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JANUARY 2024

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LONGEVITY x ANTI-AGING

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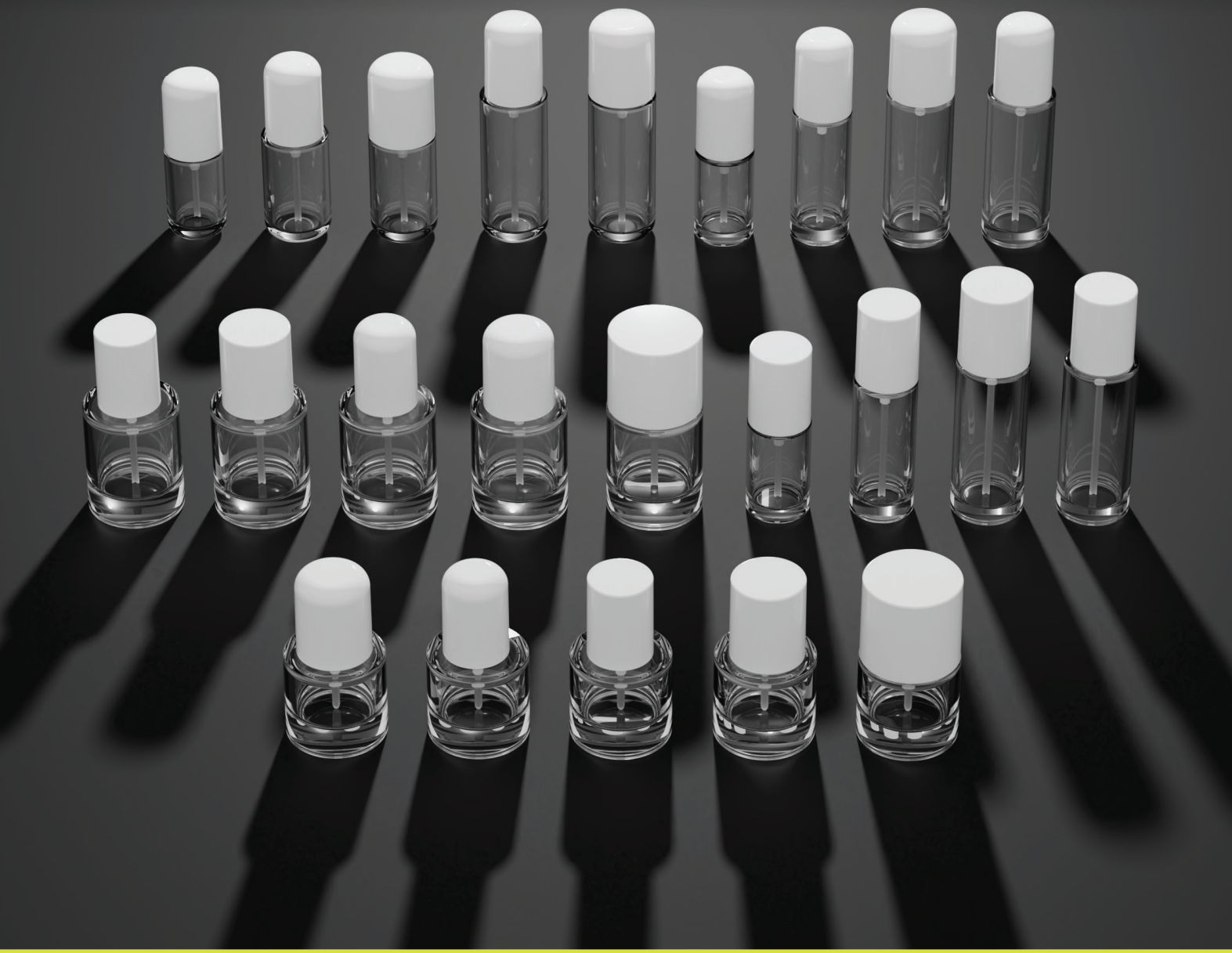
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The 2024 Beauty Trend Agenda



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From minimalist ingredient decks to pared down beauty routines, consumers are increasingly focused on products that prioritize quality, efficacy and maximum efficiency.

The prediction business can be fraught, especially in the rapidly evolving beauty space. However, looking ahead at 2024 and the throughlines of 2023, it's clear that some broad themes are sure to be front and center. Below are just a few areas that have captured my attention most.

1. Generative AI x beauty: In a little more than a year, ChatGPT and its generative AI siblings have begun to reshape every industry. In the beauty space, generative tools have already been applied to skin and hair diagnostic tools for personalized product recommendations, trend tracking and forecasting, formulation development and packaging design, and business operations. Expect to see this escalate in the coming year.

2. Gravity-defying sales: Beauty hasn't just done well in the United States in 2023; it has outperformed essentially every other consumer product category in terms of growth. Even retailers such as Target, which have been challenged overall, have found beauty to be a bright spot. Given that the long-looming recession in the United States has yet to materialize and improving consumer sentiment amid slowing inflation (as of press time), beauty and personal care may be in for continued strong results.

3. All things India: As China continues to struggle to rebound after the pandemic and amid housing and banking crises, India's booming population has become a new point of focus for multinationals seeking growth in Asia-Pacific. Beyond the market opportunity, India's beauty culture, particularly the use of Ayurvedic ingredients and practices, has spread beyond the subcontinent to markets in the West.

4. Holistic beauty: Though not an entirely new concept, beauty solutions that consider the entirety of the human body and its interconnected systems have reached a tipping point. From models focused on the gut-skin axis to hormone- and sleep-cycle-responsive care to products that deliver both emotional and aesthetic benefits, brands are increasingly addressing the whole person.



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5. High-tech sustainability: Sustainable beauty has moved well beyond the "free from" phase of R&D and marketing to a period of high innovation. Today's breakthrough suppliers and brands are tapping carbon capture to create new ingredients; leveraging ever more sophisticated biotech; finding ways to extract biomolecules using water, air and pressure, rather than harsh solvents; sustainably harvesting microbes from the natural world for new beauty benefits; and leveraging new packaging materials, formats and programs that prioritize easy recyclability and end-of-life disposal.

6. Less is more: From minimalist ingredient decks to pared down beauty routines, consumers are increasingly focused on products that prioritize quality, efficacy and maximum efficiency. If it doesn't add real value to their lives, shoppers simply don't want it. This is a major opportunity for mass brands that deliver results and high value, as well as for more prestige players that can provide strong proof of claims.

These trends represent just a snapshot of an increasingly dynamic market. As always, conditions are subject to change—at any moment. I look forward to exploring these themes in the coming months; but most of all I'm eager to engage with the trends none of us saw coming. I promise to keep on my toes.





INSIDER INSIGHTS:
BATH & BODY CARE & SKIN CARE INGREDIENTS + PACKAGING LAUNCHES

This month we highlight what is trending in these spaces as the industry continues to evolve.



Skinification and wellness are dominating the skin care and body care ingredient spaces, while sustainability continues to define packaging for beauty.

Featured insiders…

- Acme-Hardesty
- BASF
- Biosil
- dsm-firmenich Personal Care
- FusionPKG
- Givaudan Active Beauty
- Lumson
- Mibelle Group Biochemistry
- Premium Label & Packaging Solutions
- Provital
- Seacliff Beauty
- Silab

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BATH & BODY CARE INGREDIENT TRENDS

Global Cosmetic Industry spoke with beauty insiders to highlight what is trending in the bath and body care, skin care and packaging industries.

Skinification

Brian Grady, senior marketing specialist at dsm-firmenich Personal Care, says, "Skinification continues to be one of the key trends in bath and body care ingredients. The skin on your body is just as important as the skin on your face. Brands are launching new bath and body care products with ingredients that you would typically find in facial skin care products. These products continue to resonate with consumers as they understand the importance of using high-quality and effective ingredients on their body. We can expect this trend will continue to gain momentum over the next few years."

Grady continues, "dsm-firmenich has new in-vivo data for Pentavitin (INCI: saccharide isomerate), a 100% natural and sustainable moisturizer, for use in a post-shower body moisturizer. It was demonstrated that the use of Pentavitin (0.2%) in a body moisturizer boosts skin moisture by 275% compared to placebo just eight hours after a single application (T2). Additionally, it was shown that repeated use of Pentavitin (0.2%) in a body moisturizer (T4 and T6) after daily showering guarantees a strong cumulative moisture recovery effect. There were 150% and 450% increases in moisture recovery at Day 2: T4 and Day 3: T6, respectively. These data clearly demonstrate the strong moisturizing benefits achieved using Pentavitin."

Deanna Mulicka, technical marketing manager, Acme-Hardesty, says, "Over the last few months, consumers are more interested than ever before in showing love to the skin below the chin. Traditionally, body care products like lotions, body washes, and scrubs have mainly targeted external concerns such as moisturization and exfoliation. Consumers are now more aware and educated about the importance of maintaining healthy skin, not only on their faces but also throughout their bodies. We've noticed a sharp rise in demand for body care products that provide the same level of care and attention as facial skin care routines. Body care products are now formulated with advanced ingredients that were traditionally reserved for facial skin care. Hyaluronic acid, retinol, niacinamide, and antioxidants are being incorporated into body care formats, providing enhanced hydration, anti-aging benefits, and overall skin rejuvenation. Body-focused treatments like body masks and peels to body serums and oils that exfoliate, brighten, and tone the skin continue to gain favor with consumers as they seek out products that are not only effective but also eco-friendly, cruelty-free, and free from harmful ingredients."

Mulicka continues, "EnTiv Azelaic Acid is a favorite for facial care that we love for anti-acne body care applications. EnTiv Azelaic Acid is keratolytic and works deep within pores to gently exfoliate skin and remove dead cells. It is comedolytic and serves as a natural alternative to salicylic acid and its antibacterial properties help fight acne-causing bacteria to keep breakouts at bay. Botaniplex Balance SC is a body care favorite for products targeting the topical microbiome. When the skin microbiome is disrupted, it can lead to imbalances that compromise the integrity of the skin barrier and microbiome-friendly cleansers are formulated to maintain the delicate balance of beneficial bacteria on your skin. Designed to restore a healthy balance to damaged, irritated, oily skin and scalp. It also helps re-balance imbalanced skin due to fungal acne and dandruff often associated with *S. capitis*, *P. acnes*, and *Malassezia* pathogenesis. It has prebiotic and antimicrobial effects that restore microbiome balance and alleviate both acne and dandruff, and helps to decrease secretion of pro-inflammatory cytokines."

Smart Technology

Philip Chung, vice president of sales, Biosil, says, "Optimizing efficacy via smart delivery systems: Time-release, smart encapsulation and nanosome technology are some of the new smart technologies that could improve the impact of bath and body care formulas. Biosil Technologies has launched two new ingredients, Slendyl, which increases firmness and reshapes the silhouette, and Slimagine, which provides slimming and anti-cellulite." ■

SKIN CARE INGREDIENT TRENDS

Wellness is dominating the skin care space as consumers prioritize their personal needs.



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Consumers are seeking skin care products that stimulate a mind-body connection.

Inclusive Beauty

Camille Desperiez, marketing project leader, Silab, says, "Driven by the emergence of the concept of diversity, equity, and inclusion (DEI), the reprioritization of individual needs progressively drew a new face to beauty, where every individual neither feels excluded nor marginalized. This approach now extends beyond skin color to encompass the specific characteristics of each ethnic group, gender, or stage of life. The study of these structural and functional skin specificities provoked a strong response in dermatology, allowing the cosmetic industry to exalt a "plural beauty": more homogeneous, less codified and less stereotyped. Recently, Silab developed a unique approach on this topic: the company identified the main skin characteristics of consumers according to ethnicity, gender, and age in order to outline the profile of a universal beauty. Three expectations stand out: a beautiful skin quality (characterized by skin

hydration and fine skin texture for a smoothed microrelief), an even, radiant complexion (free from spots related to post-inflammatory scars and skin aging) and reduced signs of aging (thanks to firmer skin and faded wrinkles)."

Desperiez continues, "Based on these results, Silab launched Inclusium, a multifunctional natural active ingredient that enhances the beauty of all skin types. Enriched in alfalfa galactomannans, it stimulates the biological pathways essential to epidermal and dermal functionalities. This transversal activity spectrum of Inclusium was identified thanks to the combination of Silab's expertise in tissue engineering and in transcriptomics. Evaluated on mixed gender groups with young and mature, Caucasian, Asian, Latin-American, and African American panels, this active ingredient meets universal cosmetic expectations thanks to its hydra-smoothing and complexion perfecter powers as of seven days of treatment, and to its clinically proven anti-aging effect."



Silab's Myoline ingredient is said to provide a wellness effect.

Wellness

Melanie Duprat, category manager and sustainability representative at Givaudan Active Beauty, says, "People are now emerging from the pandemic keen to refocus on themselves. Benefits around supporting intimacy and connection will strengthen the connection to wellness. More people are embracing intimate wellness as a crucial component of physical and mental health. For this reason consumers are becoming more comfortable talking about intimate wellness. The main consequence in the cosmetics industry is the interest in products for intimate personal care is growing as people look to address their private needs. We are seeing a movement towards a more positive view of intimacy, as a way to reconnect with oneself or other, based on acceptance, confidence and empowerment."

Duprat continues, "This new way of perceiving well being, creates the appearance of skintimate care: Intimate care as an extension of skin care: from hydration, microbiome balance, and soothing to private beauty, the skin of the intimate parts of the body can also benefits from skin care ingredients to improve comfort and wellness. Knowing that 75% of women will have at least one episode of vulvovaginal candidiasis in their life, supporting and protecting the microbiome is an important element in creating products that appeal to consumers, who are still concerned that these intimate hygiene formulas can disrupt vaginal health. This is why Givaudan Active Beauty's Cranberry Oil perfectly matches with this new trend. Known for its antioxidant properties and soothing qualities, Cranberry Oil is a 100% natural, and regenerative ingredient with also benefits in intimate care. The upcycled oil from cranberry seeds restores the intimate flora improving comfort and preventing dysbiosis."

Nina Esposito, area sales and marketing director, Provital, says, "Two ingredient trends currently showcased in the skin care industry are the emphasis on quality-focused ingredients and the growing interest and use in ingredients that stimulate a mind-body connection. Consumers are increasingly prioritizing the quality of ingredients in their entirety, seeking quantified efficacy and hero molecules from sustainable and verified sources. This has given rise to a trend in green chemistry and biobased alternatives, with a focus on ingredients like plant stem cells and ferments from vegan sources. Simultaneously, there's a rising awareness in the mind-body impact within skin care. Ingredients with scientifically backed claims to enhance moods while also improving skin health are gaining popularity. As brands increasingly recognize the importance of holistic wellness to consumers, formulations that contribute to both looking good and feeling confident are becoming sought after in the beauty care space. Together, these dual trends reflect a consumer desire for not only skin care with results but also a mindful and inclusive approach to one's overall well-being."

Esposito continues, "Provital has introduced two cutting-edge launches in the past 6 months, aligning with the green chemistry and bio-based alternative ingredient trend. Provital's award winning Altheostem stands out not only for its sustainability but also for its remarkable clinical efficacy. Leveraging a biotechnology platform, this innovative ingredient is derived from lab-grown stem cells from the petals of *Althaea rosaea*.



BASF's Inolixir undergoes a fast and optimized extraction process that amplifies its antioxidant and calming characteristics.

Notably, Altheostem exhibits a tailored biological action on senescent skin cells; not only preventing them but also selectively eliminating them with its proven senolytic activity. Beyond in vivo benefits of healthier and more youthful skin, the use of AI has scientifically demonstrated that this dermohacking ingredient helps individuals appear up to three years younger. Provital's most recent launch, Circanblue, is a postbiotic active ingredient derived from the vegan fermentation of *Lactococcus lactis*. Particularly beneficial for skin altered by excessive exposure to blue light, in vitro studies showcase its ability to resynchronize our cellular circadian rhythm. Circanblue restores balance to this innate system, supporting proper repair mechanisms and sleep wellness to elicit a beauty restorative effect and address the challenges posed by modern lifestyles and digital exposures."

Desperiez says, "The growing interest in the wellness market reflects a notable change in consumer behavior and the new priority given to the better consideration of their desires and their well-being. In the context of the beauty industry, health, whether physical or mental, plays a key role in the strategy of brands that wish to establish the relationship between the psychological state and the skin quality and radiance. To meet these expectations, the active ingredients used need to be effective and also include the sensory perception dimension. They also help to consolidate brand strategies in the promise of a better quality of life through soothing or stimulating actions, or by modulating certain receptors involved in the synthesis of neuromediators. Thanks to these active ingredients, certain brands reinforce their positioning focused on spirituality, well-being and better awareness of one's body while giving them powerful scientific credibility."

Desperiez continues, "One of Silab's latest launches perfectly meets these expectations. Myoline is a relaxing natural active ingredient from watercress. Thanks to its mineral-rich composition, it targets the behavioral and biological consequences of psychological stress by reducing muscle contraction (action on the neuromuscular junction) and providing a wellness effect (stimulation of stress response mediators and receptors). As a genuine plant 'Botox-like,' Myoline reduces expression lines as of five days in young and mature volunteers. Also,

the skin's barrier function is reinforced, for long-lasting moisturizing and radiance-boosting effects."

Allison Garlet, marketing manager—bioactives, North America, BASF, says, "The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected. Consumers are prioritizing wellness to feel better in body and mind. There is a shift towards elevated adaptogens which are high-performing, multifunctional, and sustainable solutions which are nutrient rich."

Garlet continues, "Inolixir is a potent adaptogenic chaga extract using sustainable subcritical water extraction. Utilizing a powerful green extraction technique known as subcritical water extraction, Inolixir undergoes a fast and optimized extraction process that amplifies its antioxidant and calming characteristics. Inolixir promotes the appearance of healthy, calm and rejuvenated skin, reducing the appearance of dark circles and wrinkles from exhaustion and stress, as well as supporting a healthy skin barrier and overall feeling of soothing and comfort."

