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Summer 2025's Hottest Beauty Trends

The beauty industry is poised for monumental transformation through the summer of 2025 as it navigates the evolving demands of consumers. According to data from Statista[a], the industry is projected to generate $104.7 billion in the U.S. by the end of 2025, the sector is continuing to lean heavily into sustainability, personalization, biotech advancements, social commerce, and diversity.



According to data from Statista, the industry is projected to generate $104.7 billion in the U.S. by the end of 2025.

Sustainability has become a cornerstone, with over 65% of consumers seeking environmentally friendly brands according to data Google Cloud[b] This has led to a surge in demand for "clean" and "natural" products. Additionally, the integration of AI in product personalization is revolutionizing the consumer experience and changing the way many people think about beauty. McKinsey highlights[c] that 71% of consumers expect personalized shopping experiences.

Another major trend in the beauty industry is the use of biotech advancements, particularly in skincare. Companies such as Geltor and Biossanc have utilized biotechnology to create sustainable and effective alternatives to traditional ingredients. This not only appeals to environmentally conscious consumers but also provides a high-quality product that produces results.

Social commerce has also become a game changer in the beauty industry. With the rise of social media influencers and user-generated content, companies continue to utilized these platforms to reach their target audience and showcase their products.

Biotech innovations are advancing sustainable practices, with beauty companies consistently looking for new ways to cater to the consumer and discover new innovations to help advance the industry's relationship with technology and harness the power of nature.

Social media, especially platforms like TikTok and Instagram, has become a pivotal player in the beauty market. It is reported[d] that 60% of users make beauty purchases inspired by social media content (Truly Beauty), showcasing the profound impact of influencer marketing.

The demand for men's beauty products is surging, with social platforms significantly contributing to this growth. Ipsos notes a rising interest amongst men in skin care routines and cosmetic products.

Finally, calls for diversity and inclusion continue to shape brand strategies. Gen Z voices emphasize the need for representation, while recent research spotlights the racial disparity in brand revenues and market representation.

These transformations represent a significant opportunity for B2B stakeholders to innovate and cater to the increasingly conscientious and diverse consumer base. As the beauty industry responds, maintaining a dialogue with these shifting expectations will be crucial for sustained growth and relevance.

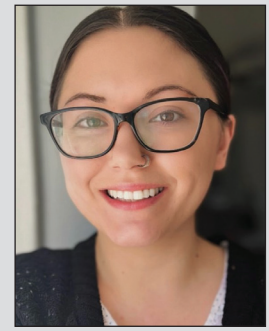
Jennifer Posternack

[a]https://www.statista.com/outlook/cmo/beauty-personal-care/united-states#revenue

[b]https://cloud.google.com/blog/topics/consumer-packaged-goods/data-shows-shoppers-prioritizing-sustainability-and-values

[c]https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying

[d]https://www.styleseat.com/blog/social-media-influencers/



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Packaging and Ingredient Innovations



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Images courtesy of the manufacturers



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Activated Silk 33B-α by Evolved By Nature

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- Significantly reduces the appearance of redness in as little as 7days
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French Color and Fragrance Co.

https://blog.frenchcolor.com/fcf-insights/feeling-is-healing

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http://ashland.com/antaronsoja

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INSIDER INSIGHTS:

HOW ARE BEAUTY INDUSTRY LEADERS NAVIGATING THE CURRENT TARIFFS?



Image by Travel Mania at Adobe Stock

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The beauty industry is experiencing a major shift, as the changes to international tariffs are affecting beauty product production and supply chains at all levels. As companies continue to navigate an ever-changing global economic landscape, how will this influence the beauty industry for the remainder of 2025? Global Cosmetic Industry spoke with some of our industry experts to get the inside scoop on how manufacturers and suppliers are responding to the increased tariffs and what that means for the future of beauty.

Q&A with Laura Horne, vice president of sales & marketing at FP Labs and Federal Package

***Global Cos metic Industry*: What are your customers telling you about tariffs? What questions are they asking you?**

Horne: Customers have shared that they are evaluating their end-to-end supply chain, looking for ways to build in flexibility, the possibility of reshoring, and determining if it is possible to build in secondary manufacturing options. The question I have been asked most often is about substantial transformation and how it could impact the import or export of products.

***Global Cosmetic Industry*: Are brands reconsidering which international markets to enter or prioritize based on tariff landscapes?**

Horne: There are multiple aspects of what drives a brand to re-evaluate its overall business model, including what international markets to operate in, and the current tariff landscape will definitely be one aspect that will influence this decision. Multiple brands that we work with have asked questions about bringing some aspect of their product lifecycle to the U.S. This includes sourcing more US raw materials, exploring where containers are sourced, and if there are other ways to cut costs that would allow for the tariffs to be offset.

***Global Cosmetic Industry*: Are tariff considerations influencing new product development, such as ingredient selection or formulation complexity?**

Horne: Just recently, there has been a shift in more brands looking for ready-for-market OTC formulations. Not only does this allow for brands to launch faster, but it also reduces the complexity in their overall product development process. Additionally, there has been an increase in the number of requests for cosmetics products overall, and multiple requests for products with fewer or US-sourced ingredients.

***Global Cosmetic Industry*: What shifts are you making in manufacturing locations or strategies (e.g., nearshoring, reshoring, diversifying) in direct response to tariffs?**

Horne: All of our manufacturing is done in Chanhassen, MN. While we do source multiple materials from outside the United States, our goal is to source here as much as possible. That being said, we are constantly evaluating where we can get the best costs and fastest delivery. Some of the necessary actions are bringing in extra raw materials to support future demand, working to negotiate with suppliers in advance of tariffs, and finding other areas of efficiency within our supply chain that can help to mitigate some of the tariff impact.

***Global Cosmetic Industry*: To conclude, what advice are you giving your clients amid uncertainty?**

Horne: Ultimately, we will get through this and find new ways of doing business more efficiently.

***Global Cosmetic Industry*: How are tariffs influencing decisions related to packaging materials (e.g., glass, plastic, aluminum, paper)? Are brands seeking alternative materials or suppliers?**



Laura Horne, vice president of sales & marketing at FP Labs and Federal Package

Horne: Brands are constantly innovating, having tariffs implemented won't change that. In many ways, where there are constraints, there will be innovation to find new ways of doing business. We are always looking at new packaging options, new or different raw materials, and new innovations in how to operate. While tariffs will change how we look at and operate in the global marketplace, they won't stop the innovation that comes from it. Necessity breeds invention.

Our friends at Cosmopak touch on the subject, reflecting on how consumers will continue to respond to these economic changes. Dan Wolfe, Cosmopak, says, "Customers are understandably concerned about tariffs and the uncertainty around the US trade situation. There has been material and unpredictable disruption across the beauty industry. Uncertainty has made many our brand partners reevaluate their supply chains, both due to immediate cost increases and to 'future-proof' their operations."

Wolfe adds, "The most common questions from customers include:

- What markets are best suited for manufacturing or assembly while maintaining quality and lead times?

Image courtesy of Federal Packaging

- How can we shift production in the most efficient manner?
- What does a long-term tariff mitigation strategy look like without sacrificing speed to market, sustainability and innovation?

It's not business as usual for Cosmopak or the industry, and the idea of "I want 100% of my packaging made in Market X" is increasingly impractical. We don't provide one-size-fits-all solutions — we use a tailored framework to guide our clients through this evolving landscape."

Wolfe continues "This includes an evaluation of their existing products and supply chain, and a structured decision matrix process around key factors such as:

- Product type
- Package & product complexity
- Decoration requirements
- Manufacture method and substrate
- Fill location
- Order volume, forecast variability, and program urgency

At its core, the vendor client relationship has changed and has evolved past simply developing an item the client loves and manufacturing it. Now there are more variables in the equation and the landscape is changing rapidly. Cosmopak is in the fortunate position to have a global supply chain that we've established over decades across all categories in our portfolio from molded parts, bags and paper packaging."



Dan Wolfe, senior vice president of business development, Cosmopak

Q&A with Co-founder of LadyBurd Cosmetics, Samantha Burd

***Global Cosmetic Industry*: What are your customers telling you about tariffs? What questions are they asking you?**

Burd: "They mostly just want to know how it will impact their prices."

***Global Cosmetic Industry*: Are brands reconsidering which international markets to enter or prioritize based on tariff landscapes?**

Burd: "Not that I've heard of."

***Global Cosmetic Industry*: Are tariff considerations influencing new product development, such as ingredient selection or formulation complexity?**

Burd: "Yes, but from the packaging front—not the formulation front (yet)."

***Global Cosmetic Industry*: What are the logistical challenges (e.g., shipping costs, customs delays) exacerbated by tariffs, and how are you mitigating them?**

Burd: "Obviously, anything that we import is going to go up in price, so we've been looking into sourcing things from India, South America, more locally where we can, etc."

***Global Cosmetic Industry*: What shifts are you making in manufacturing locations or strategies (e.g., nearshoring, reshoring, diversifying) in direct response to tariffs?**

Burd: "Continuing to manufacture in New York as always."

***Global Cosmetic Industry*: To conclude, what advice are you giving your clients amid uncertainty?**

Burd: "Buy now… it's only going to get more expensive."

***Global Cosmetic Industry*: Are brands seeking alternative materials or suppliers?**



Samantha Burd, Co-Owner of LadyBurd Cosmetics

Burd: "We're not seeing so much of a change in materials, but just looking for alternative suppliers."

Q&A with Jenifer Brady, vice president of sales & marketing at Brad-Pak Enterprises

Jenifer Brady, vice president of sales & marketing at Brad-Pak Enterprises tells us: "When the tariffs were announced, a lot of our customers called and asked us to temporarily put their orders on hold. They did ask if there were similar items they could buy locally meaning North America. They were also asking if we would participate in the tariff costs. During the couple weeks of uncertainty with the tariffs we were sourcing existing business in more tariff friendly countries. Very recently the tariffs were substantially lowered from China to 30% and will be held at this rate for 90 days. This news was a bright spot and some of our customers took their orders off hold and asked us immediately to ship."

Brady contiues, "It is very stressful and uncertain times in the packaging world currently. Some customers are committed to moving their packaging components out of China and would very much like to source in North America and Europe, while others are just sitting tight and wish to continue to purchase out of China. Time will tell."

From top: Images courtesy of LadyBurd Cosmetics; Cosmopak



Jenifer Brady, V.P. Sales & Marketing, Brad-Pak Enterpises, Inc.

Brady concludes, "Brad-Pak Enterprises commitment moving forward is first pushing business with our North American partners and European partners while reminding the brands no one ever wants to be caught in tariff uncertainties anytime in the future."

Q&A with Sourabh Sharma, head of digital marketing, creative director and CEO at FIG or out.

***Global Cosmetic Industry*: What are your customers telling you about tariffs? What questions are they asking you?**

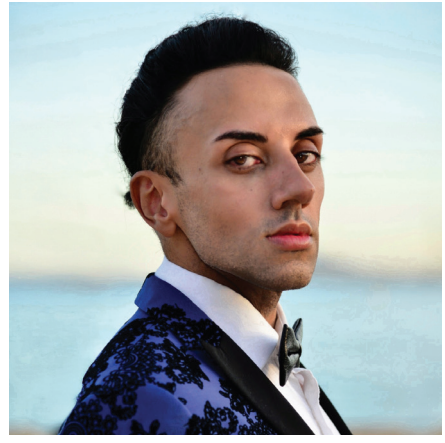
Sharma: "Customers today are less concerned with the technicalities of tariffs and more with the direct impact, like "Why is this product more expensive?" or "Why did shipping timelines increase?" Across our experiences with FIG or out and apparel, fragrance and beauty, I've observed a common theme: consumers expect consistency, even in a volatile macroeconomic environment. Meanwhile, our B2B partners often ask nuanced questions around duty classifications, labeling requirements, or how tariff hikes in specific regions could affect MOQs. The ask isn't always for a solution, but now more than ever it's for transparency. What they value most is when we can distill complexity into clear operational plans, and ideally, preempt tariff-related surprises before they hit the shelf or the cart."

***Global Cosmetic Industry*: Are brands reconsidering which international markets to enter or prioritize based on tariff landscapes?**

Sharma: "Absolutely, and this reassessment is happening in real-time. Tariff volatility has become a new lens through which expansion is evaluated. For instance, when managing fragrance distribution across regions like the UAE, South Korea, and the EU, we've seen brands pause entry into markets where tariff unpredictability, compounded by slow customs clearances, could erode margin or delay launch calendars. Instead, brands are increasingly prioritizing geographies where trade agreements offer stability, or where free trade zones (like Dubai's JAFZA or Korea's customs-bonded areas) create an operational edge. It's no longer just about demand, it's about navigability and risk tolerance."

***Global Cosmetic Industry*: Are tariff considerations influencing new product development, such as ingredient selection or formulation complexity?**

Sharma: "Yes, and this is where creativity meets compliance. For beauty and fragrance products, formulation complexity can inadvertently trigger higher duties depending on country-specific regulations around ingredients or alcohol content. In one case in fragrances for example, we strategically reformulated SKUs to reduce the alcohol volume threshold, allowing for smoother entry into specific Asian markets with stringent import taxes on flammable goods, which had to then be adapted to the marketing strategy too. Simultaneously, packaging decisions, from glass weight to secondary material usage, are being made with shipping classifications in mind. Tariffs aren't just a finance or legal concern anymore; they're actively influencing product and packaging design from day one."



Sourabh Sharma, head of digital marketing, creative director and CEO at FIG or out

***Global Cosmetic Industry*: What are the logistical challenges (e.g., shipping costs, customs delays) exacerbated by tariffs, and how are you mitigating them?**

Sharma: "Tariffs tend to be the tip of the iceberg, is what I've had to tell clients and customers alike. What lies beneath are rising shipping premiums, unexpected customs inspections, and new documentation requirements. In fragrance especially, where goods often fall under "hazardous" categories, delays can compound due to country-specific interpretations of regulations. To mitigate, we've leaned into multi-warehouse strategies and staggered inventory fulfillment, both online and retail, to ensure uninterrupted distribution. Leveraging real-time data and logistics dashboards, we can route products dynamically to avoid congested ports or flagged zones. Ultimately, speed-to-market is not just about fast shipping; it's about smart, anticipatory logistics."

***Global Cosmetic Industry*: What shifts are you making in manufacturing locations or strategies (e.g., nearshoring, reshoring, diversifying) in direct response to tariffs?**

Sharma: "One of the most forward-thinking shifts we've seen and implemented (particularly learning from slow fashion in apparel with Print

From top: Images courtesy of Brad-Pak Enterprises, Inc.; FIG or out

All Over Me) is micro-manufacturing or small-batch production closer to the point of sale. In some cases, piloted partnerships in the U.S. and Europe are done to fulfill ecommerce or exclusive retail runs, reducing exposure to overseas tariffs and enabling agility. This decentralization doesn't mean abandoning global suppliers; rather, it's about creating a tiered supply chain: one that balances cost-efficiency with local responsiveness. For fragrance and beauty, where trend cycles are fast and shelf presence matters, this hybrid model allows everyone to act nimbly without being overly reliant on any one geography."

***Global Cosmetic Industry*: To conclude, what advice are you giving your clients amid uncertainty?**

Sharma: "I tell clients this: build flexibility, not fear. In today's trade climate, agility isn't a strategy, it's your marketing passport. Tariffs are just one of many geopolitical levers that can impact commerce, but those who succeed treat uncertainty as a design input, not an obstacle. That means embracing modular packaging that can adapt to regional labeling needs, building SKUs that can flex for regulatory variations, and using digital-first launches to test demand before committing to full-scale international rollouts. The brands that will win are those that not only respond to volatility, but are structurally ready for it. Ultimately, don't chase stability, but engineer for uncertainty. That's how brands win today."

Q&A with Alec Batis, CEO/ lead chemist of skin care brand Sweet Chemistry, (2026 Global Cosmetic Industry Advisory Board Member)

***Global Cosmetic Industry*: Are tariff considerations influencing new product development, such as ingredient selection or formulation complexity?**

Batis: "Yes, tariff considerations are significantly influencing new product development, including ingredient selection and formulation complexity.

