MAY 2025

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How Shifting Consumer Shopping Behavior is Changing Beauty



The rise of "skinimalism" is transforming the beauty industry, focusing on simplified skincare routines, high-quality ingredients, and sustainability. This trend is changing consumer behavior, packaging design, and market dynamics in 2025.

According to NIQ's 2024 report "Simplifying Skin Routines,"[a] in recent years, the beauty industry has witnessed a growing trend known as "skinimalism," which has significantly influenced consumer behavior and market dynamics. By 2025, this movement has firmly established itself, emphasizing simplified skin care routines that prioritize fewer, more effective products over complex multi-step regimens. This trend aligns with the broader cultural shift toward de-consumption, which values mindful consumption and sustainability over impulse buying and excess.

Skinimalism encourages consumers to embrace efficiency in their skin care and beauty practices, reducing waste and prioritizing the quality of products used. As noted in NIQ's report, 75% of households purchase three or fewer different skin care products, a reflection of consumers' preference for simplicity in their routines. This trend has been further amplified by platforms like TikTok, where users showcase their streamlined beauty routines and resist the norm of excessive consumption.

The impact of skinimalism on the beauty industry is evident in the purchasing behaviors of skin care customers. Nielsen's data reveals that while the overall facial skin care market continues to grow, there is a notable shift toward core product types such as general/multi-purpose cleansers, day moisturizers, and facial treatments. These categories have seen an increase in sales, while less commonly used products like facial skin appliances and cleansing masks have reportedly experienced a decline.

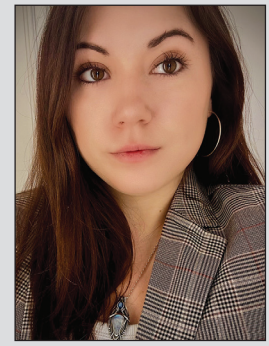
Industry experts have also observed that skinimalism is not just about reducing the number of products used but also about focusing on high-quality ingredients and the efficacy of the products chosen. This approach is resulting in increased spending in core product categories, as consumers are willing to invest more in products they perceive as beneficial and aligned with their values.

The skinimalism trend underscores a significant shift in consumer attitudes toward beauty and skin care, with lasting implications for the industry. It highlights a move away from overconsumption and a renewed focus on simplicity, efficiency, and sustainability, shaping the future of beauty in 2025 and beyond.

Minimalism and Packaging in Beauty, Personal Care and Fragrance

The trend of minimalism goes beyond just skin care and cosmetics—it's redefining the entire beauty industry. This movement has inspired a significant shift in packaging design across all categories, with more brands and manufacturers embracing clean, simplistic aesthetics. From sleek, monochromatic bottles to eco-friendly, functional designs, the focus is now on creating products that feel modern, understated, and intentional. Minimalist packaging not only appeals to consumers seeking elegance and sophistication but also aligns with the growing demand for sustainability and reduced waste, making it a win-win for both style and substance.

[a] https://shop.nielseniq.com/product/us-myth-or-fact-simplifying-skin-routines/



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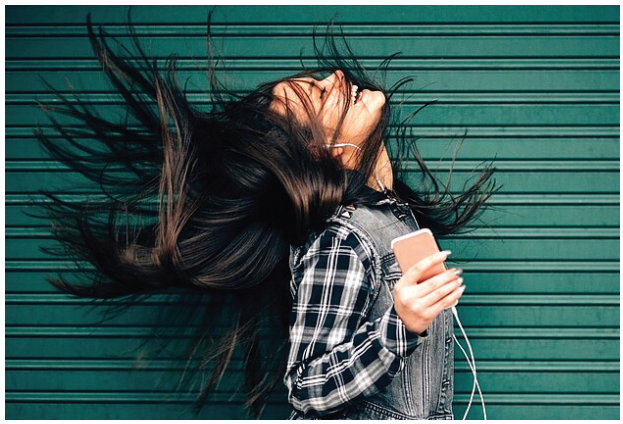
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Nuon Medical's advanced cosmetic packaging solutions combine innovative technologies—like phototherapy, microcurrents, and skin measurement sensors—to enhance product performance. The integrated applicators maximize ingredient absorption, deliver immediate skin benefits, and transform traditional skin care packaging into high-value, efficacy-driven devices, ideal for forward-thinking beauty brands focused on measurable results.

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Palmester
KLK OLEO
https://www.klkoleo.com/markets/beauty-personal-care/

Palmester 1100 Coco-Caprylate/Caprate is a lightweight, fast-absorbing emollient that delivers silky softness and smoothness. A natural alternative to silicones, it enhances UV filter solubility and pigment dispersion, making it ideal for skincare, sun care, and cosmetics. Perfect for lightweight creams, serums, and moisturizers, it ensures a luxurious, non-greasy feel.



Activated Silk Hydrogels
Evolved by Nature
www.evolvedbynature.com

Activated Silk Hydrogels are a multifunctional ingredient for skin and hair care. For skincare, Hydrogels provide superior hydration and exosome-like delivery of immiscible oils and actives. For hair care, Hydrogels work as a solution for split-end repair, heat protection, anti-frizz, and curl retention. They also serve as a best-in-class emulsifier.

Images courtesy of the manufacturers



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https://spectracolors.com/color-matching/

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https://www.silab.fr/en/products/skincare/125/liftilience?utm_source=Press&utm_medium=GCI_Product&utm_campaign=Roundup_En

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https://primientcovation.com/zemea-1



When performance matters, our petroleum-free diol solution offers multiple formulations (Zemea, Zemea USP-FCC & Zemea USP-NF) to meet the exacting standards of a variety of markets and applications, our 100% plant-based performance brand, Zemea propanediol, helps companies fulfill their sustainability goals without compromising on quality. This multifunctional, preservative-boosting humectant and ingredient delivers high performance in a variety of consumer applications—from cosmetics and personal care to laundry and household cleaning. Plus, Zemea propanediol is sustainably sourced and generates up to 40% less greenhouse gas emissions over its life.



THSI Plant Collagen

Campo Research Pte Ltd

https://www.campo-research.com/

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

INSIDER INSIGHTS:
THE FUTURE OF BEAUTY TECH

We asked industry insiders to share their perspectives on how they see beauty tech evolving and what impacts they anticipate it will have on the beauty industry in the future.



Beauty meets innovation: Tech is redefining self-care with AI, AR, and smart devices for personalized experiences.

Image by Евгений Вершинин at Adobe Stock

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The beauty industry is stepping into a new era where technology and innovation are transforming how consumers define self-care. From AI-powered tools that analyze the skin's needs to augmented reality apps that create seamless virtual try-ons, beauty tech is making personalization more attainable than ever before.

Smart devices are bringing once high-end treatments into our homes, pushing boundaries and reshaping everyday routines. These advancements aren't just about convenience; they're about creating experiences tailored uniquely to consumers' needs.

We asked industry insiders to share their perspectives on how they see beauty tech evolving and what impacts they anticipate it will have on the beauty industry in the future. Insights include predictions about new technological advancements, shifts in consumer behavior, and potential disruptions to existing business models.

AI-Driven Technology and the Future of Personalized Skin Care

Angela Medina, director of sales, Jojoba Desert says, "AI has the potential to radically improve how we understand and treat individual skin needs. Rather than segmenting consumers by general skin types - dry, oily, sensitive - we're moving toward real-time, condition-based personalization. AI-driven tools can assess skin hydration, barrier function, and environmental stressors at a given moment, offering a much more dynamic view of the skin's state. This allows for the recommendation of products that are not only personalized, but also relevant to the skin's current condition."

Medina adds, "As an ingredient supplier, this shift is significant. It means that multifunctional ingredients - like our JD Jojoba Oil or JD Phyto-Or 1%, which support barrier repair and skin resilience - can be applied more strategically. The same product might serve different roles depending on the user's needs: barrier support in winter, anti-inflammatory benefits during flare-ups, or hydration maintenance during travel. AI makes it possible to map these ingredient functions to specific, evolving skin scenarios."

Kristen Corso, vice president of marketing, Innovative Beauty Group says, "The beauty industry is at an inflection point with AI-driven personalization. I envision consumers having devices in home that analyze skin biomarkers and formulate custom solutions in real-time. Data will be collected and analyzed continuously, creating dynamic formulas that are always responding to consumers' changing needs. This represents a major shift from product-centric to solution-centric beauty, where the formula adapts to you, not the reverse."





Angela Medina, director of sales, Jojoba Desert



Kristen Corso, vice president of marketing, Innovative Beauty Group



Maurizio Ficcadenti, global R&D manager, Baralan



Nina Esposito, marketing director, Provital USA

Advancements in Beauty Tech by 2025

Medina adds, "The most interesting developments are those that connect diagnostic data to formulation design. We're excited about platforms that not only analyze the skin but also help tailor product recommendations, or even formulations, based on live skin readings. This opens the door to more thoughtful use of ingredients, and in the future, maybe even modular skin care routines that adjust with the user's needs. It's a shift from "personalized" to "responsive" skin care - something we believe the industry is just beginning to explore."

Corso adds, "AI-accelerated product development will compress innovation cycles dramatically. This allows manufacturers and brands to be more responsive and iterative, testing and refining formulations based on real-time consumer feedback."

Maurizio Ficcadenti, global R&D manager, Baralan says, "By 2025, we will likely see major advancements in beauty technology that not only improve product performance and packaging but also change how consumers experience beauty. Some of the most exciting innovations include personalized beauty solutions. Technology will offer more tailored beauty experiences. AI-powered tools for skin analysis will become more advanced, allowing consumers to receive product recommendations and personalized treatments based on their unique needs."

Nina Esposito, marketing director, Provital USA says, "AI-driven skin care is redefining beauty by delivering hyper-personalized recommendations tailored to each individual's skin needs. No more guessing games—AI-powered tools analyze real-time factors like hydration, pore size, redness, and even external stressors like pollution and climate to create precision-driven skincare regimens."

Esposito concludes, "What makes AI truly revolutionary is its ability to predict how skin will respond to specific ingredients, eliminating the trial-and-error frustration that plagues so many consumers. Brands leveraging this technology can offer bespoke solutions that evolve with users over time, adapting to seasonal shifts, lifestyle changes, and even aging concerns. Beyond product recommendations, AI will transform diagnostics, virtual consultations, and ingredient innovation, making skincare smarter, faster, and more results-driven than ever before. The future? A beauty industry where personalization isn't a luxury—it's the standard. For brands, this means a game-changing opportunity to foster deeper consumer trust, boost engagement, and deliver skincare solutions with unmatched accuracy. Those who embrace AI-driven personalization will set the gold standard in modern beauty innovation."

The Role of Augmented Reality in Enhancing the Beauty Shopping Experience

Corso says, "AR does create engaging experiences but faces real challenges with color accuracy across devices. The technology simply can't deliver consistent visualization across different screens, lighting conditions and perspectives. Where AR delivers value is in discovery and engagement, not conversion. It can absolutely help to create memorable brand interactions and raise awareness, the proof would be measuring AR success through engagement metrics rather than direct attribution to sales."

Utilizing Technology to Make Beauty Products and Services More Accessible

Ficcadenti says, "Technology has the power to break down barriers and make the beauty industry more inclusive and accessible to a wider audience. As tech innovations continue

From top: Courtesy of Jojoba Desert; Innovative Beauty Group (IBG); Baralan; Provital USA

to evolve, beauty products and services will be designed to cater to diverse needs, making the industry more equitable and sustainable."

He concludes, "Baralan is already contributing to the shift toward more inclusive and sustainable packaging solutions. Inclusive packaging features, such as easy-open caps, ergonomic designs, and lightweight materials, make products more accessible for people with different needs, including the elderly and individuals with disabilities. Additionally, 3D printing technology enables custom designs on product surfaces, even on transparent glass, without requiring costly tools or special production runs. This innovation allows brands, including smaller companies, to enhance their market presence. Baralan also focuses on refillable and reusable packaging, which reduces environmental impact and long-term costs, making high-quality products more affordable and sustainable. Technology-driven inclusivity is set to drive the future of universal beauty, providing consumers worldwide with more personalized, affordable, and eco-friendly beauty experiences."

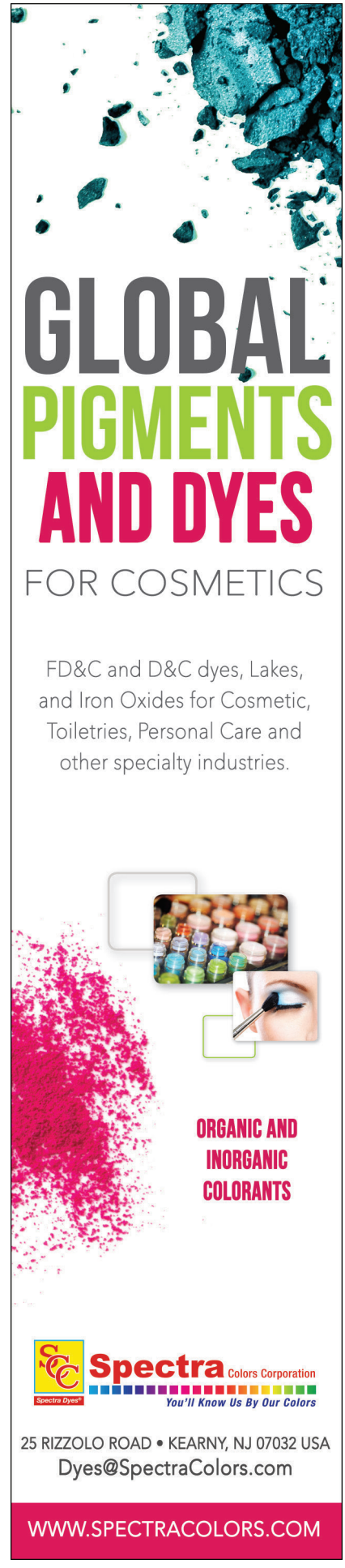
Corso says, "Generative AI is fundamentally changing how consumers interact with beauty knowledge. These conversational interfaces are becoming trusted advisors, demystifying ingredients and application techniques that previously required expert consultation or turning to your favorite influencer. This represents a power shift in beauty—from brands controlling information to consumers having on-demand expertise."

Challenges of Integrating Technology in Beauty

Esposito says, "As AI and cutting-edge tech redefine beauty, the challenge isn't just about innovation—it's about trust. While AI, AR, and data-driven skin care create hyper-personalized experiences, consumers still crave the human connection that makes beauty feel personal. Over-relying on algorithms without thoughtful execution could create a disconnect, making it crucial for brands to blend high-tech solutions with authenticity. Another key concern? Data privacy. Personalized skincare thrives on in-depth insights—from skin scans to shopping habits—but with great data comes great responsibility. Transparency, ethical data collection, and rock-solid cybersecurity are non-negotiables in earning and maintaining consumer trust."

Esposito adds, "Then there's accessibility and inclusivity. Not everyone has access to high-tech tools, and AI-driven beauty must serve all consumers—not just those with the latest devices. Additionally, ensuring AI recognizes diverse skin tones, concerns, and conditions is essential to avoid bias and truly democratize beauty. The brands that will win in this tech-driven beauty revolution are those that don't just innovate—they create meaningful, inclusive, and ethical experiences. Because the future of beauty isn't just smart—it's soulful."

Corso says, "Our industry faces a growing authenticity crisis. As AI-generated content becomes indistinguishable from reality, consumers will struggle to differentiate between actual products and results versus digital creations. The accelerated pace of innovation risks will likely create beauty fatigue, leaving consumers to crave more simplicity. The brands that will thrive aren't necessarily those with the most advanced technology, but those who use technology to create more human connections. Technology should enhance the sensorial and emotional experience of beauty, not replace it." ■





Luxury body care is leveling up in 2025—think superfood actives, clean fragrances, and pro-aging antioxidants delivering hydration and results from head to toe.