Simplicity

Garlet says, "The beauty industry is experiencing a paradigm shift as consumers increasingly seek products that prioritize efficacy and functionality over flashy campaigns. The emerging 'sophisticated simplicity' trend emphasizes the quality of ingredients, the proven effectiveness of products and the reassurance of simplicity. Many beauty enthusiasts will seek scientific evidence to support product claims. Brands that can provide research, clinical studies or certifications to substantiate their claims of effectiveness will gain credibility and trust. Demonstrating the scientific basis behind a product will help consumers feel confident that they are investing in solutions that deliver tangible results."

Garlet continues, "Hyalurosmooth is a purified polysaccharides from the seeds of Indian cassia. Extracted from the Indian *Cassia angustifolia*, Hyalurosmooth concentrates all the benefits of a mindful lifestyle to cope with the unavoidable effects of stress. With an intense wave of hydration, Hyalurosmooth helps the skin recover its natural balance and radiance for a perceivably smoother and softer feel. This botanical alternative to hyaluronic acid gives a silky complexion within minutes, and keeps skin hydrated for 24 hours."



Mibelle Group Biochemistry's RejuvenNAD stimulates the endogenous regeneration of NAD+.

Biotechnology

Christine Meier, senior digital marketing manager, Mibelle Group Biochemistry, says, "Biotechnology remains an important trend in the skin care sector. As natural resources are finite, biotechnology serves as an alternative as it allows to cultivate rare plants without the need of soil and lots of water. Also, indoor farming could be an interesting source for new innovative skin care ingredients. Further, we see that the longevity trend has also reached skin care, which I think is a really interesting topic and we will probably see more launches in the future addressing this trend."

Meier continues, "We recently launched RejuveNAD, a new natural active ingredient which stimulates the endogenous regeneration of NAD+. NAD+ plays a crucial role in various cellular processes and has received significant attention in anti-aging supplements. However, the use of NAD+ in cosmetics failed so far, as the molecule has a very poor stability in formulations and cannot be taken up into skin cells. We have now developed a holistic solution to increase NAD+ levels in the skin through cosmetic applications. Sourced from sustainably cultivated sunflower sprouts through indoor farming, their formula naturally boosts the longevity molecule NAD+ to optimize cellular processes. Clinical studies show that RejuveNAD can counteract at least five hallmarks of aging in the skin simultaneously: Mitochondrial dysfunction, cellular senescence, loss of proteostasis, epigenetic alteration and genomic instability making the skin look eight years younger in just 42 days." ■

PACKAGING FOR BEAUTY LAUNCHES

Here we break down recent packaging launches based on beauty category.



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Packaging for beauty remains focused on all facets of the product leaving a positive impact on the environment.

Skin Care Packaging

Vonda Simon, founder and CEO of Seacliff Beauty, says, "[For Norwex Renewing Eye Cream] this premium package achieves multiple needs when it comes to sustainability. Not only is the package refillable, verses replacing the entire product, but also made with glass (30% PCR and fully recyclable) and #tide Ocean Material (OceanBound Plastic) in both caps, pumps and actuators. Plus, the airless pump technology ensures all the product inside the container gets completely dispensed, eliminating product waste. The collar and cap are made with 100% PP OceanBound Plastic PCR, which is FDA approved and food-grade safe. The component is also refillable and includes a glass bottle, making this a triple treat when it comes to sustainability." Simon continues, "[For Matter of Fact Maximalist Age-Defying Moisturizer] this package is an airless container, designed to accommodate a wide range of formulas that are susceptible to oxidation. Additionally, it is a refillable container which features a glass outer jar and a durable pump mechanism intended for consumer reuse. By encouraging repeated usage of the outer glass and pump, it contributes to a reduction in the introduction of plastic into our environment. This pack not only protects and preserves the product, but also promotes/presents the brand. This Matter of Fact package is larger than most airless jars and features metallization which gives this package a luxurious and high-end look and feel."



Seacliff Beauty created the packaging for Matter of Fact's Maximalist Age-Defying Moisturizer.



FusionPKG partnered with Oui The People for their newest launch.

Body Care Packaging

Leslie Gurland, vice president of sales and marketing, Premium Label & Packaging Solutions, says, "Golden Isle is an instant dark bronzing body gloss infused with pearlescent peptides, vivid vitamins, and radiant raspberry butters. The dazzling ingredients inside of the bottle mirror the packaging, which is designed to evoke the look of a shimmering crystal agate. Premium Label & Packaging Solutions produced the look by printing the shrink sleeve label with a Pillars of Light holographic foil."



Premium Label & Packaging Solutions produced the shrink sleeve lable for Golden Isle.

Brady Bacchus, marketing manager at FusionPKG, says, "FusionPKG partnered with Oui The People to expand their body care assortment with the launch of their All Over Body Renewal travel set featuring the Cheat Sheet Resurfacing Body Serum packed in our North American made 30 ml Hero Airless bottle. Leveraging our local supply chain, Oui The People achieved swift market entry into 266 Sephora locations without compromising aesthetics or performance."

Hair Care Packaging

Silvia Losacco, events and communication, Lumson, says, "The last six months have seen different brand new products enriching Lumson portfolio. After the new premium airless designs, Excelsa and Sublima that have joined TAG family, Lumson has featured recently three comprehensive lines (Slim, Verona, Round) dedicated to the hair care world. Leveraging its consolidated expertise in skin care and makeup, the hair care collections are perfect to suit different product types present in the market, from serums to masks, and to address the progressive fusion of hair care and skin care. Lumson hair care collections stand out for their designs, sizes and materials to meet every need and type of formula. Comprising nine different bottles ranging from 30 ml to 400 ml in various materials (glass, PET, PE), SLIM is the ideal solution for those seeking elegance and sophistication coupled with functionality and practicality. Verona is the line with distinctive design, the PETG bottles with sizes ranging from 50 ml to 200 ml are perfect to be paired with both traditional and precision dispensing systems for targeted applications. Products more closely linked to nature are perfect instead for Round, the collection in glass and PE materials (from 50 ml to 250 ml) in muted colors and a soft-touch finish for a particularly smooth feel. All the various solutions can be perfectly combined with an ample range of Lumson dispensing systems, accessories and customized through the use of several decoration techniques for a complete turnkey service." ■

SUSTAINABLE SOURCING OF COSMETIC INGREDIENTS: MORE THAN A TREND, A KEY REQUIREMENT

BY ROBIN CORDIER, Crodarom

What could be the most significant shift toward sustainable practices witnessed in recent years by the beauty industry? Very certainly the sourcing of ingredients. This transformation can be attributed to the growing awareness and concern about the environmental and social impact of conventional sourcing methods. Consumers today, more than ever, demand transparency, ethical practices, naturality and sustainability in their cosmetic products, prompting manufacturers to prioritize sustainable sourcing.

Crodarom and Alban Muller, the two botanical experts of Croda International Plc., have long made responsible sourcing one of their main trademarks, trusting sustainability was a remarkable lever for long-term success and resilience in a rapidly evolving industry. Applied to a fair share of their portfolio, their sustainable sourcing approaches ensure that many demands from society are met, for the planet and for the people.

One of the key reasons for this commitment is the observation that, when sustainability is not considered, sourcing methods may involve practices leading to deforestation, habitat destruction, and the depletion of natural resources. Recognizing these adverse effects, the two botanical companies actively sought environmentally friendly alternatives. Their responsible sourcing includes practices such as eco-responsible farming and reasoned harvest of wild plants, preserving the balance of the ecosystems that inspire their products. If you're wondering why they were motivated, Crodarom's location in Lozère, an unspoiled natural area in the south of France, and Alban Muller's in the heart of the Beauce region, the bearded barn of France, may be a good place to start.

Implementing sustainable sourcing practices requires collaboration and commitment throughout the supply chain. With a local and transparent sourcing less that 40 km away from Crodarom's factory, Phytessence French Rose EC showcases a state-of-the-art sustainable supply chain. Crodarom's rose suppliers are a few family companies employing reasoned agricultural practices. Building a close partnership with these unique suppliers enables Crodarom to provide full traceability on the extract, ensuring flowers are grown using virtuous practices that protect biodiversity and support the farm economic development, with fair and transparent prices. This exemplifies the responsible practices expected by the brand, clearly outlined in its challenging Supplier Code of Conduct for Responsible Relationships and Purchasing.

Social responsibility also plays a pivotal role in sustainable sourcing for a part of their catalog. Both companies have long been aware of the need to engage in ethical partnerships with local communities and farmers, promoting fair practices and supporting economic development. Direct contact with suppliers ensures mutual trust and a transparent communication on the continuous improvement of product quality and work conditions. A win-win situation.

The botanical manufacturers also seek to offer sales channel diversifications for producers, alongside the food industry, whether it is in France with Cosme-Phytami Cucumber EC and Crodarom Beech, both recognized as "responsibly sourced" by the UEBT (Union for Ethical Biotrade), or on the other side of the world with Crodarom Banana Flower EC or Crodarom Green Caviar, respectively recognized by the ERI360° gold and silver labels. This commercial opportunity allows producers to look to the future with greater peace of mind, and to embark on projects to optimize their production for ever more quality, safety and naturalness.

Upcycling also provides new opportunities for Alban Muller and Crodarom's suppliers, who find a new business for their co-products. With Crodarom Amethyst GL, the discarded stone materials that are not suitable for jewelry are transformed into a cosmetic product of great value. As for Cytokalmine EC, the raw material is pomegranate peels from a French fruit juice producer, providing a new revenue stream from what was formerly a waste from their production.

The efforts of the botanical manufacturers for transparency, sustainability and traceability are a powerful marketing tool given to beauty brands to strengthen their brand environmental stewardship and align with the conscientious expectations of customers. Both companies are continually investing in research and development to find innovative solutions for responsible sourcing and throughout the rest of the value chain. Over the last decades, they have developed eco-friendly extraction technologies, aiming at low water and energy consumptions, and low carbon emissions, such as Crodarom's microwave or ultrasound-assisted technologies, or Alban Muller's zeodration drying process. Another step for a better future. ■


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By boosting NAD+, called the skin's "longevity molecule," RejuveNAD is able to to optimize cellular processes to simultaneously address "at least" five of the 12 hallmarks of aging, including mitochondrial dysfunction, cellular senescence, loss of proteostasis, epigenetic alteration and genomic instability.

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THE BEAUTY INGREDIENT AGENDA: LONGEVITY x ANTI-AGING

The 12 hallmarks of aging provide exciting anti-aging targets for R&D and new claims for marketing.

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

Anti-aging is a perennial leader in beauty claims, encompassing a wide range of ingredients with wildly diverse functions. As we noted in the September 2023 edition of this article series[a], a 2023 paper published in the journal *Cell* identified 12 key contributors to aging, providing a roadmap for beauty brands seeking to hack the aging process.

Decoding the Skin's Longevity

Mibelle Biochemistry is the latest ingredient innovator to step up to the challenge. Its new RejuveNAD technology reportedly naturally stimulates the endogenous regeneration of NAD+ by activating the enzyme NAMPT, thereby making the skin appear as much as eight years younger.

As detailed in the journal Nature[b], "NAD+ can directly and indirectly influence many key cellular functions, including metabolic pathways, DNA repair, chromatin remodeling, cellular senescence and immune cell function. These cellular processes and functions are critical for maintaining tissue and metabolic homeostasis and for healthy aging."

By boosting NAD+, called the skin's "longevity molecule," RejuveNAD is able to optimize cellular processes to simultaneously address "at least" five of the 12 hallmarks of aging[c], including mitochondrial dysfunction, cellular senescence, loss of proteostasis, epigenetic alteration and genomic instability.

By energizing mitochondria and promoting DNA repair, RejuveNAD is able to make the skin appear eight years younger within 42 days, per clinical studies cited by Mibelle Biochemistry.

NAD+'s role in various cellular processes has been long known, leading to its use in anti-aging supplements. However, NAD+ features poor molecular stability in cosmetics formulations, which prevents its uptake into skin cells. As a result, it has not been applied in topical cosmetics.

[a]https://gcimagazine.texterity.com/gcimagazine/library/page/september_2023/14/

[b]www.nature.com/articles/s41580-020-00313-x

[c]*The 12 hallmarks of aging are: genomic instability, telomere attrition, epigenetic alterations, loss of proteostasis, disabled macroautophagy, deregulated nutrient-sensing, mitochondrial dysfunction, cellular senescence, stem cell exhaustion, altered intercellular communication, chronic inflammation and dysbiosis.*

RejuveNAD, which is sourced from sunflower sprouts sustainably cultivated indoors, gets around this issue by stimulating NAD+ levels in the skin itself.

This marks just one innovation in the space. Here, we round up some of the latest technologies approaching anti-aging from several angles.

Collagen-binding Peptide Coming in 2025

BASF has made an equity investment in Utah-based startup 3Helix and will exclusively commercialize its collagen-hybridizing peptide (CHP) technology in the personal care market, beginning in 2025. BASF will also join 3Helix's board.

3Helix's CHP technology "is based on short, single-stranded collagen-like peptides that have the unique ability to bind to damaged and denatured collagen, enabling extraordinary anti-aging claims." A 2017 report[d] noted that CHP "specifically hybridizes to ... degraded, unfolded collagen chains" and "can be used to image degraded collagen and inform tissue remodeling activity in various tissues." The study specifically cites skin aging as a likely target for application.

Botanical Pro-aging

Natralipid's Advanced Omega Complex—distributed in some markets by Integrity Ingredients—comprises *Buglossoides arvensis* (Ahiflower) seed oil and *Limnanthes alba* (meadowfoam) seed oil for anti-aging applications. The complex is rich in omega 3 and 6 fatty acids, as well as C20 and C22 fatty acids. Its stearidonic acid (SDA) and gamma linolenic acid (GLA) content, meanwhile, reportedly offers strong anti-inflammatory activity. Per the companies, the complex can significantly reduce skin wrinkle depth within 28 days; in that same period, the technology reportedly boosts mouth and eye area moisture by as much as 40%. Recommended use level: 5%.

[d]https://pubs.acs.org/doi/10.1021/acsnano.7b03150



Photo by Mibelle Biochemistry

NAD+'s role in various cellular processes has been long known, leading to its use in anti-aging supplements. However, NAD+ features poor molecular stability in cosmetics formulations, which prevents its uptake into skin cells. As a result, it has not been applied in topical cosmetics.

The companies also offer standalone *Buglossoides arvensis* (Ahiflower) seed oil, which contributes the SDA and GLA content of the complex (the botanical reportedly comprises about 85% omega 3, 6 and 9 content). The oil can be leveraged as a topical or ingestible ingredient for microbiome support (topically) or anti-inflammatory effects. The oil also reportedly demonstrates collagen synthesis support.

5 Molecular Weights of HA

Integrity Ingredients' IntegriMoist hyaluronic acid series comprises high to very low molecular weight variants, as well as a multi-weight complex and others. The various weights lock in water, form moisturizing films on skin, penetrate the stratum corneum, boost skin elasticity, combat premature aging (appearance of wrinkles) and more. They can be applied to the skin and hair and can be used in combination to deliver instant softness and longer-lasting effects simultaneously.

Stabilized Retinol

Amcol Health & Beauty Solutions' (HBS) RetinEZ Retinol Delivery System (INCI: cellulose, retinol, ascorbic acid, polysorbate 20 and tocopherol) comprises a natural Microsponge cellulose-based delivery system, providing anti-aging activity with reduced irritation. Free of BHA, BHT and microplastics, the cellulose microparticle and stabilization package allows formulations to be manufactured in conventional lotion production equipment without the need for inert atmosphere blankets or yellow lighting to defend from oxidation/degradation.

The material maintains more than 90% of its retinol over the duration of testing in creams housed in barrier packaging and placed in a stability chamber for 3 months at 40 degrees Celsius. Potential applications include anti-aging products, daily moisturizers and lotions, facial and body masks, hand and body lotions, and cellulite treatments.

A Natural Lift

Active Concepts' AC ExoVitalize exosome active technology stimulates oxidative phosphorylation and glycolysis to provide the skin with a lifted appearance. The technology comprises grapefruit and watermelon extracts that address the skin on a cellular level.

Bioactive Collagen Stimulation

Integrity Ingredients' IntegriButter Super Fruit Complex[e] comprises cupuacu butter and fruit oils from apple, cranberry, blackberry, pomegranate, sea buckthorn, cherry kernel and kiwi seed. Rich in phytonutrients, vitamins, minerals, omegas and essential fatty acids, the complex reportedly helps restore skin barrier function, calms inflammation, and conditions hair and skin. It also provides antioxidant protection and helps to increase collagen synthesis and promote skin renewal, per Integrity Ingredients. The technology is recommended for product formats such as lotions and creams, hair conditioners, body and lip balms, bar soaps, and sun care.

Artichoke-based Inflammation Suppressor

Ichimaru Pharcos' Biobenefity conc. (INCI: butylene glycol (and) water (aqua) (and) *Cynara scolymus* (artichoke) leaf extract) is an anti-aging concentrate that suppresses the activation of NF-κB, a regulator of immune functions and mediator of inflammatory responses. The technology's elevated levels of the active cynaropicrin—known for its anti-photoaging/antiinflammatory benefits—can reportedly prevent pigmentation, photoaging and noticeable pores. The material is aligned with sustainable development goals and represents a concentrated variant of the company's Biobenefity technology. The concentrated format reduces CO_2 emissions from transportation, container waste and storage space, according to the manufacturer, and makes it an easy product to consider for higher dosage in formulations.

