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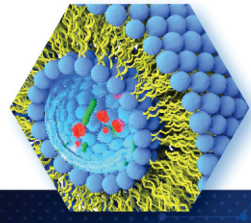
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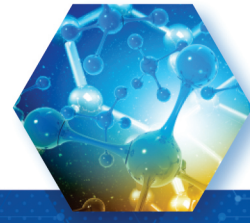
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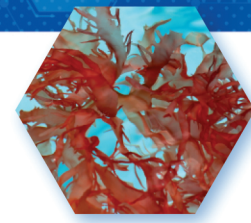






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BY JEB GLEASON-ALLURED, RACHEL GRABENHOFER AND PETER SMEDLEY

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Are Beauty Dupes a Good Thing?



Q: Are dupes good or bad? A: Yes.

I always come away from CEW's annual state of the industry event[a], featuring expert insights from Mintel, Spate, Circana, Google, NielsenIQ and many more, feeling empowered with data. And, usually, I come away thinking a little differently.

This year, I was stumped by the topic of dupes; specifically, their potential industry benefits.

Beauty dupe culture is a fixture of the marketplace and a favorite topic for influencers and journalists. They're also the bane of many brands' existence, typically due to a perception that hard-won product innovation has been coopted.

But are dupes necessarily a bad thing?

The conventional wisdom is that dupes cut into originators' market share and undermine investments into innovation.

But NielsenIQ data[b] presented during the CEW event showed that 98% of surveyed shoppers said dupes expanded their regular routine, including the adoption of products such as setting sprays, primers and bronzers.

No surprise, primers and setting sprays are among the most-duped products, along with eyebrow products.

NielsenIQ's Tara James Taylor argued in her briefing that not only are dupes a major force in the U.S. market, brands that are most duped are typically doing very well.

That said, Sarah Jindal of Mintel[c] argued that brands seeking to compete with dupes will need to leverage unique ingredients that are harder to adopt or replicate.

Jindal pointed to data showing that 68% of U.S. shoppers say they are willing to pay more for higher quality formulations, while 72% of Chinese consumers want scientific evidence of efficacy. Not all dupes can meet those requirements.

The analyst added that focusing on ingredient quality—like a wider variety of hyaluronic acid molecular weights or unique vegan collagens—can beat out lesser dupes. So too can a focus on green chemistry, as well as self-testing tools, AI devices or other tools that in some way boost efficacy.

These facets are far more difficult to dupe.

So, while dupes are a fact of life in beauty, they may be driving consumer engagement and inspiring brands to level up their innovation.

[a]https://cew.org/event/state-of-the-beauty-industry-report-2024/
[b]https://nielseniq.com/global/en/landing-page/beauty-healthcare-hub/
[c]www.mintel.com/insights/beauty-and-personal-care/



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INSIDER INSIGHTS:

IN-COSMETICS GLOBAL 2024 INGREDIENT LAUNCHES + PACKAGING FOR BEAUTY + SKIN CARE MANUFACTURING TRENDS

Skin care ingredient launches dominate in-cosmetics Global, sustainability leads packaging for beauty and skin care manufacturing trends.



Featured insiders…

- Accupac
- Berlin Package
- Epopack
- Federal Package
- Givaudan Active Beauty
- International Cosmetics Science Centre A/S, Denmark
- Ichimaru Pharcos
- LipoTrue
- Mibelle Biochemistry
- Neenah
- Orlandi, Inc.
- Shin-Etsu Silicones Europe
- Symrise

This month we highlight several ingredients launching at in-cosmetics Global across various beauty segments.

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WHAT'S DEBUTING AT IN-COSMETICS GLOBAL 2024?

Global Cosmetic Industry sought out what beauty ingredients are launching at in-cosmetics Global, held April 16-18, 2024 in Paris, France.

Skin Care

Laia Farré, product manager, LipoTrue, says, "LipoTrue presents at in-cosmetics Global 2024 the new revolution of the fragment's era. The latest incorporation of their Fragments remastered line. A biomimetic fibrillin fragment produced in wild plants as biofactories through vertical farming. Collagen fibers, DEJ, and elastic fibers are the three pillars of skin biomechanical properties, which are considerably altered with age. The novel fragment extends the concept of skin flexibility by not only reinforcing elastic fibers but also by boosting cell elasticity and strengthening the ECM."

Farré continues, "Furthermore, LipoTrue has opened a door to a new dimension for acne with the new AI-optimized 3-in-1 in 1 Peptide. What is the probability of finding a single peptide for three specific targets? Through artificial intelligence, LipoTrue has discovered the unlikely, a smart peptide that interacts with three different key targets involved in acne to reduce inflammation, sebum, and pore size. Come and discover these two new launches at the technical seminar and booth 1H50 at in-cosmetics Global 2024."

Kentaro Hirose, marketing, Ichimaru Pharcos, says, "Our new beauty ingredients are JuniperBright and Fermentage aloe vera. JuniperBright is a juniper berry extract that promotes proteasome and autophagy activities. These mechanisms are effective in reducing/preventing lipofuscin formation and improving melanin-independent skin brightness. It means JuniperBright aims for race-independent borderless beauty. Fermentage aloe vera is an aloe vera extract fermented by plant-derived *Lactobacillus plantarum*. It effectively supplies dry skin with moisturizing factors obtained by fermentation."



Ichimaru Pharcos is launching JuniperBright at in-cosmetics Global.

Sabrina Mizael, global product manager-micro protection and Marine Ortega, marketing project leader, Symrise, say, "Meet Savelite HB, the new basic reshaping product protection in cosmetics. This hydroxypropyl benzoate, multifunctional, harnesses the power of well-known molecules to deliver ground-breaking protection for your products, providing broad-spectrum antimicrobial protection, beyond additional benefits. This new basic also defends the formulation against oxidation and enhances emulsion stability. Gentle for the microbiome, Savelite HB also demonstrated moisturization for the skin. Liquid, colorless, transparent and odorless—formulation just got easier. Ensuring a sustainable future, Savelite HB is eco-friendly, readily biodegradable, and derived from manufacturing practices align with the green chemistry. Savelite HB is the innovation you've been waiting for. It aligns perfectly with Symrise's commitment to effective, safe, and sustainable solutions. Join the future of cosmetics today."

Fabrice Lefèvre, marketing and innovation director, Givaudan Active Beauty, says, "Illuminyl 388 is an augmented green tea polyphenol, based on cell free glycosylation. This biotech improved EGCG molecule drastically improves the molecular stability, solubility and biodisponibility. Targeting all the main stages of the pigmentation process (melanogenesis, tyrosinase activity, melanin transfer…),

Image by Valentina R. at Adobe Stock

together with a powerful antioxidant activity, this new active efficiently brightens the skin tone. This action is innovatively reinforced by a synergistic prebiotic activity, favoring the growth of specific bacteria in the skin microbiome, releasing a powerful niacin-derivative. Illuminyl 388 brightening efficacy has been demonstrated at the clinical level on more than 200 volunteers with four different skin types. Illuminyl 388 is 100% safe and China compliant."

Hair Care

Aline Bartels, PR and communication manager at Mibelle Biochemistry, says, "Mibelle Biochemistry will launch a new innovative and sustainable hair care ingredient at in-cosmetics global, which is inspired by the concept of pine cone scales that open and close depending on weather conditions. Their new upcycled ingredient is made from pine cones that were hand-harvested in French forests classified as Forêt d' Exception by the 'Office National des Forêts' in France. It's a powerful moisturizer for the hair shaft and can combat dry and damaged hair. It not only penetrates the hair, but also retains water by evening out the hair cuticle, making the hair smoother and shinier. This bioinspired ingredient prevents split ends and improves hair fiber integrity, making it more resistant to daily stress and breakage. It also supports keratinocyte differentiation in the hair matrix, which makes the hair grow healthier and stronger."

Philip Shukla, president, International Cosmetics Science Centre A/S, Denmark, says, "Skinification of hair and scalp products is a growing trend as consumers are looking for hair nourishment products with natural ingredients to minimize effects of pollution, UV and stress on the hair and scalp which increase the free radicals in the scalp leading to hair loss. Natural ingredients like *Centella asiatica* (cica) and rosemary are in high demand currently. To



Mibelle Biochemistry will launch a new sustainable hair care ingredient made from pine cones at in-cosmetics Global.



International Cosmetics Science Centre A/S, Denmark is launching Cosmosil HG Oil I.S. at in-cosmetics Global.

From top: image courtesy of Mibelle Biochemistry; International Cosmetics Science Centre A/S



Symrise's new ingredient launch, SymProt'in Lupin, at in-cosmetics Global features peptides from organic lupin that deeply penetrates and repairs hair fiber.

cater increased need for such natural ingredients for hair nourishment which can prevent the hair damage and loss, ICSC is launching Cosmosil HG Oil I.S. (INCI: argan oil, amla extract, rosemary extract, *Centella asiatica* extract), a unique blend of extracts of amla, rosemary, *Centella asiatica* with argan oil for conditioning and nourishing hair. It has antioxidant and anti-inflammatory properties which minimizes free radicals as well as protecting the hair and scalp. It is internally stabilized for longer shelf life and stability. Excellent choice in anti-hair loss and hair growth products."

Vaijnath Lad, senior manager creative cosmetics technologies, International Cosmetics Science Centre A/S, Denmark, says, "We have observed growing demand for organic certified hair care products and sustainable format products with concepts like solid shampoo, solid conditioners, hair color sticks which are preferred by eco-conscious consumers. Due to increasing requests for organic certified and sustainable natural ingredients for latest trends like waterless or solid beauty products, ICSC has launched new product Cosmosil HCB Oil I.S. Organic (INCI: *Cocos nucifera* oil, *Argania spinosa* kernel oil and *Moringa oleifera* seed oil). It is a specially created blend of organic certified oils for conditioning hair and moisturizing scalp. The oil is internally stabilized for longer shelf life and stability. It is an excellent choice for hair nourishment, conditioning and moisturization."

Marcia Paula, global category director hair care, and Elaine Santanna, marketing director CI, Symrise, say, "Peptides are well-known and recognized for their efficacy in skin, now also in hair care. Our natural peptides from organic lupin are properly designed and selected by a patented biotechnology process. Thanks to the small size of our selected peptides, SymProt'in Lupin deeply penetrates and repair hair fiber. They will target the damaged area to establish new bonds and interaction within the cortex and restore the keratin's quality, effectively improving the strength and resistance of the fiber against deformation and breakage."

Sun Care

Estelle Lenoir, sales promotion and marketing manager for Shin-Etsu Silicones Europe, says, "Today, sun care products are more than just a beauty routine, they are a necessity for skin well-being. Achieving high SPF sun care products with great stability and sensory continues to pose challenges to formulators. Shin-Etsu will be showcasing new ingredients and concepts for sun care innovation focusing on certain raw materials from its range of dispersions, dispersants, emulsifiers, solvents and particularly highlighting its new

Image courtesy of Symrise

water based TiO_2 dispersion. Ready to discover how to combine effectiveness, elegance and protection under the bright sun of cosmetic beauty? You are welcome to attend our technical seminar on Thursday, April 18, 2024 in Theatre 2 at 11 a.m."

Lefèvre says, "Neuroglow is a breakthrough active ingredient designed to replicate all the positive effects of the sun on skin and brain. This 'molecular sun' is crafted by Green Fractionation from *Persicaria tinctoria*, commonly known as the indigo plant. Neuroglow not only prepares the skin for sun exposure and promotes the tanning process, but also protects the skin from the potential side effects of overexposure. Neuroglow boosts the beneficial properties of the sun, stimulating melanin (+126%). By boosting melanin production, Neuroglow prepares the skin to sun exposure and prevents potential inflammatory damage caused by UV rays, for a faster, healthier and more natural and protected tan."

Lefèvre continues, "A clinical trial demonstrated a remarkable phototype shift in 76% of participants in just 7 days, moving from phototype II to phototype III, and of these, 40% even shifted to a darker phototype IV, compared to 0% in the placebo group. Like the sun, Neuroglow improves general well-being and energy. It promotes the release in the skin of well-being molecules like beta-endorphin (+43%*), vitamin D (+345%#) and oxytocin (+229%***). In a clinical trial with 'winter blues' volunteers experiencing seasonal mood changes due to lack of sunlight, Neuroglow reduced tiredness, increased feelings of affection, and improved 'winter blues' status, with 81% of volunteers reporting a positive scoring. The result? A healthy glow and enhanced well-being all year round even in combination with SPF. Neuroglow is 100% natural origin, Cosmos and China compliant."

Fragrance

Christophe de Jouvancourt, global product manager-botanicals and Melanie Marquis, marketing project manager, Symrise, say, "Our Flowerconcentrole collection aims to reveal the powerful olfactive benefits of flower extracts to offer neurocosmetic and mindful solutions. Supported by neuroscience technologies, our Symrise's experts have been able to prove the influence of scents on our emotions and link the olfactive properties of flowers to mood enhancement benefits. Sustainably sourced, our rose, lavender, rose geranium and ylang ylang extracts have been tested on nine positive emotions and are proven to stimulate emotions like: relaxation, protection, joy, wellbeing and freshness." ■



CONTRACT MANUFACTURING TRENDS: SKIN CARE



Consumers are more conscious than ever before when it comes to the skin care products they use.

Conscious Consumers

Sarah Grobel, director of sales and business development, Federal Package, says, "Consumers are increasingly conscious of environmental impact leading to a demand for sustainable packaging and ingredients. The trend toward using products with natural and transparently sourced ingredients continues to grow, driving manufacturers to meet these standards. Overall, we are navigating a landscape where consumers are seeking products that not only deliver results but also align with their values, lifestyles, and a personalized experience."

Scientifically-proven Ingredients

Michelle Chavez, vice president of innovation, Accupac, says, "The skin care category will continue to expand, fueled by consumer desire for better, faster, stronger results. Dermatologists have become the new influencers and professional procedures are forecasted to grow. This will lead to an influx of products that help prep the skin for these types of treatments and also help extend their results. Consequently, we will see a demand for scientifically proven and medical grade ingredients that are safe and effective. Younger demographics will experiment with professional treatments earlier in an effort to preserve the health of their skin and prevent, rather than repair, signs of aging. This proactive approach to skin care is just part of a larger proactive wellbeing trend we are seeing, with consumers being more purposeful with their lifestyle, diet, sleep and exercise habits in order to proactively take care of their health. Sustainability will underpin these shifts, as consumers are also concerned about repairing and preventing further damage to the planet. Natural skin actives are making their way into every beauty segment and companies will continue to look for ingredients that are both powerful and sustainable." ■

Image by Rido at Adobe Stock

PACKAGING FOR BEAUTY LAUNCHES



Sustainability and immersion are two keys of beauty for packaging in 2024.

Global Cosmetic Industry highlights several new packaging for beauty launches that reflect current consumer trends.

Sustainability

Jennifer Dietz, senior product manager, Neenah, says, "As sustainability increasingly becomes a standard expectation, brands are striving to differentiate themselves and appeal to more distinct target demographics. A notable trend emerging is a shift towards a pared-down, minimalistic aesthetic, where simplicity reigns supreme. This less is more approach emphasizes the importance of paper selection in conveying the essence of the brand, becoming an integral part of the identity. Conversely, there's a growing movement targeting younger generations with a whimsical, artistic, and hand-crafted visual identity. This trends aligns seamlessly with the use of uncoated or textured board, which feels more authentic while reinforcing the message of sustainability."

