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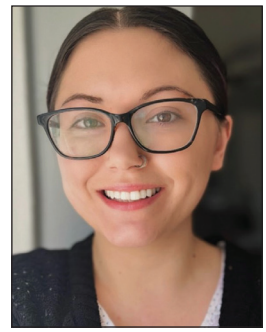
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2025 Beauty Radar: the Stories That Will Matter This Year



Fragrance sector growth has been seemingly unstoppable recently; but that's just one story we're keeping an eye on for 2025.



Global Cosmetic Industry has welcomed a new associate managing editor, Jennifer Posternack, to the team.

This month's letter from the editor will also be my last. I'm delighted to announce that *Global Cosmetic Industry* has welcomed a new associate managing editor, Jennifer Posternack, to the team. While I'm not going away entirely, Jeni will be taking the lead on shaping content and engagement for our monthly magazines, daily newsletters, multimedia, social feeds, and more.

Jeni has significant experience working in content in both editorial and client-side content, with expertise in SEO, customer collaboration, technical content, cross-team collaboration and analytics. She's off to a great start; I look forward to seeing where she takes *Global Cosmetic Industry* next.

Jeni will have her hands full this year. A look at recent data from Circana and Euromonitor has revealed a bifurcation of the global mass and prestige sector, though there are nuances in the numbers.

For instance, value-seeking Gen Z shoppers are leading a boom in dupes, from makeup to skin care to fragrance and beyond, per Mintel. And, according to NIQ, dollar store beauty sales have increased 6% year-over-year, faster than general mass and drug channels.

Then there are the near-term dynamics, including a boom in lip and blush products, a rise in masstige skin care, hair wellness and defense, and seemingly unstoppable fragrance sector growth.

At the same time, there are longer-term trends reshaping beauty industry innovation, including a focus on longevity, as seen in the spike of NAD+ claims in the sector; the rise of Gen Alpha as a growth driver; a leveling up of body skin care to face-grade status; an overarching appetite for little luxuries and value-seeking; a medicalization movement pairing pro-style claims and functions with consumer products; a desire for simplicity and efficacy; and much, much more.

This is just scratching the surface. Jeni and *Global Cosmetic Industry* will be tackling these and many other stories in the year to come. We look forward to having you along for the journey.



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Packaging & Ingredient Innovation



Maya Aerosol Actuator

Aptar Beauty

https://aptar.com/products/beauty/maya-aerosol-valve/

Aptar's Maya aerosol actuator combines Clean Beauty with functionality. Its contemporary design with 100% customizable top enhances brand presence. Maya's twist-to-lock ensures on-the-go use. The hoodless design reduces material usage up to 56%, for sustainability. Ideal for various formulations, Maya guarantees smooth, clog-free dispensing for spray and powder formulation.

RéVive x Lele Sadoughi Moisturizing Renewal Cream ArtJar

Berlin Packaging

https://reviveskincare.com/products/revive-x-lele-sadoughi-moisturizing-renewal-cream-artjar

Berlin Packaging helped create a limited-edition ArtJar for RéVive's Moisturizing Renewal Cream. The brand collaborated with Lele Sadoughi, an accessories designer known for her adornments. The diamonds on the label have a 3D effect, adding a unique tactile experience and transforming the jar into a piece of art.





New Mini Triggers

McKernan Packaging Clearing House

www.mckernan.com/

McKernan has expanded their wholesale mini trigger line to include a 28/410 finish. These mini triggers by Jet deliver a fine mist spray perfect for almost any product. Options include black, white and natural. Order your sample today by calling McKernan at 800-787-7587.



Turnkey Clean Mascara Collection

Cosmopak

https://cosmopak.com/product/clean-mascara-turnkey-collection/

Cosmopak's Turnkey Clean Mascara Collection is an innovative solution designed for those seeking high-performance, clean beauty products paired with sustainable packaging. Featuring vegan, cruelty-free formulations, this collection streamlines the path to launching eco-forward, compliant cosmetics without compromising quality or speed. Explore how it simplifies innovation and elevates excellence.



FDA Colorants from Spectra Colors

Spectra Colors Corp

https://spectracolors.com/fdc-dyes/

Spectra Colors offers small quantity batch-certified colorants to be used in drop-in formulations. The company's FD&C and D&C dye products are available as powders, with specific colors available in liquid and granular form.

Eco Smart Containers from Federal Package

Federal Package

https://federalpackage.com/sustainability

Federal Package is committed to a circular economy by making sustainable containers with minimal environmental impact. The Eco Smart platform and post-consumer recycled (PCR) program allow your brand to improve your sustainability bottom line without compromising form or function.





Reformation Skin Care Turnkey Collection

GPI Beauty

https://gpibeauty.com/discover-the-beauty-of-imperfection-with-gpi-beautys-reformation-turnkey-collection/

The Reformation Skincare Collection renews your ritual with soothing, hydrating, and firming benefits from Biosaccharide Gum-1 and Opuntia Ficus-Indica Stem Extract. Paired with sustainable mono-material packaging, it promotes skin health and eco-conscious beauty, delivering performance and sustainability in every product for a revitalized, guilt-free skin care experience.

Images courtesy of the manufacturers



No one can be certain what a new U.S. administration will mean for trade or the economy.

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Image by gorodenkoff/AdobeStock

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INSIDER INSIGHTS:

BEAUTY PREPARES FOR 2025'S BUSINESS CLIMATE

From tariffs to supply chains to cost mitigation, our insiders discuss key factors that will impact beauty businesses this year.

No one can be certain what a new U.S. administration will mean for trade or the economy, but with worries over trade wars looming, alongside cautious consumer spending in many markets, *Global Cosmetic Industry* reached out to a panel of experts from the beauty supply chain to get a sense of how people are preparing. One key theme kept emerging: cost.

"Cost has and always will be a key consideration in developing and selecting packaging," says Dan Wolfe, senior vice president of business development, Cosmopak. "Our brand partners task Cosmopak to create a supply chain strategy to produce the highest quality packaging and finished goods at the lowest cost. Cosmopak executes this by tapping its global network and internal processes which have developed and evolved over the course of 20-plus years."

He adds, "In order to maximize the value to cost ratio for our clients we focus on two areas: geographic manufacturing optimization and timeline and project management.

Wolfe notes, "China has many strengths, including a vast supply chain of decoration suppliers, an efficient and skilled workforce, and a wide array of stock molds. However, shifting geopolitical dynamics and the potential imposition of tariffs have presented challenges."



Dan Wolfe, senior vice president of business development, Cosmopak.

He adds, "One of the most effective approaches Cosmopak has implemented to mitigate risk and keep costs low is the cultivation of partnerships with suppliers in other regions, including Southeast Asia and Latin America, which it has been doing over its history. By establishing alternative manufacturing hubs, our clients reduce their dependency on China while taking advantage of cost savings from these increasingly sophisticated markets. Southeast Asia, with its expanding industrial base and competitive labor costs and proximity to China, provides a promising alternative for cost-effective production while tapping into the raw material supply chain and expertise from China. Latin America, meanwhile, offers proximity to key Western markets, enabling faster shipping times and reduced transportation costs."

Wolfe concludes, "At Cosmopak, we have always prioritized speed-to-market in our development and manufacturing processes, helping clients respond rapidly to trends. Many customers use a just-in-time (JIT) product model, and we collaborate closely with our clients to develop precise, achievable timelines. Our approach balances the benefits of JIT with the practicality of avoiding costly expediting measures, such as air freight. Cosmopak's dedication to strategic planning and reliability ensures our partners can confidently continue a JIT model while eliminating unexpected costs."

Image by courtesy of Cosmopak



Earl Trout, vice president sales, North America, Aptar Beauty.



Ryan Kenny, president, North America, Aptar Beauty.



Samantha Burd, co-owner of Lady Burd Cosmetics.



Laura Horne vice president of sales and marketing, FP Labs at Federal Packaging.



Sundeep Gill, owner, Sundeep Inc.

Navigating Tariffs and Cost Optimization

"In light of recent tariff increases on imported packaging components, brands are increasingly seeking strategies to optimize operational and final product costs," say Ryan Kenny, president, North America, Aptar Beauty, and Earl Trout, vice president sales, North America, Aptar Beauty. "The current economic landscape is marked by fluidity and uncertainty, making it crucial for brands to adapt swiftly to changing conditions. At Aptar, we are witnessing a significant prioritization for local production as a key strategy for mitigating these rising costs."

"We're seeing two things regarding the tariffs," says Samantha Burd, co-owner of Lady Burd Cosmetics. "1. Stocking up on imported goods now before January rolls around. 2. Looking into alternative countries to source goods from (think: South America)."

Burd adds, "We continue to urge our brands to be forward thinking and pre-plan as much as possible!"

Local Production: A Strategic Advantage

Trout and Kenny note, "Brands are prioritizing local production to avoid the steep tariffs already imposed on imported pumps, which have surged from 25% to over 50%. This shift not only helps in cost efficiency but also ensures quality assurance and faster turnaround times. Aptar's US and Mexico manufacturing facilities are well-equipped to meet these demands, providing top-quality products with shorter lead times, thus enhancing supply chain responsiveness."

Client Strategies and Requests

"Clients are actively seeking ways to right-size costs by exploring alternative supply options and increasing their reliance on local suppliers," the Aptar executives explain. "They are asking for solutions that can help them navigate these cost pressures without compromising on quality or delivery times. At Aptar, we advise brands to focus on sourcing packaging available locally, which not only mitigates tariff impacts but also supports a more resilient and responsive supply chain."

Advice for Brands

According to Trout and Kenny, to avoid unnecessary expenses and cost exposures, brands should:

- Leverage local production: This reduces dependency on imports and avoids high tariffs.
- Enhance supply chain efficiency: Local sourcing can significantly cut down lead times and improve market responsiveness.
- Maintain quality standards: Ensure that local suppliers adhere to high-quality standards to meet consumer expectations.
- Adopt a global-local approach: Partner with suppliers that offer a blend of global leadership and local-level focus. This dual strategy ensures flexibility and resilience, allowing brands to leverage global capabilities while meeting specific local needs.

From top, L to R: Images courtesy of Aptar Beauty; Aptar Beauty; Lady Burd Cosmetics; Federal Packaging; Sundeep Inc.

The executives conclude, "By adopting these strategies, brands can better navigate the current economic landscape and maintain a competitive edge."

Optimizing Costs from Product Inception

Efficiencies in Manufacturing

"Cost optimization in product manufacturing is a critical component in any brand's strategy—no matter where they are in their development journey," says Laura Horne, vice president of sales and marketing, FP Labs at Federal Packaging. "The goal is ultimately to maintain your quality standards while ensuring a reliable, efficient and optimized supply chain that delivers on the brand's margin expectations. A few areas where FP Labs has partnered with brands are optimizing material purchases to get the best possible price, streamlining pack-out options that unlock production efficiencies, and investing in production line automation. Reviewing and revising container options that allow for premium presentation while reducing plastic, cardboard, and shipping costs is another avenue for brands looking for the combination of sustainability and visual appeal on the shelf."

Horne adds, "Many brands are focused on speed to market and are willing to take a lower margin, for a period of time, with the thought that together we could find optimizations. This strategy, with the right partner, has allowed brands to capitalize on innovation quickly and plan for future cost savings that can be invested back into the brand."

A Focus on Early-Stage Design

Sundeep Gill, owner, Sundeep Inc., tells *Global Cosmetic Industry*, "In our business, we find that the most efficient way to control costs is during the design stage when building product lines. The current trend we are seeing is that many brands are approaching private third-party formulators rather than the manufacturers. As a result of this, we find that the third-party-designed formulas are usually well above the anticipated cost by the brand. If cost limitations are not followed from the beginning this then tends to lead to either a long development timeline or a product that is not well suited in terms of cost for the market."

Gill adds, "When attempting to optimize costs of existing product lines on the market, it is important to have a clear understanding of what country each material is being sourced from. This can then give you a reasonable idea of where tariffs can cause disruption in your costing structure. Another aspect to consider when it comes to cost reduction, is to evaluate the different grades of material and the brand marketing values. For instance, the same fatty alcohol can have vastly different cost impacts if it is sourced from an RSPO source or not. Understanding what certifications are important for the brand's marketing, prior to any changes for a simple cost reduction, will help prevent any marketing calamities." ■





With Nuon's tech-infused applicators, brands can maximize the efficacy of each product; image courtesy of Nuon; image courtesy of Nuon.

THE FUTURE OF SKIN CARE: HOW NUON'S REVOLUTIONARY TECHNOLOGY AMPLIFIES BEAUTY

Powered By nuon

As the beauty industry rapidly evolves, the future of cosmetics is no longer just about what's inside the bottle. With advances in technology and a growing consumer demand for results-driven skin care, there's a fundamental shift in how products are developed, applied, and experienced. Nuon Medical, a pioneer in integrating medical-grade technology into skin care, is leading this evolution by providing brands with tools that enhance efficacy, elevate user experience, and support sustainability. Through advanced modalities, Nuon creates solutions that are not only cost-effective but also positioned to meet 2025's biggest skin care trends, including efficacy, transparency, and innovation.

Achieving Cost Efficiency Through Integrated Technology

One of the greatest advantages Nuon offers brands lies in the realm of cost efficiency. Instead of solely relying on increasingly costly active ingredients to enhance product performance, brands can leverage Nuon's suite of technologies—ranging from LED light therapy and microcurrent to pulsed

electromagnetic field (PEMF) and skin measurement devices—to amplify the effects of formulations. By supplementing a product's formulation with advanced technology, Nuon enables brands to deliver the same or even greater efficacy with fewer ingredients, resulting in more streamlined and profitable formulations.

As ingredient prices continue to rise and sustainability concerns intensify, the demand for efficiency is paramount. With Nuon's tech-infused applicators, brands can maximize the efficacy of each product, optimizing ingredient usage and ultimately supporting a healthier bottom line. This cost-saving approach isn't just about preserving resources; it's also about creating a high-value experience for consumers who demand results without excessive formulations. By providing brands with technology-driven solutions, Nuon empowers them to develop innovative, results-oriented products while reducing the environmental and economic footprint of their ingredient supply chain.

The Role of Technology in Enhancing Efficacy

Nuon's innovative approach to skin care technology centers on embedding clinically supported modalities directly into packaging and applicators. Here's how some of the core technologies are transforming the efficacy and experience of skin care:

1. Light Therapy: Light therapy, particularly red and near-infrared wavelengths, is a well-established method in medical and aesthetic treatments. Known for its ability to stimulate collagen production, reduce inflammation, and promote overall skin health, light therapy is a natural fit for anti-aging skin care products. Through precise wavelengths, this technology penetrates the skin to energize cells, promoting collagen synthesis and reducing fine lines and wrinkles.

By integrating light therapy into cosmetic applicators, Nuon offers brands a tool that complements and enhances anti-aging ingredients like retinol and hyaluronic acid. In turn, consumers experience a synergistic effect that maximizes both the formulation's and the device's potential, providing clinical-level results in a convenient home setting. Additionally, this integration addresses the growing demand for non-invasive treatments, aligning perfectly with consumer preferences for safe, effective anti-aging solutions.

