manager, sun care, Hallstar Beauty.*

Tapping Turmeric for Sun Care

While more and more pro-aging skin care includes UV filters to provide sun protection, the list of permitted ingredients in this arena has continued to shrink globally. Suppliers are tasked with finding sustainable and healthy alternatives to provide this protection—and Hallstar Beauty has delivered with SolaPure Glo, a holistic sun care solutions that leverages the benefits of turmeric.

"In developing SolaPure Glo, Hallstar Beauty was inspired and guided by nature—and more specifically by the inherent wellness benefits of turmeric (*Curcuma longa* root extract)," explains Tia Alkazaz, business manager, sun care, Hallstar Beauty. "The curcuminoids found in turmeric plants boast anti-inflammatory, antioxidant and anti-microbial properties, and can reduce the ROS production that leads to oxidative skin damage. SolaPure Glo leverages the phytoconstituents present in turmeric to enable higher SPF and PFA performance with less zinc oxide, which means reduced whitening and a smoother formulation texture for consumers." ■

(Continued from Page 13)

6. Ashley Paulino, product development director, Hero Cosmetics

"We designed Superbeam Sunscreen specifically for acne-prone skin, so it also helps soften the look of post blemish dark spots instantly with a sheer apricot tint, and brightens skin with kakadu plum and niacinamide."

7. Marc Elrick, founder and CEO, Future Beauty Labs (Byoma)

"In our Moisturizing Gel-Cream SPF 30, hydrating hyaluronic acid and beta glucan help plump skin while delivering a surge of hydration across multiple layers, minimizing TEWL, while our Tri-Ceramide Complex works hard to safeguard the skin barrier. Our formula provides photostable protection from UVA/UVB rays while shielding from the damaging effects of daily aggressors and pollution. The SPF is a chemical complex of three SPF agents—homosalate, octisalate and avobenzone—and is free-from mineral oils and silicones. These best-in-class filters offer complete protection for your skin while supporting a healthy, hydrated skin barrier."



"Our formula provides photostable protection from UVA/UVB rays while shielding from the damaging effects of daily aggressors and pollution," says Marc Elrick, founder and CEO, Future Beauty Labs (Byoma).



"Our sunscreen formula is filled with antioxidants, vitamins B and E, and caffeine, which all help to keep your skin hydrated in the sun and boost elasticity, preserving your youthful glow," says Ellen Marmur, MD, founder, MMSkincare.

8. Rachel Roff, founder and CEO, Urban Skin Rx[a]

"Some of our staple ingredients for well-aging include vitamin C, hyaluronic acid and vitamin A. Vitamin C is proven to reduce oxidative stress in the body which can lead to premature aging. Vitamin C also brightens and helps with the appearance of dark marks and under-eye circles. Hyaluronic acid has the ability to keep moisture in the skin. Because of its water pulling qualities, it improves the look of dry, crepey areas of skin that we get as we get older. Vitamin A or retinol is a favorite for anti-aging and has the most clinical research to back up its claims. It exfoliates the skin and speeds up the rate of skin cell turnover which reduces fine lines and wrinkles. It also promotes collagen production, which we start to lose in our 20s."

9. Ellen Marmur, MD, founder, MMSkincare

"Our sunscreen formula is filled with antioxidants, vitamins B and E, and caffeine, which all help to keep your skin hydrated in the sun and boost elasticity, preserving your youthful glow. When paired with our MMSkincare Revive Serum and its photodynamic ingredients, your skin receives the ultimate glow and hydration." ■

[a]*As of this publication, Urban Skin Rx founder Rachel Roff has stepped down as CEO. The board has appointed Victoria Payne, the company's CFO, as the new CEO.*

Want more from this author?

Check out ***Smart Mouths: Oral Care Gets Beautiful*** *in our* ***August 2023 edition.***





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

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From serum-like concealers to tinted moisturizers and hydrating cheek stains, color cosmetics are undergoing a hybridized reinvention; photo by JLCo Ana Suanes at Adobe Stock.

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COLOR COSMETICS' SKIN-FORWARD REVOLUTION

From lip and cheek stains to brow liners and foundation, brands and suppliers are creating a new generation of innovative hybrid products.

Like hair care, makeup's recent boom has been driven by skin care-inspired innovation across product categories. Circana[a] recently reported that "53% of makeup users look for hybrid makeup/skin care products," up 6% compared to 2022. And, according to a 2022 Mintel survey cited by Vantage, nearly 70% of U.S. female makeup users want multifunctional products.

To highlight the innovation opportunities, Vantage created an array of hybrid makeup formulations. Dubbed "Effortless Color," the collection comprised ingredients such as hydrating and deep-penetrating BP Triluronic Acid A; jojoba oil; the anti-inflammaging StrataPhix Technology Series; Lipovol GTB, a rapeseed-derived emollient; and natural silicone alternatives from the Jeechem NDA line.

Formulations in the collection include the Fresh Canvas Multi-Use Concealer spot treatment, the buildable Hydrating Tinted Face Oil, the liquid All-Over Glow Blusher for the cheeks and eyes, and the plumping Plush Fruity Gloss.

To better understand the cross-category dynamics underway, *Global Cosmetic Industry* reviewed a range of recent launches to decode future innovation opportunities for brands.

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

Color Cosmetics' 2023 Boom

First, however, it's important to understand the broader market. According to Circana, prestige U.S. makeup sales grew 18% in the first half of the year, faster than any other category, while mass sales grew 9%.

Color cosmetic growth is being driven by a 3% rise in consumer makeup usage, according to Circana's "2023 Makeup Consumer Report," with Gen Z and millennials over-indexing in comparison to other generational cohorts. More than 1/3 of



Tula Skincare recently made the leap into the concealer category with a 20-shade range of its Radiant Skin Brightening Serum Concealer.

all makeup users are buying equally among mass and prestige brands. That said, consumers with household incomes greater than $200,000 have increased their usage of makeup, providing opportunities for prestige and luxury brands.

Now, let's look at some skin-forward color launches.

Serum-like Concealer

Tula Skincare recently made the leap into the concealer category with a 20-shade range of its Radiant Skin Brightening Serum Concealer. The formulation is said to fulfill customers' desire for an eye treatment with brightening benefits, according to the brand, and comprises Tula's Rainbow Seabright Elixir, which features rainbow seaweed and niacinamide, as well as the S6Pro Complex, which features a trio of probiotic extracts and three prebiotics derived from chicory, beet and turmeric root. Furthermore, the concealer includes peptides and tea leaf caffeine to address dark circles, skin texture and eye bags.

The long-wear serum-like formula reportedly conceals dark circles and discoloration, while brightening the appearance of skin over time. It also strengthens the skin barrier, per Tula, and increases firmness and protects against moisture loss.

Tinted Moisturizers for All

Skin-forward color is crossing gender lines. Recently, Apostle launched the 12-shade range of Reclaim Tinted Moisturizers for the face, delivering medium coverage and a matte finish while boosting skin elasticity, firmness and hydration, diminishing the appearance of fine lines, and defending against stressors.

Key ingredients include niacinamide; vitamin E; squalene; hydrating sodium hyaluronate; and the Apostle Blue Mountain Complex, comprising antioxidant Jamaican Blue Mountain, which is rich in calcium, magnesium and potassium, anti-inflammatory Scotch bonnet pepper, which is rich in vitamins A, B and C, and magnesium, as well as antioxidant and rejuvenating sweet orange, which is rich in vitamins C and E.



Glossier's Stretch Fluid Foundation is available in 32 shades balanced across seven families, per the brand.

Elsewhere, Vantage's previously mentioned "Effortless Color" range included the Tinted Zinc Shield. The lightweight tinted moisturizer features an SPF 30 rating, signaling additional benefits for the format.

A Scar-filling Primer

Topicals recently released the Sealed Active Scar Filling Primer for Acne Prone Skin. Offering a matte finish, the formulation reportedly fills in and smooths the look of indented acne scars and large pores. Longer term use can reduce the appearance of scar depth, per the brand.

Key ingredients include surface-restoring medical-grade silicone, a skin-smoothing biomimetic peptide and cell-turnover-supporting retinol, which also supports a smoothing effect. The formulation is Clean at Sephora compliant.

Foundation Reinvented

Foundation has been a significant area of innovation in recent months. For instance, R.E.M. Beauty's longwearing Sweetener Foundation features a blend of raspberry leaf extract and hyaluronic acid spheres to deliver instant hydration that reportedly lasts up to four weeks. The formulation also comprises niacinamide to reduce the appearance of pores, correct dullness, and mattify and brighten skin.

Meanwhile, MAC's Studio Radiance Serum-Powered Foundation, available in 48 shades, was formulated to blur the appearance of pores, smooth the skin's texture, even out tone and hydrate. To render the skin plumper

and more radiant, the formulation features 33 skin care ingredients, including a 10% hyaluronic acid solution, olive and jojoba oils, and antioxidants to protect skin from pollution and blue light.

Glossier has expanded its skin-friendly makeup range with its new Stretch Fluid Foundation formula, which takes cues from its Stretch Concealer. Eighty-nine percent of the new foundation formula comprises a skin care base and offers as much as 12 hours of wear, per the brand. Key ingredients include squalane and glycerin, wild rose berry and plankton extract, and amino acid-coated pigments. The foundation is available in 32 shades balanced across seven families.

Hydrating & SPF-powered Lip Color

In the first half of 2023, lip makeup was the fastest-growing U.S. beauty product category across the prestige and mass sectors, according to Circana. Growth has been supported by hybridized formulations.

Caliray's longwear Socal Superbloom Lip + Cheek Hydrating Soft Stain, for instance, features hyaluronic acid, niacinamide and squalene and imparts a sheer tint when applied. The skin-friendly ingredients, meanwhile, hydrate, reduce inflammation and support skin elasticity, per the brand. The stain is available in four shades and can be applied with the packaging's oversized doe foot applicator.

Elsewhere, Solesence's lightweight Lip Oil SPF 40+ comes in both neutral nude or bold tones. The formulation comprises the manufacturer's Kleair technology, a non-nano, mineral-based, broad-spectrum SPF 40+ sunscreen that reportedly protects the skin from 97% or more of UV radiation. Kleair also reduces pollution-induced free radicals by more than 85%, per Solesence, and, if paired with the company's antioxidant complex, can boost antioxidant activity by as much as 200%. The silicone-free formulation

MAKEUP INNOVATION INSPIRATION

Sustainable, Performance-driven Liners

Turnkey solutions provider Tokiwa Cosmetics' Colored Liquid Liners are available in more than 50 colors. As Denise Herich reported in the July/August 2023 issue of *Global Cosmetic Industry*, "Gen Z eyeliner users are a bit bolder than their older counterparts."

The liners feature refillable wood or plastic packaging featuring specialized tips that can apply intense color. The tip's diameter allows for the application of smooth and fine lines that can be easily blended with other makeup.

Color options include bright tones, pale pastels and metallics.

"As consumers demand more sustainable packaging alongside beauty products that are performance-driven, long-lasting, and color and texture-rich, we are excited to offer that with our liquid liners," said Dana Di Somma, director of sales and marketing at Tokiwa. "Being able to customize those products in our New Jersey Innovation Lab has given our partners the advantage to create unique products in the cosmetics market."



Turnkey solutions provider Tokiwa Cosmetics' Colored Liquid Liners are available in more than 50 colors.

Vegan Finishing Powder

Lady Burd's sheer HD Finishing Powder diffuses imperfections and absorbs oil for a smooth, matte, flawless photo-ready appearance. The paraben-free, vegan and EU-compliant formula can be used on any skin type, per Lady Burd. The powder is available in shades such as Barely There, Cherry Blossom (pictured), Crystal Clear and No Flash. ■



Lady Burd's HD Finishing Powder in Cherry Blossom.



Caliray's longwear Socal Superbloom Lip + Cheek Hydrating Soft Stain features hyaluronic acid, niacinamide and squalene and imparts a sheer tint when applied.



Solesence's lightweight Lip Oil SPF 40+ comes in both neutral nude or bold tones.



Schwan Cosmetics' Brow Friends Forever (BFF) brow liner is designed to blend and correct for natural-looking brows while offering a high degree of natural ingredients.

features Ecocert/COSMOS-approved meadowfoam seed oil, bisabolol, squalene, and bergamot and orange peel oils.

Skin-friendly Brow Liner

Schwan Cosmetics' Brow Friends Forever (BFF) brow liner is designed to blend and correct for natural-looking brows while offering a high degree of natural ingredients.

The concept features a waterproof and sweat-proof formula featuring natural oils as well as pigments and powder fillers. The formulation comprises 91% natural origin content and ingredients offering vitamins E and C.

The formulas are available in six shades, including a universal brown shade that reportedly accommodates all tones. Custom colors are available upon request, per Schwan.

A recent consumer survey from Denise Herich of The Benchmarking Company[b] published by *Global Cosmetic Industry* revealed the following: "What is most important to consumers when considering the purchase of an eyebrow product or services is color match (75%), ease of application (68%), long-wear (59%), texture (gel, cream, powder, etc.; 55%), ease of removal (44%), does not clump (40%) and waterproof (39%). Brow product attributes at the bottom of her list include specific brand name (19%), natural/organic (17%), and product is 'clean' and eco-friendly (17%)."

A home panel test of 39 volunteers conducted by Schwan Cosmetics reportedly found that 97% of users confirmed BFF provided long-lasting brow results.

BFF's mechanical pencil design supports easy, precise application, per the supplier. The pack features vibrant colors, shiny materials and pearlescent shades inspired by Y2K aesthetics.

