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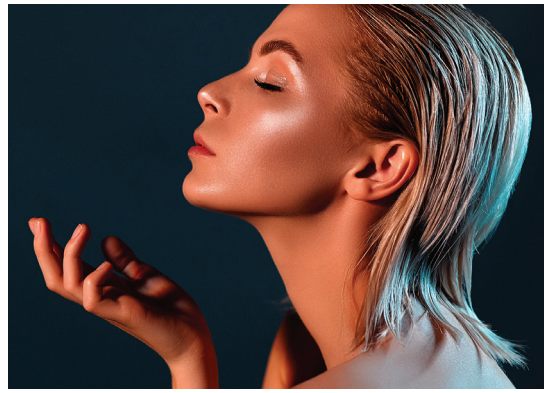
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Beauty in 2025: Growing Trends and Consumer Priorities

The beauty industry continues to display resilience and adaptability, cementing its position as a key driver across consumer goods and prestige markets. With sales growth in its fourth consecutive year, the beauty sector is set for significant advancements in 2025. Generational influences shape this evolution, fast-growing categories and shifting consumer priorities.



However, a unifying factor across all generations is the growing emphasis on wellness—75% of consumers prioritize feeling good over simply looking good, according to Circana.

Generational Influence on Beauty Trends

Understanding generational behavior is critical to navigating the beauty market in 2025. From Gen Alpha to boomers, each demographic brings distinct preferences and demands.

However, a unifying factor across all generations is the growing emphasis on wellness—75% of consumers prioritize feeling good over simply looking good, according to Circana.[a] For brands, this shift requires reimagining traditional marketing narratives to connect with beauty consumers on an emotional and holistic level.

The Rise of Fragrance and the Skinification of Beauty

Consumer spending patterns reveal dynamic shifts across categories, with fragrance emerging as the largest prestige beauty category. This growth spans both luxury segments such as perfumes (up 43%) and mass-market options like body sprays (up 94%).

Meanwhile, color cosmetics continue to reflect hybrid trends like the "skinification" of beauty. Products combining cosmetic and skin care benefits maintain strong appeal among consumers, as seen in the rising popularity of lip oils and balms with nourishing properties.

Additionally, skin care holds steady growth, particularly in the areas of body care and masstige products that bridge mass and prestige markets. Segments such as lip treatments and facial cleansers are standout performers, underscoring consumer demand for multipurpose and targeted solutions.

Technology and Emotional Connection as Growth Drivers

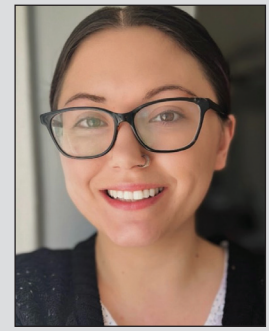
The success of the beauty industry is increasingly tied to its integration with emotional well-being and technological innovation. Beauty products are not just tools for appearance enhancement; they are deeply embedded in daily routines as wellness drivers. For brands to continue to flourish, a focus on improving the consumer experience through technology (e.g. virtual try-ons, AI-driven personalization) and communicating the emotional benefits of beauty will be pivotal.

With 2025 poised to build on the momentum of previous years, the industry has ample opportunities to innovate and connect with an increasingly diverse and discerning consumer base.

Jennifer Posternack

[a]https://www.circana.com/intelligence/blog/2025/generational-impacts-on-the-beauty-industry-in-2025/

[b]https://www.circana.com/intelligence/press-releases/2025/us-beauty-industry-sales-grow-for-the-fourth-consecutive-year-circana-reports/



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Packaging, Turnkey & Ingredient Innovation



Berlin Packaging's HEMA Collaboration

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For almost 100 years, HEMA has been dedicated to providing their customers with high-quality, stylish products at an affordable price. Berlin Packaging helped the company rebrand their personal and beauty care product lines to create more unity across the portfolio. Over 100+ products were updated with new packaging, including stock components and custom design solutions. The updated packaging creates a cohesive, premium brand aesthetic that builds visual equity while keeping costs down.



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Water dispersible iron oxides are coated pigments that address the settling and uniform dispersion issues in water based cosmetic applications.



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Available in both McKernan's continuous and best value lines, metal-shelled closures are perfect for taking your brand to the next level. These closures can be paired with a variety of our in-stock containers to create an elegant look for your product. Call 1-800-787-7587 for more information.

Images courtesy of the manufacturers



Campo Plantservative

Campo Research

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

With the help of green chemistry and modern techniques, Campo Plantservative (INCI: *Lonicera japonica* (honeysuckle) flower extract (and) *Lonicera caprifolium* (honeysuckle) flower extract) is produced from wildly cropped honeysuckle without the use of synthetic substances. Available in both water-soluble and oil-soluble versions, this functional ingredient contains phytochemicals with broad-spectrum antimicrobial properties against microbes, viruses, fungi, endospores and molds in products.



Cosmopak

Clean Turnkey Mascara Collection

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.



INSIDER INSIGHTS:
BALANCING INNOVATION, QUALITY AND COMPLIANCE IN BEAUTY FORMULATIONS:

Sourcing high-quality ingredients and navigating global regulations are two critical and ongoing challenges in the beauty industry.

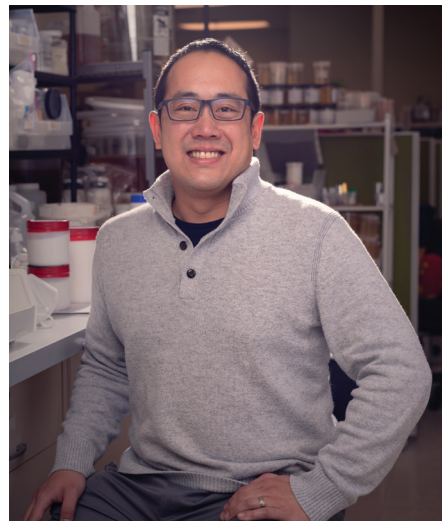


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Scott Renninger, Director of Regulatory, Safety & Claims at Debut



Wilson Lin, business operations manager, regulatory and quality assurance, Applechem/Solabia



Ronit Segev, M.D., founder and CEO of Biofor

Sourcing high-quality ingredients and navigating global regulations are two critical and ongoing challenges in the beauty industry. From ensuring ingredient efficacy, stability, and ethical sourcing to overcoming variability and compatibility issues, experts like Ronit Segev emphasize the importance of rigorous selection processes to create effective formulations. Meanwhile, Gilles Swyngedauw highlights the complexities of complying with evolving global packaging regulations, such as recyclability standards in Europe and California.

This article delves into the complexities of ingredient sourcing, examining the challenges formulators and manufacturers face, and highlights the importance of collaboration and transparency throughout the supply chain. By addressing both consumer expectations and regulatory requirements, it underscores the delicate balance between innovation and compliance in beauty product development.

Behind the Scenes of Skin Care: The Art and Science of Sourcing Effective Ingredients

Ronit Segev, M.D., founder and CEO of Biofor, emphasizes the importance of ingredient quality in skin care formulations, stating, "The foundation of any scientifically driven skin care formulation lies in the efficacy and integrity of its ingredients. Sourcing high-quality, evidence-based actives is critical not only for delivering measurable results but also for ensuring safety, stability, and synergy within the formulation. The skin is a complex, dynamic organ that responds to biochemical signals, and only well-researched, bioavailable ingredients can truly modulate cellular pathways in a meaningful way."

Expanding on this point, Segev highlights the impact of sourcing on product consistency and reliability: "Beyond efficacy, sourcing impacts the reproducibility and reliability of a product. Variability in raw materials—whether due to inconsistent extraction methods, regional differences, or supplier standards—can significantly alter an ingredient's activity. For example, the purity and molecular weight of hyaluronic acid, the stability of vitamin C derivatives, or the bioavailability of polyphenols can all determine whether an ingredient delivers therapeutic benefits or merely functions as a marketing claim."

She further explains the growing importance of sustainability and ethical sourcing in skin care, adding, "Moreover, sustainability and ethical sourcing are becoming integral considerations. The skin microbiome, for instance, can be affected by environmental pollutants or contaminants in raw materials, making transparency in sourcing and processing essential. While we are not the manufacturer selecting the suppliers directly, we ensure that our production facility collaborates with reputable suppliers who meet the highest standards of quality, consistency, and scientific validation. Professional skin care requires more than just an attractive ingredients list—it demands a rigorous selection process to ensure that each component functions optimally within the skin's intricate biological framework."

When discussing the complexities of ingredient sourcing, Segev outlines key challenges, stating, "One of the significant challenges in sourcing raw materials is that the same active ingredient, when purchased from different suppliers, can sometimes yield different results, even when it is chemically identical. The reasons for these variations are not always clear, and this inconsistency can impact product efficacy. As an experienced formulator who closely monitors real-world product performance, I continuously evaluate ingredient

L to R: Courtesy of Debut; MPlus Cosmetics; Biofor

sources to ensure that we obtain materials that lead to the targeted results we aim for."

Addressing the issue of ingredient stability, she notes, "Another challenge lies in ingredient stability and compatibility. Many potent actives, such as retinoids and polyphenols, are highly sensitive to oxidation, pH fluctuations, and formulation environments. The real challenge is not just sourcing these ingredients but ensuring they maintain their efficacy throughout the product's shelf life and within the skin's microenvironment upon application."

Segev also touches on the reliability of supplier-provided studies, adding, "Additionally, many companies that develop raw materials provide formulators with information about their newly developed molecules based on studies they have conducted themselves. While peer-reviewed scientific research conducted by independent institutions, universities, or research laboratories offers a reliable foundation, studies performed by the company developing the ingredient itself are not always as credible. I do not place a high degree of importance or trust in these in-house studies; rather, I view them as just one perspective on the ingredient. The burden of proof lies with the manufacturer, and I continuously monitor and assess real-world results to verify the ingredient's true effectiveness."

Finally, Segev concludes by explaining how Biofor mitigates these challenges: "To mitigate these challenges, we ensure that our production facility works with highly reputable suppliers who prioritize scientific validation and transparent quality control measures. Each ingredient undergoes rigorous testing, not just for purity but for bioavailability and long-term stability within formulations. In professional skin care, sourcing isn't just about obtaining raw materials—it's about curating a symphony of actives that work in harmony with the skin's physiology to drive real, visible, and lasting results."

Mastering Global Regulations: Tips for Manufacturers and Suppliers

Gilles Swyngedauw, innovation and sustainability vice president at Albéa, explains the complexities of navigating today's global market: "In today's global market, it's rare for a product to be sold exclusively in one country, making it essential for manufacturers to navigate varying regulatory requirements. Brands face a choice: either design products to meet specific regional regulations, leading to multiple SKUs, or adopt the strictest global standards, which might make them less competitive in certain markets."

He goes on to highlight how this challenge becomes even more apparent with packaging regulations. "This challenge is particularly evident with packaging regulations like the PPWR in Europe and SB54 in California, both requiring packaging to be recyclable by 2030 in Europe and at scale by 2032 in California and 2035 in Europe. Designing for recyclability often involves trade-offs that can affect price, appeal, or desirability."

Swyngedauw emphasizes the difficult decisions brands must make: "The question is: should brands adhere to the highest standards and risk being less competitive in regions where recyclability isn't mandatory, or create multiple packaging solutions for different markets?"

To address these challenges, collaboration across the supply chain becomes critical. Swyngedauw concludes, "Meeting product safety and recyclability standards requires close collaboration with packaging suppliers and transparency throughout the supply chain. Building trust with suppliers is essential to ensure compliance."

Overcoming Cross-Regional Compliance Obstacles

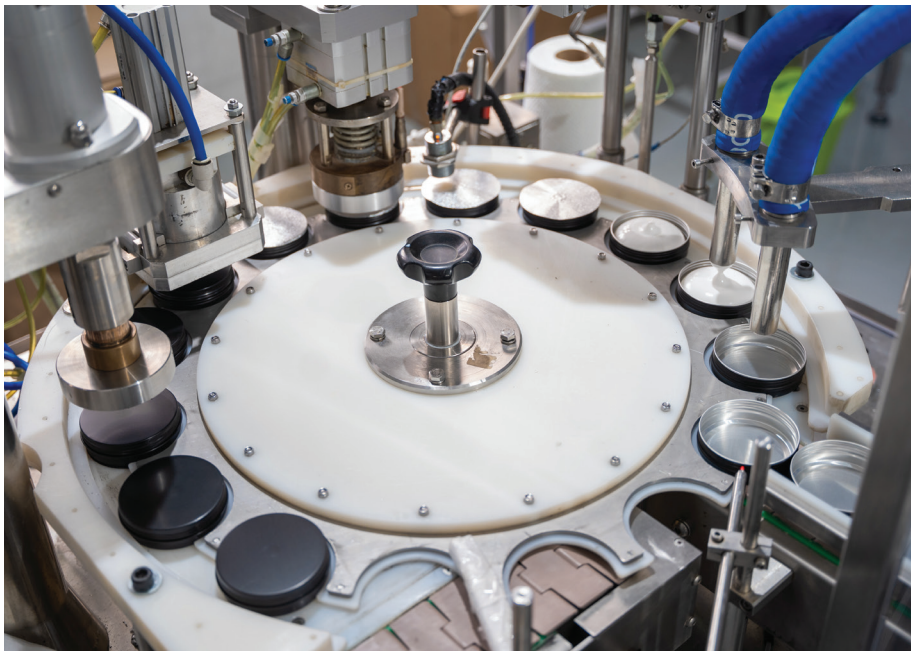
Swyngedauw says, "At Albéa, our commitment to sustainability has resulted in products that meet both environmental and aesthetic standards. For example, we removed POM (plasticized organosol monomer) from our packaging, as it releases formaldehyde, banned in many countries and detrimental to recyclability. Additionally, in 2019, we phased out ABL tubes—plastic-aluminum combinations—due to their non-recyclability. This led to the development of Greenleaf tubes, a fully recyclable alternative now offered to all customers worldwide, ensuring no compromise on sustainability or functionality."

Wilson Lin, business operations manager, regulatory and quality assurance, Applechem/Solabia says, "Some of the biggest challenges we've faced, ironically, center around the lack of standardization on acceptable clinical safety data for registration of new chemicals."

Lin adds, "For example, repeat insult patch testing (RIPT) is widely accepted testing methodology for dermal sensitivity in the USA, but is not accepted when compiling China CSAR safety dossiers for certain material classifications. By the same token, CSAR requires animal testing for measuring oral toxicity of new ingredients, which of course has been illegal in the European Union since 2009. Unless companies have dedicated strong resources to building in-house expertise with specializations in each region, it is difficult to parse out these differences without bringing in dedicated external consultants to manage the registration process."

How Manufacturing Partners Can Support Beauty Brands' Speed-To-Market Demands

Urszula Bosco, marketing and new business development director, Murad, says "Stock packaging is often favored for its speed to market. Berlin Packaging has hundreds of components for every beauty and personal care category, in stock and ready to ship the same day. We also



From regulatory compliance to right-sized supply chain strategies, brands are navigating a myriad of challenges in 2025.

source stock components from our global network of 1700+ supplier partners, helping customers find the perfect package for every category, pack type, material, and timeline."

