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ON THE COVER: Image by Studio Romantic at Adobe Stock



What's the square root of collagen?

Everyone knows about collagen, but do you know about the best way to get it? Introducing **Activated Silk™ 27P-*a* — the bioactive peptide for visibly plumper, brighter, smoother-looking skin.**

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Activated Silk™ 27P-*a* does a different job. It turns the skin on to support the natural production of type 1 collagen. The only true pro-collagen peptide on the market is gentle and non-irritating for any skin type, and can be used in the sun.

It's not just about looking younger. It's about looking as great and healthy as you can at any age. And 100% of people who use Activated Silk™ 27P-*a* agreed that they did. Try a free sample in your formulation and see for yourself.

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EDITORIAL

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

SOCIAL MEDIA

Social Media Manager	Emmanuel Henderson | 1-630-344-6020/ehenderson@allured.com

ADVERTISING SALES

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

AUDIENCE DEVELOPMENT

Audience Development Manager	Sam Attebery | 1-630-344-6027/sattebery@allured.com
Customer Service	1-847-559-7557/customerservice@gcimagazine.com

DESIGN

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

CORPORATE

Partner & CEO	George Fox
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Hyperpigmentation is always on offense. Here's a natural defense.

Introducing Activated Silk™ 8A-*a* — the bioactive peptide for visibly brighter skin and reduced appearance of hyperpigmentation.

Skincare is a hard job. We design peptides to do a better job than synthetic ingredients, and do it in a better way. **Activated Silk™ 8A-*a* doesn't irritate the skin like chemical peels or degrade easily like vitamin C.** Instead, it is **a scientifically designed peptide, naturally replenishing the outer layer of the epidermis and reducing the appearance of hyperpigmentation.**

Many ingredients work to limit natural processes and mask the aging symptoms of skin. **But a scientific solution will always beat a cosmetic effect.** And that's what Activated Silk™ 8A-*a* does; supports the natural production of involucrin, reducing the appearance of redness and blemishes. **From the inside out — that's how nature does exfoliation.**

100% of people who used it demonstrated visible improvement in hyperpigmentation.* But try a free sample for one of your formulations and see for yourself.

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*Change assessed across 3 areas of the face; the forehead, cheek and chin. 15 participants demonstrated improvement in at least one of these 3 areas treated with 8A-*a*.

Future-proofing Beauty: a First Look at *Beauty Accelerate* 2025



By uniting the best minds in marketing, R&D and data, this year's event will deliver actionable insights and strategies for brand success in 2025 and beyond.

In an environment of consumer uncertainty, market saturation and rapid technological shifts in R&D and marketing, beauty is at an inflection point. That's why *Beauty Accelerate* 2025: Future-proofing Beauty will deliver insights from industry- and category-leading experts and brands, offering practical strategies for product and brand development, marketing, and consumer engagement to deliver growth that lasts.

- Dates: March 12-13, 2025
- Location: Ocean Place Resort & Spa in Long Branch, New Jersey

By uniting the best minds in marketing, R&D and data, this year's event will deliver actionable insights and strategies for brand success in 2025 and beyond.

From expanding the beautyspan with regenerative and longevity-focused innovation to engaging Gen Alpha and Gen Z consumers, this year's event will provide a 360-degree view of what it takes to succeed in beauty in the years to come.

Key themes will include: engaging Gen Alpha & Gen Z, longevity and pre/rejuvenation, the efficacy imperative, consumer demands for value, obsession-worthy packaging, new market data, and much more.

In addition to expert panels and presentations, *Beauty Accelerate*'s Innovator Talks and boutique exhibition will highlight the latest concept products, ingredients, packaging, technologies and services to drive future product development, R&D, marketing and retail success.

And, to bring it all together, *Beauty Accelerate* 2025 will provide ample networking opportunities, from a closing cocktail reception to the *C&T Allē Awards*, an evening honoring the best in R&D and brand innovation.

More details, including featured speakers, program details and tickets, are coming soon. Subscribers to *Global Cosmetic Industry* will receive early alerts on special rates, speaker announcements and more. Sign up to be the first to know: *www.gcimagazine.com/magazine*.



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

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INSIDER INSIGHTS:

THE LATEST BEAUTY MANUFACTURING & AIRLESS PACKAGING TRENDS



Featured insiders…

- BiotechXBeautyLabs
- Lady Burd
- Lumson
- PKG Group/Yonwoo PKG
- Tianshi GmbH
- Unica Packaging

Image by thanakrit/Adobe Stock

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AIRLESS COSMETIC PACKAGING: PROTECTION X PERFORMANCE

From expanded shelf lives to better formula protection, airless cosmetic packaging offers a wide range of benefits.

Airless cosmetic packaging offers a hygienic experience for beauty consumers, while also protecting formula integrity for optimal efficacy. Here, we examine a range of recent launches offering brands protection and performance.



"Stability is a key challenge in designing pumps for wider containers such as jars," says Chong For, general manager at Unica Packaging. "Our unique pump design ensures optimal stability when pressed from any angle, enhancing user experience."

Airless Tubes

PKG Group/Yonwoo PKG's Ø30 Airless Pump Mono Mild Tube features a tube body with a flat surface for branding.

The polyolefin tube primarily comprises polypropylene to enhance its sustainable profile.

The airless recycle-ready pack can boost products' shelf life, reduce the risk of contamination and make it easier for brands to incorporate more active ingredients in their formulas.



PKG Group/Yonwoo PKG's Ø30 Airless Pump Mono Mild Tube features a tube body with a flat surface for branding.

Notably, the design can preserve products' scent and can effectively contain formulas with lower oil content.

The Airless Pump Mono Mild Tube's design also minimizes excessive leakage between the tube and pump.

Airless Porcelain

Tianshi GmbH has launched a cosmetic dispenser made from high-quality porcelain, featuring an innovative refill system that ensures easy and clean refilling of cosmetic products.

Each dispenser is said to reflect the elegance and sophistication of European craftsmanship.

Guangyu He, CEO of Tianshi GmbH, says, "We wanted to create a product that not only stands out for its aesthetics but also convinces with its sustainability. Our new porcelain cosmetic dispenser meets exactly these demands. The refillable airless system allows consumers to refill their favorite cosmetic products repeatedly, significantly reducing waste while ensuring the highest hygiene standards."

Airless Aluminum

Lumson's TAL airless system is offered with an aluminum container in 50 ml, 75 ml and 100 ml sizes.

TAL has been designed to allow the consumer to separate the aluminum components from the plastic one, facilitating each to be properly recycled after use.

From top: images courtesy of Unica Packaging; PKG Group/Yonwoo PKG

Airless Heavy Wall Jars

Unica Packaging recently launched Refillable Heavy-Wall Airless Jars designed for liquid, oil and lotion formulations with two actuator designs options: a traditional actuator and a nozzle-free option.

The lower profile of jars makes them less prone to tipping over, making them a preferred packaging choice for products like infant skin care, the company notes.

The Refillable Heavy-Wall Airless Jar utilizes a PP airless container and an injection blow molded heavy-wall jar made of either PET or glass.

Both the glass and PET versions share the same injection blow molding production process, ensuring consistency in design, per the supplier.

And, regardless of the chosen material for the jar, the system will protect sensitive formulations from air exposure, potentially extending product shelf life and preserving efficacy, says Unica Packaging.

The heavy-wall jar has a diameter of 2.66 inches and a wall thickness of 0.1 inches. The PP refillable airless container has a volume of 1.01 fl oz.

"Stability is a key challenge in designing pumps for wider containers such as jars," says Chong For, general manager at Unica Packaging. "Our unique pump design ensures optimal stability when pressed from any angle, enhancing user experience."

For adds, "The use of sustainable packaging is a key priority for both brands and consumers. Our approach to sustainability is reflected in our production method."

The general manager continues, "Many heavy-wall plastic jars currently available in the market are made using injection molding. However, we chose to use injection blow molding to make our refillable airless heavy-wall jars. This method, unlike injection molding, allows for the use of not just plastic, but also glass as a material option. While glass jars with pumps exist, refillable airless jars are far less common. Injection blow molding enables us to offer this unique combination."



Tianshi GmbH has launched a cosmetic dispenser made from high-quality porcelain, featuring an innovative refill system that ensures easy and clean refilling of cosmetic products.

For notes, "While airless technology has been widely adopted for bottles, its application in wider containers like jars has been less common. The Refillable Heavy-Wall Airless Jar bridges this gap, allowing brands to leverage the benefits of airless technology in a jar format, expanding its use to formulations traditionally packaged in jars."

Building on the inherent stability of airless systems, Unica Packaging designed the nozzle-free actuator option.

"This design improves user experience by enabling single-handed use," explains For. "Unlike traditional actuators, the nozzle-free actuator allows users to press the actuator and receive the dispensed product with the same hand. This is incredibly helpful for parents and caregivers who often have one hand occupied while caring for a baby."

For concludes, "The jar format is key to the effectiveness of the nozzle-free pump design. Unlike taller bottles, the compact profile of jars allows users to comfortably hold the container with one hand, placing their thumb on the jar's base for stability. This positioning enables smooth and controlled dispensing as users press the actuator with the same hand. Such single-handed operation can be challenging with taller bottle designs, where it's difficult to simultaneously stabilize the base and activate the pump." ■

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Image courtesy of Tianshi GmbH

WHAT'S NEW IN BEAUTY MANUFACTURING?



"BiotechXBeautyLabs is the only cosmetic contract manufacturing business that offers novel biotech ingredients to the beauty industry via formulations that power innovation based on clinical performance," says founder Joshua Britton.

From clean beauty to customized projects to new biotech offerings, beauty manufacturing trends are constantly changing. This month, we checked in with two manufacturers, Lady Burd and BiotechXBeautyLabs, to better understand what they're seeing on the ground.

Lady Burd regularly updates its catalog of offerings, including a new hair gel stick. The product adds instant hold to any hair style and is ideal for flyaways or slicked back bun looks.

Yet, while the manufacturer has a wide array of formulations across categories ready to go, owner Samantha Burd notes, "We've seen a major shift in our business toward custom formulation, whereas we used to do more private label or color matching."

She adds, "We're so flooded with custom formulation requests that we've had to extend our lead times, and we are in the process of hiring a new chemist to keep up with the demand."

At the same time, Burd explains, "This has been coupled with the continuing increase in requests for clean beauty formulas," as well as an uptick in lip products, which is no surprise given the strength of the category in the last year.

Elsewhere, Debut has unveiled its biotech cosmetic contract manufacturing business, BiotechXBeautyLabs, which is designed to "make biotech accessible to all beauty brands," per Joshua Britton, founder and CEO, Debut and BiotechXBeautyLabs.

"BiotechXBeautyLabs is the only cosmetic contract manufacturing business that offers novel biotech ingredients to the beauty industry via formulations that power innovation based on clinical performance," says Britton. "We deliver superior clinical effects and performance and novel claims without any investment into the

Image courtesy of BiotechXBeautyLabs



Lady Burd regularly updates its catalog of offerings, including a new hair gel stick.

science by the brands. Using cutting-edge biomanufacturing processes, biotechnology is establishing itself as beauty's newest frontier."

The manufacturer is poised to offer innovation across categories.

"BiotechXBeautyLabs specializes in topical skincare but we work across a variety of beauty categories including body, hair and scalp," says Britton. "We provide access to the highest-performing biotech ingredients discovered by parent company Debut. BiotechXBeautyLabs offers end-to-end services for our clinically-tested custom formulations in as little as nine months for 5K units (and above), and white label products in just five months."

The manufacturer is tapping into the realities of a crowded marketplace and an increasing need for brands to differentiate themselves.

Britton explains, "Brands want true product innovation that enables them to stand out in a crowded market. Many of the brands we work with want to create peak-performing formulations backed by science, not marketing. We see this across skin science, hair and body."

He adds, "The winning brands will be those that deliver next-generation biotech-enabled products with superior performance. As such, biotech is redefining personalized care and novel claims. We believe the current set of active ingredients, such as kojic acid and retinol, will become obsolete and entirely new ingredients that we have only dreamt about will become mainstream over the next five to 10 years."

Britton continues, "There is a huge pressure on brands to show improved product performance, so they are ramming a ton of different ingredients into their formulations, whether it's niacinamide at 5% or vitamin C at 15% or 20%. That's just not the optimal way to formulate. With biotech, we can deliver new and superior active ingredients at lower concentrations, so skin sensitization is eliminated. All of BiotechXBeautyLabs' ingredients and formulations are 95% bio-based. Performance is the key driver, underpinned by rigorous sustainability standards."

So, how would Britton describe the mood of the industry in the back half of 2024?

"We are seeing programs ramping up," the executive explains. "Many smaller to medium-sized brands are being incredibly innovative and aiming to break industry molds. At BiotechXBeautyLabs, brands can access tens of millions of dollars of research when they formulate with us, delivering tangible results that make consumers look and feel better."



Samantha Burd, owner of Lady Burd, notes, "We've seen a major shift in our business towards custom formulation, whereas we used to do more private label or color matching."



Debut has unveiled its biotech cosmetic contract manufacturing business, BiotechXBeautyLabs, which is designed to "make biotech accessible to all beauty brands," per Joshua Britton, founder and CEO, Debut and BiotechXBeautyLabs.

Britton concludes, "New product development for launch in spring 2025 is already underway. More and more projects are heading into formulation development and optimization. Longer term, we believe that future growth in beauty will be powered by indisputable science. Biotech unlocked growth in pharma driven by potency, purity, performance and safety, and these same benefits are driving growth in beauty, albeit at a much more rapid pace due to a more favorable regulatory environment." ■

From top, L to R: images courtesy of Lady Burd; Lady Burd ; Debut/BiotechXBeautyLabs

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HOLISTIC BEAUTY: CLEAN SOLUTIONS FOR HEALTHY-LOOKING SKIN

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BY DOMINIK IMFELD, PH.D., Global Senior Lead Scientist Skin Care, and VOLKER ROSENBERGER, PH.D., Global Marketing Manager Skin Care, dsm-firmenich

The pursuit of wellness in all aspects of life has become a defining trend of this decade. As modern lifestyles and global events increase stress, people are focusing more on what they can control, nurturing their personal wellbeing, and supporting the planet. This shift has fuelled interest in holistic beauty, where skincare and self-care are intertwined. Consumers seek to enhance their natural beauty and inner radiance rather than just covering up imperfections. Holistic beauty emphasizes skin health, combining nutrition, lifestyle, and routines that promote positivity and mental wellness, with products that maintain and protect the skin.

Holistic beauty also feeds into the trend for natural, cleaner and more sustainable beauty ingredients and solutions. For conscious consumers, individual wellbeing goes hand in hand with our planet's wellbeing. So when choosing skin care, they want products with fewer, but higher quality and more versatile ingredients that can perform more than one function and are sustainably sourced and produced. The goal is to keep skin looking and feeling as healthy as possible while having as minimal an impact on the environment and societies as possible.

The multiple needs of maturing skin

With more consumers making the link between skin health and skin appearance, and taking a more holistic view of beauty, perceptions of caring for skin as we mature are changing too. The idea of "anti-ageing" is being replaced by the attitude of ageing well, by maximising skin's health so that it looks its best at every stage in life.

As we get older, two essential proteins in our skin, collagen and elastin, begin to lose their native structure and break down. This natural decline is due to an increased release of collagenases and elastases with inflammatory cascades and is further exacerbated by external aggressors and oxidative stress. The visible effects of these processes are well known – from fine lines and wrinkles on the forehead and crow's feet, to thinning, less elastic skin, resulting in neck lines and sagging in the cheek area. The skin's ability to retain moisture is also impacted, which can cause rough, dry patches to develop and leave the complexion looking unhealthy.

The already weakened connective tissue in facial skin around the eye area can suffer further damage if the microcirculation here becomes sluggish. If this happens, blood circulation in the small capillaries becomes poor, causing pressure to build up. Fluid then accumulates and can lead to visible dark circles and puffiness under the eyes.

For maturing skin to look its best, skin care solutions therefore need to provide an antioxidant effect, boost collagen, regulate collagenase and elastase, stimulate the microcirculation and improve skin hydration.

Natural peptides for holistic beauty

To maximise healthy-looking skin benefits in a holistic way, dsm-firmenich developed a clean and potent multi-peptide beauty complex that can address multiple skin needs.

The concept of incorporating "Superfood" ingredients into holistic beauty products has gained popularity in recent years. This new beauty complex [REGU®-AGE CB] taps into the potential in natural peptides derived from two superfoods that provide a superior source of health-giving nutrients and proteins beneficial to the skin – soybean and rice.

This unique active complex comprises two key components. The first is a mixture of carefully purified rice and soybean peptides. The second is a biotechnologically produced, skin-identical superoxide dismutase – a potent and crucial antioxidant enzyme which helps to protect cells from oxidative damage. All the peptides in this complex are manufactured using a targeted protein hydrolysis process and the skin-identical superoxide dismutase is obtained by aerobic fermentation isolated from a natural yeast strain of *Saccharomyces cerevisiae*. By using these production techniques, it is possible to create a very clean and powerful active ingredient.

Targeting multiple skin processes for multiple skin benefits

In vitro tests show that this beauty complex works on multiple skin processes that influence skin appearance:

- By inhibiting reactive oxygen radicals, it can protect skin against oxidative stress.
- By improving microcirculation, it can improve the appearance of dark circles and puffiness under the eye.
- By inhibiting inflammatory elastases and collagenases, it can protect the collagen and elastin

Images courtesy of dsm-firmenich

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matrix, helping the skin to retain elasticity, firmness and moisture.
- By stimulating fibroblast proliferation, it can minimize the appearance of fine lines and wrinkles.