"BFF addresses the growing consumer demand for clean beauty products," said Elza Davida, product manager brow at Schwan Cosmetics. "We noticed the limited availability of mechanical brow liners with high natural origin content (NOC) that meet these criteria. With BFF, we wanted to fill this gap by offering a sustainable, high-performance brow liner with a focus on clean ingredients. This is another step forward in our liner leadership journey as we refuse to compromise on performance." ■

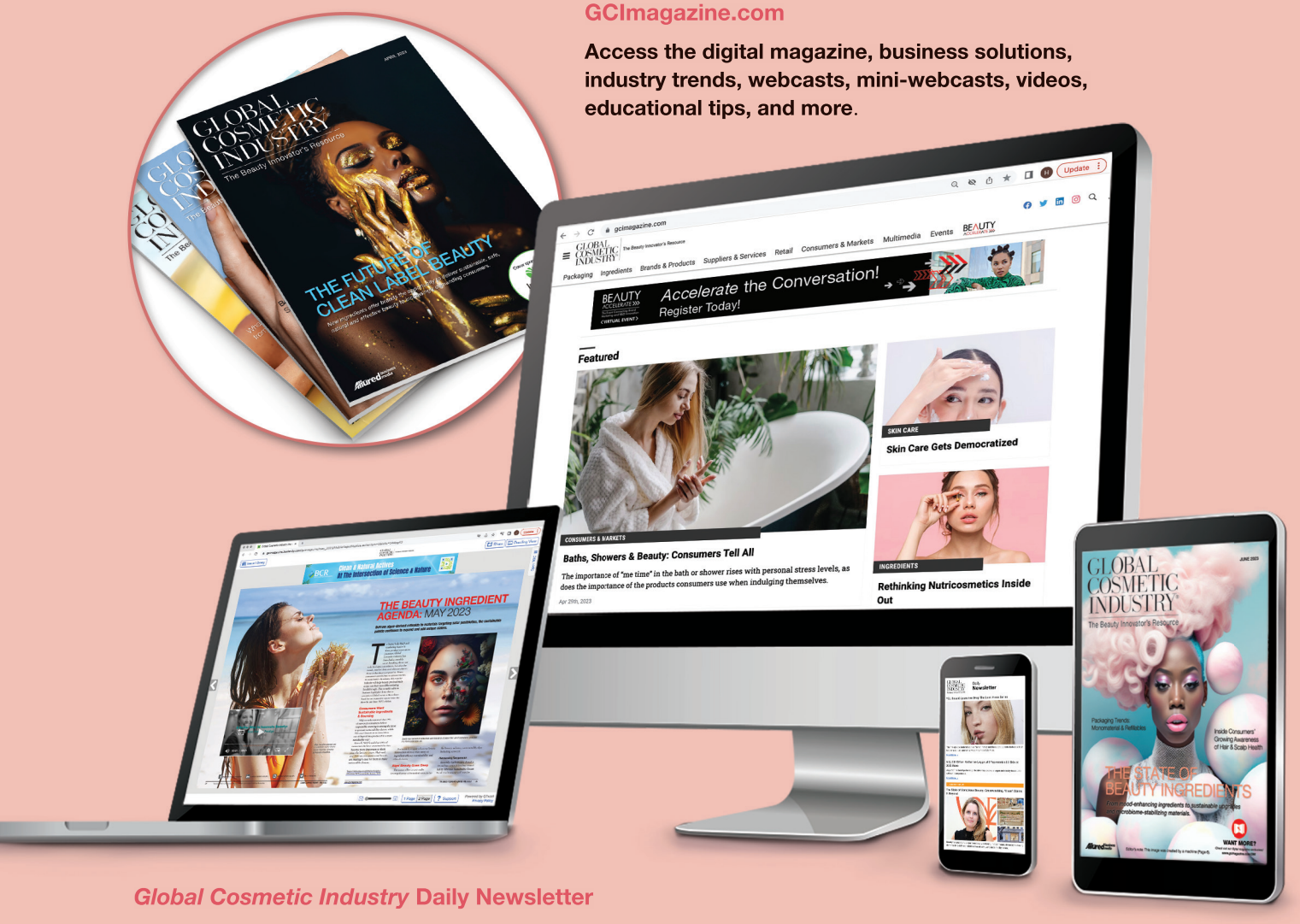
[b]www.gcimagazine.com/brands-products/color-cosmetics/article/22866383/consumers-tell-all-on-eye-brow-makeup

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BEAUTY TECH'S IMPACT ON CONSUMER PURCHASING

New survey data points to how AI, apps, virtual filters, digital assistants and more are shaping how buyers discover and interact with makeup and other products.

BY DENISE HERICH, The Benchmarking Co.



AI apps that enable virtual make-up try-on are most popular with Gen Z, with 31% saying they've experimented with this type of application.

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Seventy-six percent of U.S. female beauty buyers say they've purchased a new color cosmetic product in the past six months. While where she's buying makeup remains relatively constant, how she's learning about new makeup products has changed tremendously over the past 10 years.

The many forms of artificial intelligence programmed to inform, educate, persuade and trigger impulse purchases have become so ubiquitous that resistance to these sometimes unwelcome encroachments on personal information have become futile—whether one is searching for information online, through social media or with a home assistant such as Siri.

To understand AI's effect on color cosmetic buying habits (with particular emphasis on Gen Z buyers), The Benchmarking Company conducted primary research through an online survey of more than 3,700 U.S. female beauty consumers in September 2023, the results of which are shared here.

Makeup Buying Habits

Mascara (79%), foundation (70%), eyeliner (63%), concealer (61%), lip gloss (57%) and eye shadow palettes (57%) were noted as the top color cosmetic products purchased by U.S. women of all age groups (**F-1**). Gen Z buyers (those ages 17-25) purchased lip and lash products more frequently than other cohorts, while purchasing less foundation. Gen Z's top purchases include mascara (80%), lip gloss (75%), eyeliner (67%), concealer (66%) and blush (64%).

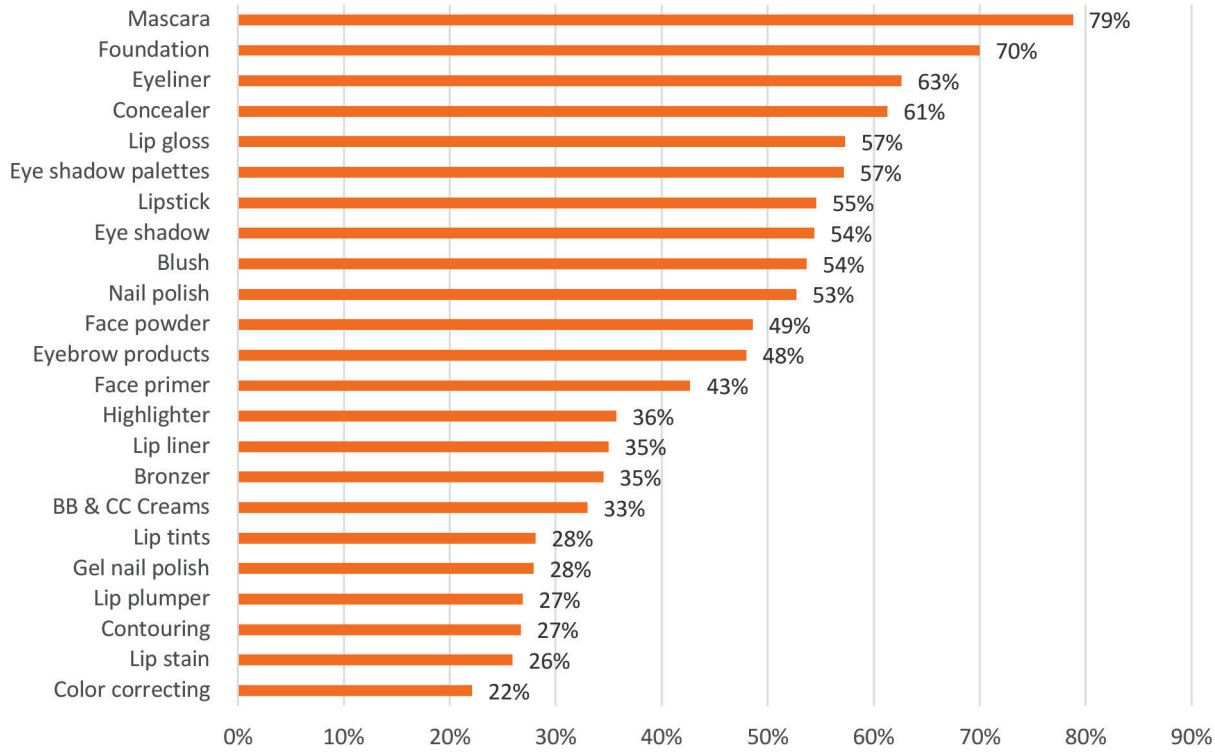
Preferred Retailers

Buyers most often primarily purchase their color products at superstores like Target or Walmart (64%), followed by



Forty percent of Gen Z buyers and 26% of U.S. respondents in general say they've used a barcode/QR code scanning application on their phones to seek out specific information on a skin care product; photo courtesy of Africa Studio.

F-1 Color cosmetics purchased past 6 mos.: all buyers



Ulta/*Ulta.com* (60%), *Amazon.com* (56%), Sephora/*Sephora.com* (51%) and drug stores (36%).

Purchase Influencers

Her main influencers when buying a color cosmetic product are receiving samples before purchase, reading strong consumer claims and product reviews, and having clear benefit statements on the package. A good price is her major motivator to buy, followed by the product being from a brand she knows and trusts, as well as special sales.

When she's considering the purchase of a color cosmetic, important factors include knowing that the color compliments her skin tone (3.8 on a 1-5 importance rating), applies evenly (3.8), blends seamlessly (3.8), has lasting color (3.7) and compliments her eyes (3.6). All generations of buyers surveyed agreed that these product features were key to driving purchases.

Where shoppers first learn about new color cosmetics differs among generations (**T-1**). Gen Z buyers are much more likely to discover new color trends from beauty influencers on YouTube and other social media platforms (particularly TikTok), and less likely through traditional means like print magazines and retailer emails.

T-1. Where she learns about new color cosmetics trends

	% All	% Gen Z
Beauty influencer on YouTube, etc.	43%	71%
Trending in social media	44%	59%
In a store	44%	45%
Friend/family member	36%	33%
Sample received in-store	38%	29%
Advertisement	26%	26%
Product tutorial on YouTube	19%	25%
Online fashion/beauty publications	24%	20%
Beauty blog	17%	15%
Retailer advertisement or targeted email	20%	15%
Subscription box	18%	12%
Traditional fashion/beauty magazines	26%	12%

Beauty buyers of all ages are looking to buy makeup labeled as cruelty-free (62%), waterproof (52%), long-term wear (43%), "clean" (43%), made in the USA (42%), non-toxic (40%) and natural (39%).

When looking just at Gen Z buying habits, cruelty-free-labeled color cosmetics are even more important, with 75% saying they've purchased makeup with this distinction. Sixty-five percent of Gen Z have purchased waterproof makeup, 52% have purchased makeup that is vegan, 51% non-toxic and 51% "clean."

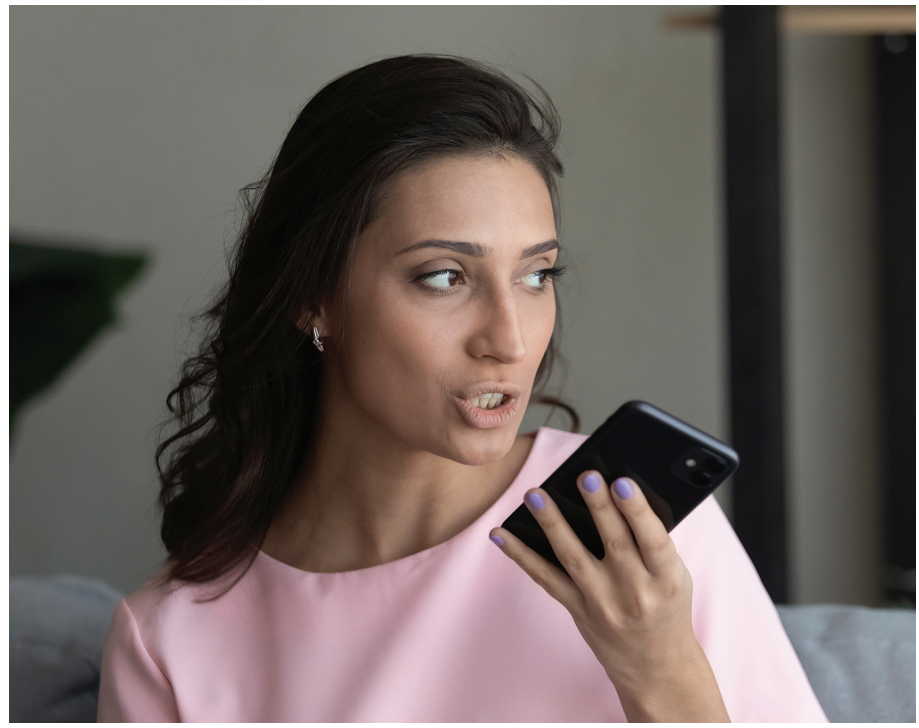
Preferred Apps

Forty percent of Gen Z buyers and 26% of U.S. respondents in general say they've used a barcode/QR code scanning application on their phones to seek out specific information on a skin care product (**F-2**). Thirty-four percent of Gen Z buyers have used a barcode app for hair care, while 29% have used an app of this type for information on color cosmetics. Gen Z uses these apps more often than other beauty buyers. Notably, when using barcode apps, 73% of Gen Z buyers want to see the ratings and reviews of other consumers, as do 71% of all buyers in general.

Sixty-eight percent of Gen Z buyers are also looking for information on how the product may impact their health, compared to 48% of all buyers. The third most popular reason for using an app among Gen Z buyers is to obtain detailed ingredient information (64%), compared to 60% across all generations of beauty buyers.

Cosmetics-specific Apps

While app usage itself is not yet the norm for most makeup buyers, Gen Z leads the way in using cosmetic apps to find information about products and make purchase decisions (**F-3**).