Dietz continues, "We are in the process of re-launching Neenah Folding Board with several new items. We launched a new 16 pt. in Bright White and 100 PC White to offer more flexibility for brands with multiple sized items in a product line. We've also relaunched our Natural Pearl C1S, which is perfect for beauty brands. Stay tuned for several more additions to the line coming soon."

Amy Pan, president, Epopack, says, "What we're witnessing in the beauty industry today is a profound transformation, where sustainability has transcended from being a mere trend to an essential pillar of brand identity and consumer expectation. As consumers become increasingly conscious of their environmental footprint and demand transparency from the brands they support, the call for sustainable packaging has never been louder. What's fascinating about this shift is that it's not just about being 'green' anymore. While eco-friendliness remains a fundamental aspect, consumers now seek something more holistic—they're looking for beauty products that align with their values, offer a complete experience, and even delight them aesthetically. In essence, sustainable packaging has evolved into a symbol of beauty in its own right."

Epopack has launched a 100 ml mono-material premium jar, the latest addition to the MJ family. These jars stand out for their mono-material PET construction, ensuring easy recycling.

Image by rufous at Adobe Stock

This subtle shift makes recycling easier, simplifying the separation process. Opt for 100% PCR PET for enhanced sustainability.

Sven Dobler, president and CEO of Orlandi, Inc., says, "Sustainability has been a strong trend in beauty packaging over the last few years, especially in Europe, and is gaining momentum now in the United States. Historically, these efforts meant reducing the amount of plastic-based packaging, and many packaging products qualified as recyclable by simply keeping the non-recyclable plastic components to less than 20% by weight. Other materials were designed to break down in commercial composting facilities under controlled conditions—a step in the right direction. Still, the cost to recycle and separate these plastics and recover the recyclable components was too high, or localities did not have commercial composting facilities so many of these materials ended up getting landfilled anyway. Today, the newest push in beauty packaging is to be fully 'curbside recyclable,' meaning a consumer can dispose of the package in the regular recycling waste stream and local recycling companies can economically recycle the materials."



Orlandi's EcoPro packettes were used for Tatcha's Foaming Enzyme Powders.

Dobler continues, "Orlandi has taken action to mitigate damage caused by plastic-based consumer products, product packages, and single-use product samples. Our newly developed EcoPro Flow Wrap and Packette material is a high-barrier, heat-sealable paper that is fully curbside recyclable with zero plastic. It is a sustainable alternative to film pouches, some traditional packettes, and plastic blister cards, and is more cost-effective than paper-based folding cartons. Beauty brands have shown a lot of interest in using the material for packettes containing loose powder and as flow wrap packaging containing physical retail products. Wanting to be eco-friendly whenever possible, Tatcha early-adopted Orlandi's EcoPro packettes for their Foaming Enzyme Powders, even while creams, lotions, and liquids still utilized traditional packette materials. Their focus on sustainability inspired other Orlandi brand partners to contact us for similar loose powder product packaging."

Immersive Experiences

Moira Stein, insights and strategy manager, Berlin Packaging, says, "Consumers are looking for more personalized and immersive experiences and are 'willing to pay more for products that satisfy them on a more experiential level,' according to GlobalData. Younger consumers especially value experiences as much as the product itself. Personalized packaging, interactivity, unique unboxing, multi-sensory engagement and delightful surprises can meet consumer demand for elevated experiences."

Stein continues, "Berlin Packaging | Jansy recently created a holistic primary and secondary packaging solution for Shoppers Drug Mart's 25 Days of Beauty Surprises. This complex project consisted of 32 products, 60+ components, 18,000-plus production units,



Berlin Packaging and Jansy recently created a holistic primary and secondary packaging solution for Shoppers Drug Mart's 25 Days of Beauty Surprises.

LED lights and more. We custom-designed 25 inner cartons, each perfectly sized to accommodate one to two unique products and to fit together inside the display case. An illustrator created a wintery ski chalet scene with a light-up faux fireplace that creates a delightful surprise when consumers open the case. The package design is both beautiful and functional, creating a memorable and exciting consumer experience."

Digitalization

Stein says, "Technology is playing an increasingly significant role in the everyday lives of today's consumers. People are always 'on' and connected and looking for digital tools that help them save time and money, select the right products for their needs, reassure them of product quality and safety, and create unique user experiences. Packaging can help meet consumer demand for digitally connected products through quick response (QR) codes, radio-frequency identification (RFID) or near-field communication (NFC) tags, and sensors. After scanning a QR code on pack, shoppers can be redirected to a brand's website where they can view product tutorials, browse other products, read reviews, discover ingredient information, find out about a company's social or environmental initiatives and more." ■

From top: image courtesy of Orlandi; Orlandi

UNLOCKING THE PLANT INTERNAL MICROBIOME: NATURAL BEAUTY ACTIVES

Provital's new Triplobiome™ Technology and production platform delivers natural, sustainable and efficacious ingredients based on botanical symbiotic endophytes.

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Plants hold a beauty secret. Each of the at least 350,000 species found on Earth symbiotically hosts anywhere from two to even hundreds of endophyte organisms that comprise their inter- and intracellular microbiota.

These endophytes produce bioactive secondary metabolites that are similar or even identical to those produced by their host plants and which help botanicals to withstand biotic and abiotic stresses.

These same stressor-fighting materials have benefits as cosmetic actives for human skin, uniting the kingdoms of plants, microbiota and animals.

Most of these powerful endophytes have yet to be discovered, much less scaled up for application in beauty. Provital is changing that.

"Beneficial endophytes produce a large number of compounds that are useful across many sectors, including agriculture, medicine, food, and now, cosmetics," says David Manzano, research and innovation manager, Provital. "They can synthesize metabolites belonging to all major classes of natural compounds, including isoprenoids, alkaloids, and polyphenols."

Manzano adds, "Considering the abundance of plant endophytes and the fact that many of them are yet to be discovered, the potential of this metabolic reservoir is immense. We are pioneers in taking a systematic approach to harnessing the benefits of these natural micro-biofactories for the development of new and sustainable cosmetic active ingredients."



Provital's Troplobiome™ technology is delivering new beauty actives based on the previously unexplored internal microbiomes of the world's plants.

A New Generation of Beauty Bioactives

The company's Triplobiome™ technology and proprietary production process isolates relevant endophytic strains from plants, including yeast and bacteria, and screens them for bioactive components. The best candidates are then selected for scaled-up production via cutting-edge biotechnology.

The result is a growing palette of natural, sustainable and highly effective biofermented beauty actives, powering new product claims while fulfilling consumers' desires for cleaner, greener formulations.

"We have successfully developed a novel platform for the isolation and biotechnological production of plant endophytes," says Manzano. "Our current collection comprises hundreds of strains isolated from various Mediterranean and medicinal plants. Plant endophytes exhibit a range of beneficial activities for plants, aiding in their ability to withstand stresses such as pathogen attacks, herbivore feeding, nutrient deficiencies, drought, and excess UV radiation, among others. We are leveraging these benefits derived from the symbiotic relationship between plants and their endophytes to enhance skin care, offering applications such as barrier protection, hydration, anti-aging, and anti-pollution effects. Through our platform, we conduct initial screenings of isolated endophytic strains, followed by bioprocess optimization of selected strains. This results in a diverse array of potential active ingredients for skin and hair care, applicable across a wide range of cosmetic formulations."

A Powerful Well-ager from the Cork Microbiome

The first ingredient to be developed via the Triplobiome™ technology is Provital's Shiloxome™, an anti-

Images courtesy of Provital

pollution and overall remodeling active ingredient that supplies the skin with a comprehensive, preventive, and corrective well-aging effect on epidermal and dermal cells.

The active was derived from *Kwoniella mangroviensis* yeast extracted from the bark of the cork oak (*Quercus suber*), which is well-known for its centuries-long lifespan. The extraction causes no harm to the host plant, ensuring maximum sustainability.

The yeast, which supports the health of the tree's protective bark, is a key element in its insulation from the elements.

By scaling up the strain's bioactive phytochemicals, Provital has been able to infuse Shiloxome™ with well-aging and anti-pollution benefits, as well as restructuring properties for the skin's protective barrier.

In effect, Provital has successfully emulated the source botanical's ecosystem for multi-benefit skin protection.

"We have demonstrated the efficacy of Shiloxome as a well-aging and anti-pollution active both in vitro and in vivo through a multi-omic study," says Manzano. "In vitro, the active protects keratinocytes from damage caused by pollution, reversing the production of reactive oxygen species (ROS) and inflammatory markers induced by urban dust. Additionally, transcriptomics analysis conducted on fibroblasts demonstrates the positive impact of Shiloxome on their extracellular matrix. This is further validated at the protein level through quantification of collagen and elastin levels, providing well-aging effects."

Manzano adds, "In our clinical study, our cutting-edge and pioneering whole-lipidome analysis reveals the identification of hundreds of lipid metabolites regulated by Shiloxome. By meticulously studying these changes, we have observed an increase in the chain lengths of lipids, particularly ceramides. Importantly, long-chain ceramides are associated with a robust barrier function. Furthermore, the lipidomic analysis demonstrates that Shiloxome prevents lipid oxidation across different lipid classes, including triglycerides and squalene."

Manzano concludes, "Additionally, microbiome analysis reveals that the active does not alter the natural diversity of the skin microbiome, which serves as the first natural barrier of the skin. These protective and well-aging effects are further confirmed by analysis of skin instrumental parameters, which show improvements in brightness, transepidermal water loss (TEWL), tone evenness, smoothness, and elasticity of the skin. Notably, these results are particularly enhanced when considering women in the post-menopausal stage."

Validating Multi-"omic" Efficacy

Shiloxome™, which is standardized in beta-glucan and xylitol, has undergone analysis via a trio "omics"—lipidomics, transcriptomics and exposomics—to validate the synergistic skin care benefits of its phytochemical components:

- **Lipidomics**—which examines the pathways and networks of cellular lipids in biological systems—was used to evaluate how Shiloxome™ enhanced an impressive number of ceramides and triglycerides and how that enhancement improves the packing and organization of lipids to support barrier function in polluted environments. The technology accomplishes this by modulating the skin's whole lipidome profile toward lipids with longer carbon chains.
- **Transcriptomics**—the study of all of an organism's RNA transcripts—show the capacity of Shiloxome™ to induce the formation of extracellular matrix in human dermal fibroblasts; this was also demonstrated at protein level, indicating well-aging benefits.
- **Exposomics** was used to evaluate the preservation of the skin's microbial diversity when subjected to the new ingredient, a key aspect to prevent skin from ROS damage coming from pollution.

"One of the most significant advancements in molecular biology in recent years involves the use of omics techniques, which analyze the entire genome, transcriptome, proteome, and even metabolome of tissues and cells," says Manzano. "These studies generate vast amounts of data, and bioinformatic pipelines are employed to compare samples and identify the most significant differences resulting from treatments. The technological developments associated with these techniques have been impressive, leading to a reduction in costs and making them available even for routine experiments, especially for genomics and transcriptomics data. At Provital, we have fully embraced the use of these omics techniques at all the aforementioned levels, and we have our own bioinformatics expertise to handle this complex analysis. The result is the development of actives whose efficacy is supported by cutting-edge technologies, enabling us to gain deeper insights into their mechanisms of action."

Sustainable & Science-forward

Provital's Triplobiome™ Technology is just one example of how the company puts its "Do Care" ethos into action, originating 100% traceable, sustainable and effective ingredients to the market.

As Nina Esposito, Provital's area sales and marketing director, puts it, "Just as the world operates as a large, interconnected big data network, so does the complex fabric of an ecosystem. In our world, various interkingdom symbiotic relationships are essential for the balance and vitality of the entire system."

To learn more about Shiloxome™, the Triplobiome™ technology and Provital's innovation agenda, visit *www.weareprovital.com/en/be-tech/biotechnological-products/triplobiometm-technology.*

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Representing the first “ecosystem ingredient” ever developed. Derived from isolating endophytic yeast species *Kwoniella mangroviensis* from the bark of cork oak (*Quercus suber)*, it offers unparalleled skin protection. It takes the protective power of its symbiotic provenance to provide the skin with the capacity to adapt, survive and protect itself.



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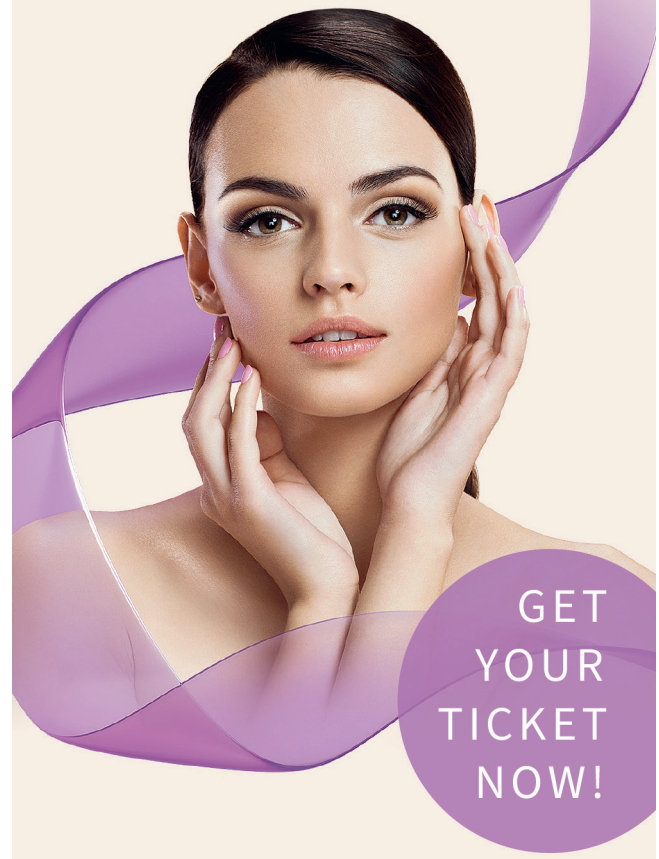


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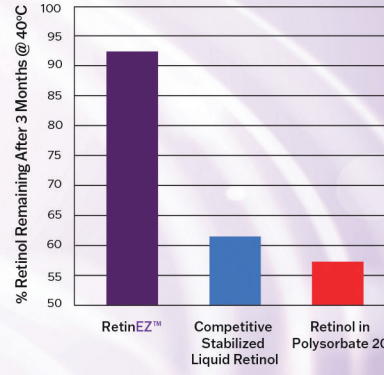
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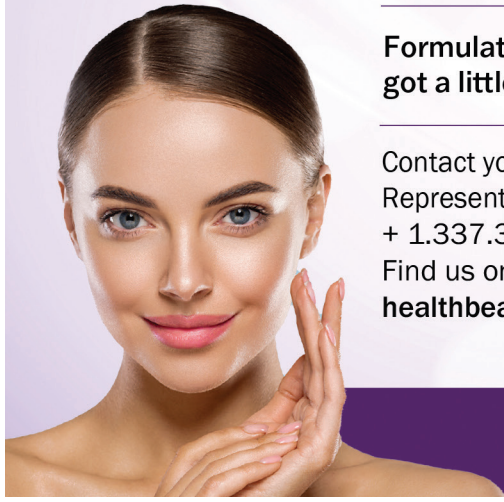
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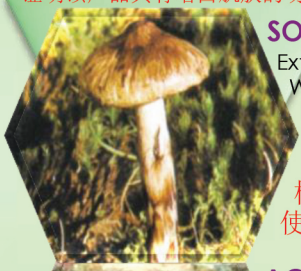
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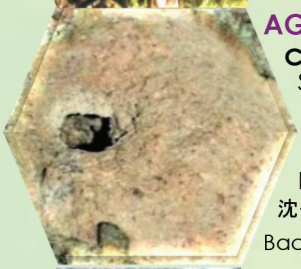
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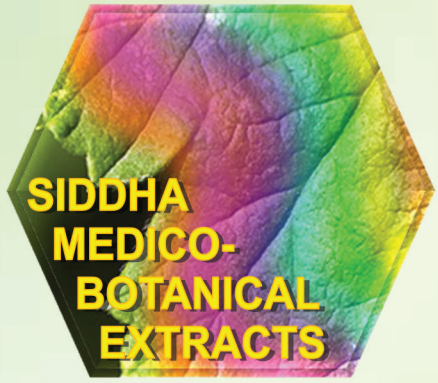
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Green 绿 Red Deep 深红 Ultra Sky Blue 天蓝
White Pearlescent 珍珠白 Red Light 浅红
Dark Ultra Brilliant Yellow 深黄 Yellow Light 浅黄
Dark Black 黑

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

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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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独创的植物防腐剂(水溶性)适用于化妆品配方

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Lonicera Caprifolium (Honeysuckle) Flower Extract
Lonicera Japonica (Honeysuckle) Flower Extract
忍冬（金银花）萃取液
TSCA Listed | FEMA GRAS Listed | DHHS Listed
A Novel plant based preservative (lipo/oil soluble) for cosmetic formulations
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Derm skin care searches spiked 27% in 2023, while doctor-/dermatologist-backed skin care searches jumped 58%.

