JUNE 2024

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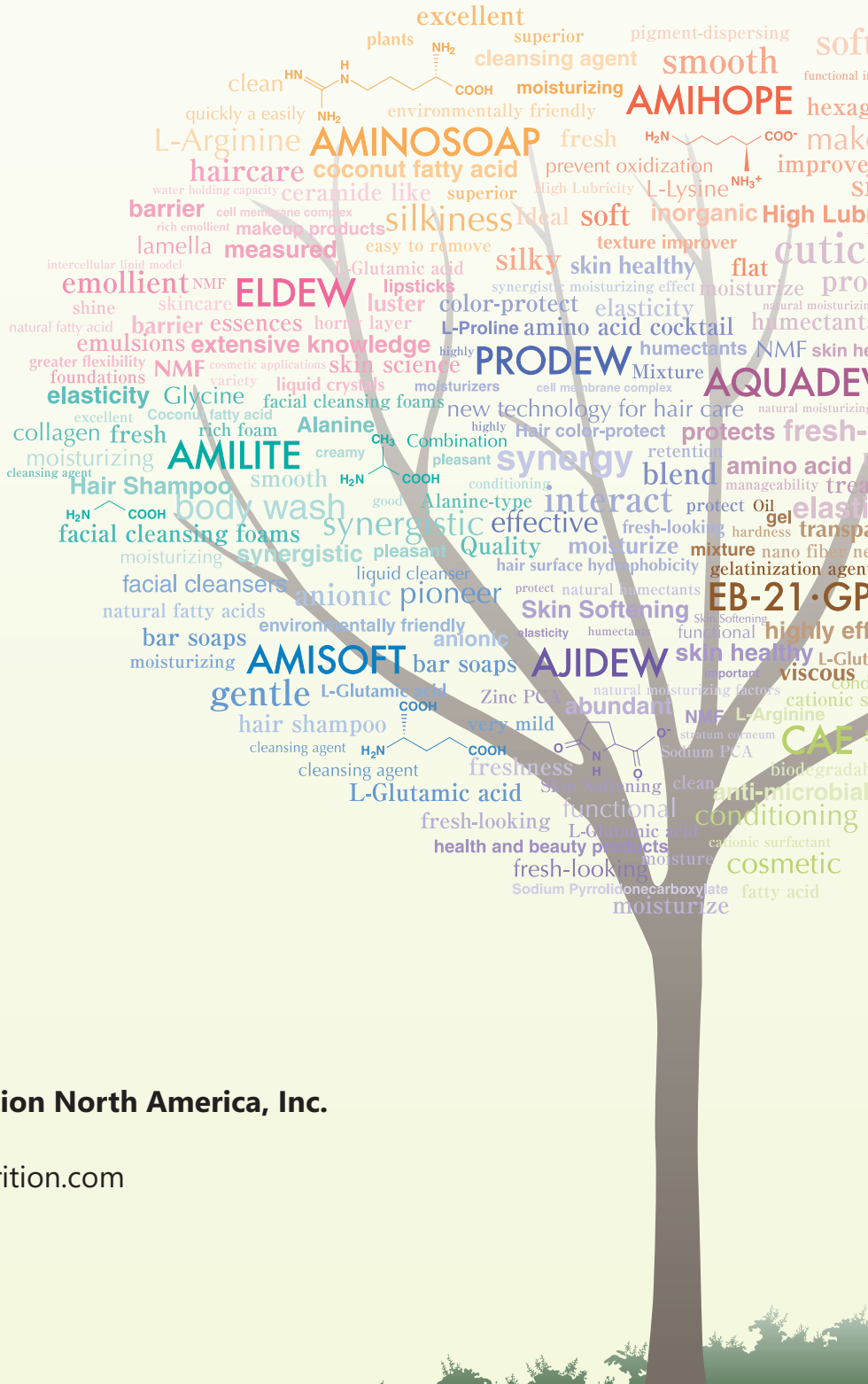
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CONTENTS

JUNE 2024 | VOLUME 192, NUMBER 6









FEATURES

6 **Insider Insights:** Sun Care & Color Cosmetics Trends + Launches | Packaging for Beauty | Ingestible Best Practices

14 **The 2024 Sun Care Agenda**
From fun-screen to multifuctional claims and enhanced performance, sun defense has entered a more dynamic era.

14 **[demo] Decoding Ingredient Trends & Beauty Supply Chains with AI**
How to track ingredient popularity and decode the OEMs used by leading brands.

18 **Skinification is a Game-changer for Sunscreen Usage**
Skin health motivations and multifunctionality, paired with skin care ingredients and claims, are revolutionizing the category.
BY SONALI JAGADEV AND OLIVIA STELMASZCZYK

18 **[demo] AI-driven (Re)formulating for Sustainable Beauty & Speed to Market**
A new AI-driven tool for speeding up product innovation.

26 **Inside the Hybrid Makeup Renaissance**
Skin care x color cosmetic combinations deliver extra efficiency and benefits for today's no-nonsense consumer.
BY LISA DOYLE

34 **Consumers' Sun Care Wish List**
From no white cast to skin-friendly ingredients such as vitamin C and collagen, shoppers reveal their top needs.
BY DENISE HERICH

40 **Packaging Trend Tracker: the Next Wave of Sustainability**
From Sephora to rePurpose Global and Bluebird Climate, sustainable packaging initiatives are moving forward.

44 **Beauty's War on Senescence: Ingredient Trend Tracker**
Regenerative technologies that clear the skin of zombie cells are reshaping beauty claims possibilities. PLUS: in-cosmetics Global 2024 ingredient highlights.

ON THE COVER: Image by Delcio/peopleimages.com at Adobe Stock

What to consider when creating and launching a perfume on the market?

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  - And regulatory services that take place after the creation of the fragrance and that allow it to be marketed in all the world markets requested by the client.



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CONTENTS



44 **[video] How PinoPlex Locks in Moisture for Shinier, Healthier Hair**

An upcycled technology designed to close hair cuticles damaged by bleaching, styling and other stresses.

DM17 **Beauty Manufacturing Trends: 6 Dimensions of Sustainability**

From water usage and packaging to enhanced production capabilities for the benefit of workers and clients, manufacturers are taking a deep and nuanced look at their ecological impacts.

DM23 **The Next 5 Years in Beauty: AI, Hero Ingredients, Pricing & More**

Highlights from Euromonitor's Voice of the Industry beauty professional survey point to emerging investments, trends and more.

BY KAYLA VILLENA

IN EVERY ISSUE

5 **Spark:** Top 2024 Beauty Ingredient Trends

BY JEB GLEASON-ALLURED

10 **Product Roundup**

Unique Packaging, Ingredients & More

48 **Products & Services Showcase**

48 **Advertiser Index**

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Address: *Global Cosmetic Industry*, PO Box 3009, Northbrook, IL 60065-3009

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

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

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

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Top 2024 Beauty Ingredient Trends

The *Global Cosmetic Industry* team is fresh off a pair of absolutely hectic beauty ingredient showcases. in-cosmetics Global in Paris saw more than 1,030 exhibitors packed into two halls for three days, hosting a rumored 13,000 attendees and nearly 200 new launches. Just a few weeks later, Suppliers' Day in New York featured 10,000 attendees and more than 500 exhibitors.

Beauty is definitely back.

The break-neck pace of the shows made it challenging in the moment to identify new and unique trends; but now, having had a moment to breathe, I can share some of the key themes I noticed across the two shows. Highlights included:



Among the trends emerging in 2024, increasing numbers of firms are leveraging plants as bio-factories for new beauty ingredients.

- ***Sensitive skin solutions:*** gentle alternatives to harsh actives and new delivery systems to minimize skin reactivity
- ***Hair wellness innovation:*** thermal protectants and scalp balance technologies
- ***Neuro beauty:*** materials that impart a sense of well-being by, for example, boosting the release of beta-endorphins, oxytocin, etc.
- ***Simplified beauty:*** tapping multifunctional ingredient tech that does more with less
- ***Beauty tech:*** the use of AI in ingredient discovery and validation and beyond
- ***Efficacy:*** clinical results are front-and-center as new ingredients are introduced to the market, reflecting consumer demands for expert-backed, derm-inspired beauty
- ***Claims on the rise:*** biodegradability, China-compliant, non-food feedstocks, etc.
- ***Anti-aging evolution:*** a new focus on skin longevity and the healthspan, optimizing cellular functions, cycling out senolytic cells, etc.
- ***Green/clean functional alternatives:*** case in point, sensory modifiers that provide optimal textures and skin feel with a cleaner, greener profile
- ***New frontiers in biotech:*** biotech/synthetic biology/fermentation were everywhere this year, with a notable uptick in vertical farming programs and the use of botanicals as ingredient bio-factories
- ***Less problematic makeup ingredients:*** case in point, natural pigments

This is just a fragment of the trends we witnessed at the shows this year. Our coverage of the latest innovations spans reports in our March[a], April[b], May[c] and June (this issue) editions, as well as the forthcoming July/August[d] edition.

Key trends outlined in these reports include pigmentation, mood-based beauty, acne care, sustainable alternatives and more. Collectively, they paint a picture of an industry on an innovation upswing.

Happy reading.

[a]www.gcimagazine.com/ingredients/launches-claims/article/22885333/the-beautyspan-biohacking-longevity

[b]www.gcimagazine.com/ingredients/launches-claims/article/22888235/clinical-eclipses-clean-ingredient-trend-tracker

[c]www.gcimagazine.com/ingredients/skin-care/article/22892042/pigmentation-20-may-2024-beauty-trend-tracker

[d]www.gcimagazine.com/magazine

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INSIDER INSIGHTS:
SUN CARE & COLOR COSMETICS TRENDS + LAUNCHES | PACKAGING FOR BEAUTY | INGESTIBLE BEST PRACTICES

Multifunctionality and sustainability are dominating these markets.



Featured insiders…

- Ajinomoto Health & Nutrition North America, Inc.
- Berg + Schmidt GmbH & Co. KG
- Draco Natural Products
- dsm-firmenich
- EMD Electronics
- HCP Packaging
- ICONSIICS
- Uviva Technologies

Annika Groenick, product and sales manager, Berg + Schmidt GmbH & Co. KG, says, "Sun care has traditionally been a category driven by seasonal sales. As UV radiation is known to be one of the major causes of skin cancer and premature skin aging, SPF is essential not only in traditional sunscreens but also in daily care products."

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SUN CARE & COLOR COSMETICS TRENDS + LAUNCHES

Global Cosmetic Industry recently spoke with beauty insiders to highlight sun care ingredient launches and trends, as well as trends and launches in the color cosmetics and packaging for beauty space.

Let's Talk About Sun Care

As summer approaches, sun care is front of mind for many consumers. This month we bring it to the forefront and focus on what is trending in this space.

Mineral-based Products

Jeroen van den Bosch, managing director, Uviva Technologies, says, "A very clear trend that has intensified in the past year(s) is the quest for mineral-based products that are aesthetically more pleasing. This is linked to the need for more inclusive skin and sun care products that are aesthetically pleasing on different skin tones. The FDA's current draft monograph is only considering ZnO and TiO_2 as GRASE UV ingredients and several of the remaining approved filters in the USA are either not desired any longer in so-called 'reef safe' sunscreens and others, such as homosalate have been critically reviewed by the SCCS in Europe, leading to use restrictions in different product types. This is driving the development and launch of more mineral-based systems that pose two main challenges. Firstly, high loads of ZnO and TiO_2 tend to result in products that leave a ghosting effect, especially on darker skin tones and secondly, high loads of mineral filters modify the viscosity and aesthetics of products, making them less easy and pleasant to apply. These two drawbacks drive the trends mentioned earlier. This is achieved by choosing different and new grades of mineral filters that are more transparent, the use of new boosters to reach high SPF values and the use of new emollients to produce better sun care products. It is also noted that this trend applies to both sunscreens (i.e., products used with a specific purpose to provide sun protection like beach sunscreens) as well as daily wear products and cosmetics where SPF is increasingly important."

Van den Bosch continues, "The major launch of Uviva was Eclipse Z1 in 2023, a grade of zinc oxide with a new and specific morphology that has two main effects. The first is that it provides transparency levels that are the best in the industry today, while not sacrificing the SPF and UVA performance like most other transparency zinc oxides do. This is also very useful in color cosmetics where it has little to no impact on the product's color, making color matching less challenging when adding SPF protection. Secondly, the regular morphology of Eclipse Z1 has an extremely low impact on oil phase viscosity and this directly translates in the overall sensorial aspects of a formula. Blind panel studies showed that identical formulations using Eclipse significantly perform and score better on aspects such as skin feel, formula spreadability and transparency. The most recent product launch of Uviva is Eclipse G1—a granulated form of Eclipse Z1. It provides all the formula benefits indicated above, but solves one major issue in working with powders in general: dust formation in the lab or production. Thus far, the only solution to avoid it was to use dispersions which have their own pros and cons. Eclipse G1 granules are 100% zinc oxide in granulated form and thus offer complete formulation freedom and advanced ease of use as it is a free-flowing product as well."

Multi-functional Products

Annika Groenick, product and sales manager, Berg + Schmidt GmbH & Co. KG, says, "Sun care has traditionally been a category driven by seasonal sales. As UV radiation is known to be one of the major causes of skin cancer and premature skin aging, SPF is essential not only in traditional sunscreens but also in daily care products. This makes it all the more important that UV filters can be easily integrated into a wide range of products such as light day creams, sun oil sprays, sun creams and other skin care ranges."

Groenick continues, "We launched four UV Filter at in-cosmetics in Paris this year. BergaSun BEMT is an effective oil-soluble broadband filter that effectively blocks both UVA and UVB rays. Its high photostability makes it particularly useful for stabilizing other sunscreens. BergaSun EHS, on the other hand, is a chemical UVA filter that provides broad coverage together with effective UVB filters and can help to increase the sun protection factor. Its outstanding photostability, good solubility and flexible formulation make it an excellent choice for modern

sun protection products, while BergaSun EHT offers an effective solution for UVB protection. As an oil-soluble filter, it can be easily integrated into the oil phase of emulsions or sunscreen formulations and leaves the skin feeling pleasant and non-greasy. Finally, BergaSun DHHB offers another highly effective oil-soluble UVB filter. Its synergistic effect in combination with other UV filters makes it a valuable component in sun protection products."

Scented Formulas

Brian Grady, senior marketing specialist, dsm-firmenich, says, "While there is an increased consumer awareness of sun protection's importance, some consumers have been discouraged from adding sun protection to their daily routine because they felt that sunscreens had an unpleasant smell. The sun care industry is aware of this fact and is addressing the issue. There are many new sunscreens on the market that have scents that are appealing to the senses. dsm-firmenich's EmotiWaves is fragrance technology that is designed to elicit a targeted emotion, supported by neurological activity. These ingredients are validated and subjected to fMRI brain activity and perfumers can create fragrances that capture the power of scent to uplift consumers' moods. I think we will see more technologies like this in the near future."

Food-based Botanical Extracts

Brien Quirk, director of R&D, Draco Natural Products, says, "The use of food-based botanical extracts, because wholesome foods that you ingest are better for your skin than chemicals or unknown botanicals. Another trend is the use of mushroom and berries extracts for skin which are on an upswing. Some examples are extracts of oyster mushroom, goji berries, blue honeysuckle berry and maitake. An oyster mushroom-based cream tested against skin damage caused by simulated UVA/UVB exposure improved skin moisture, skin brightness/radiance, skin elasticity and total antioxidant capacity in 20 human volunteers tested over 30 days. It also reduced redness damage."

Quirk continues, "Goji berries contain water soluble polysaccharides that are active against UVB-induced photo-damage and can protect skin cell viability by decreasing reactive oxygen species, and inflammatory and DNA types of damage. Most research is for UV-B, the wavelength that causes burning, but there are fewer tests of natural ingredients that reduce UVA damage. Blue honeysuckle berry protects against UVA damage to keratinocytes cells in sun-exposed skin by reducing reactive oxygen species. UVA can penetrate through glass and windshields while people are driving, unaware of the damage because UVA doesn't cause the redness or burning but it does accelerate photoaging by damaging DNA. Honeyberry extract is a great example of a sun care anti-aging food-based ingredient, and in this study it was only needed at a very low concentration of 50 mg of extract per 1,000 ml solution to be effective. Maitake mushroom is another food/mushroom that helps with protection against UVA. It showed photoprotective effects when tested in human dermal fibroblasts (HDF) exposed to ultraviolet-A (UVA) light by reducing the collagen degrading enzyme, collagenase (MMP-1). Collagenase is the main pathway for loss of collagen from excess sun exposure so by blocking or minimizing this the skin can be protected against the ravages of aging that sun exposure causes."

Quirk concludes, "Olive leaf is an all-natural food-like herb used as a medicinal herb tea to boost immunity and is loaded with antioxidant compounds. It also has a benefit for reducing inflammation which is a typical response of excess sun exposure. We have tested our olive leaf extract in an anti-inflammatory assay and found it to reduce IL-1 β inflammation by 99% when used at only 0.05% in a special polyol liquid preparation. Polyols are organic compounds also known as natural sugar alcohols. We also have a unique species of *Schisandra* berry with potent anti-inflammatory effects against a major sun-triggering inflammation pathway known as interleukin-6. This species is known as Southern *Schisandra* and our source is grown sustainably in a panda protection habitat in the Sichuan province of southern China. The results of our assay showed almost 60% inhibition of this inflammation pathway. UV can induce oxidative stress which can increase both inflammation and pro-inflammatory cytokine activation such as interleukin-6 (IL-6). Sirtuins activated by southern *Schisandra* berry may be involved in the DNA repair from IL-6 damage."

Grady says, "With heatwaves and record temperatures becoming more common, sun protection is essential. Ethical and eco-friendly sun care formulations are on the rise, incorporating sustainable practices like upcycled formulas and sustainably sourced botanicals. Brands are also focusing on skin inclusivity, offering diverse formats and textures to meet different preferences. Sun care products are increasingly blurring with skin care, featuring serum-like textures and skin care ingredients to even skin tone, minimize breakouts and protect against aging signs."

Grady adds, "Enthusiasm continues to build for the anticipated GRASE approval of Parsol Shield (bemotrizinol) in 2025. This approval will be significant because it will be the first UV filter to be introduced in the U.S. market in almost 25 years. Parsol Shield is the most efficient UVA-UVB filter with broad-spectrum performance, even at low levels. Additionally, Parsol Shield boasts an excellent eco-profile, enabling the creation of more sustainable sunscreens and enabling the creation of formulations suitable for different skin types. And since Parsol Shield is already approved in other regions, brands can use it to create a global chassis." ■

2024 COLOR COSMETICS: WHAT'S TRENDING?

Here we focus on the trends and launches in the color cosmetic space.

Dewy Makeup

Divya Namjoshi, technical and marketing specialist-IV, specialty and personal care, Ajinomoto Health & Nutrition North America, Inc., says, "'Dewy makeup trend is becoming very popular. This involves minimalist makeup, embracing your natural skin and making it look glowing like a glazed donut. Ingredients that improve skin's natural health, moisturization, and enhance stratum corneum's transparency can make your skin luminous. Ajinomoto has recently launched Amihope SB series. Amihope SB-101, Amihope SB-102 and Amihope SB-103 are round shaped, 100% natural functional powders. They have high biodegradability and better sensory feel and soft-focus property than the existing natural powders. They impart excellent sensory feel, softness, blurring effect, high skin adhesion, moistness, evenness and smoothness. They are excellent replacements for plastic microbeads."

Namjoshi continues, "Another trend that is becoming popular is 'strawberry makeup' or 'monochrome makeup.' In this trend the makeup base is dewy and sheer with a flush of pink blush on the apples of the cheeks and on the lips. By using a multipurpose product, you can create a soft pink monochrome makeup look. This trend again embraces natural skin and focuses on improving skin's condition. The overall focus for various makeup trends is on the skin. Nurturing the skin, hydrating it and keeping the skin healthy, young and radiant makes the perfect base for flawless makeup."



The dewy makeup look is trending among consumers.

Radiance & Illumination

Toni Parker EMD Electronics—Ronaflex Pigments, says, "Radiance and illumination continue to evolve and exist now as an essential part of almost all facial and color cosmetic products. The completely bare look gives way to a balance between coverage and even coloristic tone. Functional fillers and pearl pigments can support these claims by going beyond the simple hint of a glow to adding in soft focus effects along with transparent coverage. On the color side, individuality and expressionism reign supreme with bright and bold colors leading the way. Creativity with a flair—almost anything goes while always leaving room for a classic red lip."

Parker continues, "RonaFlair Infinity embodies the next level in functional filler pigments offering a unique combination of extremely high transparency with excellent soft focus coverage, perfect for all skin tones. RonaFlair Luminous Glow offers discreet and natural radiance thanks to its novel platelet structure. The new Ronaflux series ushers in a new generation of pigment technology—available in five intense, metal-like sparkling colors including blue and green shades with no ferric ferrocyanide or chromium oxide greens, in harmony with regulatory requirements." ■



EMD Electronics' Ronaflex Pigments series is available in five metal-like sparkling colors.

From top: image by CREATE IMAGE at Adobe Stock; courtesy of EMD Electronics

WHAT'S NEW IN PACKAGING FOR BEAUTY?

Here we focus on the trends and launches in the color cosmetic space.



The ICONS|ICS range of tubes with innovative applicators are intended for a wide array of lip, eye and face formulations and include new applicator shapes and styles of rollerballs, spatulas, scrubbers, flocked tips, sponges and brushes.

Multi-tasking Products

Sarah Chen, marketing and communications manager at ICONS|ICS, says, "In our busy world where time is often an asset, consumers are looking for convenience and products that multi-task. That means packaging with built-in applicators that simplify the application experience, as well as travel-friendly and multi-functional packaging that can be used across a wide range of lip, eye and face formulations."