Here are a few ways this can happen:

Ingredient Sourcing: With higher costs, there can be a temptation for companies to use ingredients from suppliers who are cutting their own margins, which results in less attention to QA/QC, they can purchase from suppliers who are less reputable in order to get cheaper prices, and/or they may choose ingredients that are less efficacious or proven – again because of lower costs. They may also choose ingredients from other countries that are not subject to high tariffs to reduce costs, and working with new suppliers is often fraught with risk if not properly vetted and scaled. Companies may also choose to source locally. However this can lead to higher COG's and the need to raise retail prices.

Reformulation: Companies might choose to reformulate products to circumvent tariffs on certain ingredients. This could mean finding ingredients that perform a similar function but is less expensive. The challenge with this is that the formulas will need to be reassessed for stability, compatibility, micro, and even allergy or RIPT. The hardest part would be the need to redo any claims substantiation since now the formula is different. All this for just a few products could mean hundreds of thousands of dollars to redo - not to mention several months and maybe even a couple years if stability is not reached with first submissions. All this work means more staffing resources as well.

Cost Management: In order to reduce costs, companies may forgo changing out ingredients, and decide to simply remove them. When you remove ingredients, often there is no need to redo stability and other analyticals. Of course, the issue with this, is that it then becomes a distinct possibility that the product will become less effective. And also, the company can no longer legally use the tens of thousands of dollars of claims studies that it's performed for the original formula. That affects marketing of the products, and ultimately sales.

Regulatory Compliance: Different countries have varying regulations and tariffs. Companies need to ensure that their products comply with these regulations, which can affect ingredient choices and formulation processes."



Alec Batis, CEO, chemist and co-founder, Sweet Chemistry

***Global Cosmetic Industry*: What are the logistical challenges (e.g., shipping costs, customs delays) exacerbated by tariffs, and how are you mitigating them?**

Batis: "Supply Chain Strategy: Logistics can become a literal nightmare. With all companies panicking and frantically changing countries of origin, suppliers, formulas, etc, the supply chain becomes unstable for everyone. Even the supplier's staff are busy calculating different tariff scenarios that takes time away from customer service and day to day operations. Working with new countries means not understanding custom's requirements, and working with shipping routes that are unfamiliar – all adding to extra time and money. At Sweet Chemistry, we are also experiencing production delays because of delayed ingredients, with the hardest part being delay after delay with no clear answers because

Image courtesy of Sweet Chemistry

the distributors often aren't sure themselves. We are trying to mitigate by ordering more that we need upfront to ensure we have supply, but of course that comes from added risk and costs. We are also streamlining our new product development to make use of packaging and ingredients that we know are less volatile. "

***Global Cosmetic Industry*: What shifts are you making in manufacturing locations or strategies (e.g., nearshoring, reshoring, diversifying) in direct response to tariffs?**

Batis: "All our manufacturing is done in the U.S. so that will remain. Our main strategy is using EU suppliers and non-China in general. Fortunately, our packaging comes from Italy – airless glass technology that doesn't exist anywhere else. And very few of our raws were from China to begin with. We are on the higher quality, higher end of the skincare market so we were able to do that."



Matthew Berkson, CEO & co-founder, Maison Louis Marie

***Global Cosmetic Industry*: To conclude, what advice would give to other brands amidst the uncertainty?**

Batis: "Make sure you have someone in PD and Ops who have deep longstanding contacts and experience within the industry. Relying on contract manufacturers to figure it out for you will be a mistake, especially if you aren't a major brand. Try consolidate packaging types, and even see if you can do labels here in the US vs. printing overseas. This way you will have options when you need more stock of a certain product over another (if they share the same vessel type)."

Q&A with Matthew Berkson, CEO & co-founder, Maison Louis Marie

***Global Cosmetic Industry*: Are tariff considerations influencing new product development, such as ingredient selection or formulation complexity?**

Berkson: "While we're always aware of tariff implications, we remain committed to our formulations and are reluctant to compromise on quality or performance. We work closely with our co-manufacturers to identify alternate sourcing for identical ingredients when possible, but we've been intentional about staying the course — optimistic that many of these tariff pressures will ease with time."

***Global Cosmetic Industry*: What are the logistical challenges (e.g., shipping costs, customs delays) exacerbated by tariffs, and how are you mitigating them?**

Berkson: "It's been a bit of a rollercoaster — even in the last month, we've seen tariff pauses that changed our cost outlook overnight. We're moving forward cautiously to avoid any product outages, even if that means absorbing higher short-term costs. It's very touch-and-go, but we're approaching it with the belief that much of this disruption will be temporary."

***Global Cosmetic Industry*: What shifts are you making in manufacturing locations or strategies (e.g., nearshoring, reshoring, diversifying) in direct response to tariffs?**

Berkson: "Most of our manufacturing is based in the U.S., but certain components are still sourced internationally. We began making shifts over a year ago in anticipation of potential tariff impacts, though some transitions have taken longer than expected. We continue to diversify our sourcing where feasible, and we've found that many of our suppliers are equally focused on building more resilient, regionally balanced supply chains."

***Global Cosmetic Industry*: To conclude, what advice would you give to other brands amidst the uncertainty?**

Berkson: "Stay calm, stay flexible, and never lose sight of product quality as your North Star. We've found success with suppliers who have the ability to operate across multiple geographies, which gives us more options when conditions shift. Some short-term margin impact may be unavoidable, but preserving the integrity of what you create is ultimately what builds long-term trust." ■



Image courtesy of Maison Louis Marie

Innovations in Fragrance: Mood-Enhancing Scents and Advanced Launches

Explore the latest innovations in the fragrance industry entering into the summer of 2025, from mood-enhancing technologies like Givaudan's MoodScentz+ to peptide-infused perfumes and skin-friendly scents.

The fragrance industry is experiencing a wave of innovation, with brands introducing mood-enhancing technologies and multi-functional products that redefine sensory experiences. From Givaudan's advanced MoodScentz+ platform to VEXA Beauty's peptide-infused perfumes, companies are exploring the intersection of science, emotion, and scent. Meanwhile, Touchland and Nautica are expanding their offerings with creative, mood-boosting solutions that combine functionality with fragrance.

Here's a closer look at the latest developments shaping the future of perfumery.

Givaudan Debuts Upgraded MoodScentz+ Fragrance and Oral Care Flavors Design Program

Givaudan announced the debut of the upgraded MoodScentz fragrance and oral care flavors design program—MoodScentz+.

MoodScentz+ is designed to redefine our understanding of emotional experience while introducing a new neurobiology measurement capability based on extensive data mining.

Designed to offer perfumers and oral care flavorists the ability to create compositions that positively enhance emotions, MoodScentz+ technology covers an extensive range of positive moods including: Relax & Unwind, Invigorate & Recharge and Happy & Blissful. MoodScentz+ relies on patent-pending creative fragrance and oral care flavors design based on combinations of ingredients with specific scientific and consumer-proven mood benefits.



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From Givaudan's advanced MoodScentz+ platform to VEXA Beauty's peptide-infused perfumes, companies are exploring the intersection of science, emotion, and scent.

Image by Africa Studio at Adobe Stock



MoodScentz+ technology from Givaudan is designed to cover a range of positive moods including Relax & Unwind, Invigorate & Recharge and Happy & Blissful.

The research behind MoodScentz+ is said to include:

- Mood-enhancing fragrance and oral care flavor design algorithms covering an extensive olfactive palette and supporting all product categories;
- Real-time emotional response measurement using the novel InSituScanz brain-imaging capability; and
- Scientific validation with more than 7,000 people through a combined approach using InSituScanz, verbal and non-verbal techniques.

MoodScentz+ is designed to enable the identification and creation of solutions to deliver a new cartography of emotions for scent and taste. The upgraded platform broadens the potential for mood-enhancing across all fragranced product categories and oral care flavors.

VEXA Beauty Launches Peptide-Infused Fragrance Line

Personal care brand VEXA Beauty announced the launch of its first fragrance line infused with oxytocin peptides.

Oxytocin is a hormone that promotes positive feelings. It has earned the nickname "love hormone" for its role in childbirth and interactions between partners.

The fragrance line was developed to combine aphrodisiacs and mood-enhancing notes. The brand's founder said the team carefully selected scents that have been linked to feelings of happiness and sensuality in previous studies.

"Every fragrance is an artistic expression designed to deliver a complete sensory experience," said founder Sabah Karimi. "The oxytocin peptides enhance the unique sensory nature of each fragrance and work with your body chemistry, creating something truly distinctive in the world of perfumery."

VEXA Beauty also launched its VEXA Fusion butter, a body butter that acts as a fragrance primer to extend the wear of each scent.

Touchland Launches Fragrance Collection

Personal care brand Touchland, known for its popular hand sanitizers, is entering the body care category with a new collection of Power Essence Body & Hair Fragrance Mists. The collection will be available for purchase on February 3, 2025.

The fragrances feature a lightweight micro-mist formula enriched with niacinamide and hyaluronic acid to hydrate the hair and skin. Further, the collection includes mood-enhancing

Image courtesy of PEXELS

fragrance ingredients designed to effectively neutralize odors. The mists are cruelty-free and made without artificial colors.

"At Touchland, our mission has always been to reimagine everyday essentials with a focus on innovation, design, and experience," said Andrea Lisbona, founder of Touchland. "The launch of Power Essence represents an exciting new chapter for our brand, as we bring the same spirit of creativity and functionality to the world of fragrance and personal care."

The Power Essence Body & Hair Fragrance Mist collection will be available on Touchland's website as well as Sephora and Ulta Beauty for $20.



The four fragrances are infused with oxytocin peptides, the hormone associated with feelings of love and sensuality.

Nautica Releases Mood-Boosting Fragrance Line for Women

Lifestyle brand Nautica announced its expansion in the fragrance market with two mood-enhancing fragrances: Rose Island and Jasmine Coast. These two fragrances include mood-boosting ingredients intended to promote a sense of well-being.

In addition to the fragrance launch, Nautica announced the face of the campaign as American actress and YouTuber Lily Chee.

"I am thrilled to partner with Nautica to represent this exciting time for the brand," said Chee. "I love the connection to the ocean and the coastal culture that the brand is rooted in. I can't wait to embark on this journey with Nautica and inspire those who follow me to reconnect with their true selves."

"Coty is thrilled to expand Nautica's fragrance offerings, engaging existing brand consumers and reaching a whole new audience," said Coty chief brands officer Stefano Curti. "As a strong partner with Nautica, we believe Lily is the perfect choice to authentically represent the brand's heritage and new vision for women's fragrances."

The new fragrances from Nautica will be available for purchase on Amazon.

Marley Family Announces Launch of Fragrance Collection

The family of reggae singer Bob Marley announced the launch of its first fragrance line to honor Marley's legacy. The collection, announced 44



The Power Essence Body & Hair Fragrance Mist collection will be available on Touchland's website as well as Sephora and Ulta Beauty for $20.



The two fragrances from Nautica include mood-boosting ingredients.

From top, L to R: Images courtesy of VEXA Beauty; Touchland; Nautica

years after his passing, will include six fragrances designed with mood-enhancing technology.

"My family's message has always been about love, unity and living in harmony with the world around us," said Cedella Marley, chief executive officer of the Bob Marley Group of Companies and Marley's daughter. "Marley Fragrance is an extension of that spirit — each scent is created to bring you home, to evoke peace, joy and a sense of connection. This collection is a tribute to our legacy and how we continue to inspire people, creating a sense of calm and togetherness that lasts across generations."

Marley Fragrances was created in partnership with IMH Fragrance. Further, the scents were developed in collaboration with perfumers at Givaudan.

"This collection exemplifies a. thoughtful product line extension — where cultural heritage meets luxury fragrance in a way that enhances both brands," said Tom Watson, global licensing director at IMH Perfume. "We can't wait to share these incredible fragrances with the world."



Marley Fragrance's collection, announced 44 years after his passing, will include six fragrances designed with mood-enhancing technology.

Marley Fragrances are available for purchase on the brand's website. Each fragrance retails for $140, and the brand also offers two discovery sets priced at $380 each.

Bella Hadid's Ôrəbella Signals the Skinification & Moodification of Perfume

Bella Hadid's new fragrance brand, Ôrəbella (pronounced aura-bella), features a trio of bi-phase scents pairing alcohol-free hydrating fragrances with skin care ingredients. The SKUs launched on the brand's e-commerce site on and at Ulta Beauty in early May.

The launch comes amid a boom in fragrance, driven by mood-centric formulations and highly engaged Gen Z consumers.

It also comes amid a boom in "skinification" innovation across every beauty category, notably hair/scalp care and sun care.

Fragrance is the next opportunity in this space, as shown by recent skin-friendly launches from brands such as Clean Reserve.

Ôrəbella users simply shake the bottles prior to application to "activate" the scents, which comprise the brand's Ôrəlixir base, a mixture of hydrating snow mushroom and a blend of moisturizing camellia, almond, olive, jojoba and shea.

This base reportedly supports skin wellness while boosting the fragrances' "longevity and potency," per an official announcement. The scents, meanwhile, boost "mood and aura with a memorable blend of aromatherapy essential oils and fine fragrance notes."

The formulations are Leaping Bunny cruelty-free and hold PETA vegan and cruelty-free certifications. The SKUs also meet the requirements of the Conscious Beauty at Ulta Beauty program.

The three scents include the sheer floral Window2Soul, woody marine Salted Muse and tropical Blooming Fire (10 ml/$35, 50 ml/$72, 100 ml/$100).

The juices are housed in ergonomic geode-inspired bottles.

The brand also features Ôrəbella's Alchemy Foundation, a charitable initiative that "will continuously support multiple organizations aligned with Ôrəbella's ethos via a minimum donation of 1% of all net sales, plus further support via service hours, community outreach, and social promotion."

The first partners for the initiative are the Lower East Side Girls Club and PATH International. ■



Bella Hadid's new fragrance brand, Ôrəbella (pronounced aura-bella), features a trio of bi-phase scents pairing alcohol-free hydrating fragrances with skin care ingredients.

From top: images courtesy of Marley Fragrances; Elizaveta Porodina for Ôrebella



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HOW THESE STAR INGREDIENTS ARE SETTING NEW STANDARDS IN BEAUTY

The pursuit of healthy, youthful-looking and radiant skin has become a defining trend in the cosmetics industry, reflecting a societal shift toward *longevity* as the new *anti-aging*. Market Research Future estimates the market for longevity products across industries – including preventive healthcare, biotechnology, regenerative medicine, anti-aging therapies and digital health innovations – reached US $21.29 billion in 2024. The firm predicts it will boom at a CAGR of 10.37% from 2025-2035.

As consumers become more educated about skin care, they gravitate toward ingredients recognized for their skin health and age-defying properties. For example, according to Mintel, products containing powerful antioxidants and peptides are gaining traction, as these ingredients are known to diminish visible signs of aging.

Moreover, the rise of advanced ingredients targeting biological mechanisms, aka the *hallmarks* of aging, showcases the industry's commitment to rejuvenating skin's youth at the cellular level. This lends itself to a holistic perspective of beauty, even tapping into the effects of mental health and sleep for beauty outcomes.

This report highlights star ingredients driving the skin longevity phenomenon, among others, and redefining standards for beauty.

Longevity, Anti-Aging and Radiance

BASF Unveils Oximony: An Ingredient for Skin Longevity and Radiance

BASF's Oximony, based on FairWild certified *Lysimachia christinae* flower/leaf/stem extract), is designed to boost skin longevity by promoting healthy levels of taurine and taurine transporter TAUT, as well as NAD+. Taurine is a naturally occurring amino acid that can boost hydration and antioxidant protection while reducing inflammation.

The ingredient also is said to reduce senescence markers (p16, β-galactosidase), the senescence-associated secretory phenotype SASP (MMP1, MMP3, IL-6, IL-8), and the CXCR2 receptor.

In these ways, Oximony is designed to help restore skin radiance, resilience and firmness. A 0.25% concentration of the ingredient applied in Chinese volunteers showed a 28% improvement in fatigued appearance within two weeks of application. Skin firmness also increased by 17% after one month, while radiance improved by 18% over the baseline after two months.