2. Microcurrent Technology: Often called the "non-surgical facelift," microcurrent therapy has gained recognition for its ability to lift, tone, and firm the skin by using low-level electrical currents. These currents mimic the body's natural electrical signals, stimulating muscle memory and promoting ATP (adenosine triphosphate) production. ATP is critical for cellular repair and energy, making microcurrent therapy an excellent addition for products targeting firmness and elasticity.

Nuon's microcurrent-enhanced applicators bring a new dimension to anti-aging products, allowing consumers to achieve a more youthful, lifted look without invasive procedures. When combined with peptides and antioxidants in formulations, microcurrent further amplifies these actives, offering brands an innovative, results-driven solution that stands out in a crowded market.

3. Vibration Technology: Vibration is a versatile tool that can enhance product absorption, promote circulation, and stimulate the skin. Whether used alone or in combination with other modalities like heating and cooling, vibration technology helps deliver ingredients deeper into the skin, maximizing their potential impact. By incorporating vibration into applicators, Nuon gives brands an edge, allowing them to offer products that promote both immediate and long-term results.



Nuon's approach to skin care technology centers on embedding clinically supported modalities directly into packaging and applicators; image courtesy of Nuon.

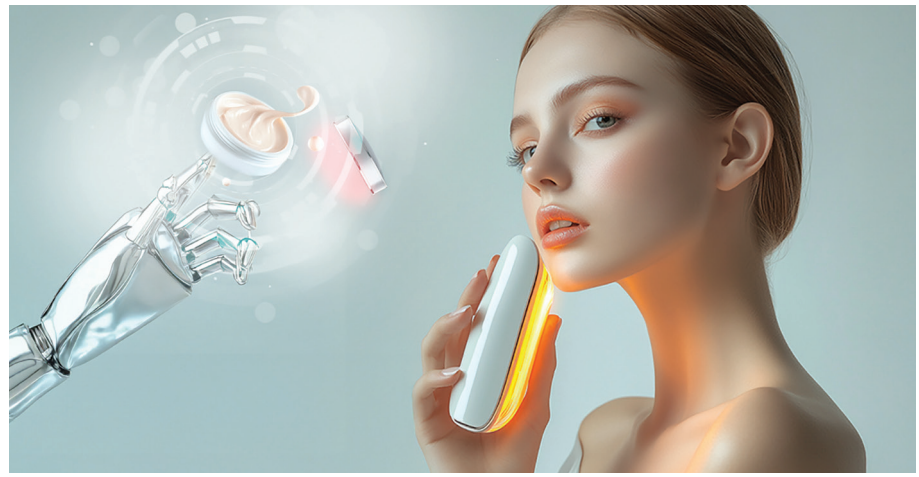
4. Skin Measurement Technology: In today's market, consumers want more than just promises; they want proof. Nuon's skin measurement technology addresses this by offering, for example, instant feedback on skin hydration, oil levels, and elasticity. With this technology embedded in applicators, consumers can monitor the impact of their skin care products in real-time, creating a feedback loop that reinforces loyalty and trust. Brands benefit from increased consumer engagement, as customers can clearly see the improvements over time, validating the product's efficacy and encouraging continued use.

By combining these technologies with high-performance formulations, brands can deliver superior efficacy without overloading products with costly ingredients. This not only makes skin care more affordable but also aligns with sustainability goals by reducing waste in production and packaging.

A Comprehensive Solution for Brands: The C.U.R.V.E. Model

The journey from concept to market can be complex, but Nuon's C.U.R.V.E. model simplifies this process by providing a clear roadmap for integrating technology into skin care products. The C.U.R.V.E. model, designed to streamline development and expedite market entry, supports brands through every phase, from ideation and prototyping to regulatory compliance and production. For brands looking to stay ahead in a competitive market, this efficient, structured approach is invaluable.

The C.U.R.V.E. model enables brands to quickly test, iterate, and refine their products, minimizing both development costs and time to market. With Nuon's support, brands can launch products that combine scientific rigor with cutting-edge technology, ensuring that each product is both compliant and market-ready.



The demand for effective, results-oriented skin care will continue to drive innovation, with technology playing a central role; image courtesy of Nuon.

Regulatory Compliance: Building Credibility with Clinically Backed Claims

In an industry flooded with unsubstantiated claims, Nuon's commitment to regulatory compliance stands as a mark of credibility. Many of Nuon's core technologies, including LED light therapy, microcurrent, and PEMF, meet the strict safety and efficacy standards required by organizations like the FDA and CE. This rigorous compliance framework allows brands to make clinically supported claims about their products, bridging the gap between beauty and science in a way that few companies can achieve.

This regulatory backing isn't just about meeting legal requirements; it's about giving brands the foundation they need to build trust with their consumers. In today's skin care market, where efficacy and safety are paramount, this compliance offers a significant competitive advantage. By ensuring that each product meets the highest regulatory standards, Nuon enables brands to confidently position their products as scientifically validated and safe for everyday use.

Sustainability Through Longevity and Reduced Waste

Nuon's sustainability mission goes beyond traditional eco-friendly packaging materials. At Nuon, sustainability is about designing products that deliver lasting value, reducing the need for constant replacement and disposal. By creating multi-functional devices and applicators that continue to offer benefits even after the initial product is used up, Nuon promotes a sustainable, long-term approach to skin care.

Nuon's commitment to sustainability also extends to their manufacturing processes, which prioritize durability, efficiency, and resource conservation. This holistic approach minimizes environmental impact while maximizing the lifecycle of each product, supporting the broader movement towards sustainable beauty.

Empowering Consumer Trust Through Measurable Results

With Nuon's skin measurement technology, consumers can monitor their skin's progress over time, adding a layer of accountability to the skin care experience. This real-time feedback provides an invaluable tool for brands looking to build trust and transparency with their audience. In a world where consumers demand more than just marketing promises, this technology offers proof that products are delivering tangible results, reinforcing the value of Nuon's integrated approach.

The Future of Skin Care Technology: Trends and Forecasts for 2025

As we look toward 2025, several key trends are expected to shape the skin care industry. The demand for effective, results-oriented skin care will continue to drive innovation, with technology playing a central role. Consumers are increasingly interested in products that go beyond superficial benefits, seeking solutions that offer deep, scientifically-proven results. Nuon's technologies align with these trends, positioning brands to meet and exceed consumer expectations.

Additionally, the trend towards sustainability and transparency will only intensify, as consumers prioritize brands that demonstrate a commitment to responsible practices. Nuon's technology-driven, durable solutions are well-suited to meet this demand, offering a sustainable alternative to traditional skin care products.

Personalized Skin Care: Tailoring Technology to Meet Individual Needs

In an era where consumers expect products tailored to their unique needs, personalized skin care has become more than a trend—it's a necessity. With the rise of data-driven beauty solutions, Nuon Medical is leading the way in creating customized skin care experiences that address individual concerns. By integrating smart technology directly into applicators.

Nuon's approach leverages tools and skin measurement technology to analyze key skin metrics, such as hydration levels, oil balance, and elasticity. This information empowers consumers to track their skin's progress, adjust their routines as needed, and make informed choices about the products they use. By bridging the gap between personal care and high-tech solutions, Nuon allows brands to offer a skin care experience that adapts to the unique needs of each user, reinforcing loyalty and satisfaction.

Creating Long-Term Customer Relationships Through Smart Technology

With personalized insights and real-time feedback, Nuon's technology fosters a deeper relationship between brands and consumers. By offering devices that collect skin data over time, brands can help users see measurable improvements, building a sense of trust and validation that keeps customers engaged. In this way, Nuon's technology not only enhances product performance but also strengthens the brand-consumer relationship, turning one-time users into lifelong advocates.

A Future-Oriented Approach to Beauty

The demand for personalized skin care is expected to grow, driven by a consumer base that values efficacy, convenience, and transparency. As Nuon Medical continues to innovate, their focus on customization and real-time skin insights is setting a new standard in skin care—one that's both deeply personal and technologically advanced. With a foundation in medical-grade accuracy and a commitment to accessible innovation, Nuon is helping brands meet the future head-on, providing solutions that resonate with today's informed and empowered consumers.

Nuon Medical's Vision for the Future of Skin Care

Nuon Medical is redefining skin care by merging technology with formulations. Through advanced technological modalities, Nuon empowers brands to offer products that deliver real, measurable results. By focusing on cost efficiency, regulatory compliance, and sustainability, Nuon sets a new standard in skin care—one that is rooted in science, backed by clinical studies, and designed to meet the needs of today's discerning consumers.

For brands looking to lead in the evolving world of skin care, Nuon offers a comprehensive, future-forward solution. With Nuon's technologies, brands can bring impactful, innovative products to market, creating a skin care experience that is as effective as it is sustainable. As the beauty industry moves into a new era, Nuon is paving the way with a vision that values efficacy, integrity, and long-term value, transforming the way we think about skin care for the better. ■

For more information, visit **www.nuonmedical.com**



BASF has launched a new synthetic peptide for skin care that aligns with the slow aging trend.

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NEW BEAUTY INGREDIENTS: FROM PRO-AGING TO INGESTIBLE SUN DEFENSE

To keep beauty innovators up on the latest technologies, *Global Cosmetic Industry* is preparing monthly ingredient trend bulletins breaking down the latest emerging technologies, clinicals and more.

Beauty ingredients drive everything from product claims to marketing strategies. To keep beauty innovators up on the latest technologies, *Global Cosmetic Industry* is preparing monthly ingredient trend bulletins breaking down the latest emerging technologies, clinicals and more, offering a bird's-eye view of where beauty categories are going next. This month's edition encompasses everything from marine-derived stretch mark solutions to unique materials for "glass skin" effects. Read on for the full bulletin.

Anti-aging & Longevity Solutions

Boosting Cell Vitality Against Wrinkles

The Eternal Nature (TEN Co., Ltd.), a manufacturer and distributor of raw materials and cosmetics ingredients, is set to release Wrinklezero (INCI: Water (Aqua) (and) Vaccinium Angustifolium (Blueberry) Fruit Extract (and) Brassica Oleracea Italica (Broccoli) Extract (and) Cynara Scolymus (Artichoke) Leaf Extract (and) Pentylene Glycol (and) Propanediol (and) Polyglyceryl-4 Caprate), an ingredient that removes damaged mitochondria by accelerating the autophagy mechanism, which then reproduces healthy mitochondria.

The technology is therefore said to restore mitochondrial functions and reinforces cell vitality to prevent wrinkles. Additionally, it can reportedly inhibit cellular aging caused by oxidative stress.

Wrinklezero is said to inhibit the activity of β-galactosidase and thereby inhibit senescent cells significantly. It boosts lifting and firming effects by decreasing MMP synthesis and increasing collagen synthesis, the company reports, and it also effectively inhibits MMP1 and MMP3 synthesis, preventing the breakdown of collagen and elastin, and increasing type I collagen synthesis.

A Synthetic Peptide for Slow Aging

BASF has launched a new synthetic peptide for skin care that aligns with the slow aging trend. Inspired by the natural regenerative process of the skin, and based on a naturally occurring human biopeptide, Pepsensyal (INCI: Mannitol (and) Acetyl sh-Tetrapeptide-1 (and) Lauroyl sh-Tetrapeptide-1) has been clinically proven to reduce and delay the first visible signs of aging, the company reports. The ingredient is additionally free of preservatives and 99% of natural origin.

In a double-blind, randomized, split-face clinical trial of 32 women (44 to 64 years old), Pepsensyal at 0.2% was tested against a placebo product.

According to BASF, after just 14 days of product application:

- Subjects' crow's feet appeared smoother, with an 11% decrease in average roughness and a 14% decrease in maximum relief amplitude.
- Skin isotropy increased by 15%, indicating a skin resurfacing effect.

Furthermore, Pepsensyal was proven to replenish the skin from the inside. After 28 days of product application, the skin had re-densified, with a 21% increase in the echogenic surface area of the dermis. Extensive in vitro

testing additionally confirmed the ingredient's ability to support skin regeneration, helping to slow the visible signs of skin aging.

The new ingredient was reportedly developed in response to the slow-aging trend, which reflects a shift in consumer attitudes about aging. Rather than fighting the natural aging process, consumers are increasingly focused on healthy aging through a holistic, preventative approach to skin care.

A New 'Glass Skin' Botanical

LipoTrue's Lightmony (INCI: Not Provided) is described as a powerful combination of pomegranate and lemon botanical extracts. Inspired by the Korean trend of "glass skin," it is designed to impart a healthy and balanced glow.

More specifically, per the company, the active reduces melanin synthesis and equilibrates the eumelanin/pheomelanin ratio, decreasing the amount of pheomelanin, which acts as a photosensitizing and pro-oxidant pigment. In addition, it minimizes DNA damaged by oxidative stress, helping to prevent premature skin aging.

Claimed benefits include:

- Reducing the appearance of dark spots and promoting an even tone
- Smoothing the skin by providing gentle and instant exfoliation
- Improving skin texture, reducing roughness and wrinkles



Lightmony is described as a powerful combination of pomegranate and lemon botanical extracts, inspired by the Korean trend of "glass skin," that imparts a healthy and balanced glow.



InnerLift Calendula reportedly supports holistic regeneration effects by working in synergy with the body's natural mechanisms to restore the skin's health and vitality.

- Ensuring visible and fast effective results

InnerLift Calendula Targets Inner Cellular Mechanisms to Restore Skin Vitality

Naolys has tapped into the natural power of calendula to develop an anti-aging solution to revitalize and regenerate skin "deep down." According to the company, InnerLift Calendula (INCI: Calendula Officinalis Callus Extract) stimulates inner skin structures to proactively fortify the skin's foundation at both dermal and epidermal levels.

Calendula's botanical DNA is rich in beneficial compounds such as flavonoids, carotenoids and phenolic acids, providing the plant cells with anti-inflammatory, soothing and regenerative properties. Applied in skin care, these entities are said to boost skin's resilience and ensure a well-nurtured cellular framework. Thus, the ingredient is positioned as an "investment for ageless vitality and a radiant complexion."

InnerLift Calendula: Multifunctional Mechanisms of Action

InnerLift Calendula reportedly supports holistic regeneration effects by working in synergy with the body's natural mechanisms to restore the skin's health and vitality. It achieves this through:

- A holistic approach: intervening in epidermal differentiation, regulating inflammation and restoring skin lipids. This establishes harmony between external and internal factors for fully optimized skin, per the company.
- Intelligent cellular stimulation: specifically targeting oxidation-sensitive proteins and senescent cells, stimulating the production of essential components such as elastin, glycosaminoglycans (GAGs), collagen and ceramides.
- Enhanced protection and barrier function: actively protecting against internal and external threats, minimizing water loss, promoting water retention and reinforcing the skin's barrier function, creating an active defense.
- A preserved extracellular matrix: caring for the extracellular matrix,

From top: Image by Maryna Osadcha; sławek_zelasko at Adobe Stock

fostering deep cell regeneration, contributing to skin resilience, elasticity and firmness to preserve the skin's structural integrity.

Clinical Efficacy of InnerLift Calendula

Clinical studies of the active were carried out for 28 days in 20 women ages 40 to 60 years old. Assessments were made by the Quantirides system, to assess skin micro and macro topography, and corneometry, to determine hydration. Subjects applied an emulsion including 0.5% InnerLift Calendula (20% cells) twice daily. Results revealed an increase in skin moisture after 2 hr and a decrease in wrinkles after 28 days of application, versus the control.