Human studies involving Caucasian and Chinese subjects also demonstrate how this ingredient's *in vitro* potential translates to visible skin benefits *in vivo*.

Proven *in vivo* benefits for Caucasian skin

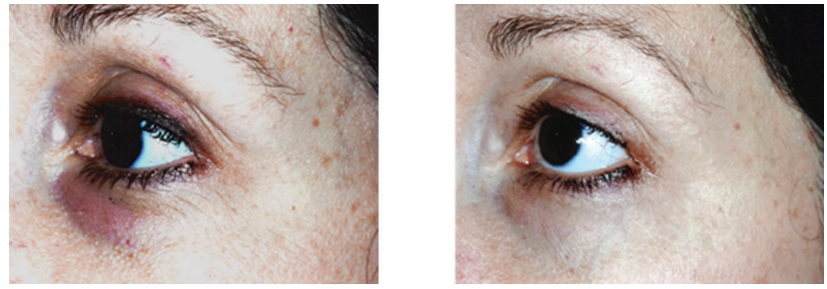
To investigate REGU®-AGE CB's effect on skin texture and moisturization, and on under-eye puffiness and dark circles, 20 Caucasian females, age 30+, took part in a double-blind, randomized, placebo-controlled study. Volunteers applied either an active formulation with 5% of the beauty complex or a placebo formulation to the whole face twice daily for 56 days.

A range of measurements were taken from all volunteers the day before they applied the test formulations (day 0) and then on days 28 and 56 of application. The following parameters were assessed: skin texture in the canthus area, skin moisturization on the cheek, and puffiness and dark circles under the eye.

Skin texture and moisturization improve significantly

Changes in skin texture compared to day 0 were quantified by taking replicas around the canthus area. These replicas were then analyzed using a computer image analysis system. The results were significant compared to the placebo, with a 32% improvement in skin texture recorded at four weeks (day 28). This improvement increased further, to 42%, after eight weeks (day 56).

Changes in skin moisture compared to day 0 were assessed at defined sites around the cheek area using a Nova Impedance Meter. These measurements revealed a 19% increase in skin moisturization in four weeks, rising to 28% in eight weeks – a significant result compared to the placebo.



Untreated (Day 0) 5% active formulation (Week 8)

Digital camera images for a selected subject

A noticeable improvement in dark circles and puffiness under the eyes in four weeks

Trained technicians assessed changes in under-eye puffiness and dark circles versus day 0 using a scoring scale of zero to three. Compared to the placebo, significant improvements were noted. Puffiness under the eye improved 25% in four weeks and 31% in eight weeks. For dark circles under the eye, a 32% improvement was observed at four weeks, increasing to 35% at eight weeks.

These noticeable changes were also visible in photos taken with a digital camera, as the example above shows.

Multiple benefits proven in vivo for Chinese skin

To investigate REGU®-AGE CB's potential to deliver a further range of skin care benefits, 66 Chinese females, age 35 and 60, took part in a single-blind, randomized, placebo-controlled study. Volunteers applied either an active formulation with 3% of the beauty complex or a placebo formulation to the whole face and neck area twice daily for 28 days.

A range of measurements were taken from all volunteers the day before they applied the test formulations (day 0) and then on days one, 14 and 28 after application. Various parameters were assessed including skin texture and smoothness, lines on the forehead, crow's feet and underneath the eyes, and skin elasticity, firmness and lines on the neck.

Participants also completed a qualitative questionnaire two weeks into the study – after 14 days of applying either the active or placebo formulation.

For subjects using the formulation with the 3% beauty complex, the results were highly significant compared to the placebo group.

Visibly smoother skin in one day

Changes in skin smoothness compared to day 0 were assessed at defined sites around the cheek area using Visia-CR + IPP software. These assessments showed that skin was 16% smoother within one day of applying the active formulation and 23% smoother after four weeks (28 days). Images taken by Visia-CR camera also showed that the skin was already visibly smoother after one day and that this change was even more pronounced by weeks two and four. An example of these images for a selected volunteer is shown below:



Untreated (Day 0) 3% Active formulation (Day 1) 3% Active formulation (Week 2) 3% Active formulation (Week 4)

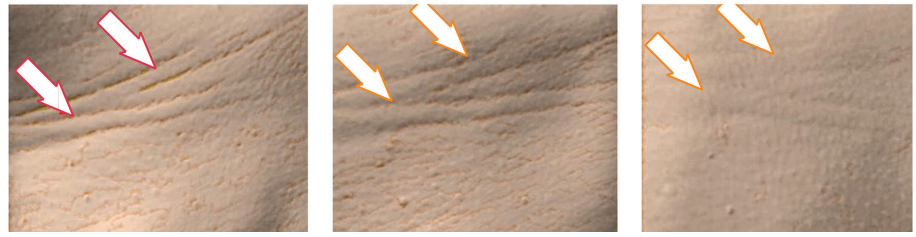
Example of Visia-CR images for one particular subject

Forehead wrinkles, crow's feet, and wrinkles underneath the eye reduced significantly in two weeks

Changes in the volume and number of crow's feet, forehead wrinkles and under eye wrinkles compared to day 0 were evaluated by Primos CR at defined sites. In all cases, a significant and noticeable reduction in these lines was observed after two weeks with more pronounced changes recorded after four weeks:

- **Forehead:** Volume of wrinkles decreased 7% in two weeks and 12% in four weeks. Number of wrinkles decreased 25% in two weeks and 28% in four weeks.
- **Under the eye:** Volume of wrinkles decreased 7% in two weeks and 10% in four weeks. Number of wrinkles decreased 30% in two weeks and 32% in four weeks.
- **Crow's feet:** Volume of lines decreased 6% in two weeks and 9% in four weeks. Number decreased 29% in two weeks and 31% in four weeks.

Images taken with Primos CR also showed a visible change in the number and volume of crow's feet, as the example below shows.



Untreated (Day 0) | 3% Active formulation (Week 2) | 3% Active formulation (Week 4)

Images of a selected subject taken by Antera 3D

Firmer neck skin with improved elasticity

Changes in skin elasticity and firmness on the neck compared to day 0 were assessed using a Cutometer MPA580. REGU®-AGE CB achieved significant improvements versus the placebo. Skin elasticity on the neck increased 2% in two weeks and 5% in four weeks. For skin firmness on the neck, an 8% improvement was recorded after two weeks and a 12% improvement after four weeks.

A visible reduction in neck lines in two weeks

Changes in the length and number of neck lines compared to day 0 were evaluated by Primos CR. Based on these assessments, the length of neck lines reduced 22% in two weeks, and up to 42% in four weeks. The number of neck lines reduced by 15% in two weeks, and up to 34% in four weeks.

Images taken by Antera 3D reflected these changes, showing a visible reduction in neck lines after two weeks and an even more pronounced improvement after 4 weeks. These changes can be seen in the example above.

Skin looks healthier in two weeks

After 14 days of applying either REGU®-AGE CB or the placebo formulation, all study participants completed a qualitative questionnaire covering six criteria. The feedback they provided reflected and further supported the *in vivo* observations, with a higher number of subjects who had used the formulation with 3% of the beauty complex responding positively compared to subjects in the placebo group. More volunteers in the active formulation group reported that after two weeks of use, lines and wrinkles in the eye area looked smoother, dark circles under their eyes had reduced, their eyelids appeared more lifted and their skin looked less saggy with more defined facial contours. Noticeably more respondents in this group also agreed that their skin looked healthier after two weeks of use.

REGU®-AGE CB, the real beauty multi-talented natural peptide. A true holistic beauty solution that enhances skin health and personal wellbeing while respecting the planet.

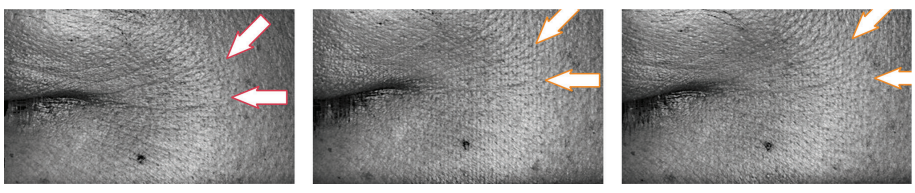
The ingredient in summary

- Clean holistic beauty complex
- INCI name (active): Hydrolyzed Rice Protein, Glycine Soja (Soybean) Protein, Superoxide Dismutase
- Commercial name: REGU®-AGE CB
- Carefully purified rice and soybean peptides + 1 skin identical superoxide dismutase
- 98.67% natural origin
- Phenoxyethanol free
- No palm oil derivative
- Vegan friendly

REGU®-AGE CB, a natural multi-peptide solution delivering scientifically proven, outstanding results.

dsm-firmenich Beauty & Care

A House of Science beyond Wellbeing.



Untreated (Day 0) | 3% Active formulation (Week 2) | 3% Active formulation (Week 4)

Images of a selected subject taken with Primos CR

PRODUCT ROUNDUP

[Products, Equipment & Services]

New Innovation for Brands



Refillable Heavy-Wall Airless Jars

Unica Packaging

www.unica-packaging.com/products/p/refillable-airless-jar-nozzle-free

Unica Packaging's Refillable Heavy-Wall Airless Jars are designed for liquid, oil and lotion formulations and feature two actuator designs that offer optimal stability: a traditional actuator and a nozzle-free option. The Refillable Heavy-Wall Airless Jar utilizes a PP airless container and an injection-blow-molded heavy-wall jar made of either PET or glass. The heavy-wall jar has a diameter of 2.66 inches and a wall thickness of 0.1 inches. The PP refillable airless container has a volume of 1.01 fl. oz.



Campo THSI Plant Collagen

Campo Research

www.campo-research.com

Campo THSI Plant Collagen (INCI: hydrolyzed collagen) is a 100% plant vegetal extract of botanical collagen as undenatured type collagen (UC). The molecular structure of phyto-tropocollagen consists of a triple helix of three polypeptide chains, each itself helically coiled and maintained by hydrogen bonding supplemented with some covalent bonds.

Images courtesy of the manufacturers



GENERATIONAL SKIN CARE: FROM FUTURE-PROOFING TO REJUVENATION

By delivering targeted care based on life stages, brands have immense opportunities to address the needs of everyone from Gen Alpha to boomers.



As skin care brands seek to tap into the shifting needs of emerging and established shoppers across generations, marketers and product innovation teams need to ensure their solutions are meeting consumers where they are.

Image by Look! at Adobe Stock

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"Generationally targeted care is important because the needs of our skin change as we age," says Dominique Gagnon, vice president of consumer brands for Debut Biotech. "Someone in their late 20s or early 30s has a different need for their skin compared to someone in their 40s or early 50s."

Indeed, changing skin requires changing solutions. The human body's largest organ evolves over time based on biological chronology and lifestyle factors such as exposure to environmental aggressors, diet and more.

As skin care brands seek to tap into the shifting needs of emerging and established shoppers across generations, marketers and product innovation teams need to ensure their solutions are meeting consumers where they are.

From gentle moisturizers and sunscreens for the youngest skin care users to high-efficacy pro-agers for Gen X and boomers, the brand opportunities are vast—if brands can calibrate the delivery of the right care to the right consumers at the right time.

Understanding Generational Beauty Attitudes & Purchase Intent

To understand generational care, it's important to first understand their beauty priorities and shopping patterns.

In a late 2023 survey of more than 4,000 U.S. consumers, McKinsey found[a] that 31% of surveyed consumers intended to splurge on beauty and personal care in the coming months. Female respondents, perhaps unsurprisingly, prioritized the category more than men.

Across generations, 30% of consumers' spend fell in the skin care sector, according to a 2023 Lending Tree survey[b] of 1,950 U.S. consumers.

A closer look at generational data points to some stark differences.

Gen Z: Highly Engaged in Beauty

Predictably, Gen Z had the highest purchase intent at 36%; notably, that percentage shot up to 59% among high-income Gen Z women.

According to Lending Tree data, 60% of Gen Zers "find it important to try new beauty products." The firm also found that the generation's average annual beauty spend totals $2,048.

Furthermore, 57% of Gen Zers are compelled by high-end luxury beauty products, "much higher than the 48% across all consumers," per Lending Tree. That said, 52% have regrets about overspending on beauty.

Millennials: Eager to Pay for Youthfulness

Millennials' beauty and personal care shopping intent was second highest among all cohorts, at 33%, per McKinsey.

According to the Lending Tree data, millennials were highly likely to prioritize skin care in their shopping (38%) compared to other cohorts. That's no surprise. Per the report, 72% of surveyed millennials would trade cash for a "chance at more youthfulness."

It's also not surprising that 68% of millennials believe it's important to try new beauty products. Their total spend



According to Lending Tree data, 60% of Gen Zers "find it important to try new beauty products." The firm also found that the generation's average annual beauty spend totals $2,048.

[a]www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-state-of-the-us-consumer

[b]www.lendingtree.com/credit-cards/study/beauty-spending/

Image by Yan Krukau at Pexels

in the category? According to Lending Tree, it's $2,670 annually.

The data points don't always have a consistent logic, however. For instance, 67% of surveyed millennials are willing to spend more on high-end luxury beauty. That said, 40% have regrets about overspending on beauty.

Gen X & Boomers: Lower Purchase Intent

According to McKinsey, 28% of Gen X had intent to purchase beauty in the next three months, compared to 18% of boomers.

While it's clear that high intent among Gen Z and millennials will make them attractive cohorts for targeted care, there are immense opportunities to better serve older generations and thereby generate greater engagement in beauty and personal care.

Anti-aging? Pro-aging? Just Make Sure It Works.

Before diving into specific generational skin care trends, let's address the elephant in the room. In recent years, much has been written about the end of anti-aging and the ascension of well- or pro-aging. As it turns out, consumers don't really care what brands and editors call pre- and rejuvenation skin care.

A recent survey from Avon found that 35% of consumers from the United Kingdom, Italy, Poland, Turkey, South Africa, the Philippines and Romania "don't care how brands promote skin care benefits," while the same percentage "actively search for skin care products which target 'anti-aging.'" Only 25% of respondents said they prefer pro-aging terminology.

This doesn't negate emerging language around prejuvenation, rejuvenation, skin health, longevity, etc., but it does highlight the shopper's singular focus on efficacy.

Whatever you call it, "skin care claims will focus on achieving stronger, healthier, more resilient skin," says Michelle Chavez, vice president of innovation, Accupac/Cobalt Labs. "The category will take a unique approach to preventative care, providing advanced protection against things that age the skin like inflammation and oxidative stress, targeting the extension of professional treatment results, and caring for oneself holistically through diet and lifestyle, resulting in multiple benefits to the look and feel of skin."



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Generation Prejuvenation: Gen Alpha to Gen Z

"The notion of 'prejuvenation' is gaining traction, encouraging individuals to take preventative measures in their skin care routines to stave off signs of aging before they appear," says Chavez. "This proactive mindset underscores the importance of long-term skin health and the benefits of starting skin care treatments early."

Addressing Gen Alpha Skin Care Responsibly

As has been widely reported, Gen Alpha consumers, who are aged 14 and younger, are getting a head start on skin care. Perhaps too head of a start. While there's no harm in young people adopting sunscreen or gentle moisturizers, Gen Alpha's exposure to TikTok accounts touting highly active skin care for older consumers poses dangers for vulnerable skin.

A recent WGSN report[c] warns, "Beauty retailers should provide support and education for this demographic, which has grown up alongside social media and an accelerated trend cycle. Alphas are exposed to more products and content than any previous generation, potentially creating an appetite for unrealistic beauty ideals … Age-specific labelling is an effective way of alerting parents about suitability, but ultimately, brands must offer positive beauty products designed intentionally and safely for Alphas."

Thankfully, there are age-appropriate solutions. For instance, Target's "Tween (10-12 Years): Skin Care" online portal features SKUs such as Proactiv's Solution 30 Day Acne Treatment Kit, Hero Cosmetics' Mighty Patch Original Acne Pimple Patches, e.l.f.'s Keep Your Balance Toner, and CeraVe Face Wash, Hydrating Facial Cleanser for Normal to Dry Skin.

[c]https://mlp.wgsn.com/Alpha-Beauty-LP.html

Image by pressmaster at Adobe Stock



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On the brand side, emerging labels tout safety and age-appropriate innovation. For instance, tween-centric brand Gryme has launched the Body + Face Wash, a multifunctional cleanser for quick, easy cleaning. The brand touts its "gentle plant-based cleansers," its pH-balanced and non-irritating formulation, as well as expert backing from dermatologist and pediatrician testers.

On the ingredient front, Provital's Hydromanil is designed for young people's troubled and acne-prone skin. "This natural active ensures sustained moisturization by releasing agents gradually, thereby maintaining skin hydration and minimizing irritation risks," says Nina Esposito, area sales and managing director, Provital. "Hydromanil's

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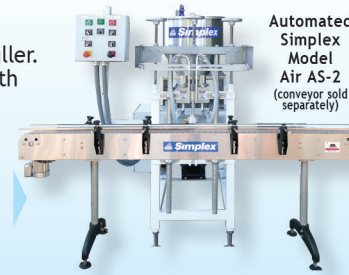
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efficacy against *Staphylococcus*, a bacterium associated with acne, underscores its ability to rebalance the skin's microbiome. By addressing microbial imbalances linked to acne, Hydromanil promotes clear and healthy skin for Generation Alpha."