Siri is the most popular app among Gen Z buyers, with 31% saying they ask for Siri's advice about beauty trends or a specific color cosmetic product. Across generations, Alexa was at the top.

Apps by Yuka are most popular with Gen Z buyers (38%), followed by Ingredients Scanner (32%), Cosmetics Checker (21%), Think Dirty (18%) and EWG Healthy Living (13%). For all makeup buyers in general, Cosmetics Checker is the most popular, with 34% saying they use this app, while 26% are using Ingredients Scanner, 18% Yuka and 18% Think Dirty. The reasons they use these apps are outlined in **T-2**.

These apps not only have the power to inform, but also to persuade or dissuade one from purchasing a product. Forty-three percent of Gen Z app users say they frequently purchase a new color cosmetic product that they were not previously aware of because of information found through one of these apps, compared to 32% of all app users.

On the flip side, 84% of Gen Z app users sometimes-to-always say they will abandon the purchase of a color cosmetic product if the app indicates it, compared to 74% of all app users.

AI is Listening and She's Buying

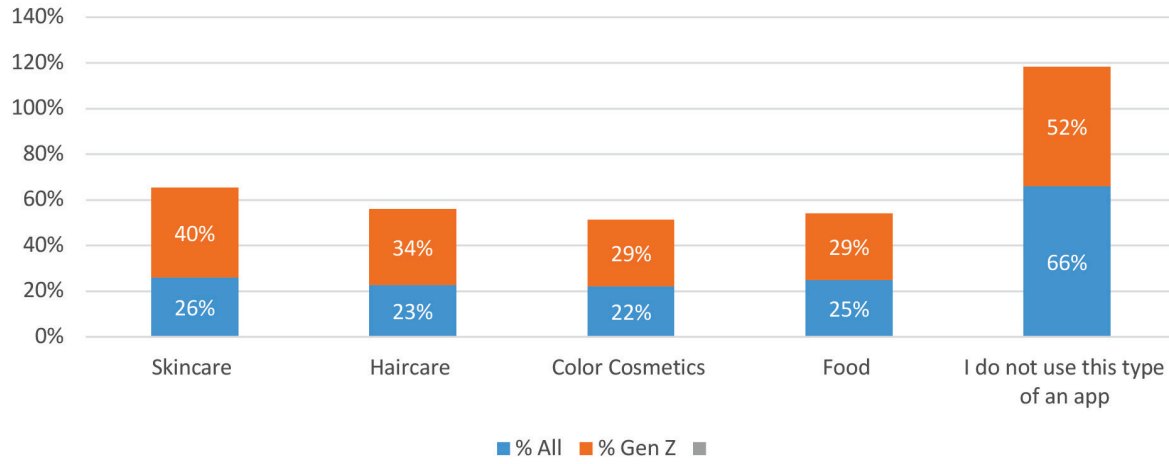
Fifty-eight percent of Gen Z makeup users have used an AI filter or AI-powered beauty search tool to help them select a color cosmetic for purchase, compared to 40% of all beauty buyers (**T-3**). AI apps that enable virtual makeup try-ons are most popular with Gen Z, with 31% saying they've experimented with this type of application.

Of the voice-activated personal AI tools, Siri is the most popular app among Gen Z buyers, with 31% saying they ask for Siri's advice about beauty

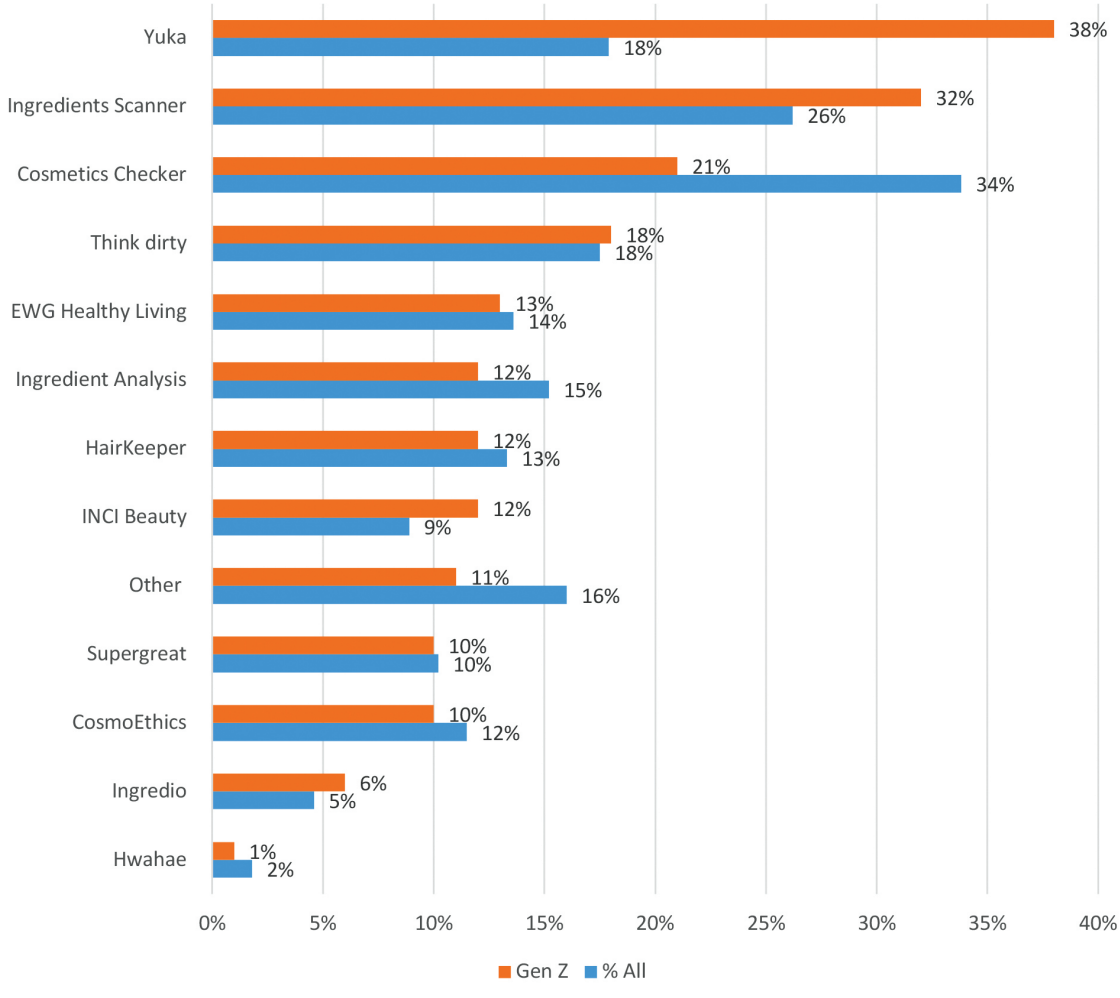
T-2. Why she uses an app

	% All	% Gen Z
See what's highly rated/reviewed	31%	39%
See what's on sale	27%	37%
Best for your skin tone	27%	36%
Best for your skin type	26%	40%

F-2 Uses phone app to scan barcodes for information



F-3 Cosmetics information apps used



T-3. AI apps used

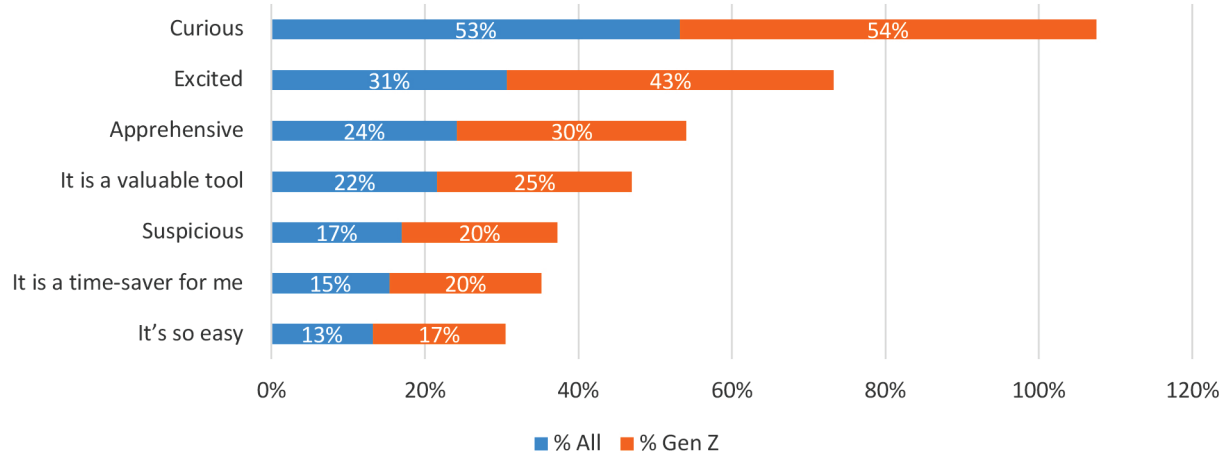
	% All	% Gen Z
App/AI filter for enabling virtual make-up so that I can see make-up on my face	19%	31%
App/AI filter to help you determine your perfect foundation match	20%	28%
App/AI filter to determine your season (colors that match with your complexion)	12%	21%
App/AI filter to determine your face shape	10%	21%
AI-propelled beauty product search	10%	20%
Apps/AI filter providing augmented reality to create new looks	9%	18%
Voice assistance for product recommendations (i.e., Alexa, Siri, etc.)	12%	18%

T-4. Concerns with AI use

	% All	% Gen Z
I'd be more likely to buy products I don't need	25%	36%
I'd spend much more money on cosmetics	21%	34%
It knows how to manipulate me to buy products I might not normally buy	23%	31%
My image is in a database that could be hacked/manipulated	34%	31%
Collects too much personal information about me	40%	29%
Creates increased pressure to look beautiful all of the time	18%	26%
It shows me a look that is unattainable	21%	24%
I would be spending more time looking at myself	9%	19%
It would have a negative impact on my mental health	10%	19%
It might create or feed a social media addiction	11%	18%
I do not have any concerns	21%	15%



F-4 Sentiment on beauty product marketing via AI



trends or a specific color cosmetic product. Twenty percent of Gen Z use Amazon's Alexa, while 13% say they've used Google Home Assistant. Among all generations, Alexa was most popular, with 21% saying they've used that app for beauty information and trend spotting.

As a result of using apps like Siri or Alexa, 70% of all buyers noticed that they received follow-up emails and targeted marketing about similar products. Forty-five percent of Gen Z buyers say they frequently or always end up buying the products that were recommended to them as part of this targeted marketing effort, compared to 36% of all color cosmetic buyers.

Fun with Filters

Fifty-six percent of Gen Z buyers say they've used social media AI cosmetic filters to alter their natural appearance (compared to 32% of all buyers). Gen Z uses these social media filters mainly to hide blemishes (69%), to make it look like they're wearing makeup (61%), to even skin discoloration (40%) and to contour their face shape (40%). These are also the top reasons for using social AI cosmetic filters for the general color cosmetic buying population.

As fun as filters are to use, their use can also yield negative results. Forty-five percent of all filter users and 51% of Gen Z filter users say presenting themselves through an AI lens makes them more self-conscious of their flaws. Eighty-eight percent of all beauty buyers and 85% of Gen Z buyers would rather use color cosmetics than AI to get the look they want to achieve.

Seventy-seven percent of Gen Z color cosmetics buyers say their social media platforms deliver content curated to their interests based on fun with filters and searches, compared to 58% of all buyers who take part in this practice.

Personal Information and AI Concerns

The sentiment on using AI to market beauty products is "cautiously optimistic," with Gen Z buyers being the most curious and excited about its use (**F-4**).

While 41% of Gen Z color cosmetics buyers—and 25% of buyers across all generations—admit they've volunteered personal data/information in an AI platform or survey designed to deliver personal color cosmetic recommendations, 40% of respondents express concern that AI collects too much personal information from them, a feeling shared by 29% of Gen Z color buyers. Additional AI concerns are presented in **T-4**. ■



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

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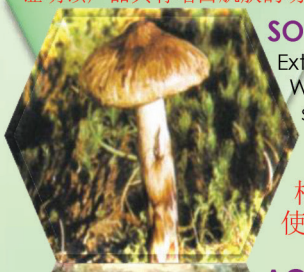
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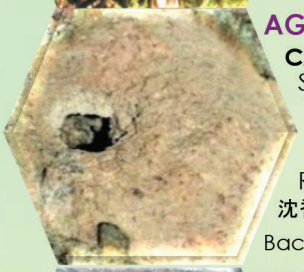
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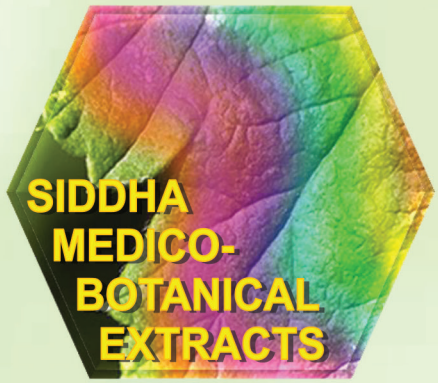
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Lonicera Japonica (Honeysuckle) Flower Extract
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White Pearlescent 珍珠白 Red Light 浅红
Dark Ultra Brilliant Yellow 深黄 Yellow Light 浅黄
Dark Black 黑

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
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Red Light / Scarlet Red 鲜红 Ultra Sky Blue 天蓝
Dark Black 黑

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Hair care prestige and mass sales grew 13% and 8%, respectively, in the first half of 2023; photo by JKstock on Adobe Stock.

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7 HAIR HEALTH THEMES FOR 2024

The skinification boom is revolutionizing scalp care, styling, bond-building and more, providing new innovation opportunities for brands.

When Ulta Beauty announced its 2023 Muse Accelerator cohort of early-stage BIPOC brands in September 2023, it was impossible to ignore that four out of the eight companies represented were focused on hair wellness.