Furthermore, the product imparted:

- A soothing effect, as demonstrated by a study of inflammation mediators IL-6, IL-1 alpha, PGE2
- Anti-aging, firming and reconstructive benefits, as shown by the synthesis of collagen, elastin and glycosaminoglycans
- Regenerating efficacy, assessed by the study of cell proliferation with KI-67 reconstructive effect
- Corneocyte cohesion, shown by the study of loricrin, involucrin and ceramides
- Anti-ageing effects, through studies of cell senescence, β-galactosidase assay

Technical Specs, Marketing Claims of InnerLift Calendula

According to the company, InnerLift Calendula supports skin care claims, including the following.

- Combatting oxidized proteins/antioxidant effects/cellular preservation
- Skin cohesion/maintaining optimal skin barrier structure
- Deep cell regeneration
- Remodeling the extracellular matrix/the skin's ability to adapt to aging
- Anti-inflammation, calming redness, irritation and discomfort
- Lowering/reducing the number of senescent cells in skin
- The product is available in two forms: liquids — soluble cells (20%) in glycerin or sunflower oil (80%); and powder — dispersible cells (100%), in concentrations starting at 0.5%. It is reportedly suitable for all types of formulations.



VividEye takes on these signs of premature aging by strengthening the vascular network via a reduction in blood vessel leakage and by boosting lymphatic vessel formation to enhance fluid drainage from the under-eye area.

Image by Prostock-studio at Adobe Stock

Tackling Under-eye Bags & Dark Circles

Under-eye puffiness and dark circles are a perennial shopper concern. Mibelle Biochemistry's VividEye, which is based on organic apple mint leaves[a], brightens dark under-eye circles and cuts down on puffiness by addressing the underlying causes of the conditions.

VividEye (INCI: Mentha Suaveolens Leaf Extract (and) Maltodextrin (and) Aqua/Water) takes on these signs of premature aging by strengthening the vascular network via a reduction in blood vessel leakage and by boosting lymphatic vessel formation to enhance fluid drainage from the under-eye area.

This method of action addresses the blood accumulation created by increased vascular permeability, as well as melanin deposition, which rises with age. Both contribute to dark circles; this discoloration becomes more visible as the skin thins with age.

Improved lymphatic drainage, meanwhile, reduces under-eye bags by counteracting weakening of the delicate tissue in the eye area, per Mibelle.

The technology also takes on skin thinning by boosting the skin barrier.

A reduction in eye bag volume and dark eye circle appearance was confirmed via clinical studies, per the company.

Key claims reportedly supported by VividEye include:

- Increased eye contour luminance
- Reduced eye bag volume
- Decreased blood vessel leakiness
- Enhanced lymphatic vessel formation
- Inhibited melanin formation

[a]*Notably, apple mint leaves are also behind the company's skin brightening technology, MintyBright Nu. MintyBright Nu is a skin brightening ingredient comprising an extract of dried apple mint leaves. The flavonoid-rich source boosts the ingredient's ability to diminish the synthesis of melanin to even out skin tone and increase brightness. The technology is reportedly ideal for beauty supplements.*

Biotech-powered Bisabolol for Sensitive Skin

Presperse's new BioSyn Bisabolol is derived from 100% biobased carbon via a sustainable fermentation process and reportedly comprises the highest purity bisabolol currently available as well as high levels of the biologically active isomer (-)-α-bisabolol.

The ingredient reportedly reduces redness, itching and irritation, making the technology appropriate for sensitive skin, and offers antioxidant benefits to protect the skin from environmental stressors and premature aging.

The BioSyn Bisabolol also boosts skin brightness and reduces melanin content to diminish the appearance of dark spots and even out skin tone.

The ingredient is therefore appropriate at levels of 0.1-1.0% for skin, body, scalp, sun, baby, intimate care and pet care products.

Bisabolol is typically found in botanicals such as chamomile. However, Presperse's biotech process reportedly makes the production of bisabol more efficient and sustainable.

"BioSyn Bisabolol is the future of sensitive skin care," says Daphne Benderly, Ph.D., director of research and development at Presperse. "Its sustainable production and proven efficacy offer brands the opportunity to meet the growing consumer demand for conscious beauty products without compromising on performance."

Next-level Skin Care: from Brightening to New Marine Actives

Damask Rose Waste Water for Skin-brightening

Robertet's Damasty, an ingestible, polyphenol-rich extract of damask rose (*Rosa damascena*), reportedly improves skin brightness and evenness.

The company's Grasse, France-based team quantified the technology's antioxidant power on biological tissue using PAOT (Pouvoir AntiOxydant Total).

The results found that one 300 mg capsule of Damasty can reportedly increase the skin's natural antioxidant defences in women after only one month of daily consumption.

The research involved more than 160 women across four clinical trials, all of which tested the antioxidant power of Damasty on facial skin.

After two months, 100% of subjects purportedly indicated their skin was brighter.

In that time, skin evenness increased by 45%. In addition, the participants' melanin index diminished "significantly more" among those taking Damasty versus a placebo group. That effect actually intensified through the third month of consumption, per Robertet.

Damasty is derived from water co-extracted with essential oils and hydrolates from damask rose. This water has traditionally been considered waste. It is now collected in stills to produce the skin-brightening ingredient.

A Marine Ferment for Stretch Marks

LipoTrue's Deepstrine (INCI: Not Provided) is a marine ferment from a microorganism found in the deep cold waters of the North Atlantic Ocean. Per LipoTrue, it is designed to nurture stretch marks and initiate deep repair, restoring the skin's resilience and natural beauty. The company likens this repair process to the Japanese art of Kintsugi, which uses gold to repair broken pottery and enhance its beauty.

The ingredient reportedly:

- Targets the structural integrity of the dermis
- Targets dermo-epidermal cohesion
- Smooths and blurs stretch marks
- Improves skin hydration
- Soothes inflammation



In a two-month trial, 100% of subjects purportedly indicated their skin was brighter.

Image courtesy of Robertet

- Strengthens and restores the skin's elasticity, returning its resilience and healthy appearance

A Skin Tone-boosting Peptide

Evolved By Nature has debuted a new bioactive peptide: Activated Silk 8A-α. According to the company, the ingredient supports natural late stage cell differentiation and is clinically proven to turn the skin "on" to reduce the appearance of hyperpigmentation and improve the appearance of skin brightness.

Activated Silk 8A-α is said to provide the benefits of exfoliation from the inside out, making "unreliable vitamins and chemical peels a thing of the past." It is reportedly safe for sensitive skin and stable in formulations, including in sunscreen routines where many other skin brighteners are not.

Activated Silk 8A-α (pending INCI: Soluble Fibroin) assists in the natural turnover process for continuous cell renewal. This helps to maintain a smooth, resilient skin surface. In addition, it minimizes the buildup of dead cells and promotes an even skin tone.

These effects, in turn, support the skin's barrier function, protect against environmental stressors and contribute to overall skin vitality and radiance. The result is a visibly brighter complexion with reduced appearance of hyperpigmentation, redness and blemishes, according to the company.

A clinical study of 18 subjects using 0.5% Activated Silk 8A-α for 28-days showed that it:

- Reduced the appearance of hyperpigmentation,
- Increased the appearance of skin brightness and radiance,
- Reduced the appearance of skin blemishes,
- Soothed and calmed the appearance of skin redness and was safe for sensitive skin,
- Gentle enough for daily use and
- Safe for use in formulas beyond night creams.



Derived from chestnut, Silab's latest natural active, Liftilience, is a sixth generation polyvalent tensor.

Evolved By Nature notes that Activated Silk 8A-α can be seamlessly incorporated into sunscreen routines, distinguishing it from conventional hyperpigmentation treatments that are highly photosensitive. In addition, the ingredient is sustainable, supporting eight of the 17 United Nations Sustainable Development Goals and contributing to a circular economy. For example, it is biodegradable and crafted from renewable and upcycled materials. In addition, it is certified cruelty-free.

A Smoothing, Radiance-boosting Film Former

Derived from chestnut, Silab's latest natural active, Liftilience, is a sixth generation polyvalent tensor. The film-former is optimized for adhesion to confer rapid and long-lasting skin-smoothing and radiance-enhancing effects in face, body and makeup applications.

As Silab explains, Liftilience (INCI: Castanea Sativa (Chestnut) Seed Extract (and) Water (Aqua)) is optimized for adhesion to skin using the company's unique functionalized helical biopolymer (FHB) technology. Through controlled hydrolysis and addition of ionic charges, this innovation enables specifically selected native biopolymers to be converted into functionalized helical biopolymers.

According to Silab, the ingredient acts within the first minutes of application to the face, significantly smoothing skin and making the complexion more luminous and fresher, thus favoring a healthy glow that lasts throughout the day. In studies, these benefits were perceived by volunteers themselves, who reported their skin was smoother, more attractive and more radiant at the end of the day. A sensation of velvet-like softness was also perceived on the body up to four hours after application.

In addition, when included in foundations or primer formulas, Liftilience acts as a makeup perfector and setter. According to Silab, it significantly increases the holding power of foundation and eyeshadow for up to six hours after application, thereby limiting the need for an additional application.

Silab recommends the patented active in all tensor care products at levels of 0.16% to 0.64%. Additional benefits include:

- Available in a preservative-free powder, making it easy to formulate
- Complies with biodiversity regulations

Image courtesy of Silab

- Has a natural origin content of 100% (ISO 16128)
- Complies with international cosmetic regulations (Europe, USA, China, Japan, etc.)

Beyond its beauty and skin care benefits, Liftilience is derived from chestnuts obtained sustainably through a local partnership with producers certified for organic agriculture. Silab thus guarantees rigorous traceability back to the plot of land and is committed to virtuous agriculture that complies with good farming practices and protects ecosystems.

Exosomes for Reducing Skin Inflammation

Active Concepts' AC ExoCalm, the latest innovation in the brand's line of natural BioAuthentic Exosomes, is designed to inhibit inflammation and promote overall skin health.

The company claims that AC ExoCalm (INCI: Water (Aqua) (and) Glycyrrhiza Glabra (Licorice) Root Extract (and) Phospholipids) can effectively reduce pro-inflammatory cytokines to provide soothing relief to irritated skin.

AC ExoCalm has been created from upcycled Italian licorice root extract. When licorice root goes through its extraction process, it leaves behind a solid residue by-product known as pomace. This pomace comprises glycyrrhetinic acid, a known antioxidant, lenitive and antimicrobial material.

BioAuthentic Exosomes, all natural vesicles that are functionally identical to exosomes, are extracted from natural sources, and target specific benefits. By encapsulating actives that are held together with protein boats for increased stabilization, these natural delivery systems reportedly ensure increased activity of personal care benefits.

A Greener Natural Moisturizer

Croda has reinvented its long-lasting (24 hr) moisturizer, Moist 24, to make it greener. The new Moist 24 PlusNat brandishes RSPO and IECIC compliance credentials. It is also available in several formats, including for powders, and provides 100% natural origin content and 58.7% natural content options.

Beyond its being a greener ingredient, Moist 24 PlusNat provides features including:



Skin inflammation and atopic dermatitis are common skin concerns that are driving innovation within the skin care and ingredient manufacturing industry.

Image by Ольга Шефер at Adobe Stock

Efficacy in different skin phototypes, including VI;

- Efficacy tested in leave-on and rinse-off applications;
- An encapsulated option for powders or anhydrous cosmetic products;
- Four versions using different preservatives and natural grades; and
- Sustainability, efficacy, diversity and a holistic approach to skin care.

Croda notes that the Moist 24 ingredients target moisturization because this is the underlying and universal effect for a wide array of other product claims; for example, skin glow, plumping, soothing, smoothing, etc.

Finnish Microbial Extract Alleviates Atopic Dermatitis

Uute Scientific, a Finnish biotech startup, recently published a study showing natural microbial exposure could help to alleviate atopic dermatitis. The study explored the effects of the company's Re-Connecting Nature (RCN) product, which is described as the world's first inactive microbial extract that emulates "the rich biodiversity of the Finnish forest." The company's innovation was shortlisted for the Rising Star Award at In-cosmetics Global in 2022.

Uute Scientific's RCN was developed at the University of Helsinki and Tampere University. It is made from sustainably sourced natural materials by combining commercially available plant-based composts and plant matter. According to the company, the inactive microbial extract derived from these sources replicates the Finnish forest to give users rich microbial exposure, especially for those who are not in contact with nature on a daily basis.

"The modern way of living has caused people to live in an overly hygienic world with little or no exposure to nature," the company reports. "The COVID-19 pandemic increased the usage of hand sanitizers and the purification of surfaces, killing bad viruses but also good microbes that are necessary for

human health. Studies already show that the overly hygienic Western lifestyle, urbanization and biodiversity loss are linked to an increase in chronic, inflammatory diseases like atopic dermatitis."

The study, conducted by Uute Scientific as part of dissertations at the University of Helsinki and Tampere University, enrolled 142 participants afflicted with atopic dermatitis. Half of participants used a placebo lotion and the other half used lotion containing the RCN extract as part of their normal daily life for approximately seven months.

The results showed that participants in the microbial extract-treated group used fewer atopy medications than in the placebo group. The RCN lotion also strengthened the skin's protective barrier and prevented irritation in atopic skin.

"Skin barrier defect is the main problem in atopy, so this barrier-strengthening effect is good news for atopic people," the company wrote. According to the authors, the study proved that exposure to a nature-based microbial extract could significantly help atopic dermatitis, stimulating and supporting the human immune system.

"This is the first time in history that the health benefits of nature-based microbial diversity for diseases has been tested scientifically on a specific disease," the company wrote. "For the over 200 million people globally suffering from atopic skin, the study's results show that there's a supportive treatment to the current medication that has multiple unwanted side effects."

Kari Sinivuori, CEO and co-founder of Uute Scientific, noted, "This is truly a historic study that shows scientific evidence of the power of our nature's microbes to help with severe disease. We start with atopic skin, but other immune-mediated diseases, such as different allergies, asthma, Parkinson's disease or Alzheimer's, are also likely to benefit from this."

Sinivuori continued, "When we announced the opportunity to participate in the atopic dermatitis study, we had an abundance of people signing up ... It's evident that many people would like to find an alternative to the current medication for their skin condition, and more nature-based solutions are what people want from their everyday products.

"Besides, the current medication doesn't cure atopic skin: it just prevents some symptoms, such as itchiness, but in order for it to continue working, the user must increase their intake constantly. This causes serious deterioration of skin health and a vicious cycle of being dependent on medication from which the patient can't break away.

"Our study has proven our hypothesis, and we are more than excited to reintroduce nature to modern people's lives through a variety of products."

Sinivuori added that the RCN extract can be introduced as an ingredient to an almost endless list of products, such as:

- Color cosmetics
- Lotions



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Per the company, RCN is already used in approximately 100 beauty and health products in 10 different countries by 35 beauty brands such as NOBE, Luonkos, Moi Forest, Sees and the animal care brand Doggy Potion.

Novel Makeup Formulations

Gattefossé is showcasing its skin care and sensory expertise through makeup. According to the company, the new Color Pulse kit includes 13 color cosmetic formulas in various formats and applications and demonstrates how to formulate makeup that is sensorial, high-performing and natural at the same time.