Hydromanil's 3D Matrix technology instantly boosts moisture levels in the stratum corneum, per Provital, thereby preventing skin desquamation and enhancing intercellular cohesion. It also reportedly inhibits biofilm formation to support beneficial resident bacteria on the skin.

According to Provital, in vitro studies showed that the ingredient can control bacterial aggregation and biofilms without harming commensal *Staphylococcus aureus*. In rinse-off products, Hydromanil "significantly reduces the drying effects of surfactants and increases skin moisturization by 31% within 30 minutes," says Esposito. "Over three weeks, it delivers a cumulative moisturizing effect, reduces desquamation and restores intercellular cohesion in the outer layers of the stratum corneum, resulting in softer, smoother, and deeply hydrated skin"

Collagen Banking: Gen Z's Skin Care Prejuvenation Plan

Like Gen Alpha, Gen Z is a cohort that thinks ahead. According to an Afterpay report, 66% of Gen Z consumers[d] have a savings account, while about 50% have a credit score of 661 or above, compared to just 39% of millennials. This proactive savviness even bleeds into the beauty space: meet collagen banking.

What is collagen banking?

Collagen banking puts a conservation spin on anti-aging/prejuvenation by focusing on maintaining or even growing one's collagen supply through one's peak collagen production years, typically ages 25-34. According to Mintel data cited by Kenvue, parent of Neutrogena, 58% of Gen Z begins worrying about aging by age 23.

Dermalogica owns collagen banking

The trend, which came out of nowhere in the winter of 2024, per Google Trend data, has been dominated by one SKU, Dermalogica's Pro-Collagen Banking Serum, which addresses premature skin aging, fine lines and winkles, and dryness and dehydration with a mix of collagen amino acids, carnosine dipeptide, antioxidants, jojoba esters and polyglutamic acid.

[d]www.afterpay.com/en-US/for-retailers/access/meet-gen-z---millennials/meet-the-most-financially-savvy-generation-gen-z

The serum is premised on the idea that one's collagen production declines 1% annually after age 30. By preserving one's existing collagen in the moment, consumers will "have more for tomorrow," Dermalogica argues, "supporting visibly plumper, more luminous skin and hydrating to help reduce the look of fine lines into the future."

Neutrogena: collagen banking's new entrant

Neutrogena, which is also seeking to engage Gen Z shoppers, has now thrown its hat into the collagen banking ring with the launch of its Collagen Bank range, comprising:

- the Neutrogena Collagen Bank Moisturizer, featuring popular retinol alternative bakuchiol;
- and the Neutrogena Collagen Bank Broad Spectrum SPF 30 Moisturizer.

Taking a cue from the sunification of beauty, the SPF version of the formulation claims to target the leading culprit of diminished collagen: sun exposure. The sunscreen features avobenzone (2.5%), homosalate (6%), octisalate (4.5%) and octocrylene (8%).

Both formulations comprise the brand's micro-peptide as well as collagen. The micro-peptide technology is reportedly 2x smaller

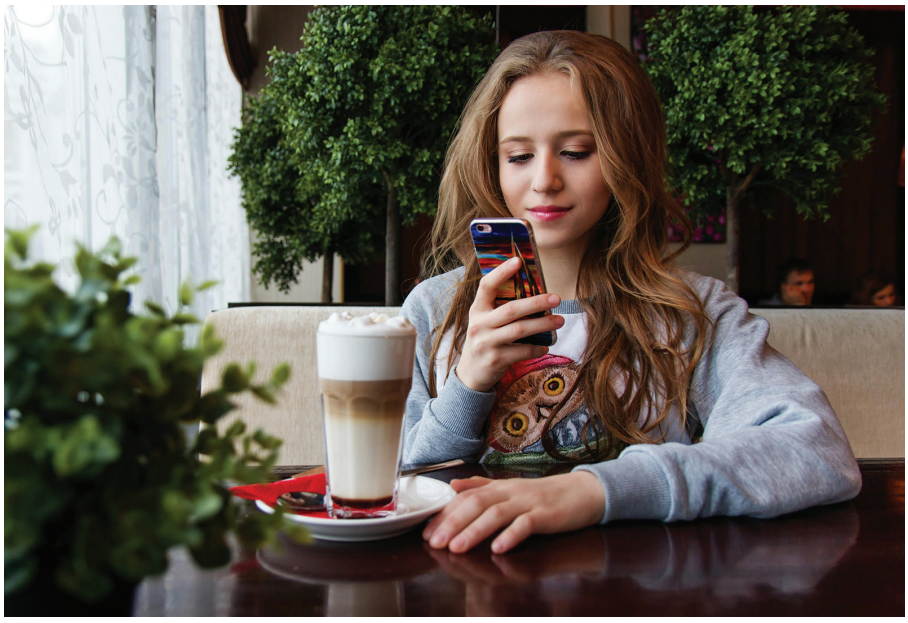


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Deinde, the skin care brand launched by biotech innovator Debut, targets Zillennials, a hybrid micro-generation comprising the youngest millennials and the eldest Gen Z members, particularly those in their 20s and 30s.

L to R: courtesy of Neutrogena; Deinde/Debut



"We are seeing Zillennials invest more in their overall skin health versus trying to achieve skin perfection," says Dominique Gagnon, vice president of consumer brands for Debut Biotech. "We were excited to find that 77% of skin care enthusiasts are now taking a preventative approach to their skin care routine, with 70% paying more attention to their core skin health than just a year ago."

than conventional anti-aging peptides, per Neutrogena, which allows for penetration of more than 10 layers of the skin. In this way, the micro-peptides preserve the "skin's firming support matrix: elastin, pro-collagen, hyaluronic acid, fibronectin and decorin," according to the brand.

The Collagen Bank collection is designed as a viable alternative to in-office collagen-stimulating procedures, per Neutrogena, as well as higher-priced competitive products in the prestige space.

Preventative Beauty Ingredients for Gen Z and Millennials

"Preventative skin care is crucial to maintain youthful and healthy skin," says Provital's Esposito.

The company's Altheostem—derived from lab-grown stem cells of *Althaea rosea* (hollyhock) flower petals—addresses the early signs of aging by targeting the skin senescence that begins in one's 20s. In formulations, the ingredient technology reduces senescent cells, induces apoptosis and promotes extracellular matrix remodeling in dermal fibroblasts to boost luminosity and elasticity while reducing wrinkle depth.

Per Esposito, "AI analysis confirms a reduction in visual age" with the use of Altheostem. She adds that it "not only rejuvenates mature skin but also establishes preventive care foundations, supporting ongoing renewal and addressing early signs of aging for millennials and Gen Z."

Defending Zillennials from Inflammaging

"There is a growing emphasis on combating 'inflammaging'—the chronic, low-grade inflammation that contributes to skin aging," says Chavez. "By targeting the underlying causes of skin degradation, these products aim to maintain youthful, resilient skin."

This is precisely the mission of Deinde, the skin care brand launched by biotech innovator Debut. The brand targets Zillennials, a hybrid micro-generation comprising the youngest millennials and the eldest Gen Z members, comprising those in their 20s and 30s.

"Skin care isn't a one size fits all proposition," says Debut's Gagnon.

Image by Pixabay at Pexels



"It is now generally understood by the scientific community that inflammaging is a root cause of aging skin, and it starts in your mid-20s. This chronic, low-level everyday inflammation accelerates skin aging via the breakdown of collagen and elastin when left unchecked."

Gagnon concludes, "Research has also shown that skin can be made more resilient against inflammaging through preventative skin care, dietary shifts and anti-inflammatory habits. Deinde products are formulated specifically to reduce inflammaging and boost overall skin health. Our product benefits and claims address the five signs of inflammaging–fine lines, dullness, uneven tone, dryness and uneven texture."

Zillennials' Investment in Skin Health

"We are seeing Zillennials invest more in their overall skin health versus trying to achieve skin perfection," says Gagnon. "We were excited to find that 77% of skin care enthusiasts are now taking a preventative approach to their skin care routine, with 70% paying more attention to their core skin health than just a year ago."

Gagnon adds, "Overall, we see Zillennials in a critical transitional stage of life where they find themselves adopting healthier, more mindful lifestyle choices overall–they're investing in their physical health, striving to maintain their emotional health and applying this same proactive philosophy to their skin care routine."

She continues, "Data shows that this generation, especially those considered 'skin care enthusiasts,' are taking an increasingly preventative approach to their skin care routines than prior generations. More critically to Deinde and our focus on inflammaging, scientific studies have shown that inflammaging only begins to occur in your mid-20s and we want to educate these information-hungry consumers on how this moment in their adult life is the time to incorporate inflammaging solutions into their skin care routines."

Gagnon concludes, "Inflammaging is a self-fulfilling cycle of low-level inflammation that occurs from environmental stressors, but one that can be interrupted before significant collagen and elastin damage. Skin can be made more resilient against inflammaging through preventative skin care, dietary shifts and anti-inflammatory habits. Deinde provides tools for consumers to invest in healthy habits today to support the longevity of their skin."

She adds, "We see an embrace of science-backed innovation centered around skin health along with the adoption of pared down skin care routines, as consumers expect multifunctional benefits from their skin care products more than ever. Deinde delivers on these emerging needs by reimagining the proactive skin care regimen–one that tackles and manages inflammaging, what scientists identify as a root cause of aging skin, along with addressing core fundamentals like skin barrier management and antioxidants."

Gagnon concludes, "Deinde products have a unique advantage with their ability to sustain skin health through our patented biotech ingredient naringenin, which effectively resets the skin to neutral after experiencing stressors, reducing inflammaging markers by 96%–15x more powerful than niacinamide."

As previously reported, Deinde leverages Debut's biotech-derived naringenin, a flavonone typically found in citrus. A study in the journal Foods, for instance, recently noted that "[N]aringenin and apigenin are prospective ingredients that contribute to the amelioration of skin damage by activating anti-inflammatory and antioxidative responses."

The brand's SKUs also feature materials such as biotech squalane, ceramides NP (normal fatty acid/phytosphingosine base), upcycled date seed extract, niacinamide, biomimetic tripeptide, polysaccharides, biotech fermented vegetable-based glycols and allantoin.



The urgency for consumers aged 40 and up is significant because recent research has uncovered "two major waves of age-related changes at around ages 44 and again at 60." So, while the skin ages incrementally over time, these two time periods in particular can feature dramatic shifts in skin and overall health.

Image by cottonbro at Pexels

Generation Rejuvenation: Gen X to Boomers to the Silent Generation

"Women aged between 40-60 are experiencing shifts that impact their skin and with that, come new concerns, new needs and for brands, new opportunities," notes a 2023 report[e] from Mintel analyst Carson Kitzmiller. Notably, per Kitzmiller, "45% of mature beauty consumers would seek advice from a beauty professional," highlighting a desire for expert-backed efficacy.

The urgency for consumers aged 40 and up is significant because recent research[f] has uncovered "two major waves of age-related changes at around ages 44 and again at 60." So, while the skin ages incrementally over time, these two time periods in particular can feature dramatic shifts in skin and overall health.

Yet today's mature consumers aren't content with fixing the damage of years past. Rather, contemporary skin care consumers seek out products that boost their skin's longevity by offering regenerative, rejuvenating actions.

Longevity: From Reactive to Proactive Skin Care

"The concept of longevity in skin care is evolving anti-aging from a reactive approach to a proactive one," says Chavez, "focusing on preventing the causes of aging rather than merely treating its symptoms and extending the vitality and resilience of skin. This shift emphasizes the importance of addressing inflammation, oxidative stress and DNA damage to maintain the healthiest skin possible at any age. Products claiming to combat the symptoms of inflammation and oxidative stress are becoming more common as they target key causes of aging."

She adds, "Biomimetic ingredients are playing a crucial role in this trend, offering more personalized solutions that mimic the skin's natural processes. For example, ingredients that replicate the skin's lipid composition can enhance barrier function and hydration."

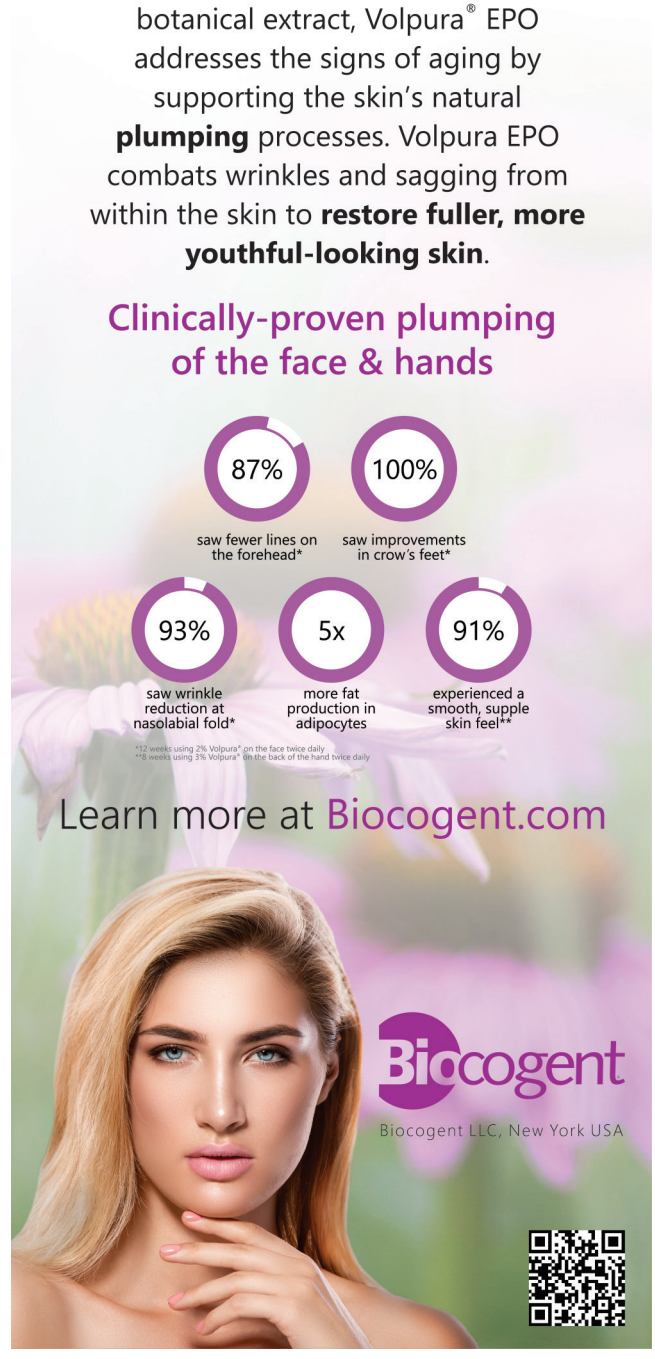
Ingredient Solutions for Mature Skin

In August, Spate[g] reported a more than 68% spike in consumer searches for "copper peptide serum." This rejuvenating ingredient reportedly adds bounce and plumpness to the skin and thereby minimizes the appearance of fine lines.

[e]https://store.mintel.com/report/us-beauty-lifestages-mature-beauty-market-report

[f]https://www.theguardian.com/science/article/2024/aug/14/scientists-find-humans-age-dramatically-in-two-bursts-at-44-then-60-aging-not-slow-and-steady

[g]www.spate.nyc/reports



This is just one ingredient offering mature consumers with proactive solutions.

"Shiloxome derives its efficacy from plant endophytes, ensuring sustainable and innovative skin care solutions tailored to mature skin needs," says Provital's Esposito. "Derived from the yeast of *Kwoniella mangroviensis*, Shiloxome not only maintains a balanced skin microbiome but also reinforces the skin barrier, crucial for combating environmental stressors and addressing age-related skin changes."

The focus on environmental aggressors is in line with consumer sentiments. Chavez notes, "Skin wellness … recognizes that overall health significantly impacts skin condition and emphasizes building stronger, more resilient skin to combat environmental aggressors and blue light exposure. Claims that a product protects against environmental aggressors are becoming more prominent as consumers seek comprehensive protection."

In vitro studies have reportedly showed that Shiloxome can shield human epidermal keratinocytes from urban pollutants by reversing ROS production and inflammatory responses. It also enhances extracellular matrix-related pathways to boost collagen type I and elastin protein content to boost elasticity and firmness.

Furthermore, according to Esposito, "Shiloxome's Lipidomics studies reveal significant reductions in lipid peroxidation, reinforcing the lipid barrier and promoting moisture retention. It effectively prevents pollution-induced oxidation of skin lipids, ensuring proper lipid chain elongation for a protective barrier. By increasing the total chain length of the lipidome and regulating 31 long-chain endogenous ceramides, including those directly beneficial for menopausal and post-menopausal skin, Shiloxome provides a comprehensive preventative care solution. This ensures that mature skin not only remains resilient, hydrated, and protected but also exhibits enhanced luminosity and vitality, fulfilling the unique skin care needs of older generations with enduring efficacy."

Elsewhere, Silab's Commusys, a natural anti-aging active ingredient rich in biopeptides derived from the yeast *Pichia stipitis*, is design to enhance the transcompartmental communication of the skin. In this way, the ingredient reportedly reactivates epidermal biological functions for hydrating, smoothing and radiance-boosting effects.

Per Silab, the secretome of aged fibroblasts treated with 0.4% Commusys increases keratinocyte processes such as cell proliferation and cohesion, keratinocyte differentiation, hydration and anchoring of keratinocytes at the dermal-epidermal junction.