[e]*INCI:* Theobroma grandiflorum *seed butter (and)* Pyrus malus *(apple) seed oil (and)* Vaccinium macrocarpon *(cranberry) seed oil (and)* Rubus fruticosus *(blackberry) seed oil (and)* Punica granatum *seed oil (and)* Hippophae rhamnoides *fruit oil (and)* Prunus avium *(sweet cherry) seed oil (and)* Actinidia chinensis *(kiwi) seed oil*

Naturally Harmonizing the Complexion

Active Concepts' AC ExoTone (INCI: water (aqua) (and) *Pyrus malus* (apple) fruit extract (and) phospholipids) taps exosomal technology that improves cell-to-cell communication and boosts the delivery of actives. AC ExoTone diminishes the appearance of hyperpigmentation, enhances cellular renewal and evens out skin tone, according to the supplier. It also features upcycled apples sourced from North Carolina's Lincoln County Apple Festival, which is held near Active Concepts' headquarters.

Sensitive Skin Innovation

Sensitive skin is another key concern that has been on the rise for decades. In response, ingredient suppliers have stepped up to provide increasingly gentle care.

Histamine Modulation

Symrise's new organic-oat-derived SymCalmin Avena (INCI: maltodextrin (and) *Avena sativa* (oat) kernel extract) 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[f] from the University of Torino in Italy reported 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

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



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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.

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 neutral-colored technology is recommended for a wide range of applications, including skin and body care and hygiene products.

Slow-release Glycolic Acid

CrossChem's GlySmart, available from Coast Southwest, is an amphoteric complex consisting of 64% glycolic acid and 10% arginine. The dipole bond of the complex controls the release of glycolic acid onto the surface of the skin, minimizing irritation, per the companies. Studies have reportedly shown that the arginine-glycolic acid formulation is similarly effective to glycolic acid alone in spurring skin replenishment through exfoliation.

Wound Healing & Restoration

AC ExoRestore, a botanical exosome technology from Active Concepts,: provides accelerated wound healing, particularly to sensitive skin, which can be injured following microtears from exfoliation, acne breakouts or exposure to environmental stressors. The technology leverages bitter melon extract, reported to have prebiotic properties useful in healing the skin.

Gentle Bakuchiol- and Retinoid-like Effects

New test results reportedly show that Lubrizol's Stevisse imparts retinoid- and bakuchiol-like benefits without skin irritation.

In vitro tests showed that the ingredient technology can engender an antioxidant response that is greater than stevia extracts obtained through conventional extraction technologies.

Stevisse is produced using Phenobio, a subcritical water technology. As previously reported, the extraction technology is an alternative to conventional solvents and extracts a broader range of phytoactives by using only water as the extraction solvent.

This is all reportedly completed with a short extraction time with no thermal degradation to provide pure, sustainable and eco-conscious extracts.

Materials produced via the Phenobio system can be certified Ecocert-compliant and meet COSMOS environmental standards.

According to Lubrizol, the latest testing showed that Stevisse can minimize skin inflammation by 57.8% compared to retinoic acid, in a similar way to bakuchiol.

Furthermore, the ingredient reportedly improved the skin tone homogeneity and minimized dark spots after 28 days of treatment.

Lubrizol previously reported anti-wrinkle results for the technology (reduced wrinkle area by up to 87.3% and length by up to 85.3%).

The supplier is using blockchain technology to track Stevisse's production from the cultivation of the raw material (stevia leaves) to the final product delivered to the customer. This reportedly prevents modifications and ensures a fully transparent traceability process from field to bottle.

Soothing Multifunctional

Solabia Group's SolaSmart Fuse comprises 2.5 mm white pearlescent pearls obtained via a macro-inclusion technology that associates the marine polysaccharides alginate and agar-agar, enriched by Fucogel Powder, the latter of which offers soothing, moisturizing, anti-aging, restructuring and texture properties in skin care, hair care, body care and hygiene products.

Emulsifier for Emulsifier-free Products

Berg + Schmidt GmbH's vegan BergaMuls ET2 (INCI: cellulose (and) *Cyamopsis tetragonoloba* gum (and) beta glucan) is a plant-based o/w emulsifier, thickening agent and co-stabilizer upcycled from oat, wood and guar gum. The material reportedly supports "outstanding" skin feel, per the company, without exhibiting surface activity or negatively impacting the skin



Photo by Arcaea

Arcaea has launched ScentArc, a prebiotic nutrient blend for deodorants that prevents the production of odor causing bacteria, including Corynebacterium sp. and Staphylococcus hominis, found in the axillary area. Pictured is a concept product comprising the technology.

barrier. It is therefore recommended for emulsifier-free concepts. BergaMuls ET2 is recommended for use in light, translucent and refreshing cream-gels, as well as soothing lotions and compact creams.

Soothing Phytoactives

Integrity Ingredients' IntegriButter Tropical PhytoActive Emollient Complex[g] features shea butter, bioactive compounds sourced from sea buckthorn fruit and seed and kakadu plum, along with the nuts from cacay, tamanu, babassu and coconut trees. These compounds are combined with cupuacu and murumuru butters, monoi flower extract and vitamin E. The complex is rich in omegas 3, 6, 7 and 9, vitamins, C, E and F, antioxidant ferulic acid, and hydrating gallic acid and ellagic acid. These and other bioactives work in concert to hydrate the skin and seal in moisture; neutralize free radicals; calm inflammation; soothe sensitive, irritated skin; and restore skin and hair elasticity. Applications include lotions and creams, bar soaps, hair conditioners, body and lip balms, and sun care. The complex's shea butter reportedly contributes to the economic well-being of its West African producers.

Skin Flooding Technology

Crodarom's Phytessence French Rose EC imparts an effect similar to the popular trend of skin flooding, which involves layering moisturizing materials to deeply hydrate, thereby strengthening the skin barrier. The ingredient is sourced from the *Rosa gallica* flower from a French supply chain and manufactured with a green and eco-designed process, per the company. The ingredient reportedly visually improves skin quality and demonstrates soothing and protective abilities.



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BASF's Tinomax CC features a homogeneous particle shape to improve the sensory perception of sun care featuring organic-soluble UV filters and those containing particles dispersed in the oil phase, as well as skin care products.

Prebiotic Body Care

Arcaea has launched ScentArc, a prebiotic nutrient blend for deodorants that prevents the production of odor causing bacteria, including *Corynebacterium* sp. and *Staphylococcus hominis*, found in the axillary area. ScentArc can reportedly prevent malodor all day without harming helpful bacteria, irritating the underarm or clogging pores.

A 30-person panel applied the product (formulated into an unscented stick) once daily after a three-day wash-out period. Of the subjects, 87% said the ScentArc technology prevented bad smells from developing throughout the day and 100% said they found the product to be gentle and non-irritating.

The technology allows formulators to skip materials such as magnesium, aluminum and baking soda in formulations. At the same time, it is neutral enough not to compete with fragrance materials.

Furthermore, the technology can be applied in intimate care applications due to similarities to the underarm biome. In addition, variants of the prebiotic technology could potentially be produced to address the odor prevention needs of other body sites.

Optimizing Sun Care

Repairing Sun Damage

LipoTrue's Timlog (INCI: *Nicotiana benthamiana* sh-polypeptide-15 hexapeptide-40) can reportedly repair the skin's collagen network after sun damage. The technology comprises a plant-based human TIMP-2 (tissue inhibitor of metalloproteinases) that inhibits MMP-2 (known for cleaving collagen type IV) and increases fibromodulin, which has an important role in organizing the extracellular matrix by binding to collagen, resulting in a delay of fibril formation and the formation of thinner fibers.

[g]*INCI:* Butyrospermum parkii *(shea) butter (and)* Hippophae rhamnoides *seed oil (and)* Terminalia ferdinandiana *seed oil (and)* Caryodendron orinocense *seed oil (and)* Calophyllum tacamahaca *seed oil (and)* Orbignya oleifera *seed oil (and)* Cocos nucifera *(coconut) oil (and)* Theobroma grandiflorum *seed butter (and)* Astrocaryum murumuru *seed butter (and)* Gardenia taitensis *flower extract (and) tocopherol (and)* Hippophae rhamnoides *fruit oil*

The result is a repair of dermal solar scars/photoaged skin, which is typically high in MMP content. Timlog is therefore ideal for after-sun and holistic skin care formulations.

Clean Zinc Oxide Dispersion

Applechem's S-Block DZ CocoDerm (INCI: zinc oxide (and) coco-caprylate/caprate (and) triethoxycaprylylsilane (and) polyhydroxystearic acid (and) polyglyceryl-3 polyricinoleate (and) lecithin) is designed for dermaceutical clean products to create stability for actives. The technology is ideal for water-in-silicone and oil-in-water emulsions and generally supports claims associated with clean beauty with SPF. In formulations, the ingredient provides a strong moisturizing after-feel with good slip during rub-in. S-Block DZ CocoDerm reportedly eases the blending of color pigments and is compliant with Clean at Sephora, Conscious Beauty at Ulta, Credo Clean, Target Clean and Grove Beauty's guidelines.

Upcycled SPF & Antioxidant Booster

Lignovations' LignoGuard (INCI: aqua, lignin, pentylene glycol) is a multifunctional antioxidant, SPF-boosting and stabilizing material upcycled from raw lignin sourced from a biorefinery that processes sawdust, woodchips and low-quality stem wood into high-value derivatives. Recommended for use at 5-15%, LignoGuard is manufactured in colloidal form to ensure maximum performance.

The ingredient reportedly improves the efficiency of organic and mineral UV filters by up to 55%, including formulations comprising materials such as zinc oxide, octocrylene, avobenzone, bisoctrizole and Tinosorb. The technology accomplishes its effects by enabling homogenous distribution of UV filters, bending/scattering UV light and increasing the path length of UV light. On-skin, LignoGuard's colloidal particles cannot be seen or felt after application and enables formulations with no white cast.



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Lignovations' LignoGuard (INCI: aqua, lignin, pentylene glycol) is a multifunctional antioxidant, SPF-boosting and stabilizing material upcycled from raw lignin sourced from a biorefinery that processes sawdust, woodchips and low-quality stem wood into high-value derivatives.

LignoGuard's antioxidant effects are reportedly due to its high phenolic hydroxyl content and large specific surface. It also improves product stability by radical scavenging, per Lignovations, and outperforms vitamins C and E in terms of reduction of oxidative stress in cells. Furthermore, LignoGuard prevents damage from radicals caused by photodegradation of UV filters and thereby increases long-term effectiveness of UV filters.

Marine-based Photoaging Defense

Solabia's HelioPure Skin comprises a concentrated form of fucoxanthin (carotenoid) obtained by the extraction of the unicelluar microalgae *Phaeodactylum tricornutum* stabilized in organic jojoba oil (*Simmondsia chinensis*). The microalgae are grown in a controlled environment and exposed to natural sunlight by Algatech, a Solabia Group entity.

The technology reportedly photoprotects the skin through detoxification and provides optimal skin barrier function, thereby strengthening the stratum corneum and modulating the crosstalks between three cellular types—keratinocytes, melanocytes and fibroblasts—to prevent pigmentation disorders linked to UV-induced inflammation. It also helps maintain the 3D skin architecture by preserving the integrity of the extracellular matrix.

HelioPure Skin is therefore ideal for daily protective skin care, sun care and after-sun products, and anti-aging and antioxidant care.

Improving Sunscreen Filter Dispersion & Sensory Enhancement

Siltech's Siltech CA Plus (INCI: dimethiconol/caprylylsilsesquioxane/silicate crosspolymer) is a 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. The technology is featured in Siltech's latest concept formulations, including the Mineral Manifestation, a 40-plus in-vitro SPF sunscreen formula that features an all-mineral UV filter package.

Enhanced UV Protection & Sensory Effects

BASF's Tinomax CC features a homogeneous particle shape to improve the sensory perception of

sun care featuring organic-soluble UV filters and those containing particles dispersed in the oil phase, as well as skin care products. The off-white powder can reportedly enhance UV protection with SPF and UVA via light birefringence (double refraction of light) while offering a less sticky and greasy application process compared to formulations without this ingredient. Tinomax CC (100% natural origin content per ISO 16128) performs well, particularly with higher SPFs, according to BASF, and imparts no whitening effect on the skin.

Raspberry-based UV-absorbing Emollient

Integrity Ingredients' IntegriLipid Raspberry Oil (INCI: *Rubus idaeus* (raspberry) seed oil) is reportedly an excellent emollient with UV absorption properties, ideal for sensitive skin. The oil, which contains large amounts of gamma-tocopherol, has strong free-radical-scavenging properties. In formulations, it nourishes, softens, condition, and lubricates while it protects the skin's lipid barrier to help retain moisture. The oil's anti-inflammatory activity is reportedly greater than that of other naturals including virgin avocado oil and grapeseed oil

Tools for Clean & Sustainable Innovation

Across categories, beauty brands are adopting ingredients that have safer or less problematic qualities that could turn away consumers or violate retailer ingredient standards.

Marine-derived Hydration

Ocean-/marine-derived beauty ingredient innovation is on the rise, primarily materials drawn from algae. Now comes news that Sacramento-based Macro Oceans has unveiled a new Hydrating Marine Polysaccharide, derived from Alaska seaweed (*Saccharina latissima*), which reportedly provides clinically proven hydration for skin and hair care products, per third-party trials.

The biotechnology startup produces the cosmetic bioactive compound by using green chemistry to gently isolate the complex, naturally hydrating polysaccharides found in the source seaweed. The waste product from this process is then used to produce food and plant-based bioplastic packaging, according to Macro Oceans. Furthermore, farmed seaweed is reportedly a regenerative, carbon-negative crop, ensuring a low carbon footprint for the final cosmetic material.

Macro Oceans' investors include Refactor Capital, Lowercarbon Capital and McKinley Capital.

"Cosmetic customers want natural products that actually work and supply chains they can be proud of," said CEO Matthew Perkins. "Today, with this product, cosmetic brands no longer have to choose. Not only does our product work, but it's also 100%



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Nature-inspired technical ingredients are allowing brands to deliver a high level of functionality and claims while adhering to clean and sustainable beauty requirements.

made in the U.S. and really good for the environment."

Moving Beyond Talc

No matter how talc lawsuits in the personal care industry are ultimately decided, consumers are turning against the common material in beauty products. As recently reported, Spate recently found that talc-free queries dominate clean makeup searches (up 8.6%, year-over-year). At recent trade shows, a number of ingredient suppliers presented talc alternatives, including demo offerings from Micro Powders. During the California SCC's Suppliers' Day event, the company presented concepts such as PCX-4263 (INCI: cellulose acetate; 53 mm/270 mesh) and PCX-4268 (INCI: cellulose acetate; 44 mm/325 mesh). Also on display was PCX-3024 (31 mm). As of press time it was not known whether all variants would be released commercially.

TikTok's Favorite Traditional Ingredients

What's old is new. During the California SCC's Suppliers' Day event, Extracts-Unlimited highlighted two long-standing natural ingredients that were recently rediscovered by younger consumers on social media.

First up is black cumin seed oil, which the supplier offers in both organic and conventional versions. Known as *Nigella sativa*, the oil has long been used in many cultures for health and beauty care. Black cumin seed oil's main benefits are derived from its anti-inflammatory sesquiterpene, thymoquinone (TMQ). In fact, the seed's parent plant is reportedly the plant with the highest TMQ levels.

TikTok users have also boosted the resurgence of organic castor oil, which has long been used in health and beauty aids. Available in organic and conventional versions from Extracts-Unlimited, castor oil can be applied to skin and hair, which benefit from the ingredient's high ricinoleic acid levels. Furthermore, the oil acts as an occlusive moisturizer that prevents water loss from skin.

Multifunctional Clays

Amcol Health & Beauty Solutions' (HBS) Polargel NF (INCI: bentonite) is a white microfine powder that can be used as a suspending agent, viscosifier, binder and emulsion stabilizer in acne treatments, anti-dandruff and treatment shampoos, eye cosmetics, liquid makeup, creams, and lotions.

The company's Polargel CA, meanwhile, comprises calcium montmorillonite clay supplied as a mircofine powder. The material can be used in clay masks and other high clay solid formulations. This product is produced under cGMP manufacturing conditions. The Polargel CA variant, meanwhile, can be used as a suspending agent, viscosifier, binder and emulsion stabilizer for acne treatments, antiperspirants, deodorants, creams and lotions.

Amcol HBS' Magnabrite F magnesium aluminum silicate comprises a blend of white smectite clays supplied as a free-flowing powder. The material can be used as an emulsion stabilizer, suspending agent and viscosity modifier for tablets, pressed powders, ointments and pastes.

The Magnabrite range also includes the stabilizing emulsifying and suspending HV variant, ideal for acne treatments, antiperspirants, deodorants, and creams and lotions; the stabilizing and suspension-supporting K variant, ideal for creams and lotions; the stabilizing and suspension-supporting S variant for acne treatments, anti-dandruff and treatment shampoos, burn/bite creams, eye cosmetics, and sunscreens; and the binding and emulsifying Ultra variant, ideal for cosmetics and personal care products.

Amcol HBS' Hectabrite C (INCI: hectorite), meanwhile, reportedly produces high viscosities and high gel strengths at low solids levels for personal care formulations.

Detoxing the Hair & Scalp

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

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

Biofermented Skin Care

During the October 2023 California SCC Suppliers' Day event, Extracts-Unlimited highlighted its new bio-fermented liquid plant extracts, which are produced with organic sustainable plant sources—sea algae; organic leaves, stems and roots; organic berries and fruits; and organic plant barks or fruit kernels or seeds—and bio-fermented with kombucha and/or *Lactobacillus* ferment starters. The extracts can be extended with vegetable RSPO glycerin, glycols or grain alcohol and can be applied to skin, hair and scalp care at levels of 1-10%.

Bio-fermented extracts purportedly feature higher concentrations of beneficial plant phytochemicals than conventional extracts, as well as post-biotic content for skin-friendly effects. These ingredients also inhibit naturally occurring skin-unfriendly enzymes to impart skin benefit.

Renewable Transformational Agent

Softisan MagicPowder S (INCI: tricaprylin (and) acacia Senegal gum) from IOI Oleochemical and distributed in some regions by TCR Industries is a vegan cold-processable ingredient that facilitates instant powder-to-emulsion/water-to-cream formulations with a tightening soft after-feel. In formulations, it can reduce the appearance of wrinkle depth and provide a soft touch film to emulsions. It also lends mildness to powder cleansers and a vanishing exfoliation effect.