With the launch of Emulium Illustro in 2019, a w/o emulsifier highly compatible with pigments and UV filters, Gattefossé reportedly recruited experts in the field to study the compatibilities and possibilities of its ingredients in color cosmetics. The result? Novel makeup formulas along with client presentations to showcase the latest trends, share technical tips, provide keys to success and inspire ideas.

The new collection is said to meet everyone's needs, ranging from face and eyes, to lips; from light to high coverage; from shine to matte; and from light to dark shades. All the formulas are designed to be highly natural; are offered in different formats (liquid, cream, stick and powder); and represent various formulation types (w/o, o/w and anhydrous).

The formulas include:

- Serum Foundation
- Energizing Primer
- Dewy Tinted Cream SPF20
- High Coverage Foundation
- Ulti-matte Concealer
- Intense Liquid Blush
- Stick-to-powder Bronzer
- Hydraboost Tinted Lip Balm
- Shiny Liquid Lipstick
- Iconic Satin Lipstick
- Definilash Mascara
- Multi-purpose Eyeshadow
- Pressed Gemstone illuminating powder

"Makeup formulation, although it's a full-blown expertise, is incredibly interesting thanks to the creativity it requires," explains Lysiane Teyssier, product marketing leader for texture ingredients and personal care applications at Gattefossé. "After the rise of naturality in skin care, brands started to embrace this trend in color cosmetics, too, despite the challenge it represents. The lab team has developed a strong expertise in makeup over the years and is ready to support customers in their transition to natural makeup."

Patricia Sengel, cosmetic formulation laboratory manager for the company, added, "My team and I are very proud of this Color Pulse kit that we have spent 3 years to develop. We are sure that it will be appreciated by every makeup lover as it contains 'must-have formulas' to start a makeup line, but also more creative and challenging ones. We had a great pleasure formulating every formula while pushing Gattefossé's ingredients to perform at their best."

Future-proofed Antimicrobials

Thomas Swan, a UK-based independent chemical manufacturer, is premiering its Casamed BKC and BKC PF (palm free) benzalkonium chloride ingredients, which are positioned to provide "quiet confidence" and a "futureproof" supply.

The quaternary ammonium-based compounds are recognized for versatile antimicrobial properties, playing a crucial role as both active ingredients and preservatives across a diverse range of applications, per the company. More specifically, as antiseptics and cationic surfactants, they act by disrupting microbial cell membranes, leading to increased permeability and causing the breakdown and destruction of cells.

The palm oil-free grade is highlighted for supporting social responsibility and enabling the creation of more sustainable, "futureproof" formulations.

Additional benefits of Casamed BKC (INCI: Benzalkonium Chloride) and BKC PF include:

- "Extensive efficacy, mildness and integrity," according to Thomas Swan;
- Produced under cGMP conditions to meet active pharmaceutical ingredient standards
- Efficacy against a broad spectrum of microorganisms across a wide pH range
- Do not impart unpleasant colors or odors within the final formulation
- Can be supplied pre-formulated in different formats, specifically for liquids, wipes, sprays and foams, for convenience and ease of use

Novel Sun Defense Technologies

Eclipsogen CAP UV Protection Series

Clariant's Eclipsogen CAP series (INCIs: Not Provided) is reportedly the first range of encapsulated UV filter blends produced via Clariant's Nanocon technology. Per the company, even at low concentrations in formulas, Eclipsogen CAP helps to achieve high SPF values in sun care products.

In addition, it is:

- Cold processable
- Reportedly easy to formulate
- Readily compatible with sunscreen ingredients
- Enables light skin sensory benefits with no white cast

A Nutricosmetic Sun Protection Supplement

Ingestible sun protection is on the horizon, as demonstrated by Tosla Nutricosmetics' Lumina365 ingestible. The new product is backed by clinical evidence (soon to be published) showing the product visibly improves skin's response to sun exposure.

After eight weeks of administration, the product reduced skin redness by 46.2% 24 hr after UVB exposure, in turn increasing the minimal erythema dose by 23.8%. According to the company, Lumina365 therefore can provide an additional layer of whole-body sun protection when used with topical sunscreens.

According to the company, the ingestible is formulated with precision and care using high-quality ingredients sourced within the EU that meet stringent standards for stability, efficacy and safety.

The ingredients include:

- Essential vitamins
- Calaguala leaf extract
- Xylitol
- Blood orange extract
- Tosla blend

These natural ingredients and targeted vitamins are reportedly proven to bolster skin's UV defenses by neutralizing free radicals and reducing melanin-induced redness. Furthermore, Tosla's *C&T* Alle Award-winning Velious flavor-masking technology is incorporated to create an enjoyable daily routine. Users squeeze the sugar-free, Sicilian red-orange flavored product in a 25 ml daily shot, "transforming sun protection into a delight," per the company.

Tosla's Chief Innovation Officer Uroš Gotar explained, "We saw an opportunity in the sun care market for multifunctional products that not only protect, but enhance skin's appearance. Lumina365 represents this new wave of 'beautifying' sun protection, combining functional benefits with aesthetic appeal."

"Complementing topical SPF, this vegan supplement offers a 360-degree approach to sun protection," the company's website reports, noting that a Mintel report found 40% of UK female consumers are interested in supplements that can protect against UV damage. "Following this trend, Lumina365 was born," the Tosla reports.

Natural Alternatives to Ingredient Sourcing

Low-carbon Big Kelp Hydration Bioactive Scales Up

In an effort to accelerate the scale-up of low carbon materials derived from U.S.-farmed kelp, such as its Big Kelp Hydration bioactive, California-based biotechnology company Macro Oceans will acquire Everything Seaweed's processing and biomaterial technologies. Macro Oceans has additionally raised a seed extension of $2.5 million, with Refactor Capital leading the round and participation from McKinley Alaska, Knollwood and Schox, to scale their biorefinery capacity.

According to Macro Oceans, these moves will support efforts to meet the demand for Big Kelp Hydration—a bioactive cosmetic ingredient derived from fully traceable Alaskan kelp, reportedly with clinically proven skin hydration capabilities.

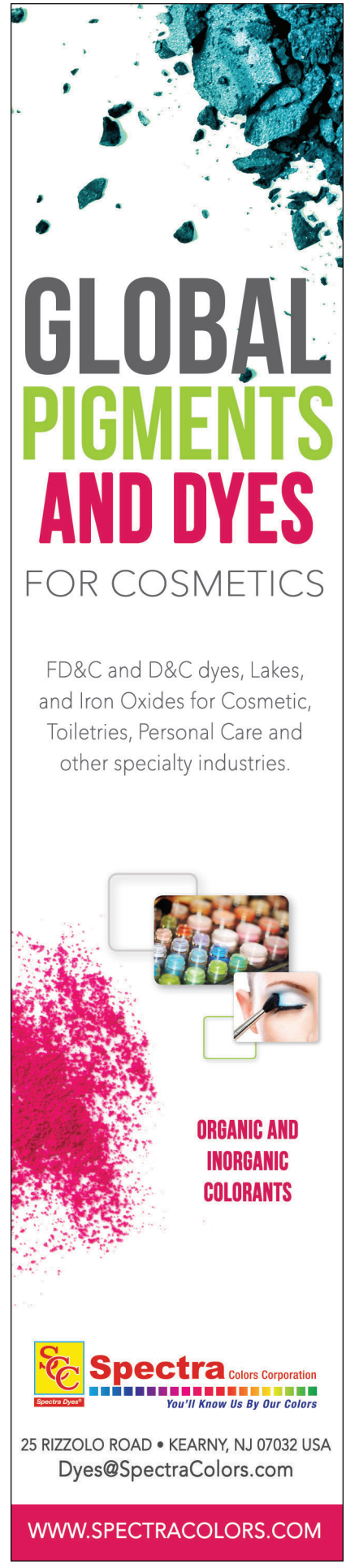
The ingredient is said to:

- Provide an 80% immediate increase in skin hydration, compared with the placebo
- Impart a 26% immediate skin barrier improvement, compared with the placebo
- Enhance skin luminosity
- Create zero waste and provide traceability
- Support sustainable production, using climate resilient agriculture

"Derived from pristine ocean kelp, our restorative bioactive forms a moisture-binding layer that leaves even the most sensitive or irritated skin smooth, supple and ultra-replenished," the company states, on its website.

As part of the business deal, Everything Seaweed's founders, Colin Hepburn and Jessica Chalmers, will join Macro Oceans' efforts.

Hepburn has more than 30 years of experience in bioprocessing seaweed at scale in Europe, U.S. and Asia. He will join Macro Oceans as CTO alongside CEO Matthew Perkins and



Chief Business officer James Dillard to help scale the existing bioactive beauty business to meet customer demand and move into additional industries such as food and advanced materials. Chalmers will join Macro Oceans as vice president of business development and marketing for the company.

"Macro Oceans is now in a position to scale to meet accelerating demand for Big Kelp Hydration and create breakthrough new biomaterials to replace petrochemicals," said Perkins. "Together we have a once-in-a-lifetime opportunity to be the market leader in bringing sustainable kelp-based biomaterials products to consumers around the world," said Hepburn.

Upcycled Bio-based Surfactant or Hair Care and Skin Care

Belgian startup AmphiStar has developed AmphiCare, a biobased surfactant composed "entirely from [upcycled] organic waste and side streams," per the company.

The company converts the agri-food processing waste using a "clean biological" process, AmphiStar claims.

The company's platform leverages *Starmerella bombicola* yeast "originally isolated from bumblebee honey," per AmphiStar, to produce glycolipid biosurfactants.

The AmphiCare surfactant is reportedly safe, mild and biodegradable and can be applied in shampoos, makeup removers and other skin care products, per AmphiStar. More biobased surfactants from the company will be launched in the future.

"AmphiCare and AmphiClean represent a significant breakthrough in the shift towards fully sustainable surfactants," says Sophie Roelants, co-founder and COO of AmphiStar. "By utilizing non-virgin feedstocks, we are not only reducing reliance on fossil and virgin bio-based feedstocks such as palm oil but also providing high-performing, scalable alternatives that meet the demands of today's personal care and home care industries. Our successful collaboration with [home care brand] Ecover, which launched a consumer product featuring our waste-based biosurfactants last year, showcases the potential of these innovative solutions and reinforces our commitment to revolutionizing the surfactant market."

"We are taking strides towards a new era in surfactant innovation," says Pierre-Franck Valentin, CEO of AmphiStar. "Our commitment to developing novel biosurfactants from waste feedstocks positions us to address the evolving needs of personal care and home care industries. With our advanced biotechnology platform, we are excited to explore new functionalities and bespoke solutions that will redefine performance standards while promoting sustainability in every application."

Food Waste Transformed into Beauty Ingredients

Clean Food Group, a U.K.-based biotech firm, is partnering with THG Labs to transform food waste into valuable cosmetic ingredients via fermentation to help improve the manufacturing of eco-friendly beauty products.

This approach will reportedly reduce the environmental impact of traditional ingredient sourcing and provide the cosmetics industry with more bio-equivalent alternatives to commonly used, more agriculturally intensive ingredients.

Clean Food Group and THG Labs claim the technology platform uses scalable non-GMO yeast strains and fermentation technology and utilizes bread waste as its food source, to deliver sustainable alternatives to traditional oil and fat ingredients.

Professor Chris Chuck, Ph.D., technical lead, Clean Food Group says, "We are delighted to be collaborating with THG Labs, as a leading innovator and full-service manufacturer in the cosmetics industry. With the help of THG Labs, we are excited to bring to market a range of science-led cosmetics and personal care products that put sustainability at their core."



Clean Food Group, a U.K.-based biotech firm, is partnering with THG Labs to transform food waste into valuable cosmetic ingredients via fermentation to help improve the manufacturing of eco-friendly beauty products.

Kristal Goodman, head of product innovation, THG Labs, says, "Building on THG Labs passion for biotech and commitment to a more sustainable future, we are thrilled to be collaborating with Clean Food Group on a new era of innovation in sustainability. We're constantly challenging ourselves to improve the environmental impact of our products, not only within the manufacturing facility but also in the supply chain of our raw materials."

Goodman adds, "The work carried out by Professor Chris Chuck and his team has inspired a journey to explore the full potential of Clean Food Group's revolutionary technology, with the Innovation team at THG LABS championing this project and helping to drive progress with more sustainable solutions for the cosmetics industry."

Image courtesy of Clean Food Group

BASF and Acies Bio Use Carbon Capture to Develop Sustainable Alternatives to Popular Personal Care Ingredients

BASF and Acies Bio, a European biotechnology company, have formed a strategic partnership to further develop a platform for fermentation technology using methanol for the production of fatty alcohols. These ingredients are crucial components in various personal care products, such as soaps, shampoos and cosmetics.

Acies Bio developed the "OneCarbonBio", a synthetic biology platform designed to convert renewable methanol, derived from captured CO_2 emissions, into a variety of chemical raw materials, an approach created to reduce the industry's reliance on traditional, often unsustainable, sourcing of these ingredients.

Under the terms of the partnership, BASF's Care Chemicals division and Acies Bio will use the specialized microbes and expand the fermentation process to produce fatty acids and derivatives serving to manufacture various chemical compounds.

This collaboration aligns with BASF's commitment to sustainable innovation and reinforces its position as a leader in the chemical industry. The partnership is expected to contribute to a more sustainable future for the beauty and personal care industry.

Matthias Maase, Ph.D., global director sustainability, care chemicals, BASF, says, "Biotechnology complements our chemistry to create a more sustainable future. We are very pleased to have found the right partner in Acies Bio to further develop this innovation at an early stage. With a collaborative and interdisciplinary approach, our research scope of the partnership covers the entire chain from production strain development to large scale manufacturing. This will be of benefit to our customers in personal care, home care, and I&I and industrial formulators worldwide."

New Functionals & Sensory Boosters

New AI-generated Scent Molecules

Osmo, a digital olfaction company has announced the launch of three scent molecules using its proprietary artificial intelligence technology.

Christophe Laudamiel, master perfumer says, "Our AI technology enables us to screen billions of molecules at a rate that would be impossible for humans. This not only speeds up the discovery process but also allows us to identify captives with desirable performance and 'special effects,' regulatory compliance, and consumer safety."

The three new scent molecules are Glossine, a floral scent similar to jasmine; Fractaline, a versatile scent with either a floral/violet or citrus/ginger scent depending on its surrounding composition; and Quasarine, an intense, petal-y scent with a jasmine aroma on the top notes.

These three scents are available for purchase in the United States and European Union markets.

A Minimalist-friendly Emulsifier

Clariant's Hostacerin CCT (INCI: Not Provided) is said to tap into the emerging minimalist trend. Described as an easy-to-use, cold processable emulsifier, it has a wide range of applications. For example, it enables stable, low-viscosity skin care and wet wipes. Also, according to the company, using just 10% of Hostacerin CCT in formulas can boost moisturization in formulas.

A Dual-emulsion Stabilizer/Sensory Enhancer

Lubrizol has developed a novel polymeric emulsifier and emulsion stabilizer for versatility and ease of use across a wide range of applications. Novemer CS polymer (INCI: Acrylates/Steareth-20 Methacrylate Copolymer) is designed to deliver exceptional performance in clear low- to high-viscosity gels and emulsions.