These results translated in vivo on a mature Caucasian panel into positive effects on epidermal renewal and thickness. The skin of Caucasian and Asian volunteers was hydrated,



"Shiloxome's Lipidomics studies reveal significant reductions in lipid peroxidation, reinforcing the lipid barrier and promoting moisture retention," says Provital's Nina Esposito. "It effectively prevents pollution-induced oxidation of skin lipids, ensuring proper lipid chain elongation for a protective barrier."

Image by Messala Ciulla at Pexels



"Dermocosmetics can be particularly beneficial for post-surgical skin, offering intensive hydration and relief from symptoms of sensitivity, inflammation, swelling, bruising and scarring," says Michelle Chavez, vice president of innovation, Accupac/Cobalt Labs.

smoothed and radiant after a twice-daily use of 1.7% Commusys, per the company.

Cross-generational Innovation Opportunities

While age-appropriate solutions are key to consumer satisfaction, a number of trends span life stages.

Highlighting Efficacy: Surgery-free Dermocosmetics

"Efficacy in skin care is paramount," says Chavez, "and dermocosmetics are at the forefront of this trend. Inspired by dermatological procedures and often recommended by dermatologists, these products feature medical-grade ingredients known for their high quality, concentration, and penetration. Dermocosmetics can be particularly beneficial for post-surgical skin, offering intensive hydration and relief from symptoms of sensitivity, inflammation, swelling, bruising and scarring."

Chavez adds, "One key aspect of dermocosmetics is their ability to leverage familiar ingredients in new ways, emphasizing high doses and concentrations to enhance efficacy. For instance, retinoids, long known for their anti-aging properties, are now being formulated with advanced delivery systems to enhance penetration and reduce irritation. This approach ensures that consumers receive products that deliver tangible results. Endorsed by medical professionals with dermatologist-recommended formulas, these science-backed treatments can provide surgery-free solutions for various skin concerns. We will see more concentrated formulas, medical-grade ingredients and targeted treatment claims aligned to this trend."

Surgery-free opportunities abound for mature skin in particular. In June 2024, Spate noted a 168.7% spike in searches related to saggy skin, in particular jowls. With queries like "at-home treatment for sagging jowls" and "best treatment for sagging jowls" on the rise, so too is interest in at-home, surgery-free solutions. Spate concluded, "Brands could capitalize on this demand for non-surgical, less invasive treatments."

Emotional Skin Care

In addition to efficacy and non-invasive solutions, the emotional dimension of beauty is also worth considering, no matter the age of the target consumer.

"Emotional skin care incorporates functional ingredients, application methods and stress-relieving techniques that engage all the senses,"

Image by Ivan Samkov at Adobe Stock

says Chavez. "The understanding of the mind-body connection, as explored in psychodermatology, examines the effects of stress, anxiety, and sleep habits on the skin."

She adds, "Neurocosmetic ingredients, for instance, are being researched to trigger the release of neurotransmitters such as dopamine and oxytocin in the skin, and to promote a sense of well-being and relaxation. Additionally, products are now being designed to incorporate fragrance and texture variations to enhance the sensory experience, providing both physical and emotional benefits."

Disrupting Skin Sensitivity

Across generations, sensitive skin concerns are widespread. This opens opportunities for brands seeking to soothe irritation across life stages.

Solabia's Serenibiome (propanediol (and) glycolipids) is a recently launched technology designed to offer gentle care for sensitive atopic-prone skin by disrupting the itch-scratch cycle. The ingredient is based on a biofermentation of *Pseudozyma flocculosa* fungus, which yields flocculosin, an antifungal that repairs skin sensitivity.

The Serenibiome active ingredient "tackles the itch-scratch vicious cycle," per Solabia, which is driven by a microbiome paired with a compromised skin barrier and external trigger such as environmental pollution.

In clinical tests, Serenibiome reportedly reduced skin redness, dryness and itching sensations. The technology accomplished these outcomes by bioselectively inhibiting the growth of pathogenic *Staphylococcus aureus*, which induces skin dysbiosis, leading to atopic skin. Notably, this inhibition in no way negatively impacts the more beneficial *Staphylococcus epidermidis* population on the skin, per Solabia.

The technology also reduces pro-inflammatory markers involved in nociception, or the transmission of unpleasant sensations, and synthesizing well-being molecules to help sooth itching sensations. Serenibiome also accelerates the re-epithelialization process for barrier regeneration/repair.

Taken together, the Ecocert Greenlife and COSMOS-compliant ingredient is reportedly ideal for sensitive skin care, dry skin solutions, face and body care generally, atopic-prone skin solutions, and baby care.



Solabia's Serenibiome (propanediol (and) glycolipids) is a recently launched technology designed to offer gentle care for sensitive atopic-prone skin by disrupting the itch-scratch cycle.

The Keys to Generational Care

Across generations, brands will need to focus on challenges based on life stages, as well a circumstances. By helping younger consumers protect and conserve their natural skin health and assisting older shoppers in reclaiming and rejuvenating theirs, brands can reinvent the anti-aging category into something more targeted and effective.

*Insights Into Action: New Innovations for Generational Care

A number of manufacturers and suppliers recently added to their offering to assist brands in their skin health product innovation.

New Skin Care Concepts

Contract manufacturer Lady Burd recently unveiled a range of skin care concepts targeting skin well-being. Up first, the company's Essence plumps and hydrates the skin while supporting the effectiveness of other skin care products.

Its Soothing Barrier Serum, meanwhile, soothes the skin barrier and diminishes the appearance of irritation with a range of skin-friendly ingredients.

Lady Burd's Cooling Stick, on the other hand, is infused with caffeine to hydrate, brighten and awaken the under-eye area.

Finally, the company's three-in-one Pumpkin Enzyme Masque exfoliates, resurfaces and visibly polishes the skin, while its Tanning Water for the face, neck and chest is formulated to deliver a natural-looking, gradual glow.

Anti-aging from Within

Monteloeder's beauty-from-within solutions include Eternalyoung, a blend of natural extracts designed to delay skin aging by targeting cell telomeres and cell senescence, per the company. The technology is reportedly clinically

Image courtesy of ulia_diak

proven to reduce the appearance of wrinkles, boost skin elasticity and firmness, increase skin thickness and density, and enhance moisturization and barrier function, while also reducing dark spots and pigmentation.

The company's Nutroxsun, meanwhile, made from rosemary and grapefruit extracts, is designed to defend the skin from sun damage by boosting the skin's UVB and UVA radiation resistance. In this way the technology reduces skin oxidation and inflammation, offers anti-aging benefits, and decreases wrinkle depth while improving skin elasticity.

Packaging for Skin Health Innovations

HCP's lightweight 15 ml Color Capsule tottle features an elongated, domed profile. The design pairs a squeezable tottle and slender nozzle with the cool touch of an aluminum cap that can be customized. The



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Lady Burd's Soothing Barrier Serum soothes the skin barrier and diminishes the appearance of irritation with a range of skin-friendly ingredients.



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Images courtesy of Lady Burd



Lady Burd's Tanning Water for the face, neck and chest is formulated to deliver a natural-looking, gradual glow.



HCP's lightweight 15 ml Color Capsule tottle features an elongated, domed profile.



HCP's travel-friendly 30 ml and 50 ml Twist Tottles for liquid cosmetics and skin care offers inclusive one-handed dispensing for easy, accessible and convenient use of products such as sunscreen, foundation and serums.

nozzle reportedly enables controlled and targeted application for skin care solutions and is optimal for mid-to-high viscosity complexion and skin care formulas, including light emulsions, primers, SPF products, foundations and tinted moisturizers.

The tottle can be produced with mixes of HDPE/LDPE that can be optimized to achieve the required flexibility and dispensing control, per HCP, and, for better barrier protection, an EVOH layer. Brands seeking an ultra-transparent result and high squeezability can have the tottle constructed with Dow's Surlyn. It can also be offered with a percentage mix of recycled PE.

Meanwhile, HCP's travel-friendly 30 ml and 50 ml Twist Tottles for liquid cosmetics and skin care offers inclusive one-handed dispensing for easy, accessible and convenient use of products such as sunscreen, foundation and serums.

The twist opening function eliminates the need for a separate overcap, thereby reducing overall component parts. The design also features a raised tab for ease of opening, which is particularly helpful when a consumer has wet hands or simply needs a one-handed opening gesture.

The Twist Tottle can be manufactured in various material mixes to ensure the perfect level of flexibility, compatibility and protection for different formula types and viscosities. It is also ready-to-recycle within the PP/PE recycling stream. PCR materials are available for reduced environmental impact. There is also the option to include an EVOH layer for enhanced barrier properties.

The refillable Twist Tottle features a two-piece cap that can be retained. When empty, a new refill base bottle can be screwed in place. The cap can be customized with color matching, spraying or metallization. ■

From top, L to R: images courtesy of Lady Burd; HCP; HCP

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Gen Z's & Alpha's Parents Tell All on their Kids' Beauty Obsessions

A new survey delves into the early onset of product interest, the role of social media, parents' expectations and more.

BY DENISE HERICH, The Benchmarking Company



Twenty-one percent of girls and 12% of boys expressed interest in beauty/personal care before they were 7 years old. While this may seem shocking compared to past generations, it shouldn't come as a surprise.

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Beauty buying skews younger with each new generation, thanks to easier and faster access to products along with the steamrolling influence of social media. With the rise of Gen Alpha and Sephora kids, proliferating messages of aging prevention and children's urge to start using skin care at a younger age have predictably caused parental concern and some industry backlash.

To understand the #SephoraKids phenomenon better, The Benchmarking Company's August 2024 teen/tween beauty survey asked more than 2,600 parents about the beauty and personal care habits of their children, ages 7-17, encompassing Gen Alpha and the youngest members of Gen Z.

Here's what we've learned: girls and boys as young as 7 are displaying enthusiastic interest in cosmetics and skin care, while their wary parents have specific brand needs and expectations for keeping their kids safe. Let's break it down.



Seventy-nine percent of teens and tweens are watching "these are my favorite things" videos; 25% are actually making this type of video.

Kids' Beauty Journeys Start Very, Very Early

Seventy-one percent of girls and 51% of boys ages 7-17 have an interest in using facial skin care, hair care products, beauty/personal care devices, hair tools, body care products and/or fragrance products.

Many first expressed a strong interest in using these products to their parents at a very young age, with 69% of girls expressing interest at age 10 or younger, and 50% of boys at 10 years old or younger (**T-1**).

Twenty-one percent of girls and 12% of boys expressed this interest before they were 7 years old. While this may seem shocking compared to past generations, it shouldn't come as a surprise.

This cohort was born into the social media age and, when given the opportunity to view television, a laptop or social media apps on a cellphone, routinely engage with beauty product ads featuring attractive young influencers.

T-1. At what age did your son(s)/daughter(s) first express a strong interest in using these products?
(of those whose sons or daughters have an interest)

	Daughter(s)	Son(s)
Younger than Age 7	21%	12%
Age 7	12%	9%
Age 8	12%	8%
Age 9	10%	9%
Age 10	14%	13%
Age 11	9%	8%
Age 12	10%	14%
Age 13	6%	11%
Age 14	4%	8%
Age 15	1%	7%
Age 16	1%	2%
Age 17	0%	1%

Teens' and Tweens' Beauty Category Preferences: Girls & Boys

For boys, the top areas of interest are body care and hair care (both 88% interest among males). For girls, top interest areas include facial skin care and fragrance (both 92%), followed by hair care and body care products (both 91%).

Image by Dasha Petrenko at Adobe Stock



Sixty-eight percent of parents say their children have a "skin care routine," with 76% saying their children practice that routine both morning and night, using three or more skin care products (57%).

Kids' Social Media Usage & Key Influencers

Seventy-nine percent of children aged 7-17 years have asked a parent to purchase a beauty product they've seen on social media.

That's not a surprise given that children ages 7-17 are using their own YouTube (72%), TikTok (70%) and Instagram (63%) accounts to learn about beauty and personal care.

Many of them also participate in product marketing. In fact, 84% not only watch influencer videos, but 19% have created their own influencer video at least once. Other social media activities in which they've played a part include:

- Looking for product reviews (79%) or creating product reviews (24%)
- Watching "these are my favorite things" videos (79%) and making this type of video (25%)
- Viewing before and after photos (77%) and taking their own before and after photos (27%)
- Watching skin care and hair care tutorials (75%) and creating their own tutorials (16%)
- Watching "get ready with me" videos (74%) and filming their own "get ready with me" videos (22%)

While social media remains a strong influence on a child's interest in beauty and personal care products (65% rank it so), a child's social circle of friends holds the strongest sway (73%). Familiarity with beauty products (like mother like daughter) is an influence for 52%.

Tweens' and Teens' Skin Care Needs & Routines

Fifty-one percent of children have a personal needs-driven interest in beauty and personal care products. Their top skin care concerns are:

- acne (69%)
- moisturization (59%)
- sun protection (58%)
- smooth lips (41%)
- soft/smooth skin texture (40%)
- maintaining glowing skin (39%)

Sixty-eight percent of parents say their children have a "skin care routine," with 76% saying their children practice that routine both morning and night, using three or more skin care products (57%).

Kids' Skin Care Brand & Ingredient Obsessions

Thirty-one percent of parents say their child self-describes themselves as being "obsessed" with a particular skin care brand.

Gen Alpha uses many skin care brands and may be more learned and thoughtful about cosmetic ingredients than their older cohorts. Parents say they've heard their child mention or ask for products containing:

- vitamin C (69%)
- hyaluronic acid (57%)
- salicylic acid (50%)
- retinol or retinoids (29%)

Image by serg at Adobe Stock

- niacinamide (26%)
- peptides (24%)
- acids such as AHA, BHA and lactic acid (23%)

Parents say they trust mainstream brands for their children, with top trusted brands mentioned including CeraVe, Bubble, Neutrogena, Aveeno and Cetaphil.

Kids' & Parents' Beauty Shopping & Spending Habits

When it's holiday time or they're having a birthday party, parents say 71% of their children ages 7-17 have asked for a high-priced fragrance product, 58% for a specific beauty brand product, 54% for Bath & Body Works gift cards, 51% Ulta or Sephora gift cards (tied), and 45% for a high-priced hair care device.

Ten percent of these children don't need to wait for a special occasion to receive a beauty gift because they already have a cosmetics subscription. Top subscriptions include:

- 87% Ipsy
- 27% Allure Beauty Box
- 23% Walmart
- 16% FabFitFun
- 14% Beauty Fix
- 5% other

Some children use their own loyalty accounts when they shop at their favorite places for beauty, with 15% having their own Sephora loyalty account and 14% having their own Ulta loyalty account. Forty-one percent of children use their parent's loyalty account.

Fifty percent of parents say the child's overall beauty and personal care product spend is between $21 and $100 per month, which includes both their money and their parent's money. For 35% of these parents, that spend is $101 or more per month, with 15% spending less than $20 per month on the child's beauty and personal care products.

Teens/Tweens Favorite Beauty Products

Kids' Favorite Skin Care

Fragranced shower products and facial moisturizers (tied at 70%) hold the highest appeal for teen/tween skin care, followed by:

- cleansers (67%)
- fragranced lotions or creams (62%)
- masks (51%)
- serums (29%)

Kids' Favorite Makeup

Of the 31% of boys and 60% of girls ages 7-17 who use color cosmetics, lip products are the most desirable. Ninety-one percent use lip gloss, 86% use lip balm and 55% use lipstick. Other popular color cosmetics used by this age group include:

- mascara (79%)
- eye shadow (74%)
- blush (71%)
- eyeliner (52%)
- bronzer (41%)
- contour (36%)
- brow pencil (35%)

Kids' Favorite Hair Care

Hair health and conditioning are important to 55% of children, with hair styling products holding high appeal (66%), along with hair devices (46%) and hair serums (35%).

Kids' Fragrance Preferences

According to parents, 57% of children switch fragrances on a regular basis.

Teens' and Tweens' Favorite Beauty Brands

e.l.f. Beauty plays a big part in the teen/tween beauty frenzy, with 50% of those children interested in beauty and personal care using at least one of the brand's products (**F-1**).

Parental Concerns for Gen Alpha and Gen Z

While an early interest in using skin care has led to positive behaviors among children (i.e., awareness of the importance of using sunscreen has never been higher), some parents have concerns about their early bloomers.