Image by Prostock-studio at Adobe Stock

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SUSTAINABLE INGREDIENTS' NATURAL FIT IN THE FACE-GRADE BODY CARE MARKET

BY LISA DOYLE

Efficacious, plant-based actives, sustainably sourced from around the globe - these qualifiers have long since become the norm in luxury skin care, but body care lines are quickly matching its counterparts in quality, ingredient for ingredient. From superfood actives to clean fragrance, and pro-aging antioxidants to exotic extracts, these formulations are taking the body care category to the next level in 2025, delivering hydration, sensation, and long-lasting results.

Here's a look at some of the top offerings among burgeoning niche body care lines providing facial-quality skin care from temple to toe.

Brand: Nativa SPA

Body Care Superstar: Acerola Cherry Collection

Nativa SPA's Acerola Cherry Collection is a body care line featuring the healing properties of Brazil's famed Acerola Cherry. According to the company, the superfood is rich in Vitamin C, and is renowned for its antioxidant, free-radical-fighting, and skin-renewing properties. Also bolstering the products in the line—which includes Renewing Body Serum, Renewing Body Butter, Renewing Body Scrub, and Renewing Body Oil—are fermented fruit enzymes, squalene, quartz powder, lactic acid, and 100% pure quinoa oil. "Brazil is at the heart



According to the company, the superfood Acerola Cherry is rich in Vitamin C, and is renowned for its antioxidant, free-radical-fighting, and skin-renewing properties.

Courtesy of Nativa SPA



Each & Every combines 6 ingredients for better skin: fragrance blends, coconut oil for nourishment, Dead Sea minerals for odor control, tapioca starch to absorb moisture, and earth wax for a solid structure.



Saltair's Nourishing Body Oils includes fermented saururus, kukui, cacay, and moringa.

of our brand, and this collection captures its essence—powerful natural ingredients, sensory indulgence, and scientifically backed body care," says Felipe Alvarenga, Nativa SPA marketing lead.

Brand: Each & Every

Body Care Superstar: Natural Fragrance Deodorant

Each & Every announced its collection of clean formulas infused with iconic, fine fragrances. The company's formulas include six ingredients: fragrance blends; coconut oil, to condition and nourish the skin; antioxidant salts and Dead Sea minerals, chosen for their natural odor-fighting properties; tapioca starch, included for its ability to effectively and safely absorb excess moisture; and earth wax, which provides a sold structure to each formula. Together, the ingredients marry together in combinations that are efficacious, gentle on the skin, and fragrance-forward. The signature scents in the line are Sunday Morning (lavender and lemon); After Glow (raspberry and mandarin); Eternal Summer (coconut and lime); This Love (rose and vanilla); Alone Time (cedar and vanilla); Day Dream (citrus and vetiver); and the unscented Nothing On. "At Each & Every, we've always believed that body care should feel as intentional and indulgent as fine fragrance. We're redefining deodorant as the foundation of a modern scent wardrobe—merging clean, high-quality ingredients with sophisticated, long-lasting fragrance," says Lauren Lovelady, founder and CEO, Each & Every. "Unlike most natural deodorants, we use 100% natural fine fragrance and we prioritize long-lasting fragrance performance without relying on synthetic ingredients. Our simple, effective formulas provide odor protection while delivering a luxurious fragrance experience."

INGREDIENT SPOTLIGHT: JUICE OF LOVE

New from MPlus Cosmetics is Juice of Love, an active sourced from hand-picked flowers in the region around the western Indian Ocean, including South Africa and Madagascar. Known for its anesthetic properties and high alkylamide content, the active ingredient reportedly works by strengthening the dermal structure and stimulating fibroblast activity, providing a firming and reinforcing effect on the skin. "By stimulating fibroblasts, the active ingredient promotes collagen production, enhancing both the firmness and smoothness of the skin on face and body," explains Dagna Sheylia Garcia Robles, R&D and innovation manager, MPlus Cosmetics. "Tests conducted on various areas have shown promising results, with noticeable improvements in skin elasticity and tone."

Brand: Saltair

Body Care Superstar: Nourishing Body Oil

The oils blended into Saltair's Nourishing Body Oils—including fermented saururus, kukui, cacay,

L to R: Courtesy of Each & Every; Saltair

and moringa—rival the plant actives found in any top-tier facial care line. Combined with squalane, safflower seed oil, sea buckthorn oil, and a host of plant-derived actives that leave the skin hydrated and aglow, the Nourishing Body Oil elevates body care routines and provides sensory-driven experiences for all body types. Additionally, all product from the Saltair brand are vegan, cruelty-free, paraben-free and gluten-free. Explains Iskra Lawrence, the company's founder, "Saltair was built on the belief that every body is welcome here—luxurious, sensorial self-care should be for everyone, every day."



Encore Body Hydrator

INGREDIENT SPOTLIGHT: NATURECEL 750

Naturecel 750 is a natural powder from Micro Powders designed to provide soft focus benefits in serums, creams and lotions. Delivering sensory and feel modification, Naturecel 750 also provides opacifying without changing consistency. "Oil absorption properties make it great for creams and lotions targeting oily skin, adds Sue Sender director of marketing, Micro Powders. "Plus, formulators can dial up their sustainability impact and meet the needs of consumers, as this cellulose-based, freshwater biodegradable powder delivers substantial SPF boosting."

Want more from this author?

*Check out **Powerhouse Ingredients Are Reshaping Multitasking Makeup** in our **April 2025 edition.***



Brand: Rahua Beauty

Body Care Superstar: Enchanted Island Body Glow Serum

The Enchanted Island Body Glow Serum, a restorative oil serum designed to result in hydrated, well-toned skin all over, includes a wide range of powerhouse ingredients from around the globe: collagen-boosting Horsetail Extract, which can help with skin regeneration and provide anti-inflammatory benefits; Hyaluronic Acid, which locks in moisture and plumps skin; Amazonian Guayusa Extract, a powerful, protective antioxidant; and rainforest-grown Achiote Extract, delivering post-sun soothing, while resulting in a smoother texture and enhanced skin tone. "Plant-powered Rahua Enchanted Island Body Glow Serum actively replenishes skin's vital nutrients, helping boost health and restore vitality," says Anna Ayers, co-founder of Rahua Beauty. "Its rich golden color promotes a smoother, more even appearance and gives skin a radiant glow."



The Enchanted Island Body Glow Serum from Rahua is a restorative oil serum designed to result in hydrated, well-toned skin all over the body.

From top: Courtesy of Hydrinitity; Rahua

Brand: Hydrinity Accelerated Skin Science

Body Care Superstar: Encore Body Hydrator

Just launched in March, the Hydrinity Accelerated Skin Science high-performance Encore Body Hydrator is designed to provide visibly healthier and more resilient skin for the entire body. Featuring collagen peptides, active blends and antioxidants, the product is engineered to deeply nourish the skin, providing long-lasting pro-aging benefits. According to Keith O'Briant, CEO of Hydrinity Accelerated Skin Science, "The Encore Body Hydrator is a revolutionary breakthrough in dermatological body care, providing unmatched hydration, protection, and repair. There's truly nothing else like it on the market." ■



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*.

BEAUTY & CARE. A HOUSE OF SCIENCE BEYOND WELLBEING

A chat with Hendrik Reuter, VP Global R&D & Innovation Beauty & Care

SPONSORED BY dsm-firmenich

Hendrik Reuter, vice president of global R&D and innovation for beauty & care, perfumery & beauty at dsm-firmenich, shares valuable insights into how his team fosters creativity and drives cutting-edge innovation. By blending advanced research with a forward-thinking approach, his team plays a critical role in contributing to the House of Science Beyond Wellbeing ambitions, aiming to redefine the future of beauty and care while improving overall wellbeing.



Can you tell us how your R&D team drives innovation and contributes to the Beauty & Care House of Science Beyond Wellbeing ambitions?

We are proud to be an innovation powerhouse in the beauty industry.

At our R&D division, we are constantly pushing the boundaries of what's possible, ensuring that science is at the heart of everything we do. With industry-leading expertise in areas like biotechnology, microbiome, specialized technologies, and data science & AI, we create innovative solutions that positively impact consumers' physical and emotional wellbeing. We strive to bring beauty, health, and wellbeing to the forefront of daily life, delivering holistic solutions that are not only scientifically proven but also sustainable.

Our commitment to science ensures we're always challenging ourselves to stay ahead, investing in the most promising emerging technologies and making advancements that have a real, positive impact on consumers worldwide.

What is the ambition of Beauty & Care Global R&D & Innovation?

Our ambition is simple, to become the world's preferred skin, sun and hair care business partner by 2029 to global and regional customers in the beauty industry. Through our strong platform technologies such as peptide synthesis, molecular design, microbiome techniques and natural extracts together with our S&R capabilities; we will bring new and unique solutions and concepts to both anti-ageing and dermatology fields. And our ability to collaborate is key to our success. By sharing knowledge, forging new partnerships, and fostering an environment of continuous improvement, we create breakthrough innovations that keep us at the forefront of innovation excellence.

With our strong heritage in the field of UV filters, we will consolidate our leadership position in the sun care sector, rethinking the future of skin protection, especially against solar radiation.

And finally, both the expansion of our testing capabilities and access to new materials will be key enablers to offer sustainable and future-orientated solutions in the field of hair care and styling.

How is Beauty & Care leveraging Innovation and R&D to stay ahead in the Beauty industry and meet the evolving needs of consumers?

One of the key strategic levers for our Beauty & Care business is Innovation & Science, and we are on a mission to focus on growing our current portfolio on the beauty platforms relevant to the diverse consumer of today across skin, sun, and hair care. To achieve this goal, we have a major R&D plan in place to develop new applications, concepts, and technologies to future-proof our innovation pipeline, and become the strongest partner in the market, to shape the future together with our customers, both global and regional.

Images courtesy of dsm-firmenich

At the heart of our mission is the drive to bring health and beauty into everyday life, empowering individuals through holistic beauty and helping brands and consumers unlock the full potential of their skin and hair, all while committedly promoting scientifically proven solutions, wellbeing and sustainability.

How is Beauty & Care driving sustainability in the industry?

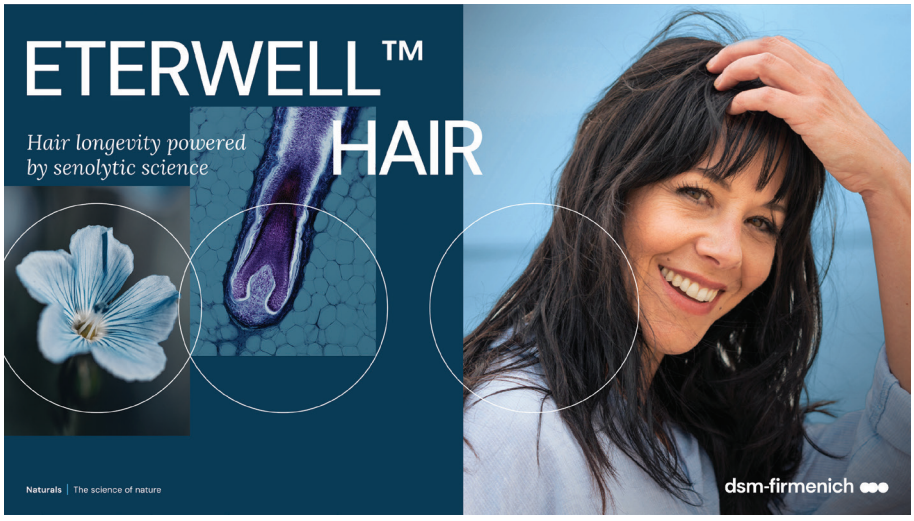
At dsm-firmenich, we see progress as a powerful combination of the essential, the desirable, and the sustainable. Sustainability isn't just a part of our strategy—it is ingrained in everything we do.

Our vision is to go beyond wellbeing, by uniting delight, care, and by creating positive, lasting impact on both people and planet. To achieve this at Beauty & Care, we bring progress to life by setting ambitious goals that drive meaningful progress for both environmental sustainability and social responsibility. We've set ambitious targets, such as reducing our carbon footprint by 25% by 2030 and achieving net zero by 2045. We aim for 90% of our products to be biodegradable and 100% of key natural ingredients to be responsibly sourced by 2030. We're also committed to full transparency, providing detailed sustainability data across our portfolio by 2025, helping customers make informed choices. Through these efforts, we aim to lead the beauty industry in its sustainability transition.



One last question. What are your reflections for the integration of Perfumery & Beauty under the same business unit at dsm-firmenich?

Our combined capabilities within Perfumery & Beauty put us in an exceptional position, as a category of one - in a league of our own. With our deep understanding of different global markets, our world-leading scientific advancements, and our robust network of suppliers and partners, we deliver proven, sustainable solutions that meet the needs and expectations of customers and consumers alike. By bringing health and beauty to the forefront of daily life, Beauty & Care helps customers and brands to maximize consumer's skin and hair potential, enhance their wellbeing, and empower individuals through holistic beauty. As I mentioned earlier, we are truly committed to becoming the world's preferred partner in skin, sun and hair care, and to shape the future of the beauty industry together with our customers!



For more information:

Beauty & Care Global Marketing Communications

beautycare.communications@dsm-firmenich.com

About dsm-firmenich

As innovators in nutrition, health, and beauty, dsm-firmenich reinvents, manufactures, and combines vital nutrients, flavors, and fragrances for the world's growing population to thrive. With our comprehensive range of solutions, with natural and renewable ingredients and renowned science and technology capabilities, we work to create what is essential for life, desirable for consumers, and more sustainable for the planet. dsm-firmenich is a Swiss-Dutch company, listed on the Euronext Amsterdam, with operations in almost 60 countries and revenues of more than €12 billion.

www.dsm-firmenich.com
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SKIN CARE GETS SMARTER: EXPLORING ADVANCED INGREDIENT TECHNOLOGIES

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

Skin care is evolving, and advanced ingredient technologies are leading the way. From smart formulas that adapt to the skin's needs to cutting-edge innovations like encapsulated actives, the future of skin care is all about precision and effectiveness. In this article, we will explore some of the most advanced ingredients in skin care and how they are revolutionizing the industry. With advancements in technology, manufactures and brands are now able to design products and formulas that can adjust to the skin's unique needs.



Lucas Meyer Cosmetics by Clariant has launched a "first-of-its-kind" cosmetic active to activate the oxytocin receptor, mimicking the dermatological effects of being in love.

Unlocking the Connection Between Mind, Skin, and Radiance

Lucas Meyer Cosmetics by Clariant Sparks Skin's 'Love Glow' with GlowCytocin

Lucas Meyer Cosmetics by Clariant has launched a "first-of-its-kind" cosmetic active to activate the oxytocin receptor, mimicking the dermatological effects of being in love. Per the company, this mechanism delivers skin benefits including boosted luminosity, reduced wrinkles and increased elasticity and comfort.

Tested in vitro and in organ-on-a-chip models, GlowCytocin reportedly increased the proliferation of fibroblasts and sensory neurons, promoting skin rejuvenation and heightening skin receptivity to pleasant tactile sensations. What's more, the ingredient decreased nociceptive nerve sensitivity for a comforting effect, per the company.

In a placebo-controlled clinical study of 60 male and female mixed-ethnicity volunteers (between the ages of 18 and 65), twice daily application of 1% GlowCytocin for 28 days visibly and significantly enhanced the participants' skin appearance.

More specifically, according to the company:

- Skin luminosity and healthy glow both increased, as evaluated by clinical grading and self-evaluations
- The number of wrinkles decreased
- Skin elasticity was improved for a rejuvenated skin look and feel

In the same clinical study, receptiveness to pleasant sensations of touch was measured by electroencephalogram (EEG). Subjects' forearms were touched using a feather, and 30 min after a single product application, significant increases in the frontal cortex activity were observed. According to Lucas Meyer Cosmetics by Clariant, this area is associated with positive mood states and higher happiness levels.

This effect was further confirmed with a significant increase in self-reported skin comfort and pleasantness. In addition, GlowCytocin simultaneously significantly decreased capsaicin-induced skin discomfort, per the company.

Image by Beauty Hero at Adobe Stock

Adding to the ingredient's novelty is its origin story: it is sourced from Dutch hyacinth bulbs grown in deliberate flower strips to promote biodiversity. And per the company, the white hyacinth plant, "symbolizes pure love, aligning its origin with its purpose."