Silab Unveils New Data on Oxygeskin for Skin Oxygenation and Liftilience for Lifting Effects

Oxygeskin: Silab has disclosed new efficacy data for its Oxygeskin active ingredient derived from the nasturtium flower. When tested at 0.25% on aged human fibroblasts, the ingredient was found to "significantly reduce the expression of miRNAs" repressing key biological pathways, including oxygenation (HIF-1α) and cellular energy production (ATP), as well as those essential to dermal and epidermal homeostasis.

These findings come in addition to the ingredient's previously described ability to revive complexion radiance by reinvigorating skin oxygenation in conditions of chronological aging or digital pollution.

Silab also investigated the effect of Oxygeskin in body skin. After 14 days of twice daily application of a formulation incorporating 1% of the ingredient to the thighs, skin oxygenation was boosted by 4.5%.

The skin's microrelief was also diminished by 6.3% in the treated areas; 89% of trial participants considered their skin to feel velvety; 83% reported their skin was more radiant; and 89% found it appeared more beautiful. Finally, skin firmness was improved by 7%.

Liftilience: Silab also unveiled new efficacy data for its chestnut-derived Liftilience, highlighting lifting effects for the face and tensor effects for the body, as well as long-lasting anti-wrinkle and radiance-boosting effects.

The company reported a rapid lifting effect (within 15 min) on crow's feet from a single application of a gel product formulated with 0.32% Liftilience. The ingredient also displayed a long-lasting tensor effect on the body, per Silab, when applied on the thighs in a gel formula incorporating 0.16% of the active. Results included a 5% boost in skin firmness, 8% increase in skin elasticity and 34% boost in skin tone just four hours post-application.

After 21 days of twice-daily application, Liftilience reportedly smoothed forehead wrinkles (-11%) and boosted radiance (reflection up 14%, pink color up 17% and olive color down 14%). Perceived eye fatigue also reportedly declined by 17%.

In a subjective evaluation, 78% of volunteers found their wrinkles and lines less visible, per Silab, while 91% found their skin more luminous; 100% of them considered their skin softer.

Solabia Group Debuts Skin Longevity Actives

Solabia's latest active ingredients address the increasing demand for solutions catering to the biological and emotional aspects of aging.

Pro-Longevia (INCI: Glycerin (and) Water (*Aqua*) (and) *Rubus Idaeus* Leaf Extract) is a raspberry leaf-derived active targeting the hallmarks of aging. The 100% natural ingredient is said to preserve mitochondrial function, balance oxidative defenses and enhance protein homeostasis. This, in turn, reportedly visibly reduce skin roughness, pigmentation irregularities and wrinkles. It also received the 2025 gold In-cosmetics Global Innovation Zone award in the actives category.

Peptiskin (INCI: Arginine/Lysine Polypeptide) is a naturally derived oligopeptide designed to protect dermal and epidermal structures, stimulate extracellular matrix components, and combat cellular senescence. Clinically tested, it has been shown to visibly improve skin texture, firmness and radiance within a month, per the company.

FucoLife GR (INCI: Maltodextrin (and) Biosaccharide Gum-3) is a polysaccharide derived through eco-friendly bacterial fermentation. It reportedly addresses both physical and emotional well-being for menopausal skin. Per the company, it is proven to restore skin integrity, reduce wrinkles and enhance self-esteem by targeting neurocosmetic pathways.



BASF's Oximony comprises an extract of Lysimachia christinae *that is FairWild certified.*

Image by xb100 at Adobe Stock



Microphyt has unveiled Zenitium, an active ingredient designed to address sleep deprivation and support skin health while promoting mental calmness.

Givaudan Active Beauty Launches PrimalHyal UltraReverse, the Intracellular HA for Skin Longevity

Givaudan Active Beauty recently launched PrimalHyal UltraReverse. According to the company, the product is the smallest and most sustainable hyaluronic acid developed to date, capable of penetrating skin cells at the DNA level to tackle the primary hallmarks of aging.

PrimalHyal UltraReverse specifically targets four critical pathways to combat chronological aging and protect skin from environmental stressors, known collectively as the exposome.

More specifically, it addresses:

- *Epigenetic control:* Restoring DNA methylation processes while enhancing sirtuin expression and activity, reducing cryptic transcription.
- *Genomic instability*: Strengthening DNA repair mechanisms to promote healthier, more resilient skin.
- *Telomere attrition:* Reactivating telomerase expression and activity, preserving chromosome integrity and cellular longevity.
- *Loss of proteostasis:* Enhancing proteasome activity to maintain optimal cellular function and balance.

According to Givaudan, PrimalHyal UltraReverse has been shown to increase sirtuin 1 by 136% and collagen 1 by 48%, which can contribute to reduced signs of aging. The ingredient was designed for its ultra-low molecular weight, achieved through advanced precision fermentation, which also reduces its environmental impact.

Romain Reynaud, research and development director of Givaudan says, "Building on the expertise of PrimalHyal 50 Life, strain engineering experts at Alderys have designed PrimalHyal UltraReverse, an ultra-low molecular weight hyaluronic acid, lower than 3 kDa, that unlocks new biological benefits. Produced by precision fermentation, its environmental impact is drastically reduced — setting a new benchmark for sustainable, high-performance skin care."

Oat Cosmetics Launches EcoPep

Oat Cosmetics has launched EcoPep, a natural peptide designed for skin revitalization following environmentally responsible practices. EcoPep, derived from *Avena sativa* (oat) using a patent-pending biotechnology process, is said to stand out for its purity levels of 90–95%, surpassing other natural peptides on the market.

According to the company, EcoPep's revitalizing properties work at the cellular level, helping to enhance the skin's extracellular matrix by stimulating elastin and collagen production, which are crucial for

Image by DavidPradoat at Adobe Stock

maintaining skin firmness and elasticity. This results in a healthier, more youthful appearance with fewer visible signs of aging.

The active ingredient's sustainability is underscored by its eco-friendly biotechnology process that minimizes waste and conserves resources. EcoPep reportedly utilizes oats sourced from European farms and is produced to minimize environmental impact through the use of natural enzymes.

Anti-Aging via Mind-Body and Sleep

Microphyt Debuts Zenitium Active to Relax the Mind, Improve Sleep and Delay Facial Wrinkles

Microphyt has unveiled Zenitium, an active ingredient designed to address sleep deprivation and support skin health while promoting mental calmness.

As the company explains, in recent decades, sleep deprivation has become a significant concern, which can negatively impact physical and mental well-being and have visible consequences on the skin. Addressing this issue, skin muscle relaxation is a crucial first step in initiating the body's natural sleep process, enhancing sleep quality, reducing stress and delaying the appearance of permanent wrinkles.

Microphyt harnessed the power of *Porphyridium cruentum* by extracting a unique blend of biocompounds to create Zenitium (INCI: Caprylic/Capric Triglyceride (and) *Porphyridium Cruentum* Extract (and) Tocopherol).

In particular, these include:

- GABA, which acts as a neurotransmitter inhibitor to reduce neuronal hyperactivity;
- Arachidonic acid, an acetylcholine inhibitor that reduces muscle contraction; and
- Zeaxanthin, an antioxidant that reportedly supports proper muscle function.

Per the company, together these compounds act to not only relax the skin, but also support overall well-being while preserving skin youthfulness.

Key reported benefits of Zenitium are:

- *Fast skin muscle relaxation:* Reduces muscle cell contractions, allowing for quicker sleep onset.
- *Improves sleep and mental clarity:* By soothing tension and promoting deep relaxation, Zenitium ensures better sleep, which is essential for reducing stress.
- *Preserves skin youthfulness:* Instantly softens expression lines, even in younger skin.
- *Reduces skin roughness with long-term effects:* Skin barrier and expression lines are reduced after 28 days of application.

Zenitium is described as a holistic beauty bioactive for consumers seeking to improve their sleep and restore mental calm while giving their skin the care it deserves.

Croda Beauty Launches Zenakine, Taking Sleep x Emotion x Skin Health Connection to a New Level

Croda Beauty Actives introduces Zenakine (INCI: Not Provided), a biotech-based cosmetic active ingredient designed to bridge the connection between skin quality and overall well-being. Developed through extensive research of the skin-brain communication, Zenakine reportedly supports skin resilience against physical and emotional stress, enhances sleep quality and promotes a rested, youthful appearance.

Per the company, Zenakine has been designed not only to improve physical signs of skin fatigue and premature aging, but also to stimulate the release of feel-good messengers in the skin — namely alleviating cortisol stress damage while modulating skin circadian genes to promote optimal skin physiology. This dual-action supports emotional balance and well-being.

Clinical studies confirmed:

- An enhanced feeling of happiness in users, showing a 13.5% increase after one month versus placebo;
- Improved sleep quality, with an 11.3% improvement in just two weeks; and
- A reduction in visible signs of skin fatigue, evidenced by a lifting effect with a 13.3% increase after one month versus placebo.



By activating the skin's cellular communication pathways and promoting epigenetic regulation, Aethelis Granata promises to transform anti-aging skin care formulations.

Image by zolotareva_elina at Adobe Stock

Zenakine's wide-ranging benefits have been quantified through comprehensive trials, demonstrating measurable improvements for both mind and body. According to Croda Beauy Actives, key advantages include:

- Improved skin resilience to physical and emotional stressors;
- Smoother skin with reduced lines and signs of tiredness; and
- Enhanced emotional balance and sleep quality, promoting a more rested appearance.

Zenakine is also crafted through biotechnology, with 100% natural-origin content (ISO 16128). It is readily biodegradable and adheres to RSPO and COSMOS standards.

Exosomes and Natural Anti-aging

Naolys Reactivates Cellular Communication with Pomegranate Exosome-powered Aethelis Granata

Naolys has unveiled Aethelis Granata, an innovative ingredient that leverages the power of pomegranate-derived exosomes to address skin aging at its core. By activating the skin's cellular communication pathways and promoting epigenetic regulation, this cutting-edge ingredient promises to transform anti-aging skin care formulations.

Drawing from the resilience of the pomegranate tree (*Punica granatum)*, a symbol of vitality for centuries, Aethelis Granata optimizes the skin's self-repair mechanisms. According to the company, key effects include the following:

- *SUMOylation activation:* At the heart of Aethelis Granata's efficacy lies the modulation of SUMOylation, a key epigenetic process that repairs DNA, enhances mitochondrial function and reorganizes chromatin structures in keratinocytes.
- *Holistic effects:* By stimulating keratinocyte pathways and activating dermal fibroblasts, the ingredient enhances macromolecule synthesis, improving intercellular communication and regenerating skin structure.
- *Visible results:* Clinical and in vitro studies demonstrate reduced wrinkles, improved hydration and smoother texture, delivering visibly rejuvenated skin.

Aethelis Granata offers comprehensive benefits for advanced skin care formulations, including:

- Anti-wrinkle,
- Regenerating,
- Restructuring,
- Boosting cellular energy,
- Hydrating to maintain resilience,
- Energizing and revitalizing skin and
- Calming skin under stress.

This ingredient is therefore suggested for products targeting skin longevity and rejuvenation by optimizing cellular regeneration and maintaining skin homeostasis.

Effective at levels starting from 0.5%, the ingredient has been shown through extensive clinical and in vitro evaluations to support the following claims.

- *Hydration:* Long-lasting enhancement; replenishes moisture barriers.
- *Wrinkle reduction:* Rejuvenated skin appearance with visible wrinkle transformation.
- *Dermal energy boost:* Mitochondrial function improvements empower skin vitality.

Naolys highlights how Aethelis Granata is paving the way for a new era in epigenetically driven skin care. This plant-powered innovation offers cosmetic chemists and R&D professionals the opportunity to

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harness an ingredient deeply rooted in both nature and advanced science.

Algaktiv Launches Precisely Dosed Exometics G Vegan Biomimetic Exosomes for Skin Renewal

Algaktiv introduced Exometics G, a "revolutionary" biomimetic exosome technology derived from microalgae. According to the company, this innovation delivers exceptional benefits for skin renewal, elasticity and anti-aging while addressing ethical and regulatory concerns of traditional exosomes.

Per Algaktiv, unlike existing solutions with inconsistent concentrations, Exometics G is precisely dosed at more than 10 billion vesicles per milliliter, allowing brands to claim more than 10 million exosomes per drop in their products. With a controlled particle size of 150 nm for optimal delivery, Exometics G is said to set a new standard for skin care.

Additional advantages are as follows.

- *100% Vegan and cruelty-free:* No animal or human-derived materials.
- *Unmatched concentration:* More than 10 million vesicles per drop for proven efficacy.
- *Sustainable and scalable:* Lab-grown with limitless production capacity.
- *Patented technology:* Ensures consistency and maximum potency.

According to Jordi Ayats, product director at Algaktiv, "Exometics G overcomes the limitations of traditional exosomes, providing a standardized, high-potency alternative."

Exometics G demonstrates significant improvements in skin renewal and rejuvenation, the company reports, including:

- 30.6% faster wound healing in eight hours.
- Visible firming effects, as measured by Cutometer.
- A 2.2-year reversal of wrinkles in 14 days.
- A 300% improvement in skin smoothness vs. placebo after 56 days.
- A 25% reduction in hyperpigmentation after 56 days.
- A 15% increase in skin radiance in 28 days.

"Consumers desire effective, ethical skin care," states Alexandre Lapeyre, marketing director. "Exometics G represents a leap forward in delivering scientifically validated exosomes for next-generation skin care."

Sensitive Skin

Mibelle Biochemistry Debuts AmelioSense to Alleviate Redness, Sensitive Skin

Mibelle Biochemistry introduces AmelioSense, a naturally derived multifunctional ingredient designed to alleviate redness and irritation by addressing skin inflammation at its core. From soothing irritated skin to reducing prominent redness, AmelioSense offers valuable benefits for cosmetic formulations aimed at enhancing skin comfort and appearance.

According to the company, AmelioSense (standard version INCI: *Capsella Bursa-Pastoris* Extract (and) Lecithin (and) Carnosine (and) Tocopherol (and) *Silybum Marianum* Fruit Extract (and) Maltodextrin (and) *Aqua*/Water) works through different mechanisms to effectively combat skin irritation and redness:

- *Addressing pyroptosis:* Targeting the inflammatory cell death processes to soothe inflamed skin; and
- *Imparting anti-inflammatory and antioxidant properties:* Combining the traditional healing benefits of *Capsella bursa-pastoris* (shepherd's purse) extract with a potent antioxidant complex.

Visible improvements include a reduction of facial redness and the appearance of blood vessels, and a calmer, more balanced skin tone.

This approach combines natural botanical properties with advanced science, resulting in a synergistic effect for enhancing skin well-being. More specifically, it combines the benefits of shepherd's purse with a powerful liposomal antioxidant complex of carnosine, tocopherol and silymarin.

The efficacy of AmelioSense has been validated through both in vitro and in vivo studies, demonstrating tangible results in combating skin sensitivity.

In vitro results demonstrate its:

- Caspase-1 inhibition (a key enzyme driving pyroptosis) and



SymRelief Green is a 100% natural-origin solution combining bisabolol and organic ginger extract to impart synergistic skin-soothing effects.

Image courtesy of Symrise

- Reduction in ROS release and IL-18 expression, effectively minimizing inflammatory markers.

In vivo studies show:

- A significant improvement in visible redness and
- Decreased blood flow and reduced appearance of blood vessels in the cheek area.

These studies emphasize the multi-mechanism approach of AmelioSense in delivering visible and biological improvements to irritated skin.

AmelioSense is available as a powder, making it convenient and versatile for various applications. As noted, the ingredient's formulation incorporates *Capsella bursa-pastoris* extract with liposomal antioxidants that are spray-granulated onto maltodextrin to ensure enhanced skin penetration.

The product is designed for use at 2% in formulations. It additionally is water-soluble and free from preservatives and alcohol, making it suitable for sensitive skin formulations.

SymRelief Green: A Natural Soother for Sensitive Skin

Expanding its focus on skin care, Symrise introduced SymRelief Green (INCI: Bisabolol (and) *Zingiber Officinale* (Ginger) Root Extract), a 100% natural-origin, soothing solution said to redefine sensitive skin care.

Standout advantages are:

- The bisabolol and organic ginger extract combinations impart synergistic skin-soothing effects.
- The ingredient provides immediate and lasting relief from redness and irritation.
- The ingredient is China compliant and halal and vegan suitable.
- The ingredient has been scientifically validated for efficacy and sustainability.

