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Navigating the Crossroads of Beauty and Technology: A Look at the Trends Shaping 2025

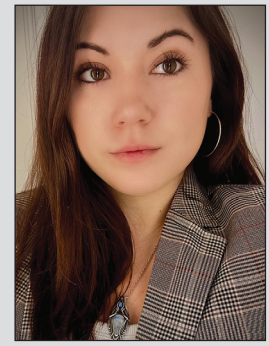


Glitter makeup, bold colors and multifunctional products are driving innovations in the color cosmetics market.

Welcome to the latest edition of *Global Cosmetic Industry*, where we explore the dynamic and ever-evolving landscape of the beauty industry. As we navigate 2025, it's clear that the currents of change are flowing faster than ever, driven by a confluence of technological innovation, shifting consumer values, and a redefined understanding of what beauty truly means. In this issue, we aim to provide industry leaders and innovators with a comprehensive overview of the trends that are not just emerging but are actively shaping the future of cosmetics and beauty.

In 2025, the conversation is dominated by the undeniable rise of artificial intelligence and beauty technology. From hyper-personalized product recommendations powered by AI to virtual try-on experiences that seamlessly blend the digital and physical, technology is no longer a novelty but a core component of the consumer experience. According to a 2025 report by NielsenIQ[a], the integration of AI and AR is becoming essential for brands to enhance consumer engagement. This digital transformation extends to the burgeoning world of social commerce, with platforms like TikTok and Instagram becoming powerful sales channels, a trend highlighted by the significant revenue generated through these platforms.

The demand for sustainability and"clean" beauty continues its upward trajectory, evolving from a niche market to a mainstream expectation. Today's consumers are more informed and discerning than ever, demanding transparency in formulations and eco-conscious practices from the brands they support. As noted by Euromonitor International in their 2025 beauty and



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personal care trends analysis[b], brands that prioritize sustainable ingredient sourcing, minimalist packaging, and transparent supply chains are resonating most strongly with consumers. The innovations showcased at events like Cosmoprof Bologna 2025, with a strong focus on eco-friendly packaging and sustainable product formulations, are a testament to this industry-wide shift.

Furthermore, the very definition of beauty is undergoing a profound transformation, with inclusivity and personalization at its heart. The one-size-fits-all approach is a relic of the past. Today's consumers expect to see themselves reflected in brand messaging and product offerings. Market analysis from Circana[c] emphasizes the growing importance of catering to diverse skin tones, types, and concerns. This extends beyond just shade ranges to encompass a more holistic and individualized approach to beauty and wellness.

As we explore these trends in-depth throughout this issue, it is our hope that you will find valuable insights and inspiration to navigate the exciting challenges and opportunities that lie ahead. The future of beauty is not just about aesthetics; it's about ethics, technology, and a deep understanding of the modern consumer.

Jennifer Pottenger

[a] https://nielseniq.com/global/en/news-center/2025/niq-reports-7-3-year-over-year-value-growth-in-global-beauty-sector/

[b] https://www.euromonitor.com/article/top-trends-shaping-the-beauty-and-personal-care-industry-in-2025

[c] https://www.circana.com/industries/beauty



Packaging, Ingredient & Cosmetic Innovations



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The Volair Foamer Bottle delivers targeted, mess-free application with a sleek design and built-in comb-top applicator. It dispenses foam directly to the scalp while evenly distributing through roots—ideal for treatments, refreshers, and styling. A precision tool that pairs performance with style for modern hair care routines.



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INSIDER INSIGHTS:
THE CLINICAL REVOLUTION- WHY EFFICACY, TRUST, AND TRANSPARENCY ARE DRIVING BEAUTY'S FUTURE

In an era of ingredient-savvy "skintellectuals" and a collective demand for tangible results, the beauty industry is experiencing a seismic shift toward clinically-backed products.



Consumers demand science-backed beauty: Experts discuss the rise of 'cleanical' products and innovation driving this trend.

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In an era of ingredient-savvy "skintellectuals" and a collective demand for tangible results, the beauty industry is experiencing a seismic shift toward clinically-backed products. Consumers are no longer swayed by marketing jargon alone; they seek scientific proof and visible outcomes. To delve into this evolving landscape, *Global Cosmetic Industry* sat down with experts from leading ingredient suppliers to discuss the driving forces behind this trend, the innovative solutions meeting the demand, and what lies ahead for the "cleanical" market.

The Power of Clinical Proof

Global Cosmetic Industry: What do you think are some key drivers that have increased the demand for clinically-backed beauty products?

Silab experts: The growing demand for clinically proven beauty products is driven by a shift in consumer expectations towards transparency and scientific expertise. While clinically backed allegations are not new, they were often associated with brands seeking to showcase their scientific heritage. Nowadays, this practice has become mainstream, with brands across all segments using clinical validation to gain consumer confidence.

The proliferation of accessible informative content and the rise of "skintellectuals" have driven consumers to seek products that provide visible, quantifiable results, with clear timelines for achieving these outcomes. This trend is gradually taking requirements into a new dimension of reliability and efficiency. Advances in dermatological research as well as in artificial intelligence have made it possible to strengthen and multiply cutting-edge analyses of clinical or skin imaging studies. In consequence, they allowed brands to create products backed by precise data and embrace these advancements can offer a higher level of personalization and credibility.

In conclusion, clinical proof has become a key differentiator for brands in the competitive marketplace of beauty and represents a crucial factor in shaping consumer purchasing decisions.

Understanding the Consumer Mindset

Adding to this perspective, Michael Lull, North America's marketing director at Ashland, boils down the consumer mindset to three core elements.



Michael Lull, NA marketing director at Ashland

Lull: Three words: Trust, education, and fatigue. Beauty is emotional. Consumers want products they can trust– safe, effective, and aligned with their expectations. Increased access to information has made them savvier. When these product promises aren't kept, it leads to fatigue and hesitation to try new products. Clinically-backed beauty products restore trust and meet rising expectations.

No Compromises

This intersection of performance and principles is a crucial point. Catherine Slish, innovation marketing manager at Symrise, explains why delivering on both fronts is no longer optional.

Global Cosmetic Industry: Why is it important to deliver ingredients that offer high efficacy and proven results alongside safe, sustainable credentials?

Slish: The demand for performance-driven products continues to increase. Consumers today are more informed and discerning; they expect visible, science-backed improvements in



Experts from Silab tell us how clinically proven beauty products are on the rise as consumers demand transparency and scientific validation, pushing brands to deliver visible, data-backed results.

From top: Image courtesy of Ashland; Silab

their skin health and appearance. Additionally, they seek to reduce the number of products they use, while still achieving maximum results. Claims like"clinical testing" help consumers decide which products are worth adding to their routines.

At the same time, safety and sustainability have become essential considerations. Modern consumers are not willing to compromise on the ethical and environmental impact of their skin care choices. Consumers are looking for ingredients that are sourced and produced in ways that honor biodiversity, lessen carbon footprint, and promote responsible supply chains.

To illustrate how their portfolios are meeting these multifaceted demands, the experts at Silab highlighted specific, science-backed ingredients.

Clinically-backed Ingredients: Key Examples

Silab experts: Silab demonstrates the cosmetic efficacy of all its active ingredients through robust protocols, thanks to its in-house in vitro laboratory, which studies molecular and tissue biology, and its in-house in vivo laboratory, which performs clinical evaluations on volunteers.

For its active ingredient, Inclusium, enriched in alfalfa galactomannans, Silab got interested in inclusive beauty. Indeed, whether masculine, feminine, young, old or from the four corners of the world, all skins have their particularities and concerns. Developing an active ingredient able to meet specific needs of all skin types is therefore a big challenge. As a result, the development of Inclusium involved colossal clinical work. Indeed, Silab considered the specific concerns of each ethnic group, which is why 5 clinical studies were specifically designed in consultation with experts from 4 different countries: the ingredient was evaluated on mixed gender groups with young and mature, Caucasian, Asian, Latin-American, and Afro-American panels. Thanks to this extensive work, Inclusium can respond rapidly and over the long term to universal cosmetic expectations with its hydra-smoothing and complexion perfecter powers(as of 7 days of treatment), and its clinically proven anti-aging effect. This multifunctional natural active ingredient is the ideal solution to enhance the beauty of all skin types.

Lull: Softhance mr conditioning agent is a clinically tested, nature-derived, biodegradable non-microplastic innovation which delivers perceivable softness and conditioning, backed by in-vivo testing results. Our biofunctional stars shine as well. Collapeptyl biofunctional, a 99.7% natural and vegan hybrid collagen peptide has significant in-vitro, ex-vivo, and in-vivo testing validating its ability to deliver glass-like, glowing skin benefits.

Slish: SymVital Mada Zingiber Officinale(Ginger) Root Extract is a powerful, well-aging active rich in gingerols and shogaols. 100% pure ginger root extract, developed by Symrise, is part of a sustainably sourced Ginger Program in Madagascar. This highly regarded program diversifies income for vanilla farmers and empowers 800 farms with local employment. This well-aging active ingredient targets biological factors of aging and supports an even skin tone by protecting against the effects of visible light, blue light, UV-induced hyperpigmentation, and pollution-induced spot darkening. Additionally, it improves overall skin texture, making the skin smoother and less textured.

2025 Clinical Beauty Trends

Lull: Sustainability is a non-negotiable and will continue to be. Consumers expect it without trading down performance or experience.



Catherine Slish, innovation marketing manager, Symrise

Disruption in the cleansing space is imminent, with emerging technologies enabling science-backed, clinically proven innovations that deliver standout efficacy and experience.

Industry Collaboration

Slish: Combining high efficacy with safe and sustainable practices is not merely a trend; it represents the future of skin care. Moving forward, we will see brands and product developers working closely with ingredient manufacturers to validate efficacy and provide sourcing and supply chain transparency. Forward-thinking beauty brands seeking tailor-made, claims-backed, and trend-aligned formulations will partner with ingredient suppliers for sustainable formulation. Symrise offers full formulation development services through its Beauty Activations initiative. Beauty Activations is dedicated to enhancing the product development cycle with smart, scalable solutions while aligning with the broader commitment to individual well-being and environmental health. ■

Image courtesy of Symrise

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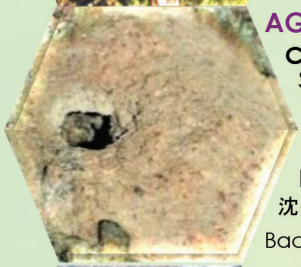
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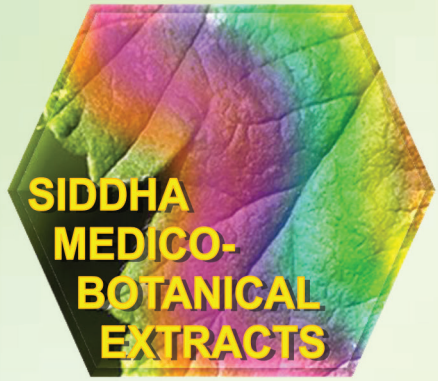
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独创的植物防腐剂(脂 / 油溶性）适用于化妆品配方

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

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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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Hair loss and thinning remain pervasive concerns, impacting a significant portion of the global population and driving a robust, innovation-fueled market within the beauty industry.