Bosco adds, "We also provide demand planning, warehousing, and inventory management services to meet our customers' needs and deliver products efficiently. We have a dedicated team of demand planners who leverage technology, statistics, and live conversations to accurately forecast future needs, allowing us to right-size supply when demand changes, dynamically adjust safety stock, and avoid aged ware and stockouts. With warehouse locations around the globe, we use near-site warehouses for maximum proximity to our customers' facilities to save time and money."

She concludes, "If brands want something customized, they can leverage both stock and custom simultaneously—soft launch with stock packaging while finalizing a custom design to transition to when ready. Berlin Packaging's Studio One Eleven design and innovation division provides custom solutions and offers rapid prototyping of our designs. This can accelerate the process by helping internal teams gain alignment and ensure the design intent translates to manufacturable products."

The Future of Global Cosmetic Regulations: How Companies Can Stay Ahead

As beauty brands pursue global expansion, this growth brings with it a new set of challenges to overcome. One major challenge is navigating the complex world of international regulations for cosmetic products. Each country has its own rules and requirements that must be met in order to sell beauty and personal care products within its borders. In this landscape, it's crucial for brands and manufacturers to stay ahead and ensure compliance with all relevant regulations.

Scott Renninger, director of regulatory, safety and claims at Debut, says, "The evolution of global cosmetic regulatory standards is anticipated to be influenced by several key factors, with technology playing a central role. In the current information age, scientific advancements are poised to significantly impact both consumer expectations and regulatory frameworks. At Debut, we are actively integrating artificial intelligence (AI) and machine learning, which is already transforming various stages of product development, from identifying molecules of interest to formulation to manufacturing. Moreover, the emergence of bio-engineered ingredients, which offer enhanced performance and sustainability compared to traditional alternatives, is reshaping the cosmetics industry."

Renninger adds, "As scientific knowledge deepens and technological capabilities continue to advance, regulatory frameworks must evolve to accommodate these innovations. This evolution will need to balance the integration of new product development, testing and manufacturing methods with the imperative to uphold consumer safety and trust. To effectively keep pace with these changes, regulators must engage with industry stakeholders, gaining a deeper understanding of these advancements while crafting regulations that incorporate emerging technologies without imposing undue burdens on business, all while ensuring the highest safety standards for consumers."

Renninger concludes, "For companies, it is crucial to stay abreast of the latest regulatory developments. One effective way to do so is by actively participating in regulatory consultations and comment periods for proposed regulations, particularly in fast-evolving sectors such as biotechnology. Additionally, companies must be prepared to provide detailed scientific evidence to support the safety and efficacy of their products, while also fostering greater transparency with consumers regarding sourcing, manufacturing practices, and testing protocols. AI and technology have already transformed our world and industry and here at Debut, we are embracing the ability to be at the forefront of this evolution." ■

Image by Dragan at Adobe Stock



Multitasking beauty redefined: Color cosmetics infused with active ingredients for stronger lashes, smoother skin, and a calm complexion.

Image by Africa Studio at Adobe Stock

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POWERHOUSE INGREDIENTS ARE RESHAPING MULTITASKING MAKEUP

BY LISA DOYLE

Discover the latest innovations in color cosmetics, from multitasking active ingredients to hybrid makeup that enhances both beauty and skin health. Learn about groundbreaking formulations, key actives, and the future of skincare-infused makeup.

From strong lashes to calm complexions, color cosmetics are being asked to do more.

The days of concealer merely concealing and lip gloss merely glossing? We can safely say those days are in the rear-view mirror. As we've seen over the years with skin care, multitasking beauty has become the norm, and today's consumers expect their cosmetics to provide much more than aesthetic benefits.

"More and more, we are seeing the demand for color cosmetic products that do not just cover imperfections, but also offer some additional improvement to the skin," says Melissa Bergman, business development manager, Solabia USA + Applechem. "We see this in the increase in interest in tinted sunscreens, setting sprays with hyaluronic acid, or even in the use of ceramides in lipsticks. The expectation is not just 'look good, feel good' but also 'feel good, look better.'"

Indeed, the key to leveling up color cosmetics' functionality often lies in active ingredients, and outstanding suppliers around the globe are delivering solutions that offer top performance and lasting results. Read on for more on innovative actives that are stirring up success in the cosmetics category.



Activate: Strong Lashes

Most mascaras enhance the appearance of eyelashes; not all of them can enhance the health of eyelashes, especially those that weather the effects of daily makeup remover.

MPlus Cosmetics provides both through the addition of the microalgae *Isochrysis galbana*, a standout ingredient rich in biologically active compounds native to Tahiti.

According to Dagna Garcia, R&D and innovation manager at MPlus Cosmetics, the ingredient is developed through a sustainable process known as "blue biotechnology," ensuring the highest quality with stringent control over biomass production and the careful selection of additives.

She says, "*Isochrysis galbana* is prized for its powerful strengthening effect on eyelashes, and when paired with our innovative tubing mascara, which completely coats the lashes in a 360° effect, we have achieved extraordinary results. The tubing mascara also stands out for its gentleness—it can be removed with just lukewarm water, without the need for makeup removers. This gentle approach complements the active ingredient, further preserving the health of the lashes and strengthening them without compromising their natural structure."



Microalgae-powered beauty: Isochrysis galbana, sustainably developed through "blue biotechnology," brings Tahiti's richness to MPlus Cosmetics.

Activate: Smoother, Younger Skin

Well-aging in beauty is alive and well, and actives delivering skin care benefits into cosmetics are resulting in younger-looking skin. Also key are actives that can prevent makeup from settling into fine lines in the lips and skin, thereby aging the consumer.

Delivering product multifunctionality and anti-aging performance is the new Givaudan Active Beauty [N.A.S.] Vibrant Collection of vegan botanical extracts for hybrid and active makeup.

"Crafted through green fractionation, the [N.A.S.] Vibrant Collection comprises five potent natural extracts," explains Justine Thuleau, category manager, visuals and botanicals, Givaudan Active Beauty. "Highly concentrated in bioactive compounds, these powder extracts offer strong antioxidant properties and each deliver additional skin benefits."

Included in the collection are [N.A.S.] Curcuma 7409, a soothing rhizome extract derived from *Curcuma longa* L; [N.A.S.] Gardenia 2168, an anti-aging active extracted from *Gardenia florida* L; [N.A.S.] Spirulina 2183, a *Spirulina platensis* G-based,



Revolutionizing Beauty: Active Ingredients and Hybrid Makeup for Youthful Skin.

From top: Courtesy of MPlus Cosmetics; Image by DimaBerlin at Adobe Stock

brightening algae extract; [N.A.S.] Radish 1805, designed to offer skin protection and derived from the root of *Raphanus sativus* L; and, [N.A.S.] Radish 2364, an antiglycation radish extract designed to provide anti-aging benefits, also derived from the root of *Raphanus sativus* L.

Thuleau says, "Turmeric, gardenia, radish and spirulina are iconic naturals chosen for their rich composition in bioactives and antioxidant potential. A specific patented process ensures the stability of the composition of the extracts and bioactive compounds, preserving their organoleptic properties and appearance. The oil-dispersible powders deliver their biological efficacy in makeup without compromising color performance, ensuring intense and stable color over a prolonged period."

Spectra Colors Corp. recently released water dispersible iron oxides, with key applications ranging from lotions and masks to lipstick, eye shadow and foundation.

Says Alexis Capik, president at Spectra Colors, "These stand out through their uniform dispersion and exceptional anti-settling and wetting properties for cosmetics applications, and impart a powdery touch sensation on the skin."

Capik adds that no grinding is needed in formulation, and the iron oxides are dispersible in both water and glycol.

Activate: Calm Complexion

The base cosmetic layer for the face—whether it's foundation, BB cream, powder or otherwise—is expected to not just hide imperfections; it's expected to correct them. New actives are delivering unprecedented results.

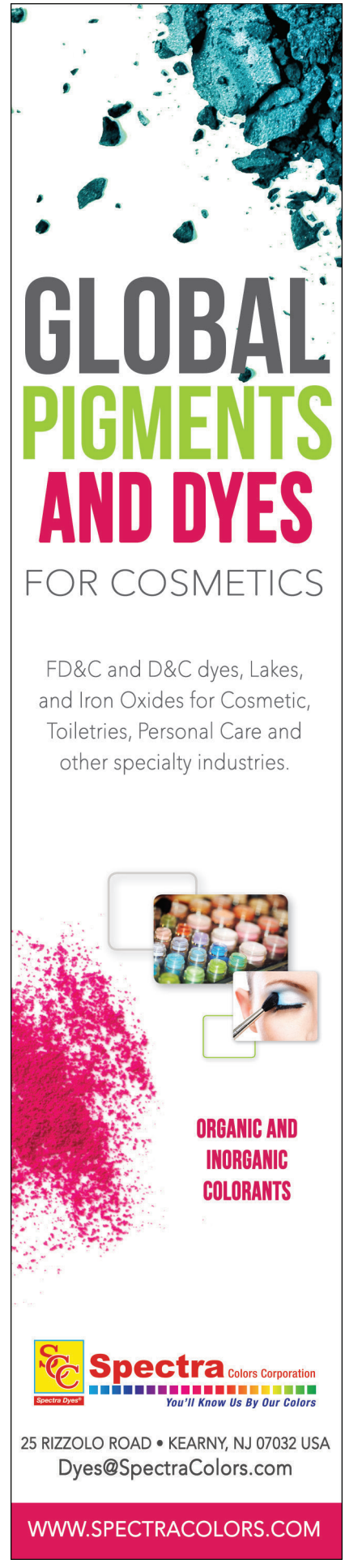
Solabia USA + Applechem's Serenibiome is a glycolipid acquired through biofermentation of the *Pseudozyma flocculosa* plant fungus. Designed for sensitive skin care applications, the COSMOS-approved ingredient calms neurogenic inflammation and promotes skin barrier repair.

"As our understanding of the role of the skin microbiome in general skin health continues to expand, there is more emphasis on the role that microbial imbalance plays in sensitive skin conditions," says Bergman. "For example, the severity of atopic dermatitis is associated with the over-proliferation of the pathogenic bacteria, *Staphylococcus aureus*, on the skin. Serenibiome bioselectively targets *Staphylococcus aureus* to



Courtesy of Provital USA

Provital's Nina Esposito highlights the 'skinification' trend, offering hydration, protection, and well-aging in one step.



relieve symptoms of sensitive skin prone to atopic dermatitis. While the pigment in a color cosmetic formula masks the uneven appearance of the skin, active ingredients for sensitive skin, such as Serenibiome, comfort skin underneath makeup."

Keep an eye on this active, as it has already been awarded the NYSCC Ingredient Maverick Award.

Also making strides in the field are active-packed products designed to be worn under makeup. Just launched from The Inkey List is the Exosome Hydro-Glow Complex, featuring its standout exosome actives. According to the company's CEO and cofounder, Mark Curry, the product is perfect for "skintellectuals," explaining that exosomes function as nano-sized postmen, carrying growth factors, proteins and more. The product is designed to increase collagen production, calm redness and irritation, and plump and strengthen the skin barrier.

"If we had to pick, it's for the 20 to 35-year-olds who want results without BS," says Curry. "They're smart, savvy, and expect their skin care to work as hard as they do. They love a multi-tasking hero product that streamlines their routine, delivers big-time results, and doesn't leave their wallet crying. Don't sleep on exosomes. They're not just another trend; they're the future. They're taking skin care from 'meh' to 'whoa' by working at the cellular level to heal, hydrate, and regenerate like nothing else."



Glow Under Makeup: The Inkey List's New Exosome-Powered Skincare Revolution.

Activate: Success

As actives continue to deliver more sophisticated results, it will be key for suppliers to ensure the actives take additional factors into account.

"The true challenge in formulation lies in maintaining the stability of active compounds," says Garcia. "To ensure these actives retain their full effectiveness throughout the entire lifecycle of the product, formulators must carefully select components, choose the right packaging, and



Courtesy of The Inkey List

consider optimal storage conditions. This attention to detail is key to preserving the integrity and efficacy of the final product."

Garcia adds, "The search for ingredients that are both synergistic and compatible with active compounds is a complex process that demands a deep understanding of each component's chemical and biological characteristics. A well-crafted formulation that optimizes the interactions between ingredients can significantly enhance the effectiveness of cosmetic treatments while ensuring the safety and well-being of the skin. This careful approach paves the way for the development of high-performing, innovative products that deliver exceptional results without compromising on skin health."

Nina Esposito, marketing director, Provital says, "Consumers are increasingly gravitating towards hybrid makeup products that seamlessly blend cosmetic allure with skin care advantages. This 'skinification' trend caters to the modern desire for multifunctional beauty solutions that not only enhance appearance but also nourish the skin. By incorporating potent ingredients like hero molecules, stem cells, antioxidants, and endophytes, these products offer hydration, well-aging benefits, and protection against environmental aggressors. This dual functionality streamlines beauty routines, providing convenience and aligning with a minimalist approach to personal care. As a result, individuals can achieve their desired aesthetic while simultaneously promoting long-term skin health."

Kelly Stone, science communication specialist, Provital says, "Provital CareActives provide clinically tested results for many claims featured in functional makeup. Our Eye'Fective is the perfect multifunctional eye care solution with its synergistic blend of hawthorn and jasmine extracts. Amongst its many benefits, Eye'Fective reinforces the eye contour and lifts the eyelid helping to reduce the double fold. Linefill is our go-to solution for needle-free lip plumping as this oil-soluble sesame extract increases fat cell maturation and storage leaving lips visibly more voluminous. Finally, our Orchistem uses the power of orchid stem cells to increase growth factors and the regenerative potential of fibroblasts helping firm and contour the face." ■

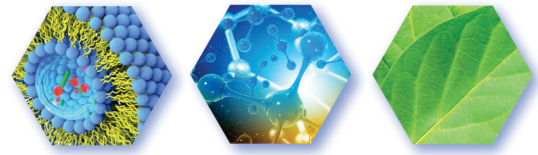


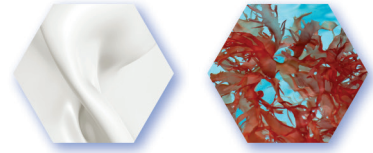
LISA DOYLE was formerly the associate editor of *Global Cosmetic Industry* and is a freelance writer in the Chicago area. Her work has also appeared in *Skin Inc.*, *Salon Today*, *Modern Salon*, *Master Barber* and *Writer's Digest*.

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Beauty Ingredients in 2025:

What Consumers Want and the Trends Driving Innovation

Beauty consumers prioritize trusted skin care ingredients alongside trendy innovations. Ingredient trends, biotech advancements, and clear marketing claims play a key role in building trust.