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THE 2024 SKIN CARE AGENDA: PRO-AGING & SENSITIVE SKIN

Philosophies and technologies around aging, as well as a boom in sensitive skin approaches, is leading product and brand innovation.

Prestige skin care grew about 14% in 2023, compared to about 11% in the mass category[a], per Circana data presented at a recent CEW trend event.

Skin care was the fastest-growing category in prestige beauty based on units sold, according to the firm. Skin care was also one of only two mass sectors that grew based on unit sales (the other was makeup).

Given such high performance, what can we expect from the sector in 2024 and beyond? Two key trends are among the most innovation-rich sectors: pro-aging across age ranges and sensitive skin solutions.

[a]*Some data cited was originally presented at the annual CEW state of beauty event; other data originated directly from Circana;* https://cew.org/event/state-of-the-beauty-industry-report-2024/; www.circana.com/intelligence/category/blog/

Before we get to that, let's review the category dynamics coming into this year.

2023 Skin Care Trends Decoded

Top prestige skin care performers in 2023 included face serums and creams, body sprays, body lotions and creams, and body cleansers, per Circana.

The top five skin care brands by dollar volume were mass. The top mass launch was Olay's Cleansing & Nourishing Body Wash.

Meanwhile, "dermification" of skin care is fully underway, according to Circana data.

The U.S. derm skin care sector, which is valued at about $4.9 billion, is dominated by mass brands. In fact, the two leading brands in the space are accessible: CeraVe and Cetaphil.

That said, mass and prestige derm brands both jumped 14% year-over-year in 2023; the top five performing derm brands reportedly represent 72% of the total derm sector, a notable level of consolidation.

Meanwhile, derm skin care searches spiked 27% in 2023, while doctor-/dermatologist-backed skin care searches jumped 58%, according to Google and Spate[b] data presented at the same CEW event.

In the pro beauty space, Gen Z has the highest engagement with prejuvenation treatments, including Botox, dermal fillers, enzyme peels, etc., per Circana. Interest, however, is highest among those age 35-plus.

Meanwhile, NielsenIQ data has found that U.S. consumers are searching for specific ingredients at point of purchase. The firm noted big growth in queries for salicylic acid, niacinamide, retinol and hyaluronic acid, signaling the importance of including ingredient names either in product names or at least in prominent sections of product pages.

Looking ahead, Spate data shows that top-trending U.S. online searches in skin care claims include SPF, advanced, oil-free and balancing.

Top-searched ingredients included vitamin C, hyaluronic acid and tretinoin, indicating that category standbys, rather than novel materials, are most popular.

Read on to learn more about the dynamics driving pro-aging (Page 22) and sensitive skin product claims (Page 28). ■

[b]www.spate.nyc/reports



A recent Kline report notes that retailers like Target have launched "Tween Skin Care" sections to direct shoppers to age-appropriate products.

Image by Ermolaev Alexandr at Adobe Stock

PRO-AGING: GEN ALPHA TO BOOMERS

Every age cohort of consumer is seeking something slightly different from anti-aging skin care.

According to Circana data presented as part of CEW's annual beauty trend roundup[a], the top U.S. prestige skin care launch in terms of dollar volume sales was Clinique's Moisture Surge Broad Spectrum SPF 28 Sheer Hydrator Moisturizer, while the top masstige launch was The Ordinary's Multi-Peptide Eye Serum.

Both top sellers point to a pro-aging, preventative streak among consumer shopping habits.

Here are some of the dynamics driving "aging" claims and engagement in the category across life stages.

The Tween Skin Care Challenge

More and more, "anti-aging" habits are starting at a younger age. Recently, a slew of media reports about Generation Alpha "Sephora kids" and tweens on TikTok led to concerns about children adopting skin care products that may contain potentially harmful active ingredients.

A recent Kline report[b] notes that retailers like Target have responded with "Tween Skin Care" sections to direct shoppers to age-appropriate products.

The report also adds, "marketers will increasingly focus on helping younger consumers cultivate healthy habits from an early age … [T]his movement could redefine the concept of wellness and self-care. Instead of fixating solely on youthful appearances, emphasis will likely shift toward holistic well-being at every stage of life."

This has implications for consumers from Gen Z to boomers.

Pro-aging Across Life Stages

"The pandemic has changed consumer preferences for anti-aging skin care products," says Sebastien Massard, global director of strategic marketing, personal care, at Vantage Personal Care. "During lockdowns, there was a shift in focus from anti-aging concerns to overall wellness, but as people return to socializing and work, concerns about skin appearance are resurfacing. A new trend is emerging, emphasizing a



"To alleviate skin symptoms, it is recommended to use products for prevention such as sunscreen, to further slow the aging process," says Vantage's Sebastien Massard. "Additionally, [it is advisable to use] products with ingredients that are mild, yet effective where applicable. Think gentle surfactants, ceramides, humectants or even postbiotics."

[a]*Some data cited was originally presented at the annual CEW state of beauty event; other data originated directly from Circana;* https://cew.org/event/state-of-the-beauty-industry-report-2024/; www.circana.com/intelligence/category/blog/

[b]https://klinegroup.com/articles/beauty-and-wellbeing-trends-2024-and-beyond/

Image by Nina L/peopleimages.com at Adobe Stock



"Ever since the emergence of the hallmarks of aging in 2013, aging and longevity research has seen a steep rise in interest," says Mibelle Biochemistry's Franziska Wandrey. "These hallmarks have been identified as the underlying causes of aging; targeting them will lead to slower aging processes or even rejuvenation."

holistic and wellness-based approach to anti-aging skin care. This shift presents opportunities for brands that promote skin health alongside pro-aging messaging and for expanding anti-aging claims beyond just facial skin care to include body care."

Vantage Personal Care is debuting its "Vantage, Your Life Choice," a new collection of beauty formulations for various stages of life, during in-cosmetics Global 2024 in Paris.

Among the life stage challenges the company is focused on is menopausal beauty care, which is designed to address issues such as sensitive, dry and thinning skin, rashes, acne, and other issues.

"To alleviate skin symptoms, it is recommended to use products for prevention such as sunscreen, to further slow the aging process," says Massard. "Additionally, [it is advisable to use] products with ingredients that are mild, yet effective where applicable. Think gentle surfactants, ceramides, humectants or even postbiotics."

The company's "Midlife Bliss" collection of menopause-friendly hormonal skin care for pro-aging lifestyles comprises technologies such as postbiotic Adaptogen Fermbiotic S and the skin-mimetic Biosignal Lipid 10, which is designed to support collagen production, reduce skin sensitivity and boost skin moisturization from within. The collection also features organoleptic solutions such as Coolact 10, which imparts an instant and sustained cooling effect without a menthol smell.

To address the sensitivity that comes with aging skin, Massard notes that brands are turning to mild surfactant alternatives. This is easier said than done.

"When replacing sulfate-based surfactants, formulators must balance many parameters: performance, such as flash foaming, lather, softness, but also mildness, processability, compatibility at different pH levels, cost and more," says Massard. "The lack of primary surfactants in the sulfate-free space makes it inevitable for formulators to consider combinations. To accelerate the adoption of milder surfactant alternatives, it is paramount for formulators to have access to ingredients that meet the foaming expectation of consumers but can easily be processed, without adding additional heating or pre-mixing steps."

Massard adds, "Using pre-optimized surfactant blends can alleviate some of this work by reducing the amount of steps leading up to the mixing, but also by facilitating the handling of

Image by Nicholas Felix/peopleimages.com at Adobe Stock

some materials that, taken individually, would be too thick, and would require homogenization. Vantage Personal Care works with its customers to develop optimized surfactant systems that are sulfate-free, betaine-free, easily pourable, compatible with clear systems and usable across categories to simplify their formulation work."

To that end, Vantage Personal Care will debut a new surfactant system, Metaupon EZ Amibio, during in-cosmetics Global 2024 in Paris. The system reportedly allows formulators to leverage the performance and flexibility of taurate surfactants in a pourable format, which supports easy incorporation at room temperature.

Elsewhere, Accupac's product development innovation division, Cobalt Labs, has developed a Hyaluronic Acid Burst Hydro Gel to support aging skin experiencing dryness and dullness.

"The plumping water cream was formulated with 3% niacinamide and hyaluronic acid beads that burst on contact to help nourish, protect and strengthen the fragile barrier while flooding quick absorbing, refreshing moisture to the skin," says Michelle Chavez, vice president of innovation at Cobalt Labs. "Malachite, a powerful antioxidant, is known to help protect skin from free radicals and oxidative stress. The product leaves with a fresh feel and plumped with a renewed glow."

Chavez explains the product design is aligned with consumers' shifting views on aging.

"Well aging is shifting the goal from looking younger to living better with a focus on one's entire lifestyle to enhance longevity through overall health," she explains. "Launches will synch with life stages and the needs associated with each with more emphasis on the health of the skin rather than just its look."

Chavez adds, "Another aspect of well aging is leveraging professional treatments to help prevent signs of aging before they occur. Professional procedures are not only effective at helping keep skin at its optimal state, they are also becoming increasingly accessible and acceptable. With the rise of 'tweakments,' consumers are experimenting with professional procedures that help repair signs of aging and prevent future ones. With this influx of procedures comes the need for products that help prepare skin before treatment, protect skin after treatment and ultimately help extend the results."

Cobalt Labs' Cushion Cream was designed to meet the needs of those pursuing professional treatments. The formulation fortifies the skin barrier and restores moisture to help skin recover and repair.

"Perfect for soothing skin post-procedure," says Chavez, "it was formulated with *Ophiopogon japonicus* root extract, a high-efficacy natural extract that is known to help to hydrate and strengthen the skin barrier while reducing inflammation and balance the microbiome to promote calm, soothed skin."



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Emerging Aging Targets

As reported earlier this year, beauty is undergoing a revolution in aging-related ingredient innovation, much of it focused on regenerative solutions.

"Ever since the emergence of the hallmarks of aging in 2013, aging and longevity research has seen a steep rise in interest," says Mibelle Biochemistry's Franziska Wandrey. "These hallmarks have been identified as the underlying causes of aging; targeting them will lead to slower aging processes or even rejuvenation. Holistic approaches or combining active ingredients that target several, if not all hallmarks, are the way to go. This is why we developed RejuveNAD, which targets at least five of these hallmarks of aging. There is still a lot of research being conducted on how the different hallmarks of aging interact and influence each other. Therefore, I expect future developments in this direction, more active ingredients that target different hallmarks to maximize the rejuvenation process."

Wandrey adds that reversals of aging elements are a key focus of research but that the cosmetics industry isn't yet there.

"There are several technologies and interventions that are currently trending in the medical field that offer promising results on a longer lifespan or even age reversal," she explains. "One of them is the genetic reprogramming of cells back to a younger stage. However, this is far from the scope of cosmetic treatment. The research field of epigenetics, reversible changes that change the way our genetic code is interpreted in our cells, might be a solution for the field of personal care that allows for cellular rejuvenation without changing our DNA. Epigenetic alterations are also one of the hallmarks of aging and an interesting target for cosmetic ingredients."

Looking ahead, says Wandrey, the industry will be targeting a wider range of age-related targets.

"The hallmarks of aging are constantly updated," she explains, "and new aging targets are identified by the aging research field. These can be adapted for cosmetic innovation."

Wandrey concludes, "Beyond the hallmarks of aging, which are general processes true for all aging organisms, there are mechanisms specific for skin cells. For example, the identification of the skin-brain axis that led to the development of innovative neurocosmetic active ingredients in the past [few] years. These skin-specific pathways need to be further researched to identify the optimal targets for each skin concern."

Even as further research takes place, beauty is firmly moving toward a more regenerative and proactive era. ■

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From stress to environmental conditions to congenital issues, sensitive skin is a multi-dimensional condition that affects large swaths of consumers across the globe.

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THE GENTLE SKIN CARE REVOLUTION

How sensitive skin is reshaping beauty R&D.

BY LISA DOYLE

According to a 2022 Aveeno report, "71% of [global] adults identify as having sensitive skin," representing a 55% jump over two decades[a]. The report notes that sensitive skin isn't just a physical condition; it also has a "psychological impact, influencing quality of life and emotional well-being."

"Our nervous system, which regulates our cognition, mood and body function, and our skin come from the same embryonic layer called the ectoderm when we are in our embryonic stage," says Stephanie Lee, founder of Selfmade, a brand built on many of the fundamentals of efficacy and psychodermatology. "This means that they are intrinsically connected … Our bodies operate intersectionally and are reliant on each system to keep us alive."

She adds, "There is no wonder [that] when we experience a stressor, whether internal/emotional, environmental or self-inflicted, that it is going to communicate to us what it's going through and tell us something is up. Our skin is a mirror to our emotional world, and vice versa ... Sometimes it can tell us how we're feeling before we even acknowledge it ourselves."

Selfmade's psychodermatologist-in-residence and member of the scientific research board, Keira Barr, M.D., notes, "Your skin is a window into and reflection of what's happening beneath the surface in your mind, body and soul … When you're stressed, your body releases stress hormones like cortisol, which disrupts skin barrier function, triggers inflammation and creates dysbiosis in the skin microbiome, leading to increased skin sensitivity and vulnerability to triggering or worsening of skin conditions like acne, eczema and psoriasis."

Barr adds, "And it's a double whammy because your skin has its own HPA [hypothalamus, anterior pituitary gland] axis, which means it's both a target and a source of the stress response and stress hormones. The presence of those skin conditions can lead to emotional distress, like anxiety or depression, which can further exacerbate skin issues. What's more is that emotional distress can impact behaviors that may increase skin sensitivity, like poor sleep and nutrition, skin picking or scratching."

A recent WGSN report[b] echoes these findings, noting that lifestyle stresses and environmental antagonists will "contribute to a rise in skin conditions including acne, atopic dermatitis, psoriasis and rosacea."