GlowCytocin is also China compliant, COSMOS approved, vegan and has a natural origin index of 99.6%.

"GlowCytocin is a significant step forward in neurocosmetics and skin care, offering both immediate and long-term benefits for skin appearance and emotional well-being," said Isabelle Lacasse, head of global marketing, product line management and formulation at Lucas Meyer Cosmetics by Clariant. "This innovation aligns with the growing consumer demand for multifunctional skin care products that deliver both visible results and positive emotions."

LipoTrue's Cellaigie: AI-Designed Peptide Inspired by HIIT and Fasting for Radiant Skin

LipoTrue's Cellaigie debuted at In-cosmetics Global 2025 in Amsterdam. This AI-designed peptide is inspired by the benefits of fasting and high-intensity interval training (HIIT).

The biohacking technology is said to trigger autophagy — a natural process where the skin regenerates by recycling damaged cellular components — promoting rejuvenation and renewal.

According to the supplier, the result is "smoother, more radiant and visibly healthier skin."

By mimicking the cellular resilience and energy efficiency offered by HIIT and fasting, Cellaigie is designed to provide consumers with a youthful, refreshed appearance.

Cellaigie is the latest technology to enter the booming beauty longevity/beautyspan sector, which leverages the body's natural processes for regenerative and wellness-extending benefits.

It also points to the ongoing uptick in peptide-focused beauty.

Gamifying Beauty

IFF Gamifies Beauty with Xelestia Skin/Hair Care Collection and Interactive Game

IFF has launched Xelestia, its 2025 concept formulation collection of skin and hair care, complete with an interactive element — Xelestia: The Game. According to the company, the product collection and game are aligned to highlight how brands can leverage the "rising trend of physical escapism and immersive experiences." Both were showcased at In-Cosmetics Global 2025 in Amsterdam.

Four concept formulas are featured in IFF's Xelestia collection, each of which is derived from a fantasy terrain within Xelestia: The Game. Per the company, within these four imaginative terrains, players collect virtual formulation prototypes.

- *HydraPearl Face Serum* - Inspired by the Neptunian Shores terrain (a mysterious underwater world), this face serum is a translucent gel in which blue oil droplets are suspended. The formula features the company's Genencare osmolytes to moisturize, protect and energize skin. It is said to provide a luxurious sensory experience with deep hydration.
- *Hair and Scalp Mask* - Paired with the Silva Lumina game terrain (an enchanted woodland setting), this hair and scalp mask is designed to revitalize hair for a vibrant, healthy look. The mousse-format mask is enriched with the company's Genencare OSMS MI natural inositol to stimulate cells. It also features: Aurist AGC (INCI: Water (and) Alpha-Glucan Hydroxypropyltrimonium Chloride (and) Propylene Glycol) to enhance hair combability, fluffiness and gloss; and Genencare OSMS BA to help strengthen hair.
- *Purifying Shampoo Paste* - This charcoal shampoo paste, aligned with the Cosmic Odyssey game realm (an out-of-this world space setting), uniquely contains less than 15% water and is said to draw out impurities, leaving the hair and scalp feeling refreshed and revitalized. It is also infused with Aurist AGC to help improve wet



DSM-Firmenich notes the conversation around hair care is evolving, and EterWell Hair takes the lead with a skin care-inspired, anti-aging approach driven by cutting-edge senolytic science.

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- 93% saw improvement of forehead lines at 4 weeks
- 90% saw improvement of under eye lines at 4 weeks
- 90% saw improvement of skin tone at 8 weeks

*measured by Elastimeter | ** measured by Cutometer

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and dry combability, and provide enhanced fluffiness and gloss.
- *Foam Body Lotion* - This body lotion, reflecting the Cloud Sanctuary Xelestia terrain (a peaceful, cozy retreat), is designed to provide a luxurious and lightweight moisturizing experience. It too contains the company's Aurist AGC and a high concentration of actives such as the prebiotic moisturizer Genencare XL to support microbiome diversity, and the moisturizing osmolyte Genencare OSMS BA.

"Consumers are increasingly navigating between real and virtual worlds, with younger consumers especially eager to interact with digital elements that blur the lines between reality and imagination," said Bernardo Fleming, director of trends and foresights, at IFF Scent. "Gamification is one way in which brands can improve engagement with consumers – offering escapism and adventure."

Leveraging Panoptic, the company's proprietary trend and foresight platform, IFF reports it has spotlighted "experiences amplified" as a pivotal trend shaping personal care in 2025. Despite the uncertain economic climate, consumers are said to be looking for "immersive, creative, affordable 'treats' that provide micro-moments of joy in an otherwise chaotic world."

IFF's research shows that shopping is now a multi-sensory experience. For example, 86% of those who purchased in-game items also purchased the corresponding physical product.

"...By launching Xelestia, we aim to inspire brands to elevate real-life experiences through interactive and innovative features, transforming shopping into an immersive, multi-sensorial journey" says Johan Jansen-Storbacka, director of personal care, at IFF Health & Biosciences.

Natural & Sustainable Anti-Aging

Ultra Chemical's Bicoalgae XT Delivers Carotenoid Cocktail for Powerful Anti-aging Punch

Ultra Chemical presents Bicoalgae XT, a natural-origin ingredient that according to the company, enables the targeted delivery of the carotenoid-rich algae *Haematococcus pluvialis* to specific skin layers. The globally compliant (including China) product is recommended for skin care and color cosmetics at 1-3%, where it provides antioxidant, barrier protective, brightening, moisturizing and pollution defense benefits.

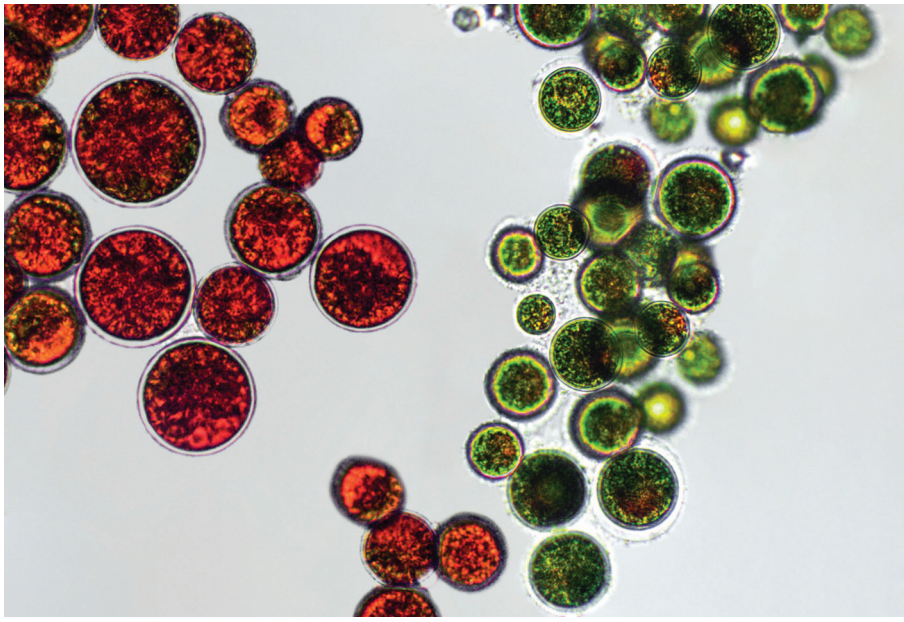
Bicoalgae XT is packed with carotenoids including lutein, canthaxanthin, zeaxanthin, beta-carotene and astaxanthin — a bioactive 65× more powerful than vitamin C, per the company. Their double encapsulation stabilizes and protects them against degradation while targeting their delivery to a specific skin depths.

As Ultra Chemical explains, the system is composed of two lipid assemblies: internal smart discs that carry the active, and an external lipid vesicle enclosing the discs. Thanks to this double encapsulation, the vesicle delivers the smart discs to the skin. These then pass through the narrow intercellular spaces of the stratum corneum to reach deeper layers where the active ingredient is released.

The company adds that the smart discs are designed to reach specific layers by tailoring the affinity of the smart discs with the environment of the the given layer.

The ingredient was clinically shown to provide seven anti-aging benefits. In 20 female volunteers, ages 35-55, twice daily applications of a 3% Bicoalgae XT cream for 56 days:

- Reduced wrinkles
- Brightened skin
- Improved skin firmness
- Accelerated cell renewal
- Increased anti-oxidant defense
- Reduced lipid peroxidation



According to Ultra Chemical, Bicoalgae XT enables the targeted delivery of the carotenoid-rich algae Haematococcus pluvialis *to specific skin layers.*

Roelmi Biotech Launches Seidotech Lux Grape Ferment for Skin Revitalization

Roelmi Biotech, a new project from Roelmi HPC, launched Seidotech Lux, an advanced anti-aging active derived through the precision microbial fermentation of grape extracts. The

Image by elif at Adobe Stock

ingredient is highlighted for skin brightening and repair benefits.

According to Roelmi Biotech, the ingredient is derived using grape extracts from Italian *Vitis vinifera* L. (cultivar rubra) that are fermented with the proprietary strain *Lactobacillus plantarum* PBS067. The resulting active is said to deliver a supernatant rich in bioactive metabolites and enhanced polyphenol bioavailability.

Seidotech Lux has been shown to inhibit tyrosinase, in turn reducing melanin synthesis for an anti-hyperpigmentation effect in skin. It also is reported to counteract glycation in skin proteins, promoting natural repair and mitigating signs of aging.

Additional studies demonstrate a positive effect on capillary reorganization that per the company, positions this ingredient as a promising solution for enhancing microcirculation and overall skin appearance.



According to Roelmi Biotech, Seidotech Lux is derived using grape extracts from Italian Vitis vinifera *L. that are fermented with the proprietary strain* Lactobacillus plantarum *PBS067.*

Lucas Meyer by Clariant's Melicica Harnesses the Power of Jelly Bush Honey for Regenerative Skin Repair

Lucas Meyer Cosmetics by Clariant's new jelly-bush-honey-based Melicica ingredient reportedly modulates the expression of genes that play a critical role in the skin's natural repair process. Specifically, Melicica regulates inflammation, oxidative stress collagen production and keratinocyte migration, per the company.

In vitro research has reportedly found that the ingredient reduces the production of pro-inflammatory mediators and free radicals to mitigate inflammation and oxidative stress, enhance skin regeneration by modulating pro-collagen I production, and accelerate re-epithelialization by stimulating keratinocyte migration.

Ex vivo studies have reportedly validated Melicica's capacity to modulate key gene expression across different phases of skin healing, optimizing skin repair and reducing scar appearance, per the supplier.

Therefore, the technology is relevant for all ages, scar types and skin phototypes, providing a new tool for product categories such as:

- Skin repair
- Scar and acne-prone skin care
- Tone evening and brightening
- Texture improvement
- Baby care
- Sensitive skin solutions
- Post-procedure recovery
- Stretch mark care

The ingredient comprises an extract of Jelly Bush honey, also known as Australian Manuka honey, which is rich in potent bioactive compounds like leptosperin and has been indicated as a solution for everything from wound healing and acne to digestive health and immune support.

"Melicica offers an effective and innovative solution for improving damaged skin appearance across various skin types and concerns," says Isabelle Lacasse, head of global marketing, product line management and formulation at Lucas Meyer Cosmetics at Clariant. "We have shown that this product provides numerous skin repair benefits ranging from reduced scar visibility to improved overall skin appearance, contributing to greater self-confidence and well-being."

Red Velvet Oil: Australia's Breakthrough in Upcycled Beauty Ingredients

Native Extracts has partnered with Kagome Australia, one of the largest tomato processors in the Southern Hemisphere, to present Red Velvet Oil: an up-cycled active beauty ingredient, sourced from surplus tomato seed waste.

This "active" oil includes lycopene, phytosterols and fatty acids, providing benefits to skin care, wellness and oral care. Kagome Australia is a key player in the circular economy, upcycling 15,000 tonnes of food waste into high-quality functional ingredients for brands focused on sustainability, transparency and traceability.

Red Velvet Oil, with versatile applications and a unique profile of natural compounds, is set to disrupt responsible ingredient sourcing in the beauty industry and its war on waste.

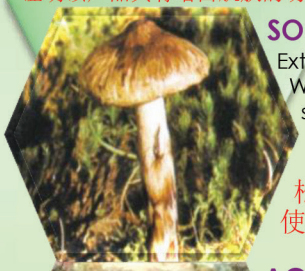
"This partnership showcases Australia's most ambitious upcycled

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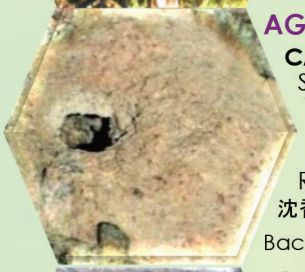
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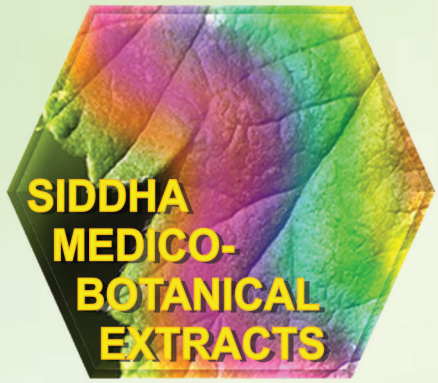
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Lonicera Japonica (Honeysuckle) Flower Extract
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Brown Red 棕红 Brown 棕 Violet (Blue-reddish) 紫
Green 绿 Red Deep 深红 Ultra Sky Blue 天蓝
White Pearlescent 珍珠白 Red Light 浅红
Dark Ultra Brilliant Yellow 深黄 Yellow Light 浅黄
Dark Black 黑

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

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

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

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ingredient initiative, the compelling deliverables achieved through forging grower and industry collaborations, and the power of upcycling waste into high value ingredients, giving ethical brands new options to meet the demands of the growing conscious consumer culture," says Lisa Carroll, founder and managing director of Native Extracts.

Carroll adds, "Red Velvet Oil is more than a beauty ingredient; it's a statement of how the reduce, reuse and repurpose sustainability movement and science can come together to create real change and innovation. This signifies the birth of Australia's upcycled ingredient revolution, at a global scale, and there is more to come."

Pureblome by Provital Harnesses Endophyte Synergies for Well Aging and Acne Control

The focus on holistic skin care continues to evolve — and Provital's latest innovation, Pureblome, reportedly provides a breakthrough in addressing the dual challenges of well-aging and adult acne. Engineered using the company's Triplobiome biotechnology, leveraging relationships between plants and their internal symbiotic microorganisms (endophytes), Pureblome is said to deliver targeted skin rejuvenation and balance.

Pureblome is designed to meet the needs of women ages 30 to 50, a demographic navigating the physical and psychological intersection of aging skin and ongoing acne concerns. The extract is illustrative of the emerging science of ecopsychology, the company reports, which explores connections between the natural world and human mental health.

Pureblome is standardized in peptides and offers a triple efficacy solution by enhancing skin elasticity, balancing sebum production and promoting overall skin regeneration. Key benefits include:

- *Fibroblast revitalization:* Boosts collagen and elastin production while combating glycation to improve skin structure and integrity.
- *Sebum regulation:* Controls sebocyte activity to balance oil production and reduce acne-related factors.
- *Anti-inflammatory action:* Minimizes cytokine activity, leading to an even skin tone and reduced signs of inflammaging.

Pureblome's efficacy stems from Triplobiome, the company's biotech platform, which was used to capture the symbiotic benefits provided by the endophytic bacterium *Bacillus velezensis* in agroecologically grown *Hyssopus officinalis*. Metabolomic analysis of *B. velezensis* isolated from the internal leaf tissue revealed the ferment contained a wide range of peptides, lipopeptides and numerous anti-pathogenic molecules with vast cosmetic potential.

From this, Pureblome was created, which is said to rejuvenate and balance the skin while promoting skin resilience and regeneration. According to the company, it is "the first agro-psychological solution that really taps into nature's wisdom to achieve balance and rejuvenation."