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Innovation Blooms: A DEEP DIVE INTO HAIR LOSS AND THINNING SOLUTIONS

Hair loss and thinning remain pervasive concerns, impacting a significant portion of the global population and driving a robust, innovation-fueled market within the beauty industry. According to data released by Grand View Research[a], the global hair thinning market alone was estimated at $1.51 billion in 2024 and is projected to reach $1.64 billion in 2025, with a compound annual growth rate (CAGR) of 10.85% from 2025 to 2030.

For B2B stakeholders in the cosmetic sector, understanding the new advancements in this space is paramount to formulating effective products and staying ahead of ever-shifting consumer demand. From advanced ingredient science to sophisticated delivery systems and the growing influence of technology, the landscape of hair loss solutions is rapidly evolving.

[a]https://www.grandviewresearch.com/industry-analysis/hair-thinning-market-report

The "Skinification" of Hair Care: A Holistic Approach

One of the most prominent trends transforming the hair loss market is the "skinification" of hair care. This paradigm shift treats the scalp as an extension of facial skin, recognizing that a healthy scalp environment is fundamental for robust hair growth. This has led to the integration of ingredients traditionally found in skin care into hair loss formulations, including:

- *Hyaluronic acid:* For deep hydration of the scalp, promoting a healthy moisture barrier.
- *Niacinamide (vitamin B3):* To improve scalp circulation, strengthen hair follicles, and regulate sebum production.
- *AHAs and BHAs:* For gentle exfoliation to remove dead skin cells and clear clogged pores, creating an optimal environment for hair follicles.
- *Ceramides:* To reinforce the scalp's barrier function and maintain proper hair fiber moisture balance, leading to stronger, more resilient hair.

Beyond ingredients, the "skinification" trend also sees the adoption of skin care-inspired product formats like serums, exfoliants, and masks specifically designed for the scalp. This holistic approach addresses not just the hair strand, but the root cause of thinning at the scalp level.

Next-Gen Ingredients: Targeting the Source

The hunt for efficacious ingredients continues to drive significant innovation. New and noteworthy actives making waves in the hair loss and thinning segment include:

Peptides

Short chains of amino acids like keratin, collagen, and copper peptides, which stimulate cellular processes, nourish the scalp and follicles, and strengthen the hair fiber.

Plant Stem Cells

Derived from botanical sources, these boast regenerative properties that can rejuvenate the scalp and promote hair growth by stimulating dormant follicles and boosting hair density.

Adaptogens

Natural substances such as ginseng, rhodiola, and ashwagandha, increasingly utilized to help the scalp cope with stress, reduce inflammation, and regulate sebum, leading to healthier hair.

Scalp Microbiome Balancers

With a growing understanding of the scalp's delicate bacterial ecosystem, ingredients like prebiotics, probiotics, and postbiotics are being incorporated to balance the microbiome, reduce inflammation, and strengthen the skin barrier.

Bio-based Actives

Ingredients like TRI-K's DensiFoll, a 99% naturally-derived bio-active powered by plant stem cell exosomes and hydrolyzed rice protein, are designed to work at the scalp level by enhancing the environment for hair follicles and stimulating gene activity associated with hair growth, visibly improving hair thickness and vitality.

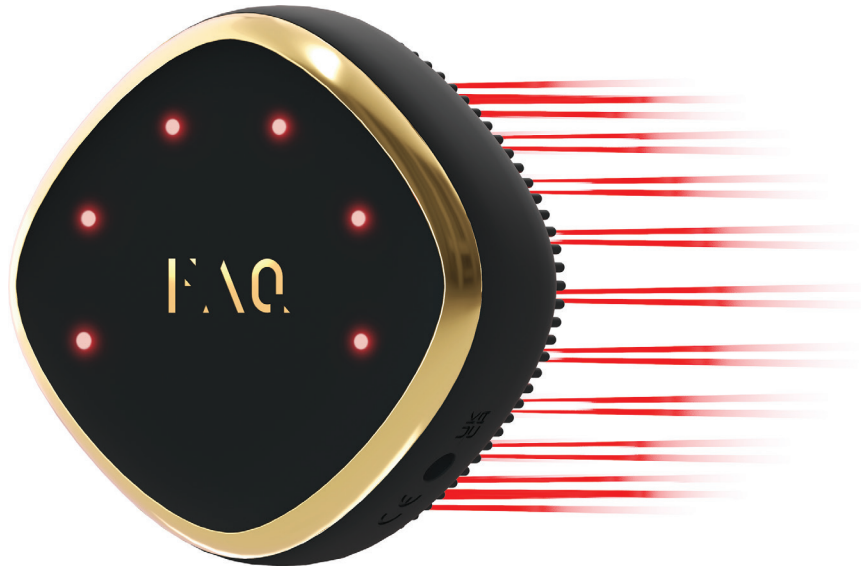
DHT-Blocking Components

Ingredients such as saw palmetto and red clover continue to be crucial in formulations targeting androgenetic alopecia by limiting the effects of dihydrotestosterone (DHT), a hormone linked to hair thinning.

Michelle Chavez, the vice president of innovation at Accupac, notes that the future of hair care is no longer defined by aesthetics alone—it's being reimagined around strength, restoration, and long-term wellness.

She states, "Today's consumers are approaching their hair the same way they do their skin: as an extension of their health, a reflection of their identity, and a vital part of daily self-care. Hair care is experiencing a paradigm shift, converging with dermatological science and holistic well-being."

Chavez adds, "Concerns such as thinning, hair loss, scalp aging, and premature graying are no longer niche—they're mainstream priorities across demographics and generations. What's emerging is a new standard: one that champions preventative care, performance-driven actives,



Foreo's FAQ 302 Laser & LED Hair Regrowth Scalp Massager delivers a new solution for treating hair loss by combining three proven technologies.

Image courtesy of Foreo

and sustainable, science-backed solutions. Consumers, particularly younger audiences, are adopting proactive rituals—incorporating targeted topicals that reinforce the scalp barrier, optimize the microbiome, and stimulate follicular health before issues arise. Meanwhile, brands are seeking high-efficacy formulas that deliver real results—backed by research, enriched by nature, and elevated by innovation."

Ayurvedic Hair Well-aging for Stronger, Healthier Hair

Provital's Kerascalp is inspired by Ayurvedic tradition and powered by amla fruit extract. The technology takes a holistic approach to hair well-aging by targeting hair loss, follicle miniaturization and premature graying.

It works by supporting collagen XVII and melanocyte stem cell function, both crucial for maintaining follicle integrity and hair pigmentation.

In vitro and ex vivo studies reportedly show Kerascalp increases collagen XVII protein, preserves pigment cells and counteracts follicle weakening, leading to steady hair growth and improved follicle health.

In vivo, Kerascalp reportedly results in a 6% increase in hair darkness, up to a 55% reduction in gray hairs, a 23% improvement in healthy hair appearance, and shinier, stronger hair fibers.

Tapping Natural Resources for Healthier Hair

Meanwhile, Provital's Baicapil combines soybean germ, wheat germ and *Scutellaria baicalensis* root extracts to synergistically stimulate hair growth, increase hair density and enhance scalp vitality.

Its in vitro results show that soy and wheat sprouts boost mitochondrial activity and delay cellular senescence, thereby preserving the longevity of hair follicles. In vivo, Baicapil reportedly demonstrates a 10.7% increase in the anagen (growth) phase, a 34% reduction in the telogen (resting/shedding) phase and a 22% increase in hair density, resulting in visibly fuller hair and a significant reduction in hair loss by improving follicle condition and anchorage.

Strengthening and Rejuvenating Fragile Hair

BASF's Proteasyl LS 8951 PW (INCI: Pisum Sativum (Pea) Extract (and) Cyclodextrin) "is a natural ingredient with >400 peptides from pea," says Allison Garlet, marketing manager, bioactives, for BASF.

She adds, "Proteasyl supports healthy hair potential by defending hair follicles against stress. It was clinically tested on a panel of women experiencing menopause, fragile hair and scalp sensitivity in a shampoo and conditioner format, significantly reducing hair breakage and fragility when compared to placebo. This versatile ingredient is ideal for rejuvenating fragile hair, enhancing hair strength and maintaining healthy hair follicles.



Technological Leaps: Precision and Personalization

Technology is playing an increasingly pivotal role in hair loss solutions, offering enhanced efficacy and unprecedented personalization:

Low-Level Laser Therapy (LLLT)

Non-invasive devices, often in the form of caps or combs, utilize red light to stimulate hair follicles, enhance blood flow to the scalp, and prolong the anagen (growth) phase.

FAQ 302 Laser & LED Hair Regrowth Scalp Massager

Foreo's FAQ 302 Laser & LED Hair Regrowth Scalp Massager delivers a new solution for treating hair loss by combining three proven technologies. Its features include:

- Low-Level Laser Therapy (LLLT): Equipped with 20 medical-grade lasers, it reactivates dormant hair follicles, extends the anagen (growth) phase of the hair cycle, and promotes healthier, fuller hair regrowth.
- Red LED Light Therapy: Twenty concentrated LED lights stimulate hair-regulating dermal papilla cells, revitalizing follicles to strengthen hair and encourage regrowth.
- Patented T-Sonic Massage: This function boosts blood flow and unclogs hair follicles by dislodging buildup like dead skin and oil, which help to deliver nutrients and oxygen for improved scalp and hair health.

Additional features include:

- *Enhanced Absorption of Treatments:* By temporarily dilating scalp pores, it enhances the efficacy of liquid hair-growth treatments, such as the Thick Hair Probiotic Serum.
- *Hygienic Design:* With 637 silicone bristles, according to the company it prevents bacteria buildup while aiding laser and light penetration.
- *Customizable and Convenient:* Use the Swiss app for tailored male or female hair care settings. It's wireless, waterproof, and rechargeable with a long-lasting battery.

The product is reportedly clinically proven to increase hair growth and density by up to 47% while reducing hair loss by 46%. According to the company, this device provides efficient results in two-minute treatments per area, every other day. Suitable for all users, it's can be a simple, effective, and sustainable approach to achieving thicker, healthier hair.

Microneedling with Growth Serums

Microneedling devices, used in conjunction with serums containing peptides or Minoxidil, create micro-injuries to stimulate collagen production and follicle regeneration.

Wearable Devices

The future promises smart devices that gather real-time data on scalp health parameters like blood flow, temperature, and pH levels, enabling highly targeted and responsive product application.

Nuon Medical Technologies is one company that has been spearheading the beauty device market, with many of their products featuring red light technology. They also offer devices that can be used with ingredient actives, further promoting a healthy scalp microbiome that can ultimately aid in hair growth and prevent hair thinning. It has a variety of options available for not only hair care but also skin care.

Meeting Consumer Demands: Natural, Clean, and Efficacious

Beyond the scientific advancements, consumer preferences are shaping product development. There's a strong demand for products free from sulfates, parabens, silicones and synthetic fragrances, with some shoppers preferring botanical extracts like rosemary, caffeine, ginseng and pumpkin seed oil. The natural hair care



F.A.S.T. Haircare, developed by Carolyn Aronson, introduces a line of products specifically aimed at addressing hair loss with formulas that can accelerate hair growth by up to 99% according to the company.