Ingredient stories and discoveries still dominate the consumer search for that 'next great' product because ingredients are still the star of the show.

Image by Pavel at Adobe Stock

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BY **JENNIFER STANSBURY,** co-founder of The Benchmarking Company

It's often said every artist is a cannibal and every poet a thief. Given the vast number of new ingredients at a formulator's disposal, and how quickly brands move to incorporate them into their next product, it's easy to see how this sentiment can apply to beauty. Yet even now, in beauty's hyper-focused phase of something for everyone, ingredient stories and discoveries still dominate the consumer search for that "next great" product because ingredients are still the star of the show. So what are beauty consumers looking for in ingredients in 2025? To get these answers, The Benchmarking Company asked more than 3,000 U.S. beauty consumers to share their thoughts and opinions on ingredients.

Consumers Prioritize Ingredient Transparency in Skin and Beauty Products

Like a chef seeks the perfect ingredients to create a culinary masterpiece, consumers seek out products with their preferred ingredients that they believe are the best choice to help them address their skin and beauty concerns. Sixty-five percent always or most of the time read ingredient labels (when shopping for skin care or beauty/wellness products), and 62% look for ingredients they both want and don't want in their products. Of all age groups, Gen Z is the most likely to use ingredient labels to seek out ingredients they don't want (24%), followed by millennials (19%).

In addition to the ingredient list, consumers read labels to gather a trove of other information, including understanding specific benefits, cruelty-free certifications, allergen info, and where products are manufactured, among others **(T-1)**.

Besides the information gathered from labels, consumers also look for other forms of proof to help them decide what products to buy, most notably claims. Nearly 60% rate consumer claims (i.e., 94% agree reduces the appearance of fine lines and wrinkles in 7 days) as highly influential, while nearly the same percentage of consumers feel similarly about clinical claims (i.e., reduces the depth of a wrinkle by 12%). Online reviews (69%) and before/after photos (62%) also rank "highly influential" to purchasing decisions.

T-1. Other Information from Ingredient Labels

Information	Percent
Product benefits (i.e. hydrating serum)	73%
Dermatologist tested	50%
Made with natural ingredients	47%
Cruelty-free certifications	44%
If the product is labeled "clean"	28%
Allergen information	25%
Recyclable packaging	21%
Country of manufacture	21%

Ingredient-Conscious Shoppers: How Consumers Are Redefining Beauty Labels.

Source: The Benchmarking Company

Why Consumers Seek the Perfect Skin Care Ingredient: A Blend of Trust and Trend

If there's one thing about beauty and skin care consumers that has remained steady over the years, it's their quest to find that one product (or ingredient!) that is perfect for them.

When asked why they are eager to try new ingredients, 77% of respondents believe they might find something that works better for their unique skin care needs.



Consumers seek both trusted, proven ingredients and trendy new ingredients to meet their skin care needs.



Image by Minerva Studio at Adobe Stock

T-2. Appeal of Ingredients: True vs. Trendy

Tried & True	Percent
I know the ingredient is safe because it has been around forever	48%
Ingredient addresses more than just one of my beauty/personal care needs	41%
Can find a variety of products with this ingredient at a desirable price point	36%
Is what I have always used	29%
It's a habit	14%
Trendy & New	**Percent**
There are tons of positive reviews about products with the specific ingredient	51%
New ingredients better address my skin/beauty concerns	49%
Hype around the ingredient entices me to try	44%
If it ends up working, GREAT! If it doesn't, no harm, no foul.	44%
I love to be one of the first to try a new product/ingredient	41%
Ingredient addresses more than just one of my beauty/personal care needs	33%
Read an article about it/saw it online	32%
Research on the ingredient or products with the ingredient in the form of clinical	30%
Claims and/or consumer claims	21%

Ingredient-Conscious Shoppers: How Consumers Are Redefining Beauty Labels.

Source: The Benchmarking Company

T-3. Newer Ingredients Consumers are Interested in Using

Ingredient	Percent
Retinol alternative	62%
Ginseng extract	62%
Marine collagen	61%
Avocado oil	61%
Pre/probiotics	58%
Pomegranate extract	57%
Grapeseed oil	54%
Cactus	52%
Sea plasma	51%
Willow herb	48%
Charcoal	48%
Plant stem cells	48%
Spirulina/Beet	46%
Algae	46%
Glycogen	44%
Rice extract	44%
Mushrooms	43%
Camellia oil	37%
Baobab oil	33%
Adaptogens	30%

Ingredient-Conscious Shoppers: How Consumers Are Redefining Beauty Labels.

Source: The Benchmarking Company

Consumers also believe new ingredients may be better multi-taskers and can address multiple skin care concerns (55%); innovative new products may work better than what is already on the market (35%), and new innovations/products will work quicker than what is currently available.

When asked to describe the types of ingredients they seek, it should come as no surprise that 65% of consumers indicated they want a combination of tried and true and new trendy ingredients to meet their needs. But are those needs the same? Not quite. Tried and true ingredients are appealing for just that reason: they can be trusted, they are proven and often more affordable and they are like an old friend. Trendy and new ingredients gain traction when other consumers start raving about them in reviews or hyping on social feeds, or the belief that they can better address skin concerns, and—many consumers just want to be one of the first to embrace the newest thing **(T-2)**!

With so many ingredients on the market, it's clear they are still compelling purchase drivers for consumers across multiple categories, not just skin care.

And while brands continue to offer formulations with the latest and greatest ingredients, only 6% of consumers seek these products vs the nearly 30% that look for formulas with trusted players such as hyaluronic acid (64%), vitamin C (62%), vitamin A/retinol (57%), aloe vera (50%), cocoa butter (43%), salicylic acid (43%), vitamin E (42%), niacinamide (41%), glycolic acid/caffeine (36%) and honey (29%). In terms of which newer ingredients consumers are interested in trying, those that closely resemble ingredients consumers are already familiar with, such as oils, herbs and gentle versions of acids, show high potential and interest **(T-3)**.

T-4. What Sparked Interest in Newer Ingredients

Reason	Percent
Online reviews	46%
Desire for clean/natural beauty ingredients	43%
Ingredient(s) address a specific need I have	41%
Proof of efficacy in the form of consumer and clinical claims	39%
Scientific advancements result in more effective ingredients	35%
I like to be the first to try something new	33%
More innovative than what is on the market	24%

Ingredient-Conscious Shoppers: How Consumers Are Redefining Beauty Labels.

Source: The Benchmarking Company

T-5. Biotechnology & Beauty

Reason	Percent
Benefit	Percent
Allows for the development of high-potency ingredients	58%
Can create alternative ingredients as substitutes for animal-based ingredients	53%
Increases availability since ingredients can be/are grown in the laboratory	45%
Reduces the environmental impact of ingredient harvesting	37%
Longer shelf-life because ingredients are bioengineered to last longer	36%
Reduces waste by allowing upcycling of ingredients	34%
Products can be developed faster	33%
Biotech ingredients are purer/safer than synthetic/overprocessed natural alternatives	24%

Ingredient-Conscious Shoppers: How Consumers Are Redefining Beauty Labels.

Source: The Benchmarking Company

T-6. Why Claims Are Important

Reason	Percent
Helps me understand what benefits the products promise to deliver	94%
Helps me understand who the product is for	87%
Influences my decision to purchase a product	80%
Would be dissuaded from buying a product without consumer perception claims	31%

Ingredient-Conscious Shoppers: How Consumers Are Redefining Beauty Labels.

Source: The Benchmarking Company

Even more interesting are the ingredients consumers told us they don't know. Along with fairly obscure ingredients like *Asparagopsis armata* (66%), hydroxypropyltrimonium *hyaluronate* (61%) and NAD+ (57%), there are a handful of ingredients currently being used by well-known brands that consumers claim to not know/have not heard of, including ectoin (68%), *Centella asiatica* (61%), polyglutamic acid (59%), tranexamic acid (61%), beta-glucan (57%) and copper peptides (40%), among others.

For those early adopters already using skin care with newer ingredients, claims of superior benefits (58%) was cited as the number one reason the ingredient sparked interest in the first place as well as online reviews, and claims—both consumer and clinical. Things that aren't spurring trials of newer ingredients? Buzz on socials (22%), the ingredient is used in other parts of the world/cultures (20%), and exclusivity or 'it feels exclusive' (15%) **(T-4)**.

Consumers Warming Up to Biotech

Like the food industry, one of the newest frontiers for beauty is the use of bioengineered ingredients. A controversial practice, we wanted to know where consumers stood on biotechnology, or the use of living organisms to create products and technologies, and the role that biotech plays in the development

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of new beauty/personal care products/ingredients.

Overall, consumers are excited and see it as a positive association for the industry and more broadly, the planet: 52% are excited about innovations in beauty using biotech, 49% are excited for more high-performance products on the market, and 34% like that biotech can reduce environmental impacts **(T-5)**.

The Importance of Clear and Accurate Claims in Beauty Marketing

And finally, a bit more about claims and how they impact ingredient trends—or anything related to beauty. Consumers have told us and shown through their purchasing habits the importance of claims. And although 88% of consumers notice claims in the marketing of beauty and personal care products and 53% say product claims are more influential in their purchase decision than they were 2 years ago, nearly one in three respondents attest they have difficulty understanding the difference between a clinical and a consumer perception claim. And it's not surprising **(T-6)**.

Too often, brands label claims as "clinical" when they are consumer perception claims derived from an add-on survey to a clinical study. These are not clinical claims, nor do they necessarily follow the international standard, such as ASTM or ISO for consumer perception claims testing. So not only does this confuse consumers (bad enough), but it can also garner unwanted legal woes (worse).

What does this mean for brands? It means that while consumers seek out and trust claims, brands must ensure clarity in their messaging. Whether it's a usage claim or a statement about a raw ingredient, consistency across all touch points is crucial for consumers to understand and believe the claims being made. ■



Based in Reston, Virginia, **JENNIFER STANSBURY** is co-founder and managing partner at The Benchmarking Company (*www.benchmarkingcompany.com*). The Benchmarking Company provides marketing and strategy professionals in the beauty and personal care industries with need-to-know information about its customers and prospects through custom consumer research studies, focus groups, its Beauty by the Numbers, and consumer beauty product testing for marketing claims.

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Revolutionizing Skin Care:
Innovative Ingredients TRANSFORMING Anti-Aging and Skin Health

Exploring the science, benefits, and sustainability behind these advanced ingredients, offering a closer look at how they address key skin concerns like aging, oxidative stress, and damage repair.

BY **JENNIFER POSTERNACK**, *Global Cosmetic Industry*
& **RACHEL GRABENHOFER,** *Cosmetics & Toiletries*

As the demand for natural and effective skin care solutions grows, innovative ingredients are transforming the way consumers approach anti-aging and skin health. From Silab's Longevicell, which harnesses the rejuvenating power of myrtle leaves to target cellular mechanisms for longevity, to Evolved By Nature's Activated Silk KDF-β peptide, designed to combat modern environmental stressors, these advancements are setting new standards in skin care ingredients. This article explores the science, benefits, and sustainability behind these advanced ingredients, offering a closer look at how they address key skin concerns like aging, oxidative stress, and damage repair.



Longevicell by Silab: A natural anti-aging ingredient derived from myrtle leaves, enhancing skin smoothness, radiance, elasticity, and firmness in as little as 14 days. Sustainably sourced and 99.3% naturally derived.

Image courtesy of Silab

Anti-Aging/Longevity

Silab's Longevicell Targets Sirtuins, Co-activators for Anti-aging, Longevity Efficacy

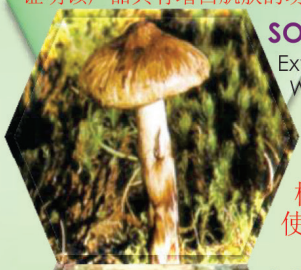
Silab delivers on consumer demand for natural and proven anti-aging products with Longevicell, an active ingredient that leverages the oligogalacturonans present in myrtle leaves. The ingredient reportedly targets sirtuins and their coactivators—NAD+ and AMPK—to support cellular longevity and promote youthful, radiant skin.

As Silab explains, sirtuins play a central role in promoting healthy cell functioning but their activity relies on the availability of NAD+ (essential for mitochondrial energy production) and AMPK (an energy sensor that protects cellular metabolism). Longevicell (INCI: Water (Aqua) (and) Hydrolyzed Myrtus Communis Leaf Extract) activates sirtuins 1, 3, 6 and 7, as

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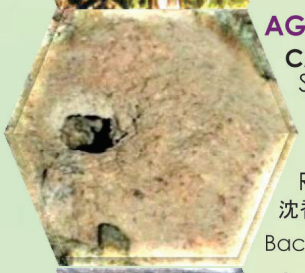
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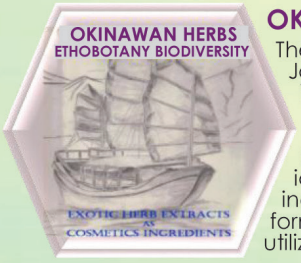
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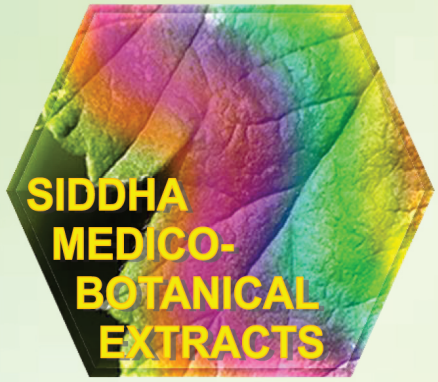
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Green 绿 Red Deep 深红 Ultra Sky Blue 天蓝
White Pearlescent 珍珠白 Red Light 浅红
Dark Ultra Brilliant Yellow 深黄 Yellow Light 浅黄
Dark Black 黑

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

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

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A Novel plant based preservative (water-soluble) for cosmetic formulations
独创的植物防腐剂(水溶性)适用于化妆品配方

CAMPO PLANTSERVATIVE WMr (Jojoba Oil)

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
独创的植物防腐剂(脂 / 油溶性）适用于化妆品配方

CAMPO BOTANICALS® Multi-Purpose Cosmetic Base Chemicals & Active Ingredients
CAMPO BOTANICALS® Novel Functional Active Cosmetic Ingredients and Raw-Materials
Efficacious Skin Topical Multi-Functionalities Active Novelty Botanical Phyto-Vegetative Stem-Cells that never undergo aging process but immortally give rise to new specialized and unspecialized cells, with functional efficacies responsible for regeneration processes, into pluripotent status for topical cosmetics.
100% Natural Botanical High Purity Permanent Hair – Botanical Colors.
With 100% High Purity Siddha Medico Botanicals Extracts as Natural Color Ingredients and
With 100% High Purity Campo Natural Botanical Additives to Prolong Hair Colors Effects,
For Botanical Permanent, For Botanical Demi-Permanent, For Botanical Semi-Permanent, For BotanicalTemporary

WORLDWIDE DISTRIBUTORS: https://www.campo-research.com/global-distributors/ www.kampoyaki-research.com

well as NAD+ and AMPK, boosting mitochondrial activity and mitigating cellular aging processes like glycation and senescence. By acting on these key mechanisms, the ingredient reduces protein oxidation and increases cellular energy production at the epidermal level, enhancing skin's complexion and radiance, according to Silab.