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[a]https://practicaldermatology.com/news/new-aveeno-report-reveals-71-of-adults-have-sensitive-skin

[b]www.wgsn.com/beauty/p/article/645eac8463a9e3884eec1ec7

Notably, rosacea has become so prevalent that the U.S. National Rosacea Society has launched its own Seal of Acceptance to point sensitive skin sufferers toward appropriate cosmetics.

Products that carry the seal "must be free of ingredients that cause skin barrier dysfunction, vasomotor instability (flushing) or unwanted neurosensory stimulation, such as burning or itching," per the organization.

The first SKU to earn the seal is the Dermal Repair Cream by Senté. More brands and products are expected to earn the seal on an ongoing basis.

"Sensitive skin will become the new normal," the WGSN report notes, "and a more gentle approach to skin care will emerge, where products work with the skin rather than against it."

This movement will favor expert-backed, science-forward innovation with solid clinicals backing up claims.

"I see our community refer to sensitive skin in their product feedback panels, conversations and in reviews," says Selfmade's Lee. "The feedback I see read in reviews has to do with their hesitancy to try new products and how pleased they are when they do not experience a reaction [with our products], but rather a positive result that improves upon their rawness or sensitivity. This indicates to me that there is a lot of fear about making their skin feel worse and the anxiety that comes from that experience of what they see on their skin. They often speak to redness, breakouts (acne or hives), stinging and even eczema on their hands and face as a result of internal and external stress."



Selfmade's psychodermatologist-in-residence and member of the scientific research board, Keira Barr, M.D. (not pictured), notes, "Your skin is a window into and reflection of what's happening beneath the surface in your mind, body and soul … When you're stressed, your body releases stress hormones like cortisol, which disrupts skin barrier function, triggers inflammation and creates dysbiosis in the skin microbiome, leading to increased skin sensitivity and vulnerability to triggering or worsening of skin conditions like acne, eczema and psoriasis."



In the hand care/hygiene sector, Touchland has launched a hypoallergenic Gentle Mist SKU at Ulta Beauty, featuring anti-inflammatory madecassoside, squalane, niacinamide, and CODIF's Areaumat Perpetua to calm and soothe dry and dull skin.

"The consumer doesn't want to compromise on efficacy," says Melisa DeGroot, technical writer, Biocogent. "Our customers are looking for science-backed ingredients to add to their formulas that not only cater to sensitive skin but also deliver proven results."

The impact of sensitive skin concerns has been witnessed far and wide, spanning categories outside skin care. For instance, in December 2023, Clean Reserve unveiled its H2Eau collection of eight scents comprising Hydro-Tec micro-

From top: image courtesy of Selfmade; Touchland

emulsion technology that supports the stable mixing of fragrance oil and water, resulting in water-based scents that are compatible with sensitive skin. This non-irritating effect opens up the world of scent to consumers who might otherwise shy away from the fragrance category.

"For consumers with sensitive skin and dry skin, alcohol can have a drying effect and may irritate the skin," says Greg Black, CEO of Clean Beauty Collective. "Alcohol-based fragrances don't typically harm the skin's barrier instantly but over time they can have a cumulative effect. Many sensitive skin consumers avoid fragrances for this reason. Clean Reserve H2Eau is an ethyl-alcohol free, water-based formula made with sustainable and renewable ingredients that help provide a hydrating, gentle and long-lasting fragrance experience. Clean Reserve H2Eau is a great alternative for consumers that have opted out of wearing fragrances due to skin sensitivities to alcohol."

In the hand care/hygiene sector, Touchland has launched a hypoallergenic Gentle Mist SKU at Ulta Beauty, featuring anti-inflammatory madecassoside, squalane, niacinamide, and CODIF's Areaumat Perpetua to calm and soothe dry and dull skin.

Read on to learn how brands and suppliers are innovating to deliver gentle solutions to counteract the top issues for the sensitive-skin majority.



In December 2023, Clean Reserve unveiled its H2Eau collection of eight scents comprising Hydro-Tec micro-emulsion technology that supports the stable mixing of fragrance oil and water, resulting in water-based scents that are compatible with sensitive skin.

Target: Inflammation

Erythema, redness and blotchiness are major concerns for those dealing with sensitive skin. Sytheon's Synoxyl AZ (acetyl zingerone) is a new ingredient designed to combat this particular problem.

"This is a new kind of skin care active ingredient with the ability to alter several longevity biomarkers to help optimize skin's overall health and appearance," explains Ratan K. Chaudhuri, Ph.D., president and CEO, Sytheon. "Its applicability in reducing skin redness was demonstrated clinically by selecting erythema as the primary measure using solar simulated UV radiation. Results showed that when two MEDs were administrated using low or high irradiances to stimulate chronic or acute exposures, the lotion containing 0.5% [Synoxyl] AZ significantly reduced skin redness by 33% and 39%, respectively."

Synoxyl AZ is a key ingredient in several skin care lines, including Paula's Choice, Murad and ImageMD, per Sytheon.

Inflammation can mean the obvious—redness of the skin—but it can also refer to neurogenic inflammation that leads to the unpleasant, hypersensitive feeling of the affected skin. Lipotrue recently launched Calisensix, a botanical active ingredient designed to target both issues.

"Calisensix is a botanical blend of *Salix alba* and tomato stem cells, which targets sensitive skin, but not in the sense of only targeting the inflammatory cascade and loop, [but] also increasing the pleasant sensations," explains Andrea Esplugas, marketing manager, Lipotrue.

Through in vitro and in vivo testing, Calisensix has reportedly been shown to significantly lessen itchy sensations, soothe redness and calm discomfort.

Consumers dealing with skin inflammation are especially in search

(Continued on Page 34)



The new Botnia Skincare Kale Mask delivers antioxidant benefits through its vitamin-brightening kale, while it also reduces inflammation and soothes irritation through calming chamomile and oat kernel flour.

From top: image courtesy of Clean Reserve; Botnia

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(Continued from Page 31)

of products that won't exacerbate an already difficult condition. The new Botnia Skincare Kale Mask delivers antioxidant benefits through its vitamin-brightening kale, while it also reduces inflammation and soothes irritation through calming chamomile and oat kernel flour.



Inflammation can mean the obvious—redness of the skin—but it can also refer to neurogenic inflammation that leads to the unpleasant, hypersensitive feeling of the affected skin.

Target: Stress

CLR Berlin's new AnnonaSense CLR is designed to simultaneously target sensitive skin concerns and the impacts of stress on the skin.

Among volunteers who reported suffering one or both of these issues and who were given a treatment comprising AnnonaSense CLR over four weeks, "35% of participants [who said they experienced stress] reported an increase in positivity, 26% said their sleep quality had improved and 28% felt more calm and relaxed," per the company.

In addition, "51% of participants with sensitive skin said their positivity had increased, 60% reported an improved quality of sleep and 20% felt that their stress level had reduced."

Both groups also reported an improvement in the appearance of skin. In fact, skin sensitivity dropped by 67%, while skin discomfort and redness decreased by 54% and 36%, respectively.

Notably, AnnonaSense CLR was said to reduce cortisol stress hormone levels in subjects' saliva by 33%, revealing a significant stress reduction.



CLR Berlin's new AnnonaSense CLR is designed to simultaneously target sensitive skin concerns and the impacts of stress on the skin.

This holistic approach to skin care points to a wider embrace of the mind-beauty axis.

The technology, upcycled from unsuitable cherimoya (*Annona cherimola*) fruits discarded by Spain's produce industry, received the Gold Innovation Zone Best Ingredient Award at in-cosmetics Asia in 2023.

Treating sensitive skin, says Selfmade's Barr, "requires a holistic approach integrating healthy lifestyle choices including a diet rich in protein, healthy fats, antioxidants, good quality sleep, movement, healthy interpersonal relationships and emotional support to help better manage stress and regulate the nervous system."

She adds, "Centering care and support on nervous system regulation like I do with my Somatic Skincare method[c] through body-oriented techniques like somatics, breathwork, and meditation can help release stress, reduce cortisol levels, and minimize skin inflammation, irritation and sensitivity. Creating a skin care ritual that soothes your mind-body-skin

[c]https://drkeirabarr.com/somatic-skincare/

From top: image by _KUBE_; KMPZZZ at Adobe Stock

through the act of rubbing a product in with a gentle touch which activates the release of oxytocin, the 'love' hormone can also be supportive. This is key because oxytocin decreases the production and release of cortisol, our primary stress hormone, which disrupts skin barrier function, increases trans-epidermal water loss and triggers inflammation."

She adds, "Choosing a products with stress resisting ingredient actives, like those found in Selfmade's Corrective Experience Comfort Cream, is an added bonus and can help minimize dry, irritated and dehydrated skin."

Barr concludes, "The bigger picture of using the product is the 'care' you are giving your skin and offering to yourself as you apply it. Skin care is about more than the product itself, it's about slowing down, creating connection with yourself as you apply it and cultivating a felt sense of safety in your skin."

Target: Acne

The acne category has been incredibly active in 2024, with gentle care at its center.

Recently, hair wellness brand Nutrafol expanded into skin care with the launch of Nutrafol Skin, a daily supplement for women ages 18-plus who experience mild to moderate acne.

The formulation targets stress, hormonal fluctuations, microbiome balance across both skin and gut, and immune system function—and how all those factors work together.

The formulation comprises the brand's patented Synergen Skin Complex, which contains a blend of clinically effective, standardized, medical-grade botanicals formulated in ratios that target the root causes of hair thinning in men and women.

This combination of bioactives addresses stress, hormonal issues and nutrition with adaptogens, antioxidants and DHT-targeting botanicals.

The technology's functionality has been clinically tested and shown to also reduce mild to moderate acne breakouts and visibly improve post-acne dark spots, per Nutrafol.

Like the Nutrafol launch, Geologie's Gen Z skin care, which recently debuted at 800 Target locations across the United States, centers its approach



Geologie's Gen Z skin care, which recently debuted at 800 Target locations across the United States, centers its approach on skin sensitivity. Notably, the brand touts its status as benzoyl peroxide-free. The omission of benzoyl peroxide reportedly minimizes irritation.



Symphonic M.D. has launched Retinol :: Vitamin C Powered by BioA3 Treatment, a combination of both retinol and vitamin C that can be used twice daily to combat blemishes, hyperpigmentation, clogged pores, and rough texture without sensitivity.

L to R: image courtesy of Geologie; Symphonic M.D.



on skin sensitivity. Notably, the brand touts its status as benzoyl peroxide-free. The omission of benzoyl peroxide reportedly minimizes irritation.

Elsewhere, Symphonic M.D. has launched Retinol :: Vitamin C Powered by BioA3 Treatment, a combination of both retinol and vitamin C that can be used twice daily to combat blemishes, hyperpigmentation, clogged pores and rough texture without sensitivity. The product's star ingredient is the company's proprietary BioA3 Complex, designed to ensure the stability, enhancement and efficacy of the retinol and vitamin C while serving as a potent anti-inflammatory, antimicrobial and antioxidant agent.

For those with both sensitive and acne-prone skin, ingredient solutions that are powerful enough to clear blemishes without discomfort are of paramount importance. Astrasinol, a hybrid silanol from Exsymol, represented by Biosil Technologies, reportedly ticks both boxes.

"Astrasinol combines biofunctional silicon with a natural blend of soothing extracts, *Centella asiatica* and astragalus," explains Philip D. Chung, vice president of sales, Biosil Technologies. "It reduces inflammation and its manifestations, combats and soothes discomfort due to acne, and reduces redness and improves skin texture."



Tula Skincare has launched the H2Oasis Instant Skin Reviving Mask, a 10-minute mask designed to result in a dewy, firm, brightened complexion.



Recently launched by REN Clean Skincare is the PHA Exfoliating facial, a biweekly treatment designed to brighten, soften and refine the texture of even the most sensitive skin. Containing naturally derived PHA, pomegranate enzymes and pomegranate powder, the formula removes impurities, hydrates and brightens the skin, while improving the appearance of pores and dull skin.

Plant-derived solutions remain a top choice for those with sensitive skin, and Jojoba Desert's line of ingredients sourced from the jojoba fields in Israel's Negev Desert include an option targeting acne control.

"JD Lusteris derived from JD jojoba oil provides an exquisite silky sensory experience, making it an excellent choice for gentle care," says Jojoba Desert CEO Roni Rot. "Its versatility shines in sebum control, soothing effects, and acne-prone skin improvement."

Target: Dull, Dry Skin

Sensitive skin afflicted by dryness requires moisturizing solutions that can rejuvenate a dull complexion without impacting the skin's ability to naturally exfoliate. To that end, Tula Skincare has launched the H2Oasis Instant Skin Reviving Mask, a 10-minute mask designed to result in a dewy, firm, brightened complexion. Containing the brand's S6Pro Complex of prebiotics and probiotic extracts, the product also features prickly pear and aloe extract to soothe the skin, as well as desert lime to improve texture and resurrection plant to rehydrate the skin.

Recently launched by REN Clean Skincare is the PHA Exfoliating facial, a biweekly treatment designed to brighten, soften and refine the texture of even the most sensitive skin. Containing naturally derived PHA, pomegranate enzymes and pomegranate powder, the formula removes impurities, hydrates and brightens the skin, while improving the appearance of pores and dull skin.

Just as key are solutions that can lock moisture in and strengthen the skin barrier. Symphonic M.D.'s Gluconic Acid :: Coconut PPL Complex Cleanser is a calming, antimicrobial

From top: image courtesy of REN Clean Skincare; Tula

formula targeting dull skin, clogged pores and uneven tone, while stimulating barrier repair and softer skin. Its gluconic acid works to repair the damaged skin barrier, while the phospholipid complex derived from coconut delivers gentle cleaning.

Savvy suppliers are delivering solutions with an emphasis on gentle, yet strong, protection. Now available from Biocogent is DermalRx HydroSeal, a pro-aging moisturizer.

"DermalRx HydroSeal is a biofermentation-derived oligopeptide offering incredible skin barrier protection," says DeGroot. "This yeast-derived oligopeptide is an active ingredient that fortifies the skin's natural barrier structures. By rebuilding cell-to-cell junctions and stimulating type I collagen synthesis, DermalRx HydroSeal helps to restore the skin's moisture retention capacity and renew a healthy, youthful appearance."

Additionally, the ingredient's hydrating effects make it an apt fit for high-performance moisturization products designed for barrier repair.

Target: Functional Ingredients

Beyond actives, key formulation tools must be aligned with the needs of sensitive skin. For instance, BASF's Emulgade Verde 10 MS is a sensitive-skin-friendly emulsifier based on polyglyceryl fatty acid ester technology. The material is reportedly biodegradable, based on 100% renewable feedstocks and is COSMOS approved.

The emulsifier provides good stability in O/W creams and lotions and compatibility with commonly used cosmetic ingredients, including both synthetic polymers and biopolymers, per the company. It also provides shear thinning behavior and supports easy distribution on the skin.



Symphonic M.D.'s Gluconic Acid :: Coconut PPL Complex Cleanser is a calming, antimicrobial formula targeting dull skin, clogged pores and uneven tone.

Dermatological tests have reportedly shown that it is suitable for sensitive skin and microbiome-friendly concepts.

Consumers Expect Efficacy

Both suppliers and brands will always find it to their benefit to effectively market the proof that their formulations will deliver the desired results, especially for the sensitive skin market.

DeGroot notes, "Consumers are increasingly seeking products with ingredients supported by research and clinical studies, ensuring that their skin care routine is not only gentle but also effective in addressing specific concerns." ■

Want more from this author?

Check out ***Skin Care's Medspa-ration Renaissances*** *in our* ***January 2024 edition.***





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

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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.