Chen continues, "Injecting fun into function, ICONS|ICS recently launched new tubes with innovative applicators and chubby doefoot packaging. Our growing ICONS|ICS range of tubes with innovative applicators are versatile options for a wide array of lip, eye and face formulations and include new applicator shapes and styles of rollerballs, spatulas, scrubbers, flocked tips, sponges and brushes. From 16 mmD to 40 mmD tubes, ICONS|ICS offers a breadth of sizes available in sustainable tube sleeve material options, including PCR, Ocean Plastic and sugarcane. Our ICONS|ICS new collection of flush-fit chubby doefoot packaging are likewise perfect for various lip and face formulations—from lip oils, tints and glosses to concealers and liquid blushes. Ranging from 7.5 ml to 21 ml OFC and available with chubby doefoots for an easy, one-swipe application. These chic chubby doefoot packaging are ideal for the on-the-go consumer who wants to travel

Courtesy of ICONS|ICS



HCP Packaging's Color Capsule collection provides precise and targeted application for a range of complexion and skin care formulas.



The Industrial Luxe lipstick collection from HCP Packaging showcases a refillable and mono-material stock packaging.

light while looking their best, ready to take on the world. Add an eco-edge to your chubby doefoot packaging range by choosing options made with a recyclable PET bottle, cap and wand or incorporate PCR."

Stephanie Rowntree, international product manager, HCP Packaging, says, "Multi-tasking and portable cosmetic and skin care products are becoming increasingly popular on the market as a travel-friendly convenience that caters for consumers with on-the-go lifestyles. With consumers demanding ease and convenience from their beauty routines, many are opting for hybrid products that combine active skin care ingredients with cosmetic formulas to both nourish and enhance the skin's complexion. As a travel-friendly packaging solution, tottles can be produced in a range of material mixes suitable for housing sensitive and active formulas which require optimum barrier protection such as SPF, serums and moisturizers. The lightweight and portable form of a tottle makes it an ideal packaging solution for use on-the-go, featuring a secure closure to protect against leakage and maintain product integrity. The squeezable tottle and slim nozzle of HCP's Color Capsule delivers a hygienic, targeted application compared with the process a traditional skin care jar offers that requires application with the fingertips."

Rowntree adds, "The Color Capsule is an innovative new pack design from HCP's Design Futures team, created to enhance the appeal of skin care and complexion products, through desirably chic packaging. The squeezable construction and slender nozzle enables controlled and targeted application, whilst its portable and compact format makes it the ideal solution for travel. Supplied in a variety of material mixes, the Color Capsule provides precise and targeted application for a range of mid-to-high viscosity complexion and skin care formulas."

Luxurious Aluminum

Rowntree says "Luxurious aluminum packaging is also gaining popularity in the beauty landscape due to the materials versatility and premium aesthetics. Indulging in the opulence of aluminum, HCP's Industrial Luxe lipstick collection showcases a refillable and mono-material stock packaging adorned with tactile forever finishes, creating a set of trophy lipsticks designed to be treasured."

Rowntree adds, "A refillable lipstick that combines style with a sustainable packaging format, HCP's Devotion Luxe Refill Lipstick is a classic full-size pack that combines a high-performance mechanism with a luxury, aluminum refillable design. Featuring HCP's patented Click & Use mechanism to encourage brand loyalty whilst the sleek and shiny appearance of the aluminum instantly elevates the overall look and feel of the product, creating a sense of indulgence and exclusivity for consumers."

Sustainable Packaging

Chen says, "At ICONS|ICS, we are also seeing beauty packaging with rounded shapes garner growing interest, as well as square and organic shapes with a sustainable touch that incorporate recycled content and that are easy to recycle or reuse. At ICONS|ICS, we remain committed to providing sustainable packaging to cater to this demand. As a testament of our efforts, we were recently awarded EcoVadis Platinum status for the second year in a row, as well as receiving an EcoVadis Sustainability Leadership Award for the AMEA region." ■

Images courtesy of HCP Packaging

BEAUTY BRAND EXPANSION THROUGH INGESTIBLE NUTRACEUTICALS: OPPORTUNITIES AND CONSIDERATIONS

| BY SHAKEELA HASHMI, R&D manager at Lief Labs

Following the COVID-19 pandemic, the landscape of supplementation has shifted from being solely associated with curing or preventing ailments to becoming an integral part of daily life for many. For beauty brands, venturing into the ingestible nutraceutical space offers a strategic opportunity to diversify revenue streams, strengthen market presence and better serve evolving consumer needs as they seek healthier lifestyles.

Many leading companies are embracing a holistic approach and adding ingestible products to broaden their existing line of topical beauty products. While topical and ingestible products target different biological pathways, they can complement each other in delivering improved benefits to support a wider range of potential health targets beyond traditional skin, hair and nails, while also driving business growth.

Key Considerations for Expanding into the Ingestible Space

Beauty brands should be aware that navigating the ingestible space requires meticulous attention to health and safety standards and regulatory guidelines that are unique to this space.

Ingestible products require adherence to specific labeling requirements and must follow FDA guidelines around claims substantiation. Ingredient sourcing must prioritize quality, safety and efficacy of sourced ingredients.

In addition, formulations must be carefully designed to ensure shelf-life stability of active ingredients in their respective dosage form. It is important that the intended consumers are aware and understand the benefits of the product. Beauty brands must be able to clearly demonstrate value and quality through transparency around sources of ingredients, manufacturing best practices and certifications (such as non-GMO, Halal, Kosher, organic, etc.), where applicable.

Beneficial Ingredients in Beauty Supplement Product Development

As the holistic ingestible beauty supplement market is growing, some key ingredients have become a notable part of this growth.

The following are a few examples of standout ingredients for beauty supplement product development:

- ***Probiotics and prebiotics:*** Supports gut health, can help alleviate skin conditions like acne and eczema and support overall skin, hair and nail health.
- ***Collagen combined with high-potency vitamin C:*** Stimulates collagen synthesis and assists in antioxidant protection against UV-induced photo damage.
- ***Adaptogenic herbs:*** Adaptogens such as ginseng, rhodiola, ashwagandha, mushrooms and *schisandra* aid in hormone and stress management which can in turn help alleviate stress-related conditions which can impact skin, hair and nail health.
- ***Botanicals and algae:*** Botanicals such as spirulina and chlorella (both algae), and the spice turmeric offer a variety of benefits for overall wellness including support for gut microbiome, immune system, anti-inflammatory and collagen production.
- ***Hyaluronic acid:*** Can support joint health and aid in skin texture, flexibility and hydration.
- ***Colostrum:*** Bovine colostrum (cow's milk following the first few days after giving birth) can aid in immune system support and has antibacterial and anti-inflammatory properties. Potential skin care benefits include reducing appearance of fine lines and wrinkles and improved hydration.
- ***Plant-based ceramides (phytoceramides) and glycolipids:*** Potential benefits include decreasing skin dryness and hyperpigmentation and supporting overall skin health for anti-aging and other skin care products.



Shakeela Hashmi is the research and development manager at Lief Labs.

Overall, the holistic beauty industry's embrace of ingestible nutraceutical products reflects a paradigm shift towards comprehensive wellness solutions. By carefully navigating this space and leveraging key ingredients, beauty brands can not only meet the evolving needs of consumers but also drive sustainable growth and differentiation in a competitive landscape. ■

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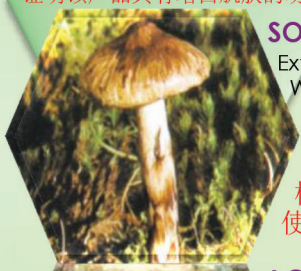
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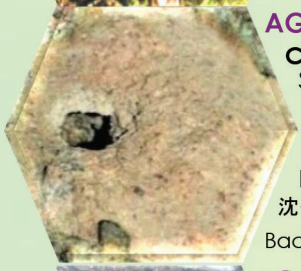
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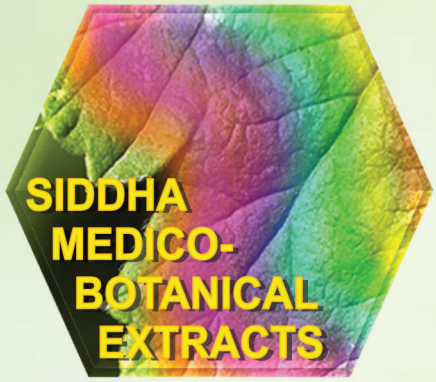
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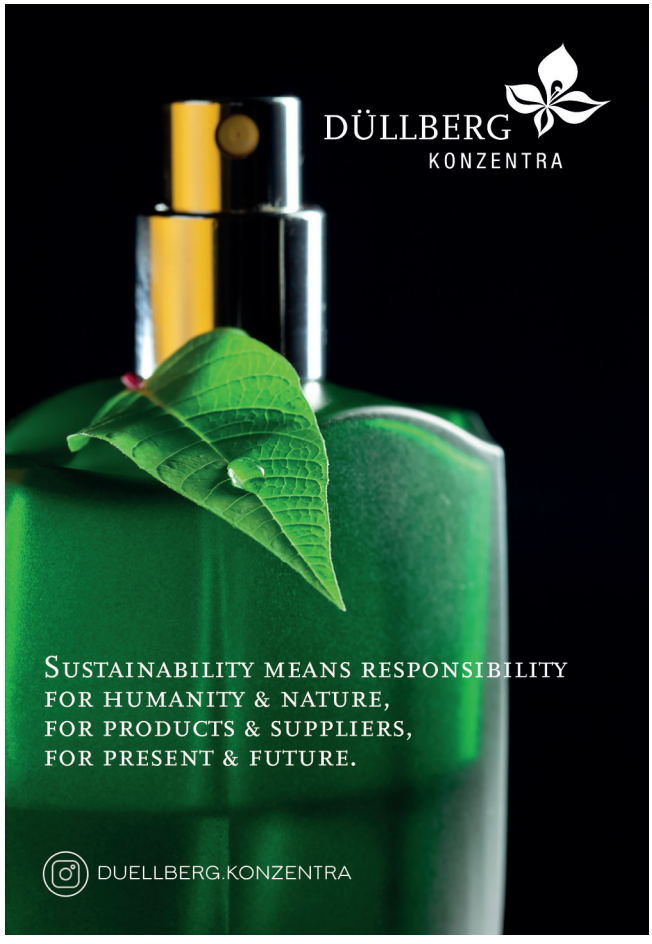
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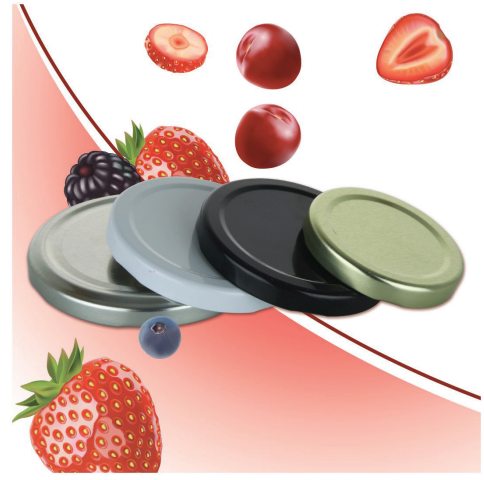
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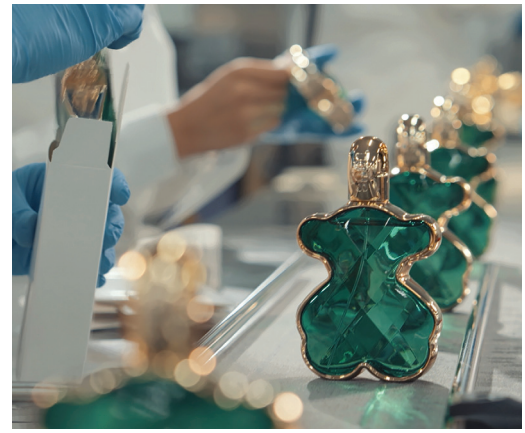


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"Sunscreen is poised to see a sensorial shakeup," says Michelle Chavez, vice president of innovation, Accupac. "Rather than traditional sunscreens, we will start to see the entrance of 'fun-screens,' UV protectants that drive engagement and that consumers want to use every day."

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THE 2024 SUN CARE AGENDA

From fun-screens to multifuctional claims and enhanced performance, sun defense has entered a more dynamic era.

With SPF defense turning up in an ever-growing array of product formats and consumers increasingly aware of the need for year-round SPF defense, brands have an unprecedented opportunity to capture white space and add value to their product innovation.

This is particularly critical given that the sun protection market is expected to grow at 4% every year through 2030, reaching a valuation of $21.05 billion by the close of the forecast period, per Custom Market Insights[a].

Evolution of Multifunctional Sun Defense Claims

"In terms of multi-use, we will see a more proactive approach to sunscreen to not only protect but also repair and prevent future skin damage," says Michelle Chavez, vice president of innovation, Accupac. "These new formulas will protect against sun damage, repair skin and prevent issues like hyperpigmentation, including PIH and melasma, redness, and signs of aging."

She concludes, "Claims will continue to evolve beyond UV protection to also include visible light, infrared radiation and digital blue light."

To that end, Provital has developed Lingostem, a "stem cell active from the superfruit, lingonberry," according to Kelly Stone, science communication specialist, Provital USA.

She adds, "Using a controlled cell culture of lingonberry stem cells subjected to light stress, we isolate the polyphenols (i.e., hydroxycinnamic acids, flavanols and anthocyanins) … [They] defend and repair themselves against the radiation. With this sustainable, traceable, and environmentally friendly process we obtain an antioxidant activity 11 times higher than that obtained directly from the berry itself. This activity makes Lingostem capable of both protecting and repairing skin against UV, IR-A and blue light."

This multifunctionality makes the technology a clear candidate for today's sun care innovation space.

"Lingostem provides a 'triple action' approach against light stress," Stone explains. "The first being direct antioxidant action due to the high polyphenol concentration, which reduces oxidative stress from both UV and IR. Second is boosting the skin's innate antioxidant response to IR-A radiation by increasing the enzyme SOD (superoxide dismutase) and reducing oxidative stress and collagen degrading MMPs. Finally, Lingostem inhibits key UV-B triggered



Image Skincare recently expanded into daily sun care with its Daily Prevention range of anti-aging x sun protection formulations.

Courtesy of Skincare

[a]www.custommarketinsights.com/report/sun-protection-market/

inflammation factors (TNFa, IL6, COX2) and fully reduces intracellular ROS production caused specifically by blue light to prevent damage and general photoaging."

Stone concludes, "With clinicals conducted in summer and autumn [months], we obtained both preventative and reparative results with Lingostem at just 1.5%. These include firmness, elasticity, roughness improvement, hydration increase, reduction in wrinkle number (35%) and wrinkle volume (13%), as well as a 44% decrease in UVA oxidative stress."

To illustrate this multifunctional approach in the market, Image Skincare recently expanded into daily sun care with its Daily Prevention range of anti-aging x sun protection formulations.

The six SKUs in the collection feature the brand's XOSM technology, which "smooths skin's appearance and helps minimize shine with oil-reducing microspheres," per the brand. The technology also "amplifies" the impact of skin care favorites like a stabilized vitamin C, ectoin and micro-algae by boosting penetration and ingredient delivery.



Product formats such as serums, jellies, foams and more can convert sun care into self-care.



Herbivore Botanicals' Star Seed SPF 30 Vitamin C Brightening Mineral Sunscreen delivers UVA/UVB protection against daily cell damage as well as skin care-inspired materials such as vitamins C and E, plant based prebiotics, Barnet's VitaGlow-D, and blue light blockers.

The range's SPF 75 moisturizer is gentle enough to be used after cosmetic procedures like peels and laser treatments, per Image Skincare, while the sheer matte moisturizer features an SPF of 30 and can smooth the skin's appearance and control shine.

The SPF 50 defense moisturizer is a lightweight formulation with fast absorption, while the mineral hydrating moisturizer SPF 30 features hyaluronic acid and sugarcane-derived squalane for extra hydration.

Finally, the SPF 30 mineral-tinted moisturizer offers light coverage, while an SPF 40 mist for the face and neck is compatible with makeup.

In line with the demand for expert-backed care, the range was developed in cooperation with Raja Sivamani, MD, MS, AP, founder of the Pacific Skin Institute.

Herbivore Botanicals has taken a different approach to multifunctional sun defense. Its lightweight Star Seed SPF 30 Vitamin C Brightening Mineral Sunscreen delivers UVA/UVB protection against daily cell damage as well as skin care-inspired materials such as vitamins C and E, plant based prebiotics, Barnet's VitaGlow-D, and blue light blockers.

THD vitamin C was included to combat free radicals with its antioxidant activity, pebble plant stem cells were included to boost vitamin D in the skin and enhance water retention, and VitaGlow-D was included to enhance water reserves and maximize light use for all-day vitamin D stimulation, per claims from the supplier. VitaGlow-D also reportedly supports epidermal structuring and increased hydration.

From Sunscreen to Fun-screen

"Sunscreen is poised to see a sensorial shakeup," says Accupac's Chavez. "Rather than traditional sunscreens, we will start to see the entrance of 'fun-screens,' UV protectants that drive engagement and that consumers want to use every day."

Chavez notes, "These new formulas will ultimately convert sun care from a must-do to a must-have, engaging consumers in new ways and shifting the category to support self-care and physical and mental well-being. We will see brands push the boundaries of traditional formats with more textures like watery gels, whips and foams. Jellies, balms and butters will elevate the experience to one of indulgence rather than obligation."

Other sensory considerations will come into play.

"Fragrance will evolve beyond conventional coconut notes to daily wear and fine fragrance profiles," explains Chavez.

At the same time, she says, "Ingredients will support healthy, radiant skin including vitamins, minerals, fruits and vegetables. And, finally, the aesthetics will become

From top: Image by Formatoriginal at Adobe Stock; courtesy of Herbivore

more pleasurable overall, with fast-absorbing, lightweight formulas that leave no white cast, are easy to apply and are enjoyable for everyday usage."

A recent concept product from Provital highlights the "fun-screen" concept as applied to body care. Inspired by the 2024 Summer Olympics, the company's Sun-Activated Body Highlighter featured 98.7% natural origin content (per ISO 16128).

The formulation, an o/w emulsion, comprised skin-friendly monoi oil; the body-sculpting active Striover; Tanositol, a safe sun tan accelerator; and Energen, a cellular ATP booster. The highlighter featured a golden sheen and was designed to make sun care a true beauty ritual.

Enhancing Sun Defense Safety & Performance

While not always warranted, sun care has been dogged by health, safety and environmental concerns. It has also experienced a recent surge of innovations intended to boost functionality and the consumer experience.

In response, ingredient firms have put forth new innovations and concepts that address shopper frustrations and worries.

For instance, Provital recently developed a 2024 Summer Olympic-inspired Reef Friendly SPF 50+ Stick. Comprising a formulation with 98.7% natural origin content (per ISO 16128), the stick featured Ethicskin, Provital's well-aging active designed to support skin homeostasis, and skin-friendly monoi oil. The stick's biodegradable formula also comprised mineral UV filters. Designed for Gen Z consumers, the formulation was intended to make it easy to apply sun defense on the go while creating a fun ritual.

Elsewhere, Uviva Technologies' new Eclipse G1 and ZincoSense zinc oxides were designed to offer transparent SPF while acting as TiO_2 alternatives.

The new granulated form of Eclipse G1 zinc oxide was created to eliminate dust formation while handling zinc oxide powder in the lab without the need for dispersions. The granules feature no additives for full formulation flexibility, per Uviva. Furthermore, the granules include the same benefits of Eclipse Z1 powder, including high transparency without compromising UVA performance.

Uviva has also developed ZincoSense, a multifunctional zinc oxide grade that can be used in formulations such as lipstick, pressed blush powders and CC creams with comparable performance to TiO_2. ZincoSense is COSMOS v4 certified.

Finally, the company's new Z1-ZST zinc oxide-zinc stearate blend features a naturality index of 1 (per ISO 16128) and COSMOS v4 certification. The blend provides zinc oxide's sun defense capabilities with zinc stearate's enhanced hydrophobicity, which rivals that of silane-treated zinc oxides, per the company.

The upgraded water resistance and stability is said to make the technology ideal for daily wear products, makeup and sunscreens. Furthermore, the blend leverages the smooth skin feel of Eclipse Z1 zinc oxide, purportedly without compromising on UVA and SPF protection. The result is formulations with high transparency and no heavy, greasy skin feel.

Meanwhile, Croda Beauty has launched a new technology to enhance the after-sun experience. The company's Phytessence Osmanthus harnesses the power of its namesake flower to provide antioxidant and soothing properties for the skin, particularly in countering the impacts of heat, as well as the redness and irritation experienced after sunburns.

The technology is therefore ideal for supporting antioxidant, calming, soothing and anti-redness claims in after sun, body care, face and neck skin care, and sun protection products.

Phytessence Osmanthus is produced via Croda's ultrasound extraction system, Eco-sound, which perforates plant cell membranes at room temperature to release key metabolites into an eco-friendly solvent. The low-CO_2 process is particularly ideal for heat-sensitive material extractions.

The technology is 99.4% natural (per ISO 16128), expected to be readily biodegradable (per Croda), halal, COSMOS-certified and vegan.



Uviva has developed ZincoSense, a multifunctional zinc oxide grade that can be used in formulations such as lipstick, pressed blush powders and CC creams with comparable performance to titanium dioxide.

Image by tatyanarow at Adobe Stock

NEXT: The Consumer Perspective

To learn more about the sun care needs of consumers, this month's *Global Cosmetic Industry* magazine has presented two trend reports—"Consumers' Sun Care Wish List" from The Benchmarking Company (**Page 34**), and "Skinification is a Game-changer for Sunscreen Usage," from Euromonitor International (**Page 18**). ■



Historically, sun care was primarily used to shield against UV rays and avoid sunburn, but with growing skin health awareness among consumers, demand is rising for products that provide more than just protection.

Image by VeronikaSmirnova at Adobe Stock

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Skinification is a Game-changer for Sunscreen Usage

Skin health motivations and multifunctionality, paired with skin care ingredients and claims, are revolutionizing the category.

BY SONALI JAGADEV and OLIVIA STELMASZCZYK, Euromonitor International

Ongoing education efforts have successfully changed consumers' views on sun care, as they increasingly use sun protection year-round, rather than just during specific seasons.