Image courtesy of F.A.S.T. Haircare, developed by Carolyn Aronson

products market is expected to reach $16.99 billion by 2030, registering a CAGR of 9.4% from 2025 to 2030, according to GlobeNewswire[b].

F.A.S.T. Haircare: Advanced Solutions for Hair Growth and Hair Loss

F.A.S.T. Haircare, developed by Carolyn Aronson, introduces a line of products specifically aimed at addressing hair loss with formulas that can accelerate hair growth by up to 99% according to the company. Central to the line is the Invigorating Extract, a serum enriched with amino acids, vitamins, and 11 herbal extracts. This product targets the scalp, promoting stronger, healthier hair while encouraging faster regrowth for both men and women.

Safe for daily use and free from sulfates, parabens, and gluten, F.A.S.T. Haircare offers an effective, science-backed solution for hair loss, helping consumers regain thicker, healthier hair. These products are now available on the brand's website and will soon be offered in salons and high-end retailers nationwide.

Holistic and Internal Approaches

Nutraceuticals and supplements containing biotin, collagen, adaptogens, and essential vitamins and minerals are gaining popularity as consumers look to address hair loss from the inside out. Multivitamins and supplements were the largest revenue-generating product segment in the U.S. hair thinning market in 2024 according to Grand View Research.

Mibelle Biochemistry's RootBioTec HW

RootBioTec HW by Mibelle Biochemistry is an extract from basil produced using a sustainable "hairy roots" biotechnology. This method involves using a small part of the basil plant, which is infected with the naturally occurring soil bacterium *Agrobacterium rhizogenes* and cultivated on an agar plate. This infection leads to a natural transformation of plant cells, which then form tiny roots – the so-called "hairy roots." This method cultivates basil root cells in bioreactors, enabling high-yield, eco-friendly production of potent actives without harvesting whole plants.



RootBioTec HW by Mibelle Biochemistry is an extract from basil produced using a sustainable "hairy roots" biotechnology.

RootBioTec HW targets hair loss by inhibiting 5α-reductase type II, the enzyme responsible for converting testosterone into DHT, a major contributor to androgenic alopecia. It also reinforces scalp health by stimulating collagen I and III gene expression in aging dermal fibroblasts, helping maintain dermal structure and delay hair thinning.

In a clinical study involving 21 participants (19 women, 2 men) aged 25–67 with mild to moderate hair loss, daily application of a 1% RootBioTec HW formula for two months led to a 26% reduction in hair loss after one month and 31% after two months. Hair counts were based on daily combing over three consecutive days.

These results position RootBioTec HW as a scientifically backed, natural, and sustainable innovation that can deliver visible results for healthier and fuller-looking hair.

Targeted Solutions for Specific Concerns

Products addressing female-pattern thinning, postpartum shedding, and stress-related hair loss are on the rise, often incorporating gentle, hormone-friendly formulas and calming ingredients. The women segment held the largest market share (58.17%) in the global hair thinning market in 2024, according to Grand View Research.

The hair care market, particularly in the hair loss and thinning segment, is a dynamic arena of scientific discovery and consumer-driven innovation. For professionals in the industry, staying abreast of these advancements in ingredients, technologies, and consumer trends is crucial for developing impactful and commercially successful products and brands that truly address the growing need for healthier, fuller hair. The future of hair care is undoubtedly one of personalized, efficacious, and holistic solutions. ■

[b]https://www.globenewswire.com/news-release/2025/01/21/3012402/0/en/Growth-Trends-in-the-Natural-Hair-Care-Products-Industry-2025-2030.html

Image courtesy of Mibelle Group



Innovative, eco-friendly ingredients are reshaping the cosmetics industry, offering sustainable alternatives without compromising performance.

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Innovations in Sustainable Beauty: Exploring Eco-friendly Ingredients and Solutions

Discover the latest in sustainable beauty, including biodegradable ingredients, bio-based alternatives and eco-friendly solutions for skin care, hair care and cosmetics. Explore how brands are leading the way in clean, conscious formulations.

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

The beauty and personal care industry is undergoing a transformative shift toward sustainability and innovation. From eco-friendly ingredients to biodegradable alternatives, companies are introducing ground-breaking solutions to meet the growing demand for cleaner, high-performance products. This article explores the latest advancements in skin care, hair care and cosmetic formulations, highlighting how brands address consumer preferences for environmentally conscious and effective solutions.

Eco-Friendly Solutions for the Skin

Cellugy x Bioli Debut Bio-based EcoFlexy Rheology Modifier in Commercial Skin Care Cream

Danish biotech company Cellugy has teamed up with skin care startup Bioli to launch a commercial line of bio-based products. This collaboration focuses on replacing traditional ingredients with an eco-friendly alternative derived from bio-fabricated cellulose.

The Moisturizing and Protecting Day Cream reportedly marks the first product to feature Cellugy's EcoFlexy, a newly developed high-performing and biodegradable rheology modifier. Derived from high-purity crystalline cellulose, the ingredient is produced through Cellugy's fermentation process.

Cellugy adds that while other natural rheology modifiers like xanthan gum are available, they often come with limitations, such as undesirable textures and lower efficacy compared to their petrochemical counterparts. Bioli's decision to incorporate EcoFlexy is reportedly based on the ingredient's ability to provide a superior user experience and high-quality texture without compromising performance.

Image by Lightfield Studios at Adobe Stock

What's more, the cream:

- Uses 100% biodegradable ingredients and packaging
- Includes a bioactive enzyme technology for antioxidant protection
- Is specifically formulated for all skin types, including sensitive skin, per the company

Moving forward, Cellugy aims to scale-up the production of EcoFlexy and is said to be in discussions for distribution deals across eleven key cosmetics markets in the EU and the U.S., targeting a full commercial launch in early 2025.

"This product launch is just the beginning, with additional products in the pipeline set to further enhance sustainability in the skin care market," the company stated.

According to the companies, the partnership aims to address the growing concern over fossil-based petrochemicals. This means finding sustainable alternatives that do not compromise quality or customer experience.

Isabel Alvarez-Martos, Ph.D., CEO and co-founder of Cellugy, noted, "... [Cellugy and Bioli] share a common vision for a more sustainable future in skin care. In EcoFlexy, we've developed a solution that's now ready to be adopted by manufacturers looking for the high performance of petrochemical rheology modifiers with the sustainability benefits of bio-based options."

BASF Presents Sustainable CAPB Derived from Rainforest Alliance-certified Coconut Oil

BASF has expanded its natural ingredient offerings with a sustainable betaine derived from coconut: Dehyton PK45 GA/RA. The company showcased this development as part of its Longevity Ecosystem (i.e., preserving beauty as well as the environment) during in-cosmetics Global.

Dehyton PK45 GA/RA is a fatty acid amide derivative with a betaine structure (high active). The readily biodegradable amphoteric surfactant reportedly enables excellent foaming properties in:

- shampoos,
- shower and bath preparations
- skin cleansers



Dehyton PK45 GA/RA is a readily biodegradable amphoteric surfactant designed for excellent foaming properties in shampoos, shower and bath preparations, and skin cleansers.

In addition, it boasts an 84% Natural Origin Index in accordance with ISO 16128.

Dehyton PK45 GA/RA is based on sustainably sourced coconut oil certified by Rainforest Alliance. According to BASF, the Rainforest Alliance certification aims to improve the livelihoods of farmers, protect forests and act against climate change.

"As society and future generations are expected to live longer, consumers feel an urge to actively impact their footprint and preserve the earth as the foundation for long and healthy living," said Boris Gaspar, Ph.D., head of market development for BASF Personal Care EMEA.

"We support our customers by providing biodegradable alternatives to traditional ingredients, taking into account the consumer desire for responsible beauty routines."

Grant Industries Debuts Granpowder CSC Biodegradable, High-Performance Microplastics Replacement

Grant Industries presents Granpowder CSC, a next-generation cosmetic ingredient designed to meet the growing demand for sustainable, microplastic-free alternatives in personal care. Made from food-grade cornstarch and calcium silicate, this biodegradable powder is engineered with proprietary surface-coating technology to deliver both environmental benefits and exceptional product performance.

With a silky texture and superior slip, Granpowder CSC reportedly enhances the sensory experience of skin care and color cosmetics.

Image by milanmarkovic78 at Adobe Stock

It offers anti-caking properties, effective oil absorption comparable to polymethylsilsesquioxane and delivers light-diffusing, soft-focus effects for a flawless finish.

Described as versatile and easy to formulate, Granpowder CSC is applicable to a wide range of personal care applications, including skin care, sun care, hair care and makeup. It also can be incorporated into o/w, w/o and anhydrous systems, dispersing easily in oil, water or post-emulsion phases.

Beyond performance, Granpowder CSC is designed to support clean and conscious formulation goals. It is:

- biodegradable (OECD 306),
- non-GMO,
- vegan,
- palm-free,
- COSMOS approved,
- ISO 16128 certified and
- boasts a natural origin index of 1.00.

According to the company, its production results in low carbon emissions and aligns with regulatory standards such as ECHA compliance.

Granpowder CSC therefore presents a modern solution for formulators seeking to eliminate microplastics, reportedly without sacrificing quality — delivering on both sustainability and performance in one innovative ingredient.

Nouryon Introduces Three Innovations to Elevate Sustainable Hair Styling, Skin/Hair Care

Nouryon has launched three innovative ingredients designed to enhance the performance and sustainability of personal care products across skin care, hair care and aerosol applications. Each solution reflects a growing industry shift toward renewable, biodegradable materials that meet high formulation standards without compromising environmental goals.

Structure Silk: Structure Silk is a starch-derived rheology modifier that functions as a texturizer and film-former, suitable for skin care and hair styling emulsions.

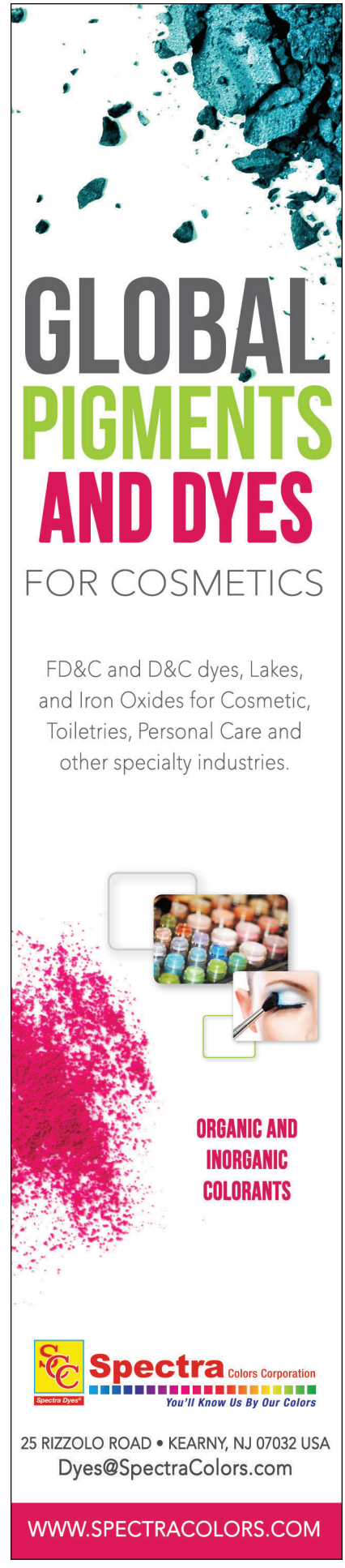
Sourced from non-GMO potatoes, it offers:

- cold water solubility,
- broad pH tolerance and
- compatibility across various formulation types.