Contract Manufacturing Dynamics

GAR Labs, a producer of skin care and hair care based in California, has witnessed a number of dynamics shaping the types of projects it works on.

Peter Curtis, GAR's director of R&D, notes that indie launches are softer than in years past, in part because of high interest rates that cause some brands to pull back. Others may be still burning through inventory and holding off on new development.

On the ingredient front, says Curtis, the industry is experiencing high inflation in material prices and shortages of select silicone technologies. At the same time, a number of ingredient sources have consolidated, leading to fewer supplier competitors. There have been long lead times as a result.

Curtis and GAR founder Tom Raffy explain, "In late 2022 lead times for common ingredients increased from 3 weeks to 6 weeks, and for some specialty ingredients [times went from] 12 to 24 weeks."

Raffy and Curtis add, however, "Starting in the second quarter of 2023, lead times started to creep back to normal and by the end of 2023 the lead times finally shortened enough to give wholesalers the ability to manufacture and ship their products with normal lead times to retailers—which they love."

Daniel Krause, supply chain director for personal care manufacturer Federal Package, has also noticed shifts in the beauty ingredient supply chain.

Krause notes, "We're finding that some naturally derived products have shifted in consistency. It could be related to labor availability, plant cultivation or creative sourcing strategies converging. Now we are in an environment



Daniel Krause, supply chain director for personal care manufacturer Federal Package, notes, "We're finding that some naturally derived products have shifted in consistency. It could be related to labor availability, plant cultivation or creative sourcing strategies converging. Now we are in an environment where we have greater scrutiny. We're no longer in a situation where we need to take whatever we can get."

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Krause adds, "Beyond that, we find that our supply chains are mostly stable. Overall, we've seen a stabilization of supplies and routes that have evened out over time. We're very close to the consistency we saw pre-COVID."

When it comes to clean and sustainable beauty, GAR Labs' Curtis explains that more brands are looking to use natural and green chemicals and to avoid materials such as mineral oil or preservatives that might fall on retailer blacklists. He adds that many brands are seeking to formulate toward Whole Foods, Sephora Clean or EWG requirements.

"The first free-from or no-no ingredients (as we call them) started about 10 years ago," say Curtis and Raffy, "and that was sodium lauryl sulfate. Then came parabens, then silicones and lately any ingredient that has a number in its name, for example polysorbate-60—even though many of these no-no ingredients had a long history of being regarded as clinically safe. On that note, GAR Labs is not seeing any ingredient selection trends embracing safe and reliable synthetic ingredients, with the exception of the national brands."

Other brands are seeking out unique upcycled, sustainable or otherwise exotic ingredients; however, price-sensitive brands may find some of these solutions inaccessible.

At the same time, says Curtis, the arrival of MoCRA may impact material selections, including the previously mentioned mineral oil and parabens.

Despite the challenges facing brands and their manufacturing partners, there are new areas of growth emerging in the industry.

Curtis and Raffy note, "One category [in which] we saw a lot of growth was natural stick deodorants, so much so that GAR Labs built an entire hot fill deodorant department. Second was fragranced body butters and a lot more requests for products containing plant-based ingredients."



TaikiUSA's expanding patch and mask offerings support science-backed and sustainable beauty launches.

Market-attuned Innovations

New Patch & Mask Tech

Beauty manufacturers are also launching new technologies.

For instance, TaikiUSA's expanding patch and mask offerings support science-backed and sustainable beauty launches. Taiki Group reportedly produces more than 150 million sachets yearly for brands of all sizes, housing sheet masks and patches that are purported to offer higher occlusion and deeper penetration than traditional skin care.

"Our research and development team works behind the scenes to make new mask technologies (such as microneedle and water-activated) and unique formulas available to skin care and beauty brands," says Stacey Calhoun, TaikiUSA's executive director of marketing. "We use sound science to determine the percentage of active ingredients to achieve outstanding, effective results."

Calhoun adds, "Taiki's product development team works to expand our sheet masks capabilities, such as biodegradable, non-woven and clean formulas with naturally derived ingredients. We strive for eco-friendly practices throughout the supply chain—from sourcing to packaging—to help brands achieve their eco-conscious goals."

Lash Solutions

Private label cosmetics manufacturer Lady Burd has launched new lash strip trios designed to be added to the outer third of the eye for a softer glam look, or layered for a full glam look that suits the wearer's eye shape.

The company has also launched a fast-drying, latex-free lash glue that reportedly "ensures a seamless application" and comfortable, precise wear. The glue is available in black and clear.

High-tech Production at Low MOQs

Fictiv recently produced m'Chel Haircare's Day After Brush dry



Private label cosmetics manufacturer Lady Burd has launched new lash strip trios designed to be added to the outer third of the eye for a softer glam look, or layered for a full glam look that suits the wearer's eye shape.

From top: images courtesy of TaikiUSA; Lady Burd



Private label cosmetics manufacturer Lady Burd has launched smooth highlighting sticks that offer an effortless glide and a luminescent glow to the cheeks. The sticks come in two variants: shimmery lilac Lavender Lights and shimmery pink Pink Lights.



Lady Burd's cleansing oil for removing impurities, makeup, sunscreen and sebum reportedly leaves users' complexion feeling fresh and nourished.



Lady Burd's bakuchiol serum offers benefits similar to retinol but without irritation. The serum reportedly helps to reduce the appearance of fine lines and wrinkles.

shampoo concept. The dry shampoo system reportedly "safely deodorizes, removes oil and leaves the hair looking freshly washed," per the brand.

This patented brush applicator prevents the powder from directly going onto the scalp, which eliminates itchiness and dryness found from use of traditional aerosol dry shampoos.

Fictive oversaw the concept's 3D printing, prototyping, injection molding, overmolding, compression molding, ultrasonic welding, tooling, product validation, screen printing, bristle grafting, design and commercial production, as well as handling logistics support, shipping oversight and sourcing.

The entire process took one year, helping the brand get to market ahead of schedule, according to a joint press release from the organizations.

The process was reportedly powered by Fictiv's AI technology platform and "virtually unlimited manufacturing capacity across a wide range of capabilities."

"Most factories require minimum order quantities of 10,000 to 100,000 units during low-volume production," says Andy Richardson, VP of business development at Fictiv. "That's a large commitment for a new company looking to enter the market. At Fictiv, we don't put those types of restrictions on our customers. We focus on simplifying their full journey from prototyping to production."



Fictiv recently produced m'Chel Haircare's Day After Brush dry shampoo concept.

Stick Formats & Skin Care

Private label cosmetics manufacturer Lady Burd has launched smooth highlighting sticks that offer an effortless glide and a luminescent glow to the cheeks. The sticks come in two variants: shimmery lilac Lavender Lights and shimmery pink Pink Lights.

The company also offers an array of recently introduced skin care formats, including a cleansing oil for removing impurities, makeup, sunscreen and sebum to leave users' complexion feeling fresh and nourished. The formulation features olive and jojoba oils.

Its squalane, comprising 100% of the named ingredient, nourishes dry skin, relieves feelings of tightness and reportedly helps reduce the appearance of fine lines caused by dehydration.

Finally, Lady Burd's bakuchiol serum offers benefits similar to retinol but without irritation. The serum reportedly helps to reduce the appearance of fine lines and wrinkles.

From top: images courtesy of Lady Burd, bottom courtesy of Fictiv/m'Chel

New Manufacturing Capabilities

In-house Testing Expansion

Federal Package recently doubled its in-house lab capacity and, overall, greatly increased its testing offerings. *Global Cosmetic Industry* magazine reached out to the company to learn more about what drove the enhancement.

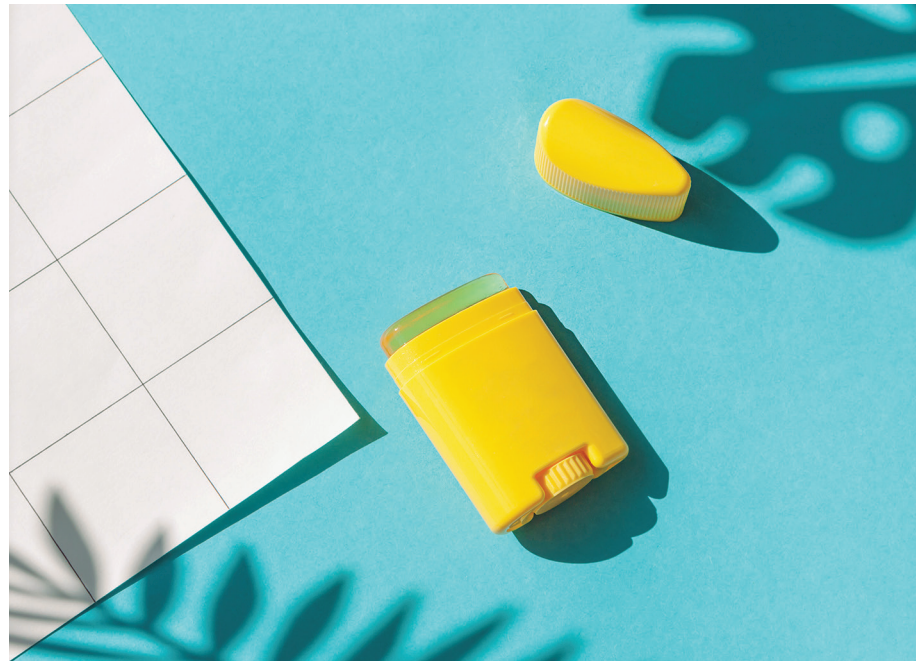
"We have significantly increased our in-house testing capabilities to include challenge, stability and microbiology testing," says Kristi Vinkemeier, VP of R&D and compliance, Federal Package. "We have made several key hires in 2023 to our R&D and quality assurance departments to build our capabilities and ensure that our products meet the highest standards possible. We have also redesigned our space to incorporate greater testing capabilities."

Vinkemeier adds, "We have built out three state-of-the-art labs—for microbiology, analytical and R&D formulating—doubling our former capacity. We perform fully validated OTC product testing in-house. We have added two brand new HPLC (high-performance liquid chromatography) systems and we are installing a GC/MS, (gas chromatography/mass spectrometry) to test for contaminants. In light of MoCRA legislation, we are also gearing up to test allergens in-house."

As for the drivers of the recent expansion, Jeffrey Martin, director of marketing, Federal Package, says, "Maintaining the highest quality standards for our products has always been important to Federal Package. By expanding our chemistry, testing, and quality capabilities, we will continue to maintain those high-quality standards, even as market conditions change. This also allows us to shorten turnaround times for our customers by having quick availability to testing and quality and shortening the feedback loop in formulation."



To kick off its turnkey service, Aptar debuted a ready-for-market collection, New Dawn, featuring formulas for the skin, scalp and hair.



Cosmax's growing K-sunscreen formulation lineup includes cushions and sticks, as well as oils, creams and lotions. Korean sunscreens typically combine skin care and sunblock efficacy at an accessible pricepoint.

Martin adds, "We want our customers to have confidence in the products we develop, even as MoCRA legislation looms over many brands. Ultimately, we see MoCRA as a great opportunity for brands, manufacturers, and service providers to get better and provide the best, safest, most effective products possible for consumers. This is why we are leaning so heavily into our science."

A New Turnkey Service

Aptar has unveiled a new Turnkey Solutions by Aptar service encompassing every element of product development, from formulation to packaging to filling to distribution services for Europe, the Middle East and Africa.

The combined services, based outside Paris, will offer brands the

From top: images courtesy of Aptar; image by mariarom at Adobe Stock

agility of startups and the industrial resources of a large-scale organization.

The service draws on the experience and know-how of Fusion Beauty Lab, an internal laboratory located in New Jersey. It will share its expertise and resources with the team in Paris to offer solutions that match Aptar's qualitative packaging with advanced formulations.

The packaging available to clients will include PCR plastic, metal-free pumps and refill formats, all backed up by the manufacturer's own circular practices to reduce carbon emissions and overall ecological impacts.

To kick off the service, Aptar debuted a ready-for-market collection, New Dawn, featuring formulas for the skin, scalp and hair.

New Dawn's Boost Me Up range comprises an anti-pollution, milky cleansing gel and an AHA serum skin illuminator, while Drop Me Up features apricot, raspberry and baobab oils for skin, hair and beard care.

The Face Me Up range includes a purifying mask and a hydrating mask for the face, while Hair Me Up features a soothing and a hydrating mask for the scalp and hair.

Finally, the Bubble Me Up collection includes a moisturizing and comforting gel activator.

New Dawn products are manufactured in France and are cruelty-free, vegan and dominated by natural ingredients.

Formulations are housed in the company's premium packaging.

"Our clients were asking us to expand our value proposition to include formula expertise," says Benoit Mirandel, director of Turnkey Solutions. "With Turnkey Solutions, we are now able to offer a complete beauty service for brands of all types and sizes."

Marketing manager Savéria Guelfucci notes, "We are a dynamic collective of disruptors and brand accelerators, specializing in every aspect of product development– from formulation and packaging, to regulatory and fulfilment. As part of the Aptar family, we have the know-how, industrial capacity and infrastructure of a multinational beauty company, but we also identify with the out-of-the-box thinking of young indie brands."



Manufacturer and incubator Cohere Beauty has launched the Innovation Collaborative, a full-service innovation platform that will support customer innovation with R&D, brand innovation and operational services.

Image courtesy of Cohere Beauty

K-sunscreen

South Korea-based Cosmax has launched a new lab for over-the-counter (OTC) sunscreen products aimed at the U.S. market.

The move strengthens the manufacturer's K-sunscreen formulation lineup, including cushions and sticks, as well as oils, creams and lotions. Korean sunscreens typically combine skin care and sunblock efficacy at an accessible pricepoint.

The OTC lab is housed within the company's research and innovation center in South Korea; the company, which has obtained approval from the U.S. FDA, can produce OTC sun care products in South Korea and New Jersey.

Chun-ho Park, vice president of the Cosmax R&I center, states, "In response to the increasing demand from Korean and global clients to enter the U.S. sun care market, we have established OTC Lab." He adds, "Based on our accumulated expertise in OTC sunscreen products manufacturing since 2016, Cosmax will continue to innovate products in line with the trends and regulations of the U.S. market."

New R&D and Brand Innovation Services

Manufacturer and incubator Cohere Beauty has launched the

Innovation Collaborative, a full-service innovation platform that will support customer innovation with R&D, brand innovation and operational services.

The Innovation Collaborative will help clients keep abreast of the latest ingredients, technology and formulations in the service of generating innovation unique to client brands' identities.

In addition, the platform will optimize these concepts for "consumer viability," per Cohere Beauty, while helping clients navigate regulatory compliance "to ensure seamless commercialization."

Cohere Beauty's Innovation Collaborative includes Tony Kirk, chief operating officer; Chad Conger, SVP front end innovation; and Shari Matras, strategic innovation adviser.

"As Cohere Beauty constantly aims to exceed our brand partners' expectations, the Innovation Collaborative's purpose is to embed itself within the DNA of each brand customer throughout the entire innovation journey in order to seamlessly translate their product vision into reality," says CEO Christine Staples. "The Innovation Collaborative also fills a gap—as the beauty industry continues to evolve—by providing a comprehensive, full-service approach to innovation through best-in-class support and guidance that sets our brand customers apart."

Staples adds, "The Cohere Beauty Innovation Collaborative is home to an exceptional team bringing forth not only robust brand experience and expertise but also a unique perspective having lived in their customers' shoes. This understanding enables our team to offer cutting-edge solutions that turn our brand partners' dreams into reality."