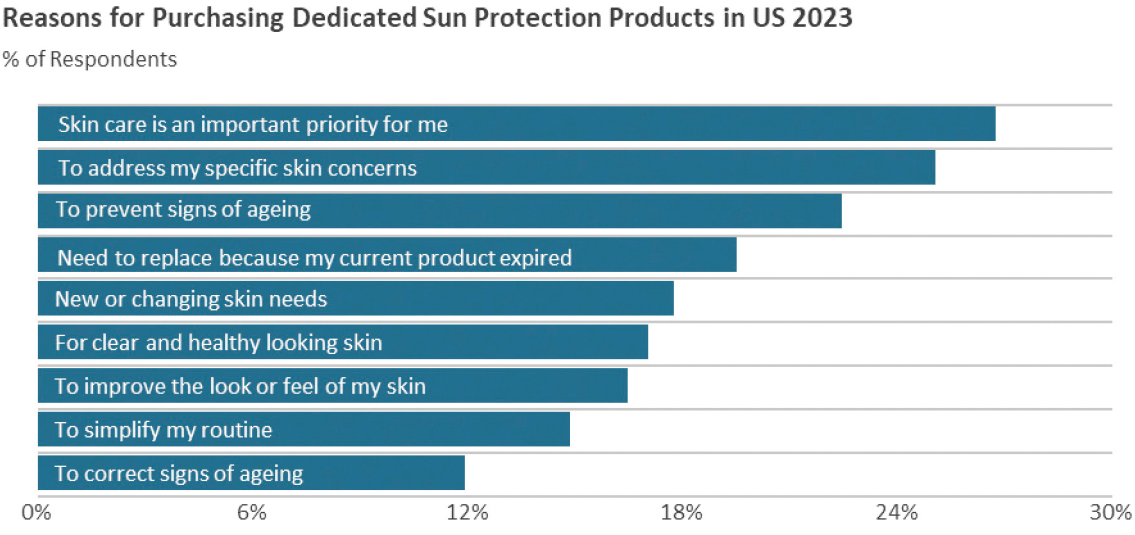
Euromonitor International's "Voice of the Consumer: Beauty Survey," fielded June-July, 2023, reveals a clear desire for healthy skin among U.S. respondents, with the top reasons for purchasing sun protection being "skin care as an important priority" (27%; **F-1**) and "addressing specific skin concerns" (25%).

Top Sun Care Skinification Drivers

Historically, sun care was primarily used to shield against UV rays and avoid sunburn, but with growing skin health awareness among consumers, demand is rising for products that provide more than just protection. This trend is also known as "skinification."

Skinification is being driven by the growing demand for multifunctional products, as consumers no longer want to choose between sun protection and skin care; they want both in one easy step. In fact, Euromonitor International's "Voice of the Consumer: Beauty Survey" found a higher number of U.S. respondents searching for multifunctional attributes in sun care in 2022 and 2023 than in 2021 (**F-2**)—a trend expected to continue in the future.

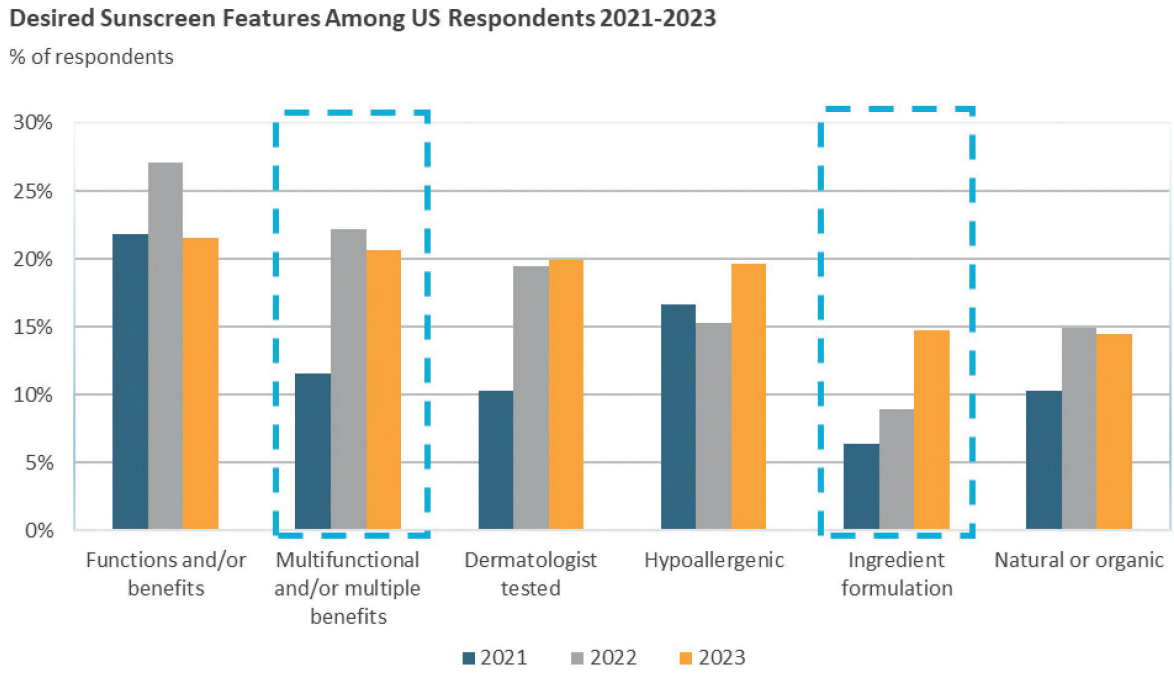
F-1 Top reasons U.S. consumers purchase sun protection



Source: Euromonitor International Voice of the Consumer: Beauty Survey, fielded June to July 2023

Courtesy of Euromonitor

F-2 Euromonitor International's "Voice of the Consumer: Beauty Survey" found a higher number of U.S. respondents searching for multifunctional attributes in sun care in 2022 and 2023 than in 2021



Source: Euromonitor International Voice of the Consumer: Beauty Survey, fielded June to July 2023

As a result, there has been a noticeable rise in the incorporation of skin care benefits into sun protection, such as those that improve the overall skin microbiome.

Common Multifunctional Sun Care Claims & Ingredients

Ingredient-driven narratives help consumers identify and select the most efficacious products by skin concern.

- ***Hydration:*** Hydrating components such as hyaluronic acid and glycerin help keep the skin moisturized and prevent dryness caused by sun exposure.
- ***Anti-aging:*** Sun exposure is one of the leading causes of premature aging, with sun care players incorporating anti-aging ingredients such as vitamin C, retinol and tretinoin to combat fine lines, wrinkles and sagging skin.
- ***Even skin tone:*** Ingredients such as niacinamide, glycolic acid and licorice extract can help fade dark spots and hyperpigmentation caused by sun damage, resulting in a more even complexion.
- ***Antioxidant protection:*** Antioxidants such as vitamin E and green tea extract can neutralize free radicals generated by UV radiation, protecting the skin from oxidative stress and damage.
- ***Nourishment:*** Ingredients such as ceramides, coconut oil and shea butter nourish the skin and help to restore its natural barrier function, promoting overall skin health.

The Beauty Categories Challenging Sun Care

There has been a surge in skin care and beauty companies launching a variety of products that include SPF protection, such as moisturizers, primers and lip balms. Among the main contenders challenging traditional sun care are moisturizers and foundations containing SPF, which can serve as substitutes, especially for daily use.

For example, Tower 28's SunnyDays Tinted Sunscreen Foundation is a revolutionary product approved by the National Eczema Association, promising to not only enhance complexion but also provide SPF protection that is gentle enough for sensitive skin.

This aligns with Euromonitor International's Product Claims and

Courtesy of Euromonitor

Positioning (PCP) system, which has seen rapid growth in sensitive skin claims in U.S. sun protection from 2019 to 2022 (F-3).

Another example of skin care launches incorporating SPF is Eucerin's Immersive Hydration Collection, a daily lotion with broad-spectrum SPF 30 that not only claims to hydrate the skin, but also reduce the appearance of fine lines and wrinkles.

Sun Care Pivots

In response to pressure from other beauty categories, sun care manufacturers are incorporating more skinified properties and ingredients with targeted benefits, such as a reduction of the appearance of dark spots and fine lines, pore minimization, and solutions for matte/dewy/glowing skin, particularly through products such as tinted sunscreen.

In fact, the number of sun care products including claims such as skin health or antioxidants has only grown, according to Euromonitor International's PCP system. At the same time, the clean beauty movement is also encouraging consumers to search for products without purportedly harmful ingredients that can pose risks to human health or the environment, leading to a rise in no paraben claims within sun care.

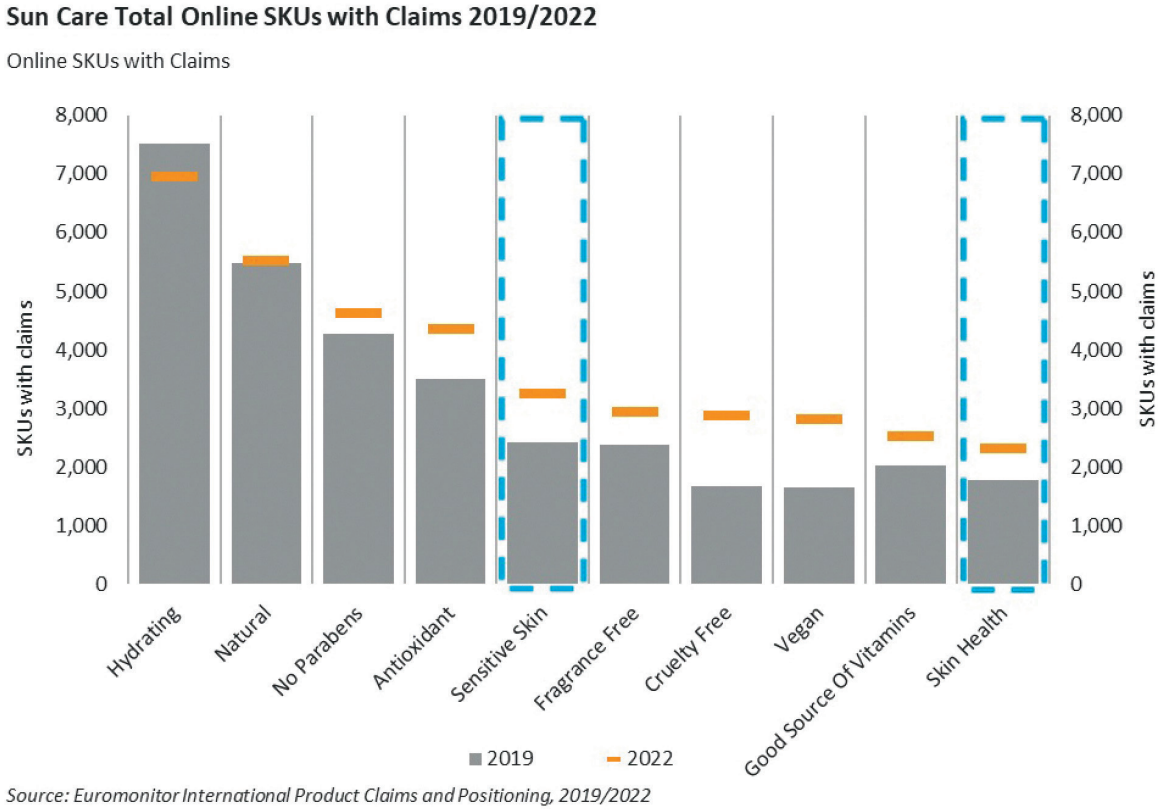
Opportunities for Brands to Expand Innovation

There are already several notable examples of the revolution underway in SPF beauty.

Gen Z's beloved skin care brand Bubble has entered the sun care space with the launch of two mineral SPF sunscreens: Plus One and Solar Mate. Plus One is a tinted daily sunscreen with SPF 40, claiming to improve skin appearance over time by reducing hyperpigmentation, redness and excess oil production, ultimately evening out skin tone and blurring blemishes.

Elsewhere, VitaSea has unveiled a collection of five sun care products specifically designed for sensitive skin, including multifunctional formats such as sticks and sprays. This range contains essential vitamins E and C to provide antioxidant protection, along with sea kelp, accompanied by claims of calming irritation and inflammation while minimizing the effects of sun exposure.

F-3 Euromonitor International's Product Claims and Positioning (PCP) system has detected a rapid growth in sensitive skin claims in U.S. sun protection between 2019 to 2022



Source: Euromonitor International Product Claims and Positioning, 2019/2022

Courtesy of Euromonitor



Products such as Sun Bum Scalp & Hair Mist SPF30 (pictured) and Malibu SPF15 Clear Hair & Scalp Protector are at the forefront of UV defense for the hair/scalp.



Historically, sun care was primarily used to shield against UV rays and avoid sunburn, but with growing skin health awareness among consumers, demand is rising for products that provide more than just protection. This trend is also known as "skinification."

Meanwhile, Minu has launched its inaugural product, the Brightening Minerals Broad Spectrum SPF 30 Gel-Cream, a dermatologist-designed combination of premium sun protection with high-end skin care benefits.

By utilizing its "Mineral Superblend" technology, pairing premium minerals with botanical extracts, vitamins and peptides, the company has formulated an all-in-one daily facial mineral sunscreen, moisturizer and primer.

The brand claims the cream protects against UVA, UVB, infrared, pollution and blue light, while incorporating powerful antioxidants and soothing ingredients such as echinacea, ginger, and vitamins B3, B5 and E to help combat irritation and boost skin health. Its hypoallergenic formula meets the Credo Clean Standard.

There has also been a surge in interest for scalp and hair SPF products. Despite being equally vulnerable to skin cancer as the rest of the skin, the scalp is often neglected when it comes to sun protection.

Products such as Sun Bum Scalp & Hair Mist SPF30 and Malibu SPF15 Clear Hair & Scalp Protector are at the forefront of this emerging trend.

In response to the growing interest, Not Your Mother's has introduced the Beach Babe Scalp & Hair Sunscreen Mist exclusively at Ulta.

This product is not only cruelty-free and vegan, but also free of oxybenzone (an ingredient that can cause allergic reactions in humans and has been claimed to have various detrimental effects on coral reefs and other marine life).

Future Outlook: Sun Care Skinification Will Flourish

Due to the progress made in formulation technologies, along with a growing emphasis on personalized solutions, the future of skinification in sun care is full of potential.

Consumers' increased emphasis on health and safety will persist, leading to a deeper scrutiny of beauty ingredients and the products they incorporate into their daily routines.

Moving forward, brands will have to be more precise and transparent about their ingredients, formulations and product claims to build trust and loyalty with consumers.

There is likely to be even greater innovation in sun care in the next few years, with a large focus on personalized solutions based on skin type, specific skin care concerns, lifestyle habits, protection against environmental stressors, and innovative formats to ensure maximum safety and efficacy.

Overall, consumers appreciate sun care that offers both efficient sun protection and caters to their specific preferences and requirements for pleasant yet effective usage. ■

L to R: courtesy of Sun Bum; image by Tuan Nguyen at Adobe stock


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Today, we're seeing a rise in "do-it-all" makeup solutions that offer the best in both skin care and cosmetics with a focus on powerhouse skin-friendly ingredients, all bolstered by extra-effective packaging.

Image by Taras Grebinets at Adobe Stock

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INSIDE THE HYBRID MAKEUP RENAISSANCE

Skin care x color cosmetic combinations deliver extra efficiency and benefits for today's no-nonsense consumer.

BY LISA DOYLE

Multitasking: it's become the norm for all of us. Moreover, it's something we've grown to expect as consumers, especially in personal care.

As a result, we've seen an increase in skin care solutions that can deliver multiple benefits in one product—such as a hydrating, collagen-boosting reparative creams or SPF-infused daily serums—as well as multipurpose cosmetics, including BB creams that incorporate both primer and foundation while providing soothing benefits to the skin.

Now, we're seeing a rise in "do-it-all" makeup solutions that offer the best in both skin care and cosmetics with a focus on powerhouse skin-friendly ingredients, all bolstered by extra-effective packaging.



Courtesy of Morphe

Perhaps it's no surprise that, in February 2024 during a CEW event, Spate[a] reported the top makeup claims turning up in searches included glow, dewy, setting and weightless—primarily concepts associated with skin care.

But perhaps not for long.

"We like to say Kosas is 100% makeup, 100% skin care," explains Sheena Zadeh, founder of beauty brand Kosas. "We believe in a new face of makeup for everyday life. Women are busy and don't have time to be precious and perfect with their makeup. They want foolproof, effortless products that they can apply quickly or on the go."

Read on to see how beauty innovators are delivering the best of both worlds.

Hydration Sensations

Skin care solutions that hydrate are easy to find; skin care solutions that hydrate while providing long-lasting, weightless makeup coverage are much rarer.

Morphe delivers all of this and more in its Lightform Extended Hydration Foundation.

"Lightform Extended Hydration Foundation is a true superstar," says Danielle Jarrell, vice president of product development at Morphe. "The high-performance formula gives you the healthiest natural radiant finish ever. Our Biomimetic HydroRelief Complex of natural moisturizing sugars, natural moisturizing humectants and hyaluronic acid hydrates skin immediately and improves moisture balance and barrier function over time."



"Lightform Extended Hydration Foundation is a true superstar," says Danielle Jarrell, vice president of product development at Morphe.

Revolution Beauty, celebrated for the past decade for its high-quality, cruelty-free cosmetics, recently upped its skin care factor with the introduction of the Skin Silk Serum Foundation to its portfolio.

"In January 2024, Revolution Beauty launched Skin Silk Serum Foundation, our first-ever serum

[a]https://hubs.la/Q01_Zqkn0

foundation, as a response to consumers' desire for a lightweight complexion product with skin care benefits," says Erin Cast, president of Revolution Beauty North America.

She adds, "Powered by skin care and enriched with hyaluronic acid and a peptide complex, Skin Silk Serum Foundation provides a your-skin-but-better feel, working to plump and hydrate your skin with every use. The lightweight and breathable formula blurs imperfections while letting skin shine for coverage without compromising the complexion."

Taking the BB cream trend to the next level is Kosas, which recently launched BB Burst, a clean, tinted gel cream designed for light coverage and a blurring effect, all while moisturizing the skin.

"Its refreshing, cooling formula releases a burst of serious skin care with a triple hydration effect that results in more balanced skin and supports the skin barrier for moisture retention," says Zadeh. "We wanted to modernize the BB cream category by creating this buildable coverage product that also hydrates and plumps your skin."

Texture-forward & Emotional Makeup Design

As Cast's comment about a "your-skin-but-better feel" for Revolution Beauty's Skin Silk Serum Foundation shows, texture and skin-feel is critical

In April, Spate reported that among the top-growing Korean face makeup products were concealer palettes and water-based foundations.

The firm noted, "Many concealer palettes also include color-corrector shades to neutralize redness, cover dark circles and even out pigmentation."

Texture is central to the rise in palettes, with significant searches focused on cream concealer palettes.

In a similar vein, water-based foundations have experienced nearly 130% year-over-year search growth in the United States, per Spate. This places a premium on the omission of silicones or certain no-no oils.



"In January 2024, Revolution Beauty launched Skin Silk Serum Foundation, our first-ever serum foundation, as a response to consumers' desire for a lightweight complexion product with skin care benefits," says Erin Cast, president of Revolution Beauty North America.

It also signals a desire for a "lighter texture and a more natural appearance," per the firm.

This has led to a rise in searches for moisture foundations and moist foundation recommendations.

In April Lubrizol created a range of makeup concepts, called Chromatic Rules, featuring skin-friendly color with preferred textures.

The collection included the Matte-finish Watery Primer featuring Lubrizol's Kelo-Care diutan gum. The rheology modifier delivers high stability, per the supplier, and is produced by fermentation. Compatible with high levels of alcohol and polyols, Kelo-Care diutan gum is readily biodegradable.

Lubrizol also crafted the Color-blazing Lip Jelly and Silky and Creamy Eyeshadow Stick formulas using the Oilkemia Alpha polymer, which allows for surprising textures. The oil-soluble polymer has pronounced thickening efficiency, clarity, suspension and stability, as well as a non-tacky feel.

Texture and skin feel also have emotional dimensions. This was a theme explored by color cosmetics manufacturing specialist Gotha during Cosmoprof Bologna 2024. During the show, the company launched makeup concepts dubbed "Emotional Fulfillment," which featured unique textures with an emotional punch.

Gotha's Bubble Gum Bronzer mixed the lightweight elements of a powder with the melting effect of a cream, all housed in a nostalgic Play Doh-like texture that highlights sensorial factors. The bouncy bronzer can be applied with a finger, blender or brush, and offers a buildable, velvety, sheer, non-drying finish.

The Executive Lipstick, meanwhile, featured a gummy texture with high payoff and no drying sensation. Its vibrant and vivid color reportedly lasts for hours and wears like a second skin.



Taking the BB cream trend to the next level is Kosas, which recently launched BB Burst, a clean, tinted gel cream designed for light coverage and a blurring effect, all while moisturizing the skin.

From top: courtesy of Revolution Beauty; Kosas



Gotha's B-lush-ious blush formulas feature a texture like chocolate that "melted" in contact with a user's finger, offering high payoff and buildable wear for more extreme looks.



Gotha's Executive Lipstick features a gummy texture with high payoff and no drying sensation. Its vibrant and vivid color reportedly lasts for hours and wears like a second skin.



Gotha's water-based Antarctica eyeshadow stick featured pearlescent metallic color with a cooling sensoriality.

Gotha's B-lush-ious blush formulas, meanwhile, featured a texture like chocolate that "melted" in contact with a user's finger, offering high payoff and buildable wear for more extreme looks.

The result is a luminous, dewy finish and optical plumped effect.

Finally, the water-based Antarctica eyeshadow stick featured pearlescent metallic color with a cooling sensoriality.

According to Gotha, "This metal foil will cling to the lids for an all-day comfortable wear without creasing."

The eyeshadow can be paired with other eyeshadows to add a high-shine layer. The formulation represents an evolution of Gotha's Water Drop Eye Stick, which won the Formulation Award at the 2024 MakeUp in Los Angeles event.

That formula represented a jelly stick that transformed into "an ultra-sparkling layer of color and dazzling pearls," per the company.

Brightening, Beautifying & Defending the Skin

Makeup that can provide a glowing complexion is a top priority for the discerning cosmetics consumer, as Spate data has shown. It often takes skin-care-worthy ingredients to achieve the desired effects.