Image by Romario Ien at Adobe Stock

Among other benefits, Granpowder CSC delivers light-diffusing, soft-focus effects for a flawless finish.





Structure Silk is a starch-derived rheology modifier that functions as a texturizer and film-former, suitable for skin care and hair styling emulsions.

According to the company, in emulsions, it imparts high gloss and a luxurious, cushioned feel while in styling products, it enhances stiffness and improves resistance to high humidity. Its sustainability profile includes a high natural origin index (0.92), non-food competing feedstock and ready biodegradability.

Armocare Aqua 12: Armocare Aqua 12 is a non-quaternary hair conditioning agent designed to deliver strong conditioning performance while improving environmental safety. According to the company, it provides superior wet combing results compared with traditional benchmarks like BTAC, and is compatible with a wide range of hair care systems.

With a renewable carbon index above 0.9, it is:

- readily biodegradable,
- non-irritating to the eyes and
- safer for aquatic life.

It thus meets global regulatory standards and is designed according to the 12 Principles of Green Chemistry.

Demeon ReNu 100: Demeon ReNu 100 is a bio-based dimethyl ether propellant derived from renewable methanol.

Certified under the ISCC Plus system, this propellant is:

- clear,
- odorless,
- water-miscible and
- chemically stable.

According to the company, it offers controlled and consistent product delivery while significantly reducing the carbon footprint of aerosol products. Its 100% renewable carbon content reportedly is an ideal alternative for brands looking to develop cleaner, more sustainable spray systems.

Seppic Presents Natural Geltrap Technology: Evolving Emulsions

Seppic introduced a natural version of its Geltrap technology, a cold-processed gel-in-oil (g/o) emulsion system reportedly known for high water content, rich sensorial textures and versatility across cosmetic applications.

The updated version replaces synthetic emulsifiers and rheology modifiers with natural alternatives, including:

- Solagum GM, a thickening agent derived from *Amorphophallus muelleri* tubers, that offers moisturizing benefits and a soft, cushiony feel; and

Courtesy of Nouryon

- Fluidanov 20X, a glycolipid co-emulsifier of natural origin that reportedly stabilizes the low-oil phase while enhancing texture.

This natural Geltrap maintains the benefits of the original system, including water resistance, long-lasting fragrance in perfumed products, and improved ease of combing in hair care, the company reports.

Roquette Beauté Launches Corn-based Sustainable Powder Alternative to Synthetics

Roquette Beauté recently unveiled a new starch-derived cosmetic powder aimed at replacing mineral and synthetic alternatives. Developed from non-GMO waxy corn starch, the ingredient is designed for use in a wide range of applications, including makeup, skin care, toiletries, hair care and fragrances.

The new ingredient, Beauté by Roquette ST 305, features a porous structure created through enzymatic hydrolysis. This structure reportedly provides enhanced compaction properties and sensory performance, compared to existing natural powders. It is suitable for both loose and pressed product formats.

The company reports the ingredient delivers high color retention and stability, performing better than native corn starch and comparable to talc and porous silica beads. It also produces a whiter and less yellow appearance than other natural starch-based powders, making it appropriate for color cosmetics.

Tests of the ingredient showed:

- A 96% reduction in shine in foundation formulations,
- Comparable sebum absorption to polymethyl methacrylate (PMMA) and
- Smoothing of crow's feet and improved skin texture at high inclusion levels in loose powder formulas.

The powder is readily biodegradable, non-ecotoxic and free from talc and nanoparticles, the company reports. It supports the ongoing shift in the cosmetics industry toward sustainable and cleaner label ingredients.

"We are very proud of the addition of Beauté by Roquette ST 305 to our product range," sais Bénédicte Courel, general manager of Roquette Beauté. "We believe, it is a real game-changer and responds to the growing need for cleaner label ingredients in the cosmetics market.

"The unique sensory and compaction properties of Beauté by Roquette ST 305, as well as its affinity with various oils and water, provide cosmetic formulators with the flexibility to create



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high-performance products across a variety of cosmetic applications."

Momentive Unveils Harmonie NatuVel 100% Biobased Elastomer Gel for Clean Skin, Sun and Color Formulas

Momentive Performance Materials, Inc. has introduced Harmonie NatuVel Gel, a 100% plant-based elastomer gel designed to support the clean beauty market. The company debuted the ingredient at In-cosmetics Global 2025.

Harmonie NatuVel Gel was developed following the Twelve Principles of Green Chemistry and made entirely from plant-based raw materials. The translucent, patent-pending gel is reportedly designed to offer the performance of traditional silicone elastomers in a bio-based format.

The ingredient offers several key benefits for skin care, sun care and color cosmetics, including:

- Delivering soft-focus and mattifying effects with a smooth, luxurious texture,
- Reducing the oily feel of UV filters and other cosmetic ingredients, and
- Supporting pigment dispersion and w/o emulsion stability.

"Our Harmonie ... range is a symbol of Momentive's commitment to the pursuit of a more sustainable world," said Jose Luis Conde, vice president and global segment leader for beauty and personal care. "... We aimed for a 100% naturally derived solution that could perform on par with silicone elastomer gels and that is what we are showcasing..."

"...We have listened to our customers' requests for bio-based alternatives for ingredients that are hard to replace, such as the elastomer gels," added Sabine Turner, leader of global naturals.

Hair and Scalp Care Ingredient Innovations

Rahn AG Debuts Yerbaluxe-Crown Conditioner and Myramaze-Pure for Scalp Restoration

Rahn AG previously described hair cycling for scalp and hair care routines, addressing the diverse and changing needs of the hair growth cycle.

"Hair cycling ... is based on the principle of skinification–where the scalp is treated with the same care as the skin. By incorporating high-quality active ingredients from skin care, the scalp is strengthened, hair follicles are nourished, and overall hair health is improved."

It continues: "At the core of this method is the cycle concept – regularly alternating between different hair care products and intensities to introduce new stimuli. This prevents over-conditioning, reduces dependency on specific cosmetic raw materials and maximizes the efficacy of active components."

According to the company, at the same time, this variation supports hair's natural growth cycle, allowing both the scalp and hair to regenerate more effectively.

Yerbaluxe-Crown: Aligned with the principles of hair cycling, RAHN AG introduces Yerbaluxe-Crown, a versatile active ingredient designed to tackle common issues such as frizz, damaged hair and tangles.

Key features include:

- *Multi-hair-type targeting:* Designed to work for Type V (coily), Type III (curly), and Type I (straight) hair textures;
- Improved hair conditioning; and
- Enhanced frizz control for more manageable hair.

Applications include conditioning treatments and cleansing and shampoo formulations. According to the company, by integrating Yerbaluxe-Crown into hair care products, cosmetic chemists can deliver solutions for tangle-free, easy-to-manage hair for consumers with diverse hair types.

Myramaze-Pure: In addition, scalp health is increasingly recognized as a key factor in overall hair vitality. Addressing this, Rahn AG introduces Myramaze-Pure described as a "ground-breaking" solution proven by clinical and in vitro studies to restore scalp resilience and hydration.



Harmonie NatuVel Gel is made entirely from plant-based raw materials. The translucent, patent-pending gel is reportedly designed to offer the performance of traditional silicone elastomers in a bio-based format.

Image by 58production at Adobe Stock

The ingredient:

- Is derived from the *Myrothamnus flabellifolia*, or "resurrection bush," which utilizes trehalose to repair and strengthen the scalp's natural barrier.
- Reduces scalp erythema by 33% in rinse-off applications.
- Provides deep hydration and strengthens the scalp barrier.
- Promotes NMF and ceramide production to protect against external irritants and dehydration.
- Activates pathways related to barrier strengthening (e.g., Nrf-2) and inflammation reduction (e.g., STAT3 inhibition).
- And enhances cannabinoid CB1 receptor activity, supporting soothing effects and anti-inflammatory benefits.

Applications include scalp revival tonics, moisturizing and soothing hair care products, and anti-redness and protective scalp treatments.

This ingredient reportedly allows formulators to develop targeted products that alleviate scalp discomfort while reinforcing its health, essential for consumers dealing with dryness and irritation.



Yerbaluxe-Crown is designed to tackle common issues such as frizz, damaged hair and tangles.

Nutricosmetic Innovations

Rahn AG Launches Yerbaluxe-Pearl Nutricosmetic Drink to 'Biohack' Skin Health

As is well-known, stress, environmental aggressors and lifestyle challenges often diminish skin vitality, leading to dullness and fatigue. Enter: Yerbaluxe-Pearl, an advanced nutricosmetic active energy drink derived from upcycled mate tea dust. The ingredient reportedly combines sustainable sourcing with performance-driven applications for holistic skin rejuvenation.

Benefits at a glance:

- Enriched with 13× more polyphenols, 2× more caffeine and 8× more rutin than standard mate tea; and
- Designed to oxygenate, hydrate and fortify skin by improving microcirculation and strengthening the skin barrier.

Proven benefits include:

- Boosts microcirculation by 60%,
- Enhances skin oxygenation by 40%,
- Instantly increases skin gloss by 18%,
- Improves skin hydration, firmness and elasticity while reducing wrinkles and redness,
- Tested on both Caucasian and Asian panels for short- and long-term efficacy, and
- Demonstrated improvements in mitochondrial health and ceramide production via in-vitro studies.

Applications include face and body care formulations aimed at skin energizing, anti-aging and hydration.

According to Rahn AG, formulators can cater to the growing demand for multifunctional, sustainable products with Yerbaluxe-Pearl, while achieving a radiant and evenly toned complexion.

Finzelberg Presents Agilirose Beauty Nutricosmetic

Finzelberg, a supplier of botanical extracts for the pharmaceutical and nutraceutical sectors, introduced Agilirose Beauty, an ingredient focused on skin health, at Vitafoods Europe 2025, held May 20–22 at Fira Barcelona Gran Via. In addition, the company featured a supplement for cognitive performance, a probiotic for gut health and an ingredient to support behavioral health.

Agilirose Beauty is designed for use in beauty-from-within applications and was developed to complement collagen-based supplements, supporting the firmness, structure and elasticity of skin.

The ingredient is derived from the skin of wild-growing rosehip berries, a plant material historically used for its health-promoting properties, per the company. The berries are sustainably collected, hand-picked and gently dried to preserve their bioactive compounds, including those with anti-inflammatory effects.

Image by Marina at Adobe Stock

As consumer demand grows for ingestible skin care and products that address appearance through internal health, Finzelberg aims to provide brands with a clinically supported botanical option that enhances the effects of existing collagen formulations.

Clinical studies have shown that Agilirose Beauty can:

- strengthen the skin barrier,
- improve hydration and
- enhance protection against environmental stressors.

Finzelberg reports this makes it suitable for use in a range of skin health supplement formulations

According to Cynthia Suarez-Rizzo, Ph.D., project manager of new product development for the company, the ingredient's mechanism of action is rooted in its ability to stimulate natural collagen production and support overall skin integrity.