Chassis for Waterless Formulations

Micro Powders' NatureGel MC 750 (INCI: *Cocos nucifera* (coconut) oil, *Brassica campestris* (rapeseed) seed oil, microcrystalline cellulose, polyhydroxystearic acid, cetearyl olivate, sorbitan olivate, tocopheryl acetate) is a natural anhydrous gel that provides rich emolliency on the skin and can provide formulators with a ready-to-go chassis for making an effective waterless formulation. The gel is appropriate for body butters, sugar scrubs and for body care treatment products.

Conscious-compliant Dispersing Agent

Zetemol ColourHero (INCI: octyldodecyl PCA, myristyl lactate, pentaerythrityl tetraisostearate) from Zschimmer & Schwarz and distributed in some regions by TCR Industries is an Ulta Conscious Beauty-compliant dispersing agent that is reportedly highly effective with inorganic metal oxides such as iron and zinc oxides and titanium dioxide. The technology also supports the stability of dispersions, avoiding pigment agglomeration over time.

Biobased Liquid Alkyl Dimethicone

Siltech's Silwax Sustain 5116 (INCI: cetyl dimethicone), a liquid alkyl dimethicone with improved sustainability that provides spreadability and emollience in personal care. Unlike conventional cetyl dimethicones, the alkyl component in Silwax Sustain 5116 is derived from biobased plant sources, rather than petroleum feedstocks.

Upcycled Surfactant

Kaffe Bueno's Kleanstant is a preservative-free bio-based anionic surfactant featuring a fatty acid composition and other natural constituents derived from upcycled lipids found in coffee by-products. The resulting technology features cleansing, emulsifying, foaming and antioxidative properties, as well as a moisturizing effect. The surfactant, which is Natrue approved and Ecocert Greenlife, is recommended for use in soaps, shampoos and body washes at levels of 5-40%, depending on the application.

1,4-Dioxane-free Biobased Surfactant

BioSS RL from Advanced BioCatalytics and distributed in some regions by TCR Industries is a biobased surfactant fermented from recycled organic materials, rather than from virgin palm kernel oil. The technology is free of 1,4-dioxane and produced with the company's GlucoSpike biosurfactant synergist, which is EPA Safer Choice and CleanGredients listed. The synergist reportedly boosts biosurfactant performance and reduces its overall carbon footprint, per the company.

Biodegradable Skin Conditioning

Ashland's biodegradable Softhance MR (INCI: maleated soybean oil glyceryl/octyldodecanol esters (and) glycerin) conditioning agent deposits on the skin, allowing it to retain moisture after a cleansers (body washes, shower gels, hand soaps, facial cleansers, and rinse-off scrubs and masks) have been rinsed off. The technology allows brands and formulators to avoid the stripping, drying effect found with many conventional cleansers. The user is left with a perceivable skin softness, per Ashland. The technology, which comprises more than 86% nature-derived content, is compatible with anionic and non-ionic surfactants and can be applied in clear or opaque formulations. It also reportedly improves foam quality.



Biodegradable Microsphere Powder

Granpowder BBP-700 (INCI: *Saccharomyces* ferment (and) lauroyl lysine) from Grant Industries, Inc. is a natural and biodegradable powder with a particle size average of 2-10 micrometers, which improves the sensory qualities of skin and body care, color cosmetics, and sun care (in which it removes the greasy feel of organic UV filters) at levels of 1-5%. It can also be used in anti-aging formulations to provide a soft-focus effect. The powder, which is COSMOS-approved and ECHA-compliant, comprises a fused fermentation and amino acid composite.

Upcycled Exfoliation

Kaffe Bueno's exfoliating Kaffefibre is derived from upcycled spent coffee grounds that serve as a viable alternative to plastic microbeads, per the producer. The source material is milled to a particle size of <150 µm for gentle and scratch-free exfoliation, according to the company. Kaffefibre, which could potentially reduce the appearance of cellulite, can be applied to face, lip and body scrubs, body washes, face cleansers, bar soaps and more.

Micro Powders takes a different approach to upcycled exfoliation with Celscrub 20 (INCI: microcrystalline cellulose), featuring 20 mesh scrub particles that break down over 30 seconds of agitation, effectively "disappearing" into non-visible microcellulosic particles. The non-microplastic technology adds a "wow" factor to product formats such as body washes, liquid hand soaps, facial cleansers, shampoos and scalp treatments, and some color cosmetics, including lip scrubs and primers.

Natural Elastomers

Grant Industries' Gransense TC-11X (INCI: triheptanoin (and) coco caprylate/caprate (and) polyurethane-100) and Gransense TC-8X (INCI: coco caprylate/caprate (and) triheptanoin (and) C9-12 alkane (and) polyurethane-100) are naturally derived and COSMOS-approved biodegradable elastomer dispersions in plant-origin emollients. The technologies impart enhanced compatibility with polar materials such as natural oils and organic sunscreens, according to the supplier. They also feature a more moisturizing feel compared to conventional alternatives, per Grant Industries, and provide a luminous appearance on the skin.

Sulfate-free Thickener

Applechem's Stellathix is a sulfate-free, non-ionic thickener designed for gentle systems to help stabilize premium formulations, including hair health products with clinical-grade treatment claims. The biodegradable, polymeric technology allows for brands to tap a sulfate-free thickener at a mass market price. Stellathix reportedly supports a stable chassis for actives.

PEG-free Natural Emulsifier

Grant's Industries' Gransurf PG-14 (INCI: polyglyceryl-6 polyricinoleate (and) polyglyceryl-10 dioleate) is a PEG-free natural water-in-oil polyglycerol emulsifier with a hydrophile lipophile balance (HLB) of 9.0-9.5, thereby providing a light feel on skin. The technology can be used at levels of 4-10% in formats such as serums, creams, sunscreens and foundations.

Omega-rich Cranberry Seed Oil

Integrity Ingredients' IntegriLIPID Cranberry Seed Oil (INCI: *Vaccinium macrocarpon* (cranberry) seed oil) is rich in omega 3, 6 and 9 fatty acids, as well as anti-inflammatory tocopherols (vitamin E). In formulations, the oil moisturizes and aids the absorption and utilization of essential fatty acids. The fast-absorbing material can be used in moisturizing lip balms, skin balms, creams, lotions, face and eye creams, and more to address dry skin and itchy, scaly and irritated skin conditions such as eczema and psoriasis.

Sustainable Hair Color

Croda's EBC Crodafos MBAL range comprises biobased phosphate esters to support sustainable claims for permanent and demi-permanent hair color systems. Per the company, when an oxidative hair colorant containing Crodafos phosphate esters is mixed with a developer, the dye's intermediate complex is structurally protected and can only be broken by shear stress during hair color application. Therefore, the dye intermediate penetrates the hair cortex with a smaller molecular weight and can begin oxidation coupling for a higher dye uptake and faster hair coloring rate.

Biodegradable Oral Care

Ashland's Gantrez soja (INCI: sodium maleated soybean oil) biodegradable delivery system for toothpaste and mouthwash is designed to retain hydrophobic and poorly water-soluble actives on oral surfaces for long-lasting benefits. The ingredient is vegan-suitable, non-GMO and not a microplastic.

Climate-friendly Preservative

Lanxess' Neolone BioG Preservative (INCI: ethyl lauroyl arginate HCL) is a COSMOS-approved and climate-friendly preservative ingredient that is also compliant with the company's Scopeblue sustainability standard. The material reportedly offers broad-spectrum activity against gram-negative and gram-positive bacteria, yeasts, and molds. The preservative is stable in a pH range of 3 to 6. It is readily biodegradable and, when used at the recommended use levels, non-sensitizing and non-irritating. ■

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Blurring, soft-focus, light-scattering: a wide range of ingredients are delivering effects that smooth out imperfections and impart additional benefits.

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BLURRY BEAUTY

From makeup to skin care, brands and ingredient firms are delivering soft-focus effects.

Omolewa Cosmetics' "Filter in a Jar" HD Queen Finishing Powders are designed to "instantly blur out enlarged pores, fine lines, wrinkles and skin imperfections" and offer long wear. The silky, finely milled powder achieves its effects by blending easily while allowing the skin to breath. Furthermore, the powders are available in a wide shade range—each with an African-inspired name—for maximum inclusiveness. Key ingredients include corn and rice starch, as well as talc and zinc stearate.

The launch points to an ongoing consumer desire to smooth out imperfections for a photo-ready appearance. While such effects have been the specialty of the makeup sector, including Danessa Myricks Beauty's Blurring Balm Powder, featuring Upsalite (porous magnesium carbonate), a range of ingredients allow skin care and makeup-skin care hybrids to deliver soft effects.

Multifunctional Blurring

For example, formulators can combine Grant Industries' Gransense elastomer with Granpowder BBP-700 for an improved sensory experience and blurring effect. Granpowder BBP-700 is a bio-based powder that comprises a fused fermentation and amino acid derivative composite. It is



Photo courtesy of the brand

Omolewa Cosmetics' "Filter in a Jar" HD Queen Finishing Powders are designed to "instantly blur out enlarged pores, fine lines, wrinkles and skin imperfections" and offer long wear.

GMO-free, COSMOS-approved and has proven biodegradability via ISO standards. Granpowder BBP-700 provides sensory improvement to formulations with effective low use levels of 1-5%. For sun care, it can remove the greasy feel from organic UV filters and offers soft-focus properties in anti-aging products.

Light-scattering Beauty

Nouryon's Amaze Nordic Barley (INCI: *Hordeum vulgare* (barley) powder) starch imparts light scattering effects that correct imperfections such as freckles and dark spots. The fine particle size and morphology makes this transition between covered and non-covered skin almost invisible, instantly blurring the appearance of wrinkles by softening edges through light diffusion.

Interference Effects

Sandream Specialties' line of Soft Focus Powders and Pearls comprises six mica-based, multilayered interference pearl (SD Soft) powders and pigments, which have been alternately coated with silica and titanium dioxide. The line comprises SD Soft Cover Powder (INCI: mica (and) magnesium oxide), SD Soft White, SD Soft Gold, SD Soft Red, SD Soft Violet, SD Soft Blue and SD Soft Green (INCIs: mica (and) titanium dioxide (and) silicon dioxide (and) tin oxide). According to Sandream, these materials possess opposing refractive indices that enhance the delivery of light diffusion and transparency. Luminescence and blurring effects are achieved while also offering color correction in the shades available. Applications for SD Soft Focus Powders and Pearls include functional powders, creams and liquid makeup.

Botox Smoothing

Taking a different approach to blurring effects is Silab's Myoline, an anti-stress mineral concentrate derived from locally and sustainably sourced watercress. The technology offers a simultaneous "Botox" effect and boost to well-being, per the supplier.

Designed to address skin impacted by psychological stress, Myoline tackles the impacts of tensed facial muscles and the secretion of stress mediators in the skin, both of which result in the premature appearance of expression wrinkles and a dull complexion.

Per in vitro testing, Myoline acts on the neuromuscular junction to impart a myorelaxing, or skeletal-muscle-relaxing, action. After five days of treatment with Myoline, the technology reportedly smooths the appearance of expression lines in young skin, while "blurring" the appearance of wrinkles in mature skin.

Myoline simultaneously stimulates the oxytocin and endocannabinoid pathways of the skin to improve skin homeostasis. In fact, a volunteer study found that participants' perception of stress was reduced, while perception of skin health improved.

Furthermore, Myoline reportedly helps restore the skin barrier function to boost hydration, and radiance for an enhanced complexion.



Photo courtesy of the brand

Soft focus effects have been the specialty of the makeup sector, including Danessa Myricks Beauty's Blurring Balm Powder, featuring Upsalite (porous magnesium carbonate).

Soft-focus Brightener

Eckart's has developed a sustainable multipurpose natural ingredient, Ecofil B110 (INCI: hydroxybutyric acid/hydroxypentanoic acid copolymer)—a micronized, biodegradable polymer filler.

Ecofil B110 is based on naturally fermented, non-genetically modified corn. It can be used as a filler and matting agent to replace microplastics in cosmetics and personal care formulas.



Photo courtesy of the company

Nouryon's Amaze Nordic Barley (INCI: Hordeum vulgare (barley) powder) starch imparts light scattering effects that correct imperfections such as freckles and dark spots.



Photo courtesy of the company

Silab's Myoline is an anti-stress mineral concentrate derived from locally and sustainably sourced watercress. The technology offers a simultaneous "Botox" effect and boost to well-being, per the supplier.

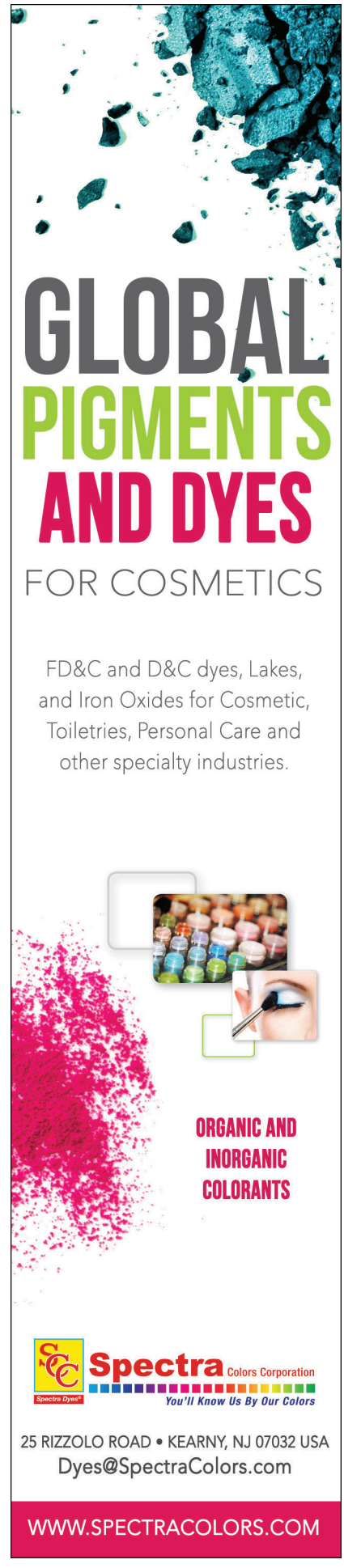
Furthermore, the ingredient can hide optical imperfections such as small wrinkles via a soft focus effect, or to fine-tune subtle properties of formulations such as application behavior or skin feel. With its white color, Ecofil B110 enables "clean" formulations without additional brighteners. Its transmission and opacity properties also give skin a healthy, natural appearance.

IR-blocking Soft Focus

Miyoshi America's MiyoHaze White (INCI: magnesium potassium titanate) is a white, high-coverage composite powder with a light reflection pattern similar to that of titanium dioxide.

MiyoHaze White displays both wet and dry color fidelity and imparts a soft-focus effect in end formulations. The active, which has an IR-blocking effect, can also be surface treated to provide additional benefits such as strong hydrophobicity, high coverage and enhanced feel.

According to the company, it can be difficult to formulate a high-opacity, pure white powder that remains true to the color in both wet and dry conditions—a key point to developing liquid foundations. To address this, Miyoshi's MiyoHaze White was created for use in a range of cosmetic products. ■



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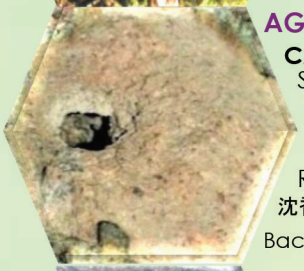
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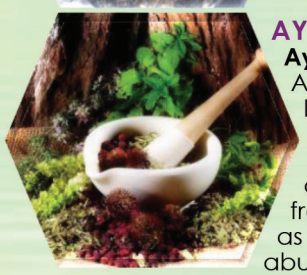
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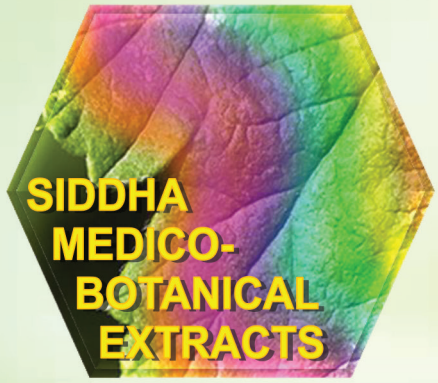
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Lonicera Japonica (Honeysuckle) Flower Extract
忍冬（金银花）萃取液
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Green 绿 Red Deep 深红 Ultra Sky Blue 天蓝
White Pearlescent 珍珠白 Red Light 浅红
Dark Ultra Brilliant Yellow 深黄 Yellow Light 浅黄
Dark Black 黑

WATER SOLUBLE POWDERS 水溶性粉末

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

LIPO & OIL SOLUBLE LIQUIDS 脂/油溶性液体

Brown 棕 Red 红 Natural Yellow 纯黄 Green 绿
Red Light / Scarlet Red 鲜红 Ultra Sky Blue 天蓝
Dark Black 黑

OIL SOLUBLE POWDER 油溶性粉末

Brown 棕 Yellow 黄 Green 绿 Red 红
Ultra Sky Blue 天蓝 Dark Black 黑

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With 100% High Purity Campo Natural Botanical Additives to Prolong Hair Colors Effects,
For Botanical Permanent, For Botanical Demi-Permanent, For Botanical Semi-Permanent, For BotanicalTemporary

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The home spa product market is shifting to include medspa-level solutions that mimic everything from Botox to eye lifts.

Image by Sofiia Bakh

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SKIN CARE'S MEDSPA-RATION RENAISSANCE

A growing number of ingredients and product formats mimic professional treatment results, providing minimally invasive at-home beauty care.

BY LISA DOYLE

For years, at-home spa treatments have been centered around wellness, luxury, pampering and relaxation: face masks, footbaths, body scrubs and more. But, due to advances in beauty tech and consumers' growing interest, the home spa product market is shifting to include medspa-level solutions to the mix.