"I want our products to give immediate results—be it concealing, highlighting, contouring or setting, while also providing longer-term benefits for the skin long after the makeup comes off," explains Tisha Thompson, makeup artist and founder of LYS Beauty.

She adds, "To do so effectively, each of our formulas is fortified with nourishing, plant-based ingredients with proven ability to help visibly enhance the appearance of skin. Lately, our customers have been thoroughly enjoying formulas with moisturizing ingredients like hyaluronic acid, rosehip oil, green tea extract and watermelon seed extract. Our viral No Limits Cream Bronzer Sticks have these key ingredients and are often touted for their ability to leave behind a natural radiance on the skin."



"I want our products to give immediate results—be it concealing, highlighting, contouring or setting, while also providing longer-term benefits for the skin long after the makeup comes off," explains Tisha Thompson, makeup artist and founder of LYS Beauty.

This SKU, created with ingredients by supplier Azelis, garnered nearly 3 billion views on TikTok in 2023, per the brand, and was embraced by the beauty community for not only providing stellar results, but also for offering clean ingredients, deep shade ranges and an accessible price point.

Providing sun protection is also high on today's consumer priority list in skin care; products that can deliver cosmetic functionality to boot are hitting the skin care x sun care x makeup trifecta.



Supergoop!'s Protec(tint) Daily Skin Tint is a lightweight, sun-protecting skin tint that gives smooth natural finish.

From top, L to R: courtesy of Gotha; LYS Beauty; Supergoop!

Supergoop! has done so with its Protec(tint) Daily Skin Tint, a lightweight, sun-protecting skin tint that gives a smooth natural finish; the brand has gone the extra mile by partnering with FusionPKG for precision in packaging.

"We collaborated with Supergoop! on their new SPF-infused Protec(tint) Daily Skin Tint, packed in a 35 ml custom tottle with SimpliSqueeze valve technology for precise dispensing and clean user experience," explains Jessica Tarangioli, president of marketing and turnkey, FusionPKG. "Whether it's protecting delicate natural formulas or highly aggressive ingredients, our airless packaging stands out for its ability to protect products from air exposure, safeguarding formula integrity and potency."

Revolution Beauty has also looked into sun-inspired concepts for upcoming launches. Cast notes, "We are excited to launch one of our most highly anticipated drops to date—our supercharged, skin-loving Bright Light Bronzing Drips, which give sun-kissed skin in seconds!"

Looking ahead, keep an eye out for cosmetics featuring Givaudan Active Beauty's new Neuroglow active ingredient. According to the company, Neuroglow mimics the positive effects of the sun—including stimulating melanin production and promoting the release of beta-endorphin, vitamin D and oxytocin—without any of the damaging effects of sun exposure.

A Givaudan Active Beauty CMI study found that 80% of U.S. Gen Z consumers are looking for cosmetics that would positively influence their mood; watch for more cosmetic solutions that can deliver more than an aesthetic boost in the future.

Professional Treatment-mimicking Makeup

Beyond hydrating and anti-/pro-aging concepts, ingredient suppliers are developing technologies that can potentially empower color cosmetics with materials that mimic popular professional treatments.

"With the rise in popularity of hybrid beauty products, we have a great opportunity to incorporate multiple benefits into color cosmetic formulations," says Nina Esposito, marketing director, Provital USA. "When we think about the amount of times lip gloss is reapplied or how long eye shadow stays on the upper lid, the clear question is, why aren't our skin care actives in these products? Some of our favorites here at Provital can transform your makeup into functional creations with visible results that will have the consumers coming back for more."

This includes the company's Linefill, which acts as an injectable alternative for filling wrinkles from the inside out for a plumped and enhanced volume effect. The oil-soluble ingredient reportedly creates "24.8% more lip volume than the placebo it was tested against," per Esposito.

Elsewhere, Provital's Orchistem stem cell active derived from *Calanthe discolor*, a Japanese orchid, has a lifting effect on the upper eyelid, mimicking popular procedures that target the area.

"Why not enhance, for example, [develop] an eyeshadow or lid primer with Orchistem and address a concern so many have?" says Esposito. "With clinical studies showing upper eyelid lifting improvements of 19% and 28% in 2 weeks and 1 month, respectively, now you have an evolved formulation that gives the rejuvenated appearance of an open eye! "

Provital's Sculpup, meanwhile, a derivative of organic blackberry, increases lipid accumulation in adipocytes and collagen where applied for a boost in firmness, volume and lift—a clear alternative for professional fillers.

Its benefits make it a candidate for applications such as highlighters and blushes to give the cheeks a more youthful appearance.

As these concepts show, there is immense white space available for bringing new multifunctional innovation to color cosmetics.



Provital's Orchistem stem cell active derived from a Japanese orchid, has a lifting effect on the upper eyelid, mimicking popular procedures that target the area.

Image by askaflight at Adobe Stock

Color Still Counts

Of course, pigments, dyes and effects are still central to color cosmetics, no matter how many skin-friendly claims are added.



HCP's Harmony Luxe Lipstick & Trimline comprises a duo of monomaterial aluminum lipsticks that are ready-to-recycle and can support decoration techniques including anodization, spray finishes, and textile "forever finishes" such as double-anodization, pressing, rolling, debossing, embossing and lasering.



HCP's Twist Tottle for liquid makeup and skin care can be made from PCR. The design facilitates one-handed dispensing, per the company.

Spectra Colors, a U.S.,-based producer of small quantity batch-certified colorants for use in drop-in formulations, offers a number of materials for the beauty industry.

The company's FD&C and D&C dye products are available as powders, with specific colors available in liquid and granular form. In addition, the company has developed concept formulas for everything from eyeshadows to liquid eyeliners to eyeshadows to lipsticks.

Elsewhere, Eckart's new Mirage Glamour Space Silver features a borosilicate substrate and silver-metallic brilliance. This allows for use in water-based applications and products designed for the lip area. The interference silver glass flakes are available as a powder.

Images courtesy of HCP





HCP's 15 ml Color Capsule tottle features an elongated, domed profile and squeezable design with a slender nozzle ideal for skin care and complexion products.



To support up and coming brands and those seeking to maximize speed to market, HCT has introduced a new Speed Line program that offers recyclable packaging with fast lead times and low MOQs (2,500 – 25,000 pieces), thereby resolving several common sourcing challenges faced by many emerging brands.

Packaging: Supporting Hybrid Product Functionality

While ingredients are front-and-center in the hybrid makeup conversation, packaging considerations are critical for ensuring optimal product performance and a winning consumer experience.

"Sticks are a very popular form of packages for products combining skin care and cosmetic attributes,' says Daniel Wolfe, SVP, business development, Cosmopak. "Cosmopak has developed and produced a wide range of propel/repel sticks, including a range of airtight sticks, which is key for product integrity, particularly those with water content. In particular, Cosmopak's airtight technology for bottom dial sticks allows for a highly functional and effective package for brands and their consumers."

Product defense is also on Tarangioli's mind. She notes, "[We're excited to introduce Dream Glass Atmospheric, our newest packaging innovation combining premium glass with high-performance atmospheric dispensing featuring a two-piece, snap-on design and secure locking function—plus, new solutions inspired by our space-saving Max Out collection designed for inclusive, multi-shade launches!"

Lips are a top-performer in the hybrid color cosmetic space. As previously reported by *Global Cosmetic Industry* magazine[b], in 2023 top color cosmetic performers in the U.S. market included lip serums, tinted lip oils and "other products designed to enhance their lip features."

With the boom in the sector comes increased demand for optimal packaging.

"There are several sustainable avenues suited to the lipstick category," says Stephanie Rowntree, international product manager, HCP Packaging, "[including] refill formats, mono-material constructions in PP, PET, or aluminum and PCR materials to reduce the amount of virgin plastic used in existing packs."

This includes the Harmony Luxe Lipstick & Trimline, a duo of monomaterial aluminum lipsticks that are ready-to-recycle and can support decoration techniques including anodization, spray finishes, and textile "forever finishes" such as double-anodization, pressing, rolling, debossing, embossing and lasering.

HCP's monomaterial Harmony PP Refill Lipstick features a cap, base and mechanism all made with PP to optimize recyclability, with a refillable mechanism for extra sustainable credentials. The cap and base are suitable for PCR materials, per the company.

ICONS|ICS is also launching an array of PCR and monomaterial PET, PP and aluminum lip packaging options. It also delivers designs that pair aesthetics with functionality. For instance, ICONS|ICS' new triangular lipstick is designed for a precise application with a slanted aluminum shell and slim 7 mmD cup.

Design-forward concepts fit well into the hybrid product space. For instance, HCP's 15 ml Color Capsule tottle features an elongated, domed profile and squeezable design with a slender nozzle ideal for skin care and complexion products.

Elsewhere, HCP's Twist Tottle for liquid makeup and skin care can be made from PCR. The design facilitates one-handed dispensing, per the company.

Meanwhile, refillable concepts continue to drive a wide array of innovation.

"With users consistently reapplying everyday essential lip products throughout the day, staple nude shades and balms are ideally suited

[b]www.gcimagazine.com/brands-products/color-cosmetics/article/22890349/the-lip-boom-beauty-x-care

Images courtesy of HCP

to refillable packaging formats," says Rowntree. "A rechargeable format offers consumers a convenient and sustainable solution for maintaining their favorite lip products whilst minimizing waste."

For instance, she says, "HCP's stock Harmony PP airtight lipstick and slimstick are ideal packaging for balm products which need to be frequently replenished—cost effective, ready-to-recycle and refillable."

Rowntree adds, "The rising appeal for refillable packaging is particularly evident in the luxury sphere, with brands creating ornate and elaborate lipstick cases that transform their product into a treasured keepsake. Decorated with an array of tactile 'forever finishes,' HCP's Industrial Luxe lipstick collection offers brands a selection of luxurious aluminum packs that seamlessly combine style and sustainability."

Refillable concepts also open the door to greater brand and product loyalty.

"HCP's Devotion Refill Lipstick is a great example of a premium stock pack that both encourages brand loyalty with its unique and patented click-to-use refill mechanism and the option of a premium aluminum outer shell," Rowntree explains. "The twist-up aspect of the refill mechanism is activated once assembled with the base, ensuring the consumer needs the full pack assembly for use."

Rowntree concludes, "Lip-gloss products, however, present more of a challenge for truly effective refill packaging due to aspects such as applicator hygiene, excess packaging and a workable retail model for purchase of the refill product."

Elsewhere, turnkey specialist Tokiwa Cosmetics recently developed an array of refillable packaging solutions for eyes, brows, lips and liner applications. The company's turnkey offerings "prioritize natural and sustainable ingredients without compromising performance," per the company.

Its environmental and social responsibility practices are encompassed in its Clean Program, which sets sustainability standards for production. This includes sourcing raw materials and the use of post-consumer plastics, refillable packaging, and materials with RSPO and FSC certifications.

Meanwhile, to support up and coming brands and those seeking to maximize speed to market, HCT has introduced a new Speed Line program that offers recyclable packaging with fast lead times and low MOQs (2,500 – 25,000 pieces), thereby resolving several common sourcing challenges faced by many emerging brands.

The stock is production-ready at HCT's facility to accommodate orders in 2-3 weeks, including custom decoration, which supports quick launch schedules.

The sustainable packaging components are 100% monomaterial PET, which are designed for recycling.

To preserve components' recyclability, the Speed Line program only allows decoration processes like silkscreen, hot stamping, inkjet printing and HCT's Inboss Technology.

How it works:

- Brands inquire for stock/component availability
- Brands them place their artwork on the die lines
- Approval samples are shipped within about 1 week, presuming rapid brand approval
- Orders are readied for shipping typically within three weeks of sample approval/sign off; timing would be impacted by any delay in the approval process ■

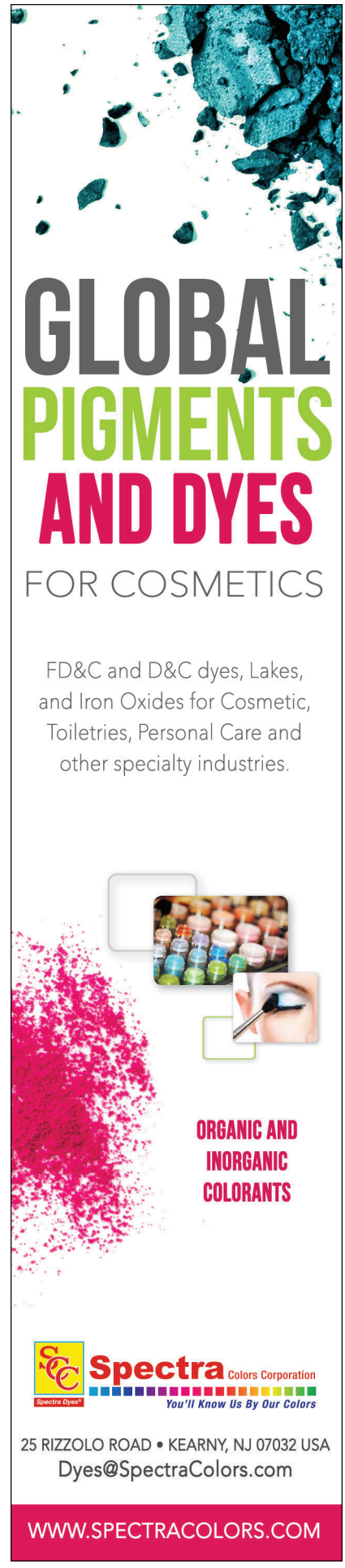
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Check out ***The Gentle Skin Care Revolution*** *in our* ***April 2024 edition.***





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*.





Seventy-six percent of survey respondents love products that do double duty–skin care benefits plus sun protection.

Image by Subbotina Anna at Adobe Stock

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Consumers' Sun Care Wish List

From no white cast to skin-friendly ingredients such as vitamin C and collagen, shoppers reveal their top needs.

BY DENISE HERICH, THE BENCHMARKING COMPANY

Forty percent of consumers say they apply sunscreen daily, regardless of weather or the season, while 74% say they're buying more sun protection products now—both in their cosmetics and as standalone sunscreens—than they did 5 years ago.

Innovations in sun care from the United States and abroad are causing a frenzy of consumer excitement, whether those innovations are coming from Korea with advanced UV filters and pleasing finishes, or companies like Shiseido that are introducing protection that strengthens with heat, water and sweat.

For these reasons and more, the outlook for sun protection product sales is rosy[a], with sales expected to surge at 6.6% CAGR through 2031.

To learn more, in March 2024 The Benchmarking Company surveyed more than 2,600 U.S. females from its PinkPanel to learn what the shopper is buying now in sun care, along with the innovations she's eagerly awaiting from your brand.

The Need for Protection

Today's consumer clearly understands the need for sun protection for her health, and to protect her skin from premature aging. They also have relatively strong comprehension of sun care terms, including the differentiation between sunscreen and sunblock, as well as the definition of SPF (**T-1**).

They also have lingering questions about usage (**T-2**).

With nearly three-quarters of consumers using sun care products more now than they did five years ago and 21% using the same amount, only 5% are shrugging off the urgency to protect against sun exposure.

[a]www.factmr.com/report/140/sun-protection-products-market

Usage Patterns

One hundred percent of sunscreen users say they use it in the summer, 75% in spring, 57% in fall and 46% in the winter. Sixty-four percent of sunscreen users sometimes to always reapply their sunscreen if they're still outside in the sun after 5:00 p.m.

Sun Care & Medical Professionals

In addition to using sun care products, 40% of survey respondents say they undergo a skin check by a medical professional on a yearly basis or even more often, and 28% do so every 2-3 years. Forty-three percent say that a medical professional has told them that they should use a sunscreen daily. When heeding this advice, 65% are applying a sunscreen with an SPF protection level of 50.

T-1. Her sun care IQ; survey respondent feedback

a. Sunscreen (**63%** answered correctly)	Which of these consists of chemicals that absorb UV rays before they hit your skin?
b. Sunblock (**67%** got this right)	Which of these acts as a barrier, preventing the sun's rays from reaching your skin?
c. SPF (**87%** knew it!)	Which of these is a measurement of how much UV radiation is required to produce a sunburn on the skin?

T-2. Lingering consumer questions about sunscreens

What happens after 50 minutes of wearing an SPF 50? Does your SPF no longer offer protection if not reapplied?	46%
Does sunscreen expire?	41%
Does sunscreen prevent the body from absorbing Vitamin D?	38%
Does an SPF 100 really offer more protection than a SPF 70+?	37%
Is there such thing as an actual waterproof/sweatproof sunscreen?	29%
Is reef-safe sunscreen really OK for coral reefs or should I just go without?	15%
Do you need sunscreen on cloudy days?	10%

Her Sun Exposure Concerns

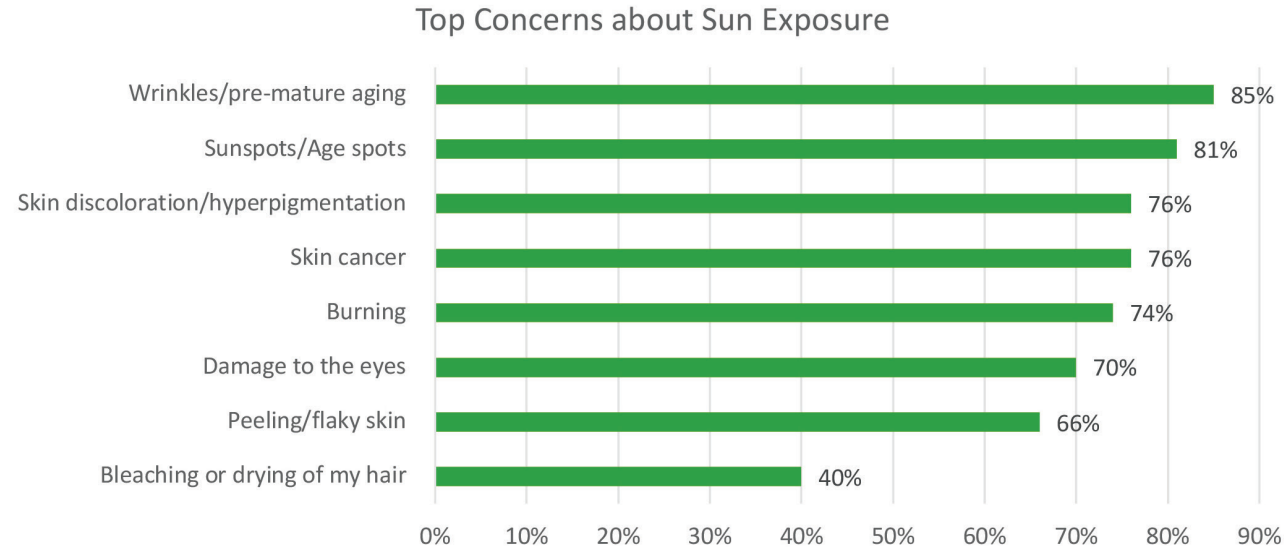
Among survey respondents' top sun exposure concerns, the sun's aging effects trump even the possibility of getting skin cancer (**F-1**).

Eighty-five percent are concerned about wrinkles/premature aging; 81% worry about age spots/sunspots; 76% are concerned about skin discoloration/hyperpigmentation; 76% are concerned about skin cancer; 74% are concerned about burning; 66% worry about peeling/flaking skin; and 40% worry about bleaching or drying of her hair.

Current Sun Exposure Damage

As a result of sun exposure, 52% of respondents say they now have age spots/sunspots; 44% have freckles; 41% believe they have more wrinkles as a result of prolonged sun exposure;

F-1 Top consumer concerns over sun exposure



32% have uneven skin pigmentation; and 29% attribute their dry skin to sun exposure.

Sun Care She's Buying

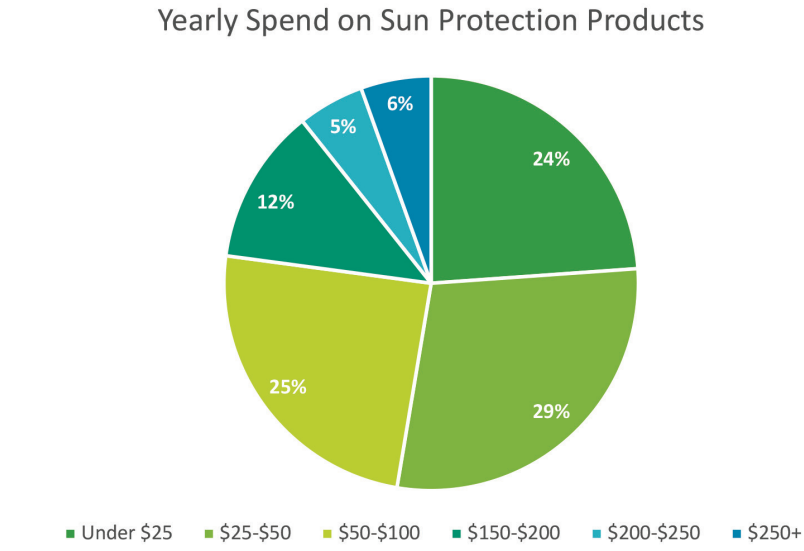
Among purely sunscreen products, 62% of shoppers buy mineral sunscreen for the face; 61% buy chemical sunscreen for the body; 51% buy mineral body sunscreen; and 42% buy chemical facial sunscreen.

Top Sun Care Retailers & Yearly Spend

Superstores like Target and Walmart continue to be her go-to retailers for sun care products, with 70% saying they buy sun care products there. Forty-six percent buy on *Amazon.com*; 43% at drug stores; 35% at Ulta; 31% at Sephora; and 18% (tied) at either a big box store such as Costco, or a brand's own website.

For a look at how much shoppers are spending, see **F-2**.

F-2 Annual sun care spend among survey respondents



Shopper Preferences Favor Variety, High SPF

Fifty-six percent of women surveyed say they use different sunscreens for different reasons, with the product's degree of water resistance paramount for 68% of users (**T-3**).

Fifty-three percent say they use different sunscreens because they're marketed for different purposes, such as tanning, sports or waterproof performance.

Forty-eight percent buy a variety because they feel some sunscreens weigh differently on the skin; 47% buy a variety due to how different products feel on the skin overall.