"Agilirose Beauty offers formulators an opportunity to pair traditional collagen with a botanical that adds clinically supported benefits, meeting consumer interest in more holistic beauty solutions," explains Suarez-Rizzo.

The introduction of Agilirose Beauty reportedly marks Finzelberg's expanded presence in the beauty-from-within space and complements its broader portfolio of plant-based ingredients targeting cognitive, digestive and emotional health.

Multifunctional Solutions

Shin-Etsu Chemical Co. Launches Silicone Tech for Hydrophilic Beauty, Microplastics Replacement

Shin-Etsu Chemical Co., Ltd. has launched KF-6070W and KF-6080W silicones for hydrophilic functionality in hair, skin and makeup. In addition, KSG-16-SF and KSG-19-PF silicone elastomer gels and X-52-7162, a new modified cellulose powder, are eco-friendly alternatives to microplastics, offering the same benefits such as powderiness, increased viscosity and improved soft focus.

KF-6070W and KF-6080W: These silicones have a high affinity with water. This effect was achieved by replacing some of the methyl groups in the molecular structure of dimethyl silicone oil (INCI: Dimethicone) with hydrophilic functional groups.

Despite the replacement of some methyl groups, both materials retain the desired characteristics of silicone, including high fluidity and smooth, non-sticky feel, according to Shin-Etsu.

KF-6070W is a water-soluble silicone wax with smooth melting and spreading on the skin. It can be applied as a feel enhancer in water-based and o/w hair care, skin care and base makeup products.

KF-6080W, on the other hand, is a silicone emulsifier for o/w formulations with reduced stickiness and a smooth texture. The material is liquid at room temperature, making it suitable for cold processing, per Shin-Etsu.

KSG-16-SF (INCI: Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer): has reportedly been optimized to provide maximum soft-focus and line blurring effects to hide wrinkles and small imperfections. It delivers a silky skin feeling, can support thickening, and offers good compatibility with silicones.

KSG-19-PF (INCI: Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer): has been fine-tuned to provide a powdery sensation to skin care and makeup, and provides a matte effect that reduces shine. It also can serve as a thickening agent and has good compatibility with silicones.

Finally, ***X-52-7162*** (INCI: Cellulose (and) Silica (and) Dimethicone/Vinyl Dimethicone Crosspolymer): is a



Agilirose Beauty is derived from the skin of wild-growing rosehip berries, a plant material historically used for its health-promoting properties.

Image by Marina at Adobe Stock

modified cellulose powder featuring spherical particles with silicone rubber and silica coating on the surface. It offers reduced friction and hardness, compared with standard cellulose particles, and has a smooth (soft) feel. It provides soft-focus effects and helps to minimize wrinkles, pores and other skin issues for a smooth and natural look.



KF-6070W is a water-soluble silicone wax with a smooth melting and spreading sensation on the skin that can be applied as a feel enhancer in water-based and o/w hair care, skin care and base makeup products.

Sensitive Skin

Seppic Presents Ganocalm: A Natural Solution for Sensitive Skin

Ganocalm is an active ingredient developed to address the needs of sensitive skin, an increasingly common concern among global consumers, the company reports. Sourced from *Ganoderma lucidum* (reishi), an adaptogenic mushroom traditionally used in Chinese medicine, Ganocalm approaches sensitive skin from three angles:

- Modulating the activation of sensory receptors (in vitro) and reducing stinging by 15.6× vs. placebo after 5 min of application (in vivo);
- Limiting local inflammation (in vitro) and reducing redness by 2.5× times vs. placebo within the first hour of application (in vivo); and
- Strengthening the skin barrier (in vitro) and increasing skin hydration by 1.3× vs. placebo after one hour (in vivo).

Ganocalm is COSMOS certified and NaTrue approved with 100% naturalness according to the ISO 16128 norm. It is also halal certified and compliant with Chinese regulations (IECSC and IECIC). ■



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Prestige facial skin care is in a slump; medspa inspiration, microbiome balance and other strategies offer hope for the category.

Image by LIGHTFIELD STUDIOS at Adobe Stock

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7 WAYS TO GET PRESTIGE FACIAL SKIN CARE BACK ON TRACK

Prestige skin care sales declined 3% in dollar sales during Q1 2025. Facial skin care, including serums, exfoliators and lip treatments, were hit hardest, while body care and sunscreens enjoyed strong demand. What can prestige facial care do to get its mojo back? Recent innovations and market data point to key innovation opportunities. Let's break them down.

1. New Formats for Better Delivery

The opportunity

By tapping into patch formats, brands can deliver a wide range of experiences, from mimicking clinical treatments to addressing some of the most common skin complaints. These patches can also offer enhanced efficacy and/or convenience.

The inspiration

Taiki USA recently unveiled a range of patch formats, including the Luminous Glow Microneedle Patches, Anti-Aging Botox Plaster Patches and Decorated Hydrocolloid Patches.

The Luminous Glow Microneedle Patches are designed to improve the appearance of uneven skin tone, dark spots and dullness. The tinted dots deliver brightening and antioxidant ingredients via microneedle technology. The targeted treatment is powered by niacinamide 5% for improved skin elasticity and reduced inflammation, among other benefits; ascorbic acid (vitamin C) 5% for a collagen boost and defense against free radicals; acetyl cysteine 5% for collagen synthesis and reducing oxidative stress; glutathione 2.45% for melanin inhibition; and ferulic acid 0.11%, which enhances the stability of other antioxidants.

- The Anti-Aging Botox Plaster Patches are designed to mimic the namesake neurotoxin by smoothing facial wrinkles. The transparent plaster strips deliver key actives, including a plant collagen extract 1% (oxyproline, glycine and glutamic acid) that can be resynthesized as a collagen when absorbed into the body; palmitoyl tripeptide-5 for a reduction in the appearance of fine lines, wrinkles and pores; and Croda Beauty's Volufiline (*Anemarrhena asphodeloides* root extract) for a boost in skin volume appearance.



Taiki USA's Anti-Aging Botox Plaster Patches are designed to mimic the namesake neurotoxin by smoothing facial wrinkles.

- Taiki USA's Hydrocolloid Patch Dispenser boosts the convenience of this popular format. Its continuous roll design can be customized by brands to address the challenges of various blemish sizes. The transparent patches feature hydrocolloid to absorb sebum trapped within pores, thereby speeding up the recovery



Taiki USA also offers Decorated Hydrocolloid Patches that can flatten pimples overnight while offering a pop of fun.

Images courtesy of Taiki USA

process, per the company. Taiki USA also offers Decorated Hydrocolloid Patches that can flatten pimples overnight while offering a pop of fun.

2. Treatment Room Inspo

The opportunity

As Taiki USA's Botox patches show, inspiration from the professional and even medical beauty space can drive meaningful new product innovations. This provides opportunities for pro brands to expand into the consumer space and consumer brands to offer an at-home "pro" experience at a more accessible price.

The inspiration: Glowbar

In June 2025, Glowbar, the 30-minute facial disrupter, launched the at-home Expert Cleanser. The product offers "professional results home," per the company, in a format that is easy to incorporate into everyday routines. It also offers users a change to extend their clear skin between professional skin care treatments.



In June 2025, Glowbar, the 30-minute facial disruptor, launched the at-home Expert Cleanser.



Tricoci Skincare features 11 SKUs for daily use and marks the third brand launch following Tricoci Collection (salon-grade hair care) and Nutrire (clinical-luxury scalp and strand care).

The Expert Cleanser, which retails for $28 at Glowbar studios and its direct-to-consumer site, is reportedly ideal for all skin types. The concentrated foaming face wash featuring salicin-rich white willow bark for clear pores and calmed inflammation, and glycolic acid (AHA) and gluconolactone (PHA) for gentle resurfacing of the skin.

"We kept seeing clients struggle with the same thing—finding a face wash that works without overcomplicating their routine," said Rachel Liverman, founder and CEO. "So we made one. Expert Cleanser brings everything we've learned in the treatment room straight to your bathroom counter, helping you feel confident in your skin every day."

The inspiration: Tricoci

Tricoci Salon& Spa, like Glowbar, has also launched a skin care range to extend benefits between visits.

Tricoci Skincare features 11 SKUs for daily use and marks the third brand launch following Tricoci Collection (salon-grade hair care) and Nutrire (clinical-luxury scalp and strand care).

Products include the Purify Cleanser and Hydrate Cleanser (both $29); the Exfoliate Mask ($43) and Refine Exfoliator ($37); the T-Bright Eye Serum, C-Defend Serum, HA-Plump Serum and A-Regeneratge Serum (retailing for $49-69); and the Lightweight Moisturizer ($35) and Barrier Repair Cream ($39).

The launch was accompanied by the debut of the TricociSkin Facial a new 60-minute service "featuring a signature five-point technique" to "enhance product absorption, support skin function and create lasting improvements in tone, texture and radiance," per the company.

"With Tricoci Skincare, we're delivering that same level of care and effectiveness in every product," said Teri-Ann Marchigiani, vice president of product development. "These formulas were developed with our estheticians to meet real client needs—clean, effective and designed to deliver."

The inspiration: medspa treatment trends

The types of surgical and non-surgical treatments consumers are seeking out are shifting. Understanding these changes offers brands an opportunity to tap into existing

From top: Image courtesy of Glowbar; Tricoci Skincare

consumer interest with non-invasive, at-home alternatives that allow them to look and feel better longer.

The 2025 FIT Capstone presentation, "Beauty's Next Frontier," noted that today's consumers feel 20% younger than their chronological age. This has profound impacts on shopper behavior.

In fact, 52% of consumers surveyed in the FIT report were interested in clinical-grade beauty products that mimic medical procedures. And 45% have had a medical professional recommend medical beauty treatments.

This journey of medicalized beauty begins early; 51% of surveyed consumers first explored medical beauty treatments in their 20s.

This new era will favor brands that put science front and center in marketing and messaging, the FIT report argues, as well as those that are expert-backed and which feature aesthetics evoking clinical efficacy and trustworthiness

Beyond consumer attitudes, the hard data points to where medicalized beauty is trending.

Recently, the International Society of Aesthetic Plastic Surgery (ISAPS) released its 2025 Global Survey on Aesthetic/Cosmetic Procedures, reflecting data from more than 17.4 million procedures performed by plastic surgeons and 20.5 non-surgical procedures. The key takeaways are as follow:

- **Procedures are booming:** Consumers are rapidly embracing medical aesthetics. In the last four years, surgical and non-surgical procedures jumped a whopping 42.5%. This backs up FIT Capstone data that revealed 64% of surveyed consumers have sought medical beauty treatments to boost or optimize their appearance. Reason would dictate that rising adoption of these interventions creates greater awareness and interest, even from those who have yet to or will never expose themselves to a needle or scalpel.
- **Eyelid treatments on top:** According to the ISAPS survey data, 2.1 million eyelid surgeries were conducted in 2024 (a 13.4% increase year-over-year), making it the most popular procedure, unseating liposuction. This was unprecedented, per the organization. Eyelid surgery was the second most popular surgery for women and the top surgery for men, signaling widespread cross-gender appeal.
- **Botox-type treatments continue to grow:** Botulinum toxin was the most popular non-surgical treatment of 2024 and were most popular among those aged 25-50. Per the survey, 7.8 million botulinum procedures were performed by plastic surgeons worldwide last year.