"We are offering a nature-powered, scientifically validated solution that provides both immediate relief and long-term protection," said Lili Baraton Sintes, global product manager at Symrise.

This product aligns with responsible beauty values thanks to its biodegradable, vegan and halal-compliant statuses.



Dubbed a glutathione booster, iVC 3LGA from Seiwa Kasei reportedly improves intracellular glutathione levels by 53%, offering advanced antioxidant and skin brightening benefits.

Skin Care Innovations

Lubrizol Boosts Skin's Bioelectricity with Lectroglaze

Lubrizol's Lectroglaze biotech ingredient is designed to enhance the skin's natural bioelectricity, stimulating bacteria that generate bioelectricity to help minimize oxidative stress. This reportedly mitigates oxidative stress, reduces collagen degradation and addresses age-related changes for a glowing, smooth complexion.

Key benefits include:

- Boosts levels of electrogenic bacteria and skin bioelectricity, reducing oxidative stress and enhancing skin luminosity;
- Demonstrates significant antioxidant effects in in vitro and ex vivo studies, protecting against solar radiation and skin aging; and
- Clinical results show a reduction in age-related pore length and area by 10.2% and 14.2%, respectively, while improving hydration and glassy, luminous skin appearance.

Formulation considerations are as follows:

- Ideal for advanced anti-aging and skin-brightening formulations and
- Produced using renewable carbon sources with environmentally friendly methods, ensuring minimal ecological impact.

Seiwa Kasei Debuts Glutathione Booster

Seiwa Kasei recently introduced iVC 3LGA, an ingredient that enhances glutathione production within the skin. Dubbed a *glutathione booster*, iVC 3LGA reportedly improves intracellular glutathione levels by 53%, offering advanced antioxidant and skin brightening benefits.

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Do you have 100% natural?
Let's discover our magical ingredients!

CLINICALLY TESTED FOR SKIN-LIGHTENING EFFICACY ON 380 HUMAN TEST SUBJECTS
经过对 380 位受试者临床检验，证明该产品具有增白肌肤的功效。

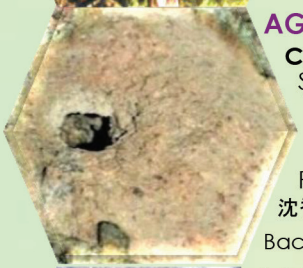
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让我们为您揭开其中的奥秘！



SONGYI MUSHROOM 松茸蘑菇

Extensive research in our USA laboratories has provided a breakthrough in skincare technology. We have discovered that the enzymes found in the **Songyi Mushroom** are an effective natural skin-whitening agent. Used regularly, the enzymes penetrate the skin to gives a fairer, clearer complexion, with wrinkle reduction. CLINICALLY PROVEN!

我们在美国的实验室经过广泛研究后，在皮肤护理领域取得重大突破。我们已发现松茸蘑菇内所含的酶是有效的天然皮肤增白剂。经常使用，松茸酶精会渗入皮肤，使肤色更加白净，还能有效减少皱纹。以上效果经过临床证实。



AGARWOOD RESINS מעלה (אשאן מעלה) (קטורת)

CALAMBAC key component of Japanese, Chinese Siddha, Ayurvedic Arabic, Hebrew, Greek Traditional Medicine, Aromatherapy, Religious Medicinal Incense-Fumigation and Perfumeries known by various names Calambac, Agallocha Resins., White Qi-Nam, Ky Bach, in various cultures
沈香樹脂、うじゅくこう 熔融树脂奇楠, White Qi Nan -白奇楠"
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AGARWOOD RESINS מעלה (אשאן מעלה) (קטורת)

CALAMBAC key component of Japanese, Chinese, Siddha, Ayurvedic Arabic, Hebrew, Greek Traditional Medicine, Aromatherapy, Religious Medicinal Incense-Fumigation and Perfumeries known by various names Calambac, Agallocha Resins., Qi-Nam, Ky Bach, in various cultures .
沈香樹脂、うじゅく こう 熔融树脂奇楠, Ky Nam
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AUSTRALASIA TEATREE ETHOBOTANY BIODIVERSITY

The use of tea tree oil has spread from its antipodean origins to become a worldwide phenomenon in cosmetic formulations over the years. The oil is rich in cineol, terpinene-4-ol, cymene, and other sesquiterpenes and sesquiterpene alcohols. The diversity of the many aromatic tea trees indigenous to Australia offers the cosmetic formulator more than just a single oil for their palette of exotic ingredients. Campo Tea Tree collection offers formulators novel actives from different species of Melaleuca alternifolia for personal care products.



CAMPO BOTANICAL PROPOLIS

A Novel Honeysuckle Flower Buds Non-Ionic Emulsifying Botanical Propolis

Campo Botanical Propolis, a Natural Botanical Emulsifier derived from Honeysuckle Flower Buds, is a resinous mixture available as in Stiff Soft Wax and as Liquid Wax which exudes honeysuckle flower buds' sweet syrup sap.



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Human Skin Micro-Biome Gentle and Oral Micro-Biome Gentle enhances any skin as functional moisturizer, skin whitener, skin repair, skin protector from solar UV and electronic devices' artificial blue light as topical cosmetic high performance anti-photo aging actions, skin-whitening repair action against UV & Blue Light caused black spots & black heads with high performance UV repelling and UV protection actions at sea levels and in planes' flights' at high altitudes. Wash-off and protects from environmental pollutants.

Discover our magical skin lightening for Asian skin, lightening of age-spot, sun-spot & freckle-spot management for Caucasian skin

发现我们神奇的皮肤亮白技术，减淡亚洲人的皮肤老年斑，日光晒斑，以及白种人皮肤的雀斑

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The Botanical Preservative

CAMPO PLANTSERVATIVE™ is a series of ready to use liquids of Natural Plant obtained Green Natural Colorless Clear, Odorless Preservatives contains no parabens, from Honeysuckle Flower Buds (Lonicera Caprifolium & Lonicera Japonica).

MIC and Challenge Tests are at low dosage as 0.125% with **"No Preservative"** and **"Preservative Free"** Claim.

TSCA Listed | FEMA GRAS Listed | DHHS Listed

植物防腐剂 CAMPO PLANTSERVATIVE™ 是使用天然绿 色植物的液体系列，无色透明，无味的防腐剂，不含对羟基苯甲酸酯，提取自金银花（忍冬）芽。

最小抑菌浓度和筛查试验在低用量 0.125%下进行，认定"无防腐剂"或"不含防腐剂"。

TSCA 列出 | FEMA GRAS 列出 | DHHS 列出

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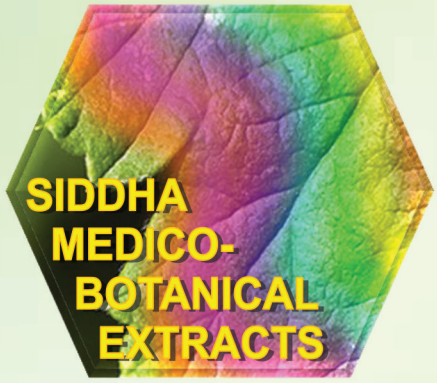
3-4 Jun 2025	NYSCC Suppliers' Day
2-4 Jul 2025	in-cosmetics Seoul
23-24 Sep 2025	in-cosmetics Sao Paulo
29-30 Oct 2025	CASCC Suppliers' Day
4-6 Nov 2025	in-cosmetics Bangkok
18-20 Mar 2026	PCHi Hangzhou
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All of Campo Natural Multi-Functional Active Botanical Extracts, are Compliant to ISO 16128 Natural Indices, And Are Totally Compliant to The Higher Standards of Botanical Food Supplements of FDA CFR21 Part11-(March 2017 Revision) of Botanical Identities, via TLC High Performance-PhotoID., and via C14 Naturalness Assays.

Lonicera Japonica Plant



CLINICALLY TESTED VIA IN-VITRO METHODS AS APPROVED BY EU-E.E.C TO BE HARMLESS TO HUMANS
通过使用欧盟-欧共体所认可的体外实验方法，证明该产品对人类安全无害。



Colorante-Naturel
天然色剂

Functional Cosmetics Ingredients from Indian Medicinal Herbs
提取自印度药草的功能型化妆品原料

CAMPO PLANTSERVATIVE WSr

Lonicera Caprifolium (Honeysuckle) Flower Extract
Lonicera Japonica (Honeysuckle) Flower Extract
忍冬（金银花）萃取液
TSCA Listed | FEMA GRAS Listed | DHHS Listed
A Novel plant based preservative (water-soluble) for cosmetic formulations
独创的植物防腐剂(水溶性)适用于化妆品配方

CAMPO PLANTSERVATIVE WMr (Jojoba Oil)

Lonicera Caprifolium (Honeysuckle) Flower Extract
Lonicera Japonica (Honeysuckle) Flower Extract
忍冬（金银花）萃取液
TSCA Listed | FEMA GRAS Listed | DHHS Listed
A Novel plant based preservative (lipo/oil soluble) for cosmetic formulations
独创的植物防腐剂(脂 / 油溶性）适用于化妆品配方

WATER SOLUBLE LIQUIDS 水溶性液体

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

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

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

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Recent findings also highlight a synergistic effect between iVC 3LGA and glutathione, amplifying antioxidant capabilities by 2.2 times, compared with glutathione alone. Furthermore, the ingredient promotes ceramide synthesis, which is key to barrier function.

Applications include skin care, body care and dermocosmetics.

Sustainability

Lubrizol Presents Three Polymers to Advance Skin, Hair, Color and Sun Care Sustainability

PemuPur Vista polymer: Lubrizol's PemuPur Vista polymer is a naturally derived polymeric emulsifier designed to create rich, stable emulsions with a light, non-sticky sensory profile. Its primary application areas include skin care, sun care, makeup and cleansing formulations. Featuring 97% natural origin content (ISO 16128) and biodegradability (OECD 301D), this polymer reportedly offers superior emulsification even at low usage levels. It enhances formulation stability by reducing oil droplet size and provides long-term viscosity stability of up to 12,000 mPa·s.

Formulation considerations include:

- *Skin care:* Enables a range of textures with a light feel and soft aftertouch.
- *Sun care:* Compatible with organic and inorganic UV filters.
- *Makeup:* Stabilizes pigments while reducing overall emulsifier content, enabling smooth, caring formulations.
- *Skin cleansing:* Enhances viscosity in sulfated and sulfate-free systems and creates creamy foam for superior cleansing performance.

Sensomer Cassia 115 polymer: The Sensomer Cassia 115 polymer is a biodegradable conditioning polymer suitable for rinse-off and leave-on hair and skin care applications. Designed for sulfated and sulfate-free systems, it reportedly offers superior sensory, deposition and foam-boosting properties.

According to the company, it demonstrates excellent cationic and silicone deposition, outperforming benchmarks such as polyquaternium-10 and cationic guar. In addition, Sensomer Cassia 115 provides sensory enhancements for wet and dry hair combing and softness.

Furthermore, it boosts foam volume and creaminess, surpassing existing conditioning agents in performance, the company reports. Formulation considerations are:

- *Hair care*: Suitable for shampoos, conditioners, styling treatments and coloration products. Improves curl definition, frizz reduction and humidity resistance.
- *Skin cleansing*: Enhances emollient deposition for better skin feel and luxurious product experiences.

Carbopol BioSense biodegradable rheology modifier: Finally, the Carbopol BioSense polymer is described as Lubrizol's first readily biodegradable rheology modifier. Extracted from sustainably sourced eucalyptus forests, this polymer is designed to enhance viscosity and deliver a rich, velvety sensory feel, closely mimicking the performance of silicone elastomers.

The ingredient exhibits a natural origin content of 98%, certified by COSMOS/ECOCERT; enhances viscosity in a wide range of emulsions thanks to its synergistic effects with fatty alcohols and various emulsifiers; and offers improved softness and richness comparable to silicone elastomers without oily residues.

Formulation considerations are as follows:

- *Skin care*: Enables the creation of serums, lotions and light creams with medium viscosity (500 to 15,000 mPa·s).
- *Sun care:* Compatible with organic UV filters and formulations featuring low levels of zinc oxide.
- *Sustainable formulations:* Ideal for replacing silicone elastomers.



PemuPur Vista reduces particle size and stabilizes oil droplets, per Lubrizol, making it appropriate for sun care with either organic or inorganic UV filters.

Image by SHOTPRIME STUDIO at Adobe Stock

Solabia Group Debuts OleoShine Green Film Former

Solabia's OleoShine Green is an ultra-glossy, 100% natural film-forming ingredient designed to offer unparalleled sensory appeal while meeting green chemistry standards. It aims to redefine eco-friendly beauty with superior shine and performance, without microplastic concerns. The product as awarded the 2025 gold in the In-cosmetics Global Makeup Bar category.

Cargill Highlights BotaniDesign Emollient, Actigum Care Rheology Modifier

Cargill recently highlighted an emollient and plant-based alternative to petroleum jelly, and a natural rheology modifier replacement for traditional petro-based polymers.

BotaniDesign: This natural alternative to petroleum jelly is a plant-based emollient offering sustainability and biodegradability. Designed to meet the growing demand for eco-friendly beauty, it serves as a 1:1 replacement for petro-based petrolatum in formulations without compromising efficacy, per the company.

Key features are:

- Naturally derived and 100% biodegradable;
- Vegetable-based, designed for easy formulation transitions; and
- Comparable performance to white petrolatum in consumer studies, including ease of application, smoothness and lasting moisturization effects

BotaniDesign achieves near-identical results to white petrolatum across various sensory categories, the company reports, with smoothness and moisture effects maintained up to six hours post-application.

Actigum Care: This high-performance rheology modifier is 94.5% naturally derived, blending hydroxypropyl starch phosphate and sclerotium gum. It serves as a sustainable alternative to traditional petro-based polymers, enhancing both functionality and sensoriality.

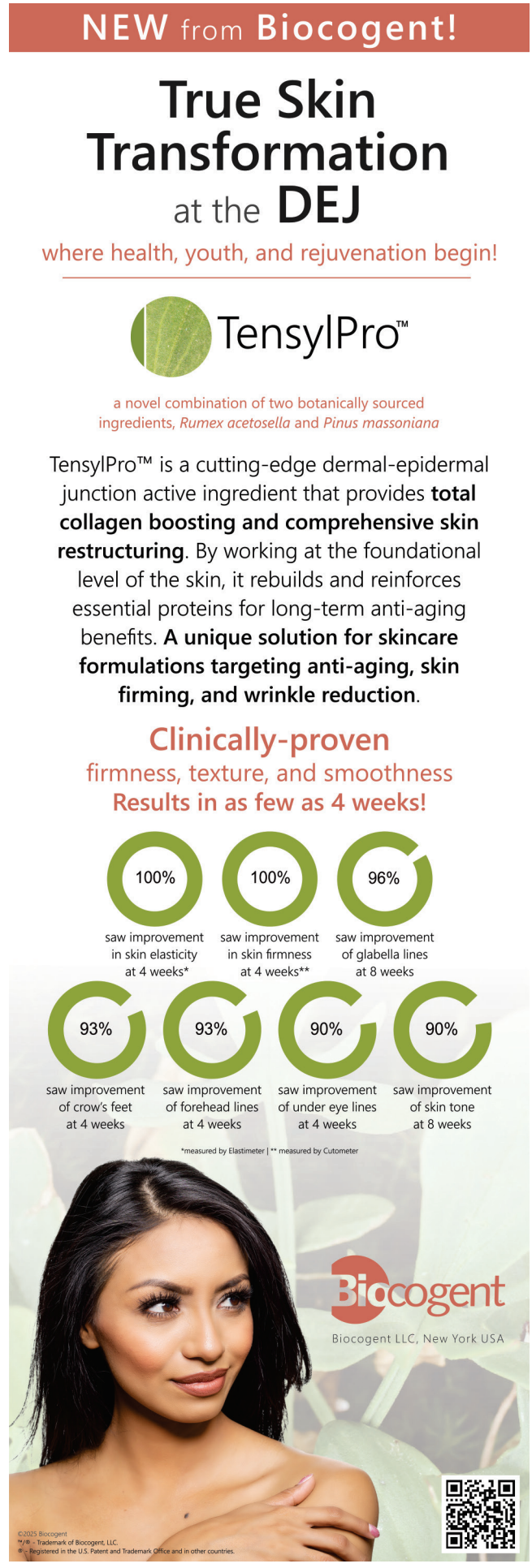
Benefits include:

- 94.5% natural origin composition,
- Superior performance compared to synthetic polymers and
- Improved sensory characteristics, including quick absorption, increased freshness and enhanced smoothness, according to Cargill,

When tested in a bouncy anti-aging cream, experts noted Actigum Care delivered better pick-up, faster absorption and improved rub-out freshness compared with formulations using synthetic carbomer.