Internal studies showed Longevicell enhanced protein oxidation repair and increased cellular energy production in the epidermis while improving dermal matrix quality. These biological improvements translated to visible skin benefits in as little as 14 days.

More specifically, in Caucasian and Asian skin, after 14 days of application, the ingredient noticeably improved:

- Smoothness (in body skin)
- Radiance (in facial skin)

After 28 days, additional benefits emerged:

- Greater skin elasticity
- Firmness
- Reduced wrinkles

Feedback from study participants also supported these findings, with 100% of Caucasian subjects reporting smoother and more radiant skin, and 95% identifying Longevicell as an effective anti-wrinkle treatment, Silab reports.

Longevicell is grounded in the history and sustainability of myrtle. The shrub has been treasured since antiquity for its rejuvenating properties, per Silab, and was traditionally used to prepare "angel's water" for enhancing skin freshness.

Today, Silab sources myrtle leaves from certified organic suppliers in Morocco, ensuring quality and adhering to sustainability standards. The ingredient's production is traceable, from harvest to finished ingredient, to comply with biodiversity and regulatory requirements.

Longevicell is 99.3% naturally derived or higher (per ISO 16128), and suitable for face and body formulations at 1% to 4%. It is available in an aqueous format, and is compliant with global cosmetic regulations.

Activated Silk KDF-β: a Regenerative Peptide Designed for Today's Skin Aggressors

Evolved By Nature's Activated Silk KDF-β is a natural keratinocyte differentiation factor bioactive peptide designed to boost the skin's regeneration rate, thereby accelerating the cycling out of damaged cells. The result: rapid improvement in the appearance of skin damage and redness, as well as improved skin barrier integrity via a well-hydrated epidermal layer, per Evolved by Nature.

Environmental factors like UV rays, climate change and pollution have increased free radicals that cause oxidative stress on the skin. Over the years, UV levels have risen in some areas by up to 6%, per Evolved by Nature, contributing to skin damage and UV-related cancers. Addressing this requires solutions that not only improve skin health visibly, but also support the removal of damaged cells to prevent long-term effects.

Activated Silk KDF-β addresses the skin damage, hyperpigmentation and accelerated aging associated with heightened UV exposure and oxidative stressors, which, according to the company, can overwhelm conventional skin care solutions like hyaluronic acid, retinol and vitamin C.

Activated Silk KDF-β can support claims aimed at improving skin dullness, uneven complexion, hyperpigmentation, discoloration, accelerated signs of aging, inflammation and atopic skin issues.

Notably, Activated Silk KDF-β is safe for sensitive skin, suitable for daily use and sun exposure and can be incorporated into any formulation. It can also reportedly reduce the appearance of symptoms associated with eczema-prone skin.

Activated Silk KDF-β is said to aid keratinocytes in their journey from the epidermis's deepest layer, the *stratum basale*, to the surface layer,



Activated Silk KDF-β: A biotech innovation boosting skin regeneration, hydration, and barrier strength while addressing modern environmental stressors like UV damage and oxidative stress.

Image courtesy of Evolved By Nature

the stratum corneum. Along the way, these cells replace older, damaged ones, creating a refreshed and strengthened skin barrier.

The technology boosts the production of skin proteins like involucrin for elasticity, filaggrin for hydration and claudin for a strong skin barrier.

How Activated Silk KDF-β is Made

Activated Silk KDF-β is a natural, biotech-designed ingredient made from upcycled silk protein, water and salts. Its production avoids harmful chemicals and supports eight UN sustainable development goals, per the company.

"Traditional skin care ingredients like hyaluronic acid, retinol, and vitamin C were developed decades ago, making them an outdated defense to modern aggressors," says Brian Freedman, regional director of North America, natural ingredients at Evolved By Nature. "Adverse environmental conditions have increased over the past decades and reliable skin care hasn't kept pace. That's why we're thrilled to offer a new solution to skin care innovators. Activated Silk KDF- is the only ingredient designed for this modern challenge. It's an innovative solution that delivers real, targeted protection and renewal for today's skin care challenges."

Hyaluronic Acid and Face Serums Lead the Way in Beauty Industry Trends

According to recent insights from Daash Intelligence, hyaluronic acid is the leading active ingredient in the beauty industry, holding 12% of the market share. This powerhouse is followed by vitamin C, niacinamide, and peptides, which together account for 17% of the ingredient market share. Among product formats, face serums and moisturizers are surging in popularity, now representing nearly 11% of the total unit share in the market, with a notable average price of $61.50.



According to recent insights from Daash Intelligence, hyaluronic acid is the leading active ingredient in the beauty industry.

Face serums, in particular, have surpassed foundations to become the top product format, reflecting a shift toward skin care-focused routines. Within the face serum category, vitamin C holds a significant 20% market share, while niacinamide and hyaluronic acid lead with 29%. These trends highlight the growing consumer demand for active, targeted skin care ingredients and products designed to deliver results.

Daash Intelligence attributes this growth to evolving consumer preferences for effective, science-backed formulations. The rise of face serums aligns with the broader trend of consumers prioritizing skin care over traditional makeup, favoring products that improve skin health and appearance.

Daash Intelligence reportedly uses an AI-driven approach to modeling sales performance, market share, and emerging beauty trends. By analyzing data from research panels, tracking search and site traffic, and incorporating public data about brands and products, Daash provides a comprehensive view of consumer shopping behaviors and the most popular products in the market.

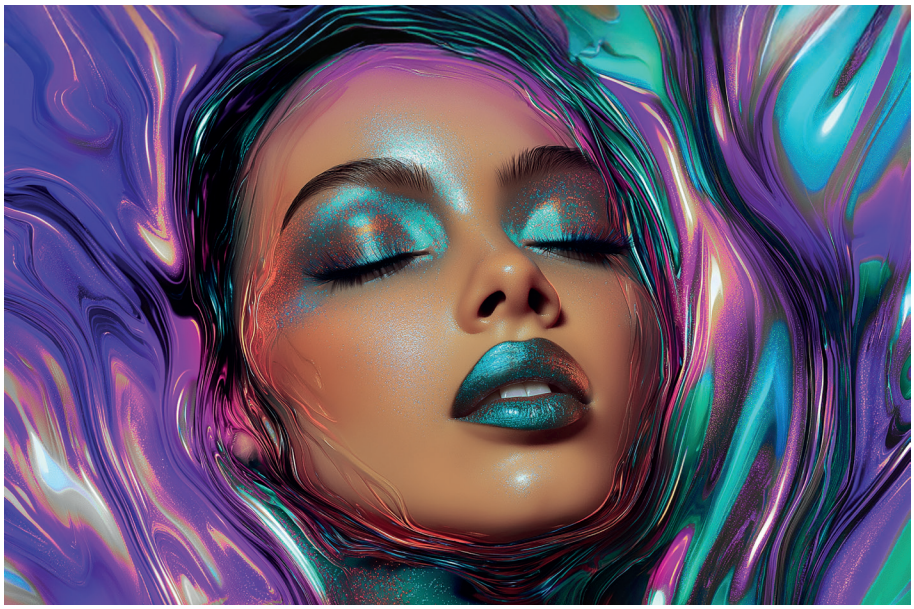
Noxifense: an Upcycled Bioactive for Fighting Oxi-inflammation

French cosmetic ingredients manufacturer Gattefossé has expanded its upcycling initiatives as part of its CSR strategy, Gatt'Up&Act. The company is focused on repurposing wasted materials to create high-quality, sustainable bioactives.



Gattefossé repurposes sea buckthorn leaves into sustainable bioactives like Noxifense, targeting skin sensitivity with antioxidant and anti-inflammatory benefits.

Image courtesy of Gatefosse; Also, image by JLCo Ana Suanes at Adobe Stock



Ronaflux pigments act as a chroma intensifier without diluting color saturation, per the company. Their striking color effects reportedly cannot be recreated by blending other pigments, which can make them difficult to replicate by competing brands.

In the last two years, Gattefossé has developed two bioactive ingredients, Eyeglorius and Noxifense, from underutilized sea buckthorn (*Hippophae rhamnoides*) leaves. These leaves, sourced from a family-owned organic orchard in Quebec, Canada, are collected during the annual September pruning of sea buckthorn trees, which also produce berries for food products.

Eyeglorius, launched in 2024, is a liposoluble anti-fatigue active obtained through supercritical CO_2 extraction. The soon-to-be-released Noxifense focuses on skin sensitivity care, utilizing specific flavonoids for antioxidant and anti-inflammatory effects. It targets "oxi-inflammation," a process linked to oxidative stress and inflammation.

This initiative aligns with Gattefossé's commitment to waste recovery and sustainable product development, supporting the company's broader environmental and CSR goals.

Natural and Biodegradable Jojoba Exfoliants

JD Beads from Jojoba are an environmentally conscious exfoliant made from 100% natural jojoba esters. Combining exceptional performance with sustainability, they meet the growing demand for eco-friendly beauty products.

These smooth, spherical beads offer gentle yet effective exfoliation, making them perfect for use in facial cleansers and body scrubs. Derived from premium JD Jojoba Oil, they are odorless, white and ideal for regular application without altering the sensory experience of the formulation.

Free from microplastics and inherently biodegradable, JD Beads provide a natural alternative to synthetic polyethylene microbeads, ensuring a cleaner, greener solution for personal care products.

JD Beads vs. Traditional Exfoliants

JD Beads provide a biodegradable and skin-friendly option compared to traditional exfoliants.

JD Beads are biodegradable and free from microplastics, reducing potential environmental harm to oceans and waterways. They meet current regulatory standards and address consumer interest in sustainable products. With smooth, spherical particles, JD Beads offer non-abrasive exfoliation suitable for daily use, including on sensitive skin. Unlike some traditional scrubs, they minimize the risk of microtears while maintaining effectiveness, per the company.

JD Beads are available in various mesh sizes, allowing formulators to adapt the exfoliation level for different



Sensient Technologies acquires French biotech company Biolie to enhance its natural ingredient portfolio. Highlighted innovations include Paradisyl, a natural SPF booster with anti-aging benefits, and Garnet Red, a natural antioxidant-rich red pigment.

Image courtesy of EMD Electronics; Also, image by wasanajai at Adobe Stock

products, from gentle facial scrubs to intensive body exfoliants. Beyond exfoliation, JD Beads contain jojoba esters, which help hydrate and soften the skin, contributing to a more favorable application experience.

Color Cosmetic Innovations

Ronaflux: Metal-free Metallic Pigments

EMD Electronics, the North American pigments division of Merck KGaA, Darmstadt, Germany, has launched Ronaflux metal-free high-performance metallic cosmetic pigments.

Ronaflux pigments act as a chroma intensifier without diluting color saturation, per the company. Their striking color effects reportedly cannot be recreated by blending other pigments, which can make them difficult to replicate by competing brands.

In addition to standout, bold looks, Ronaflux's universally true colors perform well in everyday makeup and neutral looks.

The pigments can be used without restriction in applications such as lip and personal care products, in which they remain stable and will not fade over time.

Ronaflux pigments are also reportedly easy to process and do not require milling or dispersions to develop colors.

"Our new Ronaflux pigments are completely unlike any other type of pigment in the personal care market," says Mike Blazejowski, vice president of the Americas. "They are made differently, they behave differently, and they provide dramatic effects that can't be found anywhere else. They are the biggest innovation in pigment technology in 20 years."

"One thing that I really appreciate as a formulator, is that the Ronaflux pigments help the creations of striking color effects consistently over different skin tones, making it a universal color for all," says Qinyun Peng, head of application technology for the Americas. "This translates into saving time and money because the effects are so consistent."



Image courtesy of Debut

Debut has created biotech-derived carmine, a vibrant red pigment widely used in cosmetics.

Sensient Acquires White Biotech Expert Biolie to Expand Active Color Offerings

Sensient Technologies Corp., a global supplier for color and personal care applications, has acquired Biolie, a French manufacturer specializing in white biotechnology and natural ingredient extraction. The acquisition, completed on Feb. 14, 2025, will strengthen Sensient's active color portfolio and manufacturing capabilities.

The news of the acquisition follows Biolie's successful product launches showcased at Cosmet'Agora in January 2025, including two innovative cosmetic ingredients.

Paradisyl (INCI: Water (Aqua), Propanediol (and) Citrus Paradisi Fruit Extract) is a pomelo extract developed through Biolie's eco-friendly enzymatic process. It functions as a natural SPF booster, demonstrated to elevate SPF 20 formulations by 30% with just 2% usage.

Alongside its SPF-boosting properties, Paradisyl is said to exhibit powerful anti-inflammatory and anti-aging capabilities, reducing redness by 50% within one application day and preserving collagen through collagenase inhibition.

Ideal applications include:

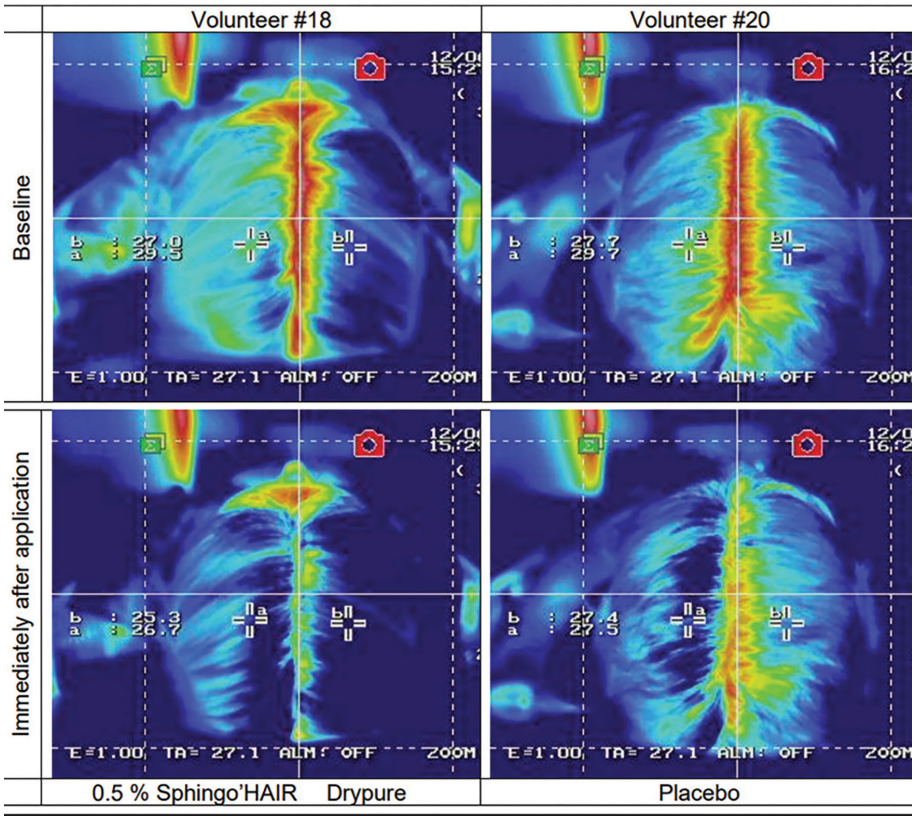
- Sunscreen
- Anti-fatigue facial care
- Soothing after-sun lotions

Garnet Red (INCI: Helianthus Annuus Seed Oil (and) Alkanna Tinctoria Root Extract) is a natural red-colored oil derived from alkanet root in sunflower seed oil. Boasting an ORAC score equivalent to 1,777 µmol of trolox per 100 g, it delivers potent antioxidant properties.