3. Skin Microbiome Balance = Better Mood?

The opportunity

Back in 2023, Mintel declared that, "The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected." Since then, a variety of skin care ingredients and products have emerged, targeting everything from circadian rhythms to overall well-being. In a fast-paced world where stress levels continue to rise, brands that offer meaningful, well-crafted innovations that promote calm and tranquility are uniquely positioned to thrive.

The inspiration: *Cutibacterium bacteria*

According to a study published in the British Journal of Dermatology, *Cutibacterium bacteria*[a] on multiple skin sites (face, scalp, forearm and axilla) "showed consistent associations with psychological well-being."

Specifically, *Cutibacterium* on the face and axilla (underarms) "was associated with reduced stress." In addition, the bacteria's presence on the axilla was also associated with an enhanced pleasantness of mood.

"This underscores the need for further investigation into specific bacterial taxa that may be involved in a skin-brain axis," the authors noted, "as well as

[a]https://academic.oup.com/bjd/advance-article/doi/10.1093/bjd/ljaf177/8140349



The journey of medicalized beauty begins early; 51% of consumers surveyed by FIT first explored medical beauty treatments in their 20s.

Image by DragonImages at Adobe Stock

the importance of specific microbial communities on the body and their potential influence on this connection."



A well-balanced skin microbiome can enhance a sense of well-being, according to new research.

4. Gen Alpha Relevance Over Hype

The opportunity

Much has been made of Drunk Elephant's meteoric rise and rapid decline among Gen Alpha shoppers. Yet the brand's challenges aren't a sign that Gen Alpha isn't ready for beauty; it's a sign that young shoppers need relevant innovation.

The inspiration: Nelupure

Provital's Nelupure is a lotus flower complex (INCI: propanediol, glycerin, *Nymphaea caerulea* flower extract, *Nelumbo nucifera* flower extract) that has sebum-balancing and blemish-reducing effects, including on tween and teen skin.

"This age group often struggles with excess oil, shine and acne," says Nina Esposito, Provital's managing director, "which are among their top skin care concerns and priorities."

Nelupure's ability to reduce sebum overproduction, balance sebum synthesis and significantly decrease inflammatory and non-inflammatory lesions, as well as acne-related markers like porphyrins, makes it ideal for products targeting Gen Alpha's woes.



Effective acne solutions can be the key to creating relevance for Gen Alpha consumers.

Furthermore, the technology offers relief across skin types and genders, per Provital.

Esposito concludes, "These benefits align closely with what tweens and teens are looking for in skin care—products that visibly clear up acne, prevent breakouts and control oiliness—while also delivering results that are backed by scientific evidence."

5. Skin-side Out

The global beauty supplement market is forecast to total $3.96 billion[b] in 2025 and expand to $5.76 billion by 2030, per Markets and Markets data. Interest in the space dovetails with the medicalization of beauty overall, as well as the rise of wellness generally. Taken together, these trends offer opportunities for brands to deliver ingestible skin

[b]www.marketsandmarkets.com/Market-Reports/beauty-supplements-market-165507335.html

From top: Image by wayhome.studio; Айман Дайрабаева at Adobe Stock

health products that offer synergistic benefits with topicals.

The inspiration: Sakara

Wellness brand Sakara recently launched the Beauty Biome capsule, which is designed to support "radiant skin." The launch, which debuted at Credo, also reflects the importance of a balanced microbiome in skin health.

Beauty Biome ($65) features a probiotic blend, a collagen-boosting ingredient technology and bioavailable vitamins.

The probiotic blend comprises *Bifidobacterium longum* ES1 (gut immune response booster), *Lactobacillus rhamnosus* SP1 (minimizes inflammation associated with skin appearance), *Bacillus subtilis* DE111 (protects skin from UV damage and cellular aging by supporting natural glutathione and superoxide dismutase), *Lactobacillus acidophilus* NCFM (reduces allergen sensitivity that can impact the skin), and *Bifidobacterium lactis* BPL1 and *Lactobacillus casei* BPL4 (reducing inflammatory cytokines and balancing immune responses associated with skin inflammation).



By merging clean credentials with proven efficacy, conventional clean skin care brands can compete in a skeptical era.

FutureCeuticals' Dermaval is featured in the formulation to inhibit enzymes associated with degraded elastin and collagen proteins. The technology comprises a complex of natural materials, including pomegranate extract, asparagus, okra, FutureCeuticals' Coffeeberry coffee fruit extract, quercetin, acerola, camu camu, acai and mangosteen.

Finally, the Beauty Biome features vitamins A, D E at bioavailable levels to support skin repair, barrier strength and antioxidant protection.

The launch is aligned with Sakara's wider array of supplements, which support energy, metabolism, skin health, sleep and vitality.

"Beauty Biome represents the culmination of our Sakara mission rooted in beauty that starts from the inside out," said Sakara co-founders Danielle DuBoise and Whitney Tingle. "We specifically created this supplement to bridge the connection between gut health and skin clarity—showcasing the visible benefits available to us from inner wellness."



Wellness brand Sakara recently launched the Beauty Biome capsule, which is designed to support "radiant skin."

6. The Clean to Clean-ical Pivot

The opportunity

Amid the closure of clean beauty pioneers like Juice Beauty, there are serious questions being raised about the state and future of clean beauty. One clue to its fate is revealed in a new analysis from Circana's

From top: Image by VICHIZH at Adobe Stock; Image courtesy of Sakara

Jennifer Famiano: clinical skin care is increasingly eclipsing clean brands. Why is that?

According to Circana data[c], Q1 2025 clean skin care sales fell because shoppers were "swapping skin care brands with a clean ingredient focus for those rooted in clinical expertise."

This is not a new trendline. According to Famiano, skin care is the leading category for clean beauty sales in prestige channels; these have been dropping since 2022.

As *Global Cosmetic Industry* has reported in recent years, the rise of clinical, dermatologically focused skin care has answered shopper demands for high-performance and proven efficacy.

While clinical brands focus on concrete claims, benefits and evidence, clean beauty has always struggled from a lack of universal definitions, per the Circana analysis.

In addition, many of these efficacy-focused brands are backed by experts such as medical professionals, chemists and dermatologists, further reinforcing the promises behind brands and specific SKUs.

The inspiration: a clean beauty evolution

Despite the challenges facing clean beauty overall, there remain opportunities for such brands to grow.

Most notably, Famiano points out, clean fragrance is "growing dollar sales by double-digits, led by improvements in alcohol-free formulations," as seen with Guerlain's L'Eau Rose, YSL Beauty's Libre L'eau Nue Parfum de Peau and J'adore Parfum d'Eau de Dior.

This growth has tracked the growth of fragrance category and taps into a longstanding consumer dislike of alcoholic formulas.

(This has been a boon for brands from the Middle East, which tend to eschew alcoholic bases.)

There are also opportunities in skin care, the core of the clean beauty sector. As Famiano points out, shoppers remain aligned with clean beauty principles around transparency and safety.

But they want proof of efficacy.

This points to opportunities for so-called cleanical skin care brands such as SkinFix, Augustinus Bader, Eighth Day and others.

Clean brands must align with shoppers' expectations and priorities to thrive among consumers focused on clinical claims. As Famiano notes, "Consumers want to know what ingredients they are putting on their skin and ensure the products they use are beneficial to them. Today's consumer is not only self-educated but discerning, reading reviews and listening to experts on social media."

This generation of clean, clinical brands also have the luxury of tapping into biotech ingredients that are both safe and highly effective, not to mention sustainable.

It's true that clean beauty is facing significant challenges as clinical, efficacy-driven brands continue to gain consumer trust and market share. Shoppers are prioritizing proven results and expert-backed claims, leaving clean beauty to rethink its approach.

However, opportunities still exist, particularly in growing sectors like clean fragrance and the emerging "cleanical" skin care category, where transparency, safety, and performance intersect.

To thrive, clean brands must evolve by aligning with consumer expectations for efficacy and leveraging advancements like biotech ingredients to deliver both trusted and innovative solutions.

The future of clean beauty lies in combining its core principles with the clinical precision demanded by today's discerning shoppers.

7. Make a Play for Hair

The opportunity

Hair care was a top grower in the U.S. prestige beauty space in Q1 2025, per Circana data, increasing sales by 4%. Brands targeting scalp care, hair thinning and loss, and heat protection performed particularly well.

This growth has been sustained in recent years as the hair care space has increasingly pivoted toward wellness and health.

It's no wonder that prominent skin care brands have entered the category, including Augustinus Bader in 2021, CeraVe in 2024 and longevity focused OneSkin earlier this year.

Skin care brands' inherent focus on health and well-being make them ideally suited to bring similar benefits to the hair and scalp space.



OneSkin entered the hair/scalp wellness space earlier this year.

Image courtesy of OneSkin

[c]www.circana.com/post/what-it-means-to-be-clean

The inspiration: COSRX

One of the latest skin care brands to break into hair care is COSRX. The launch marries several key trends:

K-beauty dermatological beauty the skinification of hair care (glass skin to glass hair, hair Botox, etc.)

COSRX's Peptide-132 Haircare Collection comprises three steps that reportedly offer professional-level results. The range's namesake ingredient, also known as tripeptide-132 HCl, which rebuilds keratin damaged by heat styling, coloring, UV exposure and stress.

The tripeptides molecules are said to be small enough to "penetrate deep into the hair shaft and bind directly to weakened areas, reinforcing internal structure and smoothing the surface."

The result is reduced breakage, improved manageability, and a restoration of bounce, softness and shine after a single use, per COSRX.

Notably, the formulation is lightweight, making it appropriate for all hair textures.

The SKUs in the range include:

- Peptide-132 Ultra Perfect Hair Bonding Shampoo (bond repair, scalp cleansing and calming)
- Peptide-132 Ultra Perfect Hair Bonding Treatment (replenished protein and moisture for enhanced shine and strength)
- Peptide-132 Ultra Perfect Hair Bonding Oil Serum (frizz reduction and enhanced shine)



COSRX's Peptide-132 Haircare Collection comprises three steps that reportedly offer professional-level results.

10 Takeaways for Facial Skin Care Product Developers and Marketers

Explore Innovative Delivery Formats

Patch-based solutions are revolutionizing facial care by offering targeted treatment for specific skin concerns. Leveraging formats like microneedle patches and hydrocolloid rolls can enhance convenience, efficacy, and appeal to modern consumers seeking quick, reliable results.

Bring the Treatment Room Home

Consumers are eager for professional-grade results at home. Drawing inspiration from medspa trends and creating products like professional cleansers or DIY facial kits can provide accessible, cost-effective solutions without compromising on performance.

Capitalize on Medical Beauty Trends

The rise of medical aesthetics aligns with consumer interest in science-backed beauty. Brands should incorporate clinical-grade actives and expert-backed messaging to meet the growing demand for results-oriented products that mimic medical procedures.

Support the Skin Microbiome

Mental well-being and skin health are more connected than ever. Promoting products that balance the skin microbiome, reduce stress and enhance mood not only addresses skin concerns but also caters to the broader consumer desire for holistic wellness.