Pureblome's effectiveness was validated through in vitro and in vivo studies, as well as clinical trials involving 76 female volunteers. According to the company, results showed statistically significant improvements within just 14 days, including:

- *Skin texture*: Reduced pore size, blemishes and wrinkles.
- *Elasticity:* Enhanced skin firmness and evenness of tone.
- *Sebum control:* Decreased oil production and improved mattified complexion by day 56.



Provital's Pureblome is designed to meet the needs of women ages 30 to 50, a demographic navigating the physical and psychological intersection of aging skin and ongoing acne concerns.

Chemyunion's Upcycled Eccofia Citrus Rejuvenates Neck, Décolleté Skin

Driven by the skinification of body care trend, Chemyunion has developed Ecoffea Citrus, a plant extract that boosts the production of structural proteins, revitalizing and restoring skin's longevity. Derived from upcycled waste from green coffee (*Coffea arabica*) and Sicilian lemon (*Citrus limon*), the vegan ingredient comprises 100% NOC (Natural Origin Content). With this launch, Chemyunion says it reaffirms its commitment to innovation and sustainability by offering the market an effective solution for high-performance body care.

According to the company, Ecoffea Citrus has been shown ex vivo and in vivo in the neck and décolleté area

Image by boyloso at Adobe Stock

to improve skin health and promote the reduction of fine lines and wrinkles through various mechanisms:

- Improving skin texture, elasticity and firmness.
- Stimulating cellular longevity.
- Boosting structural proteins essential for skin firmness.
- Improving skin elasticity, texture and roughness after 28 days.
- Reducing fine lines and wrinkles after 28 days.

The degradation of collagen and elastin fibers affects skin's firmness and texture. As the company explains, by acting on different types of collagen, the ingredient boosts firmness (type I collagen (COL-1)), supports skin structure (type III collagen (COL-3)), increases the production of COL-1, which decelerates with chronological aging, and improves regeneration to support the mechanical stability of skin (type IV collagen (COL-4)).

In addition, by boosting fibronectin 1 (FB1), a glycoprotein that interacts with dermal fibroblasts and contributes to the structure of the dermal-epidermal junction, the extracellular matrix (ECM) is improved, in turn improving wrinkles. Finally, to maintain skin integrity and appearance, the ingredient increases the expression of sitruin-3 (SIRT-3), which promotes cellular longevity by protecting skin structures from oxidative damage.



According to the Chemyunion, Ecoffea Citrus has been shown ex vivo and in vivo in the neck and décolleté area to improve skin health and promote the reduction of fine lines and wrinkles through various mechanisms.

Gattefossé Unveils Noxifense to Defend Sensitive Skin Against Exposome Assault

Gattefossé has debuted Noxifense, a natural cosmetic active that safeguards critical epidermal lipids against assault from the exposome, including, for example, UV exposure, pollution and cigarette smoke. According to the company, sensitive skin is increasingly common, and these environmental factors trigger the dual biological response of oxi-inflammation, a vicious cycle of oxidation and inflammation that compromises the structural integrity of the skin's protective lipids. The ingredient targets this oxi-inflammatory environment, restoring balance and soothing even irritant-prone skin.

Derived from the resilient sea buckthorn plant, Noxifense reportedly harnesses the powerful antioxidant and anti-inflammatory compounds naturally found in the plant's leaves. More specifically, the ingredient is:

- Upcycled from organic orchards in Quebec
- Extracted using an eco-efficient, energy-conserving proces
- Entirely natural, organic-certified and free from preservatives, aligning with sustainable cosmetic principles

As Gattefossé explains, sea buckthorn is rich in flavonol glycosides and ellagitannins, bioactive compounds essential to its skin-calming effects. In vitro models simulating environmental assaults (e.g., UV radiation and pollution) on lipid peroxidation in the viable epidermis demonstrated Noxifense's capacity to disrupt this cycle.

The ingredient targets key biological mechanisms, in turn:

- Reducing intracellular ROS (reactive oxygen species) levels, fortifying antioxidant defenses
- Inhibiting the NF-kB pathway to mitigate inflammatory responses

Per the company, a clinical trial conducted in Asian participants with sensitive skin revealed measurable benefits, including:

- A significant reduction in stinging sensations and visible redness
- Improved overall comfort, texture and tone of the skin
- Enhanced hydration, yielding smooth and radiant results for participants

Noxifense is said to integrate seamlessly into a diverse range of formulations for sensitive skin care. Its versatile nature supports applications in a variety of product types. Examples include:

- Serums for daily skin soothing
- Creams tailored to restore lipid balance

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- Masks targeting stressed or reactive skin

Gattefossé adds that the ingredient's compatibility with other natural compounds makes it an ideal choice for multifunctional cosmetic solutions, introducing a science-backed, eco-conscious approach to skin sensitivity that meets the growing demand for effective and sustainable solutions.

"The sensitive skin market is among the most dynamic segments in skin care, driven by increasingly harsh environmental factors such as UV exposure, pollution and stress," said Laurie Canel, product marketing leader of active ingredients for the company. "Sensitive skin spans all skin types, making soothing cosmetic products the new industry standard."

Se(HA)+: LipoTrue's Needle-Free Solution for Rapid Wrinkle Reduction and Lip Plumping in Minutes

LipoTrue's new SE(HA)+ ingredient technology, launched at In-cosmetics Global 2025 in Amsterdam, is a naturally synthesized, enriched hyaluronic acid (HA) ferment that reportedly hydrates and plumps the skin, while boosting its resilience. The result is a rapid and needle-free alternative for enhancing lip volume and reducing the appearance of crow's feet and nasolabial wrinkles.

Se(HA)+ taps "a unique microorganism" that produces an enriched HA ferment that "mimics and enhances the skin's own hyaluronic acid network," per LipoTrue.

By offering HA-like and HA-boosting benefits, Se(HA)+ delivers "deep, long-lasting hydration, improving skin architecture boosting collagen, elastin and fibrillin, and offering a non-invasive, visible plumping effect."

Per the supplier, Se(HA)+ clinical studies have demonstrated the ingredient's power to visibly reduce crow's feet and nasolabial wrinkles in just 30 minutes, while enhancing lip volume in 10 minutes, a rapid and needle-free alternative for those seeking immediate results.

TRI-K's Next-Gen Ceramide for Superior Skin Barrier Function and High-Purity, Low-Irritation Niacinamide for Gentle Brightening

TRI-K introduced TerraCera Renew NP, a high-performance ceramide derived through bio-fermentation that is said to deliver optimized results in skin barrier repair and hydration. Per the company, TerraCera Renew NP offers significant moisturization and reduction in trans-epidermal water loss (TEWL) at ultra-low concentrations, making it a standout among traditional ceramides. Its low-dosage efficiency positions it as a versatile choice for cost-effective formulations focusing on skin barrier health and sustained hydration.

Key claims include:

- Bio-fermented ceramide technology
- Clinically proven TEWL reduction
- Effective at ultra-low concentrations
- Seamless integration for clean beauty formulations where low-dosage ceramides are critical
- Enhances skin barrier for long-lasting hydration

According to TRI-K, testing confirmed TerraCera Renew NP outperformed benchmarks in hydration retention.

Also, NiaPure is TRI-K's new niacinamide derivative made via advanced bio-fermentation that represents a significant improvement in skin brightening technology, the company reports. Engineered to reduce skin irritation by up to tenfold compared with standard niacinamide, NiaPure demonstrates efficacy in balancing pigmentation, regulating sebum production and addressing hyperpigmentation. Its ultra-pure formulation makes it particularly suitable for sensitive and reactive skin types, while retaining its proven benefits in melanin inhibition and tone correction.

Key claims include:

- Fermentation-derived niacinamide,
- Lowers irritation by 10× compared with traditional niacinamide,
- Regulates sebum, minimizes melanin production and reduces hyperpigmentation, and
- Is designed for sensitive and reactive skin types.

These new actives are reportedly designed with the latest consumer expectations and formulation trends in mind:

- *Clean beauty compatibility:* Each ingredient aligns with the growing consumer demand for sustainably sourced, efficient and clean-label products.



LipoTrue's new SE(HA)+ ingredient technology is a naturally synthesized, enriched hyaluronic acid (HA) ferment that reportedly hydrates and plumps the skin, while boosting its resilience.

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- *High performance at low levels:* Both ingredients allow formulators to achieve exceptional efficacy with minimal concentrations, reducing formulation costs and ingredient stacks.
- *Versatility:* The ingredients also integrate seamlessly across creams, lotions and even lightweight emulsions for broader product versatility.

CutiGuard CLR – Enhancing Skin's First Impressions

CutiGuard CLR offers a novel approach to skin longevity, leveraging the adaptive properties of the red alga *Galdieria sulphuraria* to combat aging skin. By activating selective autophagy and inhibiting the buildup of senescent cells, it reportedly supports skin renewal and resilience.

A six-week trial involving 170 participants found that 76% of graders preferred images of skin treated with a formulation containing 3% CutiGuard CLR. Participants made their choice based on standardized photographs viewed for just 3 sec, highlighting its ability to improve skin appearance immediately.

CutiGuard CLR is designed to improve skin tone evenness, radiance and firmness while reducing wrinkles. These benefits address key factors perceived as indicators of youthfulness and beauty.

Anti-Aging Collagen and Peptides

Ashland Unveils Collapeptyl, an Unprecedented Hyalupeptide Hybrid for Anti-aging

Ashland debuted a "groundbreaking" advancement in skin care science at PCHi 2025 in China. The company's latest ingredient launch, Collapeptyl, is reportedly the first-ever hyalupeptide hybrid that combines hyaluronic acid with peptides (tripeptide-1 and hexapeptide-9).

Created by combining state-of-the-art molecular modeling science with a patented 2HP technology (i.e., hyaluronic hybrid peptide), the complex is optimized for collagen synthesis and mimics and boosts skin's 3D collagen ecosystem matrix — or what Ashland refers to as the Collaverse — for "instant glass-like, glowy skin."

Per Ashland, Collapeptyl:

- Stimulates natural collagen production by synergistically boosting 20 interconnected collagen chains, enhancing skin integrity and elasticity.
- Provides immediate and long-term visible results, such as an increase of collagen I by 44% and hyaluronic acid by 57% in ex vivo tests.
- Imparts clinical benefits in just 30 min, including improvements in skin elasticity, "flash" hydration and plumping
- Reduces expression wrinkles and reveals glass-like, glowing skin within 4 hrs and diminishes deep wrinkles after one month's use.

In addition to anti-aging effects, the ingredient offers sensorial performance to deliver a smooth and velvet sensory feel. Taken together, Ashland refers to Collapeptyl as a Texturactive, enhancing both sensory experience and functional efficacy.

Ashland adds that the ingredient demonstrates superior performance with its combination of actives than that of each individual active alone. It additionally outperforms existing market peptides, per the company.

This ingredient offers a 99.7% natural collagen peptide solution that is also vegan and PFAS-free, ensuring alignment with consumer demand for sustainable and ethical cosmetic products.

Per the company, Collapeptyl is set to revolutionize formulations for applications, including:

- Regenerative skin care
- Make-up hybrids
- Tinted serums
- BB creams

Its ability to deliver instant smoothness and velvet-like sensory effects are said to make it an "essential component for elegant, high-performance formulations."

Ashland reports this launch signals the "future of collagen-centered innovation, providing an effective, sustainable and sensory-driven approach to empowering cosmetic formulations."

What's more, the technology is designed to meet the growing demand for sustainable skin care ingredients, adhering to ISO 16128 standards for natural content while being non-animal derived and eco-conscious. These attributes make it suitable for clean beauty formulations that prioritize sustainability, offering performance that rivals traditional collagen solutions.

"Collapeptyl is not just another active ingredient. We are transforming the future of collagen science, delivering the next generation of synergistic performance and collaborating with our customers to bring new claims to consumers," said Jim Minicucci, senior vice president and general manager, personal care, Ashland. "... Collapeptyl is a breakthrough innovation that further boosts our technology-rich biofunctionals offering and globalization strategy."

DSM-Firmenich's Syn-Coll CB Redefines Slow-aging Skin Care

Natural innovation meets performance with Syn-Coll CB, a patented, sustainable tripeptide developed by DSM-Firmenich according to Green Chemistry principles.

Features include:

- *Collagen protection*: At just 1%, the ingredient has been clinically shown to boost and safeguard collagen reserves while reducing UV-induced collagen degradation, slowing the skin aging process by mimicking the body's own mechanisms.
- *Age-personalized action:* Syn-Coll CB adapts to address collagen-related needs across different age groups.
- *Visible results:* The product improves skin firmness and smoothness, sculpting skin for a youthful, rejuvenated appearance.

The company's Lotion-to-Foam formula, enriched with Syn-Coll CB, is designed to offer a next-generation slow-aging skin care experience, harmonizing with the body's natural processes to protect collagen and enhance skin health.

Chemyunion Launches Peptid4 B-Like Sustainable Anti-wrinkle Active

Chemyunion unveils Peptid4 B-Like, a next-generation tetrapeptide that offers a sustainable, high-performance alternative for wrinkle reduction. Designed to meet the growing demand for effective yet non-invasive skin care solutions, Peptid4 B-Like is said to deliver superior results and provide an affordable option for formulating advanced anti-aging products.

As Chemyunion explains, Peptid4 B-Like is engineered to target expression wrinkles through a complementary pathway to botulinum toxins. It interacts with the α-sites of nicotinic cholinergic receptors, competing with acetylcholine to reduce muscle contraction, resulting in visible wrinkle smoothing. This unique mechanism reportedly enables superior performance compared to current market benchmarks.

In a clinical study of 21 volunteers, twice daily application of the ingredient demonstrated Peptid4 B-Like's performance. Compared with a benchmark peptide at 10% (50 ppm), subjects using 4% (50 ppm) Peptid4 B-Like achieved statistically significant improvements across multiple parameters, including wrinkle area, number, perimeter and volume.

More specifically, effects included:

- 20% reduction in periorbital wrinkles within 14 days of use,
- 5% of volunteers reported a reduction in forehead wrinkles,
- 80% observed fewer wrinkles around the eyes, and
- 75% noticed improved skin elasticity.

Peptid4 B-Like additionally sets a new industry standard for sustainability, addressing the resource-intensive nature of traditional peptide synthesis. Per the company, the ingredient complies with 10 of the 12 principles of Green Chemistry, boasting a 99.86% natural origin per ISO 16128 standards. Its efficient Solid-Phase Peptide Synthesis (SPPS) process minimizes petrochemical usage and maximizes renewable raw materials, making it an eco-friendly and commercially viable alternative for formulators.



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Peptid4 B-Like from Chemyunion provides an affordable option for formulating advanced anti-aging products.

According to Chemyinion, Peptid4 B-Like's cost-effective and scalable production ensures affordability without compromising purity and performance. Its reported versatility can support brands aiming to create advanced anti-wrinkle formulations that appeal to eco-conscious consumers.

Evonik Corp. Boosts Cellular Communication with Skin-identical Vecollage Fortify GP Collagen

Evonik Corp. has introduced Vecollage Fortify GP, a revolutionary collagen polypeptide engineered to enhance skin health and functionality through an exosome-mediated, epigenetic-based mechanism. Designed to address aging skin and post-procedure care, this vegan, Type III human skin-identical collagen is said to deliver comprehensive benefits to both formulators and end users.

Vecollage Fortify GP offers advanced biofunctionalities for targeted skin care innovation.

These include a dual anti-aging mechanism:

- Reducing extracellular matrix (ECM) degradation
- Stimulating collagen production, fortifying the dermal-epidermal junction
- Exosome-mediated signaling
- Harnessing microRNA signaling between keratinocytes and fibroblasts to reinforce structural integrity

In addition, it is skin-identical and sustainable:

- A 100% recombinant Type III collagen with a lower molecular weight than animal-derived collagen for improved absorption and compatibility
- Vegan, produced via a biofermentation process for ethical and eco-friendly formulations

It also demonstrates clinically proven efficacy:

- Enhancing skin elasticity, firmness and dermal density at concentrations as low as 0.3%.