Leaders taking part included Jessica Pritchett of Ooli, a plant-based, unisex hair care system formulated for locs that is Leaping Bunny certified, sustainably developed and manufactured in the United States, as well as Ana Nuñez of Vida Bars, a range of solid hair care products formulated for various texture types.

Also taking part were Sharie Wilson and Tonya Thompson of DreamGirls, a five-step system to support the growth and health of Black women's natural hair, as well as Olivia Bae and Hyeri Sung of Perseve, a hairstylist-inspired range of accessibly priced prestige hair care.

Taken together, it was impossible to deny that hair health has become a key growth sector for beauty.

In fact, in its latest earnings call, Ulta Beauty CEO David Kimbell noted, "The hair care category delivered mid-single-digit comp growth, driven by newness and guest engagement with our strategic events. Hair care focused on bonding, scalp treatments, and other repair solutions, as well as products that offer healthy heat styling options, continued to drive consumer engagement."

It's no surprise, then, to learn that hair care prestige and mass sales grew 13% and 8%, respectively, in the first half of 2023, an uptick from the 11% and 7% charted in Q1, per Circana data[a]. To compare, NIQ data[b] concluded that hair care sales were up 9% in Q2 alone; the category's online channel sales grew 21% in the period. At the same time, men's hair grooming grew 21%.

[a]www.circana.com/press-releases/2023/us-beauty-industry-sales-continue-to-rise-through-the-first-half-of-2023-circana-reports/

[b]https://nielseniq.com/global/en/landing-page/beauty-healthcare-hub/

Mass leads sales revenue for the sector, yet Circana notes that "hair product sales continue to grow at a faster clip in the prestige business, with online capturing about half of the sales."

Also of note, the hair category has had the highest average price increase in the prestige beauty market, growing at three times the rate of the overall industry. In a perhaps related data point, Euromonitor has pointed out[c] that private label hair care has experienced double-digit growth since 2019, "indicating consumers are converting from branded competitors."

Heading into 2024, a number of innovation opportunities are emerging, offering brands new ways to engage consumers. Here, we break down some of the top candidates.

1. The Skinification of Hair Styling

Prestige hair styling units sold grew 12% in the first half of 2023, twice the rate of the total hair category, per a new analysis[d] from Circana's Natallia Bambiza. Prestige styling also outperformed its mass counterpart, an unusual feat in beauty.

Compared to the same period of 2022, prestige hair styling units sold more than doubled in the first half of 2023, while dollar sales almost tripled. 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, Bambiza 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 overall sector, based on units sold.

As seen with the broader beauty space, these multi-benefit products may well signal a desire for simplified routines and take inspiration from wider skinification trends.

[c]www.euromonitor.com/article/private-label-meets-consumer-needs-for-budget-friendly-beauty

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



Prestige hair styling units sold grew 12% in the first half of 2023, twice the rate of the total hair category.

2. Hair Restoration

For the 12 months ending in May 2023, Spate reported[e] that hair transplant monthly searches had increased by more than 17,000 queries. At the same time, searches for hair loss ingredient ketoconazole, specifically in shampoo form, have jumped by nearly 9,000 queries per month. Spate also notes that leading product formats include hair loss pills (up 23.6% year-over-year) and sprays (up 13.7% year-over-year). Ingredients associated with pills include finasteride, minoxidil, saw palmetto, sitosterol, biotin, garlic and pumpkin seed oil, while rosemary and minoxidil lead the spray searches.

3. Bond-building 2.0

Function of Beauty recently debuted a bond-building range, Function of Beauty Pro, at Sephora. The range taps Function of Beauty's Adaptive f3 Bonding Complex, which "directly targets damage on each hair strand to rebuild bonds and reduce breakage."

Olaplex is the bond builder category's trailblazer, but since that brand's ascension, brands such as K18, Living Proof and Epres (founded by Eric Pressly, who helped develop Olaplex's foundational chemistry) have jumped into the category. However, Function of Beauty's entry adds its core competency to the mix: customization. The new range features:

- Conditioner masks for curly, coily, wavy and straight damaged hair.
- Recovery shampoos for wavy, curly, coily, and straight damaged hair.
- Concentrate mix-ins for extra gloss, dry scalp treatment, curl and coil definition, hydration, scalp oil control, brass color toning for blond hair, anti-frizz, and more.

The latest range follows the basic model Function of Beauty introduced in 2020 and 2023 for hair care and hair styling, respectively, in which an

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

array of products were launched in Target with available mixers on offer to provide shoppers with the means of achieving various personal hair goals.

"We are thrilled to partner with Function of Beauty and introduce a completely new range of highly customizable, effective and transformative hair care products to our clients in this new format," said Jennifer Lucchese, VP of hair care merchandising at Sephora. "With its mission of empowering individuality, Function of Beauty PRO offers custom formulas that deliver professional-grade results based on each client's unique needs. We look forward to welcoming this exclusive, new to market brand to our Sephora community and are excited to offer a new way to shop for hair care."

4. Unstoppable Scalp Care

Private label cosmetic manufacturer Lady Burd has witnessed so much interest in the scalp care category that it has developed a scalp oil for clients. This version comprises rosemary and mint to invigorate and nourish hair follicles and address common hair concerns. Users can apply the oil twice a week for help with dry scalp and protective styles. The manufacturer's formulation reflects explosive interest in scalp care.

Scalp Care's Retail Boom

In recent months, Divi expanded into more than 1,200 Ulta Beauty stores in the United States. The brand's debut product, Scalp Serum, sold out in two hours upon its launch and reportedly earned the brand $40 million in revenue its first year.

The brand's product lineup now includes a shampoo, conditioner and vitamins.

Around the same time, Scalp specialist Act+Acre launched into 235 U.S. Sephora stores and online. The brand now expects retail revenue to jump 250% from 2022 to 2023.

Act+Acre is reportedly the first trichologist-created scalp care brand to land in the retailer. Trichology, for the uninitiated, refers to specialization in diseases and disorders of the scalp and hair.

"Education has played a pivotal role in the recent boom of hair and scalp health," founder Helen Reavey tells *Global Cosmetic Industry*. "Just as skin care education took off—making skin cycling and slugging common consumer terms—we've started to see consumers becoming knowledgeable in their scalp types and their specific scalp concerns (i.e., dandruff, oily roots, etc.). Previously, there was so little education on the topic, so people were not able to identify what issues they had, and often turned to these 'one-stop shop' solutions when they needed targeted routines and regimens. It's been extremely exciting to see how scalp and hair care education has prompted continued growth of the category, and we can't wait to see how the industry continues to grow moving forward."

Sephora's Lucchese adds, "Hair has been on a strong upward trajectory in recent years—it's a newer category than others in the prestige beauty sector and at Sephora, thus creating a huge opportunity for growth. We've seen the hair category advance so much in terms of newness and product innovation, and have especially noticed



Function of Beauty has debuted a bond-building range, Function of Beauty Pro.



Scalp specialist Act+Acre has launched into 235 U.S. Sephora stores and online; the brand now expects retail revenue to jump 250% from 2022 to 2023.

a resurgence in hair treatments, styling and hair wellness overall post-pandemic. Hair care continues to be an area of focus for us at Sephora as our clients seek new and differentiated products for all hair types and textures, and there is a major opportunity for growth and change as needs and trends continue to evolve."

The executive adds, "The hair category is shifting as clients seek to personalize their routines with products that go beyond shampoos and conditioners, and it's our job to deliver an evolving assortment of products that meet these needs. We're seeing clients build out their hair routines with specialized products for pre-, mid- and post-shower to achieve the best possible results. While they are certainly drawn to newness in the hair category—whether that's from new brands or new products from existing brands they love—scalp health or the 'skinification' of hair is becoming increasingly important, and we are continuously broadening our range of offerings at Sephora to prioritize scalp care as the foundation for achieving healthy hair."

Lucchese concludes, "Hair wellness is a growing interest for shoppers, and we've seen our clients gravitate toward brands and products that offer solutions to specific concerns like hair thinning, loss of volume, dandruff, scalp itchiness and dryness. We're continuing to take a thoughtful and intentional approach to the category, including selecting partners that not only deliver on product, but that also have the science and technology to back it up."



Private label cosmetic manufacturer Lady Burd has witnessed so much interest in the scalp care category that it has developed a scalp oil for clients.

Future Scalp Innovation Opportunities

Looking ahead, Givaudan's new ScalpSure is designed to allow for the creation of fragrances that effectively counteract scalp malodor. To develop the solution, Givaudan's perfumers screened the behavior of perfumery ingredients and fragrance formulas to determine the best solutions to efficiently counteract the buildup of malodors on the scalp.

"The highly consumer-centric approach of ScalpSure ensures an enhanced understanding of the malodor challenges on the scalp and improved awareness of how best to design solutions," says Jessica Jiang, Givaudan's personal care senior creative fragrance manager. "The superior efficiency of ScalpSure in counteracting malodor has been demonstrated through a holistic validation methodology composed of olfactive experts, sensory panelists and consumers themselves, through home-use tests led on a cross-regional level."



Prime Matter Labs recently developed the Restorative Deep Treatment Hair Mask with a butter texture, designed to repair and nourish hair after exposure to harsh, cold environments in the winter months.

Sophie Rhodes, Givaudan's personal care senior perfumer, adds, "The challenge in designing an effective hair care fragrance is to create a beautiful scent that both delights consumers while simultaneously addressing their concerns. The fragrance should provide an impactful and enjoyable fragrant experience while effectively suppressing scalp malodor. The ScalpSure design aid supports perfumers in shaping tailor-made fragrances capable of successfully banishing unwanted smells on the scalp. By combining hedonic and performance criteria, ScalpSure fragrance guidelines offer perfumers an innovative tool to ensure consumer satisfaction."

Elsewhere, Spate has identified a search boom for scalp sunscreens (up 18% year-over-year). In a related data point, Spate points out that powder sunscreen searches have increased 25% year-over-year. While consumer interest is growing, a number of brands are already serving this growing point of concern. Scalp sunscreen solutions include Coola's Organic Scalp Spray & Hair Sunscreen Mist, the Hawaiian Tropic Mineral Powder Sunscreen Brush, Supergoop!'s Poof 100% Mineral Part Powder, and Banana Boat's Light As Air Sunscreen Spray.

5. Skinification Formats: Serums & Masks

As seen with the scalp sector, skin care-inspired formats such as serums for the hair and scalp are increasingly compelling to shoppers. It's unsurprising, then, that Spate recently identified a nearly 13,000 jump in average month searches for "hair serum."

Recent launches include Indē Wild's Moonlight Scalp Serum, which is designed to "accelerate hair growth and visibly increase hair density," per the brand. Key



Spate notes that top-trending hair loss product formats include pills and sprays.

ingredients include caffeine, which has been trending in online searches due to a perception of hair-growth-stimulating properties, as well as hair growth/strengthening burdock root and amla. Other key ingredients include Givaudan's hair growth-supporting Redensyl, Croda's Procapil follicle anti-aging technology and Provital's hair-growth-stimulating Baicapil.

Elsewhere, Gisou recently launched its Honey Infused Hair Repair Serum via Sephora. Designed for all hair types, the formulation addresses hair dryness, seals split ends, prevents breakage, locks in moisture, provides heat protection and boosts shine. Key ingredients include encapsulated Mirsalehi honey (named for Gisou's beekeeper-in-chief, Negar Mirsalehi) for hydration. Sourced from the brand's "bee garden" in the Netherlands, the honey features vitamins, minerals, amino acids and antioxidants to nourish, moisturize and repair the hair.

The formulation also comprises plant-based keratin to repair the hair and prevent breakage. In addition, the serum features Mibelle Biochemistry's KeraGuard, a technology that counteracts harmful effects on the hair such as environmental stress like UV and pollution, as well as chemical stress like coloring and straightening.

Masks, another skin care concept, are also increasingly attractive to consumers. Prime Matter Labs recently developed the Restorative Deep Treatment Hair Mask with a butter texture, designed to repair and nourish hair after exposure to harsh, cold environments in the winter months.

The formulation comprises Solabia's ceramide-like Rep'Hair restructuring agent, comprising behenyl and stearyl aminopropanediol esters. The ingredient can help prevent hair breakage and split ends, while boosting gloss. Also included are Rahn USA's moisturizing AquaRich, which is derived from black oats and improves shine while protecting against split ends, as well as Chemyunion's Restart Pro, which can repair environmental, mechanical and chemical damage while imparting a protective barrier.

6. Emerging Hair Care Ingredients

As Spate data has shown, ingredients can serve as brand and product discovery gateways via online search. A number of new technologies point to new functions and claims for hair care/wellness products.

First up, San Francisco-based indie 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, and its greater affinity to hair keratin than previously developed peptides.

Per the patent disclosure, a doctoral thesis from Celia Freitas Da Cruz at the University of Minho, "Unravelling and modulating human hair morphology features," brought to light a mechanistic understanding of how peptides could interact and fortify endogenous hair proteins. The researcher examined the influence of isoelectric point, charge and amino acid side chain functionality on the binding interactions of the screened peptides with hair proteins.

The array analysis suggested that designing peptides with small molecular weights and high affinity to human hair keratin would have a good probability of interacting with and reinforcing keratin properties when supported by surfactant agents

to help increase the penetration of the peptides into the cortex. The current invention therefore incorporates two peptides, approximately 11 and 12 amino acids in size (wherein two to three are cysteines), and a suitable dermatology excipient.

More specifically, the novel peptide designs have the following characteristics:

1. at least one peptide sequence consisting of AquisPep1 or AquisPep2;
2. a low molecular weight to penetrate the core of the hair strand;
3 an affinity and the ability to interact with keratin 3;
4. a hydrophobic nature; and
5. an ability to work from the inside out to protect hair from water damage.