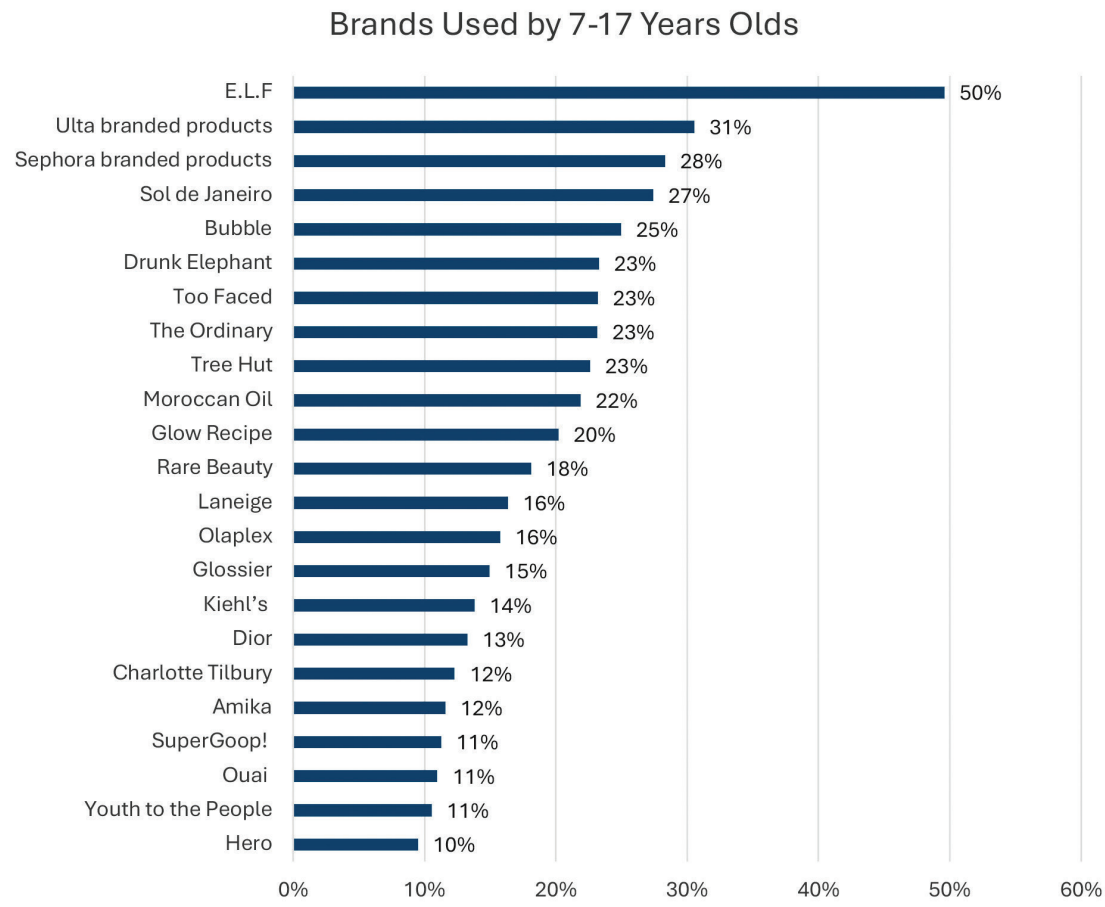
Seventy-five percent say they've discussed their child's skin care routine with their doctor or dermatologist.



While an early interest in using skin care has led to positive behaviors among children (i.e., awareness of the importance of using sunscreen has never been higher), some parents have concerns about their early bloomers.

Image by Look! at Adobe Stock

F-1 Favorite brands of 7–17-year-olds; only brands with 10% or more usage shown



Seventy-three percent of parents believe that beauty brands are actively targeting the teen and tween market, and 56% are concerned the ingredients in some beauty and personal care products may be too strong for their child's skin.

Forty-two percent say their kids spend too much money on beauty and personal care, and 29% believe their kids are being manipulated by marketers.

Parents say they would feel more comfortable buying beauty and personal care products for their child if brands provided the following:

- 80% if there were warning labels on products that may contain ingredients that are too strong for pre-tween, tween and teen skin
- 71% if the brand showed clinical and consumer claims that are substantiated using a panel of tweens/teens to measure impact on young skin/hair
- 63% if the products are recognized as "clean"
- 59% if the brand provided transparency (other than warning labels) about the product's suitability for young skin
- 56% if the brand had a line of products specifically designed for tween/teen skin
- 36% if the brand provided education online or in store about the ingredients ■

Want more from this author?

Check out ***How Beauty x Wellness Can Address Stressed-out Consumers: New Data in 2024*** *in our* ***September 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 through its 250,000+ female PinkPanel database, focus group, and consumer in-home use testing (IHUTs) for claims substantiation and risk mitigation.

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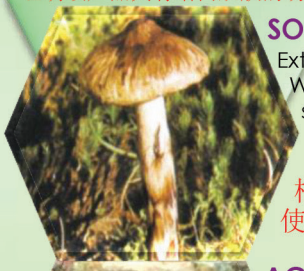
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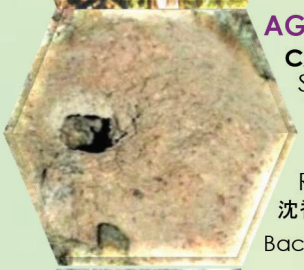
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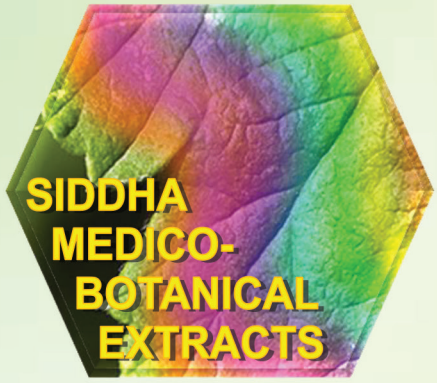
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Lonicera Caprifolium (Honeysuckle) Flower Extract
Lonicera Japonica (Honeysuckle) Flower Extract
忍冬（金银花）萃取液
TSCA Listed | FEMA GRAS Listed | DHHS Listed
A Novel plant based preservative (lipo/oil soluble) for cosmetic formulations
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White Pearlescent 珍珠白 Red Light 浅红
Dark Ultra Brilliant Yellow 深黄 Yellow Light 浅黄
Dark Black 黑

WATER SOLUBLE POWDERS 水溶性粉末
Dark Brown 深棕 Violet (Blue-reddish) 紫
Light Green 浅绿 Dark Orange 深橙
Dark Ultra Brilliant Yellow 深黄 Yellow Light 浅黄
Ultra Sky Blue 天蓝 Deep Red 深红 Light Red 浅红
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Brown 棕 Red 红 Natural Yellow 纯黄 Green 绿
Red Light / Scarlet Red 鲜红 Ultra Sky Blue 天蓝
Dark Black 黑

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EXOSOMAL BEAUTY IS HERE: SMALL, BUT MIGHTY

Beauty ingredient suppliers and brands are tapping tiny, powerful particles to rejuvenate the hair and skin.



Brent Ridge, co-founder of Beekman 1802, and Trisha Khanna, MD, FAAD, a board-certified dermatologist, show off the brand's new exosome-powered Milk RX.

Image courtesy of Beekman 1802

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Exoceuticals landed at the Cosmoprof North America trade show in Las Vegas, July 23-25, 2024, heralding a new era of exosome-driven regenerative beauty that expands the skin's longevity.

The brand's skin care features its eXo3 exosome technology, which delivers "proteins, growth factors, nucleic acids and MiRNAs to promote regeneration and healing," per Exoceuticals.

This reportedly allows better cellular communication that can slow the aging process from within, while enhancing skin health and rejuvenation.

Benefits include healing and regeneration following sun and other environmental exposures. And, because exosomes improve cellular communication, which is naturally diminished with age, they reduce the appearance of wrinkles, crow's feet and dark spots, while boosting elasticity.

Co-founded by Robin L. Smith, MD, MBA, and Nicole Martin, MD (of *Real Housewives of Miami* fame), Exoceuticals' exosome beauty includes the Exo H-Serum Hyaluronic Acid Treatment, Exo Face Perfection Moisturizer, Exo Sun After-Sun Treatment, Exo Plus Anti-Aging Cream, Exo C-Serum Vitamin C Treatment, Exo Body Advanced Body Lotion and Exo Men Hydrating Moisturizer.

These products reportedly significantly decrease the appearance of crow's feet after seven days while also boosting skin firmness.

Exoceuticals is hardly alone; exosomes have become a leading innovation pathway in beauty technologies.

- Recently, Vytrus Biotech leveraged its biotech expertise to develop intact plant exosomes for skin and hair care applications.
- And DSM-Firmenich has partnered with ExoLab Italia to bring plant-derived exosome technology to the global skin care market.
- In addition, Active Concepts has introduced its BioAuthentic Exosomes line for skin care, which utilizes green chemistry principles.
- Most recently, Korea's J2KBio Co., Ltd. launched Lactosome 55 (INCI: *Lactobacillus* ferment (or *Lactobacillus* extracellular vesicles)), a skin care active made of exosomes obtained from *Lactobacillus brevis* J2K-55, which



Image courtesy of Exoceuticals

Exoceutical's skin care, featuring its eXo3 exosome technology, delivers "proteins, growth factors, nucleic acids and MiRNAs to promote regeneration and healing," per the brand.

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Among the brands leveraging exosomes are Beekman 1802, which features the Milk RX Advanced Better Aging Cream with two goat milk protein exosomes "that penetrate deeper into skin layers to fortify the skin barrier and promote skin longevity," per the brand.

was first isolated from water radish kimchi from Jeju Island. The biofermented ingredient reportedly improves skin barrier function, supports wound healing and boosts skin brightening.

Among the brands leveraging exosomes are Beekman 1802, which features the Milk RX Advanced Better Aging Cream with two goat milk protein exosomes "that penetrate deeper into skin layers to fortify the skin barrier and promote skin longevity," per the brand.

The cream comprises Renexosome, Beekman 1802's polypeptide complex pairing goat milk exosomes with a polypeptide, which is reportedly 4x more effective than retinol in terms of producing collagen in skin. The complex is also safe for sensitive skin because it "comes without the purging and irritation associated with traditional retinol and prescription tretinoin," per the brand.

Renexosome's goat milk exosomes are rich in keratin and immunoglobulins. These exosomes have an average size of 102.8 to 109.3 nanometers and a concentration of approximately 116 billion particles per milliliter.

The complex features LipoTrue's Reneseed regenerative polypeptide, comprising a bioengineered form of transforming growth factor (TGFβ2) derived from vertically farmed *N. benthamiana*, the so-called "seed of youth." The retinol-mimicking polypeptide reportedly accelerates collagen production by 31% without irritation, peeling or purging of the skin. The result, according to Beekman 1802, is an enhanced skin barrier for visibly firmer skin. ■

Image courtesy of Beekman 1802

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BEAUTY ALTERNATIVES: INGREDIENT TRENDS

From upcycled technologies to improved oil-in water formulations, emerging ingredients are taking beauty to the next level.



In 2022, Lignopure commissioned the first GMP-compliant plant for lignin conversion, reportedly achieving the ability to recycle 90,000 kg of lignin annually.

Image courtesy of Lignopure

Whether to improve upon the sustainability, accessibility, safety or efficacy of conventional cosmetic ingredients, a wide range of new materials is coming to the market to deliver updated innovation.

Case in point: Lignopure GmbH, which was founded in 2019 and leverages lignin as a sustainable ingredient in skin care and other beauty products, recently raised 2.4 million euros in equity capital in addition to previous fundraising.

In collaboration with biorefineries, Lignopure upcycles lignin, a natural polymer found in plants, as a bio-based raw material and alternative to fossil chemicals such as microplastics. In 2022, Lignopure commissioned the first GMP-compliant plant for lignin conversion, reportedly achieving the ability to recycle 90,000 kg of lignin annually.

Lignopure's Upcycled Lignin Cosmetic Ingredients

The company's technologies include LignoBase (lignin/cellulose), a multifunctional cosmetic ingredient line based on Lignopure's particle technology.

LignoBase's "unique polyphenolic molecular structure" reportedly supports its ability to defend the skin from free radicals and antioxidant activity. It is therefore applicable as an SPF booster in formulations.

Lignobase has reportedly shown a 35-75% in vitro SPF boosting effect in mineral and chemical-based sun care formulations, per the company. The technology can also simplify color cosmetic formulations and reduce the white cast in sun care.

Finally, the technology has a greater oil absorption capacity than kaolin and bentonite, while also providing a soft feel on skin. It therefore is applicable in formulations requiring a mattifying effect.



From left: Lignopure's Daniela Arango, Joana Gil Chavez and Wienke Reynolds.

Lignopure Investment for Microplastic & Petrochemical Alternatives

The company's latest financing round was led by NBank Capital Beteiligungsgesellschaft mbH, with additional investments from Niedersachsen Beteiligungs GmbH & Co. KG (a fund of NiedersachsenMetall), a team of business angels (RaakWaark Kaptaal), a family office and existing shareholders.

"We are very pleased with the trust of our investors," say Lignopure founders Daniela Arango, Joana Gil Chavez and Wienke Reynolds. "This financing allows us to strengthen the company's global presence, lay the foundation for global production with international biorefineries and further expand our product portfolio. With this funding, we are taking a significant step closer to our mission to decarbonize the chemical industry and make lignin a real alternative to harmful ingredients."

"Lignopure is a young company that has inspired and impressed us with its technology and the spirit of the founders," says Viktoria Vorwachs, responsible investment manager at NBank Capital. "With their professionalism and strategic orientation, the founders manage to inspire customers and investors. We are very much looking forward to a good and successful cooperation! In line with our portfolio strategy, we want to actively support the transformation away from fossil fuels and microplastics to bio-based raw materials."

"As early as April 2019, when Lignopure took second place in the first Future Hamburg Award and I sat on the jury there, the team convinced me with its sustainable and internationally oriented business model," says Matthias Grychta, angel investor of Raakwark Kaptaal. "That's why I'm particularly pleased that my fishing colleagues and I can accompany the team together."

Alternative Beauty: New Swaps

Buzzy Retinol Alternative

NextGen Actives' Apinol360 (INCI: PEG-8 (and) soybean lecithin (and) propolis extract) is an anti-inflammaging active positioned as a natural, safe alternative to retinol.

Per the company, the ingredient offers superior anti-aging benefits without the harsh side effects of traditional retinoids, such as skin

Image courtesy of Lignopure

dryness and irritation. Described as an antioxidant and antimicrobial "powerhouse," the product has been clinically proven, at 1.5%, to reduce lines and wrinkles by more than 35% within 28 days.

The ingredient is derived from propolis, revered for its healing properties and infused with four essential phenolic components:

- p-coumaric acid,
- trans-ferulic acid,
- caffeic acid and
- caffeic acid phenethyl ester (CAPE)

ApiotiX Technologies' patented non-alcoholic extraction process is employed to ensure these bioactive compounds are isolated and preserved at the highest purity, NextGen Actives reports.

The result is a 15% concentrated solution that is "meticulously blended" in PEG-400 and lecithin to ensure the stability of Apinol360 and to enhance its delivery.

With its potent anti-inflammatory and antioxidant properties, Apinol360 is said to offer a holistic 360-degree approach to skin care, promoting healthy, youthful skin while addressing the growing demand for derm-like cosmetic actives.

Furthermore, considering the European Union's recent restriction limiting retinol usage levels to 0.3%, NexGen Actives notes Apinol360 is a timely solution.

Gentle High-performance Surfactants

BASF's Plantaren Alkyl Polyglucosides (APG) non-ionic surfactants are readily biodegradable (≥ 60% degradation within 28 days) and formulated with glucose from corn and fatty alcohols derived from palm kernel oil or coconut oil.

Per Andrew Miller, senior marketing manager, hair, body and oral care, North America, and Gina Koustoubardis, technical service specialist, BASF, the company's dermatologically and clinically tested APGs have high compatibility in both skin and oral care products in which they have:

- proven mildness: safe for daily use in skin and oral care applications, with low irritation potential for the skin and eyes
- good foaming: volume, cushion, bubble size and body, with high stabfprility and low decay; furthermore, APGs reportedly boost foaming when combined with anionic surfactants
- cleansing qualities: deep pore cleansing and gentle hair fiber and scalp cleansing

Furthermore, BASF's APGs are stable in a broad pH range, are cold-processible and preservative-free, among other benefits. Suggested applications include body, face and hand products, shampoos, care products for babies and kids, and oral care such as toothpastes and mouthwash.

"BASF's APG surfactants … cause less skin dryness and skin barrier damage than conventional surfactants," say Miller and Koustoubardis. They add, "BASF's Alkyl Polyglucosides (APG) surfactants show excellent ocular compatibility and qualify as the perfect choice for applications targeting sensitive areas, such as facial washes, makeup removal, baby cleansing and intimate hygiene concepts."

To illustrate, one of BASF's APGs, Plantaren 1200 N UP, is reportedly significantly milder compared to SLS. Pairing the technology with conventional SLS can lead to milder formulations than SLS alone, per BASF, and can help to reduce the irritation potential of a toothpaste.



BASF's APGs are stable in a broad pH range, are cold-processible and preservative-free, among other benefits. Suggested applications include body, face and hand products, shampoos, care products for babies and kids, and oral care such as toothpastes and mouthwash.

Image by Rido at Adobe Stock

3 Sustainable Ingredients for Easier, Better Beauty Innovation

Taking the Guesswork Out of Oil-in Water Emulsions

Sweetch's StabiCare cold is a natural emulsifier that reportedly enables cold processing of oil-in-water emulsions to cut the environmental impact of skin care production while maintaining

high product stability. The technology, which supports the incorporation of substantial oil levels into water, can help product developers create everything from lightweight sprays to rich butters, per the company.



Sweetch's StabiCare cold is a natural emulsifier that reportedly enables cold processing of oil-in-water emulsions to cut the environmental impact of skin care production while maintaining high product stability.

Guaranteed Blooming Performance

Meanwhile, Sweetch's StabiCare Bloom features a natural polymeric ester structure that easily renders oils more hydrophilic. Per the company, with 25% of StabiCare Bloom, formulators can guarantee blooming performance without the prolonged trial and error of combining various oils.

"The sheer force of the tap activates the product, and the foam appears like a flower in bloom," Sweetch notes.

StabiCare Bloom also reportedly boosts foam quality and sensorial performance in products such as shower oils, bath oils and baby oils, and is mild enough for use around the eyes and lips, as in cleansers and makeup removers.