Thus, Vecollage Fortify GP supports dermocosmetic formulations for pre- and post-medical procedures, anti-aging regimens and biomimetic skin care applications.

The functionality and safety of Vecollage Fortify GP have been validated through a series of in vitro, ex vivo and in vivo studies.

- *Gene expression* (SimDerma Model): Demonstrated significant upregulation in ECM components, including collagen Types I and III.
- *Protein expression* (in vitro): Verified increased biosynthesis of procollagen Type I.
- *Ex vivo models:* Revealed strengthened dermal-epidermal junction and enhanced ECM renewal.
- *Clinical studies (in vivo):* Delivered measurable improvements in skin elasticity, firmness, and post-procedure recovery.

Per the company, these robust findings underscore its efficacy in enhancing collagen integrity, optimizing dermal structure and promoting renewal of the extracellular matrix.

Vecollage Fortify GP is available as a preservative-free liquid (active matter ~2%) that per the company, is highly scalable due to its biofermentation production process. It offers excellent batch reproducibility and a recommended usage concentration of 0.3–2.5%.

Ideal for applications in anti-aging formulations, natural skin care and post-procedure solutions, Vecollage Fortify GP is designed to allow formulators to create high-performance, ethical products tailored to modern consumer demands.

With its precision-engineered collagen and sustainability-focused production, Vecollage Fortify GP is positioned as a disruptive solution for next-generation skin care innovation.

Sensory & Cooling Effects

Salvona's MultiSal Menthol Triggers Cool, Refreshing Effects for Skin, Hair and More

Salvona has released its water-activated MultiSal Menthol, an encapsulated form of pure menthol with enhanced stability, longevity and efficiency for cosmetics, skin care, hair care and other applications. The ingredient is designed to address the challenges of traditional menthol formulations, sustaining its topical analgesic and cooling benefits in modern products.

Menthol is well-known for its refreshing and invigorating properties. According to the company, MultiSal Menthol enhances these benefits through an advanced encapsulation technology, delivering core advantages including:

- T*riggered release* – Enabled through a water-activated mechanism, releasing menthol upon contact with sweat, sebum or friction.
- *Extended cooling sensation* – Providing longer-lasting cooling effects compared to unencapsulated menthol formulations.
- *Improved stability* – Protecting menthol from degradation, even at elevated production temperatures, ensuring potency throughout a product's shelf life.
- *Enhanced ease of use* – Eliminating the challenges of formulating with raw menthol crystals by providing a stable, fine white powder.

These effects can be imparted in applications ranging from cooling gels and after-sun care, to scalp treatments and deodorants.

Salvona reported on several studies conducted to confirm MultiSal Menthol's performance and cooling effects.

- *Stability and retention:* A thermal gravimetric analysis (TGA) tested menthol retention at elevated temperatures (up to 60°C). Free menthol began degrading above 30°C and was fully degraded by 50°C. However, MultiSal Menthol retained 94% of menthol mass at 60°C, underscoring its stability under high-temperature conditions.
- *Water-triggered release:* The water-triggered release of menthol was



According to the Salvona, MultiSal Menthol enhances these benefits through an advanced encapsulation technology.

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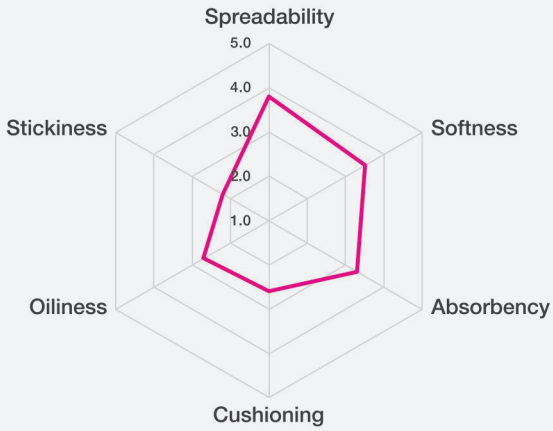
Coco-Caprylate/Caprate

PALMESTER Coco-Caprylate/Caprate is a lightweight, fast-spreading emollient that delivers remarkable softness, smoothness, and suppleness to the skin.

The unique chain length distribution ensures a light, non-greasy feel and quick absorption, making it perfect for lightweight creams, serums, oils, and face moisturisers.

With a sensory profile that closely matches silicone oils in spreadability and softness, it provides a high-performance, silicone-free alternative for skincare products.

Its exceptional solubilising ability enhances the effectiveness of crystalline UV filters and aids in dispersing colour pigments, making it an ideal choice for suncare formulations and colour cosmetics.



- Lightweight emollient with outstanding spreadability
- Natural alternative to volatile silicone oils
- Enhances solubility of crystalline UV filters
- Good dispersing agent for colour pigments



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evaluated in six panelists using deodorant samples containing either free menthol or MultiSal Menthol. Panelists rated the cooling and odor intensity pre- and post-application of water spray. Free menthol showed no significant variation, whereas MultiSal Menthol demonstrated a significant increase in both cooling intensity and odor release when exposed to water.

- *Cooling intensity and longevity:* A controlled study compared the cooling intensity of a body powder with MultiSal Menthol (n = 12) and with free menthol (n = 12) over 60 min. The powders were applied to the forearms of panelists.

The free menthol powder peaked at a cooling intensity rating of 3 and dropped below 1 after 40 min, whereas the MultiSal Menthol powder achieved an initial intensity of 5 and maintained a rating of above 4 for the full test duration, showcasing its longevity and sensory performance.

MultiSal Menthol's advanced encapsulation reportedly leverages a microsphere-based structure, comprising an outer shell and a core containing submicron spheres. The shell prevents premature evaporation and protects menthol from environmental factors, while the core ensures consistent release upon activation.

This design addresses the formulation challenges associated with raw menthol crystals and volatile compounds, enabling its application in products such as:

- *Cooling gels:* Providing long-lasting refreshment and soothing effects for irritated skin
- *After-sun lotion:* Easing discomfort with sustained cooling relief
- *Deodorants:* Enhancing the sensory experience through water-activated menthol release
- *Scalp treatments:* Delivering analgesic benefits and a fresh feel to soothe the scalp
- *Powder makeup and foundations:* Creating light and breathable sensation
- *Overnight blemish patches:* Combining with other Salvona technologies, patches can be created to deliver salicylic acid as well as soothing benefits
- *Dry shampoos:* Providing instant refreshing and anti-irritant effects
- *Medicated body powder:* Reducing itch and irritation with a cooling sensation
- *Toothpaste and toothpaste tablets:* To impart intense, lasting refreshing effects
- *Medicated lip balm:* Offering cooling and soothing effects in formulas for chapped, dry and cracked lips.

By combining practicality and performance, MultiSal Menthol supports formulators in creating high-impact consumer products that stand out in the crowded beauty and personal care market. According to Salvona, this innovative menthol technology thus ensures consistent quality, enhanced stability and an unparalleled sensory experience.

Hair and Scalp Care

Preventative Hair Care Has Arrived: Croda Beauty's FibraShield C

Croda Beauty's FibraShield C is a protective multi-peptide designed to preserve hair longevity by combating oxidative stress and providing environmental protection.

Sourced from chickpea extract, FibraShield C can be applied in daily leave-in care, styling, thermal protection, anti-pollution, sun protection, well-aging and hybrid formulations to address dry and damaged hair, including chemically-treated and mechanically damaged hair, as well as fragile hair types such as textured, aged or gray hair.

Key benefits include:

- Reducing ROS by 95%
- Reversing 20 days of UV-induced cuticle damage
- Reducing UV-induced cysteine oxidation in the cortex, safeguarding the hair's internal structure
- Preserving hair strength and integrity (as confirmed by DSC and cyclic fatigue testing)

The biodegradable (OECD 301B) ingredient comprises 98.9% naturally derived content (ISO 16128) and is COSMOS approved, vegan suitable, halal certified, non-GMO and free from phenoxyethanol. It is also IECIC listed and EU and U.K. REACH compliant, per Croda.

"In today's beauty market, the preventative mindset of skin care is now expanding into hair care," says Helene Hine, global insights and innovation manager for hair. "Consumers are increasingly focused on slow aging and promoting hair longevity, seeking products that maintain healthy hair throughout life. FibraShield C is uniquely positioned to meet this demand. Also, the health and wellness trend continues to drive demand for ingredients derived from trending and nutritious sources. FibraShield C, made from chickpea extract, taps into this movement, offering consumers a high-performance, naturally derived solution that aligns with their wellness-focused lifestyles."

95% Dandruff Reduction in 3 Days: The Power of Givaudan's DandErase

Givaudan Active Beauty's DandErase natural anti-dandruff ingredient is designed to restore scalp health in part by selectively inhibiting the excess growth of *Malassezia*, which can result in oily yellow flakes, itching and inflammation.

Derived via green fractionation from Moroccan saffron petals (*Crocus sativus* L.), DandErase reduces inflammation and erythema, mitigates itching and scalp discomfort, restores the barrier function of the skin and scalp, and balances the microbiome for long-lasting anti-dandruff effects.

Clinical trials have reportedly shown that the ingredient reduces dandruff by as much as 95% in just three days.



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engineering natural active ingredients

Itching and inflammation are also diminished as a result of a more balanced microbiome.

DandErase's effects also reportedly prevent rebound occurrences of dandruff. In fact, dandruff reductions can continue for as long as two weeks post-treatment, per Givaudan.



DandErase's effects also reportedly prevent rebound occurrences of dandruff. In fact, dandruff reductions can continue for as long as two weeks post-treatment, per Givaudan.

EterWell Hair: DSM-Firmenich's Senolytic-led Approach to Hair Longevity

According to DSM-Firmenich, the conversation around hair care is evolving, and EterWell Hair takes the lead with a skin care-inspired, anti-aging approach driven by cutting-edge senolytic science.

Highlights include:

- *Cellular innovation:* The ingredient is designed to boost hair's cellular processes, increasing longevity and health.
- *Elevated routines:* Combining scientific efficacy with fragrance innovation, the ingredient offers a premium sensory experience.

EterWell Hair was featured during In-cosmetics Global 2025, in a mist to redefine hair care routines through science-backed solutions.

Syensqo's Naternal Care XTRA Leads the Responsible Beauty Charge at In-cosmetics Global 2025

Syensqo sought to redefine the landscape of responsible beauty at In-cosmetics Global 2025 with its latest line-up of high-performance, sustainable ingredient solutions. Leading the charge is Naternal Care XTRA, described as a "breakthrough" fenugreek-based conditioning polymer delivering unparalleled efficacy and sustainability in the realm of hair care. Four additional environmentally mindful innovations include: a plant-based emollient, a water-soluble lipid concentrate, a natural amino acid gelling agent and a natural, biodegradable suspending agent.

Per Syensqo, Naternal Care XTRA stands as a testament to the company's commitment to blending science and environmental mindfulness. Inspired by the renowned healing properties of fenugreek, this bio-based polymer reportedly offers advanced deep-conditioning benefits, restoring even the most damaged hair to softness, strength and manageability.

Key benefits include:

- *Deep conditioning:* Revives severely damaged hair for improved texture and strength.
- *Biodegradable formula:* Readily biodegradable (Biodeg Score B) and suitable for clean beauty formulations beyond traditional sulfated systems.
- *Sustainable alternative:* Replaces polyquaterniums with a naturally derived, eco-friendly solution.
- *Formulator-friendly:* Highly soluble and easy to incorporates into diverse hair care systems.

"This innovation represents a new era of responsible hair care, where visible results meet environmental values," said Vincent Miralles, hair care global segment leader at Syensqo.

Building on the momentum of Naternal Care XTRA, Syensqo unveiled a suite of ingredients to empower formulators and meet the growing demand for clean, high-efficacy products. The new ingredient lineup includes the following:

- *Dermalcare VG Squalane:* 100% plant-based, sourced from canola, sunflower and olive for supply security and luxurious skin feel; applications include skin and hair care, offering softness and a rounded, velvety finish.
- *Cerafy Mix Repair:* For moisturizing and repairing; combines biomimetic ceramides (NP and AP) and phytosphingosine to hydrate, repair and soothe; offers versatility; and is water-soluble and cold-processable for ease of use across skin, hair and scalp care.
- *Oleogy LEOT:* An oil gelling innovation, this natural amino acid-based gelling agent is appropriate for transparent stick formulations; provides a smooth glide and powdery after feel, perfect for skin care, sun care and makeup.

Courtesy of Givaudan



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- *Rheozan BLC W:* A suspending agent based on bacterial cellulose, effective at low doses for particle stabilization; enhances formulation aesthetics in both rinse-off and leave-on products.

According to the company, these innovations, blending high performance with environmental mindfulness, were spotlighted in the Innovation and Sustainability Zones at In-cosmetics Global 2025.

Revolutionizing Hair Density, Longevity with TRI-K's DensiFoll Scalp-targeted Active

To address the growing demand for hair thinning solutions, TRI-K launched DensiFoll, an advanced active targeting hair density and longevity. This bio-based ingredient, derived from 99% natural sources, reportedly works at the scalp level by enhancing the environment for hair follicles and stimulating gene activity associated with hair growth. DensiFoll is formulated to visibly improve hair thickness and vitality over prolonged use, offering an effective solution for formulators developing high-performance products supporting thinning hair.

Key claims include:

- Natural origin (99%)
- Targets genes associated with hair growth
- Promotes a healthy scalp environment for visible improvements in density and thickness

Color Cosmetics

Salvona Advances Color and Lip Care with Two Innovative Encapsulates

Introducing cutting-edge advances in color cosmetics and lip enhancement, Salvona launched its HydroSal Color Seal and HydroSal Lip Plumping cosmetic ingredients. These innovative technologies are said to offer superior performance for smudge-proof makeup and lasting lip volume, pushing the boundaries of cosmetic science and formulation.

HydroSal Color Seal: HydroSal Color Seal is a system that enhances color reliability across makeup categories such as foundation, lip gloss, eyeliner and more. It extends the longevity of color application while resisting smudging and water, resulting in makeup that remains fresh and vibrant throughout the day, per the company. Using a proprietary polymer system, pigments are entrapped and sealed onto the skin, forming a durable, water-resistant film upon drying.

Key benefits include:

- *High water resistance:* Waterproof and ultra-durable with 100% smear-proof performance.
- *Multi-purpose application:* Suitable for delicate eyeliners, eyeshadows, eyebrow pens and lip gloss formulations.
- *Quick-drying and skin-friendly:* Alcohol-free, non-drying and anti-allergenic formulation ensures safe use on all skin types.
- *Easy removal:* Removes effortlessly with botanical oils or warm water.
- *Cruelty-free and made in the USA:* Meets modern ethical and sustainable criteria.

A controlled study showcased HydroSal Color Seal's exceptional color retention and water resistance. A lip color containing 21.5% HydroSal Color Seal was applied to the forearm and left untouched for 6 hours. After spraying with water and wiping with a clean paper towel, no residue was transferred, affirming the technology's ability to maintain vibrant, intact pigmentation even under challenging conditions.

HydroSal Lip Plumping: HydroSal Lip Plumping is designed to deliver an advanced solution for lip care, combining functionality, sensation and aesthetic appeal in one innovative system. Utilizing sub-micron spheres with encapsulated active ingredients, this technology enhances lip volume, boosts hydration and provides a visible darkening of lip color due to increased blood flow, according to the company. It offers a non-irritating alternative to traditional plumping products, making it suitable for all skin types.

Supported claims include:

- *Immediate results:* Users experience an instant plumping sensation caused by green tea-derived caffeine and polyphenols.



Sun Chemical's Timica Terra pigments meet the need for color plus care and inclusive shades.

Courtesy of Sun Chemical

- *Long-lasting effects:* Sustained release of peptides, such as Palmitoyl Tripeptide-38, promotes collagen production for prolonged volumizing effects and improved skin texture.
- *Versatile compatibility:* Easily integrates with most lip care and cosmetic formulations for multifunctional benefits.