The composition additionally includes an anionic, amphoteric, cationic or nonionic surfactant, and combinations thereof; and a coloring agent/dye bound to the N or C terminus of the peptide sequence. The resulting composition is suited to treatment and grooming products for human hair.

Elsewhere, Inolex has released LexSolv Essential, a 100% natural solubilizer that creates clear formulations by solubilizing preservation ingredients, essential oils and fragrances. The ingredient is designed to provide solubility that meets growing consumer demand for 100% natural formulations without ethoxylates. Other benefits of the ingredient include: comparable solubilizing power to polysorbate-20 and PEG-40 hydrogenated castor oil; neutral odor profile; neutral skinfeel; cold processable; easy-to-pour.

Inolex recently created two formulation prototypes that include LexSolv Essential, including the ScentLock Hair Mist, which is crafted for all hair types and infuses the hair with fragrance via Lexsolv Essential.

Meanwhile, Clariant's Phenoxetol SG is a 100% bio-ethanol preservative for antimicrobial use. Applications include creams, lotions, liquid soap, wet wipes, hair conditioners and shampoos. With a renewable carbon index of 25%, the ingredient carries the same chemical properties as its fossil counterpart, helping to keep reformulation efforts to a minimum, per the company.



ICONS offers recycled and recyclable monomaterial PP injection-molded tubes produced in the United States with in-mold labelling capability (IML).



The ICONS D30 oval tube with a PP comb (center) provides a unique hair care experience.



ICONS' D50 Nozzle Tube with a 5mmD orifice is appropriate for scalp treatments, hair conditioners, bond builders, colorants and more.

7. Hair-centric Packaging

Hair health concepts are also impacting packaging. The team at packaging firm ICONS notes that the rise of scalp health, solutions for textured hair and multi-step at-home beauty routines necessitates various packaging formats, including injection molded tubes and tubes with innovative applicators, jars, and bottles with pumps, sprayers and nozzles.

For instance, the ICONS D30 oval tube with a PP comb provides a unique hair care experience (read on to learn more about the group's in-mold label [IML] tubes). One variant of the format dispenses the formula via the base of the comb, while the other dispenses via the tip of the comb for a more precise application. ICONS also produces the



ICONS' spray bottles evoke a salon-quality experience in the home.



For eco-conscious hair care brands, ICONS offers a mono material PP pump (pictured left).

D30 airless tube with pump, as well as a D40 tube with disc cap. The airless format protects formulations from exposure to air and other contaminants, making them ideal for serum formats and eco-friendly formulas. The formats are available in several material options, including recyclable PP or PE, PCR, sugarcane, and ocean plastic.

ICONS' D50 Nozzle Tube with a 5mmD orifice, meanwhile, is appropriate for scalp treatments, hair conditioners, bond builders, colorants and more. The tubes can be made in sustainable materials including PCR, sugarcane or ocean plastic.

Also ideal for hair wellness are ICONS' spray bottles, which can evoke a salon-quality experience in the home. The packs are appropriate for hydrating mists, thermal protection sprays, volumizing solutions and more. The bottles are available in recyclable PET or PE versions in various sizes and a wide range of sprayers, from trigger to nozzle to fine mist sprayers in various dosage and spray angle options.

For eco-conscious hair care brands, ICONS offers a monomaterial PP pump available in 24/410 or 28/410 neck sizes, smooth or ribbed collars, and various pump actuator styles. The monomaterial pump was also designed with a twist lock mechanism.

Beyond these options, ICONS offers recycled and recyclable monomaterial PP injection-molded tubes produced in the United States with in-mold labelling capability (IML). IML allows brands to feature 360-degree, over-the shoulder, photo-quality artwork on their tubes—without compromising on sustainability. The injection-molded IML tubes, available in round or oval shapes, can also be made with PCR PP. The tubes are available in sizes D35, D40 and D50 and can be paired with flip-top snap-on or flip-top screw-on caps. ■



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Mood-boosting technologies, a focus on longevity vs. anti-aging, and other trends are set to reshape beauty innovation in 2024 and beyond; photo by Glittering Humanity at Adobe Stock.

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2024 INGREDIENT TRENDS DECODED

Longevity, calm beauty, emotionally engaged innovation and more are setting the agenda for the year to come.

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

Global Cosmetic Industry covered a record number of beauty ingredients in 2023, from materials launched at in-cosmetics Global in Barcelona to unique longevity-focused materials introduced in Q4. As we reviewed the technologies presented this year and several forward-looking market trend reports, we formulated seven themes that could shape product innovation and claims in the years to come, encompassing emerging targets for actives, as well as claims that reach beyond mere aesthetic benefits. Read on to learn more.

1. "Clean" Reinvented Across Categories

Spate's recent "Clean Beauty Report[a]" makes it clear that brands need to evolve from vague claims and category designations to specific benefits and ingredient call-outs. The firm reported a nearly 10% decrease in clean beauty-related online searches over the last year. Instead, consumers are increasingly searching for specific claims. Those searches depend upon the category.

In skin care, top growers included non-toxic (up 38.4% year-over-year), hypoallergenic (up 16.6%), biodegradable (up 14.0%) and cruelty-free (up 5.3%). Interestingly, chemical-free and eco-friendly were among top searches. Arguably, both terms could in and of themselves be accused of being as vague as "clean." For instance, does eco-friendly mean biodegradable, organic or something else? And how is one to interpret a desire for a formula free of chemicals when such a thing is scientifically impossible? In all fairness to consumers, a desire for "chemical-free" formulations can likely be considered a signal that industrially produced materials (as opposed to processed botanicals, for instance) are not preferred.

In the hair care category, non-toxic and biodegradable searches are also trending, but so too are queries for fragrance-free (up 114%, year-over-year) and PPD/paraphenylenediamine-free (a material found in some hair colorings; up 15.7%). Fragrance-free and non-toxic are also trending in bath and body care, while talc-free dominates clean makeup searches (up 8.6%, year-over-year).



Spate recently reported a nearly 10% decrease in clean beauty-related online searches over the last year; photo by Kay Abrahams at Adobe Stock.

[a]www.spate.nyc/clean-beauty-report-2023

2. The Mind-beauty Axis

While Mintel's new 2024 beauty trend report[b] provides insights into where the industry's innovation will go next, many of its underlying factors are already making an impact on brands, formulations, products and consumers. Notably, the firm's NeuroGlow trend notes, "The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected."

This has already been a boon for supplements/ingestible beauty, as we've seen in recent years, and is spurring innovation in neurocosmetics that provide both aesthetic benefits and feel-good effects, including the release of dopamine.

As previously reported, Mibelle Biochemistry's TiMood is a neuroactive based on Himalayan timut pepper that is designed to improve both skin and emotional well-being. Per the company, the technology protects neurons from aging, supports a healthy and even skin complexion, improves well-being under stress, and stimulates the skin-brain connection.

In conversations at in-cosmetics Global in Barcelona, the company disclosed that the technology prevents the aging of sensory neurons in the skin, thereby improving the health of keratinocytes, which in turn boosts the release of dopamine. This release promotes microcirculation, enhances skin tone evenness and imparts a sense of emotional well-being.

Mibelle Biochemistry argues that skin that feels good can boost one's mood via a visible improvement of facial appearance and unconsciously via the skin-brain axis. TiMood has been shown to improve emotional well-being in stressed volunteers, per the company, leading to a more relaxed state.

A clinical study has reportedly shown that 2% TiMood, applied for 28 days in a face cream, improved emotional well-being as measured by Zutt & Partners' EmoCompass tool in stressed volunteers. It also improved skin tone evenness and complexion in terms of both reduced redness and enhanced luminosity.



Mintel's 2024 NeuroGlow trend notes, "The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected." Photo by C D/peopleimages.com.

Elsewhere, Roelmi HPC's recently released SelectSieve Zen, an eco-sustainable phytochemical complex designed to promote mental relaxation and mood improvement. The technology increases circulation of the neurotransmitter gamma-aminobutyric acid (GABA), which induces relaxation and reduces anxiety. It also stimulates the hypothalamic-pituitary-adrenal axis to reduce the release of cortisol, the overproduction of which can induce negative health effects.

Per the supplier, the technology improves memory and neuroplasticity via the inhibition of Ach-T and promotes a positive mood by reducing MAO (monoamine oxidase) activity. (MO is an enzyme that eliminates neurotransmitters such as norepinephrine, serotonin and dopamine from the brain.)

The result is improved cognitive function and sleep quality, as well as a general sensation of relaxation and serenity, according to Roelmi HPC. The technology is thereby ideal for beauty supplements that offer additional wellness benefits.

Recognizing the connections between mental well-being and appearance will also continue to create demand for psychodermatology concepts and platforms, Mintel notes. As Selfmade founder Stephanie Lee noted earlier this year, "[Retailers] expanded their offering across our whole line as the consumer becomes more interested in psychodermatology: we're leading that conversation. Because we are more than products, we are reimagining what it can look like to move into retail and create an experience that evokes emotional well-being at the point of sale."

3. Minimalism 2.0

Mintel's Sophisticated Simplicity trend, meanwhile, highlights the rising demands for transparency in the service of ensuring that products are effective and that

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

ingredients are both necessary and safe. As reported in July[c], "the number of ingredients/chemicals per [personal care] product seems to have dropped" since 2004. This has been supported by multifunctional ingredients (as discussed in the October edition of this series[d]) and spurred by consumer scrutiny over the length and contents of ingredient labels. This movement has also been a growth engine for clinical and expert-backed brands that offer clear proof of product efficacy.

Simplifying and optimizing formulations often requires a focus on ingredient interactions. A recent investment toward that end from L'Oréal focuses on supramolecular chemistry. This autumn, the beauty giant made a minority investment in Chinese biotech company Shinehigh Innovation via its China investment arm, Meicifang. The transaction was supported by BOLD (Business Opportunities for L'Oréal Development), L'Oréal Groupe's strategic innovation venture capital fund company.

The investment will reportedly support the co-development of novel and sustainable beauty ingredients. Shinehigh Innovation, founded in 2017 by Professor Jiaheng Zhang of the Harbin Institute of Technology (Shenzhen), specializes in supramolecular chemistry, "an interdisciplinary field of science involving the chemical, physical and biological features of molecular assemblies having a greater complexity than the individual molecules themselves[e]," according to one source.

The biotech company's smart self-assembling technology reportedly allows "previously impossible" combinations of ingredients, resulting in end-products with greater efficacy and sustainability. The technology has the capacity to address common ingredient challenges such as incompatibility, instability and delivery in skin, hair and scalp formulations. The result could be an expanded menu of benefits in consumer products. The companies have also explored solutions for makeup and hair coloration.

The move for minimalism, meanwhile, will have aesthetic impacts. Mintel notes, "Clean lines, muted colors and elegant esthetics will create a sense of understated luxury. Brands that embrace minimalist packaging will not only convey a premium image but also align with the desire for uncluttered, stripped-back beauty routines."

At the same time, Mintel predicts shoppers will use fewer products overall, instead focusing on "curating a carefully selected range of high-quality essentials." To support this mindset, brands will need to tap personalization tools and ensure they are clearly aligned with shopper values.

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

[d]https://gcimagazine.texterity.com/gcimagazine/library/page/october_2023/34/

[e]www.sciencedirect.com/topics/chemistry/supramolecular-chemistry



RECENT INGREDIENT LAUNCHES

Apricot Hue

Eckart's Syncrystal Soft Ivory is an effect pigment for a natural, radiant look in cosmetic applications. The pigment is part of the company's Syncrystal pigment range of warm earth tones based on synthetic fluorphlogopite. Per the company, Syncrystal Soft Ivory offers a silky shimmer that gives formulations a trendy glow. The apricot hue adapts to virtually any skin tone for a warm appearance. Applications include liquid makeup, creams, lotions and more.

Silicones for Sunscreens & More

Siltech Siltech CA Plus (INCI: dimethiconol/caprylylsilsesquioxane/silicate crosspolymer) is a strongly hydrophobic Q-resin-modified silicone that disperses pigments and sunscreen filters. Ideal for makeup and sunscreen applications, Siltech CA Plus provides water-repellency and emolliency to formulations while also providing a smooth sensorial effect.

Meanwhile, Shin-Etsu Silicones Europe B.V.'s KSG-45 Alkyl Modified Silicone Elastomer Gel (INCI: coco-caprylate/caprate (and) vinyl dimethicone/lauryl dimethicone crosspolymer) is a silicone elastomer gel swollen with a plant-based oil as a natural diluent, resulting in a smooth texture that blends well with the skin, per the company. Applications of the ingredient include moisturizing creams, sunscreens, makeup and more.

Revitalizing Skin

Silab's Revilience (INCI: *Sphingomonas* ferment extract) is a natural active ingredient for skin lacking vitality. Available in an aqueous solution, it is easy to formulate and complies with biodiversity regulations, per the company. By reactivating the biological pathways in deficient skin, Revilience restores the skin's "vitality signature," according to Silab. Cellular metabolism is thus stimulated, while the quality of the cutaneous barrier is reinforced.

Bio-preservative

Clariant's Phenoxetol SG is a 100% bio-ethanol preservative for antimicrobial use. Applications include creams, lotions, liquid soap, wet wipes, hair conditioners and shampoos. Phenoxetol SG offers the same performance as fossil-based phenoxyethanol, per Clariant, but comes with a higher naturality index. With a renewable carbon index (RCI) of 25%, it carries the same chemical properties as its fossil counterpart, helping to keep reformulation efforts to a minimum, per the company.

AI Sustainability Navigator

Provenance's Sustainability Navigator is an AI-powered tool that enables brands and marketers to assess and develop their sustainability strategy and messaging, identify areas for competitive advantage, and reduce the risk of greenwashing. The platform allows brands to understand how effectively their existing sustainability credentials appeal to consumers and helps them compare against the market. Users can also build a custom roadmap shared by marketing and sustainability that enables teams to collaborate on a shared strategy, meet commercial expectations and improve their performance in areas of sustainability.