A New Multifunctional for Minimalist Beauty

Finally, Sweetch's StabiCare Solub is a natural, cold-processed and water-clear solubilizer with preservative boosting properties, which supports minimalist formulations.

The technology dissolves oils in water while maintaining product transparency, per the company, and enhances the performance of preservation systems. StabiCare Solub is therefore appropriate for micellar waters, toners, transparent shower gels, serums and eaux de toilette.



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From top, L to R: Images courtesy of Sweetch; Sweetch; image by Prostock-studio at Adobe Stock

Non-microplastic Exfoliation from Walnut Shells

"Walnut shells provide natural exfoliation and gentle abrasion, helping improve skin texture and delivering a smoother, brighter complexion," says Helen Cantrell, director of sales and marketing at California-based Eco-Shell.

She adds, "Walnut shell powder can unclog pores and remove dead skin cells and excess oils safely and naturally. Lastly, walnut shells can also help reduce acne and red spots by unclogging pores and shrinking them in the process."

As a result, says Cantrell, these materials are typically applied in products such as face, hand, body and foot scrubs, as well as exfoliating cleansers.

"A natural, eco-friendly ingredient gleaned from a renewable resource, walnut shells from Eco-Shell can boost the sustainability profiles of facial skin care products," Cantrell explains. "Sustainably grown and processed, they are also BSE-/TSE-free, pesticide-free, non-GMO and contain no heavy metals. Eco-Shell holds multiple certifications, including Ecocert, ASO Cert and halal, ensuring quality and compliance." ■



"Walnut shells provide natural exfoliation and gentle abrasion, helping improve skin texture and delivering a smoother, brighter complexion," says Helen Cantrell, director of sales and marketing at California-based Eco-Shell.

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NEW BEAUTY INGREDIENT TRENDS: FROM FUNCTIONAL WATER TO FIT SKIN

From Amazonian biotech to ultra-fine bubble technology, emerging cosmetic ingredients are pushing the boundaries of functions and claims.



Vytrus' plant biotechnology-derived Baolift skin care technology reportedly simulates the facial rejuvenating impacts of a fitness workout.

Image courtesy of Jacob Lund

To better help R&D and marketing teams in their product innovation journeys, *Global Cosmetic Industry*'s monthly cosmetic ingredient briefing breaks down not only the latest materials, but also the trends, market data and relevant claims those technologies respond to. From consumer data to advancements in sustainable chemistry, this regular bulletin helps beauty professionals scope out their next differentiating breakthrough. This month's edition features a wide array of innovations, including functional water, a workout-mimicking facial rejuvenator and more.



"We're excited to introduce Hydrosome H2O as the latest technology innovation in our hero product," says Laura Lum, co-president of Meaningful Beauty. "We're the first in the beauty industry to supercharge our revolutionary serum with this breakthrough technology designed to deliver best-in-class ingredients deeper into the skin for better absorption."

Turning Water Into a Functional Beauty Ingredient

Meaningful Beauty by Cindy Crawford has tapped Hydrosome's ultra-fine bubble technology in the reformulation of the brand's Youth Activating Melon Serum.

The revamped formula pairs the suppliers' Hydrosome H2O technology with Meaningful Beauty's proprietary Melon Leaf Stem Cell Technology to more effectively deliver active skin care ingredients to skin cells.

The result is visibly plumped, firmed, radiant and deeply hydrated skin, as well as increased elasticity and defense against environmental aggressors.

Hydrosome H2O: Tiny Bubbles, Big Impact

The ultra-fine bubbles are extremely small; per the company, 1 trillion Hydrosome H2O bubbles can fit into a single champagne bubble.

This ultra-fine sizing, paired with greater surface area versus bubbles in conventional water, reportedly makes the Hydrosome bubbles ideal for delivering ingredients to cells.

By pairing ingredients with Hydrosome H2O, beauty manufacturers can reportedly "do more with less, use fewer chemicals, reduce environmental impact, simplify ingredient lists and shorten supply chains," per the company.

In addition to enhanced performance, Hydrosome H2O is produced sustainably by applying a patented hydrodynamic cavitation process to ultra-pure water. This low-energy process requires no added chemicals or consumables, per Hydrosome.

"We're excited to introduce Hydrosome H2O as the latest technology innovation in our hero product," says Laura Lum, co-president of Meaningful Beauty. "We're the first in the beauty industry to supercharge our revolutionary serum with this breakthrough technology designed to deliver best-in-class ingredients deeper into the skin for better absorption."

"Water has traditionally been a passive ingredient in beauty products," says Hydrosome Labs president, Bob Jacobs. "With Hydrosome H2O, water is transformed into a functional ingredient and active delivery system that enhances the ability to deliver ingredients and formulas that provide beauty benefits from wrinkle reduction to increased firmness, elasticity, and hydration."

Fit Skin from Baobab Stem Cells

Vytrus' plant biotechnology-derived Baolift skin care technology reportedly simulates the facial rejuvenating impacts of a fitness workout.

The technology works at the cellular level to enhance the skin's molecular mechanisms to generate a V-lifting effect on the face for a "fit skin" appearance.

Baolift reportedly enhances communication through the skin-fascia-muscle axis, "a bidirectional communication network where the skin cells activate muscle cells, which in turn transfer exercise benefits to the skin through the fascia," per the company.

In this way, the ingredient delivers fitness-inspired skin care to generate firming, strengthening and anti-sagging effects on the face, eye contour and body.

Baolift is derived from the stem cells of baobab (*Adansonia digitata*),

Image courtesy of Meaningful Beauty

a superfood found in many fitness-oriented supplements, foods and beverages.

Pore-reducing Postbiotic

BioAktive's Lactomaizol postbiotic (INCI: *Zea mays* (corn) kernel extract (and) *Lactobacillus* ferment lysate filtrate (and) *Lactobacillus*/rice ferment (and) glycerin (and) modified corn starch (and) betaine (and) xanthan gum (and) 1,2-hexanediol (and) phenethyl alcohol (and) propanediol), derived through fermentation, has been shown in vivo to reduce the visible size of pores while smoothing skin, the company reports.

In vivo Cleansing, Pore Size Testing

In assessments focused on cleansing efficiency and facial pore size/visibility, Lactomaizol formulas were compared with a placebo and traditional formulations in half-face tests. In terms of cleansing, Lactomaizol (20%) outperformed the placebo, cleansing up to 57% of impurities vs. 15% of impurities with placebo only. The ingredient also reduced the size/visibility of facial pores and improved skin smoothness by 57%—up to 4x the standard formulation.

Lactomaizol's Postbiotic Applications

The company recommends the ingredient for skin cleansing, oil management, and products for oily and sensitive skin, including cleansers, shampoos, body washes, makeup removers and more. Claims associated with the technology include:

- sebum regulation
- gentle cleansing
- skin soothing
- redness reduction

Flexible Film, Colorfast Effects, Strength and Gloss for Lipsticks

Oleon Health and Beauty has launched Radiastar 1436 (INCI: isocetyl isoarachidol), a vegetable-based, multibranched Guerbet alcohol with a wide range of beauty applications thanks to its film-forming properties; soft, cushioning sensory profile; and "fantastic" gloss.

For example, when used in lipstick formulations, Radiastar 1436 assists in creating a solid, uniform layer on the lips that reportedly does not flake or break even as the solvent evaporates. The ingredient also leaves a firm deposit after application with good adhesion, for flexible coverage that is sturdy enough to flex with lip movements.

"Radiastar 1436 was shown to increase the break strength of lipstick



"Radiastar 1436 was shown to increase the break strength of lipstick without increasing lipstick hardness too substantially," explains Ine Matthè, product manager at Oleon Health & Beauty.

Image by Pixel-Shot at Adobe Stock



Earlier this year, Apoena Biotech held its second bioprospecting expedition for sustainable biological actives, this time in the Tapajós National Forest of Pará in Brazil's Amazon.

without increasing lipstick hardness too substantially," explains Ine Matthè, product manager at Oleon Health & Beauty. "This Guerbet alcohol can therefore be used to create a more resilient lipstick without compromising the payoff. And, with its high refractive index, Radiastar 1436 gives a nice gloss to the lipstick together with a high color intensity."

On a final note, according to Oleon Health and Beauty, the occlusivity of Radiastar 1436 is comparable to mineral oil and better than octyldodecanol, making it an ideal green alternative to synthetic film formers.

Matthè concludes, "With its unique skin feel, good oxidation stability, and excellent pigment dispersion properties, Radiastar 1436 is a superior film-forming emollient for use in a broad range of color cosmetic and personal care formulations."

Brazilian Amazonian Biotech Coming to North America

Integrity Ingredients Corporation has partnered with Apoena Biotech to bring the latter's Brazil-biodiversity-based beauty ingredient innovation to the U.S. market. Apoena's ingredients offer hydration, protection, anti-aging benefits, cleansing functionality and more.

In 2022, Apoena Biotech ethically bioprospected microorganisms from the Brazilian archipelago of Fernando de Noronha, called the "Blue Amazon," with the ambition to develop ingredients for the cosmetics and fragrance sector via biotechnological processes.

And, earlier this year, Apoena Biotech held its second bioprospecting expedition for sustainable biological actives, this time in the Tapajós National Forest of Pará in Brazil's Amazon.

Most recently, Apoena launched Apobio Film, a multifunctional, biofilm-forming postbiotic product with moisturizing/TEWL-preventing properties for hair and skin care.

On hair, the technology forms a protective film on the hair surface, which retains moisture within the hair, prolonging hydration and preventing dryness.

The technology is produced from the fermentation of polysaccharide- and fructooligosaccharide-rich probiotic bacteria.

Under the latest deal with Integrity Ingredients, Apoena Biotech will bring its sustainable biotechnological ingredients to Integrity's portfolio.

"With Apoena as our partner, we are proud to add fermented and bioengineered ingredients to our portfolio," says David Howell, CEO at Integrity Ingredients Corporation. "These materials will not only enhance product formulas but also meet the growing demand for sustainable and effective personal care ingredients." ■

Image courtesy of Apoena Biotech

RETHINKING ACNE: UNVEILING THE UNSEEN AND THE UNMET

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Acne isn't simply a skin condition for adolescents; it is as natural as aging itself and can happen at any stage of life. Researchers estimate that it affects more than 94% of the global population[a] across genders and all ethnic backgrounds, making it one of the top 10 most prevalent diseases worldwide.

Regardless of when it occurs, acne can have a significant impact on an individual's physical and mental well-being where both discomfort and stigma around the condition can lead to depression and anxiety, low self-esteem, poor self-image, and a sense of loneliness[b].

In the last two decades, consumers' expectations towards skin and acne care have evolved. Old solutions no longer resonate. Consumers are looking for innovation; new formulas and new textures; more convenient multifunctional products; natural solutions and easier skin care regimes.

They are also looking for options that help address the significant emotional impacts of acne, that normalize the condition and integrate acne treatment into their regular beauty and wellness routine.

As we rethink acne across generations, the most successful brands will be the ones who can not only create skin relief but who offer excitement, nourishing self-care rituals and even bring joy.



As we rethink acne across generations, the most successful brands will be the ones who can not only create skin relief but who offer excitement, nourishing self-care rituals and even bring joy.

Acne is a Lifelong Concern

According to data published by *The British Journal of Dermatology*, around 85% of children aged 12-14 will experience acne around puberty. While it is often viewed as a rite of passage during the awkward adolescent years, acne can persist well into adulthood. Lifestyle factors such as diet or stress, major life events like pregnancy or menopause, medications or even just an active lifestyle can all cause ongoing facial and body acne.

Acne Unfiltered: Breaking the Stigma

Today, skin-care solutions can play a role in breaking the stigma that surrounds the skin condition, by creating options that not only treat acne but are part of an overall beauty and wellness routine. By normalizing and giving visibility to the condition, mental health side effects like depression, anxiety or low self-esteem can be addressed through a holistic approach to acne.

Some brands are building supportive communities around the condition where consumers can share their individual experiences. The Envio Skin Health brand[c], for example, has launched a range of pharmaceutical-grade skin care that is paired with free mental health care to holistically treat the "internal and external causes " of those suffering from acne.

[a]*"Global perspective on the epidemiology of acne,"* British Journal of Dermatology; https://academic.oup.com/bjd/article-abstract/172/S1/3/6615714

[b]*American Association of Dermatology,* www.aad.org/public/diseases/acne

[c]https://envioskin.com/

Images courtesy of Vantage

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Brands are also supporting self-care by incorporating acne-focused solutions into larger skincare and wellness routines. Jori's Daily Leave-On Acne Treatment Mask puts these principles into action, offering consumers a product that can treat pimples as a spot treatment or as a leave-on mask for day or overnight use. Its core micronized 2.5% benzoyl peroxide addresses acne resulting from hormones, diet, stress and other issues that typically impact adult acne sufferers.

Vantage formulators have created a range of skincare solutions that can support stigma-free acne care routines. The "Glow for the Gold" Exfoliating Powder is a transformative exfoliant powder featuring biodegradable, exfoliating JOJOBA SCRUBEADS®; BP-SA NIACINAMIDE SALICYLATE COMPLEX to gently address acne and hyperpigmentation; and two encapsulated technologies, LIPOBEAD® PINK PRINCESS, a delivery system for vitamins A, E and C, and LIPOBEAD GOLDEN PEARL, a delivery system for jojoba oil. This conceptual prototype not only treats acne, but its attractive appearance also puts the "fun" in functional.

Taking inspiration from clear aqua gels and gel patches, Vantage has formulated the Spot On Acne Treatment. Designed to be worn under makeup or sunscreen, the transparent acne formulation uses actives CURAZELIC® 44 and CURCYLIC® 40. Combining nature with science, the product also features ingredients for hydration, skin barrier and anti-inflammation with its BIOSIGNAL™ LIPID 10 and jojoba-ester-rich LIPONATE® JOJOBA NATFILM.

"At Vantage, we're reimagining acne treatment solutions by creating ingredients that bring a positive focus to an acne routine," says Beto Pino, Vice President of Product Innovation & Technical Marketing, Vantage. "Studies show that 58% of U.S. consumers believe beauty brands can help with destigmatizing chronic skin conditions through their market appeal and audience. We are helping to provide both active ingredients and traditional exfoliants to support this consumer demand."

Clear for All: Inclusive Acne Care

While skin health and self-esteem are universal themes, irrespective of age, life stage, or gender, there are certain challenges, like hyperpigmentation or darkening of the skin, that relate to skin of color, or ethnic skin. These consumers look to brands who understand their unique challenges and are more inclusive in addressing their specific concerns. By embracing inclusivity, consumers get a sense of belonging and reduced stigma surrounding acne.

Kanu Skincare for example offers acne and dark spot solutions for women of color, while Y'our offers a skin care system designed specifically for pregnancy acne. These brands demonstrate the importance of listening to customers and developing new products that make lives better.

Vantage has tackled inclusive care for acne with concept formulations such as the Glow Skin Essence serum formulation which features gentle acne defense through its BP-SA NIACINAMIDE SALICYLATE COMPLEX as well as the skin brightening ILLUMINATE EFX hydroxycinnamic acid. This formulation also appeals to the consumer for its skin nourishing effect thanks to the moisturizing and anti-aging hyaluronic acid triple threat BP-TRILURONIC ACID POWDER, and anti-inflammaging STRATAPHIX® POLY.

Offering universal efficacy with anti-acne care powered by its CURAZELIC® 44 and CURCYLIC 40, the company's All Over Body Acne Mist body treatment spray, also offers with inflammaging defense via botanically derived STRATAPHIX POLY, which addresses aggressors such as chemicals and UV exposure.

"A significant number of consumers still struggle to find solutions that meet their specific needs," says Pino. "Take pregnant women for example. The American College of Obstetricians and Gynecologists finds that acne affects about 40% of women during pregnancy. Retinoid treatments are not an option, and skin dryness during pregnancy can make some treatments less tolerable. Developing products or a routine that can adapt to these



While it is often viewed as a rite of passage during the awkward adolescent years, acne can persist well into adulthood.

specific skin needs during pregnancy, or any other significant hormonal transition is a good strategy to address this part of the market."

Beyond Acne: Pre- & Post-care Solutions

Preventative acne care addresses the root causes of acne before it becomes a significant issue, aiming to reduce the occurrence and severity of future breakouts. Post-acne care, meanwhile, promotes healthy skin healing to prevent scarring and restore consumers' confidence after breakouts. These proactive practices can go a long way to boosting individuals' confidence, self-esteem and clear appearance.

TheInkeyList, for instance, offers the Scar, Mark and Wrinkle Solution, a retinol-rich formulation designed to diminish the appearance of post-acne scars and marks, as well associated discoloration, while Clearstem Skincare's hair care brand extension recently put a prevention premium on formulations that are free of pore-cloggers that can cause acne breakouts. These creative solutions can help prevent a source of blemishes that is often overlooked.

To address preventative care, Vantage has developed the Clean Slate Makeup Remover formulation. Combining acne treatment technology BP-SA NIACINAMIDE SALICYLATE COMPLEX and CURAZELIC 44, with DISTINCTIVE COCONUT WATER CLEAR, provides a formulation that incorporates both nutrients and antioxidants for the inhibition of advanced glycation end products (AGEs), skin brightening benefits and free radical defense. The formulation also incorporates hydration-boosting METAUPON™ EZ AMIBIO and skin-purifying LIPOBEAD DETOX with COCONUT CHARCOAL.