"At Cobalt Labs, our mission is clear: to empower our customers to bring their visions to life," says Chad Holzer, CEO. "By integrating our laboratory space with dedicated areas for idea generation and brainstorming, we've created an environment where creativity and technical expertise can converge."



The Cobalt facility comprises a formulation laboratory featuring multiple mixer types and hot plate setups for the compounding of various formula iterations. The site also includes energy-efficient, large-capacity stability chambers that allow for in-depth evaluation and stress testing. By assessing the behavior of formulations across different temperature and time points, these resources help brands mitigate risks and enhance product reliability before scaling up for pilot work.

New Beauty R&D Services

Accupac's Cobalt Labs features a newly renovated R&D space at the company's Lakewood, New Jersey facility "designed to ignite creativity and transform ideas into tangible products," according to the company.

Encompassing development services for skin care, body care, oral care, hair care, fragrance, OTC and medical device categories, Cobalt Labs is designed to carry brands through product development into the scale up capabilities of Accupac.

"At Cobalt Labs, our mission is clear: to empower our customers to bring their visions to life," says Chad Holzer, CEO. "By integrating our laboratory space with dedicated areas for idea generation and brainstorming, we've created an environment where creativity and technical expertise can converge."

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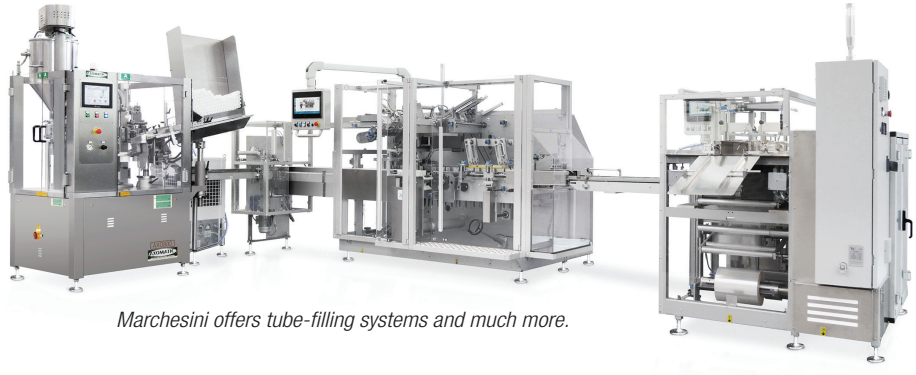
Images courtesy of Cobalt Labs

various formula iterations. The site also includes energy-efficient, large-capacity stability chambers that allow for in-depth evaluation and stress testing. By assessing the behavior of formulations across different temperature and time points, these resources help brands mitigate risks and enhance product reliability before scaling up for pilot work.

"In the design of Cobalt Labs, sustainability lies at the forefront of our blueprint," says Michelle Chavez, vice president of innovation. "We've embraced a holistic approach to minimizing our environmental footprint, incorporating energy-efficient equipment, maintaining areas for employees and customers to find serenity, and optimizing our procedures to reduce waste and resource consumption. Our commitment to sustainability extends beyond the present, as we continually explore greener alternatives in our work practices and formulation strategies for the future."

Cobalt Labs is staffed by formulators, trend experts and product development specialists with a collective eight decades of experience across categories. These experts can help customers develop products from the ground up or take ready-made concepts for scale-up and launch.

"At Cobalt Labs, innovation, collaboration, and sustainability converge to shape the future of formulation development," says Chavez. "We invite our partners and stakeholders to join us on this journey as we strive to create products that not only meet the needs of today but also contribute to a brighter and more sustainable tomorrow."



Marchesini offers tube-filling systems and much more.



ProSys has launched its range of LB semi-automatic hot melt filling lines for lip balms. The filler models include a semi-automatic hot melt filling line to fill, cool and cap lip balm sticks at a machine cycle rate of up to 30 (LB30; pictured) or 60 (LB60) parts per minute.

From top: images courtesy of Marchesini; ProSys

New Manufacturing Technologies

Marchesini has launched a machine with SEA Vision's A-Eye (AI) 360° lipstick inspection system, which offers AI-automated quality control of lipsticks in production. The system automates qualitative inspection processes previously largely entrusted to manual human control.

Beyond the new lipstick inspection system, Marchesini offers machines such as turbo-emulsifiers from Dumek and Axomatic, a complete line for filling and packaging tubes, a liquid and cream filling line produced in partnership with Axomatic and Vibrotech, a soft mold lipstick machine built by Cosmatic, a fragrance cartoning machine from V2, and a rotary monobloc machine for filling bottles by Rejves Machinery.

Meanwhile, ProSys has launched its range of LB semi-automatic hot melt filling lines for lip balms. The filler models include a semi-automatic hot melt filling line to fill, cool and cap lip balm sticks at a machine cycle rate of up to 30 (LB30) or 60 (LB60) parts per minute.

The range features a manual loading station with an angled guide that allows for easy loading, per the company. A quick-change puck mounting system enables tool-less changeovers among different sizes.

Both LB models offer puck tooling that fits most 0.15-ounce 500 style lip balm tubes, including those used by Inpres, Federal, CCP and Sapona.

An on-board cap sortation station features a gravity cap track to present caps for the auto capping station and the positive cap sap station ensures caps are pressed on completely.

The company also offers the RT tube filling and sealing systems that offer automated filling and closing of squeeze tubes. The system uses hot air tube sealing and reportedly works with all plastic and laminate tubes.

The RT 60 model is a medium-speed unit that offers automated filling and closing of up to 70 squeeze tubes per minute, per the company.

The RT 90 is a high-speed unit that can fill up to 90 tubes per minute.

Both units include a tube bulk bin, load ramp, orient, fill station and closure stations for plastic, laminate or aluminum tubes.

ProSys' ProTrac high-speed fully automated system for filling and closing squeeze tubes is available in models that can fill from 140 to 220 tubes per minute.

The system features twin-head, fully automatic tube filling and closing, as well as tube bulk storage and feed, dual load stations, dual orient stations, dual servo fill stations and dual closure stations. ■

ALL-IN-ONE SKIN MICROBIOME SAMPLING & ANALYSIS FOR BEAUTY BRANDS

How new tools and platforms are optimizing beauty efficacy for cosmetic formulations and personal care products.

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Diversigen™

DNAgenotek™

Awareness of the importance of a healthy, balanced skin microbiome for not only skin wellness but whole-body wellness has escalated in recent years, spurring a revolution in product and ingredient formulation innovation, at-home and clinical diagnostics, and consumer awareness.

Microbiome dysbiosis is beauty's new watchword, impacting common skin ailments such as acne, eczema, atopic dermatitis, rosacea and psoriasis, among others.

"The human body is home to trillions of microorganisms, collectively known as the microbiome," says Brice LeFrancoise, Ph.D., senior R&D manager, DNA Genotek. "Recent studies have emphasized the significance of the skin microbiome in maintaining a healthy skin. Comprising diverse bacteria, fungi and other microorganisms, the skin microbiome acts as a dynamic ecosystem that plays a crucial role in protecting and nourishing the skin. When the microbial community is in equilibrium, it acts as a natural defense, helping to shield the skin from harmful pathogens and environmental stressors. A disrupted balance, on the other hand, may contribute to various skin issues, including acne, eczema, and premature aging. For example, inflammatory acne is suggested to be triggered by an imbalance in the skin microbiota associated with a specific strain of *Cutibacterium acnes* (*C. acnes*). An unbalanced microbiome can provide an opportunity for a microbe to proliferate at the detriment of the host's skin."

This opens a clear pathway for new marketing claims and escalating demands for efficacy. In fact, in 2023 Mintel[a] noted that 53% of U.S. beauty and personal care consumers research beauty ingredients to understand product effectiveness.



"Traditional skin care products have the potential to disrupt the skin's microbial balance," says DNA Genotek's Brice LeFrancoise, Ph.D., "possibly leading to skin issues. In contrast, cosmetic formulations with ingredients that not only respect but actively support the microbiome embraces a gentler, more symbiotic relationship with the skin."

To meet this demand, suppliers and brands will need to invest in high-efficacy technologies and do their due diligence when it comes to claims substantiation. This goes double for any products with a microbiome wellness dimension.

"Traditional skin care products have the potential to disrupt the skin's microbial balance," says LeFrancoise, "possibly leading to issues. In contrast, cosmetic formulations with ingredients that not only respect but actively support the microbiome to offer a more symbiotic approach to overall skin health. Understanding the unique composition of one's microbiome has led to a rise in personalized skin care approaches. Microbiome profiling now has potential to help tailor cosmetics to individuals' needs to better support the specific needs of their skin's microbial community. By recognizing that everyone's microbiome is unique, the beauty industry is moving beyond generic skin care solutions and embracing a more personalized and effective approach."

Improving Consumer At-home Sampling

In the age of personalized beauty, an increasing number of companies have begun to offer at-home skin microbiome sampling programs to either recommend skin care regimens featuring existing products or to formulate unique products for individual users.

[a]www.mintel.com/insights/beauty-and-personal-care/beauty-trends/

Images courtesy of OraSures

The quality and ease of that sampling system is critical to any successful program.

Pennsylvania-based OraSure Technologies, Inc.—has developed optimized tools that can support brands pursuing consumer microbiome testing or R&D initiatives through their subsidiaries DNA Genotek, Inc. and Diversigen, Inc.

DNA Genotek's OMNIgene®•SKIN all-in-one system for easy self-collection and stabilization of microbial DNA readily supports skin microbiome profiling for consumers.

"The OMNIgene®•SKIN device was developed and validated for the collection of the skin microbiome from all skin sites—sebaceous, moist and dry—and shown to collect large quantities of skin microbes," says LeFrancoise. "Combined with a solution to stabilize bacterial and fungal profiles at point-of-collection, the OMNIgene®•SKIN device eliminates the need for immediate freezer storage and cold-chain transport with up to 30 days ambient temperature stability. Additionally, the OMNIgene®•SKIN device provides intuitive and validated instructions to improve consumer use during sampling to maximize sample success."

Optimal for all skin types, the system allows for collection from dry, wet or sebaceous skin sites anywhere on the body.

Better Microbiome Sampling for Beauty R&D

Brand product innovation teams are also increasingly leveraging sampling to optimize and confirm efficacy claims.

Diversigen's sequencing and bioinformatic platform supports personalized skin microbiome researchers for the development and optimization of skin-friendly beauty and personal care.

It can also support the development and validation of new microbiome-supporting ingredient technologies.

The platform is optimized for low biomass samples such as skin and allows innovation teams to gain further insights into personal microbiome communities.



The OMNIgene® •SKIN device provides intuitive and validated instructions to improve consumer use during sampling to maximize sample success.

This understanding can be leveraged to support the development of products that promote microbiome balance for healthy skin and/or resolve skin dysbiosis-related ailments such as acne, atopic dermatitis and more.

Better insights into regenerative microbiome communities can also support wound- and tissue-healing claims.

"The composition of the skin microbiome can be directly influenced by the application of skin products and by dermatological diseases," says LeFrancoise. "However, the unique properties of skin require specialized methods to accurately interpret the microbiome. Diversigen's team of scientists developed the skin microbiome service to facilitate skin microbiome research and product development using optimized methods to generate accurate microbial profiles despite the inherent low microbial biomass of skin samples. Diversigen's optimized high-throughput extraction method reduces bias and recovers 100x more DNA than conventional methods to improve yields and downstream performance of low biomass skin samples provided by consumers. By utilizing 16S V1-V3 amplicon sequencing and innovative bioinformatics, the skin microbiome service accurately identifies keystone species involved in skin health and disease."

The Future of Skin Health

The beauty and personal care brands that are likely to succeed in today's increasingly competitive market will be those that can:

- Demonstrate efficacy and proven claims
- Offer personalized beauty and personal care solutions
- Generate new and innovative products

In each case, best-in-class microbiome sampling and analysis will be the difference-maker.

From at-home consumer testing to R&D product research and development, OraSure's platforms can take brand innovation and customer intimacy to the next level.

LeFrancoise concludes, "Best-in-class skin microbiome data allows for a comprehensive analysis of the diverse microorganisms inhabiting the skin. This data provides insights into the abundance, diversity, and balance of bacteria, fungi and other microbes, offering a nuanced understanding of the skin's microbial landscape. By leveraging this knowledge, skin care can now be tailored to personal needs and skin microbiome friendly products can be developed to support healthy skin."

Here's how to get started:
https://www.diversigen.com/skin-microbiome-profiling/

PACKAGING TREND TRACKER:
ENHANCED EXPERIENCES & SUSTAINABILITY

From recyclable airless to monomaterial designs to ergonomic refillable concepts, new launches are delivering improved packaging experiences.



Sustainable packaging that doesn't skimp on functionality or consumer experience leads today's new launches.

Image by Pham at Adobe Stock

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The latest packaging concepts highlight the consumer experience, from ergonomic solutions to effective and soothing applicators.

Here, we round up a wide range of the latest innovations.

Monomaterial Bottles: PP & PCR PET

Albéa's Ella bottle for skin care, body care and hair care features a simple and elegant design, as well as a 100% PP composition, rendering the pack fully recyclable.

The Ella bottle is produced using the company's Ecosystem Based Management technology at Albéa's facility in North America.

Meanwhile, Epopack now offers a milky-colored bottle crafted from 100% PCR PET material. The monomaterial design and PCR content highlights recyclability and sustainability, while the milky hue "emanates purity," per the company.



Epopack now offers a milky-colored bottle crafted from 100% PCR PET material.

Well-being-focused Packaging

Cosmogen's Squeeze'n range of applicators feature soft and hygienic material that offer targeted product delivery and a sense of well-being for face, hair or body products.

The systems feature an on/off rotary system that, when on, allows consumers to expel product and then, when off, to apply the product before cleaning the pad/applicator with soapy water.

Squeeze'n tubes and caps are offered in recycled and recyclable material, per Cosmogen.

For targeted face care, the Mini Squeeze'n features a 19 mm diameter and 7-20 ml filling capacity.

For general face care, the Squeeze'n 30 mm diameter version features a filling capacity of 25-75 ml.

For body care, the Maxi Squeeze'n Scrub, Maxi Squeeze'n Massager and Maxi Squeeze'n Sculpt highlight sand-like textured pads or soft spikes for exfoliating the body, a lotus-shaped pad for an invigorating body massage, a soft flat pad for a gentle massage or, with a five-ball roller (PP, stainless steel, ceramic), for sculpting.



Albéa's Ella bottle for skin care, body care and hair care features a simple and elegant design, as well as a 100% PP composition, rendering the pack fully recyclable.



Maxi Squeeze'n Massage's design includes an option for refills.



Cosmogen's Maxi Squeeze'n Massager.

From top: images courtesy of Albea; Maxi Squeeze'n; Epopack; Cosmogen

Jars: Ergonomic Refills & PCR PET

Albéa's Twirl jar is designed for ergonomic refills.

The aesthetically premium design features a user-friendly refill gesture, per the company.

The jar features wide edges that allow users to place fingers on the refill component and remove it gently.

When replacing the refill, the design makes a little click that confirms the refill is safe in the outer jar.

The Twirl jar has a long life in terms of refillability, per the company, and is recyclable.

Meanwhile, Epopack's EJ1-030 premium cream jar is made in recyclable PET material (100% PCR PET is also available upon request).

The jar features a heavy wall style to create a sturdy, solid and strong feeling when users hold the product. The design comprises a double layer PET cap, a PET lid and a PET jar base. It can be fully customized through injection color, spray color, printing and hot stamping.