Per the company, the chemistry of Novemer CS provides good compatibility with organic and mineral UV filters and makeup pigments, and imparts a refreshing watery sensory experience with smooth spreading.



Acies Bio developed the "OneCarbonBio", a synthetic biology platform designed to convert renewable methanol, derived from captured CO2 emissions, into a variety of chemical raw materials.

Image by hansenn at Adobe Stock

A Natural Surfactant-free, 'Feel Good' Emulsifier

Lucas Meyer Cosmetics by Clariant has introduced Pickmulse, a novel o/w, surfactant-free emulsifier and encapsulation system based on a patented quinoa starch technology. According to the company, Pickmulse enables the easy formulation of Pickering emulsions, is surfactant free, enhances the sensory attributes of formulas and has the proven ability to create positive emotions.

Consumers are becoming increasingly aware of sensitive skin issues and the importance of maintaining the skin microbiota, Lucas Meyer Cosmetics by Clariant reports. Responding to this, Pickmulse (INCI: Sodium Starch Octenylsuccinate) was developed as a surfactant-free emulsifier to better preserve skin balance, compared with traditional emulsifiers.

In addition, due to the small size of the quinoa starch particles, the product allows for the easy formulation of Pickering emulsions (i.e., particle-stabilized emulsions) with outstanding sensory skin feel.

In fact, the company tested the ingredient's tactile experience through functional magnetic resonance imaging (fMRI) and electroencephalogram (EEG) measurements. The results showed:

The material stimulated well-being and reward areas in the brain, aligning with the emerging neurocosmetic trend; and

These perceived benefits were additionally confirmed through panelist questionnaires.

According to Lucas Meyer Cosmetics by Clariant, Pickmulse does not negatively impact the stratum corneum, assuring high skin tolerance. When emulsified with 20% oil, the ingredient can also be used to create varied textures, from sprays to supple creams, under cold conditions.

The quinoa starch additionally has unique swelling properties to encapsulate lipophilic molecules under hot-processed conditions. As an encapsulation system, Pickmulse is reportedly able to increase the stability of sensitive ingredients. Thus, the ingredient can offer a user-friendly solution for in-house encapsulation, exhibiting a high loading capacity (up to 25%) and efficacy to protect sensitive lipophilic ingredients.

Pickmulse is derived from quinoa responsibly sourced from fields in Bolivia. The company collaborates with the Pro Inpa Foundation to foster a more resilient local economy. As a responsibly-sourced ingredient, Pickmulse therefore addresses the growing consumer demand for natural and environmentally friendly cosmetic components.

"Pickmulse offers a multifaceted and innovative approach to cosmetics that we've designed to significantly accelerate new formula development and improve consumer satisfaction," said Isabelle Lacasse, head of global marketing, product line management and formulation for Lucas Meyer Cosmetics by Clariant. "This next-generation of 2-in-1 product[s] is a balance of formulation needs, as well as skin health and feel."



Lubrizol has developed a novel polymeric emulsifier and emulsion stabilizer for versatility and ease of use across a wide range of applications.

A Silicone for Strong Powder Slip

Guangzhou Tinci Materials, a China-based manufacturer and global supplier of high-performance ingredients for the cosmetics and toiletries industry, recently launched TCE-3063 (INCI: Dimethicone/Vinyl Dimethicone Crosspolymer).

The silicone ingredient is reportedly designed for use in lip and facial products. It is said to be compatible with various lipophilic components, providing the skin with a dry, silky feel and offers a strong powder slip sensation to help fill fine lines. The Chinese manufacturer will also showcase Napure C-FA (INCI: Sodium Methyl Cocoyl Taurate), a mild surfactant that claims to be non-irritating and features high quality foaming performance with fine, dense foam.

Low-carbon-footprint Surfactants

Spec-Chem Industry Inc., a manufacturer of specialty chemicals for personal care and cosmetics, now offers SpecBio SL-Active/Cleansing solution (INCI: Glycolipids (and) Water (Aqua)), which launched in September of this year (2024).

Image courtesy of Lubrizol

The SpecBio SL Series, which includes SpecBio SL-Active/Lactone Sophorolipids and SpecBio SL-Cleansing/Acid Sophorolipids, comprises bio-surfactants produced through fermentation using microbial secondary metabolites. The safe, eco-friendly, readily biodegradable and sustainable ingredients reportedly have a low carbon footprint.

The SpecBio SL Series reportedly offers excellent surface activity and serves as a non-sulfate, EO-free, green alternative to synthetic surfactants. These multifunctional ingredients provide various benefits, including mildness, protecting and repairing the skin barrier, controlling sebum and delivering antibacterial, anti-inflammatory and soothing effects. Additionally, it enhances cleaning capabilities, moisturizes, improves combing performance, reduces frizz and assists with dandruff removal.



The SpecBio SL Series, which includes SpecBio SL-Active/Lactone Sophorolipids and SpecBio SL-Cleansing/Acid Sophorolipids, comprises bio-surfactants produced through fermentation using microbial secondary metabolites.

A Natural Oil Thickener

Berg + Schmidt Asia Pte Ltd.'s BergaCare FG Gel (INCI: Hydrogenated Olive Oil Unsaponifiables (and) Hydrogenated Ethylhexyl Olivate (and) Hydrogenated Castor Oil/Sebacic Acid Copolymer) is a natural oil thickener designed for use in transparent and viscous oil gels, gel-creams and solid jelly textures.



Berg + Schmidt Asia Pte Ltd.'s BergaCare FG Gel is a natural oil thickener designed for use in transparent and viscous oil gels, gel-creams and solid jelly textures.

Per the company, the ingredient can be processed without heating (i.e., is cold processable), allowing for the easy formation of transparent formulations. It is designed as a versatile and natural ingredient, suitable for both leave-on and rinse-off products across skin, hair and sun care, and color cosmetics. Its thixotropic behavior is said to facilitate ease of use, as it exhibits a reversible phenomenon.

Unique Sensorial Skin Feel

Oleon's Radiastar 1436 (INCI: Isocetyl Isoarachidol) is a vegetable-based, multibranched Guerbet alcohol with a unique sensorial skin feel. The ingredient remains liquid at room temperature, which is notable for a molecule with a C36 carbon chain length, per the company.

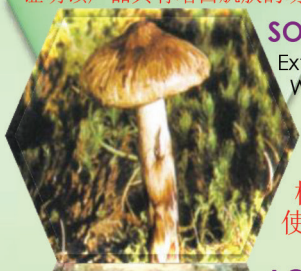
In addition to its distinct skin feel, Radiastar 1436 is said to offer good oxidation stability and excellent pigment-dispersion properties, making it suitable for a wide range of color cosmetic and personal care formulations. ■

From top: Image by Marevgenna; Africa Studio at Adobe Stock

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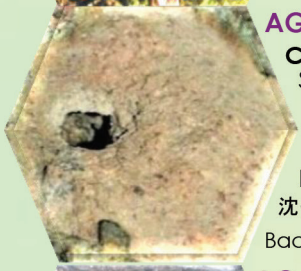
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CALAMBAC key component of Japanese, Chinese Siddha, Ayurvedic Arabic, Hebrew, Greek Traditional Medicine, Aromatherapy, Religious Medicinal Incense-Fumigation and Perfumeries known by various names Calambac, Agallocha Resins., White Qi-Nam, Ky Bach, in various cultures 沈香樹脂、うじゅくこう 熔融树脂奇楠, White Qi Nan -白奇楠" Bach Ky nam الخمير لغة المبارك القديمة. www.wodeyar.org



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Lonicera Japonica Plant



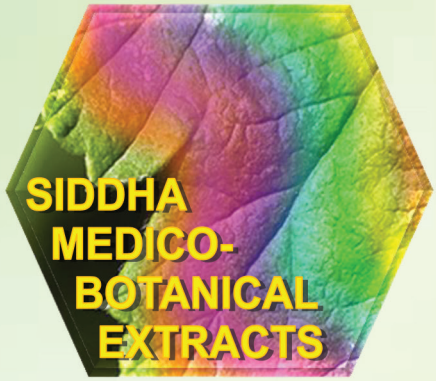
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独创的植物防腐剂(水溶性)适用于化妆品配方

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

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

LIPO & OIL SOLUBLE LIQUIDS 脂/油溶性液体
Brown 棕 Red 红 Natural Yellow 纯黄 Green 绿
Red Light / Scarlet Red 鲜红 Ultra Sky Blue 天蓝
Dark Black 黑

OIL SOLUBLE POWDER 油溶性粉末
Brown 棕 Yellow 黄 Green 绿 Red 红
Ultra Sky Blue 天蓝 Dark Black 黑

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Shaping the Future of Beauty: **Trends in Cosmetic and Personal Care Packaging**

What's new in cosmetic and personal care packaging? With consumer focus growing around sustainability, companies are listening and developing product lines and sustainable solutions for make up, skin care, hair care and personal care packaging.



From sustainable innovations to new acquisitions, packaging suppliers are delivering newness in 2025.

Image by wayhome.studio at Adobe Stock

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The beauty and personal care industry is experiencing a dynamic shift, with consumers increasingly prioritizing sustainability and conscious consumption. This heightened awareness is driving a wave of innovation in packaging design, pushing brands to explore eco-friendly materials, minimize waste, and enhance the consumer experience. From refillable systems and minimalist aesthetics to the integration of technology, packaging is no longer just a vessel; it's an integral part of the brand story and a key factor in consumer purchasing decisions.



Albéa expands North American sourcing of recyclable HDPE tubes.

Recyclable Packaging

Albéa's New Blown Film Line Expands North American Sourcing of Recyclable HDPE Tubes

Albéa Tubes is now producing its Greenleaf plastic laminate web at its Brampton, Ontario site following the installation of a new blown film line. The move boosts North American sourcing of recyclable HDPE tubes, per the company.

The Greenleaf tubes are recycling ready in the HDPE stream where collection and recycling are available, per the Association of Plastic Recyclers.

The Brampton site is now "a game-changer in offering sustainable solutions made in North America supporting customers in the transition from common aluminum foil containing tubes to all-plastic laminate Greenleaf tubes for such products as toothpaste, personal care items, cosmetics and pharma markets," says Bruno de Carvalho, VP and general manager for Albéa Tubes America.

Brampton plant manager Jerzy Debski says, "Our new line adheres to international standards, ensuring the best quality products and meeting our customers' demanding requirements."

The Brampton facility was established in 2000 and specializes in extrusion lamination of multi-layer web for aluminum-barrier laminate (ABL) tubes for personal care and cosmetics, oral care, and other applications.

Albéa Cosmetics & Fragrance Launches the North America Collection

Albéa Cosmetics & Fragrance has debuted the North America collection, delivering sustainable packaging options for lipsticks, mascaras, jars and more for the North American market.

Albéa's North America collection features a range of 10 sustainable and stylish packaging solutions for beauty brands, including:

- "Elixir": a 30 ml bottle, ideal for serums, made from eco-friendly materials like r-PET and r-PP.
- The "Ella" bottle: fully recyclable and made from PP, suits skin care with its trendy square shape.
- "Swipe Duo" bottle: combines complementary products in a dual-bottle design, made from 100% PCR PET for sustainability.
- "The Moeraki" bottle: offers ergonomic, one-handed use and features a 30% PCR PP cap.
- "BIM Family" compacts: provide slim, modern packaging for cosmetics.
- "Twirl": a refillable jar with a secure locking system and minimalist design.
- "Bloom" stick and the "On Fleek" stick: offer sustainable and versatile options for lipsticks, balms and face sticks.
- "Mesmerize" mascara and the "Impact" brush: deliver precision for lashes and brows.

The North America collection can be produced in Albéa Matamoros, the Mexican hub for mascara, lip gloss and lipstick packaging. This allows Albéa to

Image courtesy of Albea Cosmetics & Fragrances



Cosmetic Pumps with
SHORT LEAD TIMES
4–12 week lead times*
*some product lines apply

Evolock



Evolution



Amplitude



* Short lead times are for exclusive products for deliveries within North America only. Talk to an Aptar sales representative for more details on product lead times or contact (847) 639-2124 to reach a member of Aptar's sales team.



REIMAGINE YOUR PRODUCTS
WITH OUR BROAD PLATFORM



Albéa Cosmetics & Fragrance has debuted the North America collection, with packaging options for lipsticks, mascaras, jars and more.

serve North America more efficiently with faster delivery times, reduced transportation emissions and more sustainable supply chain practices.

Estée Lauder and Strategic Materials Inc. Release Findings Revealing Opportunity for Increased Recycling of Glass Packaging Materials

The Estée Lauder Companies (ELC) and Strategic Materials, Inc. (SMI) have published the findings from a cosmetic glass recycling case study. The study revealed that glass packages with light transmission below 3% may have difficulty passing sortability tests for recycling and that, to increase the likelihood of the material being sorted correctly, the light transmission threshold for glass packaging should fall above 5%.

This approach accounts for any variability in measurement results, particularly for low light transmission readings. ELC and SMI believe these findings will support the industry in creating glass that yields a higher output of recyclable cullet in an attempt to increase global glass recyclability rates.

ELC and SMI have collaborated on testing a variety of 200 glass beauty packaging for the last four years to gain a better understanding of what makes cosmetic glass packaging more efficiently sortable. The testing also aimed to determine how to best overcome the challenges of delivering luxury decorations, colors and formats that can be identified as recyclable.

While authors of the study recommend that further research continue to be conducted, they've identified several aspects of packaging design that play a role in a sortability: including:

- Glass composition
- Color
- Thickness of the glass
- Decorations (i.e. use of gradient, metallized inks, coatings)
- Labels
- Closures
- Product residue

In addition to new insights on the recyclability of various decorations, colors and formats, the study includes design best practices that can serve as a guide to product developers, package designers, suppliers and brands to help advance circularity.

ELC plans to train its packaging designers, product developers and glass packaging suppliers on the key criteria that were identified in the case study so they can make informed decisions when selecting and designing packaging materials.

ELC and SMI have published this case study as a resource with the Glass Packaging Institute, where industry professionals will have access to the findings and best practices.

Image courtesy of Albea Cosmetics & Fragrances

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Wheaton Packaging's New Glass Bottles & Deco Technique.



The luxury perfume house Byredo has appointed FaiveleyTech to create the cap for its new fragrance.

Laura Hennemann, senior vice president of sustainability and corporate affairs, SMI, says, "While the majority of glass packaging recycled in North America today comes from the food and beverage industry, we have an opportunity to further advance circularity by looking towards the cosmetics and personal care industry. Through our collaboration with ELC, we are able to uncover what kind of glass cosmetics packaging can be most effectively recycled in practice and at scale and our hope is to remove barriers so that we can maximize recyclability yields and outputs to drive circular recovery throughout the system."

Robert Peterson, senior vice president, global engineering and packaging, The Estée Lauder Companies, adds, "At ELC, we're continually investing and innovating at every step of our packaging process to help drive more responsible packaging solutions that help enable our brands to deliver high-quality, luxury experiences to our consumers. We're proud to collaborate with SMI, and other recyclers, suppliers, and industry partners, to incorporate more sustainable concepts into glass packaging designs and to advance responsible packaging solutions for our brands and the personal care and cosmetics industry at large."