HydroSal Lip Plumping was tested in panelists who applied a lip balm containing 10% of the ingredient. Using a scale from 0 to 10, participants rated the intensity of the plumping sensation, consistently indicating strong and enduring effects. The innovative delivery system produced visible results while respecting skin sensitivity, the company reports.

Sun Chemical Debuts 'Electrifying' Chione Metallic Pigments, Highlights Timica Terra Color + Care

Sun Chemical debuted two "electrifying" metallic effect pigments during In-cosmetics Global 2025 in Amsterdam. Added to the Chione line, the pigments reflect the growing demand for bold, vegan and carmine-free color additives. In addition, the company's Timica Terra pigments, highlighted in the Makeup Bar, meets the need for color plus care and inclusive shades.

Chione Electric Scarlet and Sienna: The bold metallic effect pigments include the following.

- *Chione Electric Scarlet SR90D*, providing an intense red shimmer for striking, high-impact formulations.
- *Chione Electric Sienna SC90D*, offering a radiant copper finish with enhanced chroma for unique, warm-toned beauty products.

Both pigments are globally approved as color additives and are non-staining, non-bleeding and UV-stable — providing durability and versatility for applications across cosmetics, skin care, body care and sun care.

Ed Webb, global director of cosmetics at Sun Chemical, noted, "Since the success of our Chione Electric Fuchsia effect pigment, customers have been eager for expanded options to meet the growing demand for bold, carmine-free colors. We're thrilled to introduce these strong new additions for formulators creating innovative, vegan beauty products."



Timica Terra pigments: Recognizing the trend toward cosmetics with skin care benefits, Sun Chemical also highlighted its Timica Terra effect pigments. These mica-based pigments are reportedly ideal for creating multifunctional and inclusive products.

Features include:

- Designed to produce skin tone shades with coverage and radiance,
- Simplify manufacturing processes - with no milling or grinding required, and
- Demonstrate excellent oil absorption properties, support cosmetic stability and ease of use.

Timica Terra pigments are thus positioned to empower formulators to create hybrid products that bridge the gap between makeup and skin care.

MultiMoist CLR – A Breakthrough in Hair Vitality

Designed to elevate hair care, MultiMoist CLR reportedly delivers lasting results while protecting hair integrity. It addresses modern hair concerns such as shine, softness and damage from oxidative stress.

MultiMoist CLR was designed to impart protective effects on keratins and lipids after a single shampoo formulation application.

The ingredient was shown to:

- Strengthen hair, reduce frizz and improve manageability while protecting against color fading caused by repeated washing.
- Be effective in both leave-on and rinse-off formulas, showcasing its versatility.
- Shield hair from oxidative degradation.
- Enhance shine, suppleness and overall condition.
- Protect colored hair from fading.
- Apply to diverse applications in the natural hair care market.



DSM-Firmenich's innovative sunscreen balm, formulated with Parsol SLX and other Parsol UV filters, showcases sun protection with a shine-free finish.

Sun Protection

DSM-Firmenich's Parsol SLX: A Multi-Talented, Microbiome-friendly UVB Filter

DSM-Firmenich's Parsol SLX stands out as a microbiome-friendly UVB filter, delivering exceptional sun, skin and hair care protection.

It reportedly provides:

- *Sun protection:* Reliable UVB defense ensures consistent and dependable protection in sunscreen formulations.
- *Hair color protection:* The ingredient guards against UV exposure and fading from washing, keeping hair vibrant.
- *Hair fiber care:* Parsol SLX also shields hair fibers from the damaging effects of the sun, offering comprehensive care.

The company's innovative sunscreen balm, formulated with Parsol SLX and other Parsol UV filters, showcases outstanding protection with a shine-free, elegant finish. According to DSM-Firmenich, for formulators seeking a versatile UVB solution, Parsol SLX offers an ideal pathway to effective, microbiome-conscious formulations

Eco-Conscious Mulitfunctionals

AdvensProtect 2-EHG Green: A 100% Biobased Multifunctional from Chemoxy/Seqens

Seqens Personal Care introduced AdvensProtect 2-EHG Green, a 100% biobased ethylhexylglycerin designed to elevate sustainability

Image by verona_studio at Adobe Stock

and efficacy in modern personal care formulations. Crafted at Seqens' UK affiliate, Chemoxy, this multifunctional addresses the rising demand for eco-conscious and high-performance solutions.

AdvensProtect 2-EHG Green offers several key benefits including the following, per the company.

- *Skin care:* The ingredient improves skin feel, softness and moisturization for an enhanced sensory profile.
- *Deodorant efficacy:* It fights odor-causing bacteria, adding value to deodorants and personal hygiene products.
- *Preservative booster:* It effectively enhances traditional preservatives and other antimicrobial substances.

AdvensProtect 2-EHG Green is also designed to seamlessly integrate into diverse formulations and offers key features such as:

- a clear liquid form, with oil-soluble and water-miscible compatibility;
- pH and temperature independence, making it suitable for cold processing; and
- versatility to enhance other preservatives and multifunctional ingredients, such as Seqens' AdvensProtect PHE, AdvensProtect 5 Green and AdvensProtect 8 Green.

Recommended use levels range between 0.3 - 1.0%, providing formulators flexibility during development. With a shelf life of two years under recommended storage conditions, AdvensProtect 2-EHG Green will reportedly ensure stability and reliable performance in formulations.

Designed for use in skin care and deodorant formulations, AdvensProtect 2-EHG Green delivers both functional benefits and a sustainable edge, the company reports. It is also available in an alternative form, AdvensProtect 2-EHG Plus Green, stabilized with natural tocopherol for enhanced performance. ■





Scalp care is no longer just a niche—it's a movement paralleling sophisticated skin care regimens, positioning scalp health as equally essential.

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The Science Behind Scalp Care: Key Ingredients and Technologies



Scalp care is no longer just a niche—it's a movement paralleling sophisticated skin care regimens, positioning scalp health as equally essential.

According to a recent report by Spate[a], scalp care growth is outpacing expectations, with trends such as "Scalp Spa" and "Scalp Serum" seeing exponential growth rates.

Scalp care is no longer just a niche—it's a movement paralleling sophisticated skin care regimens, positioning scalp health as equally essential. As consumer sophistication grows, hair health brands are poised to capitalize on this evolution, drawing lessons from skin care strategies to offer advanced scalp care solutions.

Key drivers such as scalp health awareness, sophisticated consumer demands, and ingredient innovation are shaping the landscape. The report highlights transformative ingredients trending in the scalp care sphere, with notable growth in Aloe Vera, Rosemary, and Jojoba Oil searches, reinforcing the market shift towards natural and effective scalp solutions.

How Scalp Care is Changing the Hair Care Industry

According to Coherent Market Insights, the global scalp care market is projected to reach $20.79 billion by 2030, growing at a rate of 7.1% annually.[b] Once considered a niche part of hair care, scalp care is now at the forefront of the beauty industry's innovation. Consumers and professionals alike are recognizing that healthy hair starts with a healthy scalp—a trend that is shaking up the hair care category.

This article explores the surging interest in scalp care, the exciting products and technologies redefining the industry, and why brands are investing heavily in scalp wellness. Finally, we'll touch on how you can incorporate this burgeoning trend into your beauty routine.

Why Scalp Care is Booming

The days of treating scalp care as an afterthought are gone. Increasingly,

[a]*Spate. (April 2025). CDU x Spate Hair and Scalp Care: US Market Outlook March 2025.* https://tinyurl.com/ym9y3kp9

[b]https://www.coherentmarketinsights.com/market-insight/scalp-care-market-5132/market-size-and-trends



The days of treating scalp care as an afterthought are gone, a healthy scalp is essential for vibrant, resilient hair.

scalp health is being likened to soil for plants—just as nutrient-rich soil is vital for plant growth, a healthy scalp is essential for vibrant, resilient hair. This fundamental understanding is driving demand for scalp-focused solutions, fueled by consumer trends and scientific insights.

"The synergy between hair and scalp health is increasingly acknowledged as fundamental to achieving optimal hair strength and overall hair wellness. A comprehensive approach to hair care is not just about the products we apply to our strands but also the health of the scalp beneath them. Exfoliating treatments, nourishing scalp serums, and masks are gaining popularity, as consumers recognize that a balanced scalp environment is essential for healthy hair growth. Products that target scalp health now offer benefits traditionally reserved for treatments, such as boosting circulation, helping target inflammation, and balancing oil production. The growing attention to scalp care as the foundation for healthy hair is inspiring a new, holistic approach to the way we care for our hair."

The Social Media Surge

The rise of platforms like TikTok has amplified the message of scalp care far and wide. Spate found that hashtags like #ScalpCare and #ScalpTreatment have amassed nearly a billion views, signaling a cultural shift toward scalp awareness. Videos highlighting DIY scalp scrubs, massages, and product reviews have driven consumers to take a more proactive approach to their scalp health.

Scientific Backing

Experts emphasize the long-term benefits of maintaining a healthy scalp. Craig Ziering, MD, a renowned dermatologist and hair transplant surgeon, underscores this analogy by stating, "Think of your scalp as the soil for your hair. If the soil isn't healthy, the plant—or in this case, the hair—will struggle to thrive."

Michelle Chavez, vice president of innovation, Accupac says, "The synergy between hair and scalp health is increasingly acknowledged as fundamental to achieving optimal hair strength and overall hair wellness. A comprehensive approach to hair care is not just about the products we apply to our strands but also the health of the scalp beneath them. Exfoliating treatments, nourishing scalp serums, and masks are gaining popularity, as consumers recognize that a balanced scalp environment is essential for healthy hair growth. Products that target scalp health now offer benefits traditionally reserved for treatments, such as boosting circulation, helping target inflammation, and balancing oil production. The growing attention to scalp care as the foundation for

Image by New Africa at Adobe Stock

healthy hair is inspiring a new, holistic approach to the way we care for our hair."

Key Ingredients and Technologies in Scalp Care

- Antioxidants & Vitamins: Ingredients like vitamin C, E, and biotin protect the scalp from oxidative stress and promote nourishment.
- Hyaluronic Acid: A powerhouse hydrator often found in skin care, hyaluronic acid ensures the scalp stays moisturized without clogging pores.
- DHT-Blocking Components: Ingredients like saw palmetto and red clover limit the effects of dihydrotestosterone (DHT), a hormone linked to hair thinning.

Innovative Technologies

- Proprietary Blends: Brands like Nutrire employ Complex8 technology to deliver targeted scalp and strand benefits, addressing specific scalp needs like oil regulation or hydration.
- Bond-Building Science: Olaplex's bond-building tech includes scalp treatments like No.0.5 Scalp Longevity Treatment, which is designed to fortify hair from the root.

The report from Spate also reflects there is strong growth in scalp care trends, highlighting significant year-over-year growth across various aspects of the market.

Key data:

- Notable overall year-over-year growth of +20.3% in scalp care, with some trends and ingredients experiencing even more substantial increases.
- Significant increases in popularity for specific scalp care trends like "Scalp Spa" (+349.2%), "Scalp Psoriasis" (+60.4%), and "Scalp Serum" (+50.1%).
- Ingredients like Aloe Vera (+25.1%), Rosemary (+9.6%), and Jojoba Oil (+1.6%) have shown a considerable increase in searches, indicating a rise in consumer interest in these natural ingredients for scalp care.
- Ingredients tagged as #ketoconazole, #batanaoil, and #pumpkinseed have shown growth over 1,000% in TikTok views, emphasizing the influence of social media on scalp care trends.



Being Frenshe, the wellness line founded by Ashley Tisdale, has expanded its reach with the launch of a hair care collection aimed at promoting scalp and hair health through holistic self-care practices.

Courtesy of Being Frenshe

Overall, there is a clear upward trajectory in consumer interest and demand for scalp care solutions, with an increasing prevalence of ingredients and brands that resonate with current consumer preferences. This growth suggests that scalp care is becoming an integral part of personal care routines, akin to skin care.

New Launches and Innovations in Scalp Care

Being Frenshe Launches a Holistic Hair Wellness Collection Exclusively at Target

Being Frenshe, the wellness line founded by Ashley Tisdale, has expanded its reach with the launch of a hair care collection aimed at promoting scalp and hair health through holistic self-care practices. Available exclusively at Target, the line features clean, skin care-grade formulations complemented by the brand's MoodScience Scent Technology.

According to Sophia Emmanuel, an IAT-certified trichologist, the Being Frenshe Hair Wellness collection addresses prevalent hair care gaps by combining scalp health practices with high-quality ingredients and emotionally uplifting scents.

Key Highlights of the Hair Wellness Collection:

- Focus on Scalp and Hair Health: Designed to address neglected aspects of hair care, the collection prioritizes wellness-inspired rituals for lasting hair revitalization.
- MoodScience Scent Technology: Each product is infused with scents that enhance mood and elevate the self-care experience. Three signature profiles include:
- Lavender Cloud (Restore Collection): Offers calming and restorative benefits.
- Cashmere Vanilla (Moisture Collection): Provides comfort and hydration.
- Salty (Clarify Collection): Promotes clarity and stress relief.

Each product is priced between $12.99 and $14.99, providing affordable access to premium wellness products.

Xtressé Unveils Advanced Hair and Scalp Therapy Powered by Proprietary X3

Xtressé, a pioneering company in hair and scalp therapy, has unveiled its first product from its portfolio, Xtressé Hair Growth Gummies—the first dermatologist-developed, biotin-free gummy nutraceutical designed to promote healthy hair growth at a cellular level. This sugar free, easy-to-use daily gummy supplement enhances the body's natural ability to support hair growth by reducing inflammation, oxidative stress, and hormonal imbalances that contribute to hair thinning and shedding.

Xtressé Hair Growth Gummies are powered by the Company's proprietary X3 Technologies. With over two years in development, each X3 blend combines powerful ingredients that work synergistically to repair and improve scalp health and stimulate hair growth. Xtressé Hair Growth Gummies feature both the X3-BioActive Blend and X3-MicroNutrient Blend, including carefully selected regenerative compounds like NAD+1, Pumpkin Seed Extract2, Taurine3,4, and Saw Palmetto5, with important micronutrients like Vitamins A, B3, B6, C, D3, E and Zinc.

Xtressé plans to expand its portfolio later this year with a complete line of treatments that will also feature the X3-BioActive Blend along with a patent-pending X3-Peptide Complex, a complex of bioactive peptides with proven regenerative properties.

"Xtressé emerged from the unified vision of top dermatologists and hair restoration experts who identified a critical void in the market. More than 80 million Americans suffer from some form of hair thinning or loss, but many existing solutions fall short—by either addressing only surface-level benefits, relying on outdated science, or failing to deliver consistent, effective results," stated Michael Mazen Jafar, co-founder of Xtressé. "Xtressé is committed to changing that by developing a portfolio of expert-formulated solutions powered by a modern formulation and proprietary X3 Technologies—designed to nurture scalp health and support healthy hair growth".

"As a dermatologist specializing in hair loss, I've performed more than 70,000 hair procedures and prescribed medical treatments to tens of thousands of patients, yet I kept encountering outdated ineffective solutions – many relying on ingredients like Biotin, which lacks proven efficacy" said Dr. Matt Leavitt, DO, Co-Founder of Xtressé.

Leavitt adds, "With FDA warnings surrounding excessive concentration of commonly used ingredients like Biotin, we recognized the urgent need for a more advanced, science-backed solution. That's why we developed and rigorously tested X3 Technologies—harnessing regenerative compounds and synergistic ingredients to target what we believe are the key drivers of hair thinning at the cellular level. This cutting-edge approach represents a true evolution in hair wellness."



Xtressé Hair Growth Gummies are powered by the Company's proprietary X3 Technologies.

Courtesy of Xtressé

Peptide-Infused Hair Care Brand, V&Co. Beauty

V&Co. Beauty is expanding their shampoo & conditioner offerings with 3 new collections., powered by scientific innovation and rooted in targeted hair health that caters to the distinctive needs of each type and texture. The curated product selection allows consumers to level up their routine with targeted shampoo and conditioner options, empowering healthy hair journeys and inspiring individuality. Joining the existing collections are Moisture Collection, Smooth & Shine Collection, and Volume Collection.