For post-acne care, Vantage has developed Skin Revival Resurfacing Treatment which features the highly effective CUROXYL® 42 gel, a patented, aqueous based, micronized benzoyl peroxide dispersion (40%), hydrating and skin-barrier-supporting LIPONATE® JOJOBA 20, vegan skin protector TEXTRON™ OLIVE SQUALANE, and skin-brightening ILLUMINATE EFX.



"The American College of Obstetricians and Gynecologists finds that acne affects about 40% of women during pregnancy," says Beto Pino, Vice President of Product Innovation & Technical Marketing, Vantage.

"Studies have shown that many customers prefer using products that improve their overall skin health rather than having to address a specific concern," says Pino. "A robust healthy beauty routine may recommend the use of mild face cleansers combined with beta hydroxy acids (BHA) or alpha hydroxy acids (AHA) with highly moisturizing ingredients to prevent skin dryness. Healthy skin can be achieved by ensuring skin cell turnover occurs at an appropriate pace using a mild cleansing and exfoliation routine. Keeping pores clear of excessive sebum and dead cells helps prevent *C.* acnes proliferation and reduces the risk of inflammation."

Kick-start Your Acne Care Innovation

Modern, inclusive acne care is essential to address diverse skin types and concerns, ensuring equitable access to effective treatments. It acknowledges acne's impact beyond adolescence, adapting to hormonal changes, lifestyle factors, and more. By prioritizing a new era of innovation, acne care can promote confidence and holistic well-being for everyone. Consumers are watching the market for anti-acne solutions that deliver enhanced efficacy and a positive experience. Be part of the change by developing new products and regimes that make skin healthier and improve overall wellbeing.

Ready to get started on your innovation journey? Visit *https://personalcare.vantagegrp.com/* or scan this QR code.

Where Beauty Manufacturing is Going Next

From biotech without the research overhead to AI-driven product authentication, cosmetic manufacturing is moving into new territory.



Image courtesy of Itsanan

Amid a complex regulatory environment and increasing consumer demands for brand transparency, Systech, a specialist in regulatory compliance, supply chain and brand protection technology, is developing new tools for beauty manufacturers and brands.

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The personal care contract manufacturing market is projected to be worth $40.5 billion by 2030, representing a growth rate of 8.7% annually[a]. These indispensable innovation partners have also become attractive acquisition/investment targets due to the uncertainties that often face consumer beauty and personal care brands. In fact, per a Capstone Partners report[b], manufacturers with an "established blue-chip client base" are most attractive and offer "buy-and-build" opportunities for scaling operations. The firm concludes, "contract manufacturers with expansive capabilities, product expertise and efficient manufacturing operations are expected to continue to draw sponsor interest." Looking at the current landscape of beauty manufacturing, a number of themes have emerged, including operations with differentiating technologies and enhanced capabilities via vertical integration.

[a]https://mckinseywell.com/products/global-personal-care-contract-manufacturing-market-2023-2030

[b]www.capstonepartners.com/insights/article-beauty-ma-update/

Biotech Beauty Without the Heavy R&D Costs

Debut is democratizing access to the biotech revolution with the launch of BiotechXBeautyLabs, a contract manufacturing and formulation development platform that provides brands of various sizes with access to high-performance, sustainable biotech ingredients incorporated into custom formulations and white label products.

BiotechXBeautyLabs is Opening Access to Biotech

Debut made its name creating leading-edge technologies for giants such as L'Oreal; BiotechXBeautyLabs expands that mission significantly by opening access to a wide array of brands.

The new business reportedly provides global brands with speed-to-market without upfront research costs associated with clinically tested ingredient technologies.

"BiotechXBeautyLabs is a biotech formulation development and contract manufacturing business that offers the ultimate competitive advantage to beauty brands: product innovation driven by biotechnology," says Debut founder and CEO Joshua Britton, Ph.D. "With Debut as its parent company, BiotechXBeautyLabs enables brands, large and small, to gain access to novel, science-backed, peak-performing formulations that are 95% bio-based."

Britton adds, "The new division also gives brands access to novel and, in many cases, groundbreaking marketing claims that draw upon Debut's R&D innovation. No other beauty contract manufacturer offers access to biotech



"BiotechXBeautyLabs is a biotech formulation development and contract manufacturing business that offers the ultimate competitive advantage to beauty brands: product innovation driven by biotechnology," says Debut founder and CEO Joshua Britton, Ph.D.

Image courtesy of Billy Economou, BE Studios

without the heavy R&D investment that would otherwise command up to tens of millions of dollars."

On the cost front, Britton adds, "Our pricing is highly competitive given that we are disrupting the beauty contract manufacturing landscape with novel, high-performing ingredients and formulations that, in many cases, brands will be the first to bring to market."

He concludes, "Our goal is for biotech formulations to be at a lower cost than petroleum or cultivated formulations due to their peak performance, meaning you need lower concentrations in a formulation (than what is typically on the market)."

Rapid Product Development, Proprietary Claims

BiotechXBeautyLabs can help brands develop biotech-powered beauty products in as little as three months by tapping into white label products. For customized formulations, that process is still as little as seven months.

To make these timelines possible, BiotechXBeautyLabs combines novel ingredient discovery, pre-clinical testing, formulation development, quality control production and a portfolio of 250 ingredient technologies reportedly consisting of more than 7,000 proprietary claims.

Each of those 250 ingredients "have been tested and validated with both pre-clinical and clinical testing," per Britton.

The result of these combined capabilities, according to the company, is a process that consistently and safely produces high-performance, efficacious products with standout claims. This focus on efficacy and claims is particularly crucial amid an uptick in consumer focus on expert-/clinically backed beauty.

"Debut is the only biotech beauty company with fully vertical integration capabilities, from ingredient discovery to finished products on the shelf," says Britton. "We have spent the past five years developing advanced science to meet demand. Any company starting right now would take 7-10 years to come close to our level of capabilities."

Tackling Emerging Claims

"Performance is at the core of what we do," says Britton. "Since Debut was founded five years ago, we have obtained more than 70 patents on formulations and ingredients, and we are trusted by the biggest beauty companies in the world, including L'Oréal."

He adds, "Our ingredient portfolio addresses many emerging consumer needs. For example, our novel polyphenol ingredients offer dramatically enhanced barrier protection and anti-aging benefits compared to current active ingredients on the market. This is a huge area for us as we have several superhero bioactive ingredients that powerfully rebuild the skin barrier and limit inflammaging. Importantly, these ingredients can only be made through biotechnology, not chemistry or cultivation."

BiotechXBeautyLabs: Skin Care & Beyond

"We specialize in topical skin formulations and have actives and products for hair and body as well," says Britton. "In addition to inflammaging, our ingredients coming to market address epidermal barrier repair for post-procedure care, skin brightening, anti-aging and scalp care."

In fact, according to an official announcement, BiotechXBeautyLabs is "already collaborating with brands in hair, scalp, body care and nutrition."

A Secure, Sustainable Supply Chain

BiotechXBeautyLabs' use of biotech ingredients is intended to overcome rising regulatory challenges faced by many conventional technologies, including retinol. It also provides a secure supply chain that minimizes environmental impacts such as carbon emissions, energy consumption, and land and water use.

"Sustainability is a non-negotiable and an integral part of our offering," says Britton. "Our ingredients and formulations are 95% biobased. Brands that partner with BiotechXBeautyLabs achieve superior ethical standards because our ingredients are not cultivated or derived from petroleum. There is no need for pesticides or toxic solvents in advanced biomanufacturing processes."

He adds, "Our entire manufacturing is conducted in a tightly controlled facility where safety, purity, consistency and quality are hard-wired in all that we do. It's a similar



Kolmar Korea is boosting its North American cosmetics manufacturing capabilities by announcing plans to build a second U.S. plant in early 2025.

Image courtwsy of Kolmar

process to brewing beer, but instead we engineer microbes to do exactly what a plant does to create highly specific, high value, high-performance ingredients, while minimizing environmental impact (including land, water and carbon dioxide)."

Kolmar Brings K-beauty Expertise to North America

Kolmar Korea is boosting its North American cosmetics manufacturing capabilities by announcing plans to build a second U.S. plant in early 2025. That new site is in addition to the recently opened Kolmar Innovation Center in New Jersey.

The company has also appointed a new head for its North American operations; Yongchul Hur, who has experience in the company's China operations and previously served at Amorepacific, is taking the role of CEO of Kolmar Laboratories and Kolmar USA, its North American subsidiaries.

Simultaneously, Kolmar Korea has named Philippe Warnery (formerly of Intercos and Estee Lauder) global chief commercial officer. Moving forward, Kolmar Korea will be creating an R&D team for North America.

George Rivera (formerly of L'Oreal USA and Intercos) will serve as chief science officer of the North American subsidiary, while managing director Inki Park will act as the head of the R&D Center for North America, responsible for bridging the Korean and North American markets.

Park will focus on adapting core technologies developed at the Kolmar Group's global R&D hub, located in South Korea, to the local market.

Growth Ahead for Kolmar Korea: Americas & Europe

The announcements come amid the company's expanded push in the North American beauty market, which is projected to generate a revenue of $118.50 billion in 2024.

The company is also building a sales network to support growth in Central and South America. Kolmar Korea reportedly aims to achieve $100 million in sales in the next five years.

Beyond these regional markets, the company will court indie K-beauty brands to bring Korean players to the U.S. market through channels such as Amazon. In addition, the company plans to grow its reach in Europe, per an official announcement.

ANJAC's APR Beauty Acquisition Boosts Cosmetic & Turnkey Capabilities

Paris-based ANJAC Health & Beauty, a manufacturer and filler of cosmetics, medical devices, drugs and food supplements, has invested in Toronto-area-based APR Beauty, thereby boosting its expertise in makeup, skin care and UV protection OTC products, particularly formulation, manufacturing, filling and turnkey capabilities.

Prior to the investment, ANJAC already boasted sites in France, California, Spain and Canada.

Per ANJAC, 30% of its makeup customers already comprise American brands. This investment is part of a larger mission to expand ANJAC's expertise in key markets and strengthen its turnkey offerings.

Irene Zheng and John Shen, co-founders of APR Beauty, will remain shareholders; Zheng will continue to serve as APR's president and CEO. In 2025, APR Beauty will relocate its Toronto-area site to a 100,000-square-foot refurbished site that expands its production capacity and offers a 20,000-square-foot R&I laboratory.

APR Beauty's Capabilities

APR Beauty's specialties include powders, hot-pouring, emulsions and gels. The organization is also certified by the U.S. Food and Drug Administration and COSMOS. APR's Toronto-area operations include an R&D lab and a manufacturing and a filling site that employs 40 people. It also has a packaging design and sales office in New York, a sales presence in Los Angeles, and an operations office in Shanghai.

360-degree Service

"This adventure with ANJAC Health & Beauty is based on a shared ambition to provide 360° service, high added value and innovation for our customers," says Zheng. "It represents a tremendous lever for acceleration through the sharing of know-how, commercial synergies, and the strengthening of our respective presences on the American market for



In 2025, APR Beauty will relocate its Toronto-area site to a 100,000-square-foot refurbished site that expands its production capacity and offers a 20,000-square-foot R&I laboratory.

Image courtwsy of APR/ANJAC

ANJAC, and on the European market for APR Beauty."

"We are delighted with this new step for the ANJAC Group, which is in line with our strategy of strengthening our service offering," says Aurélien Chaufour, president of ANJAC Group, "pooling our expertise and expanding internationally. Irene Zheng is a seasoned entrepreneur with whom we share the same ambition: to offer our customers ever more innovative, healthy, natural, high-performance and turnkey beauty solutions."

AI-based Product Authentication for Brands & Manufacturers

Amid a complex regulatory environment and increasing consumer demands for brand transparency, Systech, a specialist in regulatory compliance, supply chain and brand protection technology, is developing new tools for beauty manufacturers and brands.

The firm recently updated its UniSecure brand protection platform, which enables product security via serial number verification to thwart counterfeiters, secure QR codes to address diversion and collect data on market penetration and regional usage, and e-Fingerprint authentication to apply unique non-replicable identifiers during the packaging printing process.

The company has now added AI-based authentication, which assesses packaging artwork to determine products' authenticity, per Systech. Dubbed UniSecure ArtAI, the technology "uses machine vision and machine learning to create a digital blueprint of the features of the packaging artwork," per the company, which allows for product identification via pattern recognition.

UniSecure ArtAI can reportedly be quickly trained on artwork files for rapid deployment and can even be applied to products already in the marketplace. The system also offers real-time detection and investigation of supply chain threats.

Image by Rido at Adobe Stock



"We are delighted to expand in beauty by benefiting from B.Kolor expertise," says Markus Rassmann, head of Givaudan Active Beauty. "This acquisition not only strengthens our capabilities in the fields of makeup and skin care, but also positions us as leaders in driving the market towards an ever more solutions-driven future."

Collectively, the UniSecure platform can reportedly defend brand integrity, fight counterfeiting, detect diversion and cut revenue losses, and ensure better consumer trust.

Boosting Skin Care & Makeup Manufacturing for a Solutions-based Future

Givaudan has completed the acquisition of Italy-based B.Kolormakeup & Skincare, a specialist in the development and production of finished makeup and skin care products for beauty brands.

In 2021, Givaudan acquired its first 25% of B.Kolormakeup & Skincare. By acquiring the remaining 75% stake, Givaudan is focused on expanding its expertise in skin care and makeup, as well as manufacturing services.

Terms of the deal were not disclosed; B.Kolor's business would have reportedly represented approximately CHF77 million of incremental sales to Givaudan's results in 2023, per the company.

"After three years of successful partnership with B.Kolor, this is a great achievement for Givaudan to complete this acquisition, promising a very exciting journey," says Maurizio Volpi, president of Givaudan's fragrance and beauty division. "By sharing our creative and innovation capabilities, we will generate additional value to our respective customers by providing a complete offer combining high level of science with excellence in design."

"We are delighted to expand in beauty by benefiting from B.Kolor expertise," says Markus Rassmann, head of Givaudan Active Beauty. "This acquisition not only strengthens our capabilities in the fields of makeup and skin care, but also positions us as leaders in driving the market towards an ever more solutions-driven future."

Maria-Teresa Sancini, chairwoman of B.Kolor, says, "Joining Givaudan, the market leader, is a great opportunity to bring our businesses to new heights. Givaudan's capabilities in creation, ingredients and technology will greatly support us in evolving our product offering, while benefiting from Givaudan's customer base and geographical footprint to expand ourselves in new territories. We are very pleased to also share our unique creative design and production know-how with Givaudan to bring the products of tomorrow to life." ■

PERFORMANCE & SUSTAINABILITY ARE THE FUTURE OF BEAUTY

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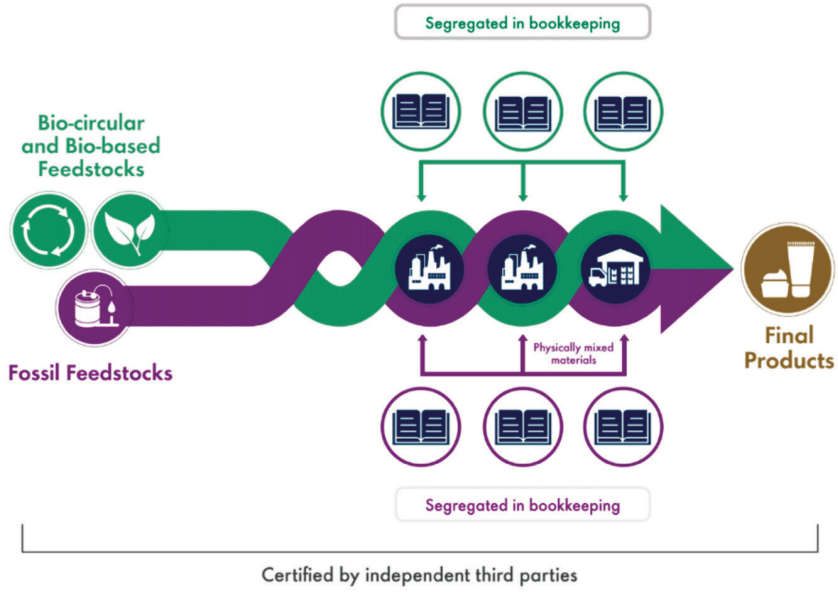
A new generation of mass balanced ingredients offer the high-efficacy and verifiable sustainable credentials today's shoppers demand.

In the 2024 beauty market, consumers demand formulation efficacy and sustainability—without compromising either.

According to a May 2024 Exploding Topics Report, "Search volume for 'sustainable beauty' is up more than 200% since 2019."

At the same time, clinical beauty has begun to eclipse pure play "clean" beauty. Shoppers, demanding transparency from beauty brands, are pushing brands to prove marketing claims.

How do manufacturers reconcile these trends? With safe, sustainable and high-functioning ingredients that offer the best of both worlds: performance and sustainability credentials. Here's what that looks like in practice.



Shell Chemicals uses a mass balance approach, which allows manufacturers to draw from both sustainable and conventional feedstocks.

Prestige Skin Care & the Skin Health Boom

The global skin care market is forecast to generate $186.60 billion in revenue this year worldwide, per Statista, and is projected to grow at a rate of 3.08% for the next four years.

There are more skin care buyers now than in previous reporting periods, and these shoppers are "both spending more money and purchasing more frequently," per Circana.