Jojoba Desert's JD Esteris Plus and JD Beads for Sustainable Beauty

Jojoba Desert expanded its portfolio to include esters built on oil-free hydrogenated jojoba oil: JD Esteris Plus and JD Beads.



JD Esteris Plus comprises a range of oil-free jojoba wax esters, enriched with natural tocopherol (vitamin E). The ingredients, which feature a range of melting points, act as body-formers, supporting texture structure and stability in creams, balms, sticks and solid applications.

The fragrance-free JD Esteris Plus materials are fragrance-free, biodegradable, non-irritating and biomimetic, and support the creation of tailored textures, per the company.

JD Beads, meanwhile, comprise natural, microplastic-free exfoliants made from hydrogenated jojoba oil. The beads are available in various mesh sizes, depending on application, whether it be scrubs, shampoos or cleansers for the face or body. JD Beads are said to be safe for marine life, compared to some synthetic exfoliants.

"These launches reflect our ongoing mission to provide innovative, clean-label solutions that elevate both performance and sustainability," said Roni Rot, CEO of Jojoba Desert. "We're proud to introduce these ingredient lines and support formulators in creating the next generation of conscious beauty products."



JD Esteris Plus comprises a range of oil-free jojoba wax esters, enriched with natural tocopherol (vitamin E).

Sun Protection

Kolmar Korea's UV-Duo Plus Hybrid Composite for Organic + Inorganic Protection

Kolmar Korea significantly advances sunscreen innovation with its patented UV-Duo Plus technology, reportedly the first hybrid composite sunscreen stabilization system. Combining the best of both chemical and mineral sunscreens, this solution reportedly solves the longstanding technical puzzle of hybrid sunscreen formulations, setting a new benchmark in sun protection.

Per the company, the UV-Duo Plus technology resolves a fundamental issue with hybrid sunscreens: ingredient aggregation. Traditional hybrid sunscreens combine chemical sunscreens, known for their smooth application and minimal white cast, with mineral sunscreens, valued for their strong UV protection. However, previous formulations faced inconsistent ingredient dispersion, resulting in gaps in UV protection.

Kolmar Korea's innovation enables the encapsulation of inorganic sunscreen particles with organic sunscreen components. This encapsulation prevents the aggregation of particles within formulations, ensuring an even application and maximizing UV protection efficacy.

An official from Kolmar Korea explained, "There are many mixed sunscreens on the market that simply combine chemical and mineral filters, but none have successfully achieved a perfect integration of the two. With UV-Duo Plus, we've overcome this challenge, creating a product that offers unparalleled performance."

Beyond standard UV protection, Kolmar Korea's UV-Duo Plus targets long-wavelength ultraviolet A (long UVA) rays, which penetrate deeper into the skin and accelerate photoaging. Clinical tests have revealed that sunscreens featuring this technology improve protection against long-wavelength UV rays at 400 nm by 24.8%, compared to conventional formulations.

Key benefits include:

- SPF 50+ PA++++ efficacy, confirmed as meeting functional cosmetic standards by South Korea's Ministry of Food and Drug Safety
- Enhanced long UVA protection, slowing visible signs of UV-induced aging
- Minimization of white cast and improved skin application feel.

The ability to combine the superior UV blocking of inorganic sunscreens with the pleasant sensory benefits of organic sunscreens provides a new framework for creating high-performance, consumer-friendly formulations, the company highlights.

Clariant's Aristoflex Sun to Address Sunscreen Performance, Stability and Sensory Appeal

Responding to the rising trend of "skinification of sun care," Clariant's Aristoflex Sun is said to deliver advanced rheology modification to optimize sun protection products and daily SPF formulations.

Key benefits, per the company, are:

- *Enhanced stability:* Stabilizes UV filters, maintaining long-lasting formulation integrity.

Image courtesy of Jojoba Desert

- *SPF performance:* Improves sunscreen efficacy for robust UV protection.
- *Luxurious sensory appeal:* Enables lightweight, fresh textures that align with consumer preference for elegant skin feel.
- *Cold-processable and pre-neutralized:* Streamlines formulation processes for convenience.
- *Versatile applications:* Reportedly suitable for daily UV protection and multifunctional skin care products.

"Aristoflex Sun helps formulators elevate sun care solutions with superior stability, SPF performance and sensory appeal," shared Sophia Kim, global marketing manager for skin care at Clariant.

Hair Styling, Conditioning and Repair

BASF Launches Two Sustainable Hair Solutions: Verdessence Maize and Lamesoft OP Plus

Verdessence Maize: The COSMOS-compliant Verdessence Maize is described as a versatile styling biopolymer that works as a setting polymer, film former and mattifying agent, ideal for creating stable, long-lasting hair styling formulations. The ingredient reportedly acts as a biodegradable replacement for PVP or VP/VA polymers and does not compromise on performance.

It is designed to fit crystal clear pump sprays, well-kept foam shape pump or aerosol mousses, and other styling formats. Its high alcohol compatibility is reportedly advantageous for hair pump sprays.

Lamesoft OP Plus: Lamesoft OP Plus (INCI: Coco-Glucoside (and) Glycol Distearate (and) Glyceryl Oleate) is a wax-based opacifier for "pure whiteness," offering a creamy white appearance without any undesired pearlizing effects during production and after storage, per the company.

Furthermore, the ingredient reduces wet/dry combing effort while enhancing anti-hair breakage performance for enhanced hair conditioning, protection and texture improvement benefits.

Lamesoft OP Plus serves as an alternative to synthetic, styrene acrylate-based ingredients, per BASF. Key sustainability benefits include:

- Readily biodegradable,
- High natural origin content (73.5%–98.5% per ISO 16128),
- 95% renewable carbon content and
- Supports sulfate-free, vegan, natural and cruelty-free formulations.

Chemyunion Presents Hidrahair Seal SE MB for Immediate Split End Repair

Hidrahair Seal SE MB is a biotechnological innovation developed by Chemyunion, offering immediate and long-lasting repair for split ends. Capable of sealing up to 97%



of split ends "instantaneously," and maintaining 83% of the repair after 48 hr, this novel ingredient reportedly revolutionizes treatments for hair damage.

As the company explains, Hidrahair Seal SE MB forms a bioadhesive, flexible and uniform film on the hair surface. This restores texture, strengthens hair fibers and protects against further damage.

The novel functionality of Hidrahair Seal SE MB stems from its unique composition, which combines polysaccharides (pullulan), an amino acid (arginine), a disaccharide (trehalose) and an organic acid (lactic acid) in an aqueous system with propanediol. The synergy between these materials enables the formation of a bioadhesive film that adheres to rough hair surfaces. This interaction creates a lasting bond, ensuring repair efficacy even under mechanical stress and post-wash conditions.

The efficacy of Hidrahair Seal SE MB has been demonstrated through in vitro and in vivo testing. Benefits supported include:

- *Immediate repair:* Seals up to 97% of split ends after initial application;
- *Long-lasting performance:* Maintains 83% of repair up to 48 hr post-treatment;
- *Resilient, long-lasting film formation:* Builds a smooth, adhesive and protective layer over the hair fiber that remains effective after washing and conditioning (rinse-off);
- *Reduced breakage:* Decreases fiber breakage due to brushing by up to 2.6 times; and
- *Frizz control:* Reduces frizz and volume immediately, with effects lasting more than six hours.

According to Chemyunion, Hidrahair Seal SE MB can be incorporated into formulations including leave-in products, shampoos, conditioners and masks. Its compatibility with rinse-off products and resilience under mechanical stress make it a versatile addition to any hair care regimen.



Hidrahair Seal SE MB from Chemyunion forms a bioadhesive, flexible and uniform film on the hair surface.

Natural Preservation

Symrise Advances Clean Product Protection

Symrise's Mindera platform introduces a new era of natural cosmetic product protection. This 100% plant-based, patent-protected platform takes a multifaceted approach to protecting personal care formulations. The platform includes four multifunctional ingredients with antimicrobial, antioxidant and soothing properties.

These include:

- *Mindera Ma*, an antimicrobial, chelating, antioxidant and soothing agent that helps stabilize emulsions;
- *Mindera CH*, an antimicrobial, chelating, antioxidant and soothing agent that helps reduce sebum;
- *Mindera AA*, an antimicrobial and chelating agent; and
- *Mindera Cin*, an antimicrobial agent with antioxidant and soothing properties.

The products offer versatile protection for leave-on formulations like emulsions, serums and conditioners. They also support sustainable, natural-origin formulations aligned with clean beauty trends.

"With Mindera, we are solving the Naturalness Performance equation in cosmetic product protection," states Sabine Lange, director of functional efficacy and application at Symrise. The platform thus empowers formulators with a natural, adaptable toolbox to meet increasing consumer demand for plant-based solutions.

Clariant's Nipaguard SCE Vita to Address Evolving Preservation Demands

Clariant's Nipaguard SCE Vita is based on 100% renewable sorbitan caprylate and offers a natural preservation system to meet consumer expectations for both safety and

Image by SHOTPRIME STUDIO at Adobe Stock

sustainability. It reportedly delivers robust antimicrobial protection for personal care products.

Key features include:

- *100% Renewable carbon index:* Formulated with renewable sorbitan caprylate and naturally derived benzoic acid, providing an eco-conscious alternative to synthetic preservatives.
- *Broad-spectrum protection:* Effective across a wide range of personal care applications and formats.
- *Low-use concentration:* High performance at minimal usage levels.
- *Free from controversial preservatives:* Engineered with no fossil-based or contentious additives.
- *High efficacy and safety:* Comprehensive testing confirms performance comparable to traditional preservation systems, per the company.

"Nipaguard SCE Vita marks a significant step in our broader commitment to address the needs of health- and sustainability- conscious consumers and brands, at the same time as creating value for customers with renewable-carbon, high-performance products," noted Karolina Scierski, portfolio manager for preservation at Clariant.

Sensorial Oral Care

Symrise Advances Oral Care Freshness

Finally, to enhance sensory experiences in oral care, Symrise presents its Optacool Fuji. Designed for toothpaste, mouthwash and similar products, this advanced cooling agent is said to deliver fast-onset freshness with long-lasting effects.

Highlights are:

- Combines patented cooling technology with flexibility for use across concentrations;
- Blends seamlessly with diverse flavor profiles; and
- Scientifically validated to provide emotional and sensory benefits.

Tom Haines, vice president for oral care flavor development at Symrise, explains, "With Optacool Fuji, we have redefined the standard for oral care, delivering purity, freshness and an extraordinary burst of confidence." ■





According to data from the survey, 35% of at-home users polish their nails on a weekly basis, with 27% polishing twice a month and 15% monthly.

Image by Sofia Zhuravetc at Adobe Stock

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OBSESSED WITH NAIL CARE – A TIMELESS CONSUMER BEAUTY FAVORITE

| BY DENISE HERICH, THE BENCHMARKING COMPANY

Ninety-six percent (96%) of U.S. females say they regularly polish their nails either at a salon or at home, according to 4,000+ U.S. beauty-buying females surveyed in The Benchmarking Company's May 2025 online nail polish study. That percentage is consistent across age generations (with the exception of Baby Boomers, with 91% saying the same), making nail polish one of the most important categories of beauty product consumption for the US consumer and the industry. Ten percent (10%) of respondents say they only have their nails serviced in a salon, 43% only do their nails themselves at home, but 47% say they do a combination of nail services and DIY.

This study reveals the US female consumer's nail care practices, products, shades, finishes, and brands used at home and in-salon, and what's trending on her brightly colored nail horizon.

Her Salon Basics

For salon-goers, her manicure schedule is slightly more frequent than her pedicure schedule, as toenail polish tends to last longer than fingernail polish. Forty-three percent (43%) get a salon manicure twice-a-month to monthly; compared to 36% getting pedicures at the same rate. The price she pays tends to be the same for both services, with 53% paying between $25 to $50 each time for a pedicure, and 51% paying that same price each time for her manicure.

When choosing a salon, cleanliness is key, with 85% saying it's a primary attribute she seeks when looking for the perfect salon experience. Precision and efficacy are very important (75%), followed by a great reputation (70%), long-lasting results (65%), friendliness of technicians (65%), affordability (61%), and comfort (60%). **(T1)**

DIY Attitudes and Beliefs

When respondents think of an at-home manicure or pedicure, positive terms such as affordability (77%), convenience (54%), practicality (44%), fun (31%), and enjoyability (30%) come to mind most often. While attributes like time-consuming (26%), tricky

T-1

What She Looks for in Choosing a Salon	%
It is clean/sanitary	85%
Nail result is precise/they do a great job	75%
Great reputation/highly recommended	70%
Results last a long time	65%
Friendly nail technicians	65%
Affordable	61%
Comfortable atmosphere	60%
Close to my home or work	56%
They take walk-ins	40%
Fast/quick service	30%
Nail products are "clean" or less toxic than traditional polishes	28%
Luxurious atmosphere	22%
Salon is on-trend and can deliver the latest nail looks	22%

Courtesy of The Benchmarking Company

T-2

Nail Services Received at Salon	%
Gel manicure	55%
Basic pedicure with nail polish	53%
Gel pedicure	43%
Basic manicure with nail polish	39%
Acrylic nails	30%
French manicure	28%
Nail art	25%
Dip/Powder/SMS	21%
Gel polish removal	18%
Paraffin	14%
Shellac	8%
Silk wraps	4%

T-3

Other Nail Care Products/Treatments Used at Home	%
Topcoat	82%
Nail clipper/trimmer	76%
Nail polish remover liquid	76%
Nail file/emery board	74%
Base coat	71%
Hand cream	68%
Foot cream	55%
Cuticle clipper/trimmer	53%
Cuticle oil	51%
Nail buffer	49%
Foot buffer	45%
Toe separators	40%
Nail strengthener	35%
At-home gel manicure kit	32%
Callus shaver	31%
Cuticle conditioner/cream/balm	26%
Orangewood sticks/cuticle sticks	24%
Nail growth serum	23%
Nail polish remover wipes	19%
Nail art brushes	17%
Nail growth supplements	17%
Cuticle remover cream	16%
Quick dry spray	11%
Nail treatment	11%
Quick dry drops	9%
Nail polish remover pen	9%
Ridge filler	8%
Nail whitener	3%

T-4

Words that Describe At-Home Mani-Pedis	%
Affordable	77%
Convenient	54%
Practical	44%
Fun	31%
Enjoyable	30%
Simple	29%
Time consuming	26%
Easy	25%
Quick	24%
Efficient	20%
Tricky	15%
Sloppy	12%
Frustrating	11%
Difficult	10%
Annoying	8%

T-5

Biggest Pet Peeves when DIY At-home Mani/Pedi?	%
Sloppy polish application/smudging	49%
Nail polish chipping/peeling	45%
Polishing with my non-dominant hand	40%
My at-home manicure doesn't last as long as a salon manicure	38%
Finding time to polish my own nails	34%
It's not as relaxing as a trip to the salon	34%
Getting close enough to the nail to apply polish evenly	33%
Takes too long to dry	32%
It's uncomfortable to reach my toes	30%
My at-home pedicure doesn't last as long as a salon pedicure	24%
Uneven application	22%
Choosing the right color	20%
Trimming my cuticles	19%
Shaping my nails	17%
Not having professional tools like are in a salon	16%
Keeping freshly applied nail polish from bubbling	16%
Taking my old nail polish off	16%
Smell/fumes of polish	9%
Trimming my nails	6%

Want more from this author?