V&Co. Beauty's Proprietary Peptide Blend is a carefully crafted fusion of peptides, amino acids, proteins and vitamins – finally treating scalp and hair to the same quality and efficacy that we extend to skin care. From boosting hydration to increasing volume, intensifying shine, fortifying strength and adding an extra layer of protection, the peptides go beyond the surface to accentuate the best aspects of each individual hair type.

In addition to the signature Proprietary Peptide Blend, each new collection has additional ingredients that target the specific need they solve. The Moisture Collection includes Coconut Water for replenishing

moisture & hydration, Smooth & Shine Collection includes Argan Oil + Avocado for long lasting shine and softness and Volume Collection includes collagen for volume.

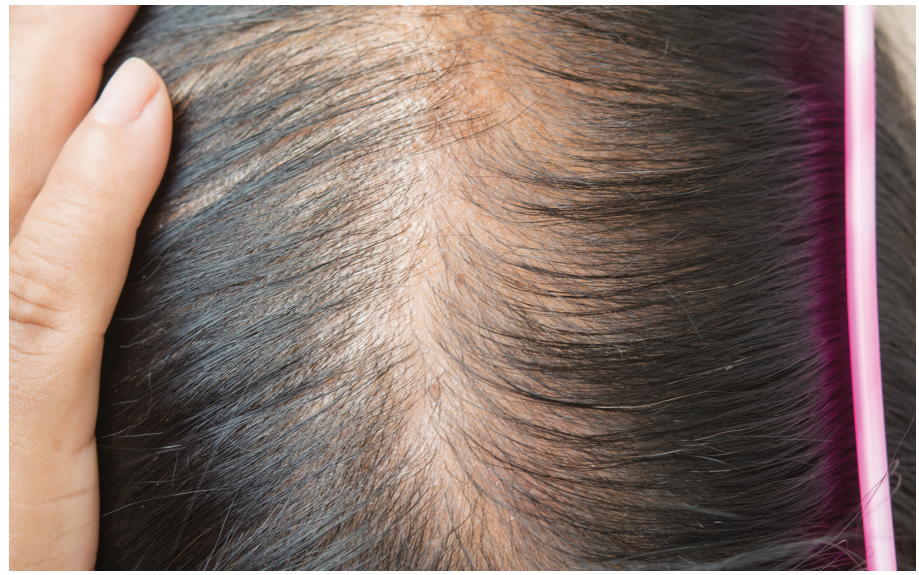
"We are so excited for the opportunity to expand our line & bring consumers even more unparalleled hair care this year," says co-founder, Mike Redmond. "We are on a mission to empower every person to achieve a healthy relationship and confident connection with their hair and know that these new formulas and the approval of our clinical testing will do just that for many."

OS-01 Hair from OneSkin: The Breakthrough Ingredient Tackling Hair Thinning

In the realm of hair care, the quest for solutions to age-related hair thinning has taken a monumental leap forward with the introduction of OS-01 Hair from OneSkin. Developed by a team of four longevity scientists, this scalp serum is the first of its kind, featuring the OS-01 peptide. This ingredient targets cellular senescence, a key factor in the thinning of hair with age.

OS-01 HAIR is designed to rejuvenate hair health by promoting cellular repair and blocking the accumulation of senescent cells. This powerful serum is backed by clinical research and is bolstered by a combination of six active ingredients. Among these are Panax Ginseng Root Extract, which stimulates scalp circulation; Fisetin, a flavonoid with strong antioxidant properties; and Biotin, known for strengthening the hair shaft.

In a pivotal three-month clinical study involving 30 participants, the results were compelling: 80% observed improvements in their hair, 76.67% experienced new hair growth, and 70% reported faster-growing existing hair. These figures underscore OS-01 HAIR's efficacy in not just enhancing hair growth, but also in nourishing the scalp and maintaining overall hair health.



OS-01 HAIR is designed to rejuvenate hair health by promoting cellular repair and blocking the accumulation of senescent cells.

Moreover, the inclusion of Oryza Sativa (Rice) Bran Water, helianthus annuus (Sunflower) Sprout Extract, and prebiotic ingredients like Inulin and Alpha-Glucan Oligosaccharide, further amplify scalp health by improving hydration and providing essential nutrients.

Croda's Sphingo'Hair Drypure Targets Hair and Scalp Longevity

Croda Beauty Actives' Sphingo'Hair Drypure is designed to "cement" both the scalp barrier and hair barrier structures to soothe, moisturize and reduce flaking of the scalp, while restoring hair smoothness, moisture balance, shine and combability.

The ingredient technology comprises a bio-fermentation-derived long-chain fatty acids ceramide NP and addresses the similarities between and interdependencies of hair and scalp barrier structures.

By supporting these barriers, Sphingo'Hair Drypure defends the scalp and hair from external aggressors and thereby boosts their longevity.

Per Croda, preclinical and clinical evaluations conducted with the ingredient showed that Sphingo'Hair Drypure:

- Reinforces the skin's barrier function
- Increases scalp hydration
- Reduces scaling
- Soothes inflammation
- Maintains proper hair fiber moisture balance
- Smooths hair fiber cuticles for a boost in luster and manageability

Nutrire: A New Brand Offering Personalized Scalp and Strand Care

Nutrire, a new hair care line dedicated to innovation, is the first to offer a personalized system that addresses unique scalp and strand needs, featuring two advanced treatment scalp serums, three scalp-focused shampoos, and four strand-specific conditioners.

Nutrire follows a three-part nourishing system based on fundamental skin care principles:

- Treat with clinically proven scalp serums that improve overall scalp health day and night.
- Cleanse with shampoos based on scalp type (dry, normal, or oily).
- Condition with conditioners based on hair type (fine, medium, thick, or damaged).

Developed in collaboration with expert estheticians, trichologists, and

Image by srisakorn at Adobe Stock

hairstylists, the brand is attempting to redefine scalp and strand care from the inside out. At the core of Nutrire's formulas is the proprietary Complex8 technology, a blend of ingredients that block DHT —the hormone responsible for weakening hair and leading to shedding—allowing hair follicles and strands to remain open to receiving nutrition for healthier, stronger hair. According to the brand, each formula was carefully developed to target specific concerns using skin care powerhouses such as niacinamide and lactic acid, potent naturals like red clover and mango butter, and clinical actives such as Peachcalm and Nutrinvent Balance to deliver a luxurious hair care experience.

Insights from Kristin Chase, general manager at Nutrire

Kristin Chase, general manager of Nutrire, emphasizes the rising consumer focus on scalp health as the foundation of hair wellness. "Consumers are increasingly seeing the scalp as the foundation of healthy hair, much like skin care for the face," she explains. Lifestyle factors such as stress, pollution, and scalp issues like sensitivity and buildup are driving demand for solutions that promote long-term hair health.

However, Chase highlights the challenge of shifting consumer perception. "Many still view scalp care as an occasional treatment rather than a necessity," she notes. To address this, Nutrire offers easy-to-use, high-performance solutions, like the T.1 Day and T.2 Night Scalp Serums, designed to integrate seamlessly into professional and at-home routines. Nutrire also simplifies scalp care by offering shampoos for specific scalp types and conditioners for different strand needs, making it easier for consumers to adopt healthy habits.

Innersense Organic Beauty's Hair Renew Scalp Hairbath and Conditioner

Innersense Organic Beauty has introduced the Hair Renew Scalp Hairbath and Hair Renew Soothing Conditioner, a clinically proven treatment duo designed to support scalp health and promote hair growth. Backed by clinical studies, 82% of users reported reduced scalp irritation and improved nourishment within 30 days of use, according to the company.

Key ingredients include fermented willowbark, a powerful anti-inflammatory and antimicrobial agent, green coffee bean extract to boost circulation, niacinamide to improve hair density, and pumpkin seed oil to hydrate and protect. Together, these products aim to restore microbiome balance, reduce flakes, soothe irritation, and strengthen hair.



Nutrire, a new hair care line dedicated to innovation, is the first to offer a personalized system that addresses unique scalp and strand needs.

The Rise of Scalp Care and Consumer Trends

According to Greg Starkman, founder and CEO of Innersense Organic Beauty, hair loss has been a key factor driving the growth of the scalp care trend. "Numerous factors have played a pivotal role in shaping consumer awareness about scalp health, but hair loss tops the list. This awareness has led to a marked improvement in understanding and a heightened emphasis on optimal scalp health, which includes ongoing scalp maintenance," Starkman explains.

Consumer needs and preferences are also driving innovation in the scalp care space. "As awareness among consumers increases, it is becoming clear that maintaining a balanced microbiome is crucial for achieving a healthier scalp. This balance fosters optimal follicle health and promotes stronger, more robust hair growth," Starkman adds.

Challenges and Opportunities for Brands

While the scalp care market is booming, it is not without challenges. Starkman highlights the risks of misleading claims in today's marketplace. "Claims have the potential to mislead consumers and foster unrealistic expectations. Brands must prioritize the substantiation of their claims through robust clinical testing, meticulous ingredient selection, and unwavering transparency. By doing so, they can effectively validate the benefits of their products and build trust with their audience."

In addition to transparency, technological advancements and ingredient innovation are shaping the future of scalp care. "Ingredients that support scalp nourishment and maintain a balanced microbiome are essential for achieving optimal results. Key components to look for include fermented willowbark, hyaluronic acid, zinc, celery seed extract, and hemp oil. These elements play a pivotal role in enhancing scalp health and promoting overall hair vitality," Starkman notes.

Courtesy of Nutrire

Future Trends in Scalp Care

Looking ahead, Starkman foresees exciting developments in the category. "Scalp health spa services and treatments are poised to remain at the forefront of growth within this category. Additionally, I anticipate that brands will increasingly incorporate skin care ingredients tailored for the scalp, which will enhance offerings in this evolving market," he says.

As the market evolves, consumer education remains a top priority. "Establishing trust through comprehensive consumer education is essential. This can be achieved by delivering relevant information backed by clinical testing and endorsed by dermatological experts," Starkman emphasizes.

Act+Acre Launches Clarifying Hard Water Shampoo and Treatment

Act+Acre has launched the Clarifying Hard Water Shampoo and Treatment, designed to detox the scalp and hair from hard water minerals, product build-up, and environmental contaminant without stripping the hair.

According to the company, hard water affects 85% of the U.S. population, and the mineral build-up from hard water causes dryness, dullness, and breakage. Act & Acre's formulas can provide a solution for healthier hair by detoxing, restoring hydration, and protecting hair from further damage.

The Lineup:

- Reset + Repair Clarifying System ($92): A 3-step routine to clarify, hydrate, and strengthen, featuring the Clarifying Hard Water Shampoo, Clarifying Hard Water Treatment, and Conditioning Hair Mask.
- Clarifying Hard Water Shampoo ($32): A daily clarifying shampoo with Fulvic Acid to lift minerals, Coconut Cleanser to prevent build-up, and Carrot Seed Oil to boost shine and volume.
- Clarifying Hard Water Treatment ($38 for 4 sachets): A 3-minute detox with 15% Vitamin C to neutralize brassiness, Betaine for hydration, and Inulin to promote scalp health.

To get the scoop on Act+Acre's new launch and the scalp care industry in general, GCI interviewed Helen Reavey, co-founder of Act+Acre (Board Certified Trichologist & Celebrity Hair Stylist) and Colm Mackin, co-founder and CEO of Act+Acre.

GCI: What are some of the factors that have contributed to the growth of the scalp care trend?

Helen: I think people are finally realizing that healthy hair doesn't start with a styling product—it starts with your scalp. For years, the focus was always on the ends, and we overlooked what was happening at the root. But now, as conversations around the microbiome, hormones, and aging skin become more mainstream—especially on platforms like TikTok—it's shifting the way people approach skin care as a whole. That same level of awareness is now being applied to scalp care. Once you understand the science, you can't help but want to treat your scalp with the same intention as your skin.

Colm: When we launched Act+Acre in 2019, scalp care was still considered niche. We saw a gap and created a new category with clinically backed formulations and a proprietary Cold Processed Method that preserves ingredient efficacy. But more than that, we focused on educating people—showing them that many of their hair issues actually start at the root. That combination of science, storytelling, and results is what's driven this cultural shift.

GCI: What are some of the challenges and opportunities brands face when entering the scalp care market?

Helen: One of the biggest challenges is education—breaking through years of conditioning that told people to focus only on the ends of their hair. But that's also the biggest opportunity. Consumers are more informed than ever and actively seeking solutions. If you can meet them where they are—with science, simplicity, and results—you can build lasting trust.

Colm: It's not enough to just have a great product. You need to create an entirely new mindset. That means rethinking product development, marketing, and even retail strategy. The opportunity lies in building systems of care—like our four core franchises: Growth, Hydration, Oil Control, and Relief. It's how we help customers find the right solution for their scalp, instantly.

GCI: How are consumer needs and preferences driving innovation in the scalp care space?

Helen: People are no longer satisfied with a shampoo that just smells good. They want to know why their hair isn't growing, why their scalp feels tight, itchy, or inflamed—and they expect results. That's what led us to create formulas like our Stem Cell Scalp Serum. It supports scalp longevity, encourages renewal, and reduces shedding—all in one easy step.

Colm: Personalization is driving everything. Today's consumer wants products that are tailored to their specific needs—and they want to discover them easily. That's why our retail strategy is just as intentional as our formulations. At Sephora, our color-coded visual merchandising lets customers instantly identify the franchise that fits their scalp condition. That's innovation rooted in behavior.

GCI: What are some of the key ingredients and technologies that are being used in scalp care products?

Helen: We're seeing the scalp care space embrace true actives—ingredients traditionally reserved for skin care. At Act+Acre, our Stem Cell Scalp Serum uses Swiss Apple Stem Cells to help protect hair follicles and promote thicker-looking hair. We also use Hyaluronic Acid for hydration and barrier support, Niacinamide to regulate oil production, and Salicylic Acid for gentle exfoliation that doesn't disrupt the microbiome. It's about merging efficacy with scalp-specific needs.

GCI: What are some of the future trends that we can expect to see in the scalp care category?

Helen: Scalp care is following the same trajectory as skin care—moving toward personalization, targeted routines, and nuance. Your scalp isn't just oily or dry—it can be reactive, hormonal, or stressed, and sometimes all of the above. People are beginning to approach scalp care the same way they approach facial skin care: adjusting their routine based on the season, stress levels, and even geography.

Colm: What was once considered niche is quickly becoming a core part of people's hair care routines. From what we're seeing, the momentum behind scalp care is only picking up. When we introduced our new visual merchandising at Sephora—organized by problem/solution—we saw a meaningful lift in sales. It really underscored how important it is to make scalp care approachable and easy to navigate.

GCI: How are brands educating consumers about the importance of scalp health and the benefits of using scalp care products?

Helen: For us, it always comes back to making it simple and relatable. I often compare scalp health to skin care—your scalp is just an extension of your skin, and it actually ages faster than your face. Once people understand that, the "why" clicks into place. We also spend a lot of time myth-busting. Like the idea that washing your hair less makes it healthier—it doesn't. Or that dandruff is just dry skin—it's not always. The more we teach, the more empowered our customers feel.

Colm: And that empowerment is everything. Our job is to build trust—through education, through real results, and through transparency. That's why you'll see before-and-afters, clear usage timelines, and easy-to-understand routines across every touchpoint. Because when people understand their scalp, they stick with the process—and that's when the transformation really happens.

Nuon Medical Technologies

We also spoke with Max Farrow, head of marketing from Nuon, about his thoughts on where tech is bringing beauty in 2025.

What do you think is driving the current scalp care boom in beauty?

Farrow states, "The increased consumer understanding that healthy hair originates at the scalp is fueling the scalp-care revolution. Growing awareness around the scalp as skin and the demand for scientifically validated solutions have elevated scalp treatments from niche to essential. Factors like stress, environmental pollutants, and modern lifestyle have heightened scalp sensitivities, making effective, clinically backed technologies essential for long-term hair wellness—precisely the type of innovative solutions that companies like Nuon Medical specialize in."