Because of her varied needs, 46% buy three or more cosmetic products with SPF per year; 35% buy three or more chemical sunscreens a year; and 27% buy more than three mineral sunscreens yearly.

Sixty-five percent prefer an SPF level of 50.

T-3. Shopper motivations for varying sunscreen product usage

Why use different sunscreen products for different occasions?	%
The degree of sweat resistance or water resistance	68%
Marketed for different uses (tanning, waterproof, sports)	53%
Weight of the product on skin can be different between products	48%
How it feels on skin in general	47%
Finish of the product (shimmer vs. matte finish, etc.)	36%
Recommended amount of time between applications	30%
Impact of the product on environment (reefs, etc.)	28%
Some products sting/burn when mixed with sweat	22%
Scent differences between sunscreens	18%

Hybrids Win: Cosmetics/ Skin Care with SPF

To protect her skin, 82% of consumers say they buy cosmetics/skin care products with SPF whenever possible. Seventy-four percent say they currently use cosmetics/skin care products that contain SPF and they do so because:

- 84%: can easily be incorporated into my daily skin care regimen
- 76%: love products that do double duty–skin care benefits + skin protection
- 40%: believe their cosmetics/ skin care products provide ample sun protection
- 39%: absorbs easier into skin than a regular sunscreen
- 39%: aren't sticky/tacky like traditional sunscreens
- 32%: doesn't leave residue on my skin post-wash
- 27%: doesn't have a sunscreen smell/taste
- 23%: easier to remove at the end of the day

The cosmetic products containing SPF that she's currently buying include facial moisturizers with SPF (72%), lip balm/lip products with SPF (69%), foundation makeup (60%), body lotions with SPF (34%), facial serums with SPF (30%), color cosmetics with SPF (29%) and tinting spray/lotions for the face/body with SPF (14%).

Sun Care Brand Favorites: Melanin Matters

Seventy percent of sun care users admit they aren't brand loyal to any specific brand, but 52% have a current favorite. These favorites are 1) Banana Boat, 2) Neutrogena, 3) Supergoop!, 4) Coppertone and 5) Sun Bum.

Those with melanin-rich skin have slightly differing favorites; 39% of these sunscreen buyers say they specifically seek out sunscreens designed for darker skin tones. The favorites among melanin-rich buyers are 1) Black Girl Sunscreen, 2) Neutrogena, 3) Supergoop!, 4) Banana Boat and 5) Elta MD tinted sunscreen.

Ingredients, Finishes & Application Preferences

While 71% of sunscreen users say they're concerned about the effects of chemical sunscreens on the environment/coral reefs, 72% have a more personal concern—that there are ingredients in sun care products that are not safe for skin.

She'd ideally like to see vitamin C included in her sun care ingredient profile (72%), followed by collagen (70%) and hyaluronic acid (70%) (**T-4**).

Matte finishes are most appealing to her (64%), followed by a dewy finish (63%), milky finish (43%), oil finish (42%) and a shimmery/glimmer finish (40%).

When applying sunscreen, 79% like to apply sunscreen from a tube with their fingers, 58% like an aerosol spray, 49% prefer a pump spray and 42% enjoy roll-on/glide-on applicators. Twenty percent are warming to sun care products in powder form.



The cosmetic products containing SPF that survey respondents are currently buying include facial moisturizers with SPF (72%), lip balm/lip products with SPF (69%), foundation makeup (60%), body lotions with SPF (34%), facial serums with SPF (30%), color cosmetics with SPF (29%) and tinting spray/lotions for the face/body with SPF (14%).

Words She Values & Top Influencers

When consumers consider the purchase of a sunscreen product, 63% want to see the terms invisible and/or age-defense on the product (both tied at 63%), as well as sheer (45%), defense (44%), water (34%), transparent (33%), glow (28%) and reef-safe (24%).

The word invisible ties in with the top influence in her decision to buy—whether the product leaves a white cast on the skin after application.

An invisible finish is important to 73% of consumers when purchasing a sunscreen, followed by proof that the product works in the form of product reviews or claims (63%), that the product is multifunctional (54%), has a pleasant scent (48%), contains some natural ingredients (46%), and is affordable or on sale (40%).

Online articles or stories touting the "best of" sunscreens or "sunscreens to avoid" are noted as influential to 25% of respondents' purchasing decisions.

She'd Like Sun Care Products with These Superpowers

In her ideal world, the consumer would find the perfect affordable

Image by Darya Lavinskaya at Adobe Stock

T-4. Most-preferred sun care ingredients

Ingredients consumers would like to see in sun care products	%
Vitamin C	72%
Collagen	70%
Hyaluronic acid	70%
Vitamin E	62%
Vitamin D	57%
Peptides	54%
Ceramides	54%
Niacinamide	46%
Sea moss	29%
Bakuchiol	21%
None of these	4%

sunscreen with safe ingredients, no white cast and all the proof points she needs to know it will work for her. But she's not stopping there. Female consumers are also looking forward to innovations that marry her need for protection with the cosmetic benefits she craves.

She's seeking sun care innovations that:

- 88% Tighten/restore crepey skin caused by UV damage
- 85% Reduce skin discoloration
- 84% Reduce the appearance of dark spots
- 82% Provide UV scalp protection
- 79% Deliver SPF & moisture to prevent flaking
- 75% Protect hair from sun damage
- 69% Protect hair from chlorine or ocean water bleaching
- 69% Provide hair color fade protection from the sun
- 68% Deliver natural-looking artificial tans w/SPF that lasts several days
- 58% Provide UV-ray-blocking effects via oral supplements

Other innovations she's eager to try include:

- UV protective face powder (66%)
- After-sun sheet masks (64%)
- Soaps designed specifically to remove sunscreen (55%) ■

Want more from this author?

*Check out **What Consumers Want from Hair Care in 2024** in our **May 2024 edition.***





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



Broad Portfolio
Designed for
Recyclability



Packaging Trend Tracker: the Next Wave of Sustainability

From Sephora to rePurpose Global and Bluebird Climate, sustainable packaging initiatives are moving forward.



"As recycling requirements can be confusing, our focus is very much on educating beauty consumers on how easy it is to give their empties a second life with Sephora following three easy steps: clean it out, drop it off at a Sephora store and then you're done!" says Desta Raines, Sephora's sustainability lead.

Image by Luis G. Vergara at Adobe Stock

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Packaging sustainability is just about all anyone talks about in 2024. Recently, a number of organizations have launched new initiatives to further progress in this area.

In April 2024, the rePurpose Global plastic action platform acquired sustainability software platform Bluebird Climate to provide the beauty industry with "a one-stop platform to help consumer brands meet growing demands for climate action, waste reduction and supply chain transparency from consumers, retailers, and regulators worldwide.

In the coming months, rePurpose Global will integrate Bluebird Climate into its existing technology stack, with a unified platform launching by the end of 2024.

In the process, the organizations will enhance Bluebird Climate's functionalities while continuing to serve its existing customers and partners.

Furthermore, rePurpose Global will expand Bluebird Climate's focus beyond personal care, beauty an wellness.

Given the rise of sustainability requirements facing brands, rePurpose Global believes an all-in-one platform will prove a key solution for managing demands from retailers, regulators and consumers.

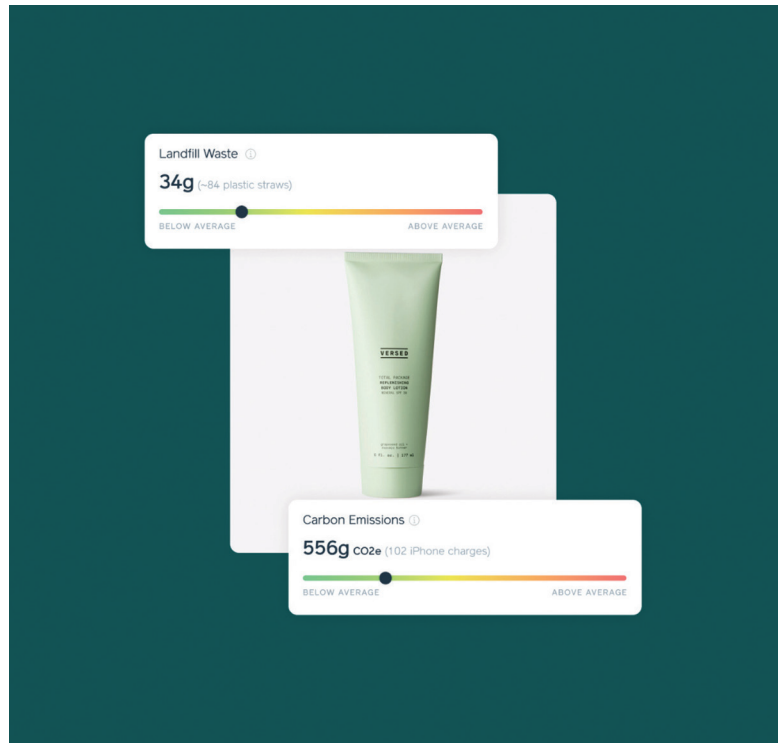
To service challenger brands and large entities, the combined system will offer various pricing tiers.

Historically, Bluebird Climate has offered on-demand lifecycle assessments on products, and supported the assessment of the environmental performance of products, packaging and ingredients.

It currently services 100 beauty, personal care, wellness and supplement brands and has been used to assess/optimize more than 1,000 products using Bluebird Climate's sustainability and supply chain datasets across carbon, waste and recyclability dimensions.

It also allows brands to bypass shipping preparation fees imposed by major online retailers when additional protective packaging is required.

Mia Davis, an impact executive, rePurpose Global adviser and the co-founder of Pact Collective, notes, "As sustainability regulations and retailer requirements become both more common



In the coming months, rePurpose Global will integrate Bluebird Climate into its existing technology stack, with a unified platform launching by the end of 2024.



Mia Davis, an impact executive, rePurpose Global adviser and the co-founder of Pact Collective, notes, "As sustainability regulations and retailer requirements become both more common and more meaningful, a brand's understanding of its material use, packaging end-of-life and overall environmental impact has gone from an elective to an imperative."

Images courtesy of rePurpose Global



Epopack's AX series bottles offer both a small and tall option, available in 18 ml and 60 ml sizes, respectively, with both maintaining a glossy finish and cylindrical appearance.



Aptar Closures' new E-Disc Top is designed to prevent in-transit leakage for products sold online, while eliminating the need for liners, shrink bands or other extra shipping packing material.

and more meaningful, a brand's understanding of its material use, packaging end-of-life and overall environmental impact has gone from an elective to an imperative. I am thrilled to see that rePurpose and Bluebird have joined forces, and know that this integration will help brands make more informed packaging decisions."

Meanwhile, on the retail front, Sephora is uniquely positioned to make a mark on the sustainability of beauty.

The specialty retailer has been a shining star for parent LVMH, which noted in its latest financials that, "Sephora once again achieved remarkable growth, continuing to gain market share."

In addition, Piper Sandler has reported that Sephora is gaining on Ulta with teenage shoppers in the United States.

With all this growth comes a significant amount of packaging.

To tackle the challenge, Sephora is leveraging take-back programs, refillables and launching a new Planet Aware label.

The new label recognizes brands and products featuring sustainability commitments, including planet-friendly packaging solutions.

Its refillable program, meanwhile, comprises more than 45 brands, including Glow Recipe, Fenty Beauty, Ouai, Maison Margiela, Josie Maran and more.

Finally, Sephora's empties take back program, Beauty (Re)Purposed, is available at all North American locations, excepting shops located within Kohl's locations.

To date, Beauty (Re)Purposed has collected more than 10,860 pounds of hard-to-recycle material, per Sephora, the equivalent of approximately 217,220 lipstick tubes.

Global Cosmetic Industry reached out to Sephora's director of sustainability, Desta Raines, to learn more.

How does Sephora incentivize shoppers' packaging returns?

Raines: Sephora has been working to close the loop on hard-to-recycle packaging waste in the beauty and wellness industry, and we are so proud of the progress we've made thus far via our Beauty (Re)Purposed take-back program.

Since we launched in all U.S. stores in May last year, we have collected more than 10,860 pounds of hard-to-recycle material–which is the equivalent of approximately 217,220 lipstick tubes.

As recycling requirements can be confusing, our focus is very much on educating beauty consumers on how easy it is to give their empties a second life with Sephora following three easy steps: clean it out, drop it off at a Sephora store and then you're done!

We're also looking into other methods of making the process more approachable, like an upcoming Beauty Insider gamification challenge launching in the coming months.

How will the retailer's new Planet Aware seal support its sustainable packaging aims?

Raines: At Sephora, we take pride in helping customers make informed decisions about the best-suited products for their beauty needs.

For over six years, Sephora, in partnership with our prestige brand partners, has offered a broad selection of clean and sustainable beauty options

L to R:: courtesy of Epopack; Aptar

across makeup, skin care, fragrance and hair care.

This year, we're proud to evolve our offering globally with the new Clean at Sephora and Planet Aware at Sephora seals.

Brands that meet Planet Aware at Sephora criteria adhere to a robust set of 30+ criteria, including ingredient sourcing and formulation, packaging, corporate commitments, and consumer transparency.

New Packaging Innovations

Small & Tall Looks

Epopack's AX series bottles offer both a small and tall option, available in 18 ml and 60 ml sizes, respectively, with both maintaining a glossy finish and cylindrical appearance.

The bottles can be paired with black attachments, including various pump and dropper shapes.

The designs are intended to deliver simplistic sophistication that stands out.

Preventing Leaks in E-commerce Shipping

Aptar Closures' E-Disc Top, manufactured in the United States, is available in a 24-410 flat neck finish and is suitable for medium to thick viscosities. It features a crab claw seal and fits 0.166- and 0.310-inch orifice sizes.



Clement Packaging's bamboo-based jar.

The top is Amazon ISTA-6 compliant and is therefore able to withstand harsh shipping conditions. This keeps the product secure and prevents cracks, leaks and breaks, thereby diminishing customer complaints and returns.

The disc-top closure features an integrated, concealed mechanism that requires more force to be applied upon initial opening, but thereafter operates as a standard disc top closure, per Aptar.

The PP closure is fully recyclable and available in post-consumer recycled (PCR) content.

Two more disc top dispensing solutions will be launched by Aptar this year, per the company.

"At Aptar Closures, we are dedicated to developing and bringing to market the next generation of dispensing solutions tailored to the evolving needs of our brand partners and consumers," said Erin Harmon, North America product line director at Aptar Closures. "Our E-Disc Top underscores this commitment. Its intuitive functionality, paired with enhanced shipping durability and sustainability attributes, reaffirms our efforts to offering practical yet impactful solutions for our brand partners worldwide."

Plant-based Biodegradable Packaging

Clement Packaging has developed compostable bamboo packaging for beauty and personal care comprising material that reportedly serves as a "1:1 plant-based replacement for plastic."

The components feature USDA-certified plant-based material and upcycled bamboo, per Clement Packaging.

The company's current compostable range includes a twist-up lip balm tubes (5 g/0.15 oz), oval twist-up sticks (75 g/2.65 oz), straight-sided jars (50 ml/1.7 fl oz), mini straight-sided jars (15 ml/0.5 fl oz) and bottles 30 ml/1 fl oz).

The packaging is manufactured at the company's 73,000-sq-ft factory in Southern China, which reportedly has an annual capacity of more than 50 million units. ■



Courtesy of Clement Packaging



Current scientific literature points to "growing evidence that cellular senescence may be an essential mechanism that drives organismal aging," including in the skin, leading to common issues such as "wrinkling, sagging, dryness or age spots."

Image by Wayhome Studio at Adobe Stock

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BEAUTY'S WAR ON SENESCENCE: INGREDIENT TREND TRACKER

Regenerative technologies that clear the skin of zombie cells are reshaping beauty claims possibilities. PLUS: in-cosmetics Global 2024 ingredient highlights.

The industry's evolution from conventional anti-aging to skin rejuvenation is well underway.

To illustrate, in April 2024, Beiersdorf and Rubedo Life Science announced a partnership focused on the development of anti-aging technologies targeting cellular senescence.

At the time of the announcement, Gitta Neufang, Ph.D., corporate senior vice president global R&D, noted, "Following our ambition to be the leading innovator in skin care, we see enormous potential in the very dynamic research field of cellular senescence to develop superior solutions for skin rejuvenation."

The Beiersdorf-Rubedo partnership is expected to focus on "the exploration of novel compounds" derived from Rubedo's research. These compounds target the senescent cells that build up in the skin with age, causing inflammation and additional knock-on effects.

The current scientific literature[a] points to "growing evidence that cellular senescence may be an essential mechanism that drives organismal aging," including in the skin, leading to common issues such as "wrinkling, sagging, dryness or age spots."

To counteract these issues, Rubedo has developed topical compounds that deliver senolytic (senescence-reducing) and anti-inflammatory benefits.

"[T]his partnership may revolutionize the landscape of skin care products," said Rubedo CEO Marco Quarta, "offering consumers new solutions that treat cellular aging for healthy and youthful-looking skin."

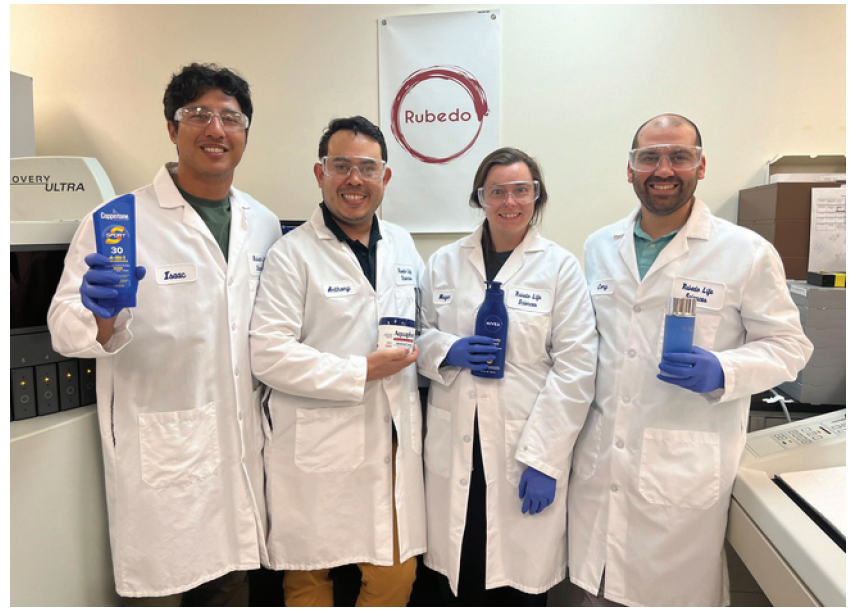
Senescent Technologies Already on the Market

While Beiersdorf-Rubedo collaborative technologies are forthcoming, a number of suppliers have already launched senescence-targeting ingredients in recent years.

Senescent Tech for Looking 6 Years Younger

For instance, DSM-Firmenich's Eterwell Youth (INCI: *Epilobium fleischeri* leaf/stem extract) is a senolytic skin care technology that reportedly reduces the number of excess senescent cells in the epidermis and dermis (per in vitro and ex-vivo tests), thereby diminishing senescent markers such as p16 and p21 (as illustrated ex vivo, per the company).

As a result, IL-1, which is thought to be involved in inflammaging, is believed to be reduced with use of Eterwell Youth (in vitro). Other senescent-associated secretory



In April 2024, Beiersdorf and Rubedo Life Science announced a partnership focused on the development of anti-aging technologies targeting cellular senescence.

Courtesy of Rubedo Life Science

[a]www.ncbi.nlm.nih.gov/pmc/articles/PMC8657738/

phenotypes (SASP) are also reportedly diminished.

Furthermore, senescent cells are replaced with high-performing cells that boost collagen by 44% (ex vivo with 1% Eterwell Youth).

According to DSM-Firmenich, 3% of Eterwell Youth applied for 2 weeks boosts skin smoothness by 24%, "corresponding to a skin physiological age looking 2 years younger and even 6 years younger after 3 months."

The same concentration of the ingredient also cuts crow's feet wrinkle volume by 17% and depth by 11% within 3 months.

DSM-Firmenich adds that Eterwell Youth has a synergistic effect when formulated in conjunction with technologies such as TGF-β and retinol.

The ingredient is COSMOS approved, Natrue organic and Fair for Life fair trade certified. The extract is sourced from rare Alpine willowherb that is organically cultivated in a Swiss ancient glacier moraine.



DSM-Firmenich's Eterwell Youth won the Best Active Ingredient Award in the skin care category at the 2024 in-cosmetics Global event in Paris.

Boosting Senescent Cell Death

Elsewhere, Provital's Altheostem is derived from lab-grown *Althaea rosaea* (hollyhock) stem cells and reduces the number of senescent skin cells by 44% (in vitro) by inducing apoptosis (cell death). Furthermore, the technology promotes the expression of genes involved in the extracellular matrix (ECM) remodeling of senescent human dermal fibroblasts (HDF).

Counteracting Immunoevasion

Silab's Senevisium, inspired by the *Ginkgo biloba* tree, circumvents the "immunoevasion" strategies of senescent fibroblasts and reactivates their natural elimination by the immune system. When treated with Senevisium, the skin reportedly recovers its density and elasticity for an anti-wrinkle and radiance-boosting action.

Pomegranate Senescent Cell Fighter

Meanwhile, Active Concepts' AC PomeaShield (INCI: water (aqua) (and) *Punica granatum* fruit extract (and) *Lactobacillus* ferment) is a pomegranate-derived skin care ingredient that stimulates elastin synthesis in fibroblasts while promoting a smooth and firm complexion.

AC PomeaShield is formulated to target and neutralize reactive oxygen species (ROS), combat cellular aging and address senescent cells. Its antioxidant properties in effect act as a shield, safeguarding the skin from oxidative stress, per the company.

NAD+ Booster

Mibelle Biochemistry's RejuveNAD technology naturally stimulates the endogenous regeneration of NAD+ by activating the enzyme NAMPT, thereby making the skin appear as much as 8 years younger.

As detailed in the journal Nature[b], "NAD+ can directly and indirectly influence many key cellular functions, including metabolic pathways, DNA repair, chromatin remodeling, cellular



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

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

From top: courtesy of DSM-Firmenich; Mibelle Biochemistry



SilaFilm Pureness features Acnesium for anti-seborrhea and hydrating effects on oily, acne-prone skin.