Cosmetic and Skin Care Packaging & Tools

Wheaton Packaging's New Glass Bottles & Deco Technique

Wheaton Packaging has unveiled two new offerings: Ecoglass bottles and a Crystal Effect Painting deco option.

The Ecoglass line includes a new 200 ml bottle from Wheaton that was produced for refilling and reuse. The supplier says that the Ecoglass line is designed to be more lightweight, using less glass mass than traditional bottles, resulting in a significant reduction in energy consumption, in addition to a reduction of around 15% in CO_2 emissions.

The screw cap on the bottle allows the perfume to be refilled, as well as facilitating the recycling process. The standard bottle collection has three sizes available, 100 ml, 50 ml and 30 ml.

Wheaton's Crystal Effect Painting Deco effect, meanwhile, utilizes the application of a varnish that creates a special effect around the painting, giving each bottle an exclusive aesthetic.



Cosmetic Brushes from Anisa Beauty.

From top, L to R: Image courtesy of Wheaton Packaging; Byredo; ANISA

The brand claims that this process enhances the sophistication of glass packaging, providing consumers with a more visually captivating appearance, but also a tactile sensation.

New Cosmetic Brushes from Anisa Beauty

Anisa Beauty has launched two new cosmetic brushes, the Angled Cream Blush Brush + Multi-Powder Blush Brush.

The company claims that the angled cream blush brush is made with slightly domed, dense-yet-flexible fibers to blend cream and liquid formulas into the skin. The angled design and dense fiber blend allow for a range of applications, including lifting effects and dimension-building for the cheeks. The new multi-powder blush brush from Anisa is made with ultra-soft fibers meant to help press and sweep blush across the cheekbones. The company claims that the large, tapered head aids in precise application and even coverage, while its dense yet fluffy construction allows for a buildable finish.

Both of the new cosmetic brushes from Anisa retail for $32.

Wooden Caps

Byredo's Mojave Ghost Absolu de Parfum Features a Sustainable Cap Made From Sulapac Biocomposite

The luxury perfume house Byredo has appointed FaiveleyTech to create the cap for its new fragrance, Mojave Ghost Absolu de Parfum. The cap is made with Sulapac biocomposite material, allowing the brand to maintain its aesthetic while still reducing environmental impact.



Woodacity Hidden Cap for Beauty Packaging.

Inspired by the fragrance's raw and authentic character, the cap mimics the look and feel of Japanese burnt wood.

To achieve this, Sulapac provided a biocomposite material that reduces reliance on fossil fuels. The design was brought to life through a combination of advanced tooling and injection molding techniques. The cap's magnetic closure ensures a seamless fit with the bottle.

Beryl Tomaschett, sales director of FaiveleyTech Orgelet, says, "FaiveleyTech is proud of this new exclusive creation for Byredo. The teams brought forth an audacious and original project, evoking craftsmanship and nature, which we draw inspiration from. Our processes were pushed to their limits with great energy, and the result, in both the fragrance and the packaging, highlights the brand's original signature."

Upgraded Woodacity Hidden Cap for Cosmetic Packaging

International beauty packaging manufacturer and provider Quadpack has introduced a sustainable upgrade to its monomaterial wooden cap, Woodacity Hidden, which features a click or friction fit for various pump systems.



Image courtesy of Quadpack

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Neopac Debuts Polyfoil Mono-Material Barrier Mini Tubes.

Designed and manufactured at the Quadpack Wood factory in Spain, the upgraded cap features the patented Woodacity closure system that functions just like plastic, but using only sustainably sourced wood. To further minimize impact, water-based, biodegradable glue is used to seamlessly join the pieces.

Woodacity Hidden can be customized with a variety of luxury finishes and outer shapes, without affecting its impact. Crafted from maple or ash, all wood reportedly comes from controlled sources. Quadpack also offers FSC-certified wood to create a chain of custody of the raw material. At the end of its life, consumers can discard it, without needing to separate.

Polyfoil Mono-Material Barrier Mini Tubes

Neopac has introduced the Polyfoil MMB Mini tubes at CPHI Milan. The tubes are available in downsized diameters of 13.5-16 mm. Neopac claims to have designed these tubes in an effort to expand its line of high-barrier mono-material solutions, and to continue making advancements in high-barrier packaging technology.

Neopac's Polyfoil MMB Mini tubes provide an aluminum-free packaging solution for products requiring strong barrier properties, such as certain pharmaceutical, dental and ophthalmic formulations. The brand reports an excellent oxygen transmission rate (OTR) barrier and versatile product compatibility, which is claimed to ensure the integrity and shelf life of sensitive medications. Neopac says the Polyfoil MMB Mini tubes can be combined with HDPE closures.

Advantages of the new Polyfoil MMB mini tubes, per the brand, include:

Image courtesy of Neopac

- Enhanced shelf appeal
- Versatile closures
- Lower environmental impact
- Regulatory compliance

Neopac's Polyfoil MMB Mini tubes are produced at the company's facility in Oberdiessbach, Switzerland, which has adopted an ISCC+ certification. The plant is powered by clean energy, utilizing both hydroelectric and solar power, reinforcing Neopac's commitment to sustainable manufacturing.

Martina Christiansen, director of sales, at Neopac, says, "Our new Polyfoil MMB Mini tubes reflect our ongoing commitment to innovative packaging that meets the highest standards of product protection and performance, while incorporating eco-friendly elements. We're excited to showcase the new tubes at CPHI Milan, providing an ideal platform for engaging with the global pharmaceutical community and demonstrating our commitment to versatile solutions even for sensitive formulations."



KDC/One Acquires Italy's Laffon S.r.l. To Boost Makeup Packaging Capabilities

New Developments in Cosmetic & Personal Care Manufacturing

KDC/One Acquires Laffon

Knowlton Development Corporation, (KDC/One), a formulation, packaging and manufacturing solution provider, recently acquired Italian-based Laffon S.r.l., a specialist in makeup packaging manufacturing. This allows KDC/One to focus on evolving market demands of consumers who are increasingly looking for partners with regionalized capabilities.

This acquisition builds on the company's purchase of HCT Group in 2020. Laffon has earned a reputation for its makeup packaging produced in its highly automated production facility located north of Milan. Laffon's technical and automated production facility specializes in injection molding, decoration and assembly of components, as well as digital and screen printing.

Laffon reportedly prioritizes the use of raw materials derived from renewable sources, while also carrying out assessments on the lifecycle of materials and using energy-efficient machines.

Sandra Wisniewski, global president beauty and personal care at KDC/One, says, "This strategic acquisition significantly enhances our ability to offer innovative packaging solutions, complementing our comprehensive full-service capabilities that include ideation, design, formulation development and manufacturing."

Denis Maurin, president of sales and innovation, HCT by KDC/One, adds, This acquisition marks a new chapter in HCT's journey. We are thrilled to extend our manufacturing capabilities to Europe and look forward to welcoming the talented Laffon team to the KDC/one/one family. The addition of Laffon to our business means we can now provide our cosmetics clients with a comprehensive, regional end-to-end solution in Europe, enhancing the agility of our services. Moreover, Laffon aligns perfectly with our commitment to offering highly sustainable packaging solutions."

Luca Rossi, managing director at Laffon, says, "We are excited to become part of the KDC/One family. This is an ideal move for both parties, as we merge our best-in-class packaging capabilities in the cosmetics industry with KDC/One's comprehensive service offering to the beauty sector."

Federal Package Network Inc. Launches Two New Websites

Federal Package Network, Inc. has launched two new company websites, fplabs.com and federalpackage.com, to help define and further establish its space in the beauty and personal care markets.

Earlier this year, Federal Package Network, Inc. launched FP Labs to better cater to growing beauty brands seeking full-service contract manufacturing capabilities, R&D formulation, compounding and blending, filling operations, container labeling, pack-outs, and product testing.

The new websites offer a look at the full range of contract manufacturing capabilities of FP Labs, its levels of service and capabilities, and the

Image courtesy of KDC/one

variety of products they produce within their portfolio. Meanwhile, the revised Federal Package website highlights the range of containers for a variety of applications, including the Eco Smart container platform that includes post-consumer recycled (PCR) and post-industrial recycled (PIR) plastic content as well as biodegradable options for a more sustainable alternative to virgin plastics.

Jeffrey Martin, FP Labs and Federal Package director of marketing, says, "the launch of the new fplabs.com allows us to showcase our R&D, compliance and quality control expertise in a singular, complete way. Similarly, the relaunch of the new federalpackage.com helps us to redefine the side of our business as a provider of premium and sustainable containers for a variety of applications."

Packaging Giants Texen and Quadpack Join Forces

PSB Industries' plan to combine its subsidiary Texen with Quadpack into a single entity, announced on July 15, 2024, has been completed successfully. As part of the process, Quadpack Industries SA will be delisted from the Euronext Growth stock market in Paris.

PSB's board of directors, chaired by François-Xavier Entremont, appointed Quadpack's CEO Alexandra Chauvigné as the new group CEO.

The combination of the two subsidiaries places the group in the top five cosmetics packaging companies worldwide, per PSB, with industrial facilities across six countries.

Texen and Quadpack will operate as standalone businesses and continue to maintain their own models and customer relationships. In parallel, a strategic plan will be drawn up to develop synergies and drive innovation, with the long-term goal of leading the transition of the beauty packaging industry to becoming more eco-friendly, according to PSB.

Entremont says, "We look forward to this new phase in our evolution where the shareholders see great potential for growth. We are confident that, with Alexandra at the helm of the group, bringing her extensive experience in the packaging sector, the value created by the combined group will be significantly amplified, with a knock-on effect on all stakeholders."

Chauvigné adds, "I am delighted to take on the leadership of the new group. Texen and Quadpack are a perfect fit, with very complementary business models and the potential to create many opportunities and synergies, as we jointly aim to deliver the best value to all our stakeholders." ■



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More consumers are choosing facial moisturizers that contain SPFs, as they are seen as an affordable substitute for sun protection for consumers who wish to simplify their beauty routines and reduce their discretionary spending.

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SKIN HEALTH & SUN CARE 2025 PLAYBOOK

Data from Euromonitor's AI-powered platform reveals how innovation in skin and sun care are driving product launches and trends in the industry.

BY KAYLA VILLENA, EUROMONITOR INTERNATIONAL

Euromonitor International has identified three key trends in beauty and personal care, utilizing the new Passport Innovation portal—an AI-powered platform that measures the incidence of new brand and sub-brand launches at online retailers across 54 FMCG categories and 32 countries. Based on the data, innovation in proactive skin care and multifunctional sun care are helping drive product launches and trends in the beauty and personal care market.

Differentiating Facial Skin Care

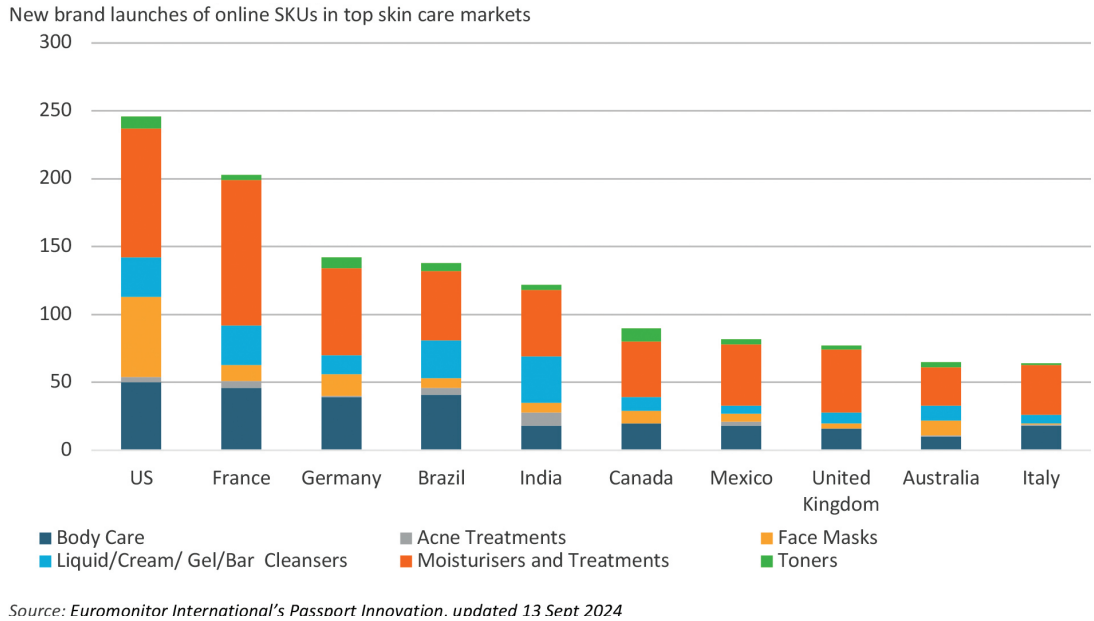
Facial moisturizers and treatments lead skin care launches, with more than 4,800 new brands and sub-brands launched since January 2023 (as of September 2024; **F-1**). The industry has responded with moisturizers and treatments that are differentiated by day products conducive to layering with makeup and night products that are more concentrated as skin cells regenerate.

Acne Care's Slowdown & Opportunities

Acne treatments lag behind other skin care categories in product innovation. For example, toners–which typically do not experience rapid product innovation–have seen more launches than acne treatments since 2021.

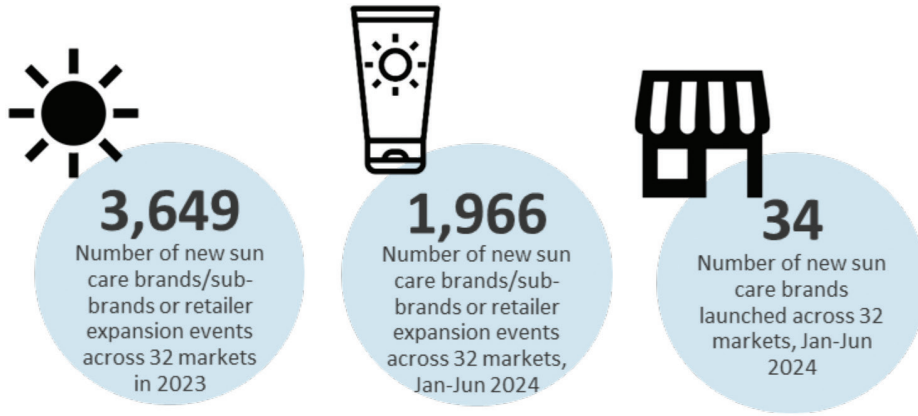
The discovery of benzene in various acne products in early 2024 may have led to greater scrutiny and testing before a new launch. Opportunities in acne treatments exist, especially in adapting products to work with makeup more seamlessly, or launching new products in the form of patches, which are popular among Gen Z consumers.

F-1 Skin care launches by category, 2021-2024



Source: Euromonitor International's Passport Innovation, updated 13 Sept 2024

F-2 Sun care growth stats, 2023-2024



Source: Euromonitor Passport Innovation, updated 5 Aug 2024

Skin care brands are focusing on multifunctional, multi-benefit products. More consumers are choosing facial moisturizers that contain SPFs, as they are seen as an affordable substitute for sun protection for consumers who wish to simplify their beauty routines and reduce their discretionary spending.