The pandemic certainly played a role in the rising awareness of medspa treat- and tweakments among consumers of all ages. As Spate[a] pointed out in 2021, in the wake of COVID-19 lockdowns data trends pointed to a major surge in professional beauty service research. That research has boosted consumer fluency in medspa procedures and treatments, as well as growing acceptance.

In fact, Mintel[b] has noted that 45% of U.S. believe it is acceptable to have non-invasive procedures such as Botox or laser treatments to improve one's appearance. Increasingly, these consumers are looking for at-home solutions.

To be clear, the medspa industry isn't going anywhere—in fact, according to Acumen Research and Consulting, the global medspa market reached $16.3 billion in 2022 and is projected to grow to $63.4 billion[c] by 2032—but as with most facets of the beauty industry, a burgeoning industry of products for at-home use has its share of the market.

Read on to see the brands giving at-home spa treatments a glow up, and the emerging ingredients offering new claims for the next generation of medspa-like products.

At-Home Alternatives To: *Dermal Fillers and Botox*

According to a 2023 analysis of U.S. TikTok hashtags and Google searches[d] by the Face Med Store, Botox is the second-most popular professional beauty procedure, accumulating 1.7 billion views on the platform in the past three years and more than half a million Google queries each month on average. These figures point to the continuing popularity of injectables.

Yet, while injectables have long been at the forefront of the medspa industry, there are those for whom injectables aren't an option, whether out of medical concerns or simply a fear of needles. Fortunately, there are more and more at-home skin care solutions that can deliver similar results.



Newly launched from Six Gldn is Super-G Youth Serum, a 10% vitamin C oil bolstered by the brand's signature Glow ReActivating Complex and Korean medicinal botanicals that firm and plump skin, including licorice, collagen-supporting astragalus, energizing ginseng and antioxidant-rich angelica.

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[a]www.gcimagazine.com/consumers-markets/news/21861916/beautys-2021-resurgence-by-the-numbers

[b]www.mintel.com/industries/beauty-and-personal-care/

[c]https://www.acumenresearchandconsulting.com/press-releases/medical-spa-market

[d]https://facemedstore.com/

Says Six Gldn CEO Karima El-Hakkaoui, "We wanted an easy-to-use product that customers can slot into any routine for a powerful boost. We carefully selected THD ascorbate for its superior brightening power, bioavailability and stability and combined it with the scientifically validated natural ingredients of Korean herbal medicine to combat sagging skin, lines and wrinkles and loss of elasticity."

Meanwhile, Prima's CBD-infused skin care has been making its mark in this segment of the market. In fact, its signature face cream, The Afterglow Deeply Restorative Cream, has a loyal fanbase. The product's vegan collagen, blend of four types of hyaluronic acid, squalane and organic hemp CBD combine to create a buttery cream that results in softer, hydrated, firmer skin.

Savvy suppliers are also bringing ingredients to the market that can mimic some of the procedures in which consumers are most interested.



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Consumers are increasingly seeking at-home treatments that mimic eye lifts and rejuvenation services.

Targeting Senescence

"True science is behind everything we do and launch at Provital," says Nina Esposito, area sales and marketing director, Provital LLC., "and our latest launch, Altheostem, is no different."

The executive adds, "Altheostem, sustainably obtained from lab-grown stem cells of the flower petals of *Althaea rosea,* illustrates a new biotechnological path to selectively hack skin senescence. By selectively triggering senolysis in aging skin, Altheostem appears as an undeniable dermohacker whose tailored biological action will induce a significant improvement in the skin's mechanical, visible and tactile features."

Provital used the power of artificial intelligence to calculate the visual apparent age of the subjects of an in-vivo study after ingredient use. According to Espositio,"This allowed for the quantification of Altheostem's well-aging power, showing that our volunteers looked 3.26 years younger at the end of the in-vivo study."

Targeting Facial Muscles

Elsewhere, Silab's Myoline anti-stress mineral concentrate offers a simultaneous "Botox" effect and boost to well-being. Designed to address skin impacted by psychological stress, Myoline tackles the impacts of tensed facial muscles and the secretion of stress mediators in the skin, both of which result in the premature appearance of expression wrinkles and a dull complexion.

Per in vitro testing, Myoline acts on the neuromuscular junction to impart a myorelaxing, or skeletal-muscle-relaxing, action. After five days of treatment with Myoline, the technology reportedly smooths the appearance of expression lines in young skin, while "blurring" the appearance of wrinkles in mature skin.

Myoline simultaneously stimulates the oxytocin and endocannabinoid pathways of the skin to improve skin homeostasis. In fact, a volunteer study found that participants' perception of stress was reduced, while perception of skin health improved. Furthermore, Myoline reportedly helps restore the skin barrier function to boost hydration, and radiance for an enhanced complexion.

Injection-free Facial Relaxer

Ashland's Perfectyl biofunctional, extracted from Oregon-grown chamomile, taps the source botanical's known calming and relaxing properties. Using Ashland's Zeta Fraction technology, which derives natural constituents from plants and other sources using electromagnetic waves and no chemicals, the resulting extraction is reportedly rich in flower acids and GABA amino acid. Perfectyl biofunctional also targets post-inflammatory hyperpigmentation and sebum overproduction, per Ashland. When tested in vitro and in vivo on three skin ethnicities and four phototypes, the ingredient reportedly helped all complexions get clearer and more uniform.

"The younger generation of women are more and more using more and more non-surgical aesthetic procedures to get flawless skin, and this trend is driven by social media with billions of views," said Justine Cotton, global marketing,

biofunctionals, Ashland. "Inspired by these new aesthetic practices used by Gen Z and millennials to achieve a perfect skin, Ashland has developed Perfectyl biofunctional to help smooth fine lines, refine enlarged pores, and clarify imperfections and uneven skin, specifically pigment spots."

At-Home Alternatives to: *Eye Treatments & Lifts*

The topic of blepharoplasty, or eyelid surgery, has lately surged by 13.2K average monthly searches, according to Spate data[e], signaling increased interest in the procedure. In addition, eyelid tightening average monthly searches have increased 79%. Dark circles, undereye bags and fine lines have driven consumers in the medspa direction for years, with clients often turning to microneedling treatments. However, at-home solutions for eye-area concerns are on the rise.

For example, more hydrogel eye masks have hit the market in recent years with great success. For example, Tula Skincare's limited-edition Eye Feel Amazing cooling and brightening

[e]www.spate.nyc/



Tula Skincare's limited-edition Eye Feel Amazing cooling and brightening hydrogel eye mask is a fast-acting solution for tired eyes. Infused with caffeine, niacinamide, prebiotics and probiotics, hyaluronic acid, and chamomile, the masks reportedly fight puffiness, brighten skin and deliver a plumped, hydrated appearance.

SKIN HEALTH IS MENTAL HEALTH



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Of those respondents suffering from acne, more than 70% had received negative comments about their condition/appearance. And 40% had been suffering the condition for more than 10 years. Furthermore, nearly 74% suffered from post-inflammatory hyperpigmentation.

"The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected," Mintel recently declared in its 2024 beauty trend forecast. A new report from Topicals points out just how critical this physical-mental connection is, particularly for people of color.

Topicals' report comprises research led by VP of product development Tamar Kamen and Martina M. Cartwright , Ph.D., RDN (registered dietitian nutritionist) of The University of Arizona School of Nutritional Science and Wellness.

The study, conducted in August 2022 via a web-based survey, featured 775 participants with 64.6% (n=501) identifying as having skin of color. Most respondents were female (94.2%) and Black/African American (76.6%), with the largest age group being 18-24 years (48.9%).

Of those respondents suffering from acne, more than 70% had received negative comments about their condition/appearance. And 40% had been suffering from the condition for more than 10 years. Furthermore, nearly 74% suffered from post-inflammatory hyperpigmentation.

Of those suffering dark spots, nearly 50% had received negative comments from "someone close to them" while nearly the same number of respondents felt depressed due to the presence of dark spots.

Those suffering atopic dermatitis/eczema reported missing social activities due to their condition (nearly 58% of respondents), while about 1/3 had edited images of themselves to hide their condition.

Overall, 85.2% of participants rated their skin conditions as moderately to extremely bothersome, with 57.4% stating that their skin condition(s) affected their mental health.

The results point to a continuing need for effective solutions (products and ingredients) for skin of color as well as a greater focus on the mental health impacts of long-running issues.

hydrogel eye mask is a fast-acting solution for tired eyes. Infused with caffeine, niacinamide, prebiotics and probiotics, hyaluronic acid, and chamomile, the masks reportedly fight puffiness, brighten skin and deliver a plumped, hydrated appearance.

Meanwhile, Sanitas' new Collagen + Elastin Eye Cream is a blend of plant-based ingredients designed to address undereye wrinkles, crow's feet, dark circles, bagginess and dehydration. According to the company's 28-day study, 73% of panelists reported improvement in undereye firmness, 77% noted a reduction in eye wrinkles and 94% noticed increased moisturization. The product, which is reportedly safe for sensitive skin, acts as an alternative to retinol-based solutions.

And, for those interested in under-eye microneedling at home, the BeautyBio Eye Want It All Face + Eye Total Rejuvenation Set retails for $249 and includes consumer-use GloPro microneedling tools with attachments. The package also features The Quench Eye Balm, which is designed to brighten the eye area and features Persian silk tree bark, jojoba oil, macadamia oil and olive oil.

There are also a wide range of ingredients emerging on the market to provide brands with new functions and claims for the eyes.

De-aging the Eye Contour

Greentech's natural active ingredient, Myralys (INCI: water (*aqua*) (and) propanediol (and) *Gentiana lutea* root extract), is meant to lift droopy upper eyelids and rejuvenate the under-eye contour by reducing dark circles and eye bags and replumping the area.

To counteract eye contour aging, Myralys targets six interconnected biological pathways. For instance, the active stimulates NRF2-mediated cell antioxidant response to control oxidative stress and oxidation reactions involved in premature skin aging and limits the formation of advanced glycation end products (AGEs) by stimulating glyoxalase-1, a detoxifying enzyme that reduces AGE formation. The technology can also neutralize the UV-induced formation of AGEs.

Furthermore, Myralys limits inflammation and VEGF-A-mediated angiogenesis while promoting lymphatic functions by stimulating VEGF-C release. It also reduces dermal matrix aging by stimulating collagen I synthesis and by protecting elastic fibers from UV-induced elastin degradation.

Clinically tested on volunteers with aged upper and lower eye contours, Myralys was reportedly found to lift droopy upper eyelids, thereby smoothing the skin and making fewer folds observable. It also rejuvenated the under-eye contour by reducing dark circles, eye bags and tear-trough appearance after 14 days of use.

The active is sourced from sustainably harvested French organic wild yellow gentian roots, rendering the material COSMOS-certified.



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Consumers are increasingly seeking low-impact procedures and topicals that provide face lifting benefits.

At Home Alternatives to: *Facelifts*

As it has revealed in other consumer search trends, Spate has revealed that consumers are escalating their engagement in facial skin care from serums and retinols to full-fledged treatments. In fact, in October 2023 the firm reported that "non-invasive facelifts" was among the top-growing skin care-related consumer searches online. This knife-free concept has been a boon for Emface.

The 20-minute, full-face Emface procedure leverages synchronized radiofrequency to heat the dermis to stimulate collagen and elastin production and high-intensity focused electromagnetic facial muscle stimulation to selectively contract facial muscles. The result is a rapid lifting, toning and sculpting effect that mimics a facelifted appearance.

The popularity of Emface has been accompanied by other searches, including threading, which "uses absorbable, barbed sutures to offer a tighter, more youthful aesthetic appearance to the face and neck," according to the American Society of Plastic Surgeons. The low-intensity procedure is sometimes called the "lunch time lift" for its quick outpatient aspects.

While curiosity abounds for these lifting procedures, a number of

ingredient firms have approached lifting effects for topical skin care products.

Microcurrent Inspiration

For instance, Lubrizol Life Science Beauty has expanded its peptide range with Uplevity e-Lift peptide (INCI: water (*aqua*) (and) tetrapeptide-1 (and) caprylyl glycol) for skin care and anti-aging applications. The sustainable tetrapeptide is inspired by microcurrent devices and mimics the benefits of electrical stimulation on the skin for an upper face lifted appearance and reduced visibility of wrinkles, per the company.

In vitro, the ingredient reportedly showed increased collagen contraction and improved mitochondrial function, resulting in firmer skin and better muscle tone, similar to microcurrent stimulation, per the company.

One month of treatment with the active ingredient on volunteers achieved a microcurrent-like upper face lifted appearance via a "triorbital" skin lift (supraorbital eyebrow and eyelid lift, orbital crow's feet lift, and infraorbital upper cheek lift), per the company.

Volunteers also presented a minimized appearance of wrinkles and a 13.1% reduction in wrinkle length in seven days, comparable to a commercial microcurrent device.



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At-home products that mimic professional facial treatments are a key point of interest for today's shoppers.

At-Home Alternatives To: *Facials & More*

Dull skin caused by environmental damage is a key driver for medspa-level antioxidant facials. New solutions for the at-home market can not only repair this damage but help prevent future harm as well. They can also act as a bridge between professional facial treatments.

For instance, Galderma's Alastin Skincare brand launched the C-Radical Defense Antioxidant Serum in 2022, powered by a proprietary encapsulated vitamin C plus a blend of 14 antioxidants. The serum is designed to combat free radicals, UV damage, blue light and pollution—while conserving the skin's elastin. A 12-week clinical study reportedly showed improvement in participants' skin texture, tone and luminosity, plus a 74% reduction in the effects of free radicals.

Newer to the market is HPPY Skin, which recently debuted with its Refresh Mask, a cold-pressed, at-home cryofacial mask made with plant-based ingredients. Designed to hydrate dull, thirsty skin, the fridge-stored mask includes spirulina, caffeine, raw organic cucumber, squalane oil, kaolin clay and hyaluronic acid. According to a consumer perception study, the product results in skin that felt 90% more hydrated, plumped, healthy and balanced.



Galderma's Alastin Skincare brand launched the C-Radical Defense Antioxidant Serum in 2022, powered by a proprietary encapsulated vitamin C plus a blend of 14 antioxidants.

As with medspa solutions, at-home alternatives depend on high-quality, high-power ingredients to deliver these results.

Combatting Hypoxiaging

Sederma's Luceane is a new biodegradable bioactive saccharide extract derived from a biofermentation of a *Pseudoalteromonas* strain isolated from a candelabra type of Bahamian octocoral. The ingredient counteracts hypoxiaging by stimulating and protecting cell respiration and energy production, according to Sederma. In addition, it induces micropollutant removal within the cells, invigorating cellular metabolism and reinforcing the skin's holobiont, per the company. The result is reduced skin fatigue and improved radiance. In essence, the ingredient replicates the effects beauty salon oxygen therapies. According to Sederma, Luceane has been shown in vivo to slow the skin aging process by five years after just one month of application—and, after two months, reduce the signs of skin fatigue and improve skin radiance.

Targeting Protein Folding

Another key innovation in increasing skin radiance comes from Symrise via its SuperVisome EPH, an all-natural *Achillea millefolium* extract that works by promoting heat shock chaperone proteins.

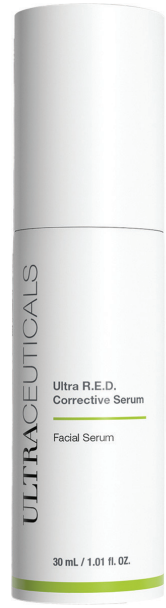
"Heat shock proteins react to stressors that cause damage to the proteins in the skin," explains Brian Kolman, technical manager, Symrise. "These stressors unfold and damage the proteins. If the proteins remain unfolded, they can aggregate, leading to dull or sallow-looking skin. Heat shock proteins seek out the damaged proteins and return them to them to their folded functioning state. Our studies have shown that SuperVisome EPH can increase the expression of small heat shock proteins in the epidermis of the skin. We conducted testing on 23 volunteers using Colorface [a device intended to provide detailed skin visualization and analysis] to measure luminosity, radiance and brightness of the facial skin. After only four weeks, we saw dramatic increases in all three measurements, suggesting the continued application of SuperVisome EPH can promote healthy, radiant skin."

At-Home Alternatives To: *Chemical Peels*

Chemical peels have been mainstays of medspas due to their success in evening skin tone and treating stubborn acne. New at-home solutions developed by dermatologists and infused with innovative ingredients are paving the way for both prevention and cure.

The Inkey List's Acne Clearing Moisturizer is an overnight treatment that features Mibelle Biochemistry's retinoid technology, NovoRetin, a blemish-fighting sulfur and retinol blend. According to the brand, the ingredient is designed to stop the enzymes that normally break down retinoic acid, allowing the product to work for longer on the skin, delivering more regeneration and better results.

Rosacea and uneven skin is another condition that's led to countless consumer seeking chemical peels. Autumn 2023 saw the launched of Ultraceuticals' Ultra R.E.D. Corrective Serum, which is specifically designed to counteract redness from rosacea and sensitive skin. Formulated with polyphenols and vitamin C, the serum hydrates and calms the skin, reinforces the lipid barrier and results in a more uniform complexion. Of the tested panelists, 79% reported minimized facial redness after a month of use.



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Emerging Medspa and Pro Skin Care Themes for Innovation

These represent just a handful of procedure-inspired product and ingredient innovations. Looking ahead, Spate has identified a number of other treatment concepts that brands may wish to leverage in future R&D.

For instance, Spate noted that red light therapy has experienced a 43.1K spike in monthly online searches in the United States. Meanwhile, average monthly searches for prescription tretinoin topical ointments have spiked by 32.9K. Perhaps not coincidentally,

there have been simultaneous spikes in searches related to hormonal and comedonal acne. (For more on the impact of acne, see the sidebar, "Skin Health is Mental Health.")