In the U.S. market, prestige skin care increasingly drives most of the category's growth, per Circana, expanding at 7% in the first half of 2024. Focus on the value that higher-quality formulations bring to consumers' lives leads growth in the luxury space.

Mintel data supports this. A 2023 report from the firm noted, "Consumers in this space are calling on brands to provide education on ingredient potency and application techniques, to communicate the added benefits of products and help users to reduce their environmental impact, heal their skin barriers, and save time and money."

It's no surprise, then that 67% of female skin care consumers prefer general skin-health-promoting products with higher-quality ingredients.

Emerging trends are expected to drive additional skin care market growth, including a 6.4% growth rate for global men's skin care, which totaled $16 billion in 2023.

More growth can be attributed to the increasing diversity of retail channels. This diversity provides brands with opportunities to expand from health and beauty store specialists to e-commerce platforms to drugstores.

Performance x Sustainability: Consumer-preferred Innovation

Trust is critical in 2024's beauty market.

"Shoppers are demanding proven value, convenience and efficacy from their skin care routines and are willing to defy brand loyalty to acquire it," notes a 2024 Mintel report.

Shoppers are serious about the "proven" element of brand claims. A 2023 survey from CleanHub found, "Shoppers are zooming out to evaluate a brand's broader environmental and social footprint before making a purchase."

Kantar research backs this up, noting that sustainability is the "driver of corporate reputation, contributing 45% to people's positive perceptions of a company."

Yet more than 50% of consumers surveyed by CleanHub expressed doubt over "the authenticity of brands' clean beauty claims."

Images courtesy of Shell

By centering verifiable effectiveness alongside safe and sustainable credentials, beauty brands have a unique opportunity to engage consumers and build long-term relationships.

Natural & Sustainable Aren't Always Synonymous

A 2023 survey conducted by Foresight Factory found that consumers rate palm oil high on the list of ingredients of concern, proving that "natural" and "sustainable" are far from synonymous. Yet their worries could be ameliorated with proper certification of feedstocks.

Palm oil has long been dogged by controversies related to deforestation, soil degradation and human rights abuses associated with its production for a wide variety of consumer products, including beauty. Yet its versatility has made it difficult to replace.

Fortunately, there are viable alternatives that deliver on shoppers' desire for ethically sourced ingredients with sustainable credentials and proven performance.

For instance, Shell's readily biodegradable high-purity Shell NEODOL® alcohols are versatile for a range of personal care/beauty applications. The range includes odd and even numbered primary alcohols from C9 to C15 and comprise a composition of about 80% linear and 20% branched.

Shell NEODOL alcohols unique lightly branched structure offers foaming power, ease of formulating, product stability, and emollient properties. These properties are well suited for body wash, shampoo, and many other personal care products.

Shell NEODENE® high-purity, linear alpha olefins offer versatility in product manufacturing and can be used as intermediates to increase foaming performance in cleansing agents and moisturizers, as well as other applications.

A number of Shell NEODOL and Shell NEODENE grades, including bio-based options, are certified as EPA Safer Choice and CleanGredients, recognizing them as "safer for humans and the environment, meeting the EPA's stringent health and environmental criteria," per the EPA.



A number of Shell NEODOL and Shell NEODENE grades, including bio-based options, are certified as EPA Safer Choice and CleanGredients, recognizing them as "safer for humans and the environment, meeting the EPA's stringent health and environmental criteria," per the EPA.

Furthermore, the biobased mass balance grades of Shell NEODOL and Shell NEODENE are kosher certified.

Mass Balance for Trust & Sustainability

The materials are produced at scale by Shell Chemicals using a mass balance approach, which allows manufacturers to draw from both sustainable and conventional feedstocks.

These sustainable feedstocks can include biobased agricultural materials such as corn, soy, and sugarcane or waste materials such as used cooking oil.

The conventional and sustainable feedstocks can then be mixed within the same production facilities and processes, allowing the levels of sustainable material used in the product to be verified by a third party.

Independent, third-party certification bodies such as RedCert, SCS Global Services and International Sustainability and Carbon Certification (ISCC) provide manufacturers with options to validate sustainable supply chain processes for their customers.

In total, the mass balance process allows brands to begin their transition to sustainable sourcing while providing shoppers with the transparency they demand.

Starting Your Sustainable Beauty Journey

As the beauty market continues to grow, driven by demands for efficacy, safety and sustainability, brands are being tasked to prove their claims with verifiable credentials. This requires ingredient technologies that pair high functionality with traceable supply chains.

Shell Chemicals uses a mass balance approach to innovate ingredients, which has yielded products that can support a brands' sustainable journey, provide transparency and offer accountability for independent, third-party certification. Furthermore, the division's integration with other Shell businesses provides access to advantaged feedstocks, performance products, scale and reliable delivery.

To begin your sustainable transition, visit *www.shell.com/business-customers/chemicals/personal-care.html*.

3 PERSPECTIVES ON BEAUTY X AI

From personalization to demand planning to product development, artificial intelligence is suddenly everywhere.



Iqonic.AI's new AI-based hair analysis platform allows hair salons, brands and retailers to offer assessments of common concerns such as hair loss or hair density.

Image courtesy of Iqonic.AI

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Though the technologies are still emerging, it sometimes feels like beauty has hit "peak AI." Yet the emergent tools and models are just beginning to make an impact on the industry. Here are three perspectives on how the emerging tech is already manifesting.

1. Personalized Beauty at Scale

Brands are increasingly tapping AI tools to offer personalized experiences whenever and wherever consumers interact with them.

Recently, RoC Skincare and Revieve teamed up on AI Skin Insight, RoC's AI-powered beauty experience that provides users with personalized skin care recommendations. Accessible on RoC Skincare's website and powered by Revieve's enterprise platform, the recommendations are generated within moments, providing tailored experiences at scale.

"The RoC Skincare 'AI Skin Insight' solution brings unparalleled value directly to consumers," says Art Pellegrino, SVP R&D at RoC Skincare. "Through innovative AI technology, our adviser examines not only individual skin concerns, but also behaviors, and personal preferences, thereby creating more (personalized and) relevant skin care recommendations. Backed by RoC Skincare's long-standing reputation for clinically proven results and Revieve's expertise in digital experiences, our adviser provides the highest level of credibility and effectiveness in every recommendation."

"We are excited to announce our collaboration with RoC Skincare, introducing an innovative digital skin care experience for their valued customers," says Sampo Parkkinen, CEO at Revieve. "This partnership reflects our commitment to providing exceptional solutions that enhance customer engagement and satisfaction. By offering personalized insights, individuals can better understand their skin care needs, leading to informed decisions and a more fulfilling skin care journey."

Similarly, Iqonic.AI's new AI-based hair analysis platform allows hair salons, brands and retailers to offer assessments of common concerns such as hair loss or hair density.

Launched with salon brand Shyne, the AI technology analyzes customers' hairs via a smartphone or tablet scan to generate recommendations for color, styling and care.

Hairdressers can use the tool to advise their customers on the selection of suitable hair care products. The platform can also be modified for use outside the salon, allowing consumers to generate their own recommendations.

While the consumer purportedly receives an enhanced experience, brands and salons can tap the technology for a more targeted upselling tool, resulting in larger shopping baskets and, perhaps, greater shopper loyalty.

"With our hair scan, hairdressers are taking the step into the salon of the future," says Maria-Liisa Bruckert, founder of Iqonic.AI. "The use of AI not only enables a unique customer experience, but also supports the consultation and offers new upselling opportunities."

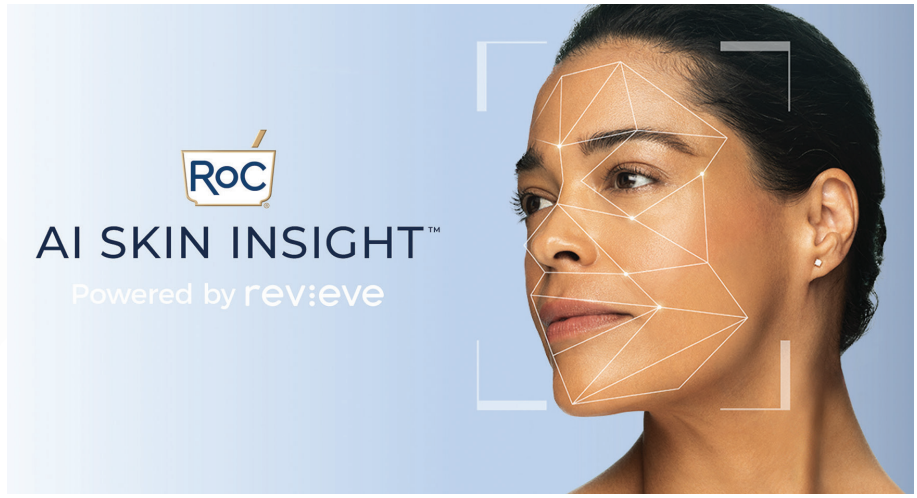
Richard Fähnle, CEO of Shyne, adds, "At Shyne, individual advice for our customers has always been our top priority. The cooperation with Iqonic.AI now enables us to make even more precise product recommendations. We can precisely define their hair condition and therefore recommend the right hair color and care. Iqonic.AI offers a great advantage for both sides in the shopping experience and can take customer satisfaction to the next level."

2. A Better Supply Chain

Beyond consumer experiences, AI offers opportunities for brands to optimize their operations behind the scenes.

For instance, generative AI can be used to create demand forecasts[a], per a 2024 McKinsey analysis, minimizing supply chain disruptions and unbalanced inventory. It can also support manufacturing productivity by diminishing defects and automating troubleshooting.

[a]www.mckinsey.com/capabilities/operations/our-insights/operations-blog/harnessing-generative-ai-in-manufacturing-and-supply-chains



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Image courtesy of RoC Skincare

Furthermore, AI can be used to automate document generation, customer delivery communications, warehouse design efficiencies and more. Taken together, the opportunities for running more efficient organizations is immense.

In July 2024, Blue Yonder announced that its SaaS AI tools were been adopted by Avon International to optimize demand planning, production and its omnichannel strategy. The platform was expected to make the brand nimbler in its decision-making.

Blue Yonder's ML models are trained on various Avon company data to predict future demand and "help planners understand causal contributions and run simulations based on changes like price or promotions, resulting in superior accuracy, greater explainability, and improved decision-making," per an official announcement.

These tools are critical for a brand with operations that span manufacturing supply chain operations in Europe and Asia Pacific and distribution that comprises 40 countries on three continents.

"Avon International is committed to transforming itself to meet the needs of its customers, representatives and partners while staying true to its business model and values," says Maciej Kaniowski, COO, Avon International. "To support this global transformation across all channels, Avon International recognized the need for a more integrated approach to demand planning."



In July 2024, Blue Yonder announced that its SaaS AI tools were been adopted by Avon International to optimize demand planning, production and its omnichannel strategy.



Is AI a nice-to-have, with your primary concerns being lab workflows and data management for regulatory compliance? These are the types of questions product innovators must ask themselves when deciding which AI platform might be best for their organization.

Key outcomes from the partnership are expected to include streamlined operations driven by data from trends, demand, supply, inventory and vendor collaborations; improved planner efficiency; forecast-driven omnichannel operations; and improved service levels and optimized cash flow.

"We are thrilled to be a part of Avon International's supply chain digital transformation," says Terry Turner, president, manufacturing, Blue Yonder. "It is an honor to work with a company that shares our same commitment to values such as inclusion, women empowerment and equity. The Blue Yonder solutions will enable Avon International to adapt to changing market conditions and external dynamics, ensuring their supply chain remains agile, sustainable, and competitive."

3. Which AI is Best for Product Innovation?

"There are a lot companies out there now selling 'AI,' and it can be hard for innovation leaders to understand which of these will provide value, or whether they should build their own system," says Hannah Melia, product marketing lead at Citrine Informatics.

She warns, "Not all AI is suited to the small data available in R&D."

There are a number of questions brands, manufacturers and other beauty innovators can ask themselves when assessing AI options, Melia explains. These include:

- Are your projects simple, involving fewer than five raw materials and processing parameters?
- Is your project a one-off?
- Are you using large datasets with thousands of data points?
- Does your organization include in-house software engineers and data scientists?
- Is AI a nice-to-have, with your primary concerns being lab workflows and data management for regulatory compliance?

Depending on the answers, companies may be best off partnering with local universities or consultants, using generic big data AI systems, building their own platform in-house, leveraging laboratory information management systems or electronic laboratory notebooks, or buying an AI platform purpose-built for materials, chemicals and product innovation. ■

From top: images courtesy of AZ Studio; Avon/Blue Yonder

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SUSTAINABLE COSMETIC PACKAGING WITH SOMETHING EXTRA

Whether it be unique design formats, deco options, product formats or functionality, packaging suppliers are upping their game.



Baralan's Premium Re-Charge System was designed to preserve the hygiene of formulations and ensure easy replacement inside the main plastic container.

Image courtesy of Baralan

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While consumers are increasingly demanding sustainable cosmetic packaging, they also expect new formats and product experiences. In fact, a 2023 Euromonitor analysis noted[a], "More sophisticated innovation centering around sustainability will be increasingly important to the major developed markets of Western Europe and North America." In response, packaging specialists have launched a wide range of packaging innovations across categories that deliver on enhanced product experiences and branding, as well as sustainable credentials. Here, we present a few of the latest examples.

A Premiumized & Infinitely Recyclable Lipstick Case

There's nothing hotter than the lip category in 2024. HCP Packaging's Harmony Luxe Trimline Lipstick supports the booming sector with a monomaterial aluminum design that offers sustainability and durability with a premiumized aesthetic.

The stock design comprises an 11 mm cup with guided mechanism ideal for soft formulas that combine a sheer tint of color with skin-friendly ingredients.

Furthermore, the lipstick pack is easily and infinitely recyclable due to its 100% aluminum content.

That aluminum construction also protects even softer formulations, while presenting a sleek, tactile high-end image, per HCP.

The aluminum casing can be anodized for a range of finishes and colors and decorated via laser etching, double anodizing, embossing, rolling or pressing.

The Harmony Luxe Trimline Lipstick is available in PIR and PCR aluminum for the cap and base, depending on MOQ.

[a]www.euromonitor.com/article/key-trends-and-growth-markets-for-beauty-packaging



There's nothing hotter than the lip category in 2024. HCP Packaging's Harmony Luxe Trimline Lipstick supports the booming sector with a monomaterial aluminum design that offers sustainability and durability with a premiumized aesthetic.

2" Disc Top Lite Cuts Weight by 23%, Reduces Plastic Usage

Aptar Closures has launched 2" Disc Top Lite, a lightweight, eco-friendly disc top closure for beauty, personal care and home care applications featuring medium-to-thick viscosities.

The design features a low-profile design that is 23% lighter than conventional 2-inch disc top closures.

The lighter design requires far less plastic compared to other designs and is available in polypropylene (PP), including post-consumer recycled (PCR) content.

The 2" Disc Top Lite features a crab claw closure and is produced in a 24 mm custom thread neck finish with a 3 mm x 8.5 mm orifice.



Aptar Closures has launched 2" Disc Top Lite, a lightweight, eco-friendly disc top closure for beauty, personal care and home care applications featuring medium-to-thick viscosities.

From top: images courtesy of HCP; Aptar

The design is available in a variety of frost and gloss finishes; brands can customize the closure with logos or other marketing messages, per Aptar.

"At Aptar Closures, we are constantly seeking ways to innovate while minimizing our environmental footprint," says Erin Harmon, North America product line director at Aptar Closures. "The 2" Disc Top Lite is a prime example of how we can deliver on both sustainability and functionality, providing our customers with a premium solution that supports their sustainability initiatives without sacrificing quality."



Baralan's Premium Re-charge System comprises a refillable plastic dispenser designed to fit two types of inner glass containers to suit makeup and skin care formulations.

Collapsible Boxes Offer Luxury & Sustainability

Rissmann has launched a range of monomaterial collapsible rigid boxes comprising cardboard and paper (FSC) with luxury-oriented finishes, which can be delivered flat.

The boxes can reportedly be set up easily and can feature various fastener designs, including paper ribbons.

Deco options include printing, laser engraving and cutting, hot stamping, and de/embossing.

The collapsible design is said to cut transport, storage volumes and costs of empty packaging.

Furthermore, Rissmann produces the boxes in Asia, Europe and the Americas to ensure supply chain efficiencies.



Rissmann has launched a range of monomaterial collapsible rigid boxes comprising cardboard and paper (FSC) with luxury-oriented finishes, which can be delivered flat.

A New Versatile Refillable Dispensing System

Baralan's Premium Re-charge System comprises a refillable plastic dispenser designed to fit two types of inner glass containers to suit makeup and skin care formulations.

One of these inner glass containers is 131 mm tall with a 34.5 mm diameter. It is reportedly suitable for 30 ml DEA e ERA bottles and appropriate for all skin care and makeup applications, per Baralan.

It is also compatible with both airless and non-airless dispensing systems.

The Premium Re-Charge System was designed to preserve the hygiene of formulations and ensure easy replacement inside the main plastic container.

The system features a large and linear external surface to accommodate an array of colors and decorations to meet brands' needs. And, through reuse, the system supports the prevention of plastic entering the waste stream over multiple uses. ■

From top: images courtesy of Baralan; Rissmann

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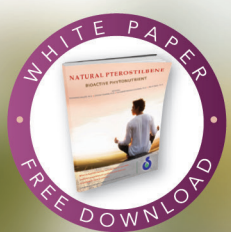
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