Newer skin care launches will take a more proactive approach to skin concerns, such as elevated anti-aging claims, driven by consumer demand for more concentrated formulas and serums.

This aligns with patterns behind consumer usage of facial serum, facial oil and emulsion, which increased in 2024, according to Euromonitor's Voice

Images courtesy of Euromonitor

of the Consumer: Beauty, fielded June-July 2024.

What's Driving Sun Care's Boom?

Sun care launches have grown significantly in the past two years, with many having a multifunctional or ethical positioning (**F-2**).

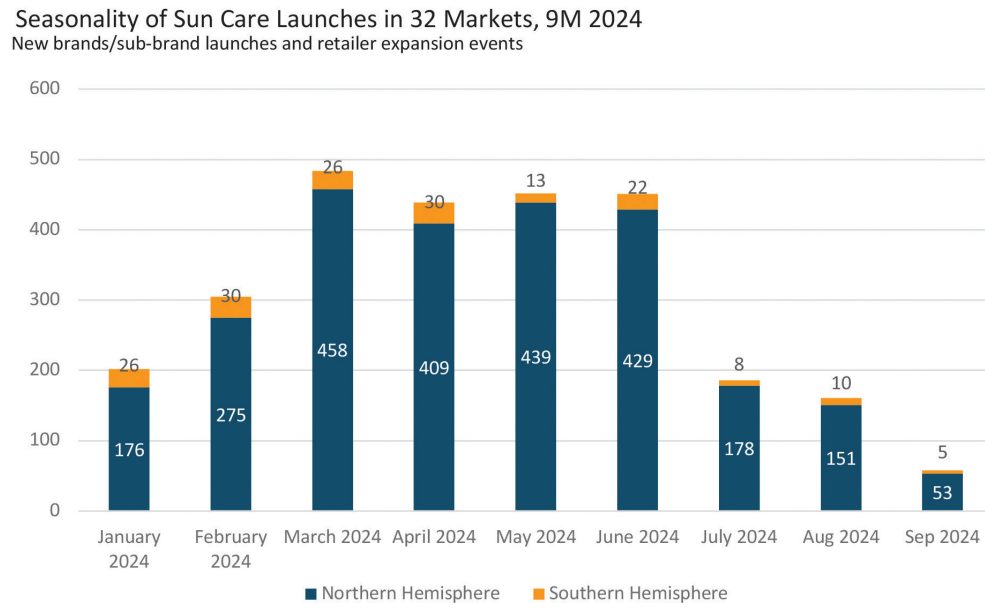
Sun Care Usage on the Rise

According to Euromonitor's Voice of the Consumer: Beauty, fielded June-July 2024, consumers are using products with sun protection more frequently.

Additionally, weekly/regular usage rates of multi-benefit day cream with SPF and specialized sun protection products have increased globally for all SPF ranges.

The U.S. saw the highest number of new sun care launches, which is expected given that it is the largest globally.

F-3 A breakdown of sun care seasonality



Source: Euromonitor International's Passport Innovation, updated 13 Sept 2024. Sun Care includes Sun Protection, Self-Tanning and Aftersun. Southern Hemisphere includes Argentina, Australia, Brazil, Chile, New Zealand and South Africa.

Top Growing Sun Care Segments

Globally, consumers have a growing appetite for more sophisticated, daily-use skin health formulas that are driving innovation. Mineral-based sun protection products are becoming increasingly popular, as is self-tanning as an alternative to UVA and UVB exposure.

The integration of skin care properties into sun care suggests the broader trend is moving toward multifunctional skin care solutions that address multiple skin concerns simultaneously.

By offering products that combine sun protection with skin care benefits, brands can appeal to consumers seeking effective and convenient skin care routines, driving growth in sun care.

Sunsetting Sun Care Seasonality

Sun care launches peak from March to June globally (**F-3**), in order to prepare for the busy spring and summer months. However, the trend is the opposite in the Southern hemisphere where sun care launches tend to peak between January and April.

However, as consumers become more aware of the advantages of using sun protection year-round, the industry may see the seasonality of sun care launches moderate to be more year-round.

Recommendations for Skin & Sun Care Brands in 2025

Focus on Proactive Skin Health

Consumers have become more evidence-oriented and are more inclined to scrutinize ingredients when choosing skin care, due to the momentum from ingredient-led beauty.

Brands should capitalize on this trend through functional new launches that address specific problems, such as pores and acne, in addition to offering hypoallergenic formulations suitable for sensitive skin.

Male beauty consumers are exploring advanced skin care features beyond basics, so brands should consider diversifying towards more specialized ranges, such as sun protection and texture improvement.

Emphasize Daily Use, Multifunctional Sun Care

Ongoing education efforts from the health and beauty industry have successfully changed consumers' views on sun care. As a result, new launches that improve texture, even skin tone, provide tinted coverage, or improve skin health are recommended.

Brands should also focus on designing multifunctional sun care products, which can act as a cost-effective and time-saving option, particularly in markets where consumers' spending power is diminished. ■

Image courtesy of Euromonitor

How to Capitalize on Hair Care's Premiumization: 2025 Strategies

The recent expansion of e-commerce has brought professional-grade and performance-oriented products within easy reach of consumers, spurring a wave of premiumization.

BY MARIANA TEIXEIRA, Euromonitor International

In 2023, the frequency of hair care product purchases surged worldwide. With the return of in-person activities post-COVID, home hair care and salon visits have once again become key parts of daily routines, now with a heightened focus on product quality.

The recent expansion of e-commerce has brought professional-grade and performance-oriented products within easy reach of consumers, spurring a wave of premiumization.

Today, hair care is about more than hygiene; consumers are integrating more complexity into their routines, driven by both established preferences and emerging trends, expanding the frontier of traditionally consumed products.

Value Perception is at the Core of Hair Care Spending

In a world still grappling with rising inflation, it might seem natural to focus on discounts and competitively priced products for categories like hair care. However, an opposite trend is gaining traction: premiumization.

As inflation has increasingly become a global concern, consumers have developed strategies to optimize spending, scrutinizing prices and honing their perception of value.

Even as inflation eases, this more discerning approach persists, with consumers saving on products with a low recognized value while investing in items that offer clear benefits. This shift is redefining what constitutes value, and in this context, the hair care industry has successfully aligned price with perceived worth.

Hair Care Ingredients Power Value

Driving this success is a significant trend: ingredient-led beauty. Consumers are more informed than ever, comparing products online and in-store, reading user reviews, and receiving recommendations through AI platforms.

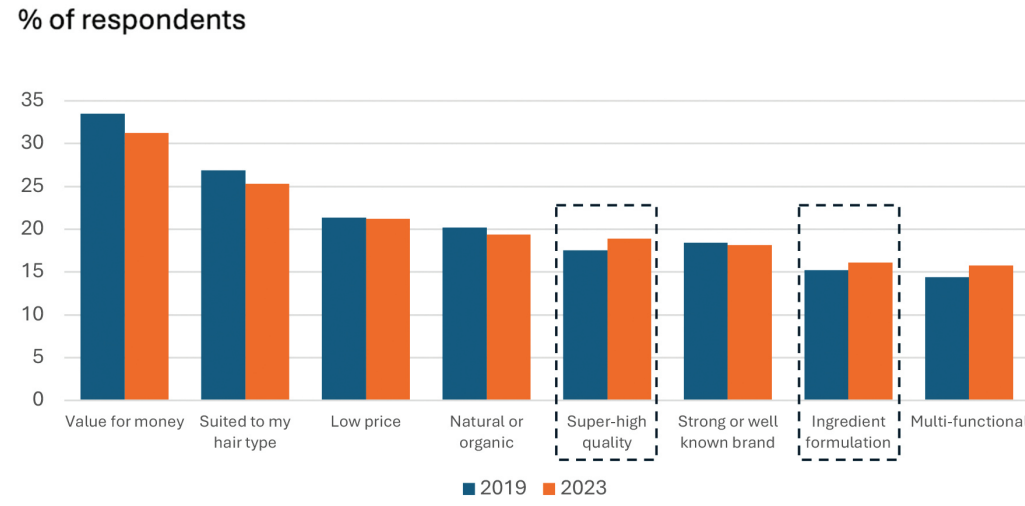
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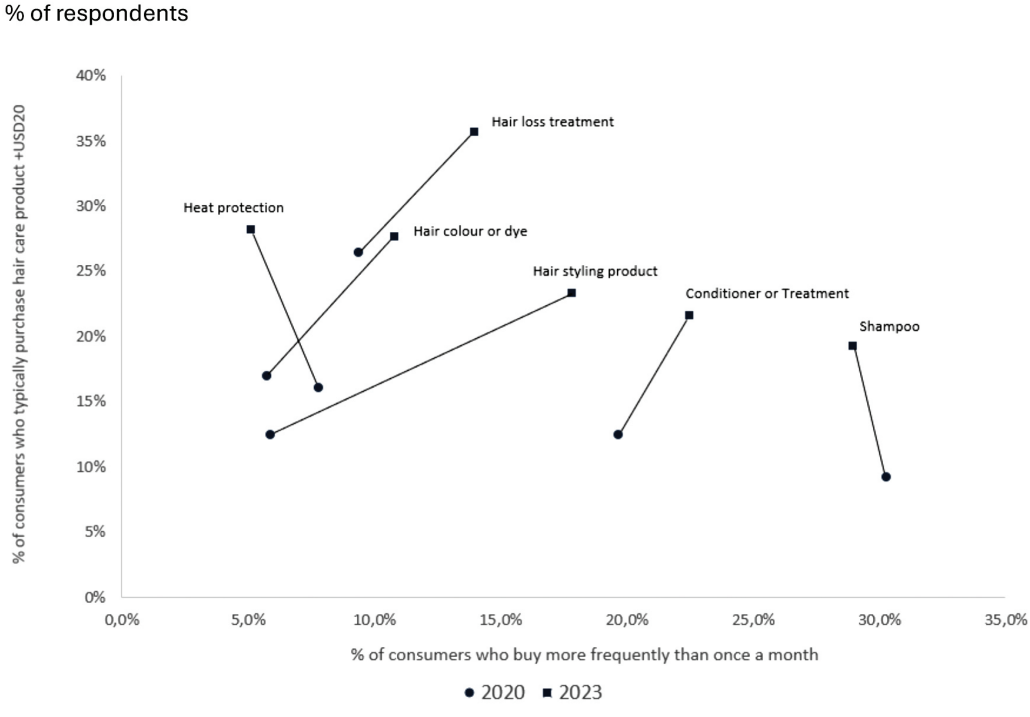
Today, consumers are integrating more complexity into their routines, driven by both established preferences and emerging trends, expanding the frontier of traditionally consumed products.

F-1 Most desired hair care features, 2019 versus 2023



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

F-2 Hair care spending patterns across categories, 2020-2023



Source: Voice of the Consumer, Beauty Survey from Euromonitor International, fielded June to July 2023.
Note: X-axis: % of consumers who buy more frequently than once a month; Y-axis: % of consumers who typically purchase hair care product +USD20. The higher the category moves, the more premium it becomes; the further it shifts to the right, the more frequent the consumption.

Images courtesy of Euromonitor

F-3 Top hair care features consumers are seeking out (2023)

Top Claims by Category	Hair Shampoo	Hair Conditioner	Hair Styling Products	Heat Protection Spray	Hair Loss Treatment	Hair Colour or Dye
1	Hair health	Hair health	Hair health	Heat protection	Prevents hair loss	Gray camouflaging
2	Anti-dandruff	Hydrating/ moisturising	Style enhancing	Hair health	Hair health	Colour protecting
3	Scalp health	Damage repair	Hydrating/ moisturising	Sun protecting	Scalp health	Hair health
4	Hydrating/ moisturising	Scalp health	Volume boosting	Hydrating/ moisturising	Damage repair	Hydrating/ moisturising
5	Prevents hair loss	revents hair los	Damage repair	Damage repair	Growth enhancing	Gloss enhancing

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

Amid this wealth of information, understanding ingredients has become a way of recognizing value, and the industry is already moving in this direction. The rise of skinification has become a powerful tool for demonstrating value.

Familiarity with ingredients and formulations has strengthened the concept and community of "skintellectuals," leading a shift toward greater transparency in the beauty industry.

The Hair Benefits Shoppers Will Pay More For

The alignment between pricing and value perceived by customers doesn't operate uniformly across all hair care products. Those with a stronger focus on hair and scalp health are best positioned to capitalize on this trend (**F-1**). Treatments, conditioners, shampoos, and heat protectants have particularly benefited.

On the other hand, products more aligned with fashion trends and aesthetic appeal are seeing a more restrained path to premiumization. This can be seen in the more moderate price rises for hair color or dye and, above all, hair styling products (**F-2**).

Hair styling products are subject to constantly shifting fashion trends. From the sleek wet-hair look to the voluminous big-hair trend, consumers' preferences can shift rapidly.

This ultimately leads to a more measured pace of premiumization. An exception to this trend arises when complementary hair care categories—beyond shampoo and conditioner—tap into deeper aspects of identity and ancestry or connect with consumers' well-being in a more holistic way (**F-3**).

Hair Care as Self-care: Top Opportunities

Whether it's about boosting self-confidence or enhancing a comprehensive home care regimen, hair care has taken center stage.

The pursuit of holistic well-being has become even more significant for consumers in recent years. Self-care extends beyond physical and mental health and is now more focused on supporting natural beauty. For the hair care market, this has resulted in an increased demand for products that align with this desire.

Proudly wearing one's natural hair is part of a broader journey of self-acceptance and the desire to feel comfortable in one's own skin. Hair has become a powerful expression of identity, playing a key role in daily self-care routines.

The "everything shower" trend—involving long, multi-step regimens—became a global sensation in 2023 and firmly established itself in 2024. These indulgent showers, featuring an array of products with strong sensory and fragrant appeal, have incorporated extensive hair care routines.

Traditional claims like hydration and anti-dandruff are no longer the main exclusive focus, giving way to benefits such as stress relief, reflecting the growing demand for relaxation within the beauty and personal care industry (**F-4**).

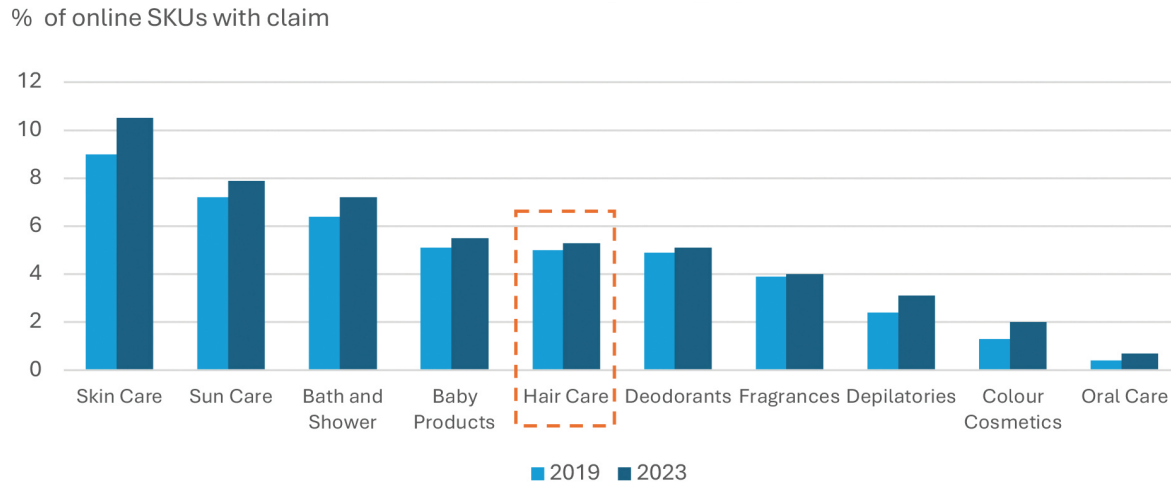
Unlocking Growth: The Impact of Ingredient-Led Innovations and Emerging Markets

Recent advancements to ingredient-led beauty will likely solidify a focus on hair care product performance in coming years. Conventionally, optimal results were associated with professional-grade products; however, the integration of more sophisticated formulations into mainstream brands is expected to heighten competition.