*Check out **The Rise of Multipurpose Skin Care & Makeup** in our **March 2025 edition.***



Courtesy of The Benchmarking Company

T-6

What Women Want in a Nail Polish	%
Long-lasting color	77%
Dries quickly	74%
Easy to apply	67%
No chipping for 7 days	65%
Shiny	49%
Unique color	38%
Trendy colors or formulations	38%
Gentle on nails	37%
Fewer smudges	33%
Better/increased nail health	32%
Non-toxic	31%
Cruelty-free	26%
Protects nails from UV damage	13%
Vegan friendly	9%

T-7

Top Nail Polish Brands Purchased	2013	2025
OPI	75%	76%
Essie	49%	62%
Sally Hansen	63%	54%
Revlon	53%	34%
Wet n Wild	37%	32%
NYC	32%	26%
L'Oreal	49%	25%
China Glaze	28%	23%
Orly	24%	23%
Cover Girl	35%	23%
Maybelline	34%	20%
ULTA	24%	17%
Rimmel	28%	16%
Sephora by OPI	30%	14%
Butter London	12%	13%

(15%), or sloppy (12%) are mentioned, these more problematic connotations aren't enough to dissuade her from polishing her own nails. **(T3)**

Some of these problematic attributes are pet peeves when she thinks of the downsides of polishing her own nails. Her biggest grievances when doing-it-herself **(T4)** are sloppy polish application/smudging (49%), chipping and peeling of polish (45%), having to polish with their non-dominant hand (40%), giving herself a manicure that doesn't last as long as a salon service (38%), finding the time to polish (34%), and missing out on the relaxing salon experience (34%).

Toxicity Concerns

Her nail care product ingredient profile is also a concern for some respondents. Eighteen percent (18%) say they always worry about harmful chemicals or toxins in their nail polish and 52% said they sometimes worry about these factors. Fifty percent (50%) of respondents say they purposefully seek out or purchase nail polish without or with less harmful chemicals or toxins some of the time, while 13% say they always do. Seventy-nine percent (79%) are interested in eco-friendly or sustainable nail polish products if they were available to them or knew where to find them. **(T5)**

Nail Care Buying Habits

Nearly two-thirds (65%) of respondents say they currently own between 4-20 bottles of nail polish (of that, 20% said they owned between 7-10 bottles). Women of the Millennial generation are most prolific in their nail polish ownership, with 41% saying they own more than 16 bottles of nail polish. **(T6)**

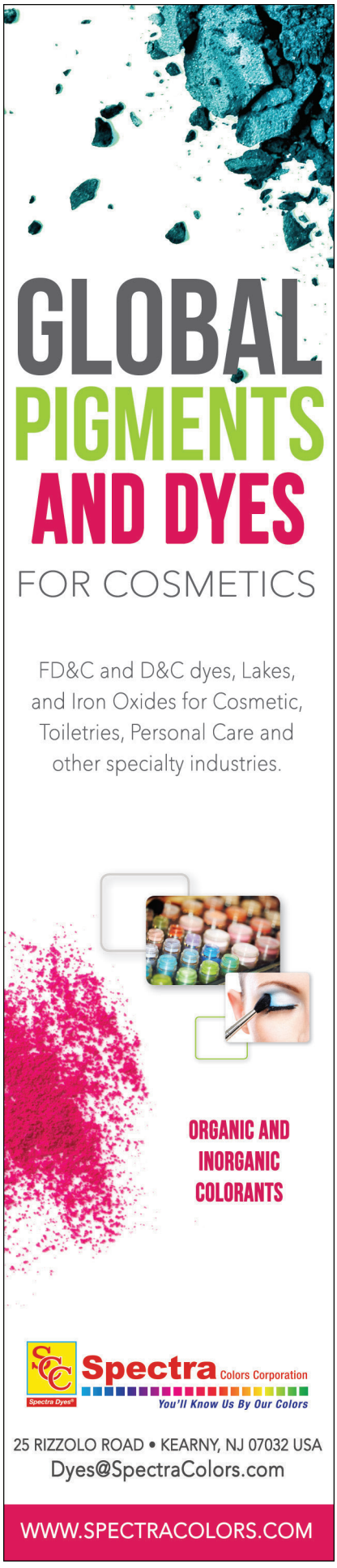
Seventy-two percent (72%) of respondents typically pay $6 to $15 for a bottle of nail polish, with 11% saying they typically spend $16-$20. More than half (54%) most typically buy salon nail polish brands, 27% buy masstige-priced brands, 12% seek out value brands, 4% buy "clean/natural/organic" brands of polish, and 3% splurge on prestige brands when buying.

Where she buys nail polish is similar to where she buys other categories of beauty, with superstores being her go-to retail outlet for polishes (68%), followed by Amazon.com (50%), drug stores/pharmacies (47%), Ulta (42%), Sephora (27%), and discount department stores (with as TJ Maxx, Marshalls) at 24%. Eight percent (8%) say they buy their nail polish at the salon itself.

What She Wants in a Polish

When consumers are looking to buy a nail polish, they're seeking benefits like long-lasting color (77%), quick-drying (74%), ease of application (67%), resistance to chipping in a week's time (65%), shiny finish (49%),

Courtesy of The Benchmarking Company



T-8

Which nail trends have you tried, either at home or in a salon, in the last 12 months	%
Gel nails	47%
Fast dry nail polish	46%
French manicure	43%
Press-on nails	42%
Glitter	40%
Nude nails	35%
Matte polish	33%
Ombre nails	28%
Sheer and shimmery effect	27%
Chrome	27%
Peel-off polish strips	27%
French pedicure	26%
Deep cherry red color	25%
Soft lavender color	24%
Nail decals/stickers	24%
Rhinestones	21%
Special effect topcoats: confetti, etc.	18%
Crackle effect	16%
Royal blue/marine color	16%
Magnetic nail polish	16%
Gemstones	15%
Dry nail polish strips	14%
Tiffany blue color	14%
Mirror effect	11%
Animal print nail	10%
Reverse French nails	10%
3-D effect	9%
Pop-up flowers or other pop-up nail art	9%
Water marbling	8%
Shatter effect	6%
Another type of nail art	6%
Aura nails	6%
Butter nails	5%
Swirly tips	4%
Extra-long talon-shaped nails	4%
Scented	4%
Louboutin nails	3%
Caviar effect	2%
Ceramic-tile print	2%
Plastic effect	2%
Leather effect	2%
Nail lingerie	2%

Courtesy of The Benchmarking Company

T-9

Where She Seeks Inspiration for New Nail Looks	Gen Z	2025	2013	2025
TikTok	51%	33%	21%	6%
Instagram	43%	44%	32%	13%
Friends/Family	23%	31%	30%	28%
Facebook	16%	23%	23%	15%
YouTube	20%	18%	14%	7%
At stores	23%	23%	22%	19%
Online browsing on Amazon, other sites	25%	27%	25%	17%

unique or trendy colors or formulations (38%). **(T7)**

While attributes like non-toxic, cruelty-free, and vegan still make her wish list, they rate lower on her hierarchy of nail polish needs after efficacy and aesthetics.

Brands She Buys and Finishes She Loves

OPI (76%), Essie (62%), Sally Hansen (54%), and Revlon (34%) continue to be the top nail polish brands that US females buy. The chart below shows 2025 brands purchased compared to those purchased during the fielding of The Benchmarking Company's 2013-14 PinkReport Nailed: The Allure of Nail Color special report. The staying power of these brands is testament to their innovation strategies as well as their steadfast commitment to pleasing the consumer with traditional polish product performance.

Nail polish finish is also a purchase preference. A traditional gloss finish is a favorite of 79% of respondents, with a shimmer finish (57%), glitter (42%), pearlized (42%), sparkle (41%), matte (41%) metallic (34%), glass top (32%), sheer (31%), cream (30%) and confetti finishes (14%) following.

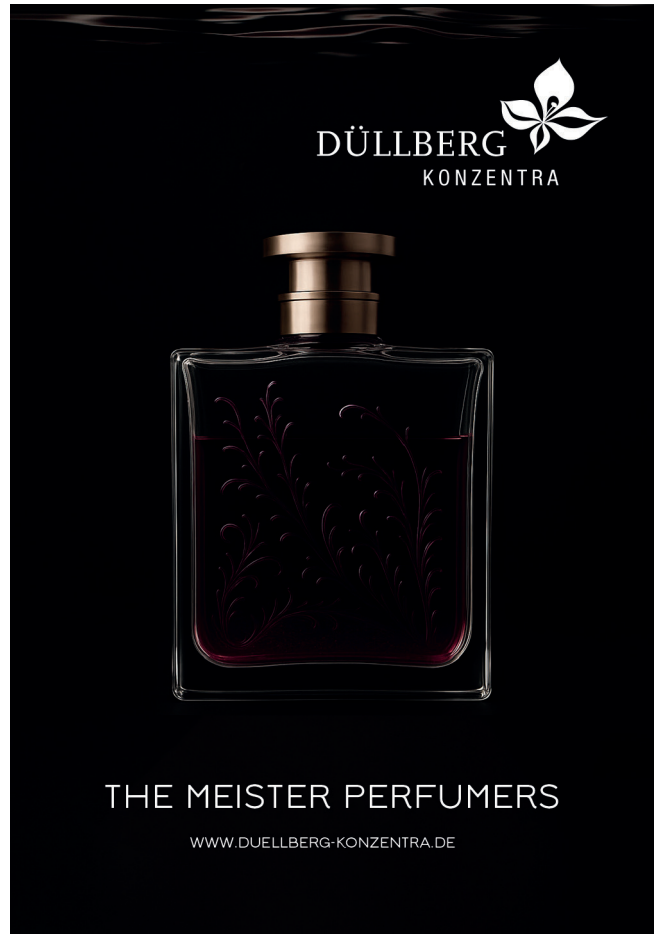
Trends and Inspiration

Nail polish innovation, both at-home and in-salon, continues to mount. In the past 12 months, respondents say they've tried gel nails (47%), fast-dry nail polish (46%), French manicures (43%), press-on nails (42%), glitter polishes (40%), nude nails (35%), matte polish (33%), ombre nails (28%) and many more trends and finishes. **(T8)**

If the US female consumer hasn't tried these trends yet, she may consider doing so if they're trending on social media or recommended by friends and family. Here are the top places where respondents get their inspiration most often to try new nail looks. Is your brand present where she's looking for inspiration? **(T9)** ■



Based in sun-seared San Diego, **DENISE HERICH** is co-founder and managing partner at The Benchmarking Company (*www.benchmarkingcompany.com*). The Benchmarking Company provides marketing and strategy professionals in the beauty and personal care industries with need-to-know information about its customers and prospects through custom consumer research studies through its 250,000+ female PinkPanel database, focus group, and consumer in-home use testing (IHUTs) for claims substantiation and risk mitigation.



Courtesy of The Benchmarking Company

COSMETIC AND PERSONAL CARE PACKAGING TRENDS SUMMER 2025



Image by By sabyna75 at Adobe Stock

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Luxury packaging in beauty and fragrance is continuing to evolve, with companies striving to create more advanced features to catch the attention of consumers. We've already seen an explosion of recyclable packaging solutions within the last few months, as more brands and companies continue to prioritize sustainability in their production and manufacturing processes. As the packaging industry continues to evolve and be influenced by the current economic environment in the U.S., packing in the industry is becoming more sleek and eco-friendly than ever before.

Advanced Innovations and Ideas

Innovations in Beauty Packaging Shaping the Future of Personal Care

The beauty industry is constantly evolving, responding to consumer demands for innovation, sustainability, and personalization. Packaging, often the first interaction a customer has with a product, plays a pivotal role in shaping the perception of a brand's values and the functionality of its offerings. With the global beauty and personal care market projected to exceed $104 billion in revenue by 2025, brands that prioritize cutting-edge packaging designs are positioned to gain a competitive edge.

This article explores how innovative packaging trends are reshaping the beauty industry and meeting the demands of environmentally conscious, tech-savvy consumers.

Why Packaging Innovation Matters in Beauty

Packaging has evolved far beyond its functional purpose of preserving a product. Today, it encompasses sustainability, aesthetics, functionality, and interactivity. Brands are now judged on their ability to reduce environmental waste, convey luxury, and provide a seamless user experience.

Key Considerations Driving Packaging Innovation:

- Sustainability: According to the Harvard Business Review in 2019[a], nearly 65% of consumers are prioritizing environmentally friendly products, brands are innovating materials and production methods to reduce their environmental footprint.
- Inclusivity: Packaging design is moving toward accessibility, including tactile markers and clear labeling for diverse consumer needs.
- Brand Identity: Distinctive packaging not only differentiates a product on the shelf but also enhances its appeal on social media, driving higher consumer engagement.
- Technological Integration: Smart packaging solutions like QR codes and NFC-enabled containers are transforming how consumers interact with products.

The Consumer Shift Toward Sustainability

A growing emphasis on clean beauty and sustainable practices dominates the beauty market. According to Shorr's 2025 Sustainable Packaging Consumer Report[b], which surveyed 2,016 American consumers, the impact is significant. Over half (54%) of respondents reported deliberately choosing products with sustainable packaging in the past six months.

Trends Shaping Beauty and Skin Care Packaging for 2025 and Beyond

Refillable Packaging Systems

What It Is: Refillable packaging reduces waste by allowing consumers to reuse components, enabling a closed-loop system.



Airlight Refill from Berlin Packaging

Examples in the Market:

- Lush offers refill stations for its packaging-free products, while their "naked" solid products eliminate packaging entirely.
- La Bouche Rouge has gained traction with its luxury refillable lipstick cases made from leather and recyclable materials.
- Berlin Packaging's AirLight Refill, the new collection of refillable airless packaging in a glass-free version made of recyclable plastics and post-consumer recycled PET, along with two new sizes of the Foamy line, the first glass foamer now also available in a travel-size version.

Why It Matters:

Refillable packaging not only cuts down on single-use plastics but also fosters brand loyalty by encouraging repeat purchases with reduced environmental impact.

Biodegradable and Compostable Materials

What It Is: Packaging made from materials such as plant-based polymers, bamboo, or mushroom mycelium that break down naturally without leaving toxic residues.

Examples in the Market:

- Skin care brand Tata Harper now offers biodegradable packaging for select products.

[a]https://hbr.org/2019/07/the-elusive-green-consumer

[b]https://www.shorr.com/resources/blog/sustainable-packaging-consumer-report/

Image courtesy of Berlin Packaging

- Sulapac's biodegradable packaging solutions are being adopted by multiple luxury brands.
- The Paper Stick from Cosmogen is one of the industry's first all paper packaging design solutions.

Challenges:
Scaling production and ensuring these materials perform on par with traditional plastics remains an industry-wide hurdle.

Minimalist and Compact Designs

What It Is: Packaging stripped down to its essentials, prioritizing sustainability without sacrificing design aesthetics.

Examples in the Market:
- Fenty Skin uses mono-material designs and eliminates excess components to reduce its environmental impact.
- Typology utilizes slim, recyclable aluminum tubes to minimize material usage.

The Consumer Perspective:
Minimalist designs resonate with younger demographics, particularly Gen Z and Millennials, who value authenticity and functionality.

Smart Packaging

What It Is: Integration of technology such as QR codes, AR overlays, and NFC chips into beauty packaging.

Examples in the Market:
- Hair care brand, Prose, uses QR codes to provide customers with bespoke product information and tips based on their hair profile.
- Revieve's AR-tool-enabled packaging allows consumers to virtually try on products.

Benefits to Brands:
This trend not only enhances the consumer experience, but also provides valuable data for brands to tailor their offerings.

Luxurious yet Sustainable Aesthetics

What It Is: Achieving the look and feel of luxury without compromising sustainability.

Examples in the Market:
- Estée Lauder's fully recyclable glass packaging incorporates chic metallic finishes using sustainable inks.
- Chanel unveiled biodegradable paper pulp containers for select products, marrying luxury and sustainability.

Customer Impact:
These solutions maintain the premium image of the product while addressing consumer concerns about excessive waste in luxury items.

Smart Packaging / New Dispensing Solutions

Nuon Medical Technologies has been at the forefront of integrating technology and packaging for skin and hair care applications for the majorirty of 2025. Recently, they showcased some new innovations at LuxePack New York, featuring new packaging devices with red light therapy that can be use in place of actives for skin care or hair care products. Nuons production capabilities can help any brand or manufacturer find a unique way to deliver their products, all without costing them a fortune.