SilaFilm Radiance comprises Silab's Oxygeskin and p-Refinyl to boost hydration and smoothness in mature skin for enhanced radiance.

senescence and immune cell function. These cellular processes and functions are critical for maintaining tissue and metabolic homeostasis and for healthy aging."

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

At in-cosmetics Global in Paris, the company noted that RejuveNAD is already finding its way into product innovation, a sign that the technology is being fast-tracked by R&D teams, and is set to debut in a product aimed at treating the decolletage area.

As this array of launches and investments shows, the industry's focus on senescent cells is just beginning.

in-cosmetics 2024 Highlights

In recent months, *Global Cosmetic Industry* magazine has been previewing technologies that made their debut at the 2024 in-cosmetics Global event in Paris. Now, following the show, we present here select highlights from the exhibition.

Expect to see additional technologies in subsequent issues, including a roundup of hair-centric tech in the September 2024 edition of this magazine.

For now, here are some of the most notable highlights as viewed by our editors.

A New Beauty Film

On the occasion of it's 40th anniversary, Silab has unveiled a new beauty format, SilaFilm, comprising a natural, biodegradable dry film embedded with concentrated active ingredients.

The films can be activated in contact with water, which releases the embedded active molecules that then penetrate deep into the skin.

SilaFilm allows Silab to deliver new beauty technology experiences beyond its standard liquids and preservative-free powders.

This new film format features high bioavailability and skin tolerance, allowing films to be applied daily for as long as 10 or even 20 minutes at a time.

The film, produced in France, is soft and elastic and currently available in two variants. SilaFilm Radiance comprises Silab's Oxygeskin and p-Refinyl to boost hydration and smoothness in mature skin for enhanced radiance.

SilaFilm Pureness, meanwhile, features Acnesium for anti-seborrhea and hydrating effects on oily, acne-prone skin.

Cross-generational Beauty Innovation

In the age of Generation Alpha/Sephora kids, the beauty industry has become even more hyper-focused on serving consumers at every life stage.

During in-cosmetics Global 2024 in Paris, Vantage Personal Care noted that, "Understanding and adapting to diverse generational preferences in beauty and personal care is essential for brands seeking to maintain relevance and capture market share."

The firm added, "Generational groups exhibit distinct preferences shaped by cultural influences, technological advancements and societal shifts."

To illustrate the innovation opportunities, the company presented a range of cross-generational formulation concepts. Across generations, two themes remained steady:

1. formulations designed for sensitive skin and
2. formulations optimized to prevent and/or minimize the appearance of aging.

Images ccourtesy of Silab

For Generation Alpha, Vantage Personal Care created a Calming & Soothing Baby Shampoo for the hair and body, featuring Metaupon EZ Amibio, a gentle surfactant that offers the formulation a creamy foam with easy rinse-off. The shampoo also featured Lipo Bisabolol, an anti-irritation, anti-inflammatory and antibacterial ingredient, as well as Aloe Vera Decolorized 10 x.

Meanwhile, a Bubble Pop Lip Balm that smooths and nourishes the lips featured oleic-acid-rich and stearic-acid-rich Lipobutter Refined Shea, DW Jojoba Colorless, and Lipovol C-76, a nourishing coconut oil.

For Gen Z, Vantage created the water-based Gelly Cleanser, which featured Curazelic 44, a solubilized azelaic acid, gentle BP-Willow Bark Extract and soothing *Centella asiatica* extract. The gel is designed to lather into a bubbly foam and gently addresses hyperpigmentation without stripping or drying the skin.

The Azelaic Acid + BHA Spot Treatment, meanwhile, also featured Curazelic 44, solubilized salicylic acid (Curcylic 40) and soothing Liponate Jojoba NatFilm.

For millennials, Vantage developed a full-body, sensitive-skin-friendly Hydra-Repairing Serum Stick featuring three molecular weights of hyaluronic acid (BP-Triluronic Acid A) that act at different levels of the skin and BP Botanidew NMF, which supports the skin's natural moisturizing factors.

A Protective Under Eye Complex, meanwhile, was a lightweight eye serum that featured Biosignal Lipid 10 and BP-Triluronic Acid for hydration and revitalization, as well as DC Instalift Goji and Adaptogen Fermbiotic S to tighten and plump the skin, thereby diminishing the appearance of fine lines and wrinkles. The formulation also included Coolact 10 for a cooling and depuffing effect, as well as oxidative stress defense from Liposhield HEV Melanin.

For Gen X, an Overnight Recovery Cream featured Lipobead Pink Princess and Adaptogen Fermbiotic S for firming and lifting, as well as conditioning Liponate Jojoba 20 and antioxidant Strataphix Poly-PF.



During in-cosmetics Global 2024 in Paris, Vantage Personal Care noted that, "Understanding and adapting to diverse generational preferences in beauty and personal care is essential for brands seeking to maintain relevance and capture market share." To illustrate the innovation opportunities, the company presented a range of cross-generational formulation concepts.

The gentle Precious Oil Cleansing Balm, meanwhile, was formulated to wash away makeup with conditioning Absolute OC Resilience and hydrating BP-Triluronic Acid A.

Finally, for baby boomers, Vantage developed a Hydra-Trio Moisture Replenishing Cream with moisturizing and film-forming Hylasome EG10, skin-mimetic and moisturizing Biosignal Lipid 10, and hydrating emollient Liponate Jojoba 20.

Finally, the boomer-targeted Hand Savior Ointment again featured Vantage's Liponate Jojoba 20, as well as skin-barrier-supporting Biosignal Lipid 10 and antioxidant Strataphix, which reportedly reduces the appearance of UV-induced age spots and textures.

A Snail-inspired, Needle-free Botox Alternative

Activen's new XEP-018 muscle relaxant miniprotein is reportedly naturally present in the venom of the sea snail *Conus consors*, which is found in the Pacific Ocean. In the wild, this mini protein is used to immobilize the snail's prey.

Activen has proposed XEP-018 as a cosmetic muscle relaxant to reduce the appearance of wrinkles. Unlike traditional botulinum toxin injections, however, the company claims the miniprotein easily penetrates the skin, negating the need for needles.

Restoring the Skin's Cell Elasticity

LipoTrue's Frag-Brillin remastered comprises a biomimetic fibrillin-1 fragment derived from plants grown via vertical farming. The ingredient reportedly stimulates fibrillin microfibrils, which stretch and recoil, thereby triggering the skin's TGF-β repair response and fibroblast-to-myofibroblast transition.

They are therefore critical for supporting the skin's flexibility, structural integrity and remodeling capabilities. Because these microfibrils decline with age, the skin

Courtesy of Vantage Personal Care

typically loses its elastic resilience over time.

In formulations, Frag-Brillin remastered reportedly boosts elastic fiber formation and rebuilds elastic resilience. It also enhances cell elasticity and skin remodeling to "instantly" enhance skin firmness and elasticity in both the face and body and thereby immediately smooth the appearance of wrinkles.

According to LipoTrue, 82% of volunteers using the ingredient showed firmer skin within 56 days, while facial elasticity reportedly grew as much as 17% within 28 days. Within just 1 hour of use, users experienced as much as a 17% boost in the firmness of the face, a nearly 7% decline in cheek roughness and nearly 14% drop in crow's feet wrinkle depth.



In formulations, Zenerity reportedly boosts moisturization, reduces skin redness by more than 15% within 30 minutes and diminishes the appearance of wrinkles.

Antidepressant-mimicking Beauty

Hallstar Beauty's Bliss Oléoactif (INCI: *Helianthus annuus* (sunflower) seed oil (and) *Tilia cordata* wood extract (and) polyglyceryl-3 diisostearate) reportedly took inspiration from antidepressants and light therapy to address stress-induced skin issues.

The technology inhibits the ability of monoamine oxidase A (MAO-A) to eliminate neurotransmitters such as serotonin from the body.

By boosting serotonin production, Hallstar Beauty argues that Bliss Oléoactif "constrain[s] stress' negative impact on skin."

The result: diminished appearance of stress lines and wrinkles, as well as reduced discomfort and redness for a glowing complexion.

Anti- and Lifestyle-proof Anti-ager

Lipotec's Zenerity anti-aging biotech ingredient (INCI: glycerin (and) *Bacillus* ferment (and) aqua) is in part derived from a thermal spring in Italy and addresses aging factors such as stress and poor diet by inhibiting so-called garb-aging (inflammaging via molecular "garbage") and glycation (sugar-related accelerated aging).

In formulations, Zenerity reportedly boosts moisturization, reduces skin redness by more than 15% within 30 minutes and diminishes the appearance of wrinkles.

The China-compliant, halal, COSMOS- and Ecocert-compliant, and ISO 16128-certified ingredient is appropriate for even sensitive skin for a calmed, soothed, luminous and more youthful-looking skin.



Hallstar Beauty's Bliss Oléoactif (INCI: Helianthus annuus (sunflower) seed oil (and) Tilia cordata wood extract (and) polyglyceryl-3 diisostearate) reportedly took inspiration from antidepressants and light therapy to address stress-induced skin issues.

A Wakeup Call for the Eyes

Gattefossé's new Eyeglorious is a lipophillic active that addresses signs of fatigue in the eye area.

Applicable in makeup and skin care, the material is derived from upcycled sea buckthorn leaves in a manner that reportedly maximized triterpenoid acid content (mainly ursolic, maslinic and oleanolic acids), which are solubilized in a biobased oily compound to support lipophilicity and stability in formulations.

From top: courtesy of Lipotec; image by TanyaJoy at Adobe Stock

These acids reportedly boost the skin's microcirculation by reducing inflammation-induced vascular permeability and reinforcing the endothelial barrier function.

They also present potential in the degradation of the red pigment of dark circles.

Tested on a model of human dermal microvascular endothelial cells stressed with TNF-β, the active purportedly lead to a significant reduction in vascular permeability, which is responsible for the appearance of edema and dark circles.

Furthermore, Eyeglorius promoted the degradation of hemoglobin and prevented oxidation, which are key contributors to under-eye hyperpigmentation.

Two double-blind clinical studies reportedly confirmed Eyeglorius' efficiency in reducing signs of fatigue.

Tested against a placebo, it achieved a significant reduction of eye bag volume and generated a lighter appearance and smaller surface for dark circles, per the supplier.



Gattefossé's new Eyeglorious is a lipophillic active that addresses signs of fatigue in the eye area.

Niacinamide-based Multifunctional Preservation

Sharon Personal Care's new vitamin-based multifunctional preservation line, AquaVita, is based on niacinamide (vitamin B3). The mild sustainable antimicrobial preservation solution both protects formulations and contributes to skin health.

AquaVita features enhanced hydrophilicity, which boosts its effectiveness against microorganisms. Rather than solely impacting microorganisms' outer layer, it disrupts their reproductive process, per Sharon Personal Care, making it more effective at preventing their growth. The technology has reportedly been dermatologically tested for sensitive skin, is microbiome friendly and shows excellent antioxidant properties.

Currently, two ingredients have joined the line, including: Sharon AquaVita 90 (INCI: niacinamide, glyceryl caprylate, decylene glycol) and Sharon AquaVita 95 (INCI: niacinamide, polylysine).

Naama Eylon, CEO of Sharon Personal Care, commented, "AquaVita goes beyond preservation and is truly multifunctional. It combines antimicrobial efficacy and clinically proven skin care benefits, such as reduced pigmentation, skin brightening and skin barrier strengthening."



Symrise's Flowerconcentrole functional olfactive flower extracts deliver a well-being boost, according to the company.

Mood-boosting Tech with Microbial Defense

Symrise's Flowerconcentrole functional olfactive flower extracts deliver a well-being boost, according to the company.

Developed using Symrise's Actimood technology ("a scientifically proven mood-activating scent design," per the company), Flowerconcentrole's neurocosmetic benefits leverage plant

From top: image by Pormezz at Adobe Stock; courtesy of Symrise

extracts to stimulate positive emotions such as relaxation, well-being, protection, joy and freshness.

Skin care brands can reportedly use the flower extracts to deliver holistic care with a wellness sensory angle.

The natural technologies, which are transparent to slightly opalescent liquids, are reportedly easy to use in any emulsion or water-based formula.

They can also mask the smell of beauty formula bases and provide antimicrobial properties.

The range's functional and biodegradable plant extracts, which are 100% natural in line with ISO 16128, are sustainably sourced from Madagascar, France and Bulgaria, per Symrise.

"We feel delighted to launch this new functional flower extract range, using our neuroscience capabilities to link olfactive skin care with mood enhancement," said Marcus Höflich, global category director botanicals at Symrise. "People have associated botanicals with emotions for a long time. Flowerconcentrole marks the next step in our 70-year journey as an innovator in this field, helping skin care brands release the full potential of flower extracts while caring for the environment."

Low-irritation Retinoid for Photoaged Skin

Grant Industries' Granactive Retinoid Pro+ comprises hydroxypinacolone retinoate (HPR) encapsulated in cyclodextrin to boost skin bioavailability, protect from degradation and minimize potential irritation.

In this way the technology is able to deliver anti-aging efficacy with antioxidant benefits to photoaged skin. Granactive Retinoid Pro+ can therefore serve as a conventional retinol alternative in both facial and body care.

Skin Longevity Booster

Greentech's Timelys active features schisandrin extracted from *Schisandra chinensis* (five-flavor berry) sourced in Liaoning Province in China. Schisandrin reportedly induces autophagy for improved skin cellular recycling, which boosts mitochondrial function and, therefore, skin longevity.

Timelys reportedly increases the expression of LC3 proteins and LAMP2 genes, which regulate autophagy. The ingredient also cuts ROS by 16% and boosts antioxidant enzymes.

Furthermore, Timelys reportedly decreases PGE2 (responsible for collagen production inhibition, among other issues) by 87% and inflammatory IL6 by 66%. To address dysbiosis, the ingredient purportedly reinforces the skin barrier and enhances skin hydration, radiance and microcirculation.

Taken together, Timelys' multifunctional benefits are designed to grow the skin's healthspan and prevent future damage. Suggested applications include well-aging, longevity-focused formulations, preventive skin care and more.

Shine-reducing Balancing Technology

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

The ingredient is applicable in face serums, cleansers and makeup formulations.

A randomized, split-face study with 34 female volunteers that applied an emulsion with 0.2% Epispot and a placebo emulsion twice daily for eight weeks reportedly found that, after 56 days, excess skin greasiness was reduced by 37% compared to the placebo.

At the same time, 88% perceived an immediate matte effect from Epispot, which lasted all day for 78% of the women, per BASF.

All participants stated in a questionnaire that their skin texture was improved, while 90% reported that their skin felt smoother and 88% said that their pores appeared to be tightened.

Furthermore, 90% of study participants said their skin appeared healthier at the end of the application period.

The effect of Epispot on skin oiliness has been tested using an ex vivo 3D model of the pilosebaceous unit, including the hair follicle, hair shaft and sebaceous gland. This new



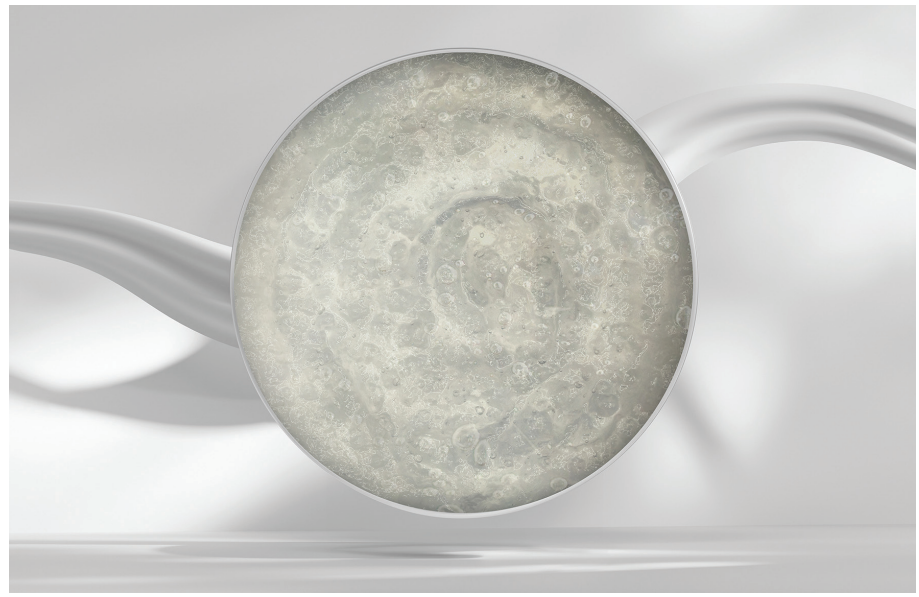
Greentech's Timelys active features schisandrin extracted from Schisandra chinensis (five-flavor berry) sourced in Liaoning Province in China.

Image by Ivanna at Adobe Stock

model makes the 3D skin structure transparent to better visualize skin architecture, per BASF. Combined with advanced microscopic techniques, it allows for an in situ evaluation of the effect of Epispot on skin oiliness at the source.

Epispot comprises an extract of organic *Epilobium angustifolium*, also known as fireweed or phoenix flower, manually harvested from six sites in rotation in France in compliance with AFC (in English, the French Association of Professional Wild Plants Pickers) guidelines around respectful harvesting of wild plants.

The sourcing strategy is in line with BASF's larger sustainability strategies.



Givaudan Active Beauty's new biomimetic Silk-iCare vegan silk protein for skin protection and repair offers unique film-forming properties.

Silk-derived Pollution Defense & Pore Reducer

Givaudan Active Beauty's new biomimetic Silk-iCare vegan silk protein for skin protection and repair offers unique film-forming properties.

The technology was developed via white biotechnology as part of a process of optimizing a sequence of silk proteins produced through fermentation.

Silk-iCare's film-forming properties "create a uniform 3D fibrillar network on the skin's surface" upon application, according to the company, with no residue or cracking upon drying.

The technology's hydrogel structure is derived from natural silk and offers thixotropic characteristics, which means it changes "viscosity when loaded by stress by becoming less viscous," per Science Direct.

Notably, when at rest these materials become more solid than when compressed.

The result is a smoother application and a breathable, non-sticky finish, per Givaudan.

Silk-iCare's film-forming properties offer anti-pollution defense by removing more than 96% of pollution particles.

In addition, the ingredient reportedly has been shown to offer a 7-fold reduction in pore size in as little as 15 minutes, as shown in clinical studies.

Finally, Silk-iCare's skin repair qualities can, over time, trigger a 2-fold reduction in inflammatory breakouts, thereby perfecting skin, per Givaudan.

Resolving TGF-ß's Absorption

Activen's XEP-716 growth factor miniprotein reportedly offers tissue regeneration and wound healing benefits in restorative beauty formulations. The miniprotein's small size and 3D folded structure reportedly allows the technology to penetrate deeply into the skin. The ingredient resolves the conventional absorption issues faced by TGF-β growth factors, thereby delivering anti-aging activity consumers desire.

Volumizing Anti-aging

Biocogent, LLC's Volpura EPO is derived from *Echinacea purpurea* and delivers anti-aging benefits by supporting the skin's natural plumping processes through the stimulation of adipocytes (fat cells) and upregulation of fat production by up to five times. This is accomplished via the activation of the adipogenesis master regulator, PPAR-γ.

The resulting plumping and contouring effects minimize the appearance of wrinkles and sagging. In doing so, the technology can deliver fuller, more youthful-looking skin, per the company.

Volpura EPO can be incorporated into hot pour and hot cast products such as lipsticks, lip balms and lip glosses, as well as facial and body products. It reportedly offers proven efficacy and stability at elevated temperatures up to 85°C.

Smart Peptide Targeting Sebum and Pore Size

LipoTrue's SP[AI]3 smart peptide was screened in silico with an AI system to identify a material with ideal applications for beauty. The ingredient reportedly improves the appearance of blemishes and imperfections in acne-prone skin by addressing sebum synthesis, pore size and obstruction, and inflammation.

SP[AI]3 reportedly reduces pimples by 19% within 14 days, cuts pore size by 8% in 28 days and results in as much as 39% less sebum within 1 week.

Rose-based Anti-aging

Robertet's new AQ3Rose, developed with Aethera Biotech's CROP-G (Controlled Release of Optimized

Courtesy of Givaudan

Plants) platform, is a standardized phytocomplex of *Rosa chinensis* from meristematic cell cultures titrated in polysaccharides and phytocollagen.

In formulations, the technology delivers deep moisturization, anti-wrinkle care, a collagen production boost for enhanced skin elasticity, and lash volumizing and lengthening.

Because the material is produced on the CROP platform, the GMO material is free of environmental contaminants and solvent residues. It is certified Ecocert Greenlife and conforms to the COSMOS standard.

Natural Film Former with Lifting, Water-resistant Properties

Beauté by Roquette's new ST 730 water-resistant film former (INCI: hydroxypropyl starch) reportedly imparts a lifting/tightening effect in applications such as eye care and face care products.

The technology has stronger water resistance compared to synthetic film formers, per the supplier, thereby supporting long-lasting and water-resistant color cosmetic claims.

In fact, use of Beauté by Roquette's ST 730 at 5% in one study reportedly showed higher water resistance compared to the same amount of common equivalents such as pullulan and polyvinylpyrrolidone (PVP), at the same concentration.

According to a recent Mintel analysis, long-lasting makeup delivers buy-in from both casual and more moderate users of color cosmetics.

ST 730 can also reduce the appearance of wrinkles via its tightening effect.

According to the results of one in vivo study featuring 40 volunteers applying 4% ST 730, 82% of the participants said that fine lines and wrinkles were diminished.

ST 730's pea starch has minimal impact on water resources, climate change and land use, per the company, because Beauté by Roquette uses nearly every component of the yellow pea grain source.

Bio-prospected Beauty

Apoena Biotech recently held its second bioprospecting expedition for sustainable biological actives, this time in the Tapajós National Forest of Pará in Brazil's Amazon; this expedition follows the group's inaugural harvesting of the "blue Amazon" in waters off the coast of Brazil.

The latest expedition took place February 26-March 1, 2024, and involved the study and bioprospecting of microorganisms from the soil and 24 regionally abundant plant species known for their production of bioactive substances.