The ingredient is said to help prevent skin aging and wrinkles by inhibiting elastase activity, maintaining elastin's functionality in the skin.

It is suitable for use in:

- Hydrating skin care
- Anti-aging serums
- Cosmetic formulations requiring natural pigmentation



Assessment of scalp soothing (T°C) by infrared thermal imaging camera at baseline (top) versus immediately after application (bottom) with Sphingo'Hair Drypure (left) versus placebo (right)

The integration of Biolie's technologies reportedly strengthens Sensient's commitment to natural, eco-conscious innovation. Together, the two companies aim to redefine standards in active colors and sustainable personal care solutions, providing formulators with powerful tools to meet consumer demands.

Animal-Free Carmine

Debut has created biotech-derived carmine, a vibrant red pigment widely used in cosmetics. Unlike traditional carmine, which is harvested from crushed cochineal beetles or synthetic alternatives that can lack the same vibrancy and performance, Debut's innovation offers a precise molecular replica created through biomanufacturing. This animal-free carmine will soon be available for the beauty industry, with expansion into food and beverage on the horizon.

Carmine is notoriously difficult to replicate due to its unique color vibrancy and stability. Many synthetic or vegan substitutes fail to match its performance, leaving the beauty industry reliant on beetle-derived carmine, which raises ethical, health and environmental concerns. Debut's carmine not only eliminates the need for insect harvesting—requiring an estimated 70,000 beetles to produce just one pound—but is also 95% pure compared to the industry standard of 30%. It is free from proteins that cause skin irritation, reportedly offering a safer, more sustainable option without compromising on quality.

Hair & Scalp Care

Sphingo'Hair Drypure Ceramide NP

Croda Beauty has introduced Sphingo'Hair Drypure, a bio-fermentation-derived ceramide designed to support both scalp and hair barrier structures. The ingredient is composed of long-chain fatty acid ceramide NP, which plays a critical role in maintaining the structural "cement" of the scalp and hair, the company reports.

The scalp and hair share interdependent barrier structures that act as defense mechanisms against external aggressors, including physical, microbial and chemical stressors. According to Croda Beauty, Sphingo'Hair Drypure (INCI: Not Provided) reinforces the scalp's barrier function, improves hydration, reduces scaling and soothes inflammation. For hair, the ingredient enhances moisture balance, smooths the cuticle, increases shine and improves manageability.



Lipex SheaLuxe TR: A sustainable, shea-derived alternative to dimethicones, offering silky textures, anti-frizz benefits, and eco-friendly sourcing through AAK's Kolo Nafaso program.

Image courtesy of Croda Beauty; also, image by Diego at Adobe StockStock



Kerazyne MB by Inolex is a multifunctional conditioning polymer designed for hair, scalp, and skin care applications. It offers enhanced mildness, static control, and sustainability, with innovative mechanisms for conditioning and reduced skin irritation during cleansing.

According to the company, studies conducted using Sphingo'Hair Drypure demonstrated benefits including:

- Strengthening the scalp's barrier function
- Increasing scalp hydration and reducing flaking
- Improving hair fiber moisture balance
- Enhancing cuticle smoothness, shine and ease of combing
- 100% Natural Ingredient

Sphingo'Hair Drypure is a biomimetic ingredient composed of 100% natural-origin content, meeting ISO 16128 standards. It is approved by COSMOS and compliant with IECIC standards, making it suitable for clean beauty formulations.

Lipex SheaLuxe TR Silicone Replacement

Croda Beauty has announced new findings on the performance of its natural hair repair ingredient, Crodabond CSN. This solution, made from 100% naturally derived materials, has demonstrated effective split-end repair at a reduced concentration of just 1%.

Crodabond CSN (hydrogenated castor oil/sebacic acid copolymer) has gained industry recognition for its ability to seal split ends, enhance smoothness and improve shine. Recent studies reveal that using only 1% Crodabond CSN achieves an ideal balance between effective hair repair and a natural sensory feel, making it a standout choice for hair care formulations.

Key benefits of Crodabond CSN reportedly include:

- Effective Split-End Repair: Proven to seal split ends, even after multiple washes.
- Natural & Sustainable: 100% naturally derived, biodegradable, vegan-suitable, and halal-approved.
- Versatile Performance: Works across various hair types (European and Asian) with consistent results.
- Clean Beauty Credentials: Free from phenoxyethanol, non-GMO, and IECIC listed.
- Croda's Scanning Electron Microscopy (SEM) studies confirmed the ingredient's superior wash-out resistance compared to synthetic competitors, cementing its position as a natural and effective alternative for hair care brands.
- Crodabond CSN offers a long-lasting, natural solution for brands looking to meet consumer demand for high-performance, sustainable hair repair products.

Kerazyne MB Polyesteramine

Kerazyne MB, developed by Inolex, is an advanced multifunctional conditioning polymer designed for various personal care applications. With innovative mechanisms and an enhanced sustainability profile, it is designed to offer a versatile alternative to conventional conditioning agents in hair and skin care formulations.

Kerazyne MB is a polyesteramine that, per Inolex, provides hair conditioning through multiple mechanisms. Non-quat cationic sites are attracted to anionically charged hair fibers; ester linkages provide secondary attractive forces to hair fibers; and an alkyl group provides a protective, conditioning layer once bound to hair. Per the company, the combined effects result in the emolliency and gloss characteristics of an ester and adhesion properties comparable to traditional amines.

Inolex adds that in cleansing applications, polyesteramines interact with surfactant molecules and reduce the interaction of individual surfactant molecules with the skin's lipid bilayers. The result is a reduction in skin irritation during cleansing.

Kerazyne MB (INCI: Polyester-11) offers a range of functional and formulation advantages suitable for professional-grade cleansers, scalp care and conditioning formulations. These include:

- Enhanced formula mildness: Minimizing surfactant skin penetration without reducing cleansing effectiveness or foam performance, ensuring a milder formulation.
- Static control and conditioning: Effectively reducing static charge in hair care, offering smooth and manageable strands.
- Sustainable profile: Providing an alternative to traditional polyquaternium and amodimethicone chemistries, meeting eco-conscious formulation needs.

Image by Drobot Dean at Adobe Stock; also image courtesy of Imerys

- Micellar thickening: Delivering excellent thickening properties and enhancing product consistency, while also creating a clean rinse with soft, silky feel.
- Cold processing: Offering formulators a pourable liquid suitable for cold processing and clear formulations, simplifying manufacturing.

Kerazyne MB is readily biodegradable, halal certified, RSPO mass balance certified, and clean beauty preferred. It is also China IECIC listed, vegan and cruelty free, and kosher compliant. Recommended at use levels of 0.5-2.0%, the ingredient is added to the oil phase or premix with amphoteric surfactant, then added into the surfactant system with mixing; a pH < 6.5 is required.

Kerazyne MB is designed to perform across multiple personal care categories, including:

- Hair care products such as conditioners, treatments and styling solutions
- Cleansers for both body and scalp
- Skin care and body care formulations

Sun Protection Breakthrough

ImerCare SunTouch Perlite-based Sensory Agent

Imerys unveils ImerCare SunTouch, a perlite-based sensory agent designed to meet the growing demand for sustainable and effective SPF cosmetics. This COSMOS-approved solution offers a natural alternative to synthetic sensory agents, delivering a velvety, matte finish while maintaining SPF efficacy.

ImerCare SunTouch (INCI: Not Provided) not only addresses the demand for eco-friendly solutions, but also enables the formulation of comfortable sunscreens suitable for daily use. With its reported dry touch feel and a natural matte finish, it offers an alternative to silica and nylon.



The ingredient not only addresses the demand for eco-friendly solutions, but also enables the formulation of comfortable sunscreens suitable for daily use.

Additional features include the following:

- Natural matte finish - the structure of perlite imparts a non-greasy, non-sticky feel, leaving a soft, powdery texture with a matte appearance on the skin, per Imerys.
- Enhanced sunscreen absorption - The high absorption capability of ImerCare SunTouch is said to promote effective skin penetration, crucial for maintaining SPF performance without compromising sensory experience.
- Wide compatibility - The ingredient is compatible in various SPF cosmetic formulations, including emulsions, oils, gels and sticks, making it highly versatile across product types.

To evaluate its performance, ImerCare SunTouch was tested at 5% in a formulation and compared with a formula containing 5% silica. Parameters for spreading, powdery touch, matte effects, dry touch and penetration were rated by panelists. Results indicated that ImerCare SunTouch performed equally if not better than silica, without compromising the texture or aroma of the product, per Imerys.

What's more, the ingredient's impact on SPF efficacy was assessed through in vivo studies. According to the company, findings confirmed it does not significantly affect sunscreen performance, ensuring effective protection.

By replacing synthetic sensory agents with ingredients such as this COSMOS-approved, perlite-based alternative, cosmetic formulators can meet modern consumer demands for comfort, efficacy and environmental responsibility in everyday sunscreen formulations.

Post-Procedure Skin Care Innovations

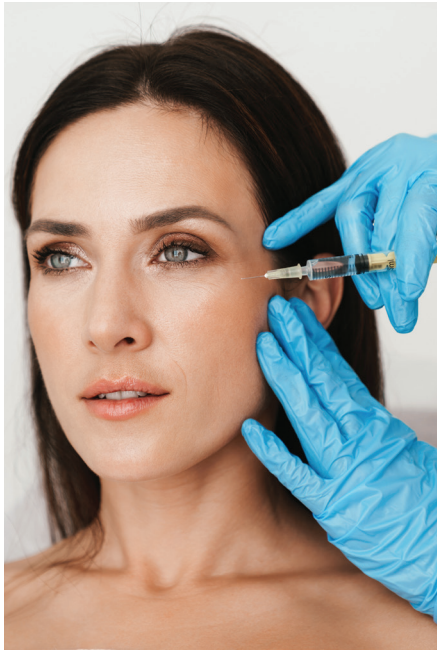
Argireline Amplified Peptide

Lubrizol's Argireline Amplified Peptide, when applied in combination with Botulinum toxin type-A injections like Botox, can "keep wrinkles at bay for nearly 8 weeks longer than [the injections] alone." This research aligns with consumer demands for effective, longer-lasting dermo-aesthetic solutions, allowing them to make fewer trips to the clinic.

This enhancement and prolonging effect of the ingredient is in line with the rising medicalization of beauty. It also offers further evidence of the peptide beauty revolution.

Argireline Amplified Peptide (INCI: Water (Aqua) (and) Acetyl Hexapeptide-8 (and) Sodium Benzoate), which is produced in accordance to green chemistry principles, has displayed "superior" in vitro activity and muscle relaxation effects compared to the company's original Argireline peptide. It was initially used in topical treatments as a non-invasive solution to reduce facial muscle activity.

Image by x Drobot Dean and Vladislav at Adobe Stock



Fewer trips to the medspa? Lubrizol's Argireline Amplified Peptide, when applied in combination with Botulinum toxin type-A injections like Botox, can "keep wrinkles at bay for nearly 8 weeks longer than [the injections] alone."

A recent study involved 45 Caucasian volunteers, both men and women, aged 35 to 60. Participants received 50 units of Botulinum toxin type A injections targeting crow's feet, frown lines, and forehead wrinkles. In addition, they applied either a cream containing a 5% Argireline Amplified peptide solution or a placebo cream to their entire face twice daily over a period of four months.

Researchers employed both 2D and 3D facial imaging techniques to assess changes in wrinkle visibility, skin texture, and wrinkle length across key areas such as crow's feet, frown lines, and the forehead.

The findings revealed that after 1, 3, and 4 months, participants who received the active peptide combination treatment showed a significant reduction in wrinkles compared to those treated with BTA and a placebo. Notably, this combination treatment extended the wrinkle-free period by nearly 8 weeks longer than BTA alone, demonstrating its superior effectiveness.

Skin Barrier Recovery Acceleration After Dermatological Procedures

La Mer and The Estée Lauder Companies (ELC) have announced the publication of research in the Journal of Clinical and Aesthetic Dermatology (JCAD), highlighting the efficacy of La Mer's *Macrocystis pyrifera* ferment-containing serum (MPF-Serum) in strengthening the skin barrier and accelerating recovery following dermatological procedures. This marks an important advancement in post-procedure skin care, offering a new standard of care for patients undergoing treatments such as chemical peels and laser therapy.

The research, conducted by Uma Santhanam, Ph.D., and Claude Saliou, PharmD, from ELC's clinical sciences team, and Jaime Emmetsberger, Ph.D., from La Mer's Max Huber Research Labs, in collaboration with esteemed dermatologists and external researchers, evaluated the impact of MPF-Serum on skin barrier function.

Across multiple clinical trials involving women aged 31 to 65, the MPF-Serum showed a significant improvement in moisturization and skin barrier integrity over an 8-week period. The product was also tested in controlled dermatological procedures, including 70% glycolic acid peels and non-ablative laser treatments, where it demonstrated superior post-procedure recovery compared to standard moisturizers.

These findings suggest MPF-Serum could serve as both a preparatory product for procedures and a more effective alternative to traditional ointments during recovery.

"Our research indicates that MPF-Serum provides tangible benefits for patients recovering from dermatological treatments, setting a new benchmark for post-procedure skin care," said Saliou, a key contributor to the study. "This innovation underscores the potential for science-led solutions in the beauty industry."

As beauty and skin care continue to intersect with advanced scientific research, studies like these reinforce the industry's potential to deliver products that not only enhance aesthetics but also improve skin health and recovery. The findings from La Mer and ELC's study promise to shape the future of post-procedure skin care and further elevate the role of science in beauty innovation. ■



The product was tested in controlled dermatological procedures, including 70% glycolic acid peels and non-ablative laser treatments, where it demonstrated superior post-procedure recovery compared to standard moisturizers.



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The Beauty Tech Boom:
Personalized Solutions Driving Market Expansion

The beauty industry is undergoing a remarkable transformation, fueled by advancements in technology. From AI-powered skin analysis enabling personalized care to innovative smart devices and groundbreaking biotech discoveries, the future of beauty is being redefined.