When developing acne solutions, Spate recommends positive messaging, addressing acne concerns across age ranges, leveraging holistic wellness solutions beyond topicals alone, and greater diagnostic prowess to more effectively guide shoppers in their product search journey.

Beyond these concerns, the Square Appointments platform uncovered emerging professional beauty trends in August 2023. The firm noted that medspas have benefitted from "an increase in demand from customers seeking to enhance their self-care routines and explore new beauty rejuvenation treatments."

This interest has been aided by lower costs associated with many procedures, including microneedling and chemical peels, which have already been discussed in this report, as well as sculpting and contouring, and laser hair removal. The Square report notes that Botox/injectables for anti-aging and aesthetic enhancement results remain the most popular services in the U.S. market.

On the holistic wellness front, Square reports that vitamin, medication and hydrating fluid IV therapies are increasingly popular. The direct infusion model reportedly ensures rapid and thorough absorption of these key materials. Per the company, "from 2020 to 2021, IV therapy grew 37% in bookings year-over-year and another 24% from 2021 to 2022.



Adobe Stock by Daria

On the holistic wellness front, Square reports that vitamin, medication and hydrating fluid IV therapies are increasingly popular.

With consumers' interest in professional services showing no sign of slowing, beauty brands have immense opportunities to develop topical, ingestible and at-home device solutions for value-conscious shoppers. ■

Want more from this author?

Check out ***9 Pro-aging Innovators Reveal Top Ingredients*** *in our* ***November 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*.



PARAGONCORP: WHERE BEAUTY MEETS SCIENCE

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ParagonCorp Pioneering The 1st Scientifical event in Cosmetics Industry

ParagonCorp successfully held the first breakthrough event titled "Beauty Science Fest 2023" during last September as a bold commitment to provide high quality and accessible beauty products for consumers that strongly backed by science and latest technology.

To meet consumers' diverse needs for innovative, evidence-based skin care, makeup and personal care, Indonesia's PT Paragon Technology and Innovation (ParagonCorp) has developed comprehensive research and development capabilities in cooperation with 300 local and global experts from the United States, Australia, Japan, France, Germany, Italy, Spain, Belgium, Australia, Japan, Korea and beyond.

To power its beauty innovation, the company operates one of the largest R&D laboratories in Southeast Asia at its Research and Development Center. There, product innovations are shepherded through research, ingredient selection, efficacy testing* and collaboration with local and global partners.

As proof of the manufacturer's expertise, ParagonCorp has created 13 brands, including Wardah as the pioneer of Halal Beauty brand in Indonesia; Emina, which provides makeup and skin care for teenagers and beauty newcomers; Kahf, which specializes in natural and halal men's grooming; Make over as the professional make up brand in Indonesia, and many more.

ParagonCorp's Innovatech Research Center comprises a lab that specializes in skin care development and features Visia skin analysis technology, as well as a lab focused on the development of cleansers and which can leverage AI to assess product efficacy.

The center's Color Science Lab supports makeup product development and product testing, while the Trichoscent Lab considers hair and scalp types and creates personalized fragrances in response, particularly

Within the last year, ParagonCorp has conducted nearly 40,000 total efficacy tests.



ParagonCorp Beauty Science Experts: The innovators behind the Paragon high-performance products.



ParagonCorp's Beauty Science Expert team recently created a sunscreen stick formulation.



A demonstration of the company's formulation capabilities during its 2023 Beauty Science Fest.

for those who wear a hijab. Meanwhile, the Sunscreen Expert Lab leverages UV cameras and in vitro and in vivo tests to optimize sun care products.

Beyond product innovation, ParagonCorp has launched the Paragon Creator Hub program to upskill content creators by providing scientific knowledge that can be leveraged on social media platforms such as Instagram and TikTok. The hub is just one element of ParagonCorp's commitment to improve beauty and cosmetic literacy in Indonesia and beyond.

"ParagonCorp is committed to continue creating evidence-based skin care and customized products that are powered by science and advanced technology to meet the diverse and changing needs of consumers," says Sari Chairunnisa, M.D. Sp.Kk, FINSDV, VP research and development ParagonCorp. "We also continue to contribute to developing the beauty ecosystem to deliver high-performance products, while ensuring that the products are accessible. ParagonCorp, together with Paragon Experts consisting of skin and beauty experts, combines the best formulations with world-class ingredients and scientifically tested products to produce high efficacy and high-performance products."

To highlight its creative and technical prowess, ParagonCorp recently held its 2023 Beauty Science Fest at the Laguna Atrium Central Park Mall in Jakarta. The event allowed visitors to experience the creation of demo serums and moisturizers, use AI to check their skin, concoct their own foundation shades or experiment with the development of water- and oil-proof lip creams, create a personalized fragrance, learn about scalp and hair types, have their skin assessed via a UV camera, and explore the company's laboratory through virtual reality.

To learn more about this dynamic company, visit *www.paragon-innovation.com/contact*.

BEAUTY TECH TREND TRACKER:
AI IS EVERYWHERE

From virtual try-ons to AI-driven trend tracking, tech is enabling brands to move more nimbly.



Beauty and technology are increasingly inseparable. From R&D and product development to marketing and logistics, digital innovation is central to the industry's next phase.

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Beauty and technology are increasingly inseparable. From R&D and product development to marketing and logistics, digital innovation is central to the industry's next phase.

For instance, Ulta Beauty recently began testing SOS smart vending machines in 10 cities across the U.S. market to expand its in-store sampling program. The retailer's Ultamate Rewards members can claim one free travel-sized beauty product every week from the machines, which will also offer complimentary Rael period care products.

Elsewhere, CES 2024 has offered a preview of emerging beauty tech and thought leadership, including innovations from Amorepacific and a keynote from L'Oréal CEO Nicolas Hieronimus, who will reportedly address "inclusive and accessible beauty tech," according to CES, highlighting the need for "personalized expressions of self." The executive's key topics will reportedly include AI and data analysis, supporting consumers with physical challenges, and more. In addition, Nimble will exhibit what is touted as the "first smart at-home nail salon" device.

The event has already presented its 2024 Innovation Award to Amorepacific's Lipcure Beam technology, which reportedly combines lip diagnosis, care and makeup capabilities in one unit. The device's cap houses a sensor capable of diagnosing the condition of the lips, including moisture levels. The cap can be removed to reveal a brush-like makeup applicator that deposits a light-responsive material to the lips and which features a customized visible light that can, in combination with the material, boost the response of riboflavin.

This reaction between the light and the deposited material reportedly strengthens the collagen fibers inside the lips, forming a moisturizing barrier on the surface. The result is slowed lip



Ulta Beauty recently began testing SOS smart vending machines in 10 cities across the U.S. market to expand its in-store sampling program.



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AI will reshape trend tracking, product innovation and more; image courtesy of girafchik.

aging, per Amorepacific. The design supports one-handed application, key to accessibility, and "employs a universal color system naturally suited for all races and ages."

These and other examples have inspired *Global Cosmetic Industry* to launch this new recurring beauty technology trend report, rounding up the latest tools and platforms launched by brands, suppliers and other stakeholders, offering a general overview of where the industry is going next.

3 Keys to AI's Next Phase

1. Nimble Trend Scouting

Spate has launched its first generative AI report, detailing trends across 12 categories. Leveraging the ChatGPT platform, Spate is now able to analyze "billions of search signals across beauty, fashion, arts and entertainment, food and beverage, social issues, design, sports, tech, events, finance, home, and pets."

The report unearths a wide array of insights, including the simultaneous decline in search activity around luxury beauty products and a rise in search terms related to social security and debt relief, perhaps signaling a "shift from luxury or extravagant consumption toward essential or value-driven consumption."

The report also reveals a "hunger for authenticity and individuality," a "desire to reconnect with nostalgic experiences," and "a growing desire for self-improvement, resilience and personal agency" in a world that feels more and more uncertain. The report covers Google Search data for the 12 months ending April 2023 and represents Spate's ability to simultaneously unearth insights across many sectors to present "a holistic view of consumer behavior" that breaks out of the vacuum of any one sector and which can assist brands in aligning with the complexity of changing consumer demands. By using the generative AI tool, Spate is also reportedly able to produce insights quickly and accurately, despite the analysis of massive datasets. These reports can be customized based on sectors and business needs.

2. Boosting Diagnostics & Personalized Shopping

AI can also power hair and skin diagnostics to ease the consumer's product discovery journey. Haut.AI, developer of generative AI platform SkinGPT and a hair analysis SaaS,

recently received €2 million in external funds from strategic investors LongeVC and Grupo Boticario shareholders' VC arm.

The fundraising will reportedly support Haut.AI in expanding and scaling its no-code skin care e-commerce personalization software, as well as R&D for multimodal generative artificial intelligence for skin analysis.

The technology reportedly has the potential to detect skin issues early and recommend personalized solutions via shopper selfies. The platform can offer similar solutions for hair wellness. In addition, generative AI has the potential to render the entire product shopping experience for these product categories far more exact and effective.

Haut.AI's skin imaging datasets comprise more than 150 biomarkers, more than 3 million images and more than 1 billion data points, according to the company, for "unparalleled skin diversity."

In May 2023, Haut.AI announced SkinGPT, a virtual skin care try-on that enables image-to-image simulation of any skin condition using clinical claims.

3. AI-enabled Inclusivity

At a moment when corporate inclusivity is facing increased scrutiny and court action, the AI-driven SeeMe Index has emerged to rate the relative inclusivity of brands based on consumer-facing efforts.

The platform "measures representation in advertising, product lines and external DEI commitments across six identity dimensions, including gender expression, age, skin tone, observed sexual orientation, body size and visible disability," according to SeeMe.

While a number of high-profile brands have been highly rated by SeeMe for their DEI initiatives—including M·A·C Cosmetics, Dove, Esteé Lauder, L'Oreal Paris, NYX Cosmetics, Maybelline, Fenty Beauty and Fenty Skin, and e.l.f.—people with darker skin tones are still averaging 4x less screen time in beauty ads industry-wide than their lighter-skinned counterparts.

Furthermore, larger body sizes only make up 2.9% of people shown in beauty ads, according to SeeMe, while people aged 55 years and older represent just 0.8% of people shown.

Founded by former Google executives Asha Shivaji and Jason R. Klein, the SeeMe platform was developed to simplify inclusivity-related decision-making for marketers by bringing data-based insights into a space that lacked any such resources.

The insights surfaced by the SeeMe platform can both benchmark brands and provide a pathway for increased inclusivity, according to the organization. The scoring also allows brands to badge themselves with the SeeMe Index Seal of Approval, which can allow consumers to assess brands based on their own values.



Haut.AI, developer of generative AI platform SkinGPT and a hair analysis SaaS, has received €2 million in external funds from strategic investors LongeVC and Grupo Boticario shareholders' VC arm.

Augmented Reality for Enhanced Shopper Engagement

Google has launched new AR Beauty tools that allow shoppers on the search platform to virtually try on hair color. According to Google, consumers interact 10% more with products featuring AR try-ons compared to conventional product pages. AR could be particularly effective for products that are highly individual-dependent. Brands like L'Oreal, Splat and Revlon are currently leveraging the platform. Google has also launched a virtual foundation try-on capability, as well as AR for lip and eye makeup for the mobile web. Google users are able to use these AR tools from any mobile browser in the United States. Google's AR Beauty shopping ad capabilities, meanwhile, can replace a static product image with an interactive experience, per the company. ■

Beauty Manufacturing Tracker:
Next-level Innovation

From AI design to clean and sustainable turnkey services, beauty manufacturers are tackling the industry's biggest challenges.



Adobe Stock by ckybe

Generative AI tools can provide rapid iteration on a wide range of designs, textures, materials, sustainability specifications and more.

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In an era of rapid technological advancements, market growth and fragmentation, supply chain realignments and consolidation, and more, beauty's manufacturing space (turnkey, contract manufacturers, white label producers, etc.) has never been more dynamic. To keep track of emerging innovations, services and capabilities, *Global Cosmetic Industry* has launched an ongoing series of roundups, providing brands with inspiration and information to support future product development or strategic production decision-making.



Univar Solutions has launched BeautyLAB to help brands overcome formulation challenges to ensure speed to market without sacrificing product quality/efficacy.

AI-assisted Product Development

Most of the AI-related headlines in beauty have centered on consumer-facing experiences, from novel marketing to enhanced skin diagnostics for more personalized product recommendations. Yet it's also reshaping product innovation.

Recently, packaging and turnkey manufacturer Element Beauty Group launched its Element AI service to "improve and accelerate the development process of new beauty solutions," according to the company. The manufacturer's designers reportedly use the platform to efficiently expedite designs, which can cut overall costs due to the increased speed and efficiency it offers. In particular, the AI tool quickly analyzes data and generates "unique design options" that can be modified by human designers. Not only can Element AI generate textures, colors, finishes, shapes and forms for quick-to-production designs, it can generate hundreds of options for a single package "in a matter of seconds." This volume of concepts can inspire brands, provide new perspectives on creative strategies and more, according to the company.

The increased efficiency allows for multiple prototypes to be developed quickly to facilitate A/B testing for on-shelf and online settings. It can also nimbly optimize designs based on material or sustainability specifications.

"AI is bringing the next level of expertise to improve the conception and design of packaging," says David Pina, innovation director at Element Beauty Group. "AI will never replace human interaction, and human inputs, but it is a step further to ensuring that we will release the best products on the market."

Troubleshooting Product Development Challenges

Univar Solutions has launched BeautyLAB to help brands overcome formulation challenges to ensure speed to market without sacrificing product quality/efficacy.

The lab-focused program features Univar Solutions' technical experts around the world who leverage partner suppliers' ingredients to boost product efficacy and quality and overcome formulation challenges.

The program also includes a website with digital content, like videos, focused on product development issues, as well as access to select concept formulations to inspire innovation.

Key areas of focus for BeautyLAB include eco-friendly, science-backed, high-performance formulas, per the company, with particular specialty in areas such as sun care (mineral or chemical), skin care (serums, creams, lotion hybrids, etc.) and hair care.

In the sun care sector, for instance, Univar Solutions has developed a video series, #sunschool, to address common challenges. The platform also offers access to concept formulas such as the Work Harder SPF 50 Sport Spray, Clear & Bright Sunscreen Stick SPF 30, Invisible Defense Silicone Sunscreen Gel In Vitro SPF 30, Protect & Play Hybrid Priming Cream SPF 25, and many more.

Packaging-forward Turnkey Beauty

Cosmopak's new Rooted in Beauty turnkey collection features color cosmetics, skin care and body care products, some of which include Credo- and/or Sephora Clean-compliant formulas.



Cosmopak's silky vibrant liquid shadow pen imparts a high level of pearl with small reflective qualities around the eyes. The airtight pens are designed to extend the shelf life of products like liquid lipsticks, eyeshadows and concealers. The available brush tips are reportedly easy to clean, while the pen's valve evacuates all product.



Cosmopak's ultralight clean foundation is housed in an airtight Ecoforward Refillable Dispenser. The dispenser cuts plastic waste by using refillable cartridges. Users can unlock cartridges with a twist and then dispense a small stream of product with a squeeze of the sides.



Cosmopak's body care range includes a nourishing peptide body butter featuring peptides to promote collagen production and boost skin elasticity. The exfoliating body scrub, meanwhile, gently removes dead skin cells for a smooth and radiant complexion. Both are packaged in jars.



Cosmopak's skin care range includes a clean exfoliating face mask comprising natural exfoliants and housed in a jar. The clean nourishing face oil, meanwhile, is packaged in an Ecoforward Glass push-button dropper.

The color range includes a lip gloss featuring skin-friendly ingredients housed in the company's magnetic vial for quick-release—with a pleasing, ASMR-like sound—and easy application. A clean, sheer lip oil balm is presented in Cosmopak's Ecoforward Metal Slimstick and offers light application and slight laydown of pigments.

The range's liquid lipstick pen is housed in an airtight twist design for mess-free and precise, buildable application, while the silky vibrant liquid shadow pen imparts a high level of pearl with small reflective qualities around the eyes. The airtight pens are designed to extend the shelf life of products like liquid lipsticks, eyeshadows and concealers. The available brush tips are reportedly easy to clean, while the pen's valve evacuates all product.

Rooted in Beauty also features a clean liquid highlighter in an Ecoforward Glass pump bottle and a clean loose setting powder in a dosage control jar. Users can twist the bottom of the jar to release a small dose of loose powder to control and minimize mess.

Also featured is an ultralight clean foundation housed in an airtight Ecoforward Refillable Dispenser. The dispenser cuts plastic waste by using refillable cartridges. Users can unlock cartridges with a twist and then dispense a small stream of product with a squeeze of the sides.

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Cosmopak's accessory collection features several bags in a variety of materials and colors.

The concept products support speed to market since Cosmopak has already taken on the formulation, packaging compatibility and other key product development steps. That said, the company is able to customize concept products and accessories and work with clients on fully custom briefs.

"We are excited to launch our new turnkey collection that caters to the growing demand for clean beauty products, while not ignoring the importance of high performing formulas," says Walter Dwyer, CEO of Cosmopak. "Our team has put a lot of thought into developing these turnkey items with skin-loving ingredients paired with high-quality, sustainable and innovative packaging. We believe this collection will be a highly relevant with our clients and drive our speed-to-market product development strategy."



Solésence's Beauty Drops SPF 50+ serum/cc cream features an ultra-lightweight texture that's available in 18 shades (also available in an untinted variant).

Inclusive Sun Care Innovation

Solésence has leveraged its in-house technologies to improve sun care formulations for every consumer. The company's Beauty Drops SPF 50+ serum/cc cream features an ultra-lightweight texture that's available in 18 shades (also available in an untinted variant). Beauty Drops are designed to offer broad-spectrum, non-nano mineral-based sun protection, antioxidant benefits and hydration. Key ingredients include allantoin, niacinamide and bisabolol.