Key biological actives from this bioprospecting mission are expected to be available to the market beginning in September 2025.

Permission for the mission came from SISBIO (Biodiversity Authorization and Information System) ICMBio Santarém (Instituto Chico Mendes de Conservação da Biodiversidade) and leaders of traditional Amazon communities to align information to be shared with the Tapajós Flora Federation.

The researchers manually collected tiny samples (less than 5 g) from roots, stems, leaves, fruits, litter and soil for reproduction via biotech, thereby preserving biological resources while accessing novel natural actives.

"The Amazon Forest's soil, though lacking in nutrients, boasts an extensive array of microbiological diversity," says Paula Segura, leader of the bioprospecting laboratory at Apoena Biotech. "This diversity is essential for recycling organic matter and fostering the growth of diverse life forms. It achieves this through processes such as the production of plant hormones, the availability of nutrients, and even the inhibition of plant pathogens. The average annual temperatures in the Amazon Forest usually range between 22°C and 28°C, and the relative humidity is also high. This scenario makes the region conducive to developing a vast diversity of microbial species."



Courtesy of Apoena

"The Amazon Forest's soil, though lacking in nutrients, boasts an extensive array of microbiological diversity," said Paula Segura, leader of the bioprospecting laboratory at Apoena Biotech. "This diversity is essential for recycling organic matter and fostering the growth of diverse life forms. It achieves this through processes such as the production of plant hormones, the availability of nutrients, and even the inhibition of plant pathogens."

Upcycled Ingredient Technologies Become Ubiquitous

There was a time when upcycled concepts—though a legacy process throughout the history of beauty—

became a unique differentiator. Judging from the latest launches from in-cosmetics Global in Paris, upcycling is now a widespread claim.

Notably, Carbonwave's SeaBalance 2000, an upcycled emulsifier made from seaweed, recently made a high-profile debut in KMS Hair's new ConsciousStyle Beach Style Crème. In highlighting the product launch, the brand called out its inclusion of upcycled seaweed content. In a social media post, the brand noted, "With this, KMS Hair sets a new benchmark for sustainability in the hair care industry, demonstrating that great style and environmental stewardship can go hand in hand."

SeaBalance 2000 is an emulsifier upcycled from sargassum seaweed, a nuisance ocean botanical that has made headlines for menacing beach communities with muck and unpleasant odors. Carbonwave partners with local communities in Mexico to collect the seaweed. That material is then processed to produce the vegan ingredient technology.

The emulsifier can reportedly be used to create fluid, low viscosity oil-in-water emulsions—either via cold process or in a traditional hot process.



Carbonwave's SeaBalance 2000, an upcycled emulsifier made from seaweed, recently made a high-profile debut in KMS Hair's new ConsciousStyle Beach Style Crème.

On skin, it leaves a soft and silky feeling, per Carbonwave.

Back on land, Herbarom now offers apple blossom water derived from Rhone Valley blooms that are typically "thinned" from trees to encourage larger yields of fruit. The water is available with potassium sorbate, sodium benzoate and citric acid, or benzyl alcohol, dehydroacetic acid and water. The clear, colorless liquid has a light and pleasant odor and is rich in polyphenols that offer antioxidant benefits.

The company also offers an apricot blossom water that is similarly produced and which promises similar benefits to formulations.

Herbarom's chestnut hydro glycerin extract, meanwhile, is derived from the pericarps of chestnuts sourced from Ardeche, France. The preservative-free material offers antioxidant and anti-aging benefits, per the company.

Forestry also offers benefits. For instance, Innomost's Betuinno. Betulin is a material upcycled from birch bark that is intended to replace white pigments such as titanium dioxide in beauty and personal care products.

Betuinno. Betulin Top Quality Fine is biodegradable and applicable in color cosmetics, toothpaste, sun acre, coatings and more. Most notably, it can reportedly be used as a replacement for titanium dioxide, in conjunction with non-nano zinc oxide, in sunscreens.



Betuinno. Betulin has antioxidant and anti-inflammatory properties for skin care. In applications, this vegan, "largely anti-allergic" technology can reportedly help the skin to heal and regenerate, while delivering moisturizing effects.

From top: courtesy of KMS Hair; Innomost

The vegan, "largely anti-allergic" technology also has antioxidant and anti-inflammatory properties for skin care. In applications, Betuinno. Betulin can reportedly help the skin to heal and regenerate, while delivering moisturizing effects.

Lumene skin care is already an Innomost client.

"The cooperation with Innomost is highly valuable, offering locally sourced upcycled ingredients, as an example, we were able to formulate birch upcycled ingredients and phased out microplastic scrubbing particles with Barkinno Birch Bark Powder," said Alain Mavon, Ph.D., VP R&D and sustainability, Lumene. "In addition, as Innomost is continuously innovating, together we will continue exploring usage of existing or test new birch derived ingredients to increase the usage of upcycled and circular ingredients in our formulations. By increasing the usage of birch derived ingredients in our portfolio, Innomost is key partner to ensure we are delivering on our strategy and vision of Leading in Circular Beauty."

Betulin's development has been aided by €1.4 million in additional funding from Innomost's existing investors, Metsä Spring and Innovestor.

"We are delighted to bring this new product to the market, as consumer needs and new regulations demand that beauty products are truly sustainable and safe, while providing transparency to the end-users of what the products contain," said Sami Selkälä, CEO and founder of Innomost. "The Betuinno. Betulin white pigment can be utilized in different use cases, which enables Innomost to enter new industries–our products are already loved in the cosmetics industry, so we are excited to bring wood-based solutions to other players, too."

Eco-Shell, meanwhile, presented its ground walnut shell materials for beauty at in-cosmetics Global. The natural, biodegradable materials can be applied as physical exfoliants in scrubs and/or applied in body care, nail care, and foot and hand care. Key claims related to the Ecocert-compliant and halal ground shells include smoothing, resurfacing and exfoliating benefits.



Courtesy of Eco-Shell

Eco-Shell presented its ground walnut shell materials for beauty at in-cosmetics Global.

The company can also produce custom grades depending on client needs.

Bio-Powder also offers a range of agriculturally derived upcycled materials, including ground olive stones, which are an effective sustainable alternative to microplastics, per the company. The ground olive stones reportedly have high stability and hardness, making them particularly effective in exfoliants or heavy-duty cleaners, hand cleaners, and hand washing pastes. In fact, abrasion may be achievable with olive stones using as much as 5% less material compared to other natural options.

Bio-Powder's argan shell flour, meanwhile, functions as a rheology modifier and lends its characteristic color to creamy formulations. Certain grain sizes can be used as exfoliants and lack water solubility, ideal for waterproofing agents. Its dispersibility reportedly makes the material ideal for makeup products in which it creates a non-allergenic shimmering effect. Finally, the flour's high vitamin E content provides skin-friendly antioxidant properties.

Sensory-forward Innovation

Driven by the need for more engaging, emotionally fulfilling product experiences, a wide range of suppliers put sensory concepts front-and-center at in-cosmetics Global.

For instance, IFF highlighted consumers' desire for "products and routines that provide multisensory stimulation to liberate and reawaken the senses, [and] to create enjoyable, immersive, and emotionally satisfying experiences."

The company presented a range of sensory-first concept products during the event, including a conditioning and moisturizing In-shower Sorbet Body Lotion and a Crackling Body Mousse.

The mousse was a whipped, airy formulation with a light touch and effervescent fizz that imparted crackles and pops upon application. The cooling and hydrating formulation included

IFF's energizing osmolyte Genencare OSMS MI to boost skin elasticity, Genencare OSMS BA for barrier strengthening and moisturization, as well as an upbeat fruity-floral fragrance. Combining sound, touch and smell, the mousse delivered on the promise of multi-sensory care.

Elsewhere at the event, suppliers highlighted new technologies for enhanced sensory experiences.

Biobased Skin Feel Enhancer

Grant Industries' Gransense TC-55X/C bio-based, COSMOS-approved elastomer provides a "substantial" velvety skin feel, per the company. The material is reportedly formulator friendly and acts as a stable delivery vehicle for active materials.

Biodegradable Rheology Modifier

Lubrizol's Carbopol Fusion S-20 polymer (INCI: starch acetate/adipate (and) citric acid) is a biodegradable update on the company's conventional Carbopol polymers—one that functions as well or, in some cases, better than the originals in cleansing systems.

The rheology modifier, which comprises 85% natural content, has good foaming facets and can be applied as a suspending agent, thickener and pearlizing enhancer. The easy-to-use product reportedly provides clarity across a broad pH range (3.5-8.5). Recommended use level for shampoos, body washes and other products: 5-15 wt% as supplied.

Emollient with Thermal Defense

Meanwhile, among the emollients launched recently was Sharon Personal Care's 100% natural Sharofeel DS (INCI: dioctyldodecyl succinate), which reportedly delivers skin- and hair-enhancing benefits in beauty formulations

In skin care, the technology boosts moisturization, skin softness, flexibility and smoothness for enhanced sensory characteristics.

In hair care, Sharofeel DS reportedly has significant thermal stability for heat protection in hair styling and other hair care applications.

This crystal clear, odorless liquid is derived from succinic acid and 2-octyl dodecanol and features a molecular structure that delivers a unique skin feel and enhanced spreadability, per Sharon Personal Care.

It also reportedly delivers enhanced dispersion of mineral pigments, including zinc oxide, mica, iron oxides and titanium dioxide. For this reason, Sharofeel DS is applicable in anhydrous make up such as lipstick and mineral sunscreen.

Award-winning Mild Rheology Modifier

During in-cosmetics Global, Evonik took the gold award in the functionals category for its Ecohance Remo XP, a mild ingredient that functions as a rheology modifier, hydrophilic emollient and sensory enhancer. It can be used in a broad range of personal care applications, including those positioned as nature-derived and sustainable. The COSMOS natural ingredient is reportedly produced using a low-energy enzymatic process that utilizes alternative feedstocks and post-industrial side streams.

Vegetable Emollient with a Silicone Touch

Greentech's Sensol 100 plant-based emollient, a co-product of Kenyan olive oil, is designed to be a natural alternative to silicones, delivering a velvety and silky feel. The technology comprises linoleic acid for elasticity, omega 9 and other fatty acids for skin repair, palmitic acid for cell renewal and film-forming properties, and palmitoleic acid for anti-inflammatory and reparative benefits, as well as maintenance of the skin's microbiota.

Sensol 100 can be used in emulsions, anhydrous balms and hair products, with a percentage of use of 5-20%. Its neutral odor, discreet color and long-lasting moisturizing effect make it a viable alternative to mineral oils and silicones, per the supplier.



IFF's Crackling Body Mousse is a whipped, airy formulation with a light touch and effervescent fizz that imparts crackles and pops upon application.

Biocellulose Rheology Modifier

Cellugy's EcoFlexy biocellulose is produced through energy-efficient fermentation, per the producer, and can be applied as a rheology modifier in skin care, hair care and sun care.

EcoFlexy is biodegradable, solvent-free, non-GMO and offered as a concentrated powder or waterborne suspension.

Moisture-delivering Esthetic Booster

Sharon Personal Care's Hydresia SF2 Safflower Oleosomes function as an alternative to conventional emulsifiers and deliver continuous moisture in beauty formulations via the delayed release of emollient oil and vitamins. Hydresia SF2 can function in alcohol hand sanitizers and other formulations in which it will reportedly prolong the delivery of actives. The technology is Clean at Sephora, Credo Clean, Ecocert and organic compliant.

Courtesy of IFF

Flexible Emulsifier for Skin and Hair Care

Syensqo's Mirataine OMG MB (INCI: cetyl betaine, glycerin) is an emulsifier that supports the creation of high internal phase oil-in-polyol emulsions, including everything from transparent to opaque formulations (usage levels: 3-5%). The technology can be used for the emulsification of non-polar oils and combinations of esters, non-polar oils and polar oils in skin care, hair care and other cosmetics products.

A Tapioca Microbead Replacement

Ajinomoto Health & Nutrition North America, Inc.'s Amihope SB-103 (INCI: tapioca starch (and) lauroyl lysine) is a highly biodegradable spherical functional powder that can replace plastic microbeads in formulations.

The technology offers a soft sensory feel and soft-focus/blurring effect to products. It also imparts high skin adhesion, moistness, evenness and smoothness, per Ajinomoto.

The launch comes amid a years-long campaign to incorporate natural, biodegradable alternatives to plastic microbeads.

Surfactants Bubble Up

Hallstar Beauty's Surfinesse Cleanse olive oil-derived surfactant (INCI: polyglyceryl-4 olivate, ethyl olivate) is reportedly designed for rinseable oil-based cosmetic products, including cleansing oils. Formulations using the technology can emulsify with water to remove long-lasting makeup and daily skin debris, per Hallstar, while leaving a pleasant, smooth and hydrated after-feel. It also features non-irritating skin compatibility.

Meanwhile, Syensqo's Mirataine CBS UP (cocamidopropyl hydroxysultaine) is a high-foaming amphoteric surfactant derived from coconut fatty acids. The technology reportedly improves the foam quality of formulated systems and therefore is appropriate for premium-quality shampoos, skin cleansers, and high-foaming bath and toiletry products.

Finally, Syensqo's Miranol Ultra L-28 ULS MB is a 28% active sodium lauroamphoacetate supports the easy formulation of sulfate-free cleansers. Its ultra-low salt residual levels allow it to be formulated alongside salt-sensitive ingredients like conditioning polymers or polymeric thickeners in amphoteric-rich formulas without facing clarity and stability issues, per Syensqo. It also reportedly has greater viscosity build compared to desalinated CAPB or coco betaine. ■



BEAUTY MANUFACTURING TRENDS: 6 DIMENSIONS OF SUSTAINABILITY

From water usage and packaging to enhanced production capabilities for the benefit of workers and clients, manufacturers are taking a deep and nuanced look at their ecological impacts.



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"Harnessing the organization's full potential is essential to implementing sustainable practices site-wide," says Katie Gillespie, Accupac's chief human resources officer. "This is achieved by encouraging behavior-based changes, offering education and fostering a culture of sustainability. Every process and project must prioritize continuous improvement and sustainability, ensuring these principles are ingrained in our organization's core values and actions."

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Beauty manufacturing is a key component of the industry's—and indeed individual brands' and products'—ecological footprint. To minimize or even eliminate these impacts requires complex calculations across many factors.

"Harnessing the organization's full potential is essential to implementing sustainable practices site-wide," says Katie Gillespie, Accupac's chief human resources officer. "This is achieved by encouraging behavior-based changes, offering education and fostering a culture of sustainability. Every process and project must prioritize continuous improvement and sustainability, ensuring these principles are ingrained in our organization's core values and actions."

Here, we offer a peek into how several organizations are tackling sustainability across key issues.



Beauty manufacturers are increasingly scrutinizing the use of water in facilities, processes, product design and shipping.

1. The Impact of Water Usage

"The environmental impact of the beauty industry extends beyond the products we use on our faces," says Laura Frazier, Ph.D., TaikiUSA's chief scientist. "Water is a crucial resource in many manufacturing steps, from processing raw materials to cleaning and cooling machinery. Inefficient water management can lead to water scarcity and pollution."

Water is also a key consideration for Accupac.

"To effectively manage our resources at Accupac, we conducted an energy audit and created baseline data across multiple metrics," says Gillespie. "This gave us a 360-degree view of where we could make the biggest impact and helped guide our 2030 goal setting. For Accupac, water management is particularly significant due to its substantial usage in our end products, as highlighted in our sustainability report, so we took great care to ensure we manage our water usage efficiently and responsibly."

In addition to facility-level practices, beauty manufacturers have focused on water-less product formats.

Frazier explains, "TaikiUSA offers a full line of Water-Activated Powder products that are made in the [United States] with natural ingredients. Waterless formulation opens the door to a whole new world of eco-beauty. Less water leads to more sustainable packaging–and fewer ingredients lead to more efficacious products. Brands can explore our existing base formulas or develop a custom solution with the same innovation at the core. Our collection includes facial cleansers, shampoo, conditioner, mud masks, shower bombs and hydro jelly masks."



"Plastic bottles, tubes, and containers create a vast amount of packaging waste in the industry," says Laura Frazier, Ph.D., TaikiUSA's chief scientist. "Improper disposal of this non-biodegradable waste can pollute the environment and strain landfills."

2. Packaging Dimensions

"Plastic bottles, tubes, and containers create a vast amount of packaging waste in the industry," says Frazier. "Improper disposal of this non-

From top: images by offsuperphoto; gumpapa at Adobe Stock

biodegradable waste can pollute the environment and strain landfills."

As a result, says Frazier, "The beauty industry is experiencing a notable shift toward sustainable and ethical practices. This includes using recycled materials in packaging, opting for refillable containers and using solid forms of products that eliminate the need for plastic bottles."

Notably, solid formats have multiple benefits: eliminating the need for excess packaging and, as mentioned earlier, water usage/transportation.

Frazier adds that packaging considerations need to be front-and-center from the beginning of any project: "Keeping the end goal of improving sustainability front and center, products are developed with the packaging requirements in mind. For example, whenever possible, products are designed not to require single-use packaging, as multipacks result in less consumer waste."



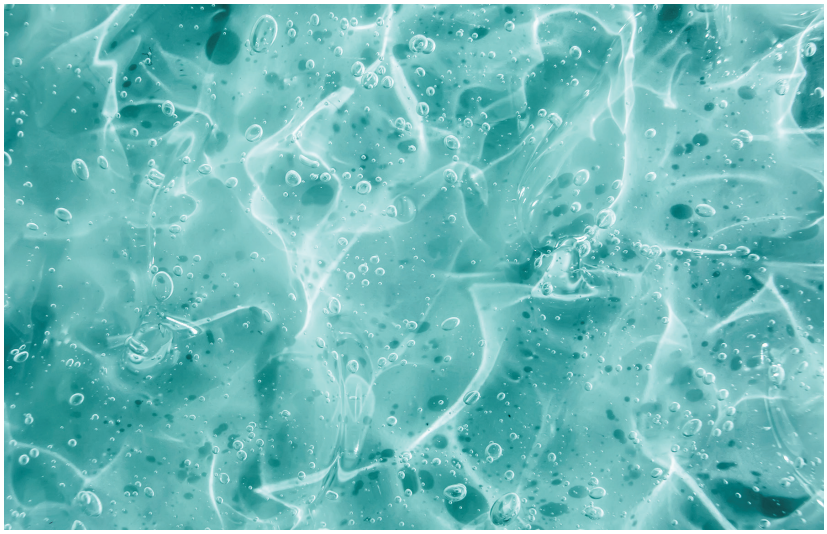
Manufacturing efficiency can reduce waste and reduce lead times.

3. Ingredient Considerations

"Transportation of raw materials and finished products can significantly contribute to greenhouse gas emissions," says Frazier.

But transportation considerations are just one piece of the ingredient equation. TaikiUSA also seeks to avoid using materials that may have negative environmental impacts, including palm oil, which Frazier notes "can be linked to deforestation and habitat loss."

The chief scientist adds, "Many companies also prioritize using organic, fair-trade and responsibly sourced ingredients, and are looking for ways to reduce their environmental footprint throughout production. Consumers concerned about the environment and the safety of the products they use are increasingly drawn to brands that prioritize these practices."



Responsible ingredient sourcing is increasingly an area of focus for beauty manufacturers.

As a result, says Frazier, "When sourcing materials, [TaikiUSA] goes beyond just considering quality and cost. We look for materials that are ethically produced and have a lower environmental footprint in their manufacturing, such as ingredients from fermentation or upcycled processes. We also consider their end-life, opting for compostable or biodegradable materials to reduce consumer waste."

4. Manufacturing Efficiency

"We also identify ways to improve manufacturing efficiency in our factories," says Frazier, as typified in the company's focus on water usage.

Other manufacturers have found additional ways to tackle manufacturing that reduces waste while also boosting efficiency and quality. For instance, Federal Package, which recently launched its full-service FP Labs contract manufacturing platform (more on that in a moment), offers manufacturing capabilities, R&D formulation, compounding and blending, filling operations, container labeling, pack-out, and product testing services for emerging and established brands.

From top: images by nordrooden; K.Decor at Adobe Stock

To support its customers, Federal Package has adopted high-speed cameras on its production lines, which are tied to software programmed to detect small inconsistencies in filled containers.

Each unit is photographed by the system as it moves along the line. In this way, overfilled or inconsistent containers are flagged and removed from the production line.

Furthermore, labeling machines feature vision systems to check container labels for correct application orientation and location.

Vision systems are also used to verify printed lot codes on each carton of lip balm before packaging and shipping, per FP Labs. Lot code scans ensure that the right product is complete and headed to the right location, according to the company.

"We can have our maintenance technicians make programs in 1-2 minutes for applications that would have been too tedious in the past," says Noah Leuer, FP Labs' manufacturing engineer manager. Leuer adds that collecting data on the performance of each machine "provides our teams, from our shift supervisors to our quality assurance team, with precise data to see where we are running smoothly and where we need to make adjustments."

Melissa Niebes, CEO of FP Labs, notes that production line software "has helped us react more quickly to run rate reductions and what's causing them to [generate] better quoting models for customer products. Long term, we're excited about being able to [assess] data and dig deeper into specific lines and individual equipment downtime codes to build better preventative maintenance programs and prevent outages."



Mixer & Pack has approached manufacturing efficiency by adopting virtual mixed reality in its facilities in collaboration with consultancy and IT services company EQM.

Elsewhere, Mixer & Pack has approached manufacturing efficiency by adopting virtual mixed reality in its facilities in collaboration with consultancy and IT services company EQM. The platform leverages Microsoft's Dynamics 365 Remote Assist and Dynamic 365 programs to boost efficiency of maintenance activities.

The mixed reality capabilities will feature Microsoft's HoloLens hardware "to maximize the development of digitalization and communication with external agents that Mixer&Pack works with," per an official announcement.

"We implement this tool because we believe that we can be more effective and efficient," says Lorenzo García, operations director of Mixer & Pack. "[This] innovation can provide us with a technological proposal that helps us to become one of the sector leaders in Europe in this aspect."



In addition to benefitting producers and clients, automation can potentially diminish stress for workers in beauty production sites.