Inclusive Skin Defense Booster

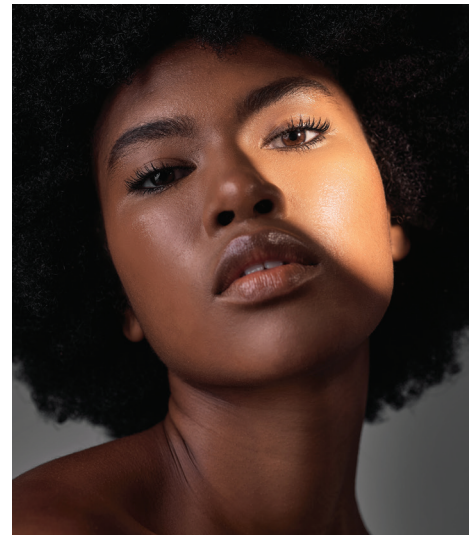
BASF Personal Care's Epispot addresses the root causes of imbalances affecting lipids, microbiota and the skin's natural defense system to reduce skin shine, improve the appearance of facial pores and promote a healthy complexion for consumers of any age or background. The ingredient is applicable in face serums, cleansers and makeup formulations. Epispot comprises an extract of organic *Epilobium angustifolium*, also known as fireweed or phoenix flower, manually harvested from six sites in rotation in France in compliance with AFC (in English, the French Association of Professional Wild Plants Pickers) guidelines around respectful harvesting of wild plants. ■



Eckart's Syncrystal Soft Ivory is an effect pigment for a natural, radiant look in cosmetic applications.



Siltech Siltech CA Plus is a strongly hydrophobic Q-resin-modified silicone that disperses pigments and sunscreen filters.



*BASF Personal Care's Epispot addresses the root causes of imbalances affecting lipids, microbiota and the skin's natural defense system to reduce skin shine, improve the appearance of facial pores and promote a healthy complexion for consumers of any age or background. Photo by HockleyMedia/*peopleimages.com.

4. New Menopausal Wellness Tools

With millions of women globally entering some stage of menopause each year, the demands for newer, better treatments for a range of issues will continue to grow.

First up, Roelmi HPC's ExceptionHYAL Blossom (INCI: sodium hyaluronate) addresses the hyaluronic acid needs of vaginal mucosa to promote hydration. When applied, the technology reportedly ameliorates symptoms such as vaginal dryness, itching, pain and urinary urgency typical for women in menopause, thus improving quality of life.

Elsewhere, Clearblue's Menopause Stage Indicator is reportedly the first product that combines a woman's urine FSH (follicle-stimulating hormone) measurements with her age and cycle history to indicate her likely menopause stage, per the company. The system stores results on the Menopause Stage app, which allows women to track symptoms and cycles. It also offers educational content and articles covering a range of topics from understanding the different stages of menopause to managing symptoms and helping prepare for a doctor's visit.

5. Professional Treatment Inspiration

From Botox to facelifts, beauty ingredient technologies continue to take inspiration from professional treatments, offering non-invasive solutions for consumers.

For instance, Lubrizol Life Science Beauty's sustainable (99.49% natural content per ISO 16128) Uplevity e-Lift tetrapeptide (INCI: water (aqua) (and) tetrapeptide-1 (and) caprylyl glycol) for skin care and anti-aging applications is inspired by microcurrent devices. As such, it mimics the benefits of electrical stimulation on the skin for an upper face-lifted appearance and reduced visibility of wrinkles, per the company. In particular, it supports the synthesis and assembly of elastin and collagen fibers to de-age the dermal layer by nine years, according to Lubrizol. The result is a lifted appearance and a reshaping of the facial contour.

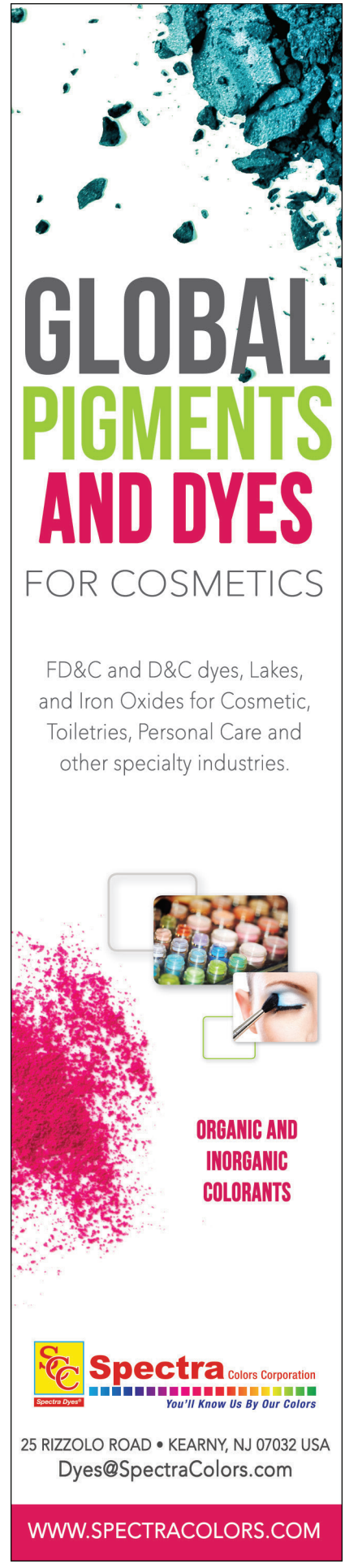
6. Calm Beauty

Calmness, an offshoot of the Mind-beauty Axis trend, has been a growing focus in beauty. For instance, in August 2023, multifunctional makeup brand Mango People launched on *Sephora.com* with its multi-sticks, highlighters and bronzers. The launch reportedly marked the debut of Ayurvedic makeup at the retailer, feeding into a wider Ayurveda beauty array that already included hair and skin care, ingestibles, and more.

At the time, Mango People CEO Sravya Adusumilli told *Global Cosmetic Industry*, "I researched Ayurvedic principles and its teachings of using powerful plants and herbs to heal the body, mind and spirit."

She added, "[O]ur entire collection is infused with a proprietary blend of adaptogenic herbs from Ayurveda. They are powerful healing plants and herbs used in Ayurvedic medicine for thousands of years. They are known for their calming and soothing properties. As an example, we use ingredients like ashwagandha, which have incredibly calming and soothing properties. We have hundreds of reviews and emails from customers who have acne-prone [skin], eczema, and dry skin that love our products and confirmed they work well with their skin without causing any irritation."

Recent ingredient launches have played into shoppers' desire for calm skin and minds. For instance, Symrise's new organic-oat-derived SymCalmin Avena is designed to soothe sensitive skin from symptoms such as itching or feelings of tension and stinging. The organic product comprises a high level of avenanthramides (200-250 ppm), per the company. A paper from the University of Torino in Italy



reported[f] in 2018 that, "A number of studies demonstrate that these natural products [avenanthramides] have strong antioxidant activity both in vitro and in vivo, as well as anti-inflammatory, anti-itching, anti-irritant, antiatherogenic, and antiproliferative activities, which may prevent or limit cellular oxidative dysfunctions and the development of oxidative stress-related diseases, such as neurodegenerative and cardiovascular diseases, and provide additional protection against skin irritation, aging, CHD, and cancer."

Derived from German-grown oats processed regionally, SymCalmin Avena—in addition to soothing the skin of itching, tightness or redness—helps to regulate its moisture balance to prevent dryness. The technology works by targeting the mast cell receptor MRGPRX2, which is associated with itchy and irritated skin due to its interaction between nerves and the immune system. By reducing the release of histamine, SymCalmin Avena is reportedly able to alleviate itching, while visibly reducing the appearance of skin redness after a period of one to two weeks.

SymCalmin Avena's avenanthramide content is extracted from organic oats via the company's SymTrap technology, which leverages natural solvents. While its efficacy is on par with conventional alternatives already on the market, the technology is reportedly unique in its COSMOS organic certification. The neutrally colored technology is recommended for a wide range of applications, including skin and body care and hygiene products.

7. The Beauty of Longevity

Beauty buzz word alert! An obsession with longevity is nothing new but the concept has grown more high-tech in recent years, as evidenced by the booming popularity of hyperbaric oxygen therapy tanks. The historically age-obsessed beauty industry has also increasingly targeted longevity concepts in its innovations, while brands cite the concept in marketing.

To illustrate, Aramore's recently launched Multi-Defense Lotion has been declared "skin longevity's missing link" by pairing hyaluronic acid, niacinamide and royal tea with 20% zinc oxide to prevent damage. The result is a formulation that reportedly protects against pollution, free radicals, harsh weather conditions, and UVA/UVB and blue-light, key factors in premature aging.

On the ingredient front, Circe Scientific's Pteroyouth (INCI: resveratrol dimethyl ether (and) picolinic acid) is a multifunctional cocrystal that enhances the anti-aging power of skin care products. Pteroyouth combines pterostilbene with picolinic acid, a natural molecule in the human body, and a tryptophan derivative that stimulates mineral absorption and the body's immune response. Benefits include: 1) Helps the skin maintain a healthy structure when exposed to UVA and UVB rays. 2) Promotes an optimal cellular response so that the skin maintains its structure when exposed to ionizing radiation. 3) Reinforces the body's antioxidant defenses. 4) Increases cellular production of Nrf2 and decreases cellular production of NF-kB, helping the skin to modulate the inflammatory response. 5) Helps the skin modulate pigmentation associated with environmental stress and age. 6) Enhances the activity of sirtuins, which regulate cellular activities related to cell vitality and aging.

Elsewhere, Silab's anti-aging Senevisium concentrate, inspired by the *Ginkgo biloba* tree, reportedly circumvents the "immunoevasion" strategies of senescent fibroblasts and reactivates their natural elimination by the immune system. The skin thereby recovers its density and elasticity for a anti-wrinkle and radiance-boosting results.

Silab has also developed Longevicell (INCI: water (and) hydrolyzed *Myrtus communis* leaf extract), which supports the expression of markers involved in cellular longevity, regulates signaling pathways and limits the phenomenon of glycation. In this way, the ingredient reduces the signs of skin aging, including by blurring wrinkles.



Aramore's recently launched Multi-Defense Lotion has been declared "skin longevity's missing link."

The company has also tapped oligosaccharide-rich Epigenomyl, derived from marigold flowers, which limits modifications of the epigenome resulting from age and external aggressions. The ingredient helps the body adapt to environmental stress and limits skin aging, per Silab, particularly by smoothing microrelief, attenuating wrinkles and increasing elasticity of the skin.

Finally, Microphyt's PhycoAge (INCI: caprylic/capric triglycerides (and) *Phaeodactylum tricornutum* extract (and) tocopherol) is an oil-based cosmetic bioactive ingredient with anti-aging effects. The PhycoAge longevity concentrate is designed for people over 50 by targeting the deeper layers of the skin and regulating cell communication between the hypodermis and dermis via the NF-κB pathway. The ingredient acts by fighting inflammaging, reshaping the skin by activating the synthesis of the extra-cellular matrix, and increasing firmness and elasticity and by stimulating the skin's natural hyaluronic acid synthesis. ■

[f]www.ncbi.nlm.nih.gov/pmc/articles/PMC6126071/

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All too often teams focus efforts on engaging existing customers, fans and followers to maintain the best ROI; photo by insta_photos at Adobe Stock.

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STRATEGIES FOR ENHANCED CUSTOMER CONVERSION

Part 4 of a 4-part series: Leveraging digital marketing to not only survive but thrive in a competitive landscape.

BY SHERI L. KOETTING, MSLK

In an era where the success of a brand hinges on its ability to target, resonate and convert, harnessing trust, intrigue and education, or the TIE incentives[a], has become paramount in the process of converting sales with prospects the first time.

In this final article of my ongoing series, I'll discuss the integration of TIE incentives into advertising and marketing strategies at the apex of the marketing funnel, uncovering the tactics that empower brands to not only survive but thrive in this competitive landscape.

[a]*First discussed in part one of this series, "3 Keys to Increasing Conversions with First-Time Beauty Buyers," which appeared in the June 2023 issue of* Global Cosmetic Industry *(see the "About this Series" sidebar).*

Understanding the Audience: Targeting for Optimal ROI

As the cost of audience reach escalates, precision in audience targeting becomes a key area for optimization. All too often teams focus efforts on engaging existing customers, fans and followers to maintain the best ROI. However, a strategic shift toward new audiences is a necessary catalyst for sustained business health.

Analyzing your TIE incentives provides your brand with a deeper understanding of your audience's psychographics. Doing so allows you to reach those who will truly value your offerings.

Does your audience rally behind a particular authority figure? Do they

ABOUT THIS SERIES

- **Part 1** (June 2023 issue): 3 Keys to Increasing Conversions with First-Time Beauty Buyers
- **Part 2** (July/August 2023 issue): The Power of Packaging's Visual Influence
- **Part 3** (October 2023 issue): Boosting Online Sales with a Conversion-centric E-commerce Experience
- **Part 4** (this issue): 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

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It is important to remember that users on social media are not actively looking to make a purchase; photo by Jose Calsina at Adobe Stock.

have shared values and a community where you can find them seeking intrigue and inspiration? Do they ask questions and visit certain groups or platforms to seek product education? Answering these questions empowers brands to align their messages with consumer preferences, transcending superficial demographic reach and nurturing long-term growth.

Navigating the Lower Funnel Using Organic Search

Organic search occupies the lower echelons of the consumer journey, catering to individuals actively pursuing information and sometimes actively seeking to purchase products. Targeting specific phrases that signal buying intent, rather than general inquiries, enhances the likelihood of a sales conversion.

Landing pages should seamlessly weave TIE incentives that are specifically aligned with the user's search intent. For example, a page focused on the search phrase "pregnancy-safe moisturizer" should feature imagery and content specifically addressing the skin concerns and care relevant to those users.