Reimagine Teen and Tween Skincare

Gen Alpha prioritizes products targeting skin issues like acne and oiliness, but with evidence-based efficacy. Developing formulations specifically for younger demographics, backed by scientific breakthroughs like sebum-balancing technologies, can capture this emerging audience.

Integrate Beauty from Within

The growing beauty supplement market presents opportunities to combine ingestible and topical solutions. Products that promote skin

Image courtesy of COSRX



Brands that prioritize efficacy and take inspiration from pro treatments have an opportunity to stand out in the prestige facial skin care space.

health from the inside out, particularly those targeting the microbiome or leveraging sustainable, bioavailable ingredients, reinforce a comprehensive wellness narrative.

Evolve Clean Beauty into 'Cleanical'

Shoppers are increasingly prioritizing efficacy over vague "clean" claims. Clean beauty brands must pivot toward a "clean-ical" approach, merging transparency with proven, science-backed ingredients to rebuild trust and meet shopper expectations.

Focus on Scalp and Hair Health

The momentum in scalp care and the "skinification" of hair presents immense opportunities for crossover innovation. Repurposing skin care ingredients like peptides for hair care can drive growth in wellness-focused hair solutions.

Offer Unique Pro At-Home Experiences

Replicating the medspa's sophistication and results for DIY usage allows beauty brands to cater to consumers looking for accessible luxury. Skin care and hair care ranges that integrate sensory and performance benefits can deliver the desired professional touch.

Stay Ahead with Biotech and Sustainability

Consumers demand efficacy with a conscience. Utilizing sustainable biotech-derived ingredients ensures not only high performance and safety but also aligns with the increasingly eco-conscious shopper mindset. ■

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Cosmopak's new "Let's Create" collection features turnkey packaging solutions and accessories highlighting everything from clean mascaras to new solid fragrance formats.

Image courtesy of Cosmopak

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Cosmetic & Personal Care Packaging: New Launches & Manufacturing Upgrades

New launches, hires and facility upgrades.

The beauty and personal care industry continues to innovate, with exciting new packaging solutions, sustainability efforts and facility upgrades making waves. From cutting-edge recyclable materials to turnkey packaging collections designed for modern trends, brands are stepping up to meet consumer demands for functionality, creativity, and eco-consciousness. Here's a roundup of the latest launches, advancements, and initiatives shaping the future of cosmetic and personal care packaging.



"Let's Create" includes keychain beauty accessories, including jars, vials and lipsticks, which play into the recent craze for charm and accessorized product formats.

Cosmopak's"Let's Create" Collection: Innovative Packaging& Accessories

Cosmopak's new"Let's Create" collection features turnkey packaging solutions and accessories highlighting everything from clean mascaras to new solid fragrance formats. Notably, Cosmopak is able to develop custom benchmark-inspired scents for clients.

In addition to solutions for the red-hot fragrance sector, "Let's Create" includes keychain beauty accessories, including jars, vials and lipsticks, which play into the recent craze for charm and accessorized product formats.

The packaging options included in the collection include glass, monomaterials, paper and metals. (Cosmopak's wider monomaterial offerings include resins such as PE, PET, LDPE and HDPE, and non-resin monomaterials such as paper, aluminum and sugarcane. These can be applied into everything from PCR jars and PET lipsticks to refillable aluminum deo sticks and cylindrical cardboard boxes.)

The cosmetic bags in the collection, meanwhile are available in an array of materials and decorative finishes.

Anomatic's Eco-Alloy: Sustainable Aluminum Solutions with Reduced Emissions

Anomatic's Eco-Alloy offerings allow brands to lower greenhouse gas emissions or boost PCR content in their aluminum components.

The company's recycled aluminum, Evercycle, contains 100% recycled content. Its associated greenhouse gas emissions are 89% lower than standard aluminum, per the company.

Image courtesy of Cosmopak

Anomatic's HRC (high recycle content) aluminum offerings comprise 68% recycled content. It also reportedly generates 41% lower greenhouse gas emissions compared to industry standards.

The company's"low GHG" High Pure variant features 0% total recycled content—but has less than half the emissions associated with standard aluminum(total reduction: 61%).

Aptar Beauty Launches Advance Collection: All-Plastic, Fully Recyclable Pumps for Sustainable Packaging

Aptar Beauty has launched the Advance Collection, a new range of all-plastic pumps aimed at enhancing sustainability in packaging. This collection, primarily crafted from Polypropylene(PP) and Polyethylene(PE), is designed to be fully recyclable, aligning seamlessly with mainstream plastic recycling streams. The collection debuts with two prominent personal care solutions: the GSA Advance dispensing pump and the PZ Advance spray pump.



French dermocosmetics brand Laboratoire SVR chose all-plastic airless packaging for its latest sun care, eye care and skin care treatments, in three different sizes. Designed, manufactured and customized by Aptar Beauty, the micro airless is suitable for sensitive dermatological beauty formulations.



Anomatic's Eco-Alloy offerings allow brands to lower greenhouse gas emissions or boost PCR content in their aluminum components.

These products are not only innovative but also e-commerce friendly, offering diverse design options catering to both premium and lifestyle brands, thereby reinforcing brand identity. The GSA Advance pump features a full-plastic cartridge with a 2 cc dosage capacity and is rated Highly Recyclable by the Institute CYCLOS-HTP. The PZ Advance spray pump delivers a 190 mcl dose with a high-quality spray pattern, also rated Highly Recyclable.

Both pumps are designed to accommodate a wide range of product formulas, with the GSA Advance set for production in March 2025 and the PZ Advance following later in Q2. This initiative reflects Aptar Beauty's commitment to sustainable transitions without sacrificing product quality or performance.

Luigi Garofalo, global category director at Aptar Beauty says, "Full plastic, recyclable packaging is the next step in the product sustainability journey. The Advance Collection represents a new dawn in packaging dispensing solutions.

Laboratoire SVR Introduces All-Plastic Airless Packaging for Sensitive Skin Care

French dermocosmetics brand Laboratoire SVR chose all-plastic airless packaging for its latest sun care, eye care and skin care treatments, in three different sizes. Designed, manufactured and customized by Aptar Beauty, the micro airless is suitable for sensitive dermatological beauty formulations.

A Versatile Solution Adapted to the Dermocosmetics Market

Backed by a board of scientific experts, SVR is an expert in the field of dermocosmetics. Three of the laboratory's new products—[C-EYE] Biotic brightening under eye cream, Senfine Extrême cream for sensitive skin and Sun Secure Fluide Photo-Age SPF50+—now all benefit from the airless protection of Micro. Available in 15 ml, 30 ml and 40 ml sizes respectively, each member of this"Micro family" has been manufactured and decorated according to the brand's product categories at Aptar Beauty's airless expert plant in Villingen, Germany. SVR's design choices allow decoration and assembly to be carried out internally, at the same plant, thus avoiding additional transportation costs or CO_2 emissions. In Micro, SVR has found a solution that protects its new formulas, delivers the right dispensing experience, and respects its sustainable commitment.

"Micro is seducing more and more brands, thanks to its great versatility and formula protection benefits, particularly in the booming derm-cosmetics market," said Michael Hoer, regional platform manager airless, marketing EMEA, Aptar

From top: Image courtesy of Anomatic; SVR/Aptar

Beauty. "It is the ideal solution for brands who demand sustainable packaging without compromising on product performance."

High-Performing Airless Technology in a Recyclable Packaging

Micro is fully plastic, including the pump cartridge, guaranteeing high compatibility and protection of even the most fragile formulas. The design reportedly has an excellent product evacuation rate and leakproof 360° dispensing.

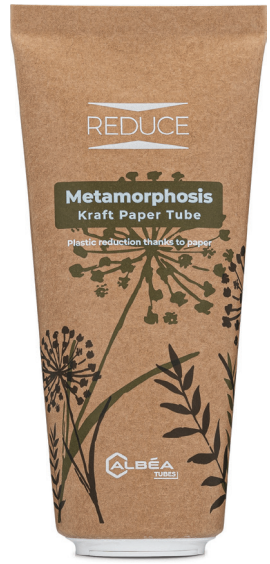
Micro is available in various shapes, sizes and material options to mix and match as needed. The design is certified 97-98% recyclable. It is also available as standard in a variety of recyclable and recycled materials(mono-material fully recyclable PE, PCR Plus, recycled PET ISCC certified mixed recycled materials) and offers a wide range of sustainable features, including compliance with Ecocert and COSMOS standards for organic and natural cosmetics.



Albéa Tubes' Slight Cap offers a low-profile, compact design that reduces plastic use.



Deco options for Albea's the EcoSlim Top include contouring and engraving, as well as an optional tamper evidence label.



Albea's Metamorphosis kraft-paper-based web tube can feature as much as 50% paper content in the tube and cap.

Innovative Sustainable Packaging Solutions by Albéa Tubes: Slight Cap, EcoSlim Top and EcoFusion Top

Albéa Tubes' Slight Cap offers a low-profile, compact design that reduces plastic use. The cap style also reduces high, while offering a distinctive eco-designed look.

Designed for personal and hair care, the Slight Cap offers a 17% weight reduction compared to a standard Slender flip-top cap(50 mm), per the company.

The caps are available in PP in gloss and matte(exterior) and feature a volcano orifice area.

Meanwhile, Albéa Tubes' lightweight EcoSlim Top is available in three sizes. This fusion of head and cap features a flip-top-like design and 180° opening.

The design comprises a 62% weight reduction for D50 compared to a Basic Cap D50 and head, and can achieve a 48% carbon footprint reduction on a full tube with PCR Thin-Wall sleeve D50

Deco options for the EcoSlim Top include contouring and engraving, as well as an optional tamper evidence label.

Albéa Tubes' EcoFusion Top allows brands to reduce tubes from three components to two by fusing the head and cap for an"invisible" dispensing system.

The design uses 55% less plastic when paired with the Thin-Wall when compared to the basic cap paired with an extruded tube(500 µm). The EcoFusion Top also has a 53% lower carbon footprint compared to a basic cap and head(excluding the sleeve).

The design is available in monomaterial HDPE and is compliant with Ista-6 Amazon requirements.

Images courtesy of Albea

Finally, the Metamorphosis kraft-paper-based web tube can feature as much as 50% paper content in the tube and cap(EcoFusion Top). The design not only clearly signals sustainable concepts, it also allows for a reduced carbon footprint.

Joaquim Camp Appointed President of ICONS America, Driving Growth in U.S. Beauty Packaging Manufacturing

ICONS Beauty Group has named Joaquim Camps as president of ICONS America, charged with leading growth of the company's beauty and wellness packaging products, including tubes, caps, bottles and jars.

In October 2023, ICONS Beauty Group acquired CTL Packaging USA, Inc., which now operates as ICONS America LLC.

The move gave the Singapore-based manufacturer a U.S.-based production hub.

The facility, which specializes in the production of injection molded tubes using in-molded label technology, is based in Charlotte, North Carolina.

Camp was previously COO at packaging firm Viscofan USA Inc. and, prior to that, spent more than 15 years at CTL Packaging in the United States and Spain.



ICONS Beauty Group has named Joaquim Camps as president of ICONS America, charged with leading growth of the company's beauty and wellness packaging products, including including tubes, caps, bottles and jars.