Advancements in technology are transforming beauty from a product-driven industry to a service-oriented one, offering highly personalized solutions to meet evolving consumer expectations. Personalization has become a critical factor in building customer loyalty, with 71% of consumers expecting tailored shopping experiences, according to McKinsey[a]. Notably, nearly 80% of customers are more likely to make repeat purchases or recommend a brand if it delivers personalized interactions.

- AI-Powered Analysis: Tools like L'Oréal's Perso device analyze skin conditions and environmental factors to create customized serums and treatments. This data-driven approach revolutionizes the traditional trial-and-error method of finding the right products.
- Virtual Try-On: AR technology allows customers to virtually try on makeup and skin care products before purchasing, providing a more interactive and personalized shopping experience. This technology can also be a way for brands to harness valuable insight into their customer demographics.
- Wearable Devices: The demand for smart beauty devices is on the rise. Devices such as smart beauty mirrors and electronic skin care tools provide salon-quality results at home. According to Statista, the number of beauty tech users is projected to reach $515.8 million by 2029.

Global Beauty Tech Market Major Players

According to a report published by The Business Research Company in 2025[b], the major companies currently operating in the beauty tech market include Johnson & Johnson, The Procter & Gamble Company, Unilever, Panasonic Corporation, L'Oréal., Henkel AG & Co., The Estée Lauder Companies, Kao Corporation, Ulta



Perso's hardware features a motor system located at the top of the device which moves and compresses the formula from the cartridges at the base of the machine in an upward motion to the dispensing tray above.

Coutesy of PRNewsWire, L'oreal

[a]https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier

Beauty, Sephora, Shiseido, Dyson, Coty Inc., Amorepacific, Mary Kay, Avon, Nu Skin Enterprises Inc, Revlon, Beiersdorf, Foreo AB, Clarins, Tatcha, Quasar Bio-Tech., Glossier, Tria Beauty, Skin Inc., Murad, NuFACE and Dr. Dennis Gross skin care.

Beauty Tech Market Size and Growth by 2025

The beauty tech market has experienced significant growth in recent years. According to The Business Research Company, it is projected to increase from $68.87 billion in 2024 to $79.87 billion in 2025, reflecting a compound annual growth rate (CAGR) of 16.0%. This surge can likely be credited to the rising adoption of IoT devices, growing investments in beauty tech startups and research, demand for sustainable and clean beauty solutions, as well as advancements in personalized beauty and digital retail transformation.

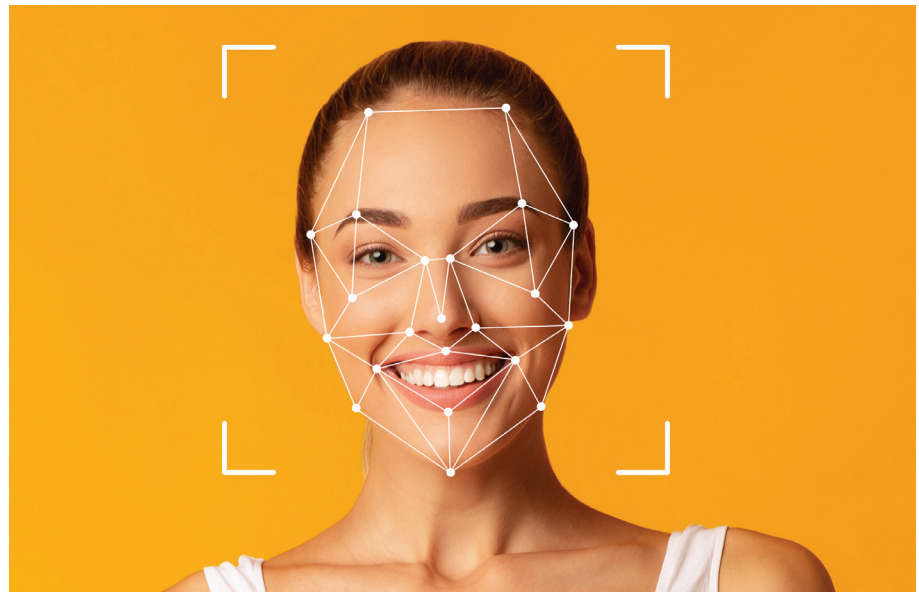
Beauty Tech Market Growth Outlook

With growing demand for smart devices and tailored beauty routines, this sector is set to transform how consumers approach self-care and cosmetics.

By 2029, the market is anticipated to reach $130.93 billion, growing at a CAGR of 13.2%. Key drivers of this growth include heightened consumer awareness around clean beauty, the influence of social media and influencers, the popularity of subscription beauty boxes, the rise of e-commerce and global market expansion. Notable trends expected during this period include AI-driven ingredient discovery, innovations in beauty technology, AI-powered skin analysis and lip care, wearable beauty devices and 3D virtual makeup tools.

Global Cosmetic Industry recently spoke with Tom Myers, president and CEO of PCPC, to discuss the latest developments shaping the beauty and personal care industry. When it comes to embracing AI innovation, Myers says, "Our industry has long been a leader in innovation–making significant investments in scientific advancements to ensure safe, high-quality products that evolve with consumer needs and technological advancements."

Myers adds, "Many companies are leveraging AI and other advanced technology tools to offer, among other things, customized skin care and makeup recommendations to meet consumers' unique skin types, tones and concerns. We anticipate a continued upward trajectory in this area as technology and consumer interest evolve."



AI-Analysis tools can help improve accuracy when consumers are diagnosing their personal skin concerns.

Image by Prostock-studio at Adobe Stock

New Advancements in Beauty Tech

AI-Enhanced Fluorescence Photography

Haut.AI, an artificial intelligence (AI) company for skin care and beauty applications, has published a new scientific review, focusing on combining fluorescence photography with AI algorithms for non-invasive skin diagnostics that can spot problems before they become visible.

Fluorescence photography is an advanced technique that captures the natural glow emitted by molecules like collagen and porphyrins when the skin is exposed to ultraviolet (UV) light.

The study, "State-of-the-Art in Skin Fluorescent Photography for Cosmetic and skin care Research: From Molecular Spectra to AI Image Analysis", published in the journal Life (IF 3.2), highlights how this approach can uncover skin issues such as acne, photoaging and hyperpigmentation—frequently before they become visibly noticeable. This would allow skin care experts to diagnose underlying issues earlier, track treatment progress more effectively and offer deeper insights into skin aging, Haut.AI claims.

AI algorithms can analyze the vast data captured by fluorescence images to identify patterns and subtle changes that may be impossible to detect manually. This means that AI can more accurately pinpoint early indicators of skin conditions. AI also has the ability to monitor skin changes over time, providing insights into how skin conditions change and how treatments are responding to various conditions.

Anastasia Georgievskaya, CEO and co-founder of Haut.AI, says, "Fluorescence photography allows us to see what the human eye often cannot

[b]https://www.thebusinessresearchcompany.com/report/beauty-tech-global-market-report

and when combined with AI, we're unlocking entirely new levels of skin diagnostics. We're looking at a future where skin analysis is multimodal and utilizes different aging models and biomarkers, such as using fluorescence spectroscopy, to make skin analysis more precise and predictive."

SkinGPT

Haut.AI also recently launched SkinGPT, an innovative AI-powered tool that takes virtual skin care to the next level. Designed for beauty brands, SkinGPT uses generative AI to predict how factors like UV exposure or skin care ingredients affect the skin over time, providing accurate simulations—not just filters. This technology allows brands to offer personalized, engaging virtual skin care experiences for beauty consumers.

Georgievskaya says, "At Haut.AI, we work primarily in the B2B space, but we didn't want to keep our ground-breaking SkinGPT technology locked away. We wanted to give end users access to this virtual try-on experience as soon as possible. By giving everyone access to try SkinGPT, we aim to accelerate the adoption of AI technology in beauty while also making our science available to the public."

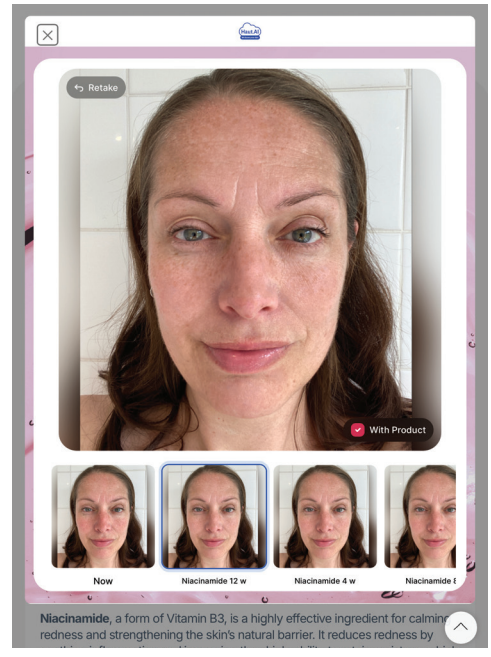
Portable Skin Analyzer with AI

SmartSKN's Muilli AI Dermascope combines precision analysis with custom skin care formulations, setting a new standard in beauty technology.

The Muilli AI Dermascope is equipped with 60x magnification and bioimpedance sensors, which allows it to analyze a wide range of skin parameters, including sensitivity,



Haut.AI explores the the benefits of using fluorescence photography to uncover skin issues earlier like acne, hyperpigmentation and photoaging.



SkinGPT uses generative AI to predict how factors like UV exposure or skin care ingredients affect the skin over time, providing accurate simulations—not just filters.

L to R: Image by ArenaPics at Adobe Stock; Courtesy of Haut.AI



pigmentation, wrinkles, redness, pore size, oil levels, dryness and blemishes. Backed by a database of 150,000+ diverse skin profiles, Muilli achieves an impressive 98.3% accuracy rate, delivering in-depth skin insights previously only accessible in dermatology clinics.

SmartSKN's AI leverages data from the Muilli Dermascope to create K-AI formulations, a hyper-personalized skin care line crafted on demand in SmartSKN's Massachusetts lab. With over 25,000 unique formulations possible, each K-AI product is precisely tailored to the user's skin profile. Using hundreds of ingredients researched and developed in Korea, the K-AI line includes essences, serums, ampoules and lotions that address a full spectrum of skin concerns, from dryness and oiliness to sensitivity, pores, blemishes, pigmentation and aging.

Val Neicu, CEO of SmartSKN said, "With the Muilli AI Dermascope, we're giving people the power to understand their skin like never before and access skin care as unique as they are. We aim to make advanced, science-backed skin care accessible, empowering everyone to achieve their healthiest skin and embrace their authentic beauty."

Revieve's digital health-beauty-wellness platform also uses AI and AR to offer interactive modules for skin care, makeup and sun protection. Brands including Murad, Ulta Beauty, and Schwan Cosmetics have partnered with Revieve for personalized recommendations and virtual try-ons.



SmartSKN Muilli AI Dermascope



BeautyORB discovers new ingredients by screening 50 billion molecules for their ability to turn on cellular pathways within skin, a process that has never previously been possible in beauty.

Sampo Parkkinen, CEO of Revieve, says, "Our Next Gen AI Advisors go beyond the boundaries of traditional personalization by integrating comprehensive Gen AI capabilities. With Gen AI-powered conversational assistants and Beauty Fusion, we offer dynamic personalized guidance that fosters deep emotional connections. This approach ensures every consumer receives tailored advice—whether for skin care, makeup or hair care—creating a truly immersive, relationship-driven beauty journey."

Paul Tepfenhart, global director of retail and consumer industries at Google Cloud, adds, "By leveraging the power of both consumer insights and data, brands can build and execute data-driven strategies that drive higher engagement and loyalty. Together, we're redefining how brands connect with consumers, building more meaningful and lasting relationships in the beauty and retail industries."

Generative AI is poised to transform industries, with the beauty sector offering a striking example of its potential. According to McKinsey, generative AI could contribute an additional $9-10 billion to the global economy, driven significantly by advancements in personalized skin care.

Stacey Cuningham, director of product development & regulatory affairs, GPI Beauty says, "I believe biotechnology will play a pivotal role in the future of skin care by enabling the development of personalized formulas that cater to the unique needs of individual skin types. With bio-fermented and lab-grown ingredients, biotech not only aligns with sustainability goals but also offers ethical alternatives to traditional sourcing methods. This shift promises a more customized, environmentally conscious approach to beauty product development."

With the rise of AI technology, beauty companies are able to utilize data and algorithms to create customized skin care products that cater to consumers' specific needs and concerns. This not only streamlines the product development process, but also provides more effective solutions for individual customers.

AI-powered Ingredient Discovery Platform

Debut's BeautyORB is an AI-powered innovation engine that provides a new way to discover novel ingredients

From top: Image by Виктория Попова at Adobe Stock; Courtesy of SmartSKN

for best-in-class claims for beauty brands, from a typical time horizon of several years to two Debut ingredients launched each year. The genomics-based AI platform, which is on par with pharmaceutical-grade technology, has already fueled the creation of ground-breaking ingredients addressing inflammaging, epidermal barrier repair and longevity, with brightening, anti-aging and scalp care ingredients already in the pipeline.

BeautyORB discovers new ingredients by screening 50 billion molecules for their ability to turn on cellular pathways within skin, a process that has never previously been possible in beauty. Debut's AI platform has already identified three novel, patented ingredients that achieve the highest beauty standards including scientifically-proven, clinically-tested and 100% bio-based ingredients that beat existing benchmarks.

"With our advanced AI platform and understanding of skin biology, we can rapidly create brand new ingredients through computational compound prediction. This allows us to activate specific aspects of skin biology while also discovering new or improved cellular pathways for enhanced clinical claims," says Joshua Britton, Ph.D., founder and CEO of Debut.

Britton adds, "We don't have to rely on an array of existing ingredients to test against specific claims, and we don't have to go into the field to find rare ingredients in plants. All this can be done at the click of a button, cutting out years from the innovation cycle and accessing ingredients that no one has seen before. We can turn on and off molecular pathways differently and use AI to discover what molecules can affect those pathways. The result is a rich, proven and growing pipeline of novel ingredients with the strongest clinical results for our customers, allowing brands to win on product performance rather than marketing."



Nuon's TrioCare Applicator, featuring anti-wrinkle red light therapy, heat, and acne-fighting blue light therapy.

Courtesy of Nuon Medical Technologies



Nuon Unveils Cutting-Edge Beauty Devices Revolutionizing Skincare at Cosmoprof North America and LuxePack LA.

Active Applicators

Nuon proudly showcased its new Secondary + Active Applicator product categories at this year's Cosmoprof Miami and LuxePack LA events, combining advanced technology and precision design for transformative results. Nuon has a wide range of beauty devices available that feature various advanced technologies, including light therapy, microcurrents, PEMF, heat and ultrasonic vibrations.