Each product page is an opportunity to strategically target a relevant SEO phrase, ensuring high visibility in search engine results. Even higher-funnel content targeting users who are purely at the information gathering stage can be effective if used correctly. Blogs can also contribute to conversions by nurturing softer calls to action like joining a mailing list or links to further explore products featured in an article.

Challenges and Opportunities in Organic Social

It is important to remember that users on social media are not actively looking to make a purchase—they are browsing, and often not even browsing for beauty. Yes, organic social media engagement may go viral, and yes it may contribute to sustaining brand-aware audiences, but chasing that hope is often more costly than brands realize.

Meta's platforms, Facebook and Instagram, don't prioritize discovery of new brands. The infamous "Facebook Zero" update in 2018 finalized Meta's algorithm to deprioritize organic content over paid content and destroyed the reach of brands' organic posts. As a result, we are seeing that just 2% of our client's e-commerce sales come directly from organic social. Meta is a great place to build super fans out of your existing followers, but brands, especially brands in growth mode, should evaluate the significant investments they are making to create valuable organic content versus the rate of engagement and sales generated from those tactics.

Brands seeking to balance budgets here should consider a streamlined

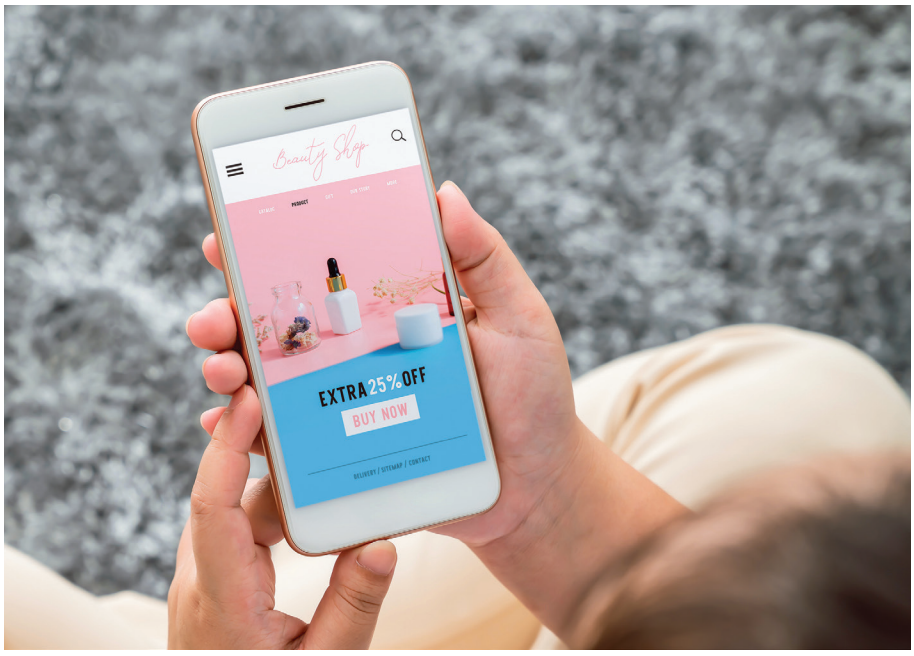
content process. Leveraging user-generated content, repurposing content, and maintaining a minimal, yet evergreen presence can all help. Brands with years of existing content should consider resharing previous content verses investing in new content creation. Brands with truly limited resources are likely okay simply creating enough content to establish a brand presence on the platform while focusing more on actively engaging with their community to foster a sense of connection and relevance.

Speaking of engaging with your community via content creation, TikTok's no frills, short-form video format offers an affordable, new approach. Here brands can provide trust, intrigue and education via personal storytelling in the form of behind-the-scenes content, product demonstrations and customer testimonials—which have always done well on social platforms. However, TikTok makes this content now even more intriguing by allowing and encouraging the sound to be a part of the experience. Instead of a social network for following existing friends, TikTok's platform is primarily focused on discovery of new and related content.

If you have any hope of converting a sale from organic content, making the purchasing process easy and convenient is crucial for converting interest into action. During the creation of this article, the TikTok Shop and Affiliate program was launched to address these issues. We look forward to seeing if this turns the browsers of TikTok into actual buyers.

Instagram has long offered features like shoppable posts, where brands can tag products in their posts, making it easy for users to shop directly. Instagram's shopping features, such as the Shopping Tab, allow brands to create a seamless shopping experience. Shoppable posts and stories enable users to directly access product information and make purchases without leaving the app.

However, whatever content you are posting, we still encourage brands to consider making at least a small paid investment to ensure that the content at least reaches your fans and followers. Organic content reach is still rarely purely organic.



We are seeing that just 2% of our client's e-commerce sales come directly from organic social; photo by sitthiphong for Adobe Stock.

The Power of Paid Advertising: Crafting Trust and Urgency

When it comes to paid advertising, trust and urgency emerge as the dynamic duo in effectiveness. Trust is the bedrock; without consumer confidence in your brand, e-commerce platform and product performance, conversion remains elusive.

Establishing trust through awards received, clinical results, free-froms and other tangible proof is a pivotal strategy. User reviews are meaningful, but a review from a trusted authority such as a well-known publication is even better. Touting retail partnerships lends an air of trust because users know retailers only carry reliable brands. Additionally, touting retail partnerships educates consumers on brick-and-mortar locations where they can go to experience your brand in person. Finally, offering a money-back guarantee is a great way to remove any remaining consumer fear or doubt.

Layering urgency into your advertising to new prospects transforms browsers into buyers. By leveraging seasonal discounts, limited editions and promotion of low inventory, brands create a sense of fleeting opportunity that compels immediate action. Monetary savings and scarcity are more compelling than a "buy one get one" or a "free gift with purchase." Social proof serves as a reinforcement, yet the power of scarcity reigns supreme, substantiating the claim that a dollar saved today is more impactful than future discounts.

The case can be made for ads containing education and urgency if the source is already trusted, but this is a tactic best employed by a brand that has a tremendous partner such as a key retailer, brand partner collaboration, celebrity or influencer who is leveraging their existing trust to demonstrate the value this product brings.

Education plus urgency can also be used by a brand that has already invested a lot of resources in establishing brand recognition. In this



Touting retail partnerships lends an air of trust because users know retailers only carry reliable brands; photo by AnnaStills at Adobe Stock.

scenario, audiences already know the brand, know the product works, and simply need to be reminded how the product works or how they can use the product or related products.

Leveraging Influencers and Affiliates

With the costs of influencer collaborations on the rise, it is important for brands to ask themselves what they hope to gain from such a collaboration. We believe influencers are a great way to create authentic content that builds user trust. The best asset an influencer has to offer is their genuine perspective on your products, curated through the lens of someone who knows how to tell stories that resonate with your demographics in a way that reflects your brand style and ethos. In this manner, their content can save you from investing in expensive photoshoots.

We at MSLK don't count on influencers for their reach to prospects. The influencers with the largest followings have long since lost touch with who their actual audience demographics are. Therefore, it is impossible to ensure that these audience members reflect your brand demographics. In addition, as their audience numbers increase, their engagement with fans often decreases.

We suggest leveraging micro influencers for what they do best, creating compelling content. Your brand can then share that content via targeted advertising to ensure it truly reaches audiences who meet your target profiles and are primed to purchase.

Collaborating with bloggers, micro-influencers and press to offer a commission via a structured affiliate marketing program is a great way to reward professionals and fanatics for their efforts in creating amazing content. Offering a discount plus commission through programs like ShareASale empower fans and pros to generate compensation with access to offers and discounts that create the urgency to purchase.

A Quick Recap

Over the past few months (see sidebar), we've been covering the three key motivational pillars of trust, intrigue and education, which are required to convert a sale with a first-time purchaser. We've discussed how to integrate these pillars into your overall brand story and value proposition. We've discussed how to optimize packaging to ensure that presentation of your brand in a consumer's home reflects these values. And we've discussed how to remove any friction during purchase to ensure that consumers complete a checkout when they visit your ecommerce site.



The best asset an influencer has to offer is their genuine perspective on your products; photo by Graphicroyalty at Adobe Stock.

The front lines of your marketing efforts, the digital landscape, presents both a battlefield and a haven for brands. Success lies in the crafting advertisements that instill trust and urgency, optimizing for organic search, leveraging influencers for content and style over reach, and limiting the resources drained by organic social.

If budget is truly limited, an investment in targeting audiences who are primed to purchase via advertising with a compelling message is the most valuable tool; this group is certain to the be the audience you most want to reach and has been proven to purchase before. ■



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.

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PACKAGING & MANUFACTURING TREND TRACKER: NOVEMBER 2023

From new monomaterial designs to expanded North American manufacturing, packaging suppliers and contract manufacturers are on the move.



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From new refillable formats to enhanced recyclability, emerging designs are addressing the challenges of sustainability and consumer experience; image by Bongkarn at Adobe Stock.

This has been a busy year, rife with packaging innovation for beauty, as well as a high number of regionalized manufacturing moves. As we close out 2023, *Global Cosmetic Industry* offers one last roundup of recent trends in contract manufacturing and packaging. Expect to see more manufacturing trend roundups in 2024, alongside our monthly ingredient, packaging and beauty category reports.

Boosting Recyclability

Boosting recyclability has been a key goal of recent packaging launches in 2023. To illustrate: Albéa Tubes is helping two clients increase recyclability using very different materials. First up, the supplier is helping L'Occitane transition from an aluminum barrier laminate (ABL) tube for its best-selling 30 ml hand cream collection to an all-plastic laminate Greenleaf tube integrating the OctoTop opening system. The tube, featuring a multilayer sleeve in HDPE, is certified by the Association of Plastic Recyclers.

The transition reportedly enables recyclability of the packaging while reducing the overall number of materials from five to two, the overall components from three to two, and the weight of the tube by 23%, compared to the ABL version.

The octagonal HDPE OctoTop two-in-one flip-top closure system removes the need for a peel seal and renders the entire tube recyclable in existing PE recycling streams in France, Europe and the United States, per the supplier.

The tubes are produced at Albéa's Argonne, France, manufacturing site. The transition will begin in January 2024 with the shea butter variant of the brand's range.



Albéa Tubes is helping L'Occitane transition from an aluminum barrier laminate (ABL) tube for its best-selling 30 ml hand cream collection to an all-plastic laminate Greenleaf tube integrating the OctoTop opening system.



Albéa Tubes has helped Pierre Fabre Laboratories replace the packaging of Klorane's organic baby care Moisturizing Cream with a biobased kraft paper tube that comprises at least 50% FSC-certified material.

Albéa Tubes also helped Pierre Fabre Laboratories replace the packaging of Klorane's organic baby care Moisturizing Cream with a biobased kraft paper tube that comprises at least 50% FSC-certified material. The tube was paired with Albéa Tubes' EcoFusion Top, which reportedly supports a reduction in weight and cuts virgin plastic usage by 74%, versus the conventional version. Given these updates, the packaging is now technically recyclable in the used beverage carton stream.

Elsewhere, APC Packaging has launched two new lines of recyclable polyethylene terephthalate (PET) jars, the JEBL and JEBH. The JEBH series features a slightly thicker base and different capacities and dimensions than the JEBL version. Both options can have up to 50% PCR incorporated. The jars are shatter-resistant, lightweight compared to materials such as glass, and easy to transport, per the supplier, a key consideration for products that will be shipped. The lighter weight also ensures a smaller carbon footprint.

Monomaterial designs have been central to the enhanced recyclability of packaging. For instance, ICONS | ICS offers pumps, including a metal-free PP airless pump family (15 ml, 30 ml and 50 ml) available with TPE or silicon springs, as well as a monomaterial diptube PP pump, which can be paired with bottles with a neck size of 24/410 and 28/410. In addition, the fully recyclable monomaterial PP diptube pump is available with several actuator styles and either a smooth or ribbed collar. It is also designed with a twist lock mechanism.



APC Packaging has launched two new lines of recyclable polyethylene terephthalate (PET) jars, the JEBL (pictured) and JEBH.



ICONS | ICS offers a wide range of pumps designed with sustainability in mind, featuring the metal-free, PP airless pump family available with TPE or silicon spring and the monomaterial diptube PP pump.

Elsewhere, during the 2023 Luxe Pack Monaco event, Inca unveiled a monomaterial perfume cap for perfume bottles, as well as a monomaterial lid for cream jars. The parts feature recycled aluminum at levels of 50-75%. The company has also developed a fully recyclable and refillable monomaterial travel case for 10 ml perfume bottles, as well a series of standard aluminum lids with no plastic insert, which can be used on glass jars for skin care applications. Looking ahead, Inca is developing a refill system for 100% recyclable aluminum cream jars.

Beyond its designs, Inca has focused on its operational sustainability. For instance, the company has adopted a new water treatment system at its Italian facility, which reportedly cuts energy consumption by at least 50% and diminishes the use of chemicals by more than 20%—while increasing



Inca has developed a fully recyclable and refillable monomaterial travel case for 10 ml perfume bottles.



During the 2023 Luxe Pack Monaco event, Inca unveiled a monomaterial perfume cap for perfume bottles, as well as a monomaterial lid for cream jars.



APC Packaging's patented Airless Refillable System (ARS) has now been paired with a new aluminum outer shell to boost premiumized credentials while also increasing the sustainability of the overall package.



Berlin Packaging | Premi Industries' new Infusion Refill collection for fine and prestige home fragrance represents an evolution of the Infusion Fragrance packaging collection, featuring the 100 ml FEA 15 bottle in a refillable version featuring a screw neck and twist pump.

capacity by 80%. The company is also tapping renewable energy sources. In its workshops, mineral oils are reportedly being replaced by vegetable oils, while operations are adopting water-based degreasing. In addition, the company is using biodegradable paste for mechanical polishing, as well as a low-water anodizing process. These are just a few of the ways in which the company is evolving toward greater sustainability.

Premiumized Refillables

Refillable concepts continued to proliferate in 2023, across an ever-broader range of formats and product categories.