Albéa's Twirl jar is designed for ergonomic refills.



Epopack's EJ1-030 premium cream jar is made in recyclable PET material (100% PCR PET is also available upon request).



Texen Beauty Partners' new Aura collection of eight flexible tubes features an array of applicator options and dispensing systems, offering an à-la-carte solution for personalized product development needs.

Tubes: Sustainability and Targeted Care

ICONS|America, a manufacturer of injection-molded in-mold label tubes, has achieved ISCC (International Sustainability and Carbon Certification) PLUS certification. The certification is in recognition of the company's sustainable practices, particularly sustainability throughout the chain-of-custody within its supply chain.

"Sustainability is embedded in our daily operations, and our ISCC PLUS certification further delivers on our mission to provide our customers sustainable, high quality, innovative and efficient solutions focused on a sustainable future," says Sue Nichols, the company's group CEO. "We believe in the three pillars of sustainability: people, planet and prosperity for all and our ISCC PLUS certification reinforces our commitment to sustainable practices that are meaningful and effective to our business, our customers, community and the environment."

Meanwhile, Texen Beauty Partners' new Aura collection of eight flexible tubes features an array of applicator options and dispensing systems, offering an à-la-carte solution for personalized product development needs.

Appropriate for makeup and skin care, the Aura tubes feature color and chakra combinations and soft-touch elements.

Its applicator and dispensing options target specific zones of the face for products for the lips, eyes, complexion, fragile areas and the scalp.

Applicators have either dip formats or are fixed to the tube for a dual role of applicator and dispensing system.

Formats vary from 8 ml to 15 ml; tips are adapted to the formula, with sponge or silicone applicators or injected and synthetic-bristle brushes.

Texen argues that tube formats help consumers avoid formula wastage. Mini variants, meanwhile, support on-the-go use.

When used for a mascara or eyebrow makeup formulations, Texen argues that the flexibility of the tube format allows consumers to soften the formula before use just by pressing on it.

Airless is More

The Dream Glass Atmospheric from FusionPKG, an Aptar Beauty company, features a capsule-/pill-shaped

From top: images courtesy of Texen; Albea; Epopack



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curvature ideal for prestige beauty applications, per the company.

The packaging features a two-piece snap-on design and locking function housed within glass.

The locking arrow design is intended to support an intuitive user experience.

The snap-on feature, on the other hand, ensures that the components don't accidentally become unthreaded, as might occur during travel or similar scenarios.

The pack's polypropylene collar and flush actuator support aesthetics and functionality.

The separate actuator piece within the channel in particular offers a streamlined molding solution, per the company, with customization options like color-injected nozzles and a wide range of decoration possibilities.

Meanwhile, the design's radiused bottom enhances grip and stability, according to FusionPKG, ensuring a comfortable and secure hold for users.

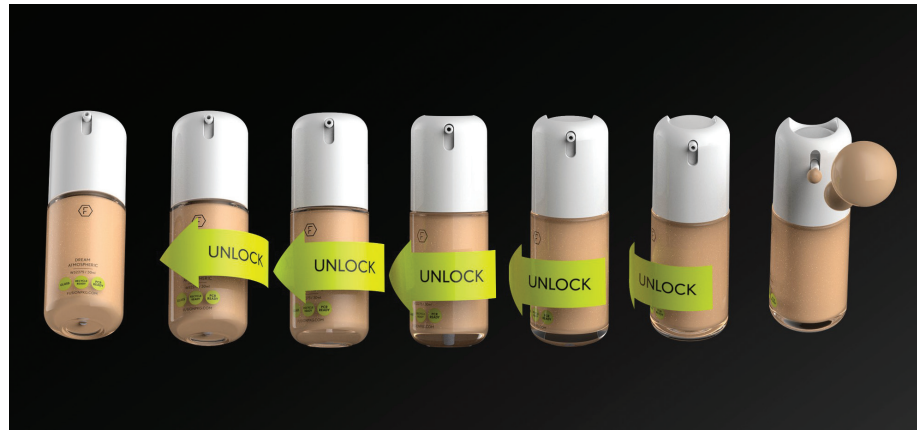
The pack features the company's APR-certified Atmos-One 100% polyolefin pump engine technology, resulting in a recycle-ready glass atmospheric package with PCR possibilities.

The engine technology reportedly supports easy dispensing and 0.23 ml precise dosing ideal for skin care and complexion formulas such as foundations, serums and moisturizers.

The Dream Glass Atmospheric is available in 30 ml, with 15 ml and 50 ml variants to be launched soon.



The Dream Glass Atmospheric from FusionPKG, an Aptar Beauty company, features a capsule-/pill-shaped curvature ideal for prestige beauty applications, per the company.



The Dream Glass Atmospheric's locking arrow design is intended to support an intuitive user experience.

Elsewhere, APC Packaging has unveiled an array of EcoReady packaging, including two all-plastic airless pumps, the EJA and EAPP, which are free of metal springs.

The company also offers a glass airless pump equipped with refillable and recyclable cartridges.

Among the jars offered by APC include refillable variants crafted



images courtesy of FusionPKG

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from glass, PET and PP, each paired with recyclable inserts, alongside the company's ERAJ airless jar featuring refillable and recyclable inserts.

Sustainable Lashes

Albéa's Curls Collection features mascara packaging with as much as 60% PCR content. The collection is designed to integrate the company's New Volume brush designs produced in North America. The brushes are designed to create lash volume and curl; each design is curved with different fiber types, including cotton.

To help clients design/select the optimal mascara brush design, Albéa's Tips Studio offers a consultative experience. The company's experts works with clients to identify the optimal pairings of brush design, formula and desired lash effect. This customization is available for both fiber and plastic brushes.



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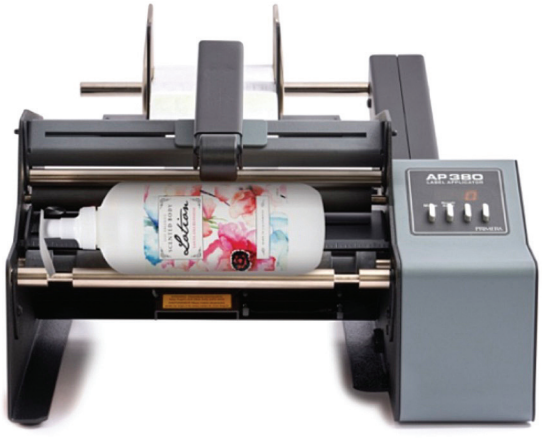
Albéa's Curls Collection features mascara packaging with as much as 60% PCR content.

Streamlining Label Application

Primera Technology, Inc.'s new AP380 Label Applicator is reportedly designed to speed up and improve the label application process on round or cylindrical containers for hair care, body lotions and cosmetic bottles.

The applicator moves approximately 30% faster than Primera's AP360/362 label applicators, per the company, without sacrificing accuracy.

The inclusion of a new label liner rewinder in the new applicator reportedly helps operations by keeping the waste liner material off of the floor, instead winding it into a roll for easy disposal.



Primera Technology, Inc.'s new AP380 Label Applicator is reportedly designed to speed up and improve the label application process on round or cylindrical containers for hair care, body lotions and cosmetic bottles.

Versatile Eye Brush

Texen Beauty Partners' Multi Intensity Brush Eyes is based on a rotary mechanism identical to the one seen in the Multi Intensity Brush but with a narrower handle and, this time, equipped with two brushes. The rotary mechanism in the ferrule allows users to adjust the density and length of the brush's bristles. The dual-ended applicator combines a modular brush at one end with, at the other end, a tapered, fixed brush designed for applying dense, ultra-defined eyeliner.



Texen Beauty Partners' Multi Intensity Brush Eyes is based on a rotary mechanism identical to the one seen in the Multi Intensity Brush but with a narrower handle and, this time, equipped with two brushes.

The ferrule in the oval section can be adapted to a range of angles and positions. User applications include adding a neutral base on the eyelid, shading, opening up the eye area, darkening the crease of the eyelid, fading and blurring. The Multi Intensity Brush Eyes is offered entirely in PBT (handle and bristles) as standard, with the possibility of alternative materials, custom decoration and (if desired) a made-to-measure pouch.

"This unique brush guarantees a makeup result that would normally require five different brushes of varying shapes and densities," says Nathasha Marquez, marketing manager at Texen Beauty Partners. "This space-saving brush covers the key steps in a routine for which people are not willing to compromise. It was therefore up to us to bring together innovation and usage." ■

From top, L to R: images courtesy of APC Packaging; Albea; Primera Technology, Inc.; Texen


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CLINICAL ECLIPSES CLEAN: INGREDIENT TREND TRACKER

Efficacy, expert-backed claims and third-party certifications are the keys to beauty shopper engagement in 2024.

BY JEB GLEASON-ALLURED, content director, *Global Cosmetic Industry*; and RACHEL GRABENHOFER, managing scientific editor, and PETER SMEDLEY, assistant editor, *Cosmetics & Toiletries*

In its 2024 wellness report, McKinsey noted that[a], "Roughly half of U.K. and U.S. consumers reported clinical effectiveness as a top purchasing factor, while only about 20% reported the same for natural or clean ingredients."

At the same time, the report explains, "Consumers said they are most influenced by doctors' recommendations when seeking care related to mindfulness, sleep and overall health," including the selection of personal care products and vitamins.

This isn't evidence that clean concepts are going away; instead, it points to an efficacy-first mindset among shoppers. It also isn't an entirely universal mindset. According to McKinsey, about equal percentages of Chinese consumers prefer clinical or clean products, but that balance tips in favor of clean/natural offerings when it comes to personal care and supplements.

McKinsey notes that a rising preference for clinically proven products may require some brands to reformulate products, while others in the clean space may merely need to secure third-party studies and certifications to reinforce the claims shoppers are seeking.

The clinical trend simultaneously crosses over into other sectors impacting ingredients and formulations, including healthy aging.

From Anti-aging to Longevity

According to McKinsey, "Roughly 70% of consumers in the United Kingdom and the United States and 85% in China indicated that they have purchased more [healthy aging/longevity products] in the past year than in prior years."

The report adds that, "More than 60% of consumers surveyed considered it 'very' or 'extremely' important to purchase products or services that help with healthy aging and longevity."

As reported in the January 2024 edition of this report, longevity concepts have been on the rise in beauty amid this shift in consumer sentiment[b].

Evonik's new Vecollage Fortify L bridges the emerging demands for clinical, clean and longevity-focused ingredient technologies.

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[a]www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-trends-defining-the-1-point-8-trillion-dollar-global-wellness-market-in-2024#/

[b]www.gcimagazine.com/ingredients/skin-care/article/22879161/the-beauty-ingredient-agenda-longevity-x-antiaging

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This biotech-based, vegan, skin-identical and recombinant sustainable collagen for anti-aging and hydrating creams positively impacts the dermis to prevent age-related degradation while also stimulating the skin's own collagen production, per Evonik.

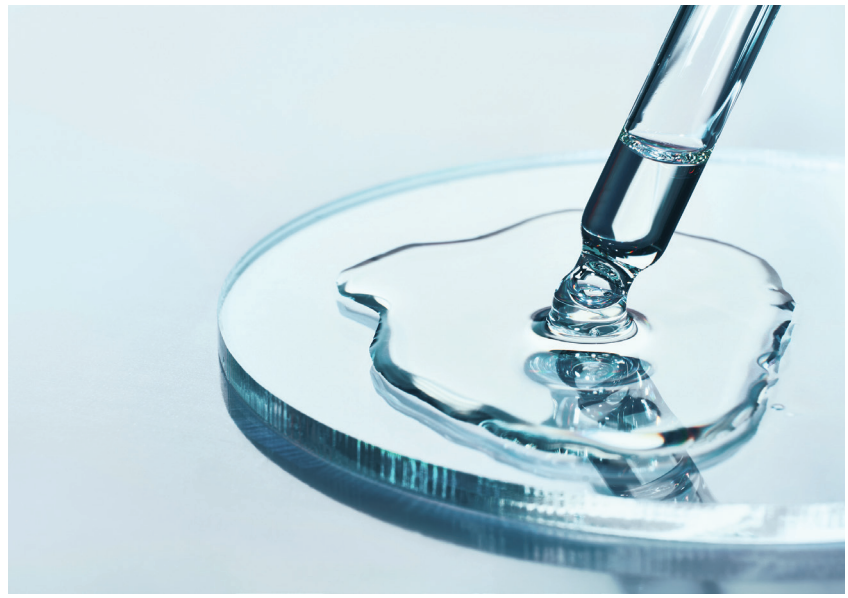
The launch of Vecollage Fortify L is part of a broader move by Evonik to develop non-animal and sustainable collagen.

The material was developed in partnership with fermentation-based protein specialist Modern Meadow Inc., which first developed vegan, biocompatible collagen under the Bio-Coll@gen brand.

Meanwhile, Evonik's Venture Capital group has invested in China-based Jland Biotech; under the agreement, Evonik will market Jland's vegan collagen for skin care, anti-aging and hydrating creams, among other cosmeceutical, bioactive applications.

The collagen will be "manufactured in collaboration with Jland," according to Evonik, and will be commercially launched later in 2024.

The new collagen technology, which is fully registered with the Vegan Society, will complement Evonik's Vecollage Fortify L technology.



In its 2024 wellness report, McKinsey noted that, "Roughly half of U.K. and U.S. consumers reported clinical effectiveness as a top purchasing factor, while only about 20% reported the same for natural or clean ingredients."

High tech ingredients such as these emerging biotech collagens feed into consumers' growing demand for dermatologically sound beauty products.

Evonik argues that bacteria- or yeast-derived non-animal collagen produced via controlled fermentation-based processes "is easier to formulate and better absorbed by the skin than animal-derived collagen."

Furthermore, collagen produced via this process reportedly "has low immunogenicity and batch-to-batch variability and is highly reproducible."

In addition to clinical and longevity-focused ingredient technologies, a number of suppliers have launched technologies that address key consumer issues and product differentiation demands. Here, we round up a number of leading materials.



According to McKinsey, "Roughly 70% of consumers in the United Kingdom and the United States and 85% in China indicated that they have purchased more [healthy aging/longevity products] in the past year than in prior years."

Sensoriality in Focus

A new report[c] from Kline argues that the application of emollients and moisturizers, delivery systems, fragrances and essential oils, texture modifiers, and exfoliants can boost sensorial experiences to elevate everyday products and create "indulgent rituals that engage the senses" and emotions while also differentiating products in a crowded and dupe-riddled beauty market.

Strategic use of these materials in formulations, the firm argues, can

[c]https://klinegroup.com/the-art-of-sensoriality-in-beauty-personal-care-ingredients-that-transform-everyday-routines/

From top: images by colnihko; Jacob Lund at Adobe Stock

enhance product loyalty, support perceived efficacy, provide a hook for social media, and provide holistic care to consumers while reducing stress.

Among recent sensory ingredient technology launches is BASF's Emulgade Verde 10 MS, a green, natural O/W emulsifier that promotes lamellar structures and gives easy distribution and a moisturizing feel. The material's polyglyceryl-10 (PG-10) chemistry is said to be close in chemistry to PEGs and therefore acts as a natural alternative that's close in performance, per BASF.

The high molecular weight of PG-10 in Emulgade Verde 10 MS allows for more stable emulsions. The technology is derived from 100% from natural feedstocks and made using a solvent-free process.

It is also suitable for skin care, hair care, color cosmetics and sun care.

Meanwhile, the company's Emulgade Verde 10 OL is a green, natural O/W emulsifier for low viscosity emulsions, enabling high oil load with light skin feel.