The Paper Stick from Cosmogen, one of the industry's first all paper packaging solutions.

Image courtesy of Cosmogen

Exclusive Q&A with Amy Pan from Epopack on all the latest in beauty and personal care packaging

***GCI*: How are color trends influencing packaging design choices for different product categories (e.g., skincare vs. color cosmetics vs. fragrance)**

Pak: Color trends are playing an increasingly strategic role in packaging design, especially as brands seek to create stronger emotional connections and category differentiation across skincare, color cosmetics, and fragrance.

Within the skin care sector, a discernible trend is the growing preference for soft, muted color palettes. This includes a spectrum of earthy neutrals, delicate pastels, and sophisticated frosted whites. It seems that these carefully selected shades are often intended to communicate key attributes associated with skincare, such as purity, tranquility, and the promise of a natural and gentle product experience. This trend appears to be closely aligned with core skincare values that consumers increasingly prioritize, including transparency in ingredients, an emphasis on overall wellness, and a desire for simplicity in their routines

- For color cosmetics, the packaging tends to be bolder and more expressive. Vibrant hues, metallic accents, and contrasting color stories are common, reflecting the playful, creative spirit of makeup. These choices are not just aesthetic—they speak to individuality, empowerment, and fun, capturing the dynamic energy of the category.
- In the fragrance space, colors are often used more symbolically to

evoke mood or memory. Deep jewel tones, rich ambers, or minimalist black-and-white schemes can instantly convey sensuality, elegance, or sophistication. Here, color becomes part of the storytelling—intended to elicit an emotional response before the bottle is even opened.

- The application of color in packaging design has become an increasingly deliberate and sophisticated process. It serves not only as a visual differentiator that reflects the specific nature of the product category but also as a powerful tool to reinforce the brand's unique identity, deeply resonate with evolving consumer values, and ultimately create a specific and desired emotional impact at the point of purchase and beyond.

***GCI*: What advancements in printing and finishing techniques (e.g., embossing, foil stamping, unique textures) are being utilized to elevate the perceived value of luxury packaging?**

Pak: It seems there's a move away from the high-shine metalization we often see on plastic, with a growing preference for real metal components. This shift appears to be driven by a desire for a more authentic and premium feel. Another notable trend is the increasing popularity of gradient spray coloring, particularly in skincare packaging. This technique offers a soft and elegant aesthetic. Techniques like embossing and debossing continue to be strong choices, as they add a tactile dimension that enhances the perceived value of the product. Additionally, matte printing is widely favored by brands looking to project a more low-profile and refined image. Matte surfaces are seen as modern and work well with subtle contrasting elements such as spot gloss or textured finishes.

Overall, the focus is on craftsmanship, understated elegance, and materials that align with both luxury and sustainability.

Challenges to Packaging Innovation

While these innovations lead to improved consumer engagement and environmental outcomes, brands face challenges such as:

- Cost: Advanced packaging solutions often require higher investment, which could reflect in product pricing.
- Supply Chain Disruption: Procuring sustainable materials on a global scale poses logistical hurdles, especially for fast-growing startups.
- Scalability: Smaller brands may struggle to implement high-tech or biodegradable options without the infrastructure of larger competitors.

Beauty and personal care packaging is not just a functional necessity; it's a canvas for creativity, a vehicle for sustainability, and a touch point for emotional connection. With the beauty industry increasingly prioritizing clean and ethical practices, brands must strike a balance between aesthetic appeal, environmental responsibility, and consumer usability. Beauty companies should prioritize partnerships with material scientists, invest in R&D for scalable packaging solutions, and remain agile to adapt to emerging trends.

The next decade will belong to beauty brands that not only deliver exceptional products but also address the environmental and social concerns tied to their packaging. By aligning with consumer expectations and pushing the boundaries of innovation, beauty brands can redefine their role in fostering a sustainable future. ■



There is a trend growing for soft, muted color palettes. This includes a spectrum of earthy neutrals, delicate pastels, and sophisticated frosted whites.



Image courtesy of Epopack

Deck



From multifunctional SPF-infused makeup to advanced formulations tailored for diverse skin tones, the industry is meeting consumer demands for products that protect, hydrate, and enhance skin health.

Image by Artem at Adobe Stock

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SUN DEFENSE AND INGREDIENT INNOVATIONS

Sun care has evolved far beyond traditional sunscreens, offering innovative solutions that combine protection, skincare benefits, and inclusivity. From multifunctional SPF-infused makeup to advanced formulations tailored for diverse skin tones, the industry is meeting consumer demands for products that protect, hydrate, and enhance skin health. Here's a look at the latest trends and breakthroughs shaping the future of sun care.

Sun Care + Makeup

Available in three versatile shades, ciele's mineral SPF 50+ liquid highlighter is a great example of the perfect blend of sun care and makeup. The product features a buildable wash of color with a lightweight and hydrating formula, designed to illuminate the high points of the face and décolletage for a radiant luminescent glow.

- Hydrating & Brightening: Infused with Allantoin and Bisabolol, this high-performance highlighter works to moisturize, heal, and soothe the skin while calming, brightening, and visibly reducing redness.
- Advanced Protection: Our formula goes beyond beauty. It protects against UVA, UVB, Blue Light, and Infrared, keeping your skin safe from the sun and environmental stressors.
- Acne-Safe & Non-Comedogenic: Ideal for all skin types, including acne-prone skin. Our non-comedogenic formula ensures a radiant glow without the risk of clogged pores.
- 3 Shades Available: a versatile range of 3 shades designed to suit all skin tones. (Penny - Copper; Piper - Champagne; Church - Gold)

A mineral SPF 50+ liquid highlighter that delivers an illuminating soft focus finish and glow. The liquid highlighter offers a buildable wash of color that is lightweight, acne-safe and made without pore-cloggers. The hydrating formula is made to illuminate the high points of the face and décolletage for a radiant luminescent glow. Allantoin: Moisturizes, heals, and soothes skin. Bisabolol: Calms, brightens, and visibly reduces redness.

Exclusive Q&A with ciele co-founder and celebrity makeup artist, Nikki DeRoest

***Global Cosmetic Industry*: From your perspective, what is driving the increased demand for multifunctional cosmetic products?**

DeRoest: "Multifunctional products are starting to become table stakes for consumers. The world is moving rapidly, everyone is so busy and it's not slowing down. Routines have moved from multi-step to more simplistic and streamlined. As a result, customers are looking for easy solutions that can get them out of the door quickly but still perform at the highest level. With ciele, we wanted to introduce a new level of makeup that meets protection that exists at the intersection of payoff, performance and artistry-driven innovation. ciele reimagines the beauty and skincare experience through formulas that go beyond expectation."

***Global Cosmetic Industry*: What is most important when developing cosmetics with active ingredients / SPF?**

DeRoest: "Developing makeup with sunscreen, which is an OTC and approved by the FDA always has a longer developing timeline. It also presents the unique challenge of trying to hit certain levels of SPF while still producing cosmetics that truly perform. It's so important to have a great relationship with your chemists and to find partners that can hit your briefs and standards, primarily maintaining a high-performance artistry product with flexible shades that still have the added benefit of SPF. For ciele, it's crucial to keep a high level of SPF that is safe for acne prone skin, will brighten the skin over time with tranexamic acid, and actually conceal sunspots, acne, and discoloration."

***Global Cosmetic Industry:* What do you think drove consumers to become more concerned in recent years with the effects of sun damage?**

DeRoest: Education is really one of the biggest drivers. Consumers have come to better understand the effects of sun damage in recent years and it's led to more concerns about how best to protect your skin but can struggle to figure out how to effectively incorporate SPF into their makeup routines while still maintaining a beautiful look. We want customers to feel more protected with SPF, and remind them that you can play in makeup even if you have acne, supported by products that also improve the skin over time.

Melanin-rich skin is 5x more prone to dark spots, yet so many sunscreens miss the mark — either they don't prevent discoloration in the first place or they leave a white cast and irritation…



The Tinted Glow SPF 50 Sunshield uses zinc oxide, a broad-spectrum SPF, and natural elastomers to smooth fine lines and wrinkles.

Tinted Glow SunShield SPF 50

The Tinted Glow SPF 50 Sunshield uses zinc oxide, a broad-spectrum SPF, and natural elastomers to smooth fine lines and wrinkles.

This lightweight, silicone-free serum merges skin care and sun protection in one product. It uses zinc oxide, a broad-spectrum SPF, and natural elastomers to smooth fine lines and wrinkles. The formula appeals to consumers ages 18-35 who value simplicity in their beauty routines and seek a radiant, even-toned complexion.

Some key features are:

- Broad-spectrum SPF 50 protection,
- Silicone-free and breathable formula,
- Natural elastomers for anti-aging benefits and
- Lightweight and hydrating composition.

Beauty Pie Luminous Mineral Skin Tint Broad-Spectrum SPF 40 Sunscreen

This radiant, glow-boosting SPF 40 is broad-spectrum with natural coverage, it's a 'tinted SPF with benefits' and contains hydrating Hyaluronic Acid, antioxidant Vitamins C & E, Freshwater Microalgae to help firm, plus Polyphenols, Phospholipids and AHAs to help smooth, illuminate and protect. In 8 second-skin, 'stretchable' shades.

Key Features & Benefits:

- SPF 40 Mineral Sunscreen with Zinc Oxide (10.25%) for broad-spectrum protection.
- Super Moisturizers with Glycerin, Squalane and Polyglutamic Acid
- Argan Oil to soften and nourish skin
- Hyaluronic Acid to hydrate skin
- Plus, Vitamins C & E, Polyphenols, Phospholipids, AHAs, Jojoba Esters, Hydrogenated Lecithin, Bisabolol, Yacon Root Juice and Freshwater Microalgae.

Sun Protection

Sunscreen for divebrownkind's Sheer Facial Sunscreen SPF 40

brownkind's Sheer Facial Sunscreen SPF 40 is the next generation sunscreen designed for deeper skin tones. Created by a husband-and-wife, dermatologist-pathologist duo of color, this multitasking formula delivers broad-spectrum protection and targeted treatment for dark spots, delivering a more radiant, even complexion — all with zero white cast.

- Dermatologist Developed with Melanin Skin in Mind: Created for all shades of melanin-rich complexions (from very light to very dark) by a dermatologist-pathologist duo with 25+ years of clinical experience.
- Fights Dark Spots & Brightens Tone: 40 SPF protection infused with proprietary Even

Image courtesy of FP Labs


Beauty Evolves
Naturally
FDA, EPA, and USDA Inspected and Registered
Experts in Organic, Natural and Cosmeceutical Technology
Flexible Manufacturing high volume capabilities with low minimums
A Full Service Manufacturer
Marketing Concept
Research Development
Manufacturing
Full service Packaging
USDA Organic Certified
USDA ORGANIC
NSF
SOIL ASSOCIATION ORGANIC
COSMOS ORGANIC
Manufacturing Natural and Organic Formulas Since 1987
In-Vitro SPF Testing
Industry leaders in non chemical Sunscreen
Sun Deep Cosmetics
Contract Manufacturing, Filling & Private Label with Turn Key BOV Capabilities
SUN DEEP COSMETICS, INC.
800.985.2228
www.sundeepinc.com

Tone Defender formula, packed with vitamin C-packed and phytonutrients, to help fade discoloration and even tone while defending against sun damage.
- No White Cast, Ever: a sheer, lightweight formula that absorbs (and disappears) easily.
- Hydration & Barrier Repair: Locks in moisture to replenish dry, sun-exposed skin.
- Non-Greasy & Fragrance-Free: No residue, non-irritating formula that's gentle enough for the most sensitive skin types.



Marc Elrick, the CEO & founder of BYOMA says "Sunscreen is categorized as a drug in the US because sunscreens claim to block UV rays and therefore may reduce cancer risk."

Byoma's Ultralight Face Fluid SPF50

Q&A with Marc Elrick, the CEO & founder of BYOMA

***Global Cosmetic Industry:* One of the biggest challenges for brands developing products for the sun care market is finding a balance between effective sun protection with skin-friendly formulas, what is Byoma's approach to this?**

Elrick: There's a very rigorous process to evaluate any new sunscreen formulation especially in the US. The FDA has only 8 approved filters which are commonly used – there's a further 8 on the list which are not used for varying reasons such as being outdated or not as effective. Sunscreen is categorized as a drug in the US because sunscreens claim to block UV rays and therefore may reduce cancer risk. That means since sunscreen is regulated as a drug, new ingredients to block UV has to go through many rounds of testing and approval, as with all new drugs and medicines. Other countries regulate sunscreen as cosmetics. That makes developing, manufacturing and bringing to market a new SPF formula that is cosmetically elegant to use and compliant across UK, EU + US is quite a challenge– and is why it's taken us so long to bring a cosmetically elegant SPF 50 to market.



brownkind's Sheer Facial Sunscreen SPF 40 Created by a husband-and-wife, dermatologist-pathologist duo of color, this multitasking formula delivers broad-spectrum protection and targeted treatment for dark spots.

***Global Cosmetic Industry:* Any challenges that you faced when developing the new Ultralight Face Fluid SPF50, if so, how did you navigate?**

Elrick: We wanted to create an SPF that felt like your favorite skincare– but worked on all skin tones. It's so important to me to develop formulas that anyone and everyone can use. That's why we needed to create an SPF that leaves zero white cast, even on deeper skin tones– that's why we opted for a chemical filter. Our communities want something that feels weightless, blends in instantly, and leaves skin glowing—but not greasy.

Sun protection is vital for everyone, regardless of how well you think you tolerate the sun, as we know UV exposure damages the skin barrier and accelerates signs of skin ageing– and for us, it took time to nail that balance between protection and feeling cosmetically elegant, and we think we've landed there!

We always say that the best SPF is one you enjoy wearing every day– and we've created something that really does feel like your favorite skincare.

***Global Cosmetic Industry:* Any key drivers that led to the product development and launch?**

Elrick: For us, launching a true SPF formula just made sense. We're focused on skin barrier care and UV damage is one of the most significant impacting factors on the function of the skin barrier. The negative side effects include weakening of the lipid barrier, increased inflammation, thinning of the epidermis and the breakdown of collagen. We

From top: images courtesy of Byoma; brownkind

have researched this deeply and created our new cerasun technology which will actively protect the skin barrier. This technology combines phospholipids with ceramides, cholesterol and fatty acids and is designed to protect the skin barrier and support antioxidant function. This combination helps maintain skin integrity during UV exposure by supporting the activity of glutathione and other antioxidants, thereby contributing to the reduction of oxidative stress in the skin. We also included astaxanthin, a lipid-soluble antioxidant, that provides additional protection against reactive oxygen species generated by UV. Together, these ingredients help reduce UVB-induced erythema (redness), support barrier function, and may reduce the risk of irritation sometimes associated with chemical UV filters.

Global Cosmetic Industry: **Looking ahead, how do you see the sun care industry evolving, and how are you preparing to adapt to these changes?**

Elrick: At the end of the day, we want to ensure that no matter what, we're offering our communities effective, broad-spectrum protection that works. That's something we don't see changing. However, we're also closely watching how consumer attitudes toward sun care are evolving, especially with a growing awareness that sun damage is the leading cause of visible skin aging. We're seeing increased interest in reapplication habits, innovative new filters, and a strong focus on "prejuvenation," particularly among Gen Z consumers. This shift toward early prevention is something we're excited about, and we see it driving demand for smarter, more user-friendly formats. Looking ahead, we're preparing to meet these changes by expanding our offerings with products that make sun protection easier, more enjoyable, and tailored to every lifestyle from head to toe.



Neutogena is playing into the SPF-stick trend with their Ultra Sheer Face Stick.

Image courtesy of Neutrogena/ PRNewsWire

Neutrogena and John Cena Join Forces in New Ultra Sheer Mineral Sunscreen Campaign to Tackle Barriers to Daily Sunscreen Use

Kenvue Inc. continues to push the boundaries of sun care product development with the launch of the Neutrogena Ultra Sheer Face Liquid Mineral Sunscreen SPF 70. A December 2024 Kenvue research study found that 99%&of healthcare providers believe if sunscreen offered better application and aesthetic experiences, patients would use their sunscreen more often1. The new mineral formula addresses these barriers by offering a high SPF with a lightweight, invisible finish. To raise awareness, the #1 sun care brand in the U.S. launched a new campaign with an unexpected partner, actor and WWE Superstar John Cena, who, like the new sunscreen, is known for being invisible.