5. People Matter

"[O]ur purpose is at the center of our ESG goals," says Gillespie, "ensuring that we strive for meaningful change that ultimately results in a better, brighter, more beautiful future for all. Moving toward more

Images by Mixer & Pack; littlewolf1989 at Adobe Stock

sustainable manufacturing in beauty and personal care starts with assessing how operations impact our pillars of people, planet and performance."

The people factor has been front-and-center in Federal Package's recent manufacturing upgrades. Jerry Bilse, the company's senior vice president of operations, explains, "For us as a contract manufacturer, automation saves stress and repetition on our staff. We use technology and automation to alleviate unneeded stress and activities that lead to repetitive use injuries and lost time. Our talent is indispensable, we could not produce the products we do without the talent and creativity of our staff. We look for tasks that are highly repetitive or prone to overuse injury in our staff as areas where automation could be fit in."

Enhanced automation has no trade-off. Manufacturing upgrades allow manufacturers to gauge efficiency and productivity. It also ensures high product quality with minimal waste and shorter lead times.

Blise concludes, "The systems we put in place have helped make our best even better."

6. Communication is Key

No matter what companies build into their sustainability activities, communicating those activities is critical.

"By communicating openly and transparently, we aim to best serve our customers, stakeholders and communities," says Accupac's Gillespie. "This transparency allows us to collaborate and work together with our customers and partners on mutual sustainability commitments, resulting in a greater positive impact on people, the planet and our performance. We do this through publication of our yearly sustainability report, regular updates to our website and ongoing communication with our customers and partners."



Federal Package's full-service FP Labs contract manufacturing platform is designed to allow brands to innovate in an environment of heightened scrutiny and transparency demands in beauty/personal care.

Turnkey Expansion

Federal Package's full-service FP Labs contract manufacturing platform is designed to allow brands to innovate in an environment of heightened scrutiny and transparency demands in beauty/personal care.

FP Labs features R&D and analytical testing capabilities, including microbiology and quality control labs, along with enhanced R&D innovation space. This reportedly represents a doubling of the company's capacity.

The expansion allows FP Labs to perform "fully validated OTC product testing in-house," powered by two new HPLC systems and a GC/MS to test for contaminants.

The company notes, "In light of federal and state legislation, we are also gearing up to test allergens in-house."

These capabilities come in addition to Federal Package's propel and repel containers for lip balms, sunscreen sticks, anti-chafe products, deodorants and other personal care products.

"This evolution is a visible symbol of the change that has been taking place over the last few years," says FP Labs' Niebes. "The company comprises two distinct offerings, contract manufacturing services that make up most of our sales, and packaging for personal care products. FP Labs is a key milestone in our transformation toward sustainable growth."

Niebes adds, "Our new identity will utilize components of the current FP logo to join the two product offerings of our business together. This reflects the existing brand equity, retaining positive associations with the company's heritage, and at the same time will better enable us to communicate with our customers in a more powerful, clearer and consistent way." ■

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The Next 5 Years in Beauty: AI, Hero Ingredients, Pricing & More

Highlights from Euromonitor's Voice of the Industry beauty professional survey point to emerging investments, trends and more.



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BY KAYLA VILLENA, head of beauty and personal care research, Euromonitor International

Euromonitor International regularly surveys its extensive network of industry professionals around the world to uncover trends and innovations within categories, regions and beyond.

Fielded in November 2023, Euromonitor International's Voice of the Industry—which surveys more than 1,200 industry professionals in 97 countries—revealed the top areas of current and future investment, leading company strategies, and key challenges facing the beauty and personal care industry.

Here's what we found.

Half of Beauty Organizations Investing in AI

Artificial intelligence (AI) stands out as having the greatest impact on beauty and personal care technologies in 2023 and beyond (**F-1**).

In fact, 32% of beauty and personal care industry respondents reported AI affected their business in the past year, and almost half are planning to invest in it in the next five years.

The industry expects different advantages from traditional AI and generative AI (**F-2** and **F-3**, respectively).

Thirty-six percent of respondents plan to utilize traditional AI in the next 12 months to handle customer service requests, while 34% will do so to address logistics (34%).

At the same time, 42% plan to use generative AI to analyze customer data for more intelligent shopping suggestions.

The beauty industry is already seeing the impact of AI on diagnostics and recommendations in skin care, hair care and color cosmetics.

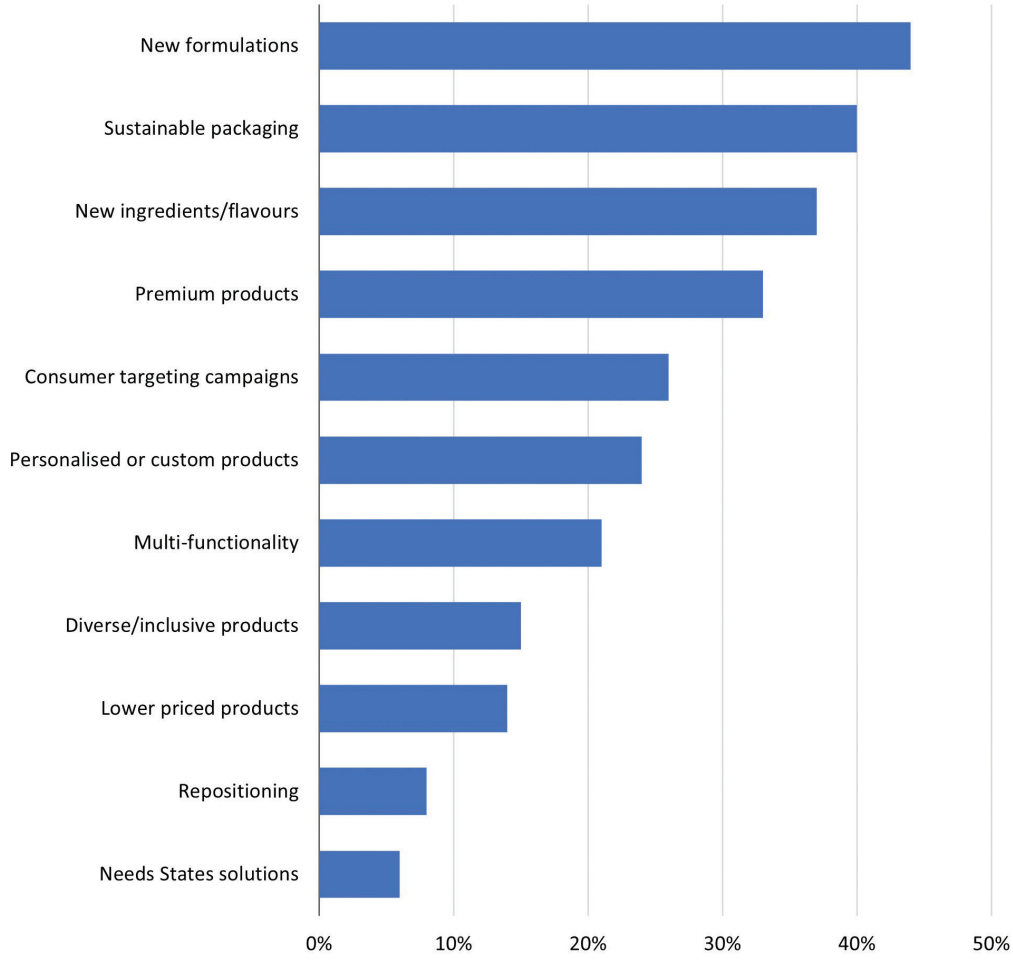
Euromonitor predicts this will likely impact developing markets experiencing high demand for dermo cosmetics where there is less access to dermatologists, with consumers turning to these technologies as the next best, cost-effective option to improve skin health when they have difficulties accessing a doctor.

About 56% of beauty and personal care industry professionals expect 2024 performance to improve slightly from 2023, while 46% expect 2028 performance to improve greatly from 2023.

F-1 Artificial intelligence (AI) stands out as having the greatest impact on beauty and personal care technologies in 2023 and beyond

What were the most important new product/service launches in your categories this year in your market? 2023

% of beauty and personal care industry respondents 2023



Source: Euromonitor International Voice of the Industry, fielded November 2023

Ingredient-led Beauty is Here to Stay

With consumers being increasingly educated about skin health and continuously searching for newness and innovation, the search for additional benefits beyond basic functionality is growing. Consumers' quest to improve their own health is contributing to a rise in ingredient-led beauty.

This type of ingredient-first product highlights the benefits of particular materials and empowers consumers to seek out specific actives to treat or prevent skin concerns, leading to a more personalized and efficacious skin care routine.

Ingredient-led beauty also demonstrates how bioengineered ingredients can be just as effective as naturally derived ingredients. The result is greater consumer appetite for sustainability, biotech and international beauty concepts that contribute to a wellness-positioned view of cosmetic ingredients.

Formulations and ingredients are among the leading launches in 2023, with about 44% of beauty and personal care industry respondents

F-2 The industry expects different advantages from traditional AI and generative AI

Top areas to be impacted by **Generative Artificial Intelligence** in the next 12 months	
Analyse customer data to create more intelligent shopping suggestions	42%
Synthesise unstructured and structured data into customer insights	32%
Build customer service chatbots that can mimic human interactions	32%
Create, optimise and improve product page images and copy	25%
Create more targeted marketing campaigns based on consumer data	25%
Integrate into travel planning or shopping (eg ChatGPT for recommendations)	19%
Better optimise supply chains with automated order and vendor management	15%

F-3 The industry expects different advantages from traditional AI and generative AI

Top areas to be impacted by **Traditional Artificial Intelligence** in the next 12 months	
Handle customer service requests	36%
Fulfilment and logistics	34%
Improved customer engagement (tailored marketing, personalised recommendations)	34%
Enhanced website search	30%
Digital testing and product development	24%
Voice-powered applications	19%
Automate in-store operations	18%
Flexibility of price adjustments	10%

focused on new formulations in 2023 (**F-4**). Additionally, 37% stated that most important launches were related to new ingredients, a figure notably higher than the 21% of respondents from all other industries.

With increasingly educated and efficacy-driven skin care consumers, players should continue focusing on hero ingredients. This will allow companies to meet the increasing need for solutions-based benefits, such as spotlighting products that serve specific needs or problems, like targeting dark spots or being safe for eczema-prone skin.

There is also a benefit to sustainability, since ingredient-led beauty also focuses on conscious ingredient sourcing (e.g., upcycling, circularity, lab-replicated stem cells of highly efficacious but rare plants, etc.).

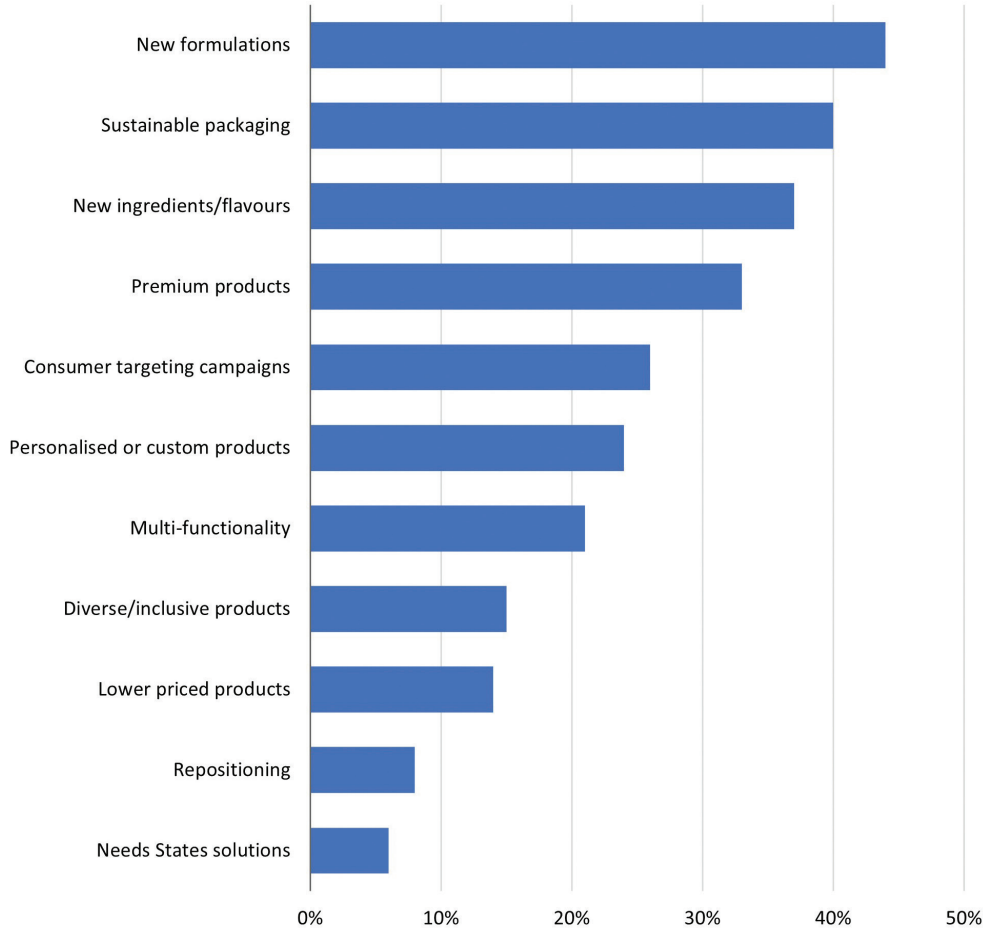
Among beauty and personal care industry respondents, 65% believe that rising cost of raw materials extensively impacted business (**F-5**).

Efficacious bioengineered alternatives to conventional naturals are becoming more appealing to the

F-4 Formulations and ingredients are among the leading launches in 2023

What were the most important new product/service launches in your categories this year in your market? 2023

% of beauty and personal care industry respondents 2023



Source: Euromonitor International Voice of the Industry, fielded November 2023

industry in 2024 in part due to lower cost, acting as significant motivators to lessen the sourcing and production footprint of ingredients used in beauty.

As a result, Euromonitor predicts ingredient-led beauty to become an even more appealing avenue for beauty and personal care players to achieve ingredient-driven efficacy and sustainability goals.

Beauty Still Has a Pricing & Inflation Problem

Beauty and personal care companies took these three top actions as a response to inflation in 2023:

- increased prices of some products/ services (50%);
- accepted a lower profit margin (42%);
- and (3) increased prices of all products/services (32%).

As inflationary pressure reduces spending power, particularly in certain regions like Western Europe and Latin America, beauty brands should expect consumers to embrace a "less is more" approach to their routines, especially in the short term.

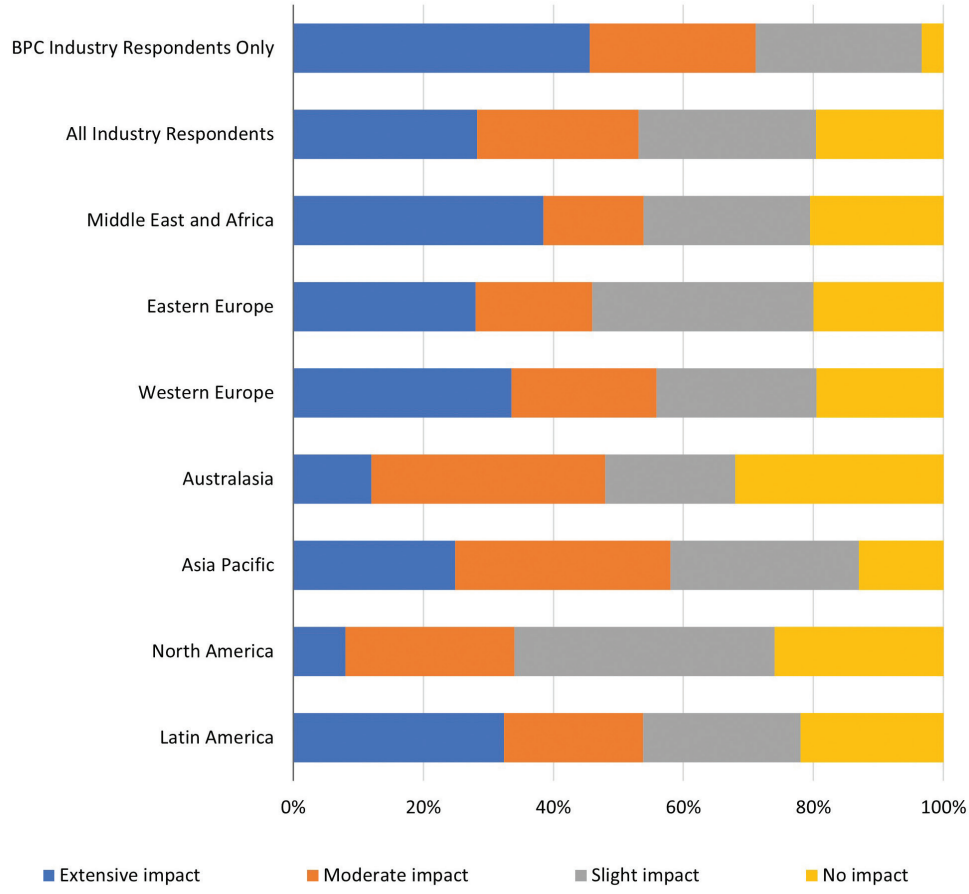
Consumers are making more considered decisions regarding their purchases, resulting in a polarization

Image by xxxxxxxxxxxx at Adobe Stock

F-5 Among beauty and personal care industry respondents, 65% believe that rising cost of raw materials extensively impacted business

To what extent have "lack of availability of raw materials/inputs" impacted your company in the past 12 months? 2023

% of beauty and personal care industry respondents



Source: Euromonitor International Voice of the Industry, fielded November 2023

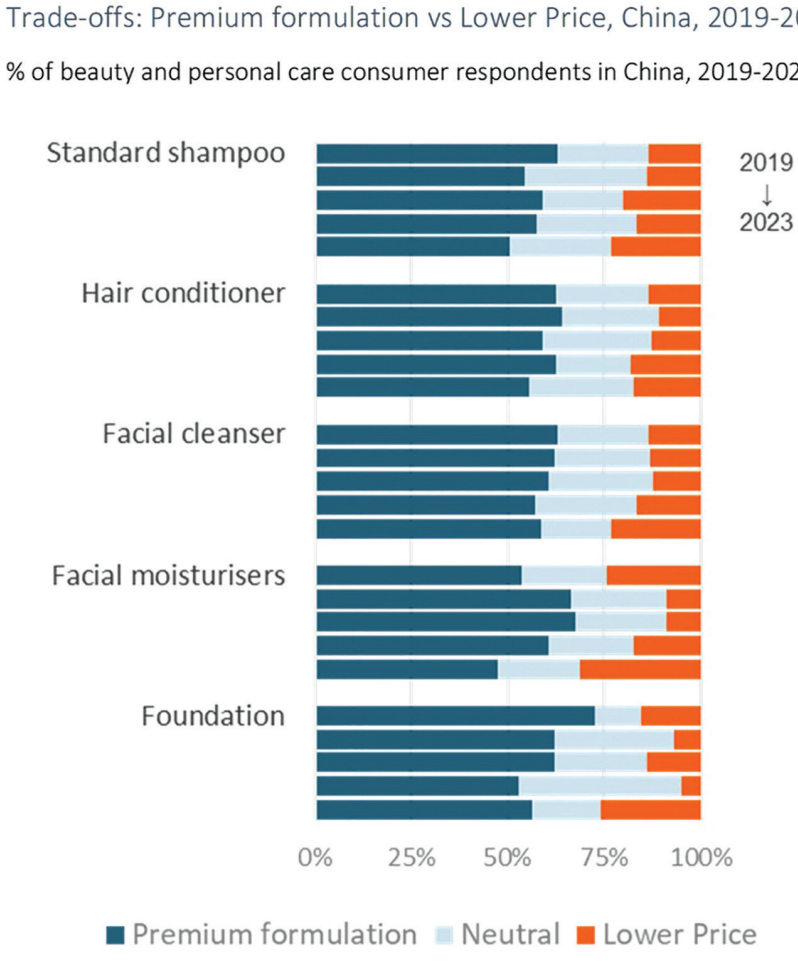
of spending. Some opt to trade down and limit their consumption of certain items to afford more premium offerings in other categories. Most consumers are opting to trade down when it comes to practical categories, like soap and depilatories, when the products are perceived to provide a similar outcome regardless of the price.

This year, global inflation is expected to moderate, though only at a slow pace. Despite a successful post-COVID-19 recovery in many categories of beauty and personal care, the industry is still being "moderately" or "extensively impacted" by inflation—felt by 91% of industry respondents, especially those in Latin America and Western Europe.

Despite challenges from inflation, the beauty and personal care industry is still heavily focused on expansion. Euromonitor International's Forecast Model, last updated on February 5, 2024, predicts the beauty and personal care industry to grow by 5% in current terms in 2024, with standout performers being color cosmetics, fragrances and sun care. What is likely to linger in 2024

Image by xxxxxxxxxxxx at Adobe Stock

F-6 In China, consumers have not stopped their appetite for premium beauty, but price is becoming a more important factor



Source: Euromonitor Voice of the Consumer: Beauty, fielded June to July 2023

is consumer pricing sensitivity and further consumer trade-offs.

Inflation is not the only contributing factor of consumer pricing sensitivity. Euromonitor's Voice of the Consumer survey, fielded in July 2023, found that in the most-used beauty and personal care products, Chinese consumers' preference for lower price surged in 2023. In China, which is currently experiencing deflation and other indicators that suggest a wider economic downturn, consumers have not stopped their appetite for premium beauty, but price is becoming a more important factor (**F-6**).

The Beauty Outlook for 2024 and Beyond

The global economy consistently outperformed expectations in 2023 but, in 2024, global economic growth is expected to slow to 2.7%, due primarily to the lagging effects of high interest rates and ongoing cost pressures for businesses and consumers globally.

As companies pivot to portfolio expansion, channel expansion, entry to new markets and greater consumer segmentation, Euromonitor expects rosier prospects in 2024. About 56% of beauty and personal care industry professionals expect 2024 performance to improve slightly from 2023, while 46% expect 2028 performance to improve greatly from 2023. Optimism among beauty and personal care professionals in 2024 will be driven by wellness-positioned products, technological developments and innovations that widen consumer perception of value. ■

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