The rise of masstige products is a notable trend, particularly among everyday items with a focus on efficacy. Moving forward, simply

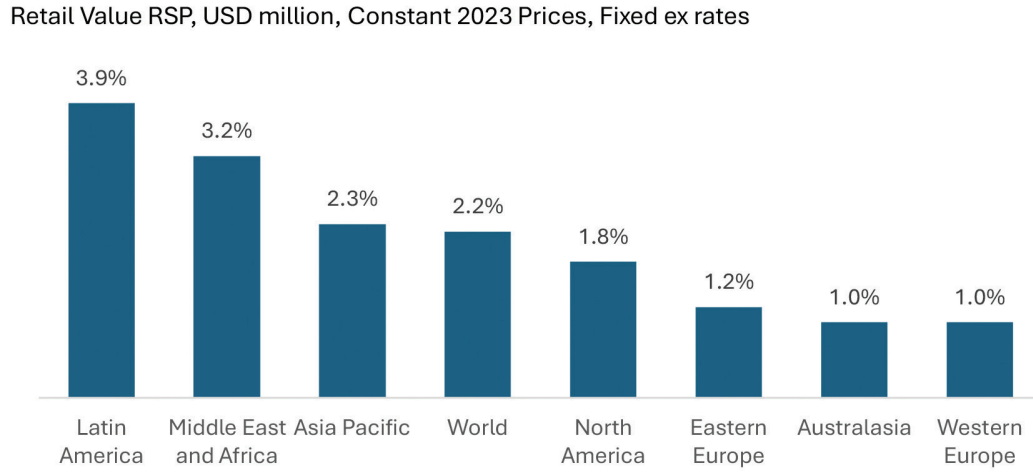
Image courtesy of Euromonitor

F-4 Product categories with stress relief claims, 2019 versus 2023.



Source: Euromonitor International Product Claims and Positioning System

F-5 Regional hair care growth forecast, 2023-2028



Source: Euromonitor International

streamlining formulations will no longer suffice; brands must embrace evidence-based, skin-health-centric and scientifically grounded approaches—particularly in hair care.

Moreover, the freedom to embrace one's identity opens a new realm of hair textures, sizes and thicknesses.

At the same time, emerging geographies are gaining significant traction in the hair care industry. Between 2023 and 2028, regions that are anticipated to experience the most substantial growth are Latin America, the Middle East and Africa, unveiling a new universe of brand opportunities and trends (**F-5**). ■

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THIS FAST-GROWING SKIN CARE CATEGORY GOES BEYOND THE FACE

Body skin care led the category's growth, in part by coopting ingredients and claims associated with facial skin care. Here's what's happening in the category and how brands can tap into the growth.

Body skin care has been the fastest-growing sector of the overall skin care category, per Circana, driven by body spray sales, which have grown in the triple digits in the first half of 2024. Double-digit growth has also been seen for body creams, lotions and cleaners. Per Circana, consumer spending on prestige body products increased by 25%. And there are 17% more buyers in this market than there were last year. What's going on?

Behind the Body Skin Care Boom: Sprays, Creams, Lotions & Cleansers

Prestige skin care dollar sales increased by 7% in the first half of 2024, per Circana, leading growth in units sold. Body skin care led the category's growth, in part by coopting ingredients and claims associated with facial skin care. Here's what's happening in the category and how brands can tap into the growth.

Body Sprays: from Acne to Intimate Hydration

Clarifying claims are increasingly common in the body spray sector.

For instance, Nécessaire's The Body Acne Solution, a quick-drying spray-on serum that targets body breakouts. Key ingredients include 2% salicylic acid to clear pores and regulate sebum production, niacinamide and zinc PCA to further regulate sebum and



Image by Trendsetter at Adobe Stock

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Double-digit growth has been seen for body creams, lotions and cleaners; and consumer spending on prestige body products has increased by 25%. What's going on?

minimize the look of acne-related hyperpigmentation, and rosemary oil and water extract for antimicrobial and skin-calming activity.

In a similar vein, Murad's Clarifying Body Spray with Salicylic Acid features 0.5% salicylic acid to combat and suppress breakouts, glycolic acid for exfoliation and enhanced delivery of salicylic acid, and allantoin and blue lotus extract to soothe and minimize the appearance of redness caused by breakouts.

Taking a different approach to sprays, Luna Daily's The Everywhere Spray-To-Wipe cleansing spray is pH-balanced and can be applied to intimate areas as well as irritated and hormonally changing skin. Key ingredients include microbiome rebalancing prebiotic lactic acid and inulin, vitamins C, E, and F to support skin regeneration and the barrier, as well as omega 3 and 6 to support the skin's water barrier.

Meanwhile, you cannot talk about body sprays without acknowledging a parallel development in the fragrance sector. Per Circana, fragrance body mists and sprays, which feature average prices under $25, more than doubled in sales revenue since the first half of 2023. This trend has continued over the last year-plus, driven by Gen Z.

As with skin care body sprays, fragrance body sprays benefit from a value proposition. Presumably, brands that can merge the benefits of fragrance and skin care can tap into both trends simultaneously, offering a convincing value proposition to Gen Z shoppers.

Putting insights into action, contract manufacturer Cohere Beauty has developed a number of body skin care concepts, including the weightless, light-catching CocoGlow Body Mist. The spray soothes the skin while moisturizing and leaving behind a subtle light-catching sparkle. Key ingredients include saccharide isomerate, a natural plant-sugar-derived humectant that provides long-lasting hydration, and nutrient- and mineral-rich coconut water for hydration.



Nécessaire's The Body Acne Solution, a quick-drying spray-on serum that targets body breakouts.



Kiehl's new lightweight Ultra Body Mega Moisture Squalane Cream for sensitive skin features squalane and ectoin to reinforce and strengthen the skin's moisture barrier function.

Body Creams, Lotions & Beyond: Focus on Hydration

Body creams, lotions and other body skin care formats are similarly addressing the wellness of the skin.

For instance, Kiehl's new lightweight Ultra Body Mega Moisture Squalane Cream for sensitive skin features squalane and ectoin to reinforce and strengthen the skin's moisture barrier function. The two ingredients form a hydro film on the skin's surface to protect it from dryness. Meanwhile, the formulation's glacial glycoproteins support weakened skin barrier cells to boost hydration, while its pro-ceramides reduce hydration leakage for an improved skin moisture barrier. The result, per the brand, is full-body hydration.

Glossier's Crème de You body butter, on the other hand, features softening and conditioning shea butter, jojoba oil for silky smooth feel, and is scented with the brand's signature You fragrance, comprising notes of pink pepper, iris, ambrette and DSM-Firmenich's Ambrox.

Elsewhere, Fenty Skin's lightweight Butta Drop Hydrating Body Milk offers an ultra-smooth skin feel, per the brand. Key ingredients include skin-replenishing Kalahari melon, baobab and coconut oils, softening and conditioning shea, mango

From top: Courtesy of Kiehl's; Nécessaire

and cocoa butters, vitamin C-rich Barbados cherry (acerola) extract, and antioxidant vitamin E.

Hydration isn't all these products are targeting. For instance, skin care innovator The Ordinary has entered the body skin care game with the Salicylic Acid 0.5% Body Serum and Niacinamide 5% Face and Body Emulsion. The exfoliating serum is designed to prevent acne blemishes while smoothing the skin's texture. The lightweight emulsion, meanwhile, is designed to reduce the appearance of dark spots and even skin tone.

Among Cohere Beauty's body skin care concepts is the lightweight CeraGlow Radiance Serum for the face and body, which reportedly provides instant and long-term radiance and luminosity, while nourishing and brightening the skin. Key ingredients include *Evodia rutaecarpa* fruit extract, derived from traditional Chinese medicine, to even skin tone, brighten and illuminate, as well as a ceramide complex for improved elasticity and firmness, and black cumin (*Nigella sativa*) seed oil for antioxidant and anti-inflammatory activity that can help to diminish the appearance of fine lines and fade dark spots.

Meanwhile, Cohere Beauty's AcaiGlow Body Oil provides a subtle shimmer to the skin and nourishes the skin with tetrahexyldecyl ascorbate, a "super-penetrating" version vitamin C that is reportedly 50 times more effective than ascorbic acid. The antioxidant brightens the complexion, reduces dark spots and improves collagen production, per Cohere. The formulation also includes antioxidant-rich acai fruit oil to prevent free radical damage and moisturize the skin.

Body Cleansers Lean Into Multifunctionality

Some body cleansers keep it simple. For instance, Drunk Elephant's exfoliating Scrubbi Bamboes Body Cleanser is designed to soften and hydrate the skin while imparting a vanilla scent. Key ingredients include skin-smoothing *Vanilla palnifolia* extract, exfoliating bamboo powder and a blend of mild surfactants that won't strip or dry the skin, per the brand.



Isle of Paradise's Brilliantly Bright Body Cleansing Wash with Vitamin C & Niacinamide delivers brightening for a flowing effect, as well as smoothed texture and even tone.

Other launches point toward a more multifunctional positioning. For instance, Youth To The People's Superfood + Niacinamide Body Cleanser with Antioxidants & Hyaluronic Acid balances and smooths the skin without dryness. Its niacinamide hydrates and supports skin barrier strength and even tone, while antioxidant-rich kale and green tea extracts impart a glow and gentle surfactants provide cleansing without irritation.

Elsewhere, Isle of Paradise's Brilliantly Bright Body Cleansing Wash with Vitamin C & Niacinamide delivers brightening for a flowing effect, as well as smoothed texture and even tone. The formulation's hyaluronic acid, meanwhile, hydrates for plumped, healthy-looking skin, per the brand.

Notably, some cleansers in the category are solids. For instance, Hanni's soap-free Cocoon Cleanse Solid Body Serum Cleanser with Shea Butter features antiseptic gardenia to combat bacteria, shea butter for hydration and a fermented sugarcane enzyme for deodorant activity.

The Keys to Body Skin Care Innovation

To tap into the growth in body skin care sales, brands will be best served by:

- Incorporating facial skin care ingredients like niacinamide and vitamin C
- Tapping into claims such as anti-acne, anti-aging/longevity, etc.
- Delivering sensory experiences, whether via a signature scent, sparkling effects, or even warming/cooling sensations
- Focusing on value: whether via pricepoint or proven efficacy, shoppers are in a choosy mood ■

Courtesy of Isle of Paradise/Facebook

Curls Take Center Stage:
TOP INNOVATION TRENDS IN NATURAL HAIR TEXTURES

Curly hair prevalence is on the rise among younger consumers, driving new innovation in hair care product launches, per recent Euromonitor International data.

BY KAYLA VILLENA, Euromonitor International



Because consumers with curly/coily/Afro-textured hair tend to seek out products specific to their hair type, the past few years have seen the debut of new brands exclusively for curly hair.

Image by Valerii Apetroaiei at Adobe Stock

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Curly hair prevalence is on the rise among younger consumers, driving new innovation in hair care product launches, per recent Euromonitor International data. The company identified the innovation trend in 2024, utilizing the company's new Passport Innovation portal—an AI-powered platform that measures the incidence of new brand and sub-brand launches at online retailers across 54 FMCG categories and 32 countries. Here's what we found.

Textured Hair Products on the Rise

There is an ongoing global movement to embrace natural hair textures, especially curly, coily or Afro-textured styles.

According to Euromonitor's Voice of the Consumer: Beauty, fielded June-July 2024, there is an increase in the amount of young people that report having curly hair compared to older generations, with almost a quarter of global consumers reported having curly hair in 2024.

Because consumers with curly/coily/Afro-textured hair tend to seek out products specific to their hair type, the past few years have seen the debut of new brands exclusively for curly hair (F-1). This is a welcome shift since many markets, including the United States, are still dominated by products that cater to straight hair.

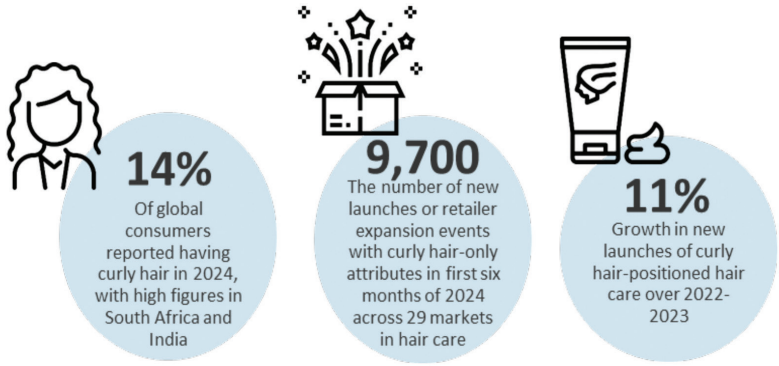
Top Textured Hair Brands & Features

Across 32 markets, L'Oreal Groupe's Kerastase leads product innovation of curly-positioned hair care products (see F-2).

New curly hair-specific launches from Color Wow Curls, Revolution, Bondi Boost and Redken are increasing the availability of products designed for curly hair in many Western European markets.

Curly hair-targeted products incorporate protective ingredients, such as lipids, shea butter, olive oil and sesame oil, which are formulated specifically for curls, anti-frizz, and thermal-protecting benefits. ■

F-1 Key stats: impact of curly-haired consumers on retail and product innovation



Source: Euromonitor Voice of the Consumer: Beauty, fielded June-July 2024; Passport Innovation, updated 5 Aug 2024

F-2 Top textured hair brands across eight countries

Top Brands Positioned for "Curly"-specific Hair Type, by New Product Launches 2021-2024 YTD

Countries ranked by largest hair care market in 2024 by value

Market	Brand No 1	Brand No 2	Brand No 3
US	Ouidad	As I Am	Curlsmith
Brazil	Kerastase	Dabelle	Head & Shoulders
France	Color Wow	Lazartigue	Omniblonde
Canada	Ouidad	Sculpting Curly Hair Mousse	Carol's Daughter
Singapore	Kerastase	Arkive	As I Am
UK	Color Wow	Kerastase	Arkive
India	Arkive	Aveda	Kerastase
Australia	Kerastase	Color Wow	Revolution Beauty London

*Source: Euromonitor's Passport Innovation, updated 5 Aug 2024. *Hair Care includes Colourants, Conditioners and Treatments, Standard Shampoos and Styling Agents*

Courtesy of Euromonitor

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