Secondary Applicators

These devices utilize advanced technologies to improve the absorption of skin care active ingredients. For example, Nuon's Eye Cream Applicator is a skin care applicator that combines the benefits of micro-current massage and LED light therapy. This advanced applicator is placed directly onto standard cosmetic tubes, allowing for precise and effective application of eye creams and serums. The micro-current massaging effect not only optimizes the absorption and effectiveness of the skin care products, but also turns routine treatments into a comfortable and luxurious experience.

Another beauty device from Nuon that is driving innovation in the industry is the TrioCare Applicator Red light (630 nm) and blue light (465 nm) with heating target wrinkles and acne, delivering visibly smoother, clearer skin. Acne-Fighting Blue Light Therapy (415 nm) Targeted blue light therapy for acne issues, using a precise 415 nm wavelength to reduce inflammation and restore clear, healthy skin. This device uses a unique heating feature that enhances the effects of both light therapies and promotes skin metabolism. ■

How Gen Alpha is Shaping the Future of the Body Care Industry

Discover how Generation Alpha's values, tech-savvy nature, and $5.46 trillion economic potential are driving innovation in the body care industry.



Gen Alpha is reshaping beauty and body care with tech-savvy, socially conscious choices—driving the future of consumer trends.

Image by drobot dean at Adobe Stock

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Target's latest fragrance line, "Finery," offers affordable alternatives to popular luxury scents. Designed with a sleek, monochromatic rainbow aesthetic, it appeals to a younger, style-conscious audience.

The beauty and body care industry is no stranger to innovation, but Gen Alpha is accelerating change like never before. Born between 2010 and 2024, this tech-savvy and socially conscious cohort is already influencing how brands develop and market products. According to Deloitte Insights[a], with a projected economic footprint of $5.46 trillion by adulthood, their preferences and values are set to shape the next decade of consumer trends.

For beauty professionals, manufacturers, and brands, understanding this generation's impact is essential. This article explores the growth drivers behind Generation Alpha's influence on the body care industry, provides key examples of how brands are responding, and offers insights into the future direction of this rapidly evolving market.

The Data Behind Generation Alpha's Influence

A Highly Connected Generation

Generation Alpha is the first to grow up entirely in the digital age, with unlimited access to social media platforms like TikTok, Instagram, and YouTube. A Razorfish study highlights that 51% of Generation Alpha first discovers brands through YouTube, while TikTok is the second most popular platform among 13-to-15-year-olds (Source: Razorfish, "The Metaverse: A View from Inside[b]").

[a]https://www2.deloitte.com/us/en/insights/industry/consumer-products/consumer-products-industry-outlook.html

[b]https://www.razorfish.com/articles/news/razorfish-study-unveils-generation-alpha-insights/



Daise Beauty is a beauty brand catered to young Gen Z and older Gen Alpha consumers.

Image by Fine'ry; Daise at Adobe Stock

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Tutorials, product recommendations, and influencer endorsements shape their decisions, giving brands direct access to a highly receptive audience.

A Demand for Age-Appropriate Products

"This demographic demands products designed for their specific needs," says Eleonora Mazzilli of BeautyStreams. "They want formulations that are safe, hypoallergenic, and dermatologist-approved."

Ethical and Sustainable Priorities

Growing up amid global climate concerns, Generation Alpha places high value on eco-friendly and ethical products. Surveys, such as the 2022 Global Sustainability[c] Study by Simon-Kucher & Partners, show that this generation favors brands with transparent supply chains, clean formulations, and minimal environmental impact. Being sustainability-focused is now a baseline expectation rather than a unique selling point.

Significant Economic Power

With more than 2 billion Alphas expected by 2029 (McCrindle, 2022[d]), this generation represents unparalleled market potential. Their influence over family spending is already significant, extending their economic impact well beyond their individual purchasing power.

[c]https://www.simon-kucher.com/en/insights/2022-global-sustainability-study-growth-potential-environmental-change



JB Skrub is a line of pH-balanced skin, body and hair care products designed for tween boys from former Conde Nast executive (and parent) Jill Biren and actress, producer and director (and parent) Julie Bowen.

As digital natives, they are also highly connected and influential on social media, making them key targets for brands looking to reach a wider audience. This economic power can be harnessed by businesses that align with the values and beliefs of Generation Alpha.

How Brands Are Adapting

Tailored Product Lines for Young Consumers

Brands are launching age-specific formulas to meet the unique needs of Generation Alpha's highly sensitive skin. From tween-centric skin care

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Image by JB Skrub at Adobe Stock

kits to playful body care products, companies prioritize simplicity, functionality, and aesthetics.

For example, established players like Credo Beauty are expanding into body care with innovative ingredients like fermented sugar kelp, which nourishes young skin while being sustainably sourced. Similarly, newcomers like Sephora Kids and Daise cater to tweens with bright, sensory-rich products that make self-care routines both effective and fun.

A Focus on Gender-Neutral Grooming

Inclusive beauty is no longer optional. Brands actively design gender-neutral grooming products that appeal to the diverse and expressive personalities of this generation. Mazzilli emphasizes that boys are also entering the conversation around personal care, driving demand for versatile formulations and packaging. By removing unnecessary gender segmentation, brands ensure their products resonate with a broader audience.

Leveraging Digital Influencers

Influencers, particularly young Alphas themselves, play a pivotal role in connecting brands to this consumer group. These micro-influencers offer authentic recommendations that resonate deeply with their peers. Brands like CeraVe and Glossier are tapping into this trend by tailoring campaigns specifically for TikTok, often partnering with influencers to create engaging and relatable content.

Commitment to Safety and Transparency

Safety-first formulations are key to earning parental trust while appealing to Generation Alpha. Across the industry, there's a visible rise in dermatologist-approved,



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hypoallergenic, and fragrance-free claims. Beyond safety, transparency regarding ingredient sourcing and manufacturing processes is becoming a competitive differentiator.

Sensory and Playful Product Design

Beyond functionality, sensory appeal is crucial for engaging young users. Textures, scents, and packaging are carefully designed to make self-care enjoyable. Products like shower gels that change color or bubble-masks that foam on contact create moments of joy, encouraging regular use and brand loyalty.

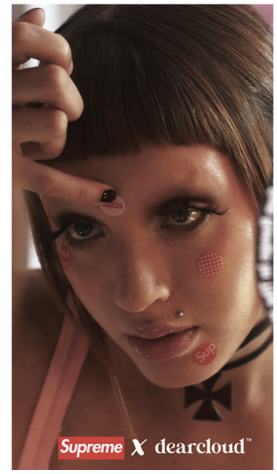
It's no question that Gen Alpha leans towards products with standout, colorful packaging. From monochrome design with rounded edges or an assembly of products that resemble a rainbow, body care brands are leaning into this trend in 2025. This playful and visually appealing packaging not only catches the attention of young users but also aligns with their desire for products that are fun and enjoyable to use.

In addition, transparency in ingredient sourcing and manufacturing processes is becoming increasingly important for young consumers. With growing concerns over environmental impact and ethical practices, Gen Alpha values brands that are open and honest about where the ingredients come from and how their products are made. This information is readily available online, making it easier for young users to research and support brands that align with their values.

DearCloud's Approach to Sustainability and Self-Expression in Skin and Body Care for Gen Alpha

Jay Lee, founder of dearcloud, says, "Our most impressionable consumers, Gen Alpha, are highly receptive to transparency and ritualized personal care. Despite being the most digitally fluent and highly trend-driven, the evident phenomenon of Generation A and their (parents') purchasing power has given rise to a new constant market force in the industry: body care, sun care, skin care has been recategorized as 'self-care' or wellness. As our future generations are an integral component of our brand development, it is innate that we craft self-care essentials and experiences that provide a sense of home, comfort, and familiarity—despite the ever-changing skin care ingredient buzz or fleeting beauty trends."







Looking Ahead: The Future of Body Care

The impact of Generation Alpha on the body care industry is only beginning. Here's how industry professionals can prepare for the future.

Strategic Opportunities

- Co-Creation with Consumers: Brands can actively involve Generation Alpha through teen advisory panels or interactive platforms. This approach ensures product designs align with the interests and values of young consumers.
- Educational Initiatives: Beyond selling products, brands can position themselves as trusted resources by offering content like tutorials and ingredient guides for both teens and their parents.
- Hyper-Personalization: With advances in AI, brands can provide highly customized recommendations tailored to individual skin types, preferences, and goals.

Potential Challenges

- Navigating Ethical Dilemmas: Engaging young consumers comes with added scrutiny. Transparency in marketing practices and data privacy will be critical to maintaining trust.
- Sustainability Expectations: Generation Alpha will continue to raise the bar for eco-conscious practices, demanding innovation in packaging, ingredient sourcing, and production methods.

To succeed with Generation Alpha, brands must strike the perfect balance between innovation, transparency, and value. Those who adapt quickly will not only capture the interest of this emerging demographic but also build lasting loyalty as they transition into adulthood.

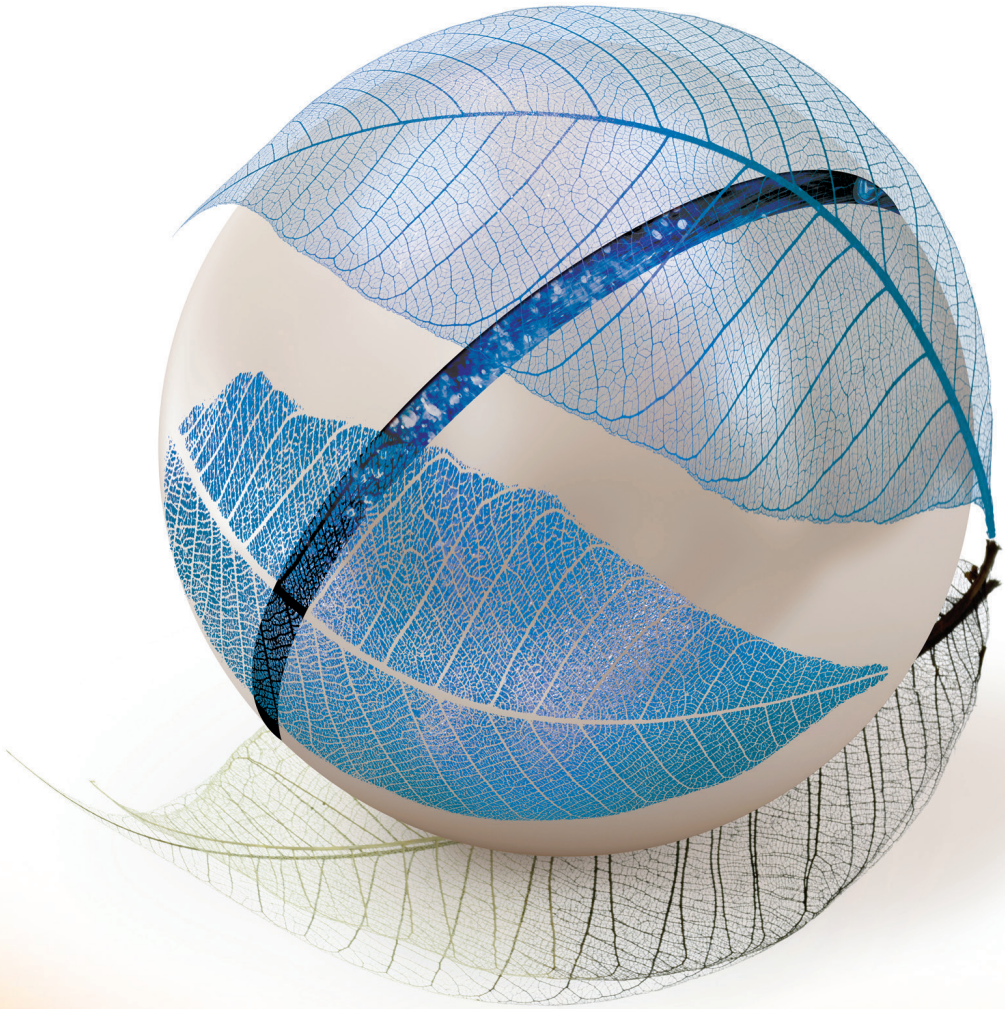
Generation Alpha is rewriting the rules for the body care industry, and their influence is here to stay. For beauty brands and industry professionals, now is the time to act. By understanding their values and tailoring offerings accordingly, you can stay ahead of the curve in this new era of consumer engagement. ■

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Bold, Bright and Beautiful: Eye-Catching Design Deco Trends in Beauty & Personal Care Packaging

Explore bold packaging trends reshaping beauty, including Unilever's innovative Dove Shower Sensor label that promotes skin-friendly habits and Fusion PKG's space-saving designs for retail efficiency.



Bold colors, striking designs and innovative concepts are taking center stage, making beauty packaging more than just a container—it's an experience.

Image by World of AI at Adobe Stock

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In the competitive world of beauty products, packaging plays a key role in grabbing attention and communicating a brand's identity. Bold colors, striking designs and innovative concepts are taking center stage, making beauty packaging more than just a container—it's an experience. These eye-catching trends are reshaping how brands connect with consumers, blending style with functionality to stand out on the shelves.

Unilever Produces New Color Changing 'Smart Label' for Dove

The Dove Shower Sensor Deep Moisture Body Wash features a bottle that is designed to support better skin by gently alerting when the shower water temperature is very hot, available only in Canada for a limited time.

When exposed to running water above 41°C, the Dove Shower Sensor Technology label activates, displaying a "VERY HOT" warning on the bottle to encourage a more skin-friendly shower temperature.

The Dove Shower Sensor Deep Moisture Body Wash integrates technology with personal care to enhance the shower experience. This new packaging technology provides consumers with simple guidance on optimal usage. This innovation highlights the potential for personal care packaging to offer both functionality and a focus on supporting skin health.

Divya Singh, head of personal care at Unilever Canada says, "The limited-edition Dove Shower Sensor Deep Moisture Body Wash is a great example of how innovation and skin care science can work together to build healthier habits."

Singh adds, "By providing a simple yet effective reminder to maintain a skin-friendly shower temperature, this unique offering helps preserve the skin's natural moisture. Especially during Canada's coldest winter in years, hydration is key. We're proud to support advancements that make skin care both intuitive and effective, empowering consumers to care for their skin with confidence."

Space-Saving Design to Maximize Retail Space

Fusion PKG's Space Max Collection was created to maximize retail shelf efficiency, the Space reimagining beauty packaging with a sleek, racetrack-style profile that unlocks more space, and more shades. The collection is designed to help brands present a diverse range of shades through various dispensing options, including airless and atmospheric systems, tottles, tubes and direct applicators. Per Fusion PKG, this collection optimizes merchandising space and enhances product visibility, providing practical solutions for effective product display.

Chaos Packaging: The Disruptive Design Trend Shaking Up Beauty Aisles

A bold new trend is transforming the beauty industry, and it's anything but ordinary. Known as chaos packaging, this disruptive design approach is breaking away from traditional, uniform aesthetics. Instead, it embraces playful, unconventional, and eye-catching designs that turn everyday beauty products into artistic statement pieces. From textured floral patterns on moisturizers to iridescent, ocean-inspired sunscreen bottles, chaos packaging is shaking up shelves and redefining how brands capture attention.