The company's Multi-Cultural Magic SPF 50+ medium-weight moisturizer is designed to protect against free radicals emitted by UVA, UVB, HEV (blue) light and pollution. The tinted version features its Bloom technology, which reportedly reduces as much as 77% of blue light. Its plant-based rutin reportedly boosts UV performance and free radical defense. Both the tinted and untinted variants feature Solésence's Kleair, a high-transparency zinc oxide that defends against UV exposure and quenches free radicals. Furthermore, Multi-Cultural Magic SPF 50+ features sustainable squalane for moisturization and anti-aging benefits.

The Clean Mineral UV Shield SPF 50+ face and body moisturizer also comprises Solésence's Kleair technology, hyaluronic acid, squalene and organic jojoba oil, while the Natural Glow Face Oil SPF 40+ serum blurs fine lines and provides UV defense, featuring Kleair, Bloom, jojoba esters for moisturization and squalane (>10%).



Solésence's Multi-Cultural Magic SPF 50+ medium-weight moisturizer is designed to protect against free radicals emitted by UVA, UVB, HEV (blue) light and pollution.



Solésence's Multi-Cultural Magic SPF 50+ medium-weight moisturizer is designed to protect against free radicals emitted by UVA, UVB, HEV (blue) light and pollution.

Finally, the Universal Glow SPF 50 eye, cheek and lip pigment, available in 10 tints, primes, blurs and seals the skin to hide wrinkles and creases. In addition to UVA- and UVB-defending ingredients, the formulation includes vitamin E. Solésence's Lip Oil SPF 40+ also takes the makeup-skin care hybrid approach in Nude or Bold variants. The formulations include Kleair and reportedly protect the lips from at least 97% of UV radiation).

Capturing Private Brand Growth in Beauty

A recent analysis from Euromonitor found that "37% of consumers with an annual disposable income of $150,000 prioritized finding a bargain[a]" in beauty, pointing to increased interest private label brands. The analysis noted that inflationary pressure and rising costs of living are making private label personal care and beauty brands "a clear winner in the competition to balance consumer needs for efficacy and affordability."

Verla International, a private label manufacturer and contract packaging and filling company operating in the beauty, personal care, body, hair, bath, fragrance and nail care sectors, is poised to tap into that growth.

Many private label categories are relatively mature, but beauty remains an outlier. Some retailers that aren't already engaged in the sector may now be ready to dip their toes into the category. Companies that develop commodity-type SKUs in the cosmetics space can achieve sales volume and longevity in the sector.

Many retailers will opt for a strategy of entering beauty categories with high-quality luxury-level products with mid-tier prices compared to consumer brands. The key, according to Verla, is quality. While lower prices are attractive to shoppers, beauty buyers won't accept skimping on efficacy/quality. And, in fact, if a beauty product price is set too low, shoppers may worry that a product is low-quality.

Therefore, a successful strategy requires private label brands to deliver high performance in core product lines at a low—but not too low—price to build credibility and allow retailers to expand into line extensions.

By breaking shoppers' poor quality and performance perceptions of private label personal care and beauty, retailers can tap into substantial growth and inspire consumers to experiment and adopt store brands.

According to Verla International, astute private label developers and marketers that choose to develop proprietary brand cosmetics must partner with the right manufacturing and development to make it happen.



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Many private label categories are relatively mature, but beauty remains an outlier. Some retailers that aren't already engaged in the sector may now be ready to dip their toes into the category. Companies that develop commodity-type SKUs in the cosmetics space can achieve sales volume and longevity in the sector.

Tapping Hotel & Resort Amenity Growth

Marietta by Voyant Beauty, a manufacturer of premium and earth-friendly hotel and resort amenities, has been rebranded as Fluent.

Fluent works with hotel chains and independent hotel groups, offering a portfolio of brands across the luxury, salon, sustainable and niche categories. The company's hospitality amenity programs are designed to help brands reach consumers through sampling, experience and adoption with no upfront investment.

Fluent's newest brand partners include R+Co, Harlem Perfume Co., Ourside, Osea, Kevin.Murphy, EVO, Lifetherapy, Hudson Made NY and Fresh Monster; longstanding clients include Paul Mitchell, Babor, Soapbox, Farmhouse Fresh, JR Watkins and more.

It also boasts access to Voyant Beauty's global infrastructure and innovation resources in the wake of the former Marietta's 2020 acquisition.

The rebranding is intended to strengthen supply chain and brand partner connections, boost RSPO and PCR initiatives, increase the organization's EcoVadis rating and support its ESG program, and ensure strong customer service. Fluent by Voyant Beauty reportedly has the largest dedicated manufacturing capacity in the amenity industry and will continue to provide an elevated amenity experience for hotel and resort guests worldwide.

"This is not simply a name change to Fluent," said Richard McEvoy, CEO of Voyant Beauty. "This change embodies our company's unified

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

vision by aligning our values, goals, and mission under a cohesive brand. It represents our commitment to evolving for the future to ensure that we meet the needs of our hotel and brand partners by offering our customers diverse and innovative solutions for the hospitality market."

"The strategic growth we have planned for Fluent is taking a tangible form with this rebranding," said Andy Ahonen, VP sales and general manager of Fluent by Voyant Beauty. "This symbolizes Voyant's commitment to expanding our market presence, diversifying our offerings, our brands, and catering to a broader audience in hospitality. This marks the first step in a series of initiatives that are all designed to strengthen our commitment to be a valued partner for both existing and new customers as well as our brands."

Hybrid Color Cosmetics

Schwan Cosmetics launched PowerUpYourPout, a refillable mechanical lip liner featuring skin-friendly ingredients, at Cosmoprof Asia 2023 in Hong Kong. Meanwhile, the company's existing eco-friendly eyeliner and lip liner pencil, TheBetterBarrel, was nominated for the 2023 Cosmopack Asia Awards in Hong Kong in the sustainability category.



The applicator features a drop-shaped tip that mimics the shape of the lips for easier application of product. The tip reportedly never loses it shape to ensure precise application through the life of the product.



The lip liner, designed to address the Asia Pacific market's transition away from single-use beauty products, features exchangeable cartridges comprising a peptide- and jojoba-oil-infused formulation that offers plumping, moisturizing, cell-generation-stimulating, defining and lip-filling makeup benefits.



TheBetterBarrel eyeliner and lip liner pencils were nominated finalists in the Cosmopack Asia Awards' sustainability category. The barrel features a bio-based materials and airtight packaging to preserve volatile ingredients.

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As noted in the November 2023 issue of *Global Cosmetic Industry,* 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.

"We understand the needs and preferences of the Asian cosmetics market, which are characterized by fast innovation, product performance with high-quality standards, and most recently, an increased demand for sustainable product offers," said Sandra Schäfer, manager of sustainable business innovation at Schwan Cosmetics. "We offer a wide range of products that cater to these demands, from natural and clean formulations to trendy, functional, and sustainable packaging solutions. With Power Up Your Pout, we demonstrate that high-quality beauty products can be sustainable - without compromise. This is an important part of our ongoing commitment to enabling our consumers to reduce the amount of waste from cosmetics products while still feeling great about their look and achieving the latest trending styles."

Meanwhile, TheBetterBarrel eyeliner and lip liner pencils were nominated finalists in the Cosmopack Asia Awards' sustainability category (as of press time). The barrel features a biobased materials and airtight packaging to preserve volatile ingredients.

"When considering our sustainability strategy, our long-term goal is to transition from a linear product life cycle to a closed loop," Schäfer explained. "To achieve this, we aim to prevent waste in landfills and incinerators by replacing virgin fossil plastics in our packaging with recycled and biobased materials, and

developing recyclable and refillable solutions. The PowerUpYourPout lip liners align perfectly with this strategy, allowing us to integrate closed loops for our products."

US-based Actives Specialist for Beauty

Amcol Health & Beauty Solutions (HBS) provides compounding and filling services for the beauty industry, offering custom and clinically tested stock formulations and R&D capabilities for categories such as retinol-based formulations, hydration formulations for the face and body, SPF formulations, and functional formulations such as scrubs and cleansers.

A specialist in active delivery systems that enhance topical skin care formulations, Amcol HBS is able to help brands tap growing interest in clinical, expert-backed and dermatologist brands for the mass markets, providing consumer solutions for younger-looking, clearer, firmer and more even-toned skin.

The company's in-house team works with brands to develop products that meet key specifications. Once formulas are validated via analytics and stability testing, the packaging team will ensure that components are compatible with the final formula.

As noted, many of Amcol HBS' stock formulas have been clinically tested to ensure that efficacy and sensitivity-related marketing claims can be sufficiently validated.

The company's Lafayette, LA cGMP manufacturing facility fulfills many brands' desire to have local/regionalized production to ensure supply chain stability and/or lower carbon footprints. On-site QA teams track raw materials from receipt through final product shipment, while the quality control laboratory oversees raw material and batch release testing, stability testing and storage, and production process validation. ■



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Ingredients that help hydrate, moisturize, and boost skin health and glow are the most sought after in a face mask, including hyaluronic acid, vitamin C and retinol.

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WHAT CONSUMERS WANT FROM SKIN CARE MASKS: NEW DATA



On a regular basis, 49% of consumers use between one and two masks, with 35% using three to four and 11% using five to six!

BY DENISE HERICH, The Benchmarking Co.

When it comes to the workhorse of the beauty world, few products can hold a candle to face masks. For decades, masks have been a part of the lineup for nearly every skin care brand, but up until several years ago, the category seemed to be a bit stagnant. Not any longer. From mud to clay to cream to peel-off to sheet and reusable rubber versions, masks have been enjoying a renaissance.

Beauty consumers find masks add value to their regular beauty regimen, as reported from results of The Benchmarking Company's June 2023 online study of 3,554 U.S. females. Seventy-three percent (73%) agree that using a facial skin care mask is a treat and an important part of "me time", 74% agree applying a mask feels like self-care, with 58% finding the experience of wearing facial masks relaxing.

Today we share fresh data to take a deeper look into her mask preferences, including ingredients of choice and brands she loves.

Most Popular Mask Brands & Price Points

Although not the most purchased skin care product (that honor goes to moisturizer), 60% of survey respondents have purchased a mask in the past six months.

For general brand awareness, the number one brand associated with face masks is Cetaphil (41%), followed by GlamGlow (38%), Drunk Elephant (37%), Kiehl's (34%), SkinCeuticals/Bliss/First Aid Beauty (29%), Yes To (27%), Dr. Jart+/Freeman/Glow Recipe (25%), La Mer/Pacifica (24%), Tatcha (23%) and Patchology (22%).

Sixty-three percent of buyers told us they purchase sheet masks from mass brands (under $11 per mask), followed by more prestige brands such as Laura Mercier or Sol de Janeiro (54%). On average, the buyer doesn't want to spend a lot of money for a sheet mask. In fact, 39% pay under $5 for sheet masks; 35% pay $5-10; and 15% pay $11-15.

Sheet Masks Dominate

With so many different types of facial masks available, it's no surprise that consumers are reaching for a variety of different masks to meet their needs

(**T-1**). Interestingly, sheet masks—which haven't been around very long—have claimed the top spot as the most popular type of mask used over more traditional wash off clay or mud masks.

In fact, 56% agree that a sheet mask is an effective way to quickly deliver powerful ingredients to the skin, while 55% say they enjoy using a variety of different brands of sheet masks.

Overall, consumer awareness of sheet masks is increasing; 84% agree that compared to two years ago, more retailers are carrying sheet masks, and 83% say they use sheet masks regularly to boost their skin care routine. Sixty-five percent (65%) purchase/use sheet masks more than they did two years ago, and 54% expect that use to increase over the next two years.

Key Product Facets

Like other skin care categories, when making the decision to purchase a face mask, one of the most important aspects is efficacy or how well it works (94%, top two box of 5), followed by how it feels on the skin (86%), benefits listed on packing (81%), how quickly results are visible (78%), ingredients (75%), consumer claims/reviews (72%), price (61%), "is a brand I know/trust" (61%) and type of mask—mud, peel off, etc. (59%). Least important aspects? Packaging and look of the mask itself.

T-1. Types of facial mask used

Type	Percent
Sheet mask	64%
Clay mask (wash off)	60%
Mud mask (wash off)	49%
Peel-off mask	48%
Cream mask	38%
Gel mask	32%
Clay/charcoal sheet mask	29%
Hydrogel mask	19%
Bubble sheet mask/foam mask	18%
Paper mask	17%

For consumers who don't use masks regularly, addressing a few key issues would help them want to be a more frequent user of face masks, including delivering instant or more noticeable results in shorter time frame; keeping them affordable; and less mess to apply or remove (**T-2**).

Mask-wearing Habits

The majority of respondents report using a face mask as a regular part of their weekly skin care routine (**T-3**; 37%) or an extra step when their skin needs special treatment (28%). And although she's using her mask weekly, she prefers using it to be convenient

T-2. What would make you more frequent user of face masks?

Reason	Percent
Availability of masks that deliver visible benefits in less time	54%
Better understanding of which mask(s) to use for my specific skin care concerns	54%
More affordable	51%
More time in my schedule to use a mask	35%
Application wasn't as messy	33%
Regular skin care brands offered facial skin care masks	22%
Mask(s) packaged as a regimen with my regular skin care	20%

T-3. When do you use a face mask?

Answer	Percent
Regular part of my weekly skin care routine	37%
Use when my skin needs special treatment	28%
Use when my skin needs extra attention/skin care boost	24%
Regular part of my monthly skin care routine	19%
Use on special occasions/girls' spa night	19%
Regular part of daily skin care routine	12%

T-4. Desired benefits when purchasing a mask

Benefit	Traditional mask	Sheet mask
Hydrating	77%	74%
Moisturizing	76%	70%
Anti-aging	69%	55%
Brightening	67%	56%
Firming	64%	48%
Pore minimizing	63%	47%
Detoxifying	56%	40%
Vitamin-infused/calming	51%	43%
Depuffing	44%	36%
Retexturizing/resurfacing	44%	30%
Recovery	38%	28%
Acne treatment	37%	28%
Peeling	22%	13%

and speedy, with 52% preferring to wear a (non-sheet) mask between 10-20 minutes, and 20% saying 10 minutes or less is optimal.

Only 17% like to leave their face mask on for longer than 20 minutes. For sheet masks, 78% of consumers told us they prefer to leave them on for between six minutes and 20 minutes.

On a regular basis, 49% of consumers use between one and two masks, with 35% using three to four and 11% using five to six! For sheet masks, 61% of consumers report regularly using 1-2 different sheet masks, and 16% three to four different sheet masks.

Most Desired Benefits/ Claims & Ingredients

Like most skin care products, consumers are looking for specific benefits when they purchase a facial mask, whether a traditional mask or a sheet mask. And although masks are often associated with deep cleaning the skin, the most sought-after benefit in a mask (of any kind) was hydration and moisture (**T-4**).

Ingredients that help hydrate, moisturize, and boost skin health and glow are the most sought after in a face mask, including hyaluronic acid, vitamin C and retinol (**T-5**). Other important ingredients include clay and charcoal, caffeine, honey and witch hazel.

T-5. Important mask ingredients

Ingredient	Percent
Hyaluronic acid	67%
Vitamin C	65%
Collagen	64%
Antioxidants	60%
Retinol	51%
Aloe vera	48%
Alpha hydroxy acids	39%
Niacinamide	38%
Charcoal	36%
Green tea	33%
Clay	32%
Shea butter	31%
Caffeine	30%
Honey	28%
Oatmeal	27%
Witch hazel	24%



Adobe Stock by Artem Varnitsin

The majority of respondents report using a face mask as a regular part of their weekly skin care routine (37%) or an extra step when their skin needs special treatment (28%).

Mask Retailer & Information Preferences

Consumers essentially expect every retailer will offer masks, with Ulta Beauty (74%), superstores like Target and Walmart (73%), Sephora (70%), Amazon (67%), brand websites (58%), and drugstores (58%) top of the list.

When she's looking to buy a sheet mask, consumers expect to find information in stores (61%) and via free samples (61%). Online and social sources are also on her radar. Fifty percent expect to find information about masks online (Amazon or elsewhere), Instagram (44%), TikTok (37%), Facebook (34%), and their doctor or a dermatologist (25%).

Getting That First Mask Purchase

If you want to sway consumers to purchase your sheet mask for the first time, focus on benefits, results and cost. Eight seven percent of surveyed consumers were likely to purchase a new sheet mask based on benefit statements on the packaging; 85% on affordability; 83% on brand recognition ("is a brand I know and use"); and 71% on "promises results in minutes." ■

Want more from this author?

Check out ***Beauty Tech's Impact on Consumer Purchasing*** *in our* ***November 2023 edition.***



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3 TRENDS BRINGING BODY SKIN CARE FORWARD

From menopausal solutions to circular product design, brands are adopting innovation to service consumers.

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A recent U.S. consumer survey found that 91% of women reported being likely or somewhat likely to find targeted products to help with menopause.

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The body skin care sector has outpaced the greater (and red hot) prestige skin care market, according to Circana data[a] for the first nine months of 2023. It's no wonder, then, that a wide array of brands continue to focus on delivering newness to the category. In this latest of our series of body care reports, we examine three trends highlighted by recent launches.

1. Expert-backed Menopausal Care

A recent U.S. consumer survey found that 91% of women reported being likely or somewhat likely to find targeted products to help with menopause[b]. Each day in the United States, 6,000 women enter menopause[c], which amounts to 2 million individuals every year. Given current life expectancies, according to the Mayo Clinic, women are now expected to spend 1/3 of their lives in menopause. At the same time, consumers are increasingly focused on product efficacy and expert-backed brands. To illustrate: according to Mintel[d] data, 39% of U.S. skin care consumers Gen X or older feel it's important for skin care products to be recommended by a doctor or dermatologist. When it comes to intimate care or menopause-focused solutions, clinical positioning may resonate even more strongly. DeoDoc is just such a brand. Led by sisters Hedieh Asadi, MD, and Hasti Asadi, DeoDoc is an intimate skin care brand developed in collaboration with Gunvor Ekman Ordeberg, M.D., Ph.D., a professor (emeritus) of obstetrics and gynecology at Stockholm's Karolinska Institutet. The brand was launched initially to address sweating in the intimate area. The resulting Deospray features moisture-absorbing cornstarch is sufficiently gentle and pH-balanced for daily use, per the company. The brand's Meno Care Oil Wash reportedly addresses vulvar skin dryness and thinning that can result from age-related hormonal shifts. The gentle, hydrating formula is designed to be compatible with the vulva's natural microbiome and comprises plant-based oils such as avocado and chamomile. Among other SKUs, the brand also offers a silicone-based intimate lubricant that supports vaginal pH balance, a key concern for women of various ages, but particularly for those experiencing menopause.