Additional tech in BASF's range are Emulgade PL 68/50, a natural, APG-based self-emulsifying O/W cream base that promotes lamellar structures, and Eumulgin B2, a traditional ethoxylated O/W emulsifier that works "well even under challenging conditions like low pH or with zinc oxide formulations," per BASF.

"Emulsifiers play an important role in determining the right skin feel of a cosmetic product and influencing the consumer's acceptance of the product, especially during the application phase," says Montserrat Franco Rojas, marketing communications manager for BASF Care Chemicals, North America. "They can influence texture, viscosity and appearance. It is difficult to understand the value it brings without putting it in a formula. Different emulsifiers offer different sensory and texture benefits. That's why BASF has developed an Emulsifiers Tool Kit to support customer's understanding of how different emulsifiers change formulations. For example, Emulgade Verde 10 MS, polyglyceryl-10 stearate, is a lamellar structure provider that gives easy distribution, a moisturizing feel, and added viscosity. It would be great for a face or body cream. In contrast, Emulgade Verde 10 OL, delivers a light skin feel and enables low viscosity emulsions even with high emollient load. It would be great for a light, moisturizing face mist."



Image by tatyanarow at Adobe Stock

Strategic use of sensory materials in formulations can enhance product loyalty, support perceived efficacy, provide a hook for social media, and provide holistic care to consumers while reducing stress.

Rojas adds, "With innovations like Emulgade Verde 10 MS, brands no longer need to choose between performance and sustainability. The unique molecular weight distribution of this polyglyceryl-10 emulsifier allows for robust emulsions, reliable lamellar structure formation and versatile applications, comparable to ethoxylated and PEG emulsifiers."

Among BASF's emollients are Cetiol Ultimate, a fast-spreading emollient with a silicone oil, powdery and wax-dry skin feel. The technology reportedly feels smooth and easy to distribute before disappearing to leave a dry skin feel. The material is reportedly close in volatility and feel to D5.

Other technologies in the Cetiol family include Cetiol C5/C5 C, which has a cushiony oil-smooth skin feel, Cetiol CC, which gives a dry cushiony feel, and Cetiol OE, which gives a cushiony wax-dry feel.

The company has responded to silicone-free claims with ProNature Beauty, a dimethicone sensory alternative concept launching at the 2024 NY Suppliers' Day that reportedly showcases how AI can speed up the development process to replace silicones. The company's Emollient Maestro system can reportedly be used to determine the best emollient combination to match different viscosities of dimethicone.

The system's dimethicone replacement recipes are said to create green formulations that are comparable to commercial benchmarks featuring dimethicone; sensory performance, anti-foaming effects and gloss found in these recipes can be assessed against commercial benchmarks.

Furthermore, BASF's Emollient Jockey tool, housed within BASF's D'lite digital platform, allows formulators to compare the physicochemical and sensory properties of emollients.

"Emollients ... primarily determine the after feel of a formulation and can influence viscosity or texture," says Rojas. "Fast-spreading emollients like Cetiol Ultimate contribute to a light, dry skin feel and is an excellent natural

alternative to volatile silicones. Slow-spreading emollients provides a long lasting, caring and moisturizing skin feel. A soft-solid emollient like Cetiol SoftFeel keeps skin moisturized and provides TEWL reduction on par with cosmetic grade petrolatum."

She adds, "Emollients are also used to provide functional benefits, including shielding the skin by providing a protective layer, solubilizing lipophilic active ingredients or crystalline UV filters, dispersing pigments, and acting as a solubilizing agent in makeup removers."

Rojas continues, "Natural emulsifiers are replacing synthetic emulsifiers as brands are moving away from traditional EO and PEG emulsifiers due to safety and environmental concerns. Ethoxylated ingredients may be contaminated with 1,4-dioxane which is a human carcinogen and does not readily biodegrade in the environment. Hence, some states have 1,4-dioxane limits and many industry clean lists like Sephora Clean have restrictions on EO and PEG-containing ingredients."

Elsewhere, Ingredion's Farmal 21T tapioca starch is designed for smooth, soft sensory applications such as deodorants, baby balms, lotions, creams, setting powders, bronzers, dry shampoo, color cosmetics and aerosol sprays. The material, a viable talc alternative (though 36% brighter and 11% more white), reportedly boosts oil absorbance for grease and tack reduction to create smooth, dry-to-the-touch effects. The starch also improves the stability of emulsions.

Meanwhile, Beauté by Roquette ST 320 hydroxypropyl corn starch phosphate has been launched to easily thicken and stabilize formulations for optimal viscosity and sensory payoff. The biodegradable material has a 94% natural origin index, per the supplier, and can be applied to everything from hair and skin care to sun products, oral care, hygiene, color cosmetics and more.

Momentive Performance Materials' Harmonie GB-2301 silicone gum blend (INCI: C9-12 alkane (and) dimethiconol) provides the conditioning and sensory benefits of silicone gum blends from a naturally derived biodegradable carrier. The material is applicable to hair care (for smoothing, frizz and flyaway reduction, gloss, and a soft and silky feeling), skin care, sun care and color cosmetic applications, per the company, and serves as a viable alternative to silicone gum blends based on volatile cyclic silicones like cyclopentasiloxane (D5) or petrochemical derivatives such as isododecane.

Lubrizol Life Science Beauty's (LLS Beauty) new Sensomer Tara polymer is a natural, biodegradable (according to OECD 301F), COSMOS-approved film former and thickener that works synergistically with other thickeners (ex: the company's Kelco-Care diutan gum for increased yield value, emulsion stabilization and higher viscosity) while imparting pleasant sensory benefits to skin care, hair care and hair color applications.

The vegan-suitable Sensomer Tara polymer can reach a viscosity of 40,000 mPa·s, generating high-viscosity formulations for a thicker, creamier and silkier feel in beauty formulations, including moisturizers, sunscreens, hair conditioners, styling products and color treatments.

In skin care in particular, the technology allows for creamy textures free of drag or stickiness but with good pickup with no stringiness, per LLS Beauty.

In hair conditioners and treatments, Sensomer Tara polymer reportedly delivers conditioning benefits to the fiber, while providing a smooth and easy to spread texture. In hair styling applications, the technology reportedly shows better curl retention and better smoothness feel than guar gum. Furthermore, the polymer protects the hair fiber against pollution particle adhesion, per LLS.

Nippon Fine Chemicals' Inulin SC (INCI: inulin) comprises sugarcane-



From moisturization to microbiome balance to brightening, a range of new ingredient technologies has been launched to support consumer-demanded claims.

Image by Jacob Lund at Adobe Stock

derived polysaccharides that deliver moisture in formulations while reducing sticky/greasy sensory impressions. The technology reportedly enhances texture without changing viscosity and increases the volume and density of bubble volume.

Elsewhere, CP Kelco's Kelcosens Citrus Fiber, upcycled from citrus peels and certified by the Upcycled Food Association, reportedly stabilizes emulsions and imparts a pleasant, light texture to formulations—without the addition of emulsifiers. This ingredient is intended for use in facial creams, serums and body lotions and is cold processable.

Cosphatec's Cosphaderm E NGM natural is a liquid lysolecithin derived from soybeans that reportedly offers improved emulsifying and dispersing properties in aqueous environments and a higher water-binding capacity. Due to their strong hydrophilic character, lysolecithins are ideal co-emulsifiers for O/W emulsions with high water content, per Cosphatec. The ingredient also contributes to improved hair combability in conditioners and to a light and silky skin feel in leave-on formulations.

Meanwhile, IOI Oleochemical's Imwitor 372 P (INCI: glyceryl stearate citrate) is a natural anionic O/W emulsifier that comes in flakes for easy processing, imparting uniform spreading and a smooth and soft afterfeel, per the company. It is reportedly compatible with multiple textures (lotion, cream and butter) or applications (baby, skin or hair care).

Multidimensional Skin Care Innovation

From moisturization to microbiome balance to brightening, a range of new ingredient technologies have been launched to support consumer-demanded claims.

Improving Hyaluronic Acid

Two recent launches provide enhanced benefits for hyaluronic acid.

First up, Givaudan Active Beauty's PrimalHyal 50 Life is a sustainable low-molecular-weight hyaluronic acid developed via strain engineering and precision fermentation. The company's production technique reportedly reduces the environmental impact of the ingredient by 91%, per Givaudan. This includes a 92% reduction in greenhouse gas emissions, 95% drop in acidification and eutrophication of water, 90% decline in non-renewable energy usage, and a 75% reduction in water consumption.

PrimalHyal 50 Life is reportedly capable of skin penetration up to 120 µm and prevents trans-epidermal water loss via stimulation of tight junctions. Users experience 72 hours of boosted skin hydration and a 66% decline in skin roughness after one month.

Overall, consumers will experience improvements in skin texture, firmness and hydration, as noted by research volunteers.

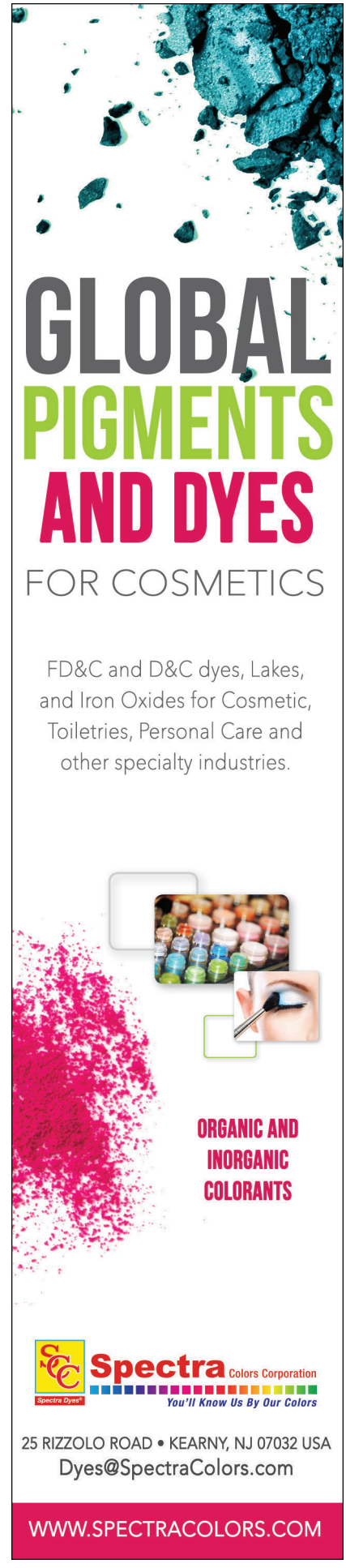
Meanwhile, Contirpo's COSMOS-certified HA-Oil (INCI: *Ricinus communis* seed oil, sorbitan olivate, sodium hyaluronate, caproic acid) is a hydrophobized hyaluronic acid dispersed in oil. This hydrophobized format reportedly supports better ingredient penetration.

In formulations, the technology is said to stimulate hair growth and increase hair strength, smooth lips and provide a plumping effect, boost the skin barrier and hydration, reduce sebum and the appearance of pores, and calm the skin.

The technology is produced by fermentation of a non-hemolytic microbial strain, *Streptococcus equi*, and is recommended for use at levels of 1-2% in face and body oils, hair cosmetics (oils, masks, balms, etc.), lip balms and lipsticks, and decorative cosmetics.

Inclusive Complexion Perfector

Silab's Inclusium (INCI: water and *Medicago sativa* (alfalfa) extract) multifunctional skin care technology features alfalfa polysaccharides



(galactomannans) to support epidermal and dermal functions by stimulating their biological pathways.

The technology reportedly smooths and perfects the complexion after seven days of use for young and mature skin alike, as well as for consumers with Caucasian, Asian, Latin American and African roots.

Upcycled Moisturizer

Biolie's Cicamaize (INCI: aqua (and) propanediol (and) *Zea mays* (corn) kernel extract) is a natural and COSMOS-approved aqueous active from upcycled corn cobs, produced with the company's zero-waste enzymatic extraction technology. The material reportedly has significant moisturizing benefits.

Bioconcealer for Under Eye Care

Sederma's new Ameyezing 4.0 bioconcealer reportedly promotes naturally brighter eyes by reducing the color of hyperpigmented melanic dark circles and reduces redness and puffiness by minimizing vascular dark circles.

The technology comprises a *Zingiber zerumbet* extract obtained by supercritical CO_2 extraction from organically grown and fully traceable biomass sourced in Mauritius.

The extraction reportedly features a reduced number of steps to limit the process' energy consumption.

Ameyezing 4.0 is IECIC compliant, water soluble, suitable for cold processes and COSMOS approved.

Cross-category Innovations

Self-preserving Formulation Aid

Inolex's SystemSpectrastat GHL Natural (INCI: caprylhydroxamic acid (and) glyceryl heptanoate (and) propanediol) comprises ingredients that reportedly allow for the creation of self-preserving formulations. The ingredient is also ideal for clear formulations and is effective in emulsions, surfactant-based products and sunscreens. Other benefits of the technology include a broad pH range, cold processability, control of bacteria, yeast and mold, and more.



Green Line Ingredients' Imbue Shea is a microemulsion that performs as a delivery system for shea.

Earthy, Warm Shades for Personal Care

Heubach's Cosmenyl S 100 range comprises inert inorganic pigments enhanced with readily biodegradable additives. It offers earthy, warm shades for applications in home care, including laundry detergents, and personal care products such as soaps and toothpaste.

Biome-balancing Multifunctional

Lipoid Kosmetik AG's new usNeo multifunctional microbial control technology (INCI: propanediol (and) *Usnea barbata* (lichen) extract (and) tromethamine (and) tetrasodium glutamate diacetate (and) water (and) sodium hydroxide) is based on usnic acid from the from the lichen *Usnea barbata* in a propanediol-based, preservative-free and self-preserving solvent system.

The technology reportedly acts selectively to provide a microbiome-friendly solution for body odor, skin blemishes and dandruff in a range of formulations.

In effect, usNeo prevents the overpopulation of certain bacteria that lead to unwanted conditions without resorting to antimicrobials that can throw off the larger microbiome balance, according to the manufacturer.

Intensified Shea Moisture

Green Line Ingredients' Imbue Shea (INCI: water (and) *Butyrospermum parkii* (shea) oil (and) glycerin (and) polyglyceryl-6 stearate (and) glyceryl caprylate (and) *Carthamus tinctorius* (safflower) seed oil (and) xanthan gum (and) *Rosmarinus officinalis* (rosemary) leaf extract) is a microemulsion that performs as a delivery system for shea. It can be used in a variety of products where intense moisture is the desired result, including sprayable milks, wet wipe solutions, light lotions, rich creams and conditioning hair products. It is particularly well suited for hair products that target coarse, dry and damaged hair, per the company. ■

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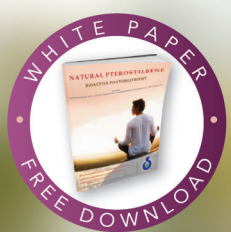
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Sabinsa's pTeroWhite®, a patented, natural pterostilbene extract from the heartwood of *Pterocarpus marsupium*, delivers impressive antioxidant and anti-aging benefits in cosmetic formulations. In two peer-reviewed published clinical trials, it addressed the common signs of photo-aging, producing visible results, and delivered sun protection properties, too. At just 0.1-0.5% w/w in creams, lotions, or serums, pTeroWhite's stability outperforms resveratrol to effectively support skin texture and tone.

PATENTED

pterowhite.com

SABINSA COSMETICS







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