Anson says, "Brands are embracing chaos packaging to stand out in a crowded market, driven by several



Manufactured by Unilever, the Dove Shower Sensor Technology label activates when exposed to running water above 41°C, displaying a "VERY HOT" warning on the bottle to encourage a more skin-friendly shower temperature.



Sleek, racetrack-style designs and versatile dispensing options help brands showcase more shades while enhancing product visibility.

Images courtesy of Unilever, Dove Canada; and FusionPKG



From textured floral patterns on moisturizers to iridescent, ocean-inspired sunscreen bottles, chaos packaging is shaking up shelves and redefining how brands capture attention.

key factors. Social media buzz plays a major role, as these designs are crafted to thrive on platforms like Instagram and TikTok, sparking organic engagement and viral moments. Younger consumers, particularly millennials and Gen Z, are drawn to novelty and storytelling, making such designs highly appealing. With the cosmetics industry projected to reach a trillion dollars by 2025, market differentiation has become essential, pushing brands to innovate. Additionally, some brands are leveraging sustainability by incorporating recyclable materials like paper, glass, and biodegradable multi-functional components into their packaging."

ICONS|America's IML tubes offer vast design and finish capabilities, making them ideal for brands looking to embrace the chaos packaging trend. Features include:

- 360-degree decoration for seamless, high-impact graphics.
- Varied finishes like matte, metallic, holographic, and tactile embellishments.
- Durable, high-quality packaging that maintains visual appeal.

Anson concludes, "Chaos packaging is more than just a trend, it's a new way to engage consumers. With ICONS|America leading IML tube innovation, brands can seamlessly adopt this movement. Whether it's a skin care serum in a soda can or a metallic hair care product with striking graphic, one thing is clear—chaos packaging is here to stay."

Digital 3D Printed Labeling

Inoac's new design technology, featured at the 2025 LuxePack LA event, can offer high-quality, detailed designs with raised 3D textures, along with options for both matte and glossy finishes. It's a fresh approach for brands looking to create unique packaging that stands out and delivers a memorable, tactile experience.

Data-Driven Design Decisionmaking for Beauty Brands

Beka Ventham, senior organic growth manager, shares insights into how Dragonfly AI empowers beauty brands to thrive through packaging innovations.

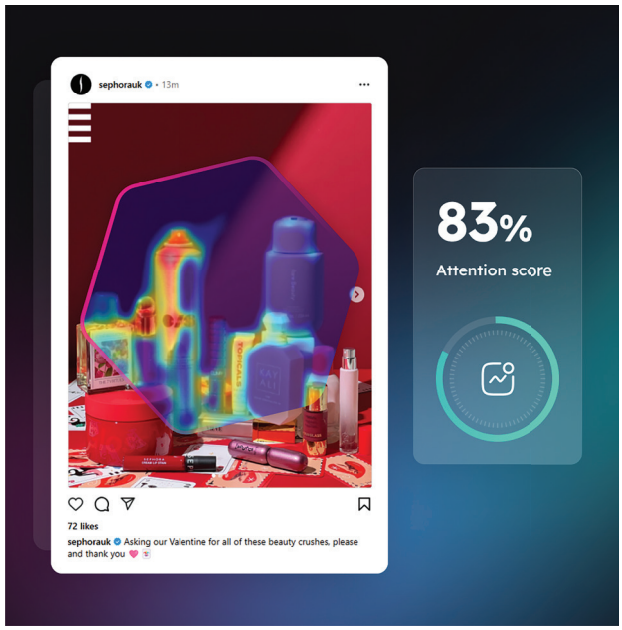
"Dragonfly AI provides a suite of AI-powered tools designed to help beauty brands optimize packaging performance, ensuring maximum consumer engagement, shelf impact, and digital visibility."

She adds, "By leveraging proprietary algorithms rooted in



New deco capabilities from Inoac featuring complete 3D imagery including new texture component for beauty and personal care packaging.

Images courtesy of ICONS||CS and noac



Ventham says, "Using AI-driven insights, the brand improved visibility scores from 30% to 60% by refining packaging with brighter colors and human elements, ensuring stronger consumer engagement and in-market performance."



Unlike traditional machine learning models that rely on historical data, Dragonfly AI's algorithm mimics human pre-cognitive attention, predicting where a consumer's eye will go within the first few seconds of encountering a product.

visual neuroscience, Dragonfly AI enables brands to make data-driven design decisions with confidence, reducing guesswork and accelerating time to market."

At the core of Dragonfly AI's technology is its patented biological algorithm, developed in collaboration with Queen Mary University of London. Unlike traditional machine learning models that rely on historical data, Dragonfly AI's algorithm mimics human pre-cognitive attention, predicting where a consumer's eye will go within the first few seconds of encountering a product.

"This allows beauty brands to evaluate packaging effectiveness before production," Ventham explains, "ensuring that key elements such as product name, benefits, and branding are immediately noticed."

The algorithm has been independently verified against the MIT saliency benchmark, achieving an impressive 89% accuracy in predicting visual attention. Another key feature is A/B testing and benchmarking, which allows brands to compare multiple packaging variations against industry standards and competitor designs.

"This is particularly valuable for beauty brands looking to differentiate themselves in a crowded market," says Ventham. "By benchmarking against high-performing packaging, brands can identify design elements that drive engagement and refine their creative approach accordingly."

Ventham also shares a recent success story: "A leading skin care brand sought to refresh its key visual look and feel at the brand level. The goal was to test whether adding new elements—such as enhanced color and people in imagery—would improve visibility and engagement both in-store and online."

She continues, "Using Dragonfly AI, the brand conducted a two-phase testing process. In total, 32 images were analyzed, with 24 tested in the first round and 8 in the second. We assessed consumer attention patterns, identifying which elements captured the most visual engagement."

The results were remarkable. "The average visibility score in context increased from 30% to 60%, demonstrating a clear improvement in the effectiveness of the updated design," Ventham says. "By incorporating brighter colors and human elements, the refreshed key visuals achieved greater standout, ensuring that the product was more likely to catch consumer attention at the point of sale."

This case study highlights the power of AI-driven creative optimization. The ability to rapidly test multiple design variations across different rounds enabled the brand to make data-backed creative decisions with confidence.

"By leveraging AI insights, they not only refined their packaging for better engagement, but also reduced the risk of launching ineffective designs, ultimately driving stronger in-market performance," Ventham concludes.

Dragonfly AI's predictive analytics empower beauty brands to optimize packaging and marketing visuals with scientific precision, ensuring that every creative asset is designed for maximum consumer impact. ■

Image courtesy of Dragonfly AI

Eco-Friendly Packaging: **Balancing Functionality and Sustainability**

Sustainable packaging is becoming a vital focus for companies striving to reduce their environmental impact. These advancements show how packaging can prioritize both functionality and sustainability without compromising quality or aesthetics.



In 2025, eco-friendly packaging isn't just a nice-to-have; it's an essential component of success for beauty brands.

Image by Christoph Burgstedt at Adobe Stock

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Sustainable packaging is becoming a vital focus for companies striving to reduce their environmental impact, and the innovations featured in this article highlight the industry's progress. From McKernan Packaging Clearing House's commitment to eco-friendly solutions through its Precycle program and PCR packaging options to Epopack's new AQ and MJ6 series offering recyclable, customizable designs, these advancements showcase how packaging can prioritize both functionality and sustainability without compromising quality or aesthetics.

Precycling & PCR

McKernan Packaging Clearing House has always strived to push towards an eco-friendly future with its Precycle program, and in recent years, added a full line of PCR bottles, jars and closures.

"McKernan offers a wide range of PCR containers and closures. Our most popular offerings include 100% PET PCR 8 oz clear bottles and jars, as well as 50% PP PCR disc-top caps," said Maria Alexeeva, sales manager at McKernan Packaging Clearing House.

Alexeeva adds, "At McKernan, we recognize that PCR packaging, along with our Precycle program, plays a vital role in continuing our commitment towards a more sustainable future. Sustainability is also a priority shared by many of our customers, and we are dedicated to supporting these efforts. We take pride in offering high-quality PCR packaging components that are environmentally friendly, and do not compromise on quality. These products are designed and manufactured using advanced technology, which enables us to produce PCR with exceptional clarity and color quality."

Epopack Launches AQ and MJ6 Series: Sustainable, Customizable Packaging

Epopack recently introduced new packaging designs including the AQ series and MJ6 series, offering recyclable, customizable packaging solutions that combine premium aesthetics with environmental responsibility.

AQ series features includes:

- New flush cap design
- PET cap, PET bottle (both are also available to be 100% PCR PET)
- Available in size 30 ml, 60 ml, 100 ml
- Wide range of attachment options such as sprayer and treatment pumps in different designs.
- Decoration options such as printing, hot stamping, injection color.

MJ6 series features includes:

- Monomaterial jars (also available to be 100% PCR PET)
- Heavy wall style creates the premium look and touch.
- Available in size 10 ml, 15 ml, 30 ml, 50 ml, 100 ml
- Decoration options such as printing, hot stamping, injection color.



Epopack's AQ series

EcoPro Fragrance Sampling Label

Orlandi's new Reveal EcoPro Fragrance Sampling Label, featured at Luxepack LA, is an eco-friendly label that is paper-based, film-free and foil-free. The label can be applied to printed cards or magazine inserts for distribution and handouts to consumers.

Per Orlandi, the Reveal fragrance formula additives (and many fragrance ingredients) are FDA approved and Generally Recognized As Safe (GRAS) for cosmetics use. They are either already natural or are biodegradable, and contain no polymers or animal products.



Orlandi's new Reveal EcoPro Fragrance Sampling Label can be applied to printed cards or magazine inserts for distribution and handouts to consumers.

Image courtesy of Epopack and Orlandi



A new concept for beauty pallettes that uses zero plastic components and allows consumers to swap out the pan with different pigments/products.

Plastic-free Packaging Alternatives

IBG / Roberts Beauty's plastic-free palette features an all-metal design with no adhesives or magnets, and a tray system that physically locks the pans in place. Properties of the Plastic-Free Palette include:

- Customizable pan layouts and configurations.
- Refillable and replaceable pans for sustainability without compromising style.

Eco Flat Cap Pour Spouts made with 100% Oceanworks Resin

IBG / Roberts Beauty's Eco Flat Cap Pour Spots is one of the first packaging materials in the beauty industry that is made from 100% recycled material from the ocean. What sets Oceanworks PCR apart is their proprietary processing, which ensures high purity and consistency, mimicking the quality of virgin resins. This fully recycled flip-top closure featuring Oceanworks resin allows for formulas to be easily dispensed into the hand or onto applicators by gently tipping the bottle. According to IBG, the design is suitable for skin, hair, or body care products by offering controlled formula flow for low to medium viscosity formulas.

Paper Tubes from Albéa Tubes

Albéa Tubes recently unveiled a new paper-based cosmetic tube, the Metamorphosis tube, now manufactured at its Queretaro facility in Mexico. The company showcased the paper-based tube alongside its Slight Cap, a low-profile cap with a 17% weight reduction, at the LuxePack LA event this February.

The tube is made with up to 50% FSC-certified paper and paired with the EcoFusion Top, which integrates the tube head and cap. According to Albea, this design achieves 80% weight reduction compared to traditional beauty tube heads and caps.

With this launch, Albéa Tubes provides North American brands and consumers an eco-friendly packaging solution that can significantly reduce plastic use and help minimize the environmental footprint of beauty products.

Annia Spahr, product manager Albéa Tubes North America, says, "We are excited to offer our North American customers a sustainable and innovative packaging solution that is produced locally, thus supporting their sustainability goals. The 'Metamorphosis' tube combined with EcoFusion Top perfectly illustrates our common commitment to reduce plastic use and environmental impact at the same time."



Eco Flat Cap Pour Spots by IBG/Roberts Beauty: 100% recycled ocean material, designed for easy dispensing and perfect for skin, hair, or body care products.

Image courtesy of Innovative Beauty Group



Albéa Tubes introduces the Metamorphosis tube, a paper-based cosmetic packaging made with up to 50% FSC-certified paper, paired with the lightweight EcoFusion Top. Launched at LuxePack LA, it offers an eco-friendly solution to reduce plastic use in beauty products.

Luxie by Lux Lingua: Transforming Sustainability Storytelling in Beauty and Personal Care Packaging

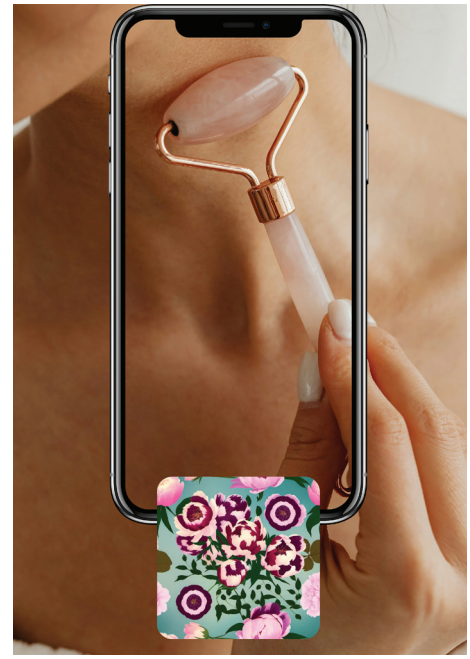
Luxie is the latest QR Code innovation from the storytelling agency Lux Lingua. Luxie epitomizes the future of the QR Code symbol, bringing it from a useful, industrial, black and white tool to a full-blown artistic addition to packaging with endless storytelling and informational potential.

Luxie claims it was born from the needs of companies and institutions to:

- Customize packaging and communications assets to align with their branding.
- Overcome the space limitations on packaging that restrict the ability to share stories and sustainability initiatives.
- Get data on consumers' preferences.

Aurelie Colin-Thevenet, Luxie says, "Right now, QR Code use cases are extremely limited. Most of the time, after scanning, you will only be redirected to a company's website. But, since the COVID Pandemic, the QR Code symbol has become ubiquitous. People of all ages, from children to seniors, have become accustomed to scanning QR codes, whether to view a restaurant menu or gain access to a location. However, the storytelling potential is still largely untapped."

Colin-Thevenet adds, "Luxie changes the consumer experience primarily through design. Exit the traditional black-and-white QR Code: Luxie lets you customize it with your logo, colors, and even a hybrid of artificial intelligence and human design. As the design is more appealing and more brand-oriented, it catches people's attention more easily. Luxie then changes customer journeys through experiences. By creating emotion and surprise, Luxie encourages consumers to engage more deeply with brands and products. It can take the form of a story—such as a fable—a quiz, an augmented reality experience, a dedicated landing page, a survey, and more." ■



Luxie transforms QR Codes into artistic, branded tools for storytelling, enhancing customer engagement through design and interactive experiences.



Image courtesy of Albea Tubes and Lux Lingua

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