We are always on the lookout for new ways to improve and innovate," said Kourtney Leigh, Tinge founder and CEO. "Our customer satisfaction and ultimately confidence is driving our commitment to continually offer the most exceptional products in the body category."

2. Circular Body Care

"The sustainable model of the future will be increasingly circular," McKinsey noted in a 2022 report, "meaning the useful value of products and resources will be maintained for as long as possible. This will significantly

[a]www.circana.com/intelligence/press-releases/2023/us-beauty-industry-sales-are-strong-stepping-into-the-holiday-season-circana-reports/

[b]https://gcimagazine.texterity.com/gcimagazine/library/page/september_2021/48/

[c]www.mayoclinichealthsystem.org/hometown-health/speaking-of-health/too-embarrassed-to-ask-part-3

[d]https://gcimagazine.texterity.com/gcimagazine/library/page/october_2023/12/



Tinge has updated the formula and packaging for its hero product, The Tinge Tint, a water- and transfer-resistant body makeup. In addition, the brand has made it easier than ever for consumers to discover their ideal shade.

reduce high-emissions manufacturing, enable sustainable business models, and provide a powerful mechanism for companies to differentiate from their peers." While circular concepts—from ingredients to packaging to brands—have increased in recent years, a new launch from Cyklar highlights a holistic model for upstart brands. Cyklar's debut Body Cream offers lightweight, full-body hydration. The brand reportedly "Edited [the formula] with purpose to maximize your results, and minimize our footprint." Featuring a woody, mossy, citrusy scent, the vegan cream features upcycled prebiotic banana flower extract that delivers antioxidants to the skin to hydrate, balance and soothe the skin. It also features niacinamide to support the skin barrier while softening the texture and evening the tone. The inclusion of prickly pear extract supports exfoliation, while a combination of ethylhexyl olivate and squalene provides a pleasant texture, as well as helping to retain moisture and softening the skin. The Body Cream is housed in a refillable "vessel" featuring "minimalist" branding to ensure the container can find a second life. It can also be recycled in most curbside systems, per the brand. Furthermore, any non-recyclable elements were reportedly developed using PCR materials. The brand is working with On Repeat to provide refills in compostable packaging. According to Cyklar, the refills feature a compostable/recyclable outer wallet and an inner pouch. The wallet comprises FSC-certified craft board that is printed with vegetable inks. The pouch comprises a biopolymer flexible film that reportedly breaks down in 32 weeks in a home composting setting. It can also be processed via industrial composting.

3. Boosting Try-before-you-buy

Tinge has updated the formula and packaging for its hero product, The Tinge Tint ($44), a water- and transfer-resistant body makeup. In addition, the brand has made it easier than ever for consumers to discover their ideal shade. Available in 12 undertone-oriented shades, the 2.0 version is formulated to feature a serum-like texture that offers a quicker dry down time, per the brand, as well as improved water- and transfer-resistance. The formulation delivers long wear, up to 48 hours, per Tinge. Key ingredients include niacinamide and hyaluronic acid. The updated packaging is airless and travel-friendly. As part of the roll out, the brand is offering shoppers a "try before you buy" offer that allows customers to try out the full-size product for a 10-day period, only paying for what they keep. "We are always on the lookout for new ways to improve and innovate," said Kourtney Leigh, Tinge founder and CEO. "Our customer satisfaction and ultimately confidence is driving our commitment to continually offer the most exceptional products in the body category." She added, "The idea of bringing an in-store experience to customers from the comfort of their own home unlocks so much potential. Beauty products, particularly body makeup, are extremely personal. It's top priority for our team that customers have the ability to experience the shade as well as the updated texture and finish on their own terms with no risk." ■

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BEAUTY & PERSONAL CARE PACKAGING TREND TRACKER: JANUARY 2024



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Entering the new year, packaging innovation for beauty, as well as a high number of regionalized manufacturing moves, hasn't slowed down.

Entering the new year, packaging innovation for beauty, as well as a high number of regionalized manufacturing moves, hasn't slowed down. Here, we round up the latest key trends, including refillable formats, a focus on ergonomics and upgraded manufacturing resources.

Recycle-ready Packaging

For many brands, the most sustainable packaging format is the one that can be readily recycled. To illustrate, SK Chemicals is partnering with The Estée Lauder Companies to supply materials for packaging that can be incorporated into a recycle stream.

SK Chemicals' Ecotria CR and Skypet CR are reportedly based on chemically recycled polyethylene terephthalate (PET) waste, while its Ecozen Claro is a BPA-free semi-crystalline copolyester grade "offering a combination of great clarity and chemical resistance," per the manufacturer. Advanced chemical recycling is a process that chemically decomposes waste plastic into monomers, the raw materials for plastic.

SK Chemicals and The Estée Lauder Companies will gradually increase the level of recycled materials in the consumer product giant's products and replace other non-recyclable materials with designs that incorporate recyclable or recycled materials.

Ahn Jae-hyun, the CEO of SK Chemicals, said, "Through this agreement, we believe positive synergies can be created in both business and environmental aspects as SK chemicals, leading the circular recycling plastic technology, partners with The Estée Lauder Companies, leading the global cosmetics market."

Meanwhile, FusionPKG has developed a recycle-ready Mix & Match glass collection that features various sizes and profiles as well as



FusionPKG offers The New Prestige collection of recycle-ready double wall airless and full package glass options integrated with the company's Airless-One and Atmos-One 100% polyolefin pump engine technologies.



FusionPKG has developed a recycle-ready Mix & Match glass collection that features various sizes and profiles as well as multiple cap designs and actuator styles.

multiple cap designs and actuator styles (including certified recycle-ready pumps). A wide array of decoration options are available with the range, per the company. The range is manufactured at EcoVadis-recognized facilities that engage in waste-heat recovery, leverage energy-efficient technologies and more.

FusionPKG's The New Prestige Collection of packaging for beauty includes monomaterial, double-wall airless and atmospheric glass pumps made from recycle-ready components integrated with Airless-One and Atmos-One pump engine technology. The 100% polyolefin pump engine technologies leverages the benefits of polypropylene to provide monomaterial, recycling-compatible, premiumized packaging without sacrificing aesthetics or performance, per the manufacturer. FusionPKG is also highlighting polypropylene in its dispensing offering to provide 100% PCR options and to increase recycling compatibility.

Sustainable Precision

ICONS|ICS' squeezy PE nozzle bottles can be produced in triangular, slender "easy squeezy" and sloped-shoulder styles, among others. The designs' nozzle dropper applicators provide pin-point accuracy of application for formats such as oils, serums and treatments, while minimizing waste. The PE bottles are recyclable.

The Next Wave of Refillables

Ergonomic Refillables

HCP's Ringo Refill Jar features recyclable PET, PE and PP (PCR available). The design is available in a standard capacity of 50 ml and features a ring design that allows the manufacturer to significantly reduce its total material weight. In this format, the jar's PP refill pod forms the base of the package. The pod locks into the outer shell with a click-fit within the recess of the outer jar. It can be released with an ergonomic push-out gesture from the underside. Brands can decorate the inner pod to display base label information.

The company also offers the monomaterial PET Dial Pressed Powder Compact, featuring an ergonomic twist-to-refill patented gesture. The compact, which can be produced using PCR, can be assembled by snapping together integral hinges to hold the product pan in place—without the need for glue. This design also ensures easy disassembly and refill for consumers with various ability levels.

The compact offers a mirror that can be removed (allowing the remaining parts to be placed in domestic recycling streams) or, alternately, integrated within the cover to reduce materials. The one-piece clear cover option offers easy shade ID for consumers.

In the lip sector, HCP's Devotion Luxe Refill Lipstick features a click-and-use lock ring feature for the refillable mechanism, which twists up after assembly with base. The design includes PET parts that can be separated for recycling or which can alternately be produced using R-PET.

Monomaterial Refillables

HCP's Grafik Refill Eyeshadow Compact is designed with an easily replaced metal pan that houses the product formula. Furthermore, the design features monomaterial PET, allowing the pack to be placed into recycling streams at the end of its life—once the metal pan is removed. The compact can be molded with an accredited source of PCR PET.



HCP's Ringo Refill Jar features recyclable PET, PE and PP (PCR available).



HCP's PET Dial Pressed Powder Compact, featuring an ergonomic twist-to-refill patented gesture.



HCP's Devotion Luxe Refill Lipstick features a click-and-use lock ring feature for the refillable mechanism.

The company also offers the monomaterial Harmony PET Refill Lipstick, designed to maximize recyclability. This cylindrical, transparent design features a cap, base and mechanism all made with PET.

Luxurious Refills

Caudalie has adopted Lumson's refillable Re Place glass jar for its Crème Riche Anti-âge Global from the Premier Cru collection. The anti-aging cream is housed in the packaging, which is 100% Made in Italy, due to the design's mix of "luxury and sustainability," per the company.

Once the cream is finished, the consumer can dispose of the spent inner PP cup through the appropriate recycling chain and replace it with a new PP refill.

The selection of the Lumson refillable glass jars reportedly saves Caudalie about 3.12 tons of multi-material packaging and 18 tons of glass every year.

Re Place's inner cup, jar and cover can be customized and decorated with various effects; Caudalie's project features lacquering and hot stamping in matte gold on the jar. The inner cup features a distinctive coloring, while the cover features an embossed logo.

New Refillable Inner Cups

Baralan debuted new inner cups for its refillable Maria glass jars at Cosmopack Asia in late 2023. The cups are available in two sizes and feature a new design that "balances user comfort with environmental responsibility," according to the company. The inner cups can be manufactured in materials such as PCR.

Water-based Lacquering

Stoelzle Masnières Parfumerie's new water-based inner lacquering spray technique for glass bottles reportedly provides precise control over the bottle's shape, depth and thickness, offering a distinct visual and tactile experience.

The water-based technique, which coats the bottle's interior, is free of carcinogenic, mutagenic and toxic to reproduction materials, as well as substances of very high concern and migrating pigments. The lacquering concept is therefore aligned with California Proposition 65 safety standards.

The spray application reportedly offers thorough coverage that accommodates the bottle's specific volume and glass density. Critically, the lacquer prevents any fragrance transference, per Stoelzle, even with alcohol-containing products. This eliminates the need for an internal pocket.

The inner lacquering technique can accommodate various tones, from translucent to opaque, while also complementing various bottle shapes and sizes. It can also be paired with external decoration methods such as



Caudalie has adopted Lumson's refillable Re Place glass jar for its Crème Riche Anti-âge Global from the Premier Cru collection.



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Stoelzle Masnières Parfumerie's new water-based inner lacquering spray technique for glass bottles reportedly provides precise control over the bottle's shape, depth and thickness, offering a distinct visual and tactile experience.

screen printing, hot stamping, digital printing and embossing.

In the future, the technique will feature an expanded color palette with precision shades.

Elevating Makeup Packaging

Amid a post-pandemic color cosmetic boom, suppliers have launched new solutions featuring sustainable, ergonomic and eye-catching designs.

Versatile Mascaras

ICONS|ICS works with clients to pair the right brush, wiper, stem, cap and bottle for mascara clients seeking to create lash volume, lengthening, curling, separation or an all-in-one. The firm's array of brushes in various shapes and sizes include rippled, pointed, hourglass, tapered, angled, rounded and conical formats. The company also offers a 10.5 ml glass mascara bottle that features a stylish take on sustainability.

Next-level Applicators

Among Brivaplast's cosmetic packaging innovations are its applicators for mascara, brows and more.

First up, the company's APP618 Double-S Drop mascara brush has the shape of a long and thin curved drop. Its inner wire's double curves create an S shape that ergonomically mimics the lash line and envelops them from the base while applying formula. The concave portion of the applicator, meanwhile, acts as a reservoir for formula.

Brivaplast's APP616 Mini Arrow brush for brow products features a small rhombus shape. The top conical section features short and long castor-plant-based fibers optimized to catch and comb the eyebrow fibers. The tip, meanwhile, allows a user to define the application on the inner corner and tail of the eyebrow, while the longer fibers are ideal to comb them.

The company also offers clear silicon applicators for the gentle and smooth application of makeup, particularly skin-friendly formulas.

Eco-friendly & Convenient

Brivaplast's Makeup Squash features the company's eco-friendly and naturally derived in-house formulas coupled with new sachet packaging systems that can assume a wide range of shapes, depending on the client's specifications. This result is a high-performance and clean formula in an ergonomic sachet that can be "squashed" in the consumer's hands, per the manufacturer.

Lower Carbon Mascara Pack

Brivaplast's Refill Mascara package comprises an external reusable shell and an internal refillable part. The mascara bulk is held in a flexible polyfoil refill pouch that slots into an outer pack. Compared to two standard mascara packages, the carbon emissions of one complete Refill Mascara and one refill part are reduced by 25% (PCR material considered), per the manufacturer.



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Anti-counterfeit Holograms

Italy-based Etitech develops holographic labels embedded in non-printable biaxially oriented polypropylene plastic or PET film that is treated with microprinted micro-optics that offer unique refracting and magnifying effects. This technique can be used to embed a logo, numbers, letters, symbols, etc. that can be seen with the naked eye with stereoscopic 3D depth. These 3D elements, once applied, cannot be tampered with, according to the company, nor copied or deleted.

Furthermore, surfaces treated with micro-optics can feature art applied by any printing technology. The non-reproducible holographic effect, therefore, offers a new tool for combating counterfeiting and ensuring product authenticity once the films are adhesivized and applied as labels or otherwise laminated for rigid and flexible packaging.

Packaging Supplier Upgrades

A number of supplier partners have enhanced their operations with new hires, corporate structures and certifications. Here, we round up some of the latest moves.

Monomaterial Tube Manufacturing & Sustainability Certification

ICONS Beauty Group has on-shored U.S. manufacturing at its newly acquired ICONS|America facility. The site supports the manufacture of injection-molded monomaterial PP tubes with "unlimited decoration and finishing capabilities," per the company. The tubes are available with PCR and feature a reduced carbon footprint faster lead times for North American destinations. The production site leverages in-mold labelling (IML) technology, allowing brands to achieve photo-quality, 360-degree artwork, including matte, glossy, metallic and iridescent finishes, as well as hot and cold stamping, digital print, and flexography. The labeling method allows artwork to seamlessly extend over the shoulder of tubes without a halo, and to have a barely visible join line, per ICONS Beauty Group. The tubes are available in D35, D40 and D50 sizes, in round and oval shapes, with flip-top snap-on or flip-top screw-on caps.

ICONS|ICS has also earned an ISCC (International Sustainability and Carbon Certification) PLUS certification in recognition of the company's sustainable, traceable and climate-friendly supply chain.

The certification aligns with the company's key sustainability pillars, including the safeguarding of people and biodiversity, the upholding of international laws and treaties, and the desire to bring sustainable materials, products and services to the beauty and pharmaceutical packaging industries.

ICONS|ICS also holds an EcoVadis Platinum rating, is a member of Sedex and is a signatory of the United Nations Global Compact.

"At ICONS|ICS, sustainability is not only ingrained in our daily operations but also our long-term business strategy," said Yoann Brossault, director of supply chain. "Every year we strive to continue improving our sustainability performance throughout the supply chain. We do this by adopting a circular approach to the materials, products, and services we offer, reducing our



Etitech's holographic elements, once applied, cannot be tampered with, according to the company, nor copied or deleted.



ICONS Beauty Group's expanded U.S. manufacturing leverages in-mold labelling (IML) technology.

environmental impact while also ensuring we meet the sustainability targets of our clients worldwide."

Unified Services

Premium Label & Packaging Solutions (PLPS) has appointed Chris Payne as CEO and Leslie Gurland as VP of sales and marketing; both are charged with uniting the company's eight locations to operate synergistically under the unified PLPS brand. (The companies that comprise PLPS are Luminer, Overnight Labels, Label Graphics, HP Mile, Label One and Privateer.)

Payne has three decades of experience, most recently with InterFlex Group flexible packaging, as well as Oracle Packaging, Printpak and Sonoco. Gurland previously spent five years at Lux Global Label and 17 years at Tadbik (home of Logitech). In her new role, the executive will expand the sales team and shift the organization's focus from selling as individual companies to selling from a unified PLPS platform. She will also lead the company's brand and marketing efforts and collaborate on product development.

"Over the last few months, I've worked with Leslie and the legacy owners to unify our strengths to benefit our clients and employees," said Payne. "We offer a unique value proposition that is sometimes lacking in the private-equity-owned world of today's label and packaging mega-firms: the personal touch of a small business with the infrastructure of a large organization. This model allows us to offer an extensive portfolio of conventional, specialty, and custom products, outstanding service, and quicker turnarounds."

"Having known or followed the original founders throughout my career, I'm thrilled to join the PLPS team," said Gurland. "Our slogan is 'Changing the Packaging Paradigm,' and we are extremely focused on delivering just that. We are committed to maintaining the passion, creativity, and responsiveness customers want while continuing to grow the company in size and unique offerings."

Expanded North American Manufacturing

FusionPKG has begun to highlight its North American manufactured packaging capabilities, offering near shoring for those engaged in the market as well as faster turnaround times and lower environmental impacts. The company's capabilities include the production of airless tubes, airless pumps and sprayers made from recycle-ready PP and PET components, featuring airless technology with Aptar pump engines. ■

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