Are there any scalp care products or new hair care technologies you would specifically highlight?

Farrow adds, "Innovative technologies such as red-light and infrared phototherapy are shaping the next era of scalp care. These clinically proven modalities enhance microcirculation, stimulate hair follicles, and calm inflammation at the scalp level, promoting overall scalp health and hair growth. The latest advancements integrate these technologies directly into all-in-one devices that simultaneously dispense targeted serums or formulations, ensuring optimal ingredient delivery and absorption. This streamlined, multifunctional approach to scalp care aligns with the future trajectory of beauty innovation, an area where Nuon Medical consistently leads with sophisticated, scientifically-driven solutions."

Any comments on the importance of embracing red light therapy for scalp and hair care?

Farrow concludes, "Red and infrared light therapy are emerging as a pivotal, scientifically validated treatment for enhancing scalp health and promoting hair growth. Its ability to improve scalp circulation, stimulate dormant hair follicles, and reduce inflammation positions it as a cornerstone of next-generation scalp-care regimens. The industry's future undoubtedly points towards smart, technology-integrated scalp-care solutions—exactly the kind of pioneering, results-driven innovations Nuon Medical continues to advance and deliver to beauty." ■



Medical beauty devices from Nuon on display at Cosmoprof Miami, 2025.

Courtesy of Nuon Medical Technolgies


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BEAUTY PACKAGING REDEFINED: INNOVATIONS YOU NEED TO KNOW



From eco-friendly materials to interactive designs, the latest packaging trends blend aesthetics with utility, ensuring both environmental responsibility and enhanced user engagement.

Image by Keopaserth at Adobe Stock

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The beauty and personal care industry is constantly evolving, and packaging plays a pivotal role in shaping consumer perceptions and experiences. With the demand for sustainability, functionality, and creativity on the rise, brands are exploring groundbreaking innovations to meet these expectations. From eco-friendly materials to interactive designs, the latest packaging trends blend aesthetics with utility, ensuring both environmental responsibility and enhanced user engagement. This article highlights some of the most exciting developments redefining packaging in the beauty and personal care sector, offering insights into how these innovations are transforming the market landscape.

Refillable Mascara from Tilt Beauty

Tilt Beauty is a new beauty brand featuring refillable packaging, clean formulas and accessible makeup. Committed to sustainability and inclusivity, Tilt Beauty's products feature ergonomic designs, skin-friendly ingredients, and innovative refillable packaging—proving that eco-consciousness and accessibility can go hand in hand.

The brand's refill initiative system reportedly cuts plastic use by 76% with each refill.

Tilt Beauty's debut products, Grip Stick Hydrating Lip Treatment and Lashscape Mascara are infused with Tilt Calm Complex and have both passed the National Psoriasis Foundation Seal of Recognition highest clean standards, ensuring that people with extra sensitive skin or conditions like Psoriasis can all enjoy their products.

Eastman Drives Sustainable Innovations in Luxury Cosmetic Packaging at Cosmoprof Bologna 2025

Eastman continues to make strides in sustainable packaging solutions, collaborating with industry leaders to elevate the standards of eco-friendly luxury packaging. At this year's Cosmoprof Bologna event, Eastman showcased its commitment to innovation, premium aesthetics, and sustainability in the cosmetics sector.

RecyClass Recyclability Approvals and Cristal Renew IM812

Eastman recently achieved RecyClass Recyclability Approval for eight of its high-performance PET resins for cosmetic packaging, including Cristal One Renew IM812. This material represents a major breakthrough, combining sustainability with luxury aesthetics. Cristal Renew IM812 is recyclable (RIC1), made with up to 100% certified recycled content via mass balance, and offers glass-like clarity and gloss. It allows for the production of thick, high-transparency parts, providing luxury brands with eco-conscious solutions without sacrificing performance or aesthetic appeal.

Nuon Medical's Sunflower Lid: Award-Winning Innovation in Skin Care Packaging

Nuon Medical's award-winning 360-Degree Rotating Sunflower Lid redefines cosmetic and skin care packaging. Honored with the 2024 CFM Design Award, this innovative lid seamlessly integrates phototherapy technology to amplify the efficacy of active ingredients in beauty products. Its sunflower-inspired design not only offers aesthetic appeal but also ensures a practical, smooth 360-degree rotation for effortless application. By combining functionality with advanced light therapy, the Sunflower Lid adds significant value to beauty formulations, enhancing ingredient absorption and performance.



Lashscape Mascara from Tilt Beauty



360-Degree Rotating Sunflower Lid

Lto R: Courtesy of Tilt Beauty; Nuon Medical Technolgies

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.



Dove Shower Sensor Deep Moisture Body Wash featuring new color changing label.

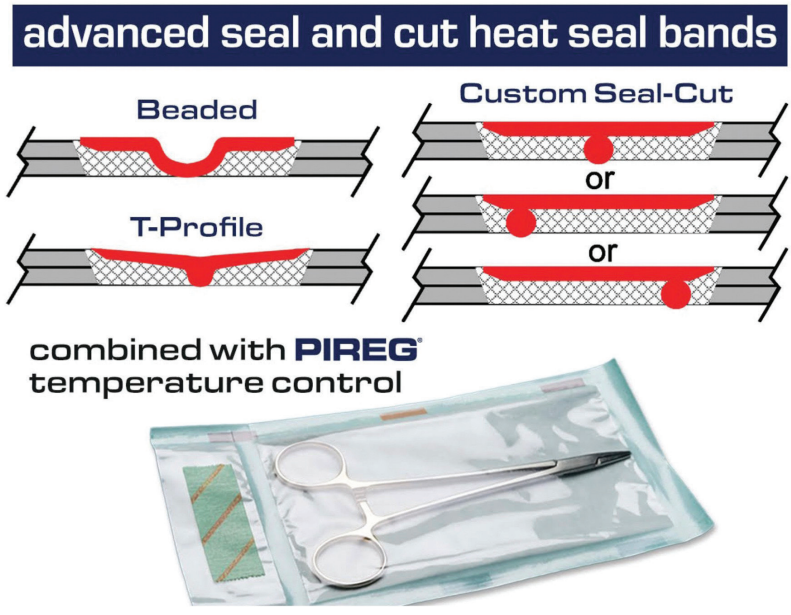
Revolutionizing Packaging with TOSS Advanced Seal and Cut Heat Seal Bands

TOSS Machine Components, Inc., a manufacturer and distributor of impulse heat sealing components and supplies, is revolutionizing packaging processes with its advanced seal and cut heat seal bands.

Designed to address the specific needs of the cosmetics industry, TOSS seal and cut bands are ideal for general packaging equipment and sterile package sealing, offering a validatable heat sealing process. Three key offerings—Beaded Bands, T-Profile Bands, and Custom Seal-Cut (CSC) Bands—stand out for their ability to deliver consistent, reliable seals while cutting polymeric films in a single process. Each band incorporates unique design features and technology tailored to various applications.

The Beaded Band design includes tapered edges, eliminating sharp and high-temperature outer edges for safer handling and consistent performance. The bead itself retains more heat than adjacent edges, enabling precise cutting without overheating the sealed areas. Additionally, the space behind the bead is designed to avoid contact with the underlayment backing material, preventing heat loss and ensuring efficient operation. This band is ideal for high-cycle processes where reduced material waste is paramount and dependable seals ensure product integrity and freshness.

The T-Profile Band provides a greater mass per unit length and therefore is able to retain more heat, making it effective for cutting through thicker film stacks or multi-layered films. Featuring a sharp cutting edge and a relieved back design, this band minimizes contact with underlayment backing, ensuring efficient heat distribution.



Designed to address the specific needs of the cosmetics industry, TOSS seal and cut bands provide unparalleled precision, efficiency, and customization.

From top: Courtesy of Dove / Unilever; Courtesy of TOSS Machine Components, Inc.

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The T-Profile Band's ability to cut and seal simultaneously makes it particularly suited for applications where durable seals and high cycle rates are essential. Furthermore, depending on shape and application, the T-Profile band can be curved to make contour shapes.

Finally, Custom Seal-Cut (CSC) Band offers unmatched customization for the most demanding applications. This band combines a tapered band with a cutting wire, allowing manufacturers to tailor the width and cutting wire thickness to their specific needs. Cutting wires can be positioned along the centerline or at the edge of the band, enabling precise cutting action at multiple locations.

All TOSS seal and cut bands are designed to create consistent, repeatable seals every time, making them compatible with a variety of automated and customized impulse heat sealing systems. To guarantee the reliability of the seal, these bands, when paired with a PIREG heat seal controller, can include a heating and cooling cycle, ensuring the films seal completely before pressure is released.

TOSS heat seal bands are an essential tool for cosmetic applications, which require precision, safety, and efficiency in their packaging processes.

kdc/one and Clarion Unite to Bring New Beauty and Personal Care Packaging Solutions to India

Knowlton Development Corporation Inc (kdc/one) and the Clarion Group have announced a strategic joint venture aimed at tapping into the Indian market. This collaboration, named kdc/one Clarion Beauty Pvt Ltd, is set to enhance the manufacturing and packaging operations of beauty and personal care products in India.

Signed in Chennai, the agreement leverages the combined expertise and strengths of both entities, with over 65 years of industry experience. Kdc/one brings to the table its global credentials in custom formulation and innovation, while Clarion contributes its extensive local market knowledge and a strong manufacturing presence in India.

According to the company, the core of this joint venture is the development of a new manufacturing facility in Gujarat, set to be operational within the next year. This facility will focus on producing injection molded and metalized beauty and personal care packaging, catering specifically to color cosmetics, skin care, and personal care products. By merging kdc/one's global formulation expertise with Clarion's local requirements, the



partnership promises to support brand owners in their endeavors to capture the Indian market.

Sandra Wisniewski, global president of beauty and personal care at kdc/one, expressed excitement over the collaboration, noting the potential to drive global brand growth in India. Similarly, K N Lakshmanan, chairman of Clarion Group, highlighted the shared values of innovation, quality, and regulatory compliance that underpin this partnership.

Baralan Unveils First ESG Report and Innovative Sustainable Packaging Solutions at Cosmoprof Bologna 2025

Baralan has announced the release of its first ESG Report, which debuted at Cosmoprof Worldwide Bologna 2025. The report outlines the company's commitment to environmental, social and governance (ESG) principles, marking a significant step toward sustainability in the beauty packaging sector. With operations in over 60 countries, Baralan is addressing key challenges such as climate change, responsible sourcing, and sustainable packaging practices.

The ESG Report highlights Baralan's plans to enhance the recyclability of its packaging by reducing waste, increasing the use of recycled materials, and implementing innovative design techniques to minimize packaging weight. This initiative is supported by the company's continued investment in advanced technologies and sustainable manufacturing processes. Baralan's goal is to integrate sustainability into every aspect of its operations, reinforcing its position as a pioneer in eco-friendly packaging solutions.

In tandem with the ESG Report, Baralan will also launch a new range of primary packaging products that marry tradition with cutting-edge innovation. Among these offerings is the introduction of monomaterial solutions designed to streamline recycling and promote a circular economy. The product line also features sophisticated designs and finishes, with highlights such as a refined lilac bottle adorned with innovative 3D decoration. These advancements demonstrate Baralan's commitment to blending aesthetics with functionality while prioritizing environmental performance.



"Our tariff-free, U.S.-based production offers brands a cost-effective solution while reducing carbon footprints and shortening lead times." Amanda Anson, marketing manager, ICONS|ICS

Courtesy of ICONS|ICS

Domestic Sourcing for Beauty and Personal Care Packaging

There is a growing demand for USA-based packaging manufacturing, driven by factors such as rising tariffs, the need for shorter lead times, speed-to-market, and onshore production options that support carbon footprint reduction goals.

"ICONS|America meets this demand with injection molded IML tubes manufactured in our sustainable facility near Charlotte, North Carolina. Our tariff-free, U.S.-based production offers brands a cost-effective solution while reducing carbon footprints and shortening lead times. Additionally, we enhance sustainability by using recyclable mono-material polypropylene (PP) tubes and caps, with options for post-consumer recycled (PCR) materials, ensuring eco-friendly solutions that align with consumer expectations." says Amanda Anson, marketing manager, ICONS.

Anson continues, "Domestic manufacturing provides key advantages including sustainability, efficiency, and cost savings. Shorter transportation distances lower carbon emissions, while domestic sourcing minimizes shipping times and costs, enabling quicker turnaround and responsiveness to market demands. Tariff-free production eliminates import fees, making it a more affordable option for U.S. brands. ICONS|America delivers virtually unlimited 360° tube decoration and luxury finishes, and we are expanding our packaging range to include innovative designs for tubes, caps, bottles, and jars. By sourcing resin material blends and labels domestically, we've streamlined our supply chain, reduced transportation distances, and enhanced operational efficiency. Through these efforts,

ICONS|America sets a benchmark for sustainable packaging innovation."

Elevating Beauty Packaging Sustainability with Alder Packaging and Simex

The beauty industry is at a pivotal moment. Sustainability is no longer a niche concern; it has become a defining principle for brands aiming to resonate with conscious consumers. Packaging plays a central role in this transformation. For beauty brands, their packaging is not just a container, but also a statement of their commitment to sustainability and innovation.



This collaboration highlights SVR's commitment to adopting innovative and sustainable packaging solutions that align with their sensitive dermatological product formulations.

The Resilient Impact of Nearshore Manufacturing

One of the standout benefits of this collaboration is the nearshore manufacturing model. With mounting tariff policies and complex global supply chains, brands are facing pressure to rethink where and how their packaging materials are made.

Nearshore manufacturing with Simex offers benefits such as:

- Reduced Lead Times: Faster production and delivery cycles for brands looking to stay agile in changing markets.
- Lower Carbon Footprint: Regional production minimizes long shipping distances, significantly cutting emissions.
- Tariff-Smart Solutions: Brands have more flexibility when navigating trade policies as packaging is assembled closer to home markets.

For Alder's co-founder and COO, Sarah Haffey, this partnership represents an opportunity to simplify sourcing strategies while ensuring environmental responsibility.

Reinventing Sustainability in Packaging

Sustainability remains at the heart of Alder's vision. Through its collaboration with Simex, the company addresses sustainability from multiple angles, ensuring that eco-conscious processes do not compromise aesthetics or quality.

SVR and Aptar Beauty's Micro Airless Collaboration

In a notable partnership, French dermocosmetics brand Laboratoire SVR has chosen Aptar Beauty's all-plastic Micro Airless packaging for their latest line of sun care, eye care, and skin care treatments. This collaboration highlights SVR's commitment to adopting innovative and sustainable packaging solutions that align with their sensitive dermatological product formulations. The newly launched products, including [C-EYE] Biotic brightening under eye cream, SENSIFINE Extrême cream, and Sun Secure Fluide Photo-Age SPF50+, benefit from the airless protection offered by the Micro packaging. Available in different sizes, the Micro packaging was designed and produced by Aptar Beauty in Germany, ensuring that design, decoration, and assembly are conducted internally, thereby reducing transportation costs and minimizing CO_2 emissions.

The Micro packaging is not only versatile but also highly recyclable, meeting standards such as Ecocert and Cosmos for organic and natural cosmetics.

Its robust construction, including a full plastic pump cartridge, guarantees excellent formula protection, making it ideal for the growing demand in the dermocosmetics market. Certified 97-98% recyclable by an independent institute, the Micro packaging offers brands like SVR the flexibility to maintain a cohesive yet unique product appearance while committing to sustainability.

This innovation addresses the industry's need for reliable, eco-friendly packaging without compromising product performance, positioning Aptar Beauty as a leader in the formulation and dispensing system technology.

As the beauty and personal care industry continues to innovate, packaging remains at the forefront of this transformation. By embracing sustainable practices, functional designs, and creative solutions, brands are not only meeting consumer demands but also setting new standards for the future.

It's an exciting time for packaging, and these advancements prove that even the smallest details can make a big impact. Stay tuned as this ever-evolving journey unfolds, reshaping the way we experience beauty and care products. ■

Courtesy of SVR and Aptar Beauty

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