For instance, APC Packaging's patented Airless Refillable System (ARS) has now been paired with a new aluminum outer shell to boost premiumized credentials while also increasing the sustainability of the overall package. ARS features an internal cartridge that can be recycled, allowing for the reuse of the same actuator and outer bottle. The package can be created with 75-100% PP PCR by package weight, per APC.

Elsewhere, Berlin Packaging | Premi Industries' new Infusion Refill collection for fine and prestige home fragrance represents an evolution of the Infusion Fragrance packaging collection, featuring the 100 ml FEA 15 bottle in a refillable version featuring a screw neck and twist pump. The twist pump allows users to open the bottle for refills but also to separate the pump and bottle for easier recycling. The refill packaging comprises a twist pump in combination with the Neville 150 ml bottle.

The Infusion Fragrance range is expanding from its existing 30 ml, 50 ml and 100 ml FEA 15 bottles to add a 200 ml bottle with a 24-410 neck size. The range will also soon add a 300 ml variant. The range can be combined with various dispenser pumps, wand diffusers, wooden or aluminum neck covers, and more.

"Infusion has been designed to enhance the fragrances of high-end perfumery and home fragrance in the name of sustainability and personalization," said Alessandro Prestini, CEO of Berlin Packaging | Premi Industries. "The innovations introduced with this proposal are the fruit of our corporate mission, which drives us to create attractive and iconic premium full packaging solutions that are sustainable and future-oriented, as the luxury market demands."

Berlin Packaging | Premi Industries also offers Double Glass designs that feature tubular glass ampoules that appear suspended inside a transparent glass bottle (in 15 ml and 30 ml variants). The designs are intended for luxury formulas such as serums, creams, lotions, masks, gels, foundations and illuminants, and are refillable up to 25 times, per the supplier.

The company's slender Airglass Slim Refill & Go features airless packaging inside a refillable glass bottle. To optimize disposal, the design allows for the separation of the PP airless bottle from the glass bottle by means of a safety clip that blocks the dispensing of the pump.

Finally, SGD Pharma's Eclipse refillable glass jar features a twist and lock system that allows the inner plastic capsule to be loosened and secured to the glass jar without any adhesive or tools. The Eclipse refillable glass jar is fully customizable via lacquering, frosting, metallization, silk printing and other deco options.

North American Airless

Aptar Beauty's all-plastic airless portfolio features options for dermocosmetics, sustainable products and more. The range's designs keep



Aptar Beauty's all-plastic airless portfolio features options for dermocosmetics, sustainable products and more.

formulations safe and offer hygienic dispensing for delicate formulas. The portfolio also offers several options in PCR. In North America, Aptar Beauty manufactures airless packages ranging from 15 ml to 150 ml.

Glass Mini Fragrance Samplers

SGD Pharma recently launched glass packaging innovations at Luxe Pack Monaco 2023, including fragrance mini samplers. The company's pharmaceutical-grade fragrance mini sampler vials are available plain or with customized ceramic ink labels. The standard vials are offered in 1.5 ml, 2.0 ml and 2.6 ml variants that can be custom silkscreened in 19 monochrome PMS colors, including gray and black. The mini sampler sizes can be supplied to customers in North America, Europe and Asia. The company also offers the Constellations range of glass packaging solutions in multiple shapes for skin care and nutraceutical applications.

Frédéric Barbier, general manager China and APAC, said, "Our Zhanjiang facility in China produces premium cosmetics and beauty packaging solutions. SGD Pharma also operates an in-house decoration workshop providing versatile decoration including lacquering, frosting, silk screening, pad printing and hot stamping. This offers customers unlimited opportunities for customization of their beauty packaging. We are committed to keeping our facilities state-of-the-art, with the next upgrade of our glass furnace planned in 2024 to increase capacity by an additional 15% and build greater flexibility for the benefit of our clients."



SGD Pharma recently launched glass packaging innovations at Luxe Pack Monaco 2023, including fragrance mini samplers.



Among its offerings at Luxe Pack Monaco 2023, Inca highlighted its lipsticks with a standard refillable mechanism.

Color Cosmetic Innovation Levels Up

Among its offerings at Luxe Pack Monaco 2023, Inca highlighted its lipsticks with a standard refillable



Luxembourg-based color cosmetic specialist IL Cosmetics has tapped into the explosively popular tubing mascara trend with its Naturally Tubing Mascara.

mechanism. This design is in line with a wider reinvention of color cosmetic packaging.

Tubing Mascara Goes Clean

For instance, Luxembourg-based color cosmetic specialist IL Cosmetics has tapped into the explosively popular tubing mascara trend with its Naturally Tubing Mascara. Its vegan formulation features 80% ingredients of natural origin. The mascara can also reportedly be removed with simple washing, rather than requiring users to use makeup removers. Earlier this year, IL Cosmetics opened a U.S. sales office. The company also reportedly plans to establish a production site in North America.

Skin-friendly Lip Color

IL Cosmetics' Tinted Gloss features a hybrid glossy texture with a tint. The color-reacting gloss-oil texture features a pH reacting agent that transforms the initial color into a rose pigmentation suitable for all skin tones, per the manufacturer. Infused with a light cucumber aroma, the formulation comprises skin-friendly avocado, matcha tea, cucumber and goji seed oils.

A consumer test featuring 20 users over five days of use found that 90% of participants agreed that the formulation imparted a cushiony texture to the lips and that their lips were left looking fuller and plumped (optical effect). At the same time, 95% of panelists felt the gloss provided an intense hydrating feeling.

The gloss is available with an XXL applicator to assist with quick, easy and thorough product application.

IL Cosmetics' Demi-matte Plumper features a liquid lipstick format that imparts a soft and flexible non-drying cream texture. The plumper, featuring cucumber oil and plumping materials, delivers rich color with a satin finish and an instant plumping effect. The formulation is paired with a long, thin, slanted applicator.

A five-day consumer trial with 20 testers reported that 90% of users believed the product delivered full color upon the first stroke of the applicator. Furthermore, 85% felt the plumper left their lips hydrated, while 95% found the creamy texture pleasant.



IL Cosmetics' Demi-matt Plumper features a liquid lipstick format that imparts a soft and flexible non-drying cream texture.



IL Cosmetics has developed an at-home three-step gel polish nail system (base and top coat and color) that is free of HEMA (hydroxy-ethyl methacrylate) and di-HEMA (trimethylhexyl dicarbamate) and therefore compliant with European retail requirements.



IL Cosmetics' Tinted Gloss features a hybrid glossy texture with a tint.



IL Cosmetics, a specialist in nail products, has developed demo concepts such as Let's Go Party, a glow-in-the-dark top coat with a mermaid effect.



IL Cosmetics, a specialist in nail products, has developed demo concepts such as I Am Kenough, a crackling nail polish effect inspired by the "Barbie" movie.







Aptar Beauty's dispenser pumps for the skin care and color cosmetics market offer a range of dosages and aesthetics. Produced in North America, the pumps are compatible with a range of formulas and are available in an array of finish and dosage options.

In addition, 85% of users found the formulation to be ultra-lightweight, non-sticky and non-drying:

Clean Nail Care & Beyond

IL Cosmetics has developed an at-home three-step gel polish nail system (base and top coat and color) that is free of HEMA (hydroxyethyl methacrylate) and di-HEMA (trimethylhexyl dicarbamate) and therefore compliant with European retail requirements. The system imparts manicures that can last as long as 15 days, per the company. The gentle, fast-curing formulas allow for soak-off removal.

The company, a specialist in nail products, has also developed demo concepts such as I Am Kenough, a crackling nail polish effect inspired by the "Barbie" movie, as well as Let's Go Party, a glow-in-the-dark top coat with a mermaid effect. The glowing formulation is available in sheer vibrant colors from milky pearly to rosy transparent tones.

North American Made Dispensers

Aptar Beauty's dispenser pumps for the skin care and color cosmetics market offer a range of dosages and aesthetics. Produced in North America, the pumps are compatible with a range of formulas and are available in an array of finish and dosage options.

The EvoLock features a visible arrow for easy locking and is avail able in a matte or glossy finish. A metal-free path option is available. EvoLock has a 20/410 neck size and is available in dosages of 70 mcl, 150 mcl, 200 mcl and 240 mcl.

The Evolution pump, meanwhile, is designed for skin care and makeup and is available with a metal-free path. The pump is available in an 18/400 and 20/410 neck size; plastic or metal caps are available for the 20/410 variant. Dosage options include 70 mcl, 150 mcl, 200 mcl and 240 mcl.

The Evolux metallic luxury pump is ideal for serums and facial care. Available with a metal-free path option, Evolux can feature metal and plastic actuators. The pump is available in 18/400 and 20/410 neck sizes; dosage options include 70 mcl, 150 mcl, 200 mcl and 240 mcl.

The high-dose Amplitude pump includes a twist-to-lock feature, eliminating the need for an over cap. The pump is available in dosages of 250 mcl and 500 mcl and a 24/410 neck finish.

Manufacturers Ramp Up

A New Formula Incubation & Manufacturing Partner

U.S.-based Cohere Beauty, representing the merger of Marianna Beauty, Arizona Natural Resources, HealthSpecialty Inc. and Contract Filling Inc., is making its debut as a formula incubation and manufacturing partner for beauty brands seeking to launch hair care, skin care, personal care and fragrance products.

Cohere's services range from the co-development and co-creation of formulas to production and beyond, allowing brands to cut time, costs and post-production risks from the process.

The company's R&D team comprises chemists and engineers that can support customers' formula development, QA, regulatory (particularly issues related to the Modernization of Cosmetics Regulation Act of 2022, or MoCRA) and processing needs. These professionals also have access to Cohere's library of more than 10,000 formulas.

To assist product development, Cohere operates a "beauty salon," an internal testing laboratory.



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U.S.-based Cohere Beauty has made its debut as a formula incubation and manufacturing partner for beauty brands seeking to launch hair care, skin care, personal care and fragrance products.

On the manufacturing front, Cohere Beauty boasts four production facilities and 30 production lines that allow it to produce liquid, powder and hot pour products in a variety of batch sizes and order quantities. It also offers pack out and shipping services.

"At Cohere Beauty, when we say we 'think and innovate like a beauty brand,' we mean that we are not just a typical formulation and manufacturing company," said Christine Staples, CEO of Cohere Beauty. "We are a strategic partner deeply ingrained in the beauty industry's DNA. Our team, with 180 years of collective experience, includes experts who have walked the path on the brand side of the beauty industry. We don't merely create products; we infuse life into brand visions."

The executive added, "We appreciate the intricate challenges of building a successful beauty brand—the delicate balance between quality, cost and regulatory parameters, the desire to fulfill a brand promise, and the artistry of crafting beautiful products. That's why we take the time to truly understand our partner brands' aspirations. Our R&D teams and skilled chemists will ideate and formulate until we achieve that elusive 'just right' product. We're acutely aware that in the saturated beauty product market, 'just right' isn't a luxury; it's a necessity."

Staples concluded, "Our commitment doesn't stop once the product leaves our doors. Our customer-centricity and collaboration with our partner brands extend to sharing innovative product ideas and formulations that capitalize on their unique opportunities and white space. At Cohere Beauty, 'thinking and innovating like a beauty brand' isn't just a catchphrase—it's our unwavering commitment to our partners' success."

Highlighting the Power of Italian Manufacturing

Baralan recently presented a Milano Beauty Week-branded lip balm that was distributed at a fundraising event, Beauty Gives Back, benefiting women undergoing cancer treatments, as well as other social and promotional activities associated with the week's event.

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ICONS Beauty Group has acquired CTL Packaging USA, Inc., which now operates as ICONS America LLC. The move gives the Singapore-based manufacturer a U.S.-based production hub.

The lip balm was developed in cooperation with a contract manufacturing partner to highlight the social, scientific and economic value of the cosmetic supply chain, particularly highlighting its Made in Italy attributes.

Baralan's Beautytude 2023 project, which highlights clean beauty and sustainability, is aligned with Milano Beauty Week's values of innovation and sustainability. Beautytude inspires the development of new products and the use of functional, ecological and sustainable materials, the company notes, while also concentrating on design.

ICONS Establishes US-based Manufacturing

ICONS Beauty Group has acquired CTL Packaging USA, Inc., which now operates as ICONS America LLC. The move gives the Singapore-based manufacturer a U.S.-based production hub. The facility, which specializes in the production of injection molded tubes using in-molded label technology, is based in Charlotte.

Elsewhere, ICONS has begun production of sustainable rigid packaging at its Thailand production site, adding further geographic diversity to its supply chain. This site is in addition to ICONS' Australian factory in Sydney, which produces natural hair treatments, personal care and skin care for specialty brands in Australia, the United States and Europe.

Sue Nichols, the CEO of ICONS Group, said, "CTL has an experienced management team with well-established technology and proven products already in the market. We welcome CTL to the ICONS family as ICONS America LLC. The acquisition provides customers with a USA onshore manufacturing solution which reduces the carbon footprint by manufacturing close to their customers and shortening the shipment delivery lead time. We look forward to delivering a broad selection of innovative and cost-efficient quality products to our customers."

Kyle Shaw, founder and managing partner of ICONS parent ShawKwei, said, "The beauty and health industry has a complex value chain, and the combination of CTL with ICONS provides USA customers with greater flexibility to optimize their supply chain and accelerate time-to-market for new products. ICONS already has a well-developed beauty and health packaging business in Asia and an Australian manufacturer of hair treatments, personal care and skin care. ICONS Beauty Group will leverage their current capabilities together with ICONS America LLC manufacturing operations to expand ICONS packaging products and capabilities."

New Dropper Acquisition

Finally, Investindustrial has acquired 51% of beauty dropper manufacturer Virospack. Details of the deal were not disclosed. Virospack's annual sales reportedly total about €60 million. The manufacturer is also on track to grow its production capacity by half in the coming years. ■

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