Inspired by the legendary 'You Can't See Me' catchphrase, the Sunscreen You Can't See campaign reinforces that while you may not see Ultra Sheer Sunscreen on your skin, the high-SPF mineral formula is working hard to protect you from the harshest UV rays. Joining Cena in the campaign is dermatologist and skin cancer surgeon Dr. Neera Nathan.

"I had a blast working on this campaign. It's funny, but it also gets across a really important point—wearing SPF every day isn't something you should skip," said John Cena. "Neutrogena Ultra Sheer Sunscreen is lightweight, not greasy, and honestly, it's so sheer you barely notice it's there."

"As a dermatologist who removes skin cancers daily, I know sun protection is crucial for preventing sun-induced cancers and photoaging," says Dr. Neera Nathan, "Ultra Sheer Mineral Face Liquid Sunscreen stands out for its lightweight, high-SPF mineral protection and invisible finish, which I hope will encourage more people to wear sunscreen daily."

The Neutrogena Ultra Sheer Sunscreen collection is designed for everyday wear, offering superior broad-spectrum UVA/UVB protection powered by proprietary Helioplex and Purescreen Technology. The advanced, fast-absorbing mineral formula ensures an ultra-light, invisible finish without the heavy, greasy feel, making sunscreen use effortless and enjoyable.

"At Neutrogena, we're committed to breaking down barriers to sun protection," said Andrew Stanleick, Kenvue President of Skin Health & Beauty in North America, Europe, Middle East, and Africa. "By leveraging humor and cultural relevance, we're making sun safety and daily sunscreen use a conversation people want to engage with, especially younger audiences."

In 2025, Neutrogena is strengthening its longstanding commitment to education and awareness for sun safe practices, while increasing the number of dermatologists engaged and sunscreen sampled. As the official sun care sponsor of the Coachella Valley Music and Arts Festival and Stagecoach Festival, the brand will offer complimentary sunscreen stations and education. Additionally, Neutrogena is deepening its eight-year relationship with the Melanoma Research Foundation, surpassing $1 million in total donations over their relationship and partnering to

host activations during Melanoma Awareness Month.

Furthering its impact, the brand will serve as an official sun care sponsor of the 2025 World Surf League, emphasizing the importance of sun protection for beach and water activities. To reach younger audiences, Neutrogena has partnered with Young Minds Inspired to develop the Sun Safety for All program, providing education to students across the country and fostering lifelong sun protection habits at an early age.

Eucerin Expands Its Innovative Sun Care Line with Advanced Hydration SPF 50 Face Sunscreen

Eucerin is expanding its sun care line with the launch of Eucerin Sun Advanced Hydration Face SPF 50, an ultra-lightweight fluid sunscreen with clinically proven all-day hydration.* This formula delivers on skin benefits beyond UVA/UVB protection, making it the perfect daily SPF.

As the only dermatological sun care brand formulated with 5 antioxidants (5AOX Shield), Eucerin Sun goes beyond basic sun protection by helping defend against long-term sun damage.** New Advanced Hydration Face Sunscreen contains Eucerin's proprietary 5AOX Shield, plus multi-weight hyaluronic acid and humectants for immediate and clinically proven, all-day hydration.* Its fluid-like formula is the most lightweight in Eucerin's sun care line to date, blending quickly for an invisible finish, and perfect for daily use under makeup. Advanced Hydration Face is also hypoallergenic and non-comedogenic, making it suitable for all skin types and tones.



Eucerin's Advanced Hydration SPF 50 Facial Sunscreen

"Sun care should be an integral part of your daily skincare routine, not a separate step," says Emily Kiely, marketing director at Eucerin. "Our new Advanced Hydration Face SPF 50 seamlessly blends the best of both worlds: broad-spectrum sun protection with the hydration your skin craves. This fluid formula feels incredibly light on the skin and wears beautifully under makeup, making it perfect for everyday use—what's more, it's portable so you can simply grab it and go, and protect your skin every day."

EltaMD Introduces UV Skin Recovery

EltaMD has launched a UV Skin Recovery Broad Spectrum SPF 50, a game-changing face sunscreen that is dermatologist-tested to protect, recover and strengthen the most sensitive skin, and help calm damaged post-procedure skin3. The brand's newest innovation is clinically proven to reduce redness by 14% in 15 minutes1.

According to market research, 70 percent of skin care users are now more focused on protecting their skin barrier versus last year. The skin barrier is the first line of defense but can quickly become compromised by environmental and lifestyle stressors, UV rays, pollution, and even cosmetic procedures. These factors contribute to the skin's loss of hydration and elasticity, making the skin feel dry, irritated, and prone to redness.

"UV Skin Recovery delivers powerful UVA/UVB 100% mineral zinc protection while also providing instant redness reduction and promoting long-term skin barrier repair and strengthening," says Lia S. Arvanitidou, Ph.D., EVP Global Skin Health, Personal & Home Care R&D.

Arvantidou continues, "Part of the formulation is our patented AAComplex Technology, a synergistic blend of a very specific ratio of amino acids, namely Taurine, Arginine & Glycine, that were studied in multiple clinical trials for more than 15 years and is proven to repair the skin barrier, reduce redness, and boost hydration beneath the skin's surface to provide a more substantial result."

Available in a green-tinted formula with advanced color-correcting technology for immediate redness relief, as well as an untinted option, UV Skin Recovery SPF 50 merges cutting-edge skincare with EltaMD's trusted sun care expertise to enrich overall skin health. Its serum-like, lightweight and non-greasy texture makes it ideal for daily use.

"I led a case study where I applied the product on patients after a non-ablative fractional laser treatment and observed an immediate redness reduction unlike any other sunscreen product I have tried," says Joel L. Cohen, MD (FAAD, FACMS), Director AboutSkin Dermatology and Aesthetics & AboutSkin Research. "This result marks a tremendous stride for patients hesitant to receive in-office treatments due to recovery time, or those with sensitive skin hesitant to experiment with sunscreen due to negative reactions."

New Sun Care Innovations from FP Labs

FP Labs revealed a suite of advanced skin and sun care formulations during Cosmoprof Miami. The collection is designed to meet the demand for clean, sustainable and high-performance beauty products. Featured offerings include SPF solutions, hydrating serums and versatile skin care sticks, all tailored to varying consumer needs.

Aqua Protect SPF 40

This formula is a water-based serum delivering sun protection with a lightweight, non-greasy feel. It features

Image courtesy of Eucerin

biodegradable elastomers and plant-origin emollients for hydration while supporting eco-conscious beauty preferences. Designed for individuals 18-45, it is recommended for those who demand clean beauty in their daily regimen.

Some key features include:

- SPF 40 with chemical sunscreens for effective UV protection,
- Hydrating water-based formula with no oily residue and
- Biodegradable components and sustainable ingredients.

SunShield Serum SPF 50

This SPF serum offers broad-spectrum protection with a non-greasy, silicone-free finish. Enriched with natural clays and plant-based emollients, it addresses the preferences of eco-conscious consumers (ages 25-45) looking for lightweight daily sun care.

Some key features include:

- Broad-spectrum SPF 50 sun protection,
- Plant-derived hydration and natural clays for oil absorption, and
- Silicone-free with a breathable, weightless feel.

Zinc Shield SPF 50 Daily Moisturizer

The Zinc Shield SPF 50 Daily Moisturizer is a sheer, multifunctional formula designed to protect, hydrate and enhance skin texture.

Finally, this sheer, multifunctional SPF moisturizer is designed to protect, hydrate and enhance skin texture. Its clean formula combines sun care with skin care benefits, catering to consumers ages 25-50.

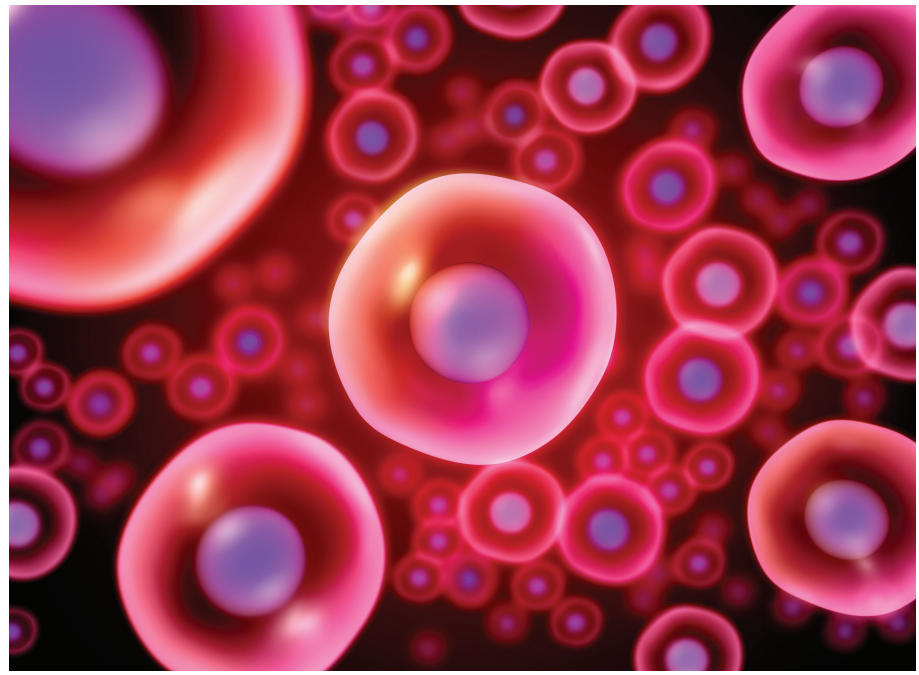
Some key features are:

- Broad-spectrum SPF 50 with a non-whitening Zinc dispersion
- Biodegradable elastomers and natural clays for a matte, smooth finish
- Breathable, silicone-free, and rich in natural emollients



The Zinc Shield SPF 50 Daily Moisturizer is a sheer, multifunctional formula designed to protect, hydrate and enhance skin texture.

From top: images courtesy of Provital USA; FP Labs



Lingostem by Provital, repairs and prevents UV and IR effects.

New Sun Care Ingredients

Lingostem by Provital + Q&A with Nina Esposito, marketing manager

Global Cosmetic Industry: **How does Lingostem provide protection against both UV and infrared radiation?**

Esposito: Lingostem offers advanced, multi-layered protection against solar radiation by harnessing the power of lingonberry plant stem cells. These cells naturally produce non-photosynthetic pigments and secondary metabolites to shield the plant from harsh light—capabilities that are translated into skin benefits through this ingredient. Lingostem delivers a triple-action defense: it acts as a potent direct antioxidant thanks to its high polyphenol content, boosts the skin's own antioxidant response by stimulating key enzymes like SOD, and reduces inflammation triggered by UVB radiation. Its ability to significantly reduce oxidative stress caused by infrared radiation (IRA) makes it especially effective in protecting skin beyond surface-level damage.

Global Cosmetic Industry: **Could you elaborate on the anti-photoaging properties of Lingostem and its effectiveness in reducing wrinkles?**

Esposito: Lingostem is highly effective in both preventing and reversing visible signs of photoaging. Its unique formulation helps preserve and restore the integrity of the skin by reducing the thickness of the SLEB (subepidermal low echogenic band), a clinical marker of solar damage. In doing so, it redensifies the skin, restoring firmness and elasticity. Clinical in vivo results show a visible reduction in the number, depth, and volume of wrinkles. By improving skin density and

structure while calming inflammation, Lingostem provides a comprehensive approach to combating the long-term aging effects of sun exposure.

Global Cosmetic Industry: **What are some challenges in creating ingredients for sun care products?**

Esposito: Creating high-performance sun care ingredients comes with multiple formulation challenges. Products must protect against a full spectrum of solar aggressors—UVA, UVB, infrared radiation, and blue light—without compromising stability or skin feel. It's also increasingly important that these ingredients are gentle, sustainable, and meet consumer demand for natural origin. Lingostem addresses these challenges head-on by delivering clinically proven protection and repair benefits through a naturally derived, highly stable active. Its ability to perform across multiple skin protection pathways makes it a powerful ally in next-generation sun care innovation.

Imerys Introduces ImerCare SunTouch Perlite-based Sensory Agent for SPF Cosmetics

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

Sensorial Benefits for Sun Protection

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

Additional features include the following.

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

Proven Sensory, SPF Performance

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

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

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

Micro Powders Expanding Safe, Sustainable Cosmetic Ingredient Alternatives

Micro Powders is expanding its portfolio, which already includes waxes and fine powder additives, to include sustainable, natural, and biodegradable personal care and toiletry ingredients to replace materials facing regulatory scrutiny.

This expanded portfolio will offer alternatives to microplastics (including PTFE) and feature natural SPF boosters that are safer for the environment.

"Our customers know us as nimble problem solvers, and that hasn't changed," said Gary Strauss, president of Micro Powders. "What has changed is an increased focus on delivering the sustainable ingredients companies and consumers are clamoring for."

"Sustainability is at the heart of our innovative strategy," said Deena Strauss, CEO at Micro Powders. "We're creating solutions our customers trust—while remaining conscious of our environmental impact."

Biolie Highlights Paradisyl, Garnet Red at Cosmet'Agora 2025

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

Paradisyl is a pomelo extract developed through Biolie's eco-friendly enzymatic process. It functions as a natural SPF booster, demonstrated to elevate SPF 20 formulations by 30% with just 2% usage.

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

Ideal applications include:

- sunscreen,
- anti-fatigue facial care and
- soothing after-sun lotions.

As sun care innovations continue to evolve, brands are prioritizing multifunctionality, sustainability, and advanced protection to meet the growing demands of informed consumers. With cutting-edge formulations and a focus on inclusivity, the future of sun care is brighter and more accessible than ever, offering solutions that not only protect but also enhance skin health and beauty. ■

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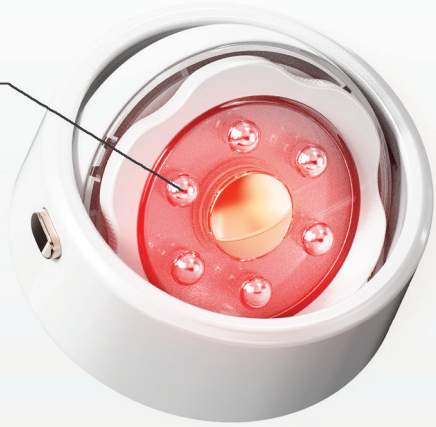
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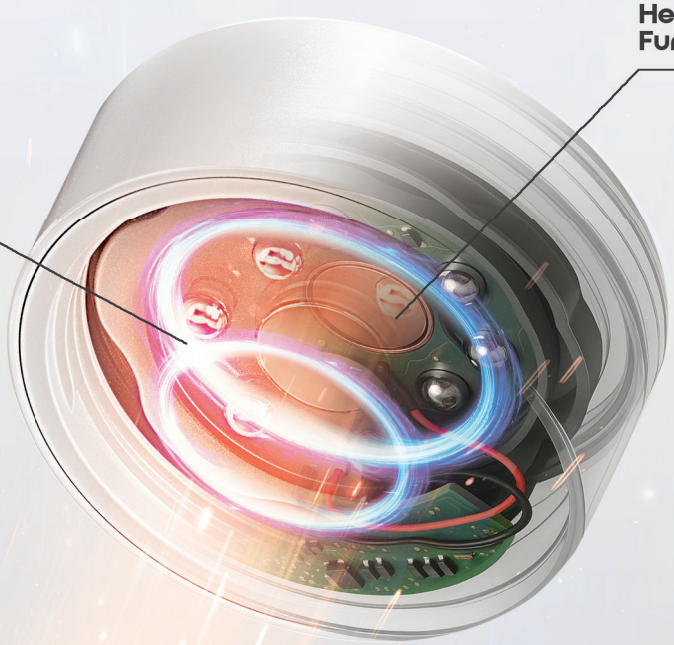
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