GPI Beauty's R4 Industrial USA division is set to open a 76,000-square-foot flexible tube manufacturing facility in Las Vegas on July 15, 2025.

In particular, the incoming president"has deep expertise in plastic tube manufacturing and decoration technologies, including flexography, screen printing, offset and digital printing, and hot stamping," per Icons America.

Camp, born in Spain and now a U.S. citizen, holds a Master's Degree in Operations& Supply Chain from ESADE Business School and a Mechanical Engineering Degree from the Polytechnic University of Catalonia.

Susanne Nichols, group CEO of ICONS Beauty Group, said, "ICONS is a leader in beauty packaging and Joaquim's proven industry experience will be key in our plans for vertically integrated manufacturing in the USA. The ICONS America factory in Charlotte, North Carolina is well positioned to supply a broader offering of high quality, made-in-USA packaging."

Tara Stein, vice president sales and business development, added, "I look forward to working with Joaquim. He has a customer-centric approach and passion for the beauty industry. He was an instrumental contributor to the inception and establishment of the North Carolina ICONS America facility over a decade ago. Joining us as President, he can hit the ground running and enhance our capabilities and broaden our packaging portfolio."

Camps commented, "It is an exciting time to join ICONS America and I am honored to have the opportunity to lead the company in its next phase of growth by increasing our packaging offerings for the beauty and wellness industry. ICONS America's manufacturing capabilities and its ability to closely work with other portfolio companies within the ICONS Beauty Group is a compelling combination. I love what I

From top: Image courtesy of R4/GPI; ICONS Beauty Group

do, I love this sector, and I've been in the industry for a long time. Returning to the ICONS America facility feels like coming home and I'm looking forward to working with Susanne and her team."

R4 Industrial USA to Open 76,000-Square-Foot Tube Manufacturing Facility in Las Vegas

GPI Beauty's R4 Industrial USA division is set to open a 76,000-square-foot flexible tube manufacturing facility in Las Vegas on July 15, 2025. The site's key features support brands amid international trade policy uncertainty.

Notably, the site will serve as a U.S. Customs Free Trade Zone(FTZ), which allows the company to operate without paying taxes and duties until"goods are commercially released or re-exported," per the company.

This gives the organization more control over logistics(duty-free storage, consolidation of shipments, etc.) and financial planning(tariff deferral), the company says.

Furthermore, by streamlining the customs process, R4 Industrial USA can reportedly speed up the delivery of finished products.

The Vegas site's FTZ status supports its activities as a fourth-party logistics(4PL) hub, allowing R4 Industrial USA to help manage clients' supply chains as a strategic partner.

The result is optimal lead times and flexible production runs, in addition to eco-friendly benefits boosted by a short, localized supply chain.

The facility can produce as much as 100 million units annually, with capabilities including multi-layer extrusion, automated capping, silk screening and offset printing.

"This facility represents a groundbreaking evolution in North American packaging production," said Robert Tognetti, CEO of R4 Industrial USA. "With our unique combination of speed, cost efficiency and sustainability, we are enabling brands to innovate while significantly reducing their operational impact."



"Thanks to the expertise and agility of our teams, the Verneuil-d'Avre-et-d'Iton site will continue to reinvent itself to adapt to emerging market trends and deliver the best of French manufacturing to our customers," said Cyril Chevalier, operations director, Aptar Verneuil d'Avre et d'Iton.

Celebrating 60 Years of Innovation: Aptar Beauty's Verneuil d'Avre et d'Iton Site Leading Sustainable Packaging

This year marks the 60th anniversary for Aptar Beauty's Verneuil d'Avre et d'Iton site, which is leading the charge toward more a sustainable future in packaging.

Located in Normandy, France, the site has been a cornerstone of Aptar Beauty's operations, producing packaging solutions for some of the most prestigious fragrance and beauty brands in the world.

The site was established in 1965 as STEP(Société Technique de Pulvérisation) Paris and acquired by Aptar subsidiary Valois in 1993. All operations were consolidated under Aptar banners in 2010.

Over the decades, the Verneuil d'Avre et d'Iton site has evolved, producing approximately 1 billion products annually, including valves, airless systems and miniature packaging.

With more than 250 employees and a 20,000 m² footprint, the site has implemented several initiatives to reduce its environmental footprint and support a circular economy model.

Key actions include:

- Recycling 95% of plastic materials used during production.
- Phasing out polyoxymethylene(POM) in both existing and new products.
- Integrating post-consumer recycled(PCR) materials into packaging designs.
- Offering recyclable solutions to enhance the end-of-life usability of products.

Moreover, the site has earned multiple certifications, including ISO 9001:2015, ISO 14001:2015, ISO 50001:2018, ISO 22716(GMP) and Landfill Free status.

The Verneuil d'Avre et d'Iton site's teams have spearheaded the development of products like Easy Spray, a best-seller in fragrance sampling, and the iD SCENT range, a paper-based sampling solution made entirely from recyclable mono-material paper.

The site's operational capabilities have included the development of Nomad Refill, a refillable purse spray that can be refilled directly from a perfume bottle in less than five seconds.

Image courtesy of Aptar

It also includes new machines, such as an additional filling line and the site's first electric molding presses.

"Thanks to the expertise and agility of our teams, the Verneuil-d'Avre-et-d'Iton site will continue to reinvent itself to adapt to emerging market trends and deliver the best of French manufacturing to our customers," said Cyril Chevalier, operations director, Aptar Verneuil d'Avre et d'Iton.

"Within five years, Aptar's Normandy platform aims to become a global benchmark for our prestige fragrance and cosmetics clients in terms of innovation, quality and service," said Jean-Noël Coninx, Normandy operations director, Aptar Beauty.



Berlin Packaging Beauty's Pockii collection is characterized by a rounded shape with a domed bottom.

Balancing Beauty and Sustainability: Insights from Berlin Packaging Beauty(Q&A)

In an ever-evolving beauty industry, packaging plays a crucial role in shaping brand identity, enhancing functionality, and meeting growing consumer demands for sustainability.

To gain insights into the latest trends and innovations in cosmetic packaging, *Global Cosmetic Industry* sat down with Berlin Packaging Beauty. With expertise spanning design, manufacturing and customization, Berlin Packaging Beauty shares its approach to balancing aesthetics, branding, functionality and eco-conscious practices, while staying ahead of market trends. Here's what the company had to say.

Global Cosmetic Industry: How significant is the demand for sustainable packaging solutions(e.g., PCR content, refillable, mono-material, biodegradable)? What options are you developing or scaling up?

Berlin Packaging Beauty: Sustainability is very much driving our customers' choice of packaging, and it will remain a priority in our business strategy for the upcoming years. Indeed, we believe that the perfect packaging must help differentiate itself from the competition, and create an effective and memorable user experience.

The growing use of refillable solutions by different types of brands(from mass-market to prestige) is shaping a new consumer behavior, as people now understand the value and impact of refillable packaging.

Recently, we have launched a collection of packaging named Pockii, that perfectly blends aesthetic trends with functionality and sustainability needs. Indeed, it is characterized by a rounded shape with a domed bottom and accessories, creating a trendsetting shape that perfectly speaks the contemporary language of beauty.

This collection includes two different 50 ml jars where we focused on different objectives:

Pockii 50 ml jar is designed to be simple, light, easy to use, and comes with a mono-piece cap in two versions: flat top or domed top to create a continuous shape.

Pockii Refill 50 ml jar is designed to be refilled infinitely, thanks to the refill cap in PP that can be easily sealed and sold with its security PP cap, and combined with two different caps: domed top in PP or PP + aluminum, or domed in PP.

This refill jar completes our offering of refillable glass jars, which now includes:

- Luxe Refille Jars in 15-30-50 ml, also combinable with sifters,
- Miracle Refill, available in 50 ml, offering a totally different refill experience to the user,
- and our hero airless solution in a jar, the Airglass Jar Collection.

Our offer includes many collections designed by our innovation department Studio One Eleven, with

Image courtesy of Berlin Packaging Beauty

jars in glass and plastic from 5 ml to 250 ml, able to cover any capacity and design needs a customer may require, ready for the market.

Global Cosmetic Industry: What are the biggest hurdles(cost, technical limitations, supply chain availability, consumer acceptance) in implementing more sustainable packaging options for beauty brands?

Berlin Packaging Beauty: We are expecting significant impacts from new packaging regulations, but at the same time the need for more recyclable and reusable packaging solutions will likely accelerate Berlin Packaging's innovation in sustainable designs and materials, all the while keeping an eye on operational costs related to compliance, material sourcing, and reporting obligations.

These regulations will drive us to enhance our efforts in testing the recyclability of our packaging, replacing non-compliant packaging with innovative solutions, reducing material usage without compromising on packaging performance and look-and-feel, and ensuring compliance with stricter material and labeling standards.

However, these changes also present opportunities for us to strengthen our position as leader in sustainable packaging solutions, identify emerging markets with high growth potential and explore new sectors that may benefit from our hybrid packaging supplier model-ultimately positioning our company as a global leader in innovative and sustainable packaging solutions across a broader range of industries and geographies.

Global Cosmetic Industry: Are you seeing increased interest in specific innovative formats, materials, or technologies(e.g., airless, unique applicators, smart packaging, new bio-plastics)?

Berlin Packaging Beauty: The market is asking for ready solutions but with distinctive personality. From our experience, we can say that brands are looking for"standards" to be personalized in a unique way and in a short time, giving importance to size impression, general shapes and the combination with accessories made of different materials like wood, aluminum, or bio-based plastics.



Berlin Packaging Beauty's Miracle Refill, available in 50 ml, offers a different refill experience for users.

Image courtesy of Berlin Packaging Beauty

At the same time, we are seeing growing interest in customization and new tooling for components, challenging the creation of unique designs on functional components to create the next trendsetting product for the beauty community.

We are a one-stop packaging shop capable of bringing together the best elements of design and innovation, manufacturing services, and customer solutions for the packaging industry. When a client comes to us, our professionals carefully evaluate and manage each project with a comprehensive approach: product design and planning, prototyping, decoration, secondary packaging, and branding. All in-line with the latest market trends and consumers preferences. Our substantial capabilities, size, and independence from any specific material or production process grant us the freedom to continually target the best solutions starting for customers' needs.

Global Cosmetic Industry: How do you balance aesthetic appeal and branding requirements with functionality, cost-effectiveness, and sustainability?

Berlin Packaging Beauty: Studio One Eleven, our in-house design and innovation department with offices in the U.S. and EMEA, possesses priceless insights, boasting world-class expertise and deep market insight in order to consistently achieve effective outcomes for each of our customers by leveraging a business model that maximizes the entire product creation value chain.

Lightweight, PCR, and refillability will continue to lead our efforts in this product segment, while we will also continue to investigate new shapes that can anticipate the visual"language" of tomorrow's market.

Decoration is another pillar of our R&D; we distinguish ourselves in the market thanks to our unique decoration capabilities, as we support brands in the creation of their product as a real one-stop shop. ■

WHAT'S NEW IN BEAUTY MANUFACTURING?

This article highlights the latest updates and innovations across various industries, from advanced dispensing and sealing technologies to corporate expansions and strategic partnerships.



Recent advancements in the industrial, cosmetic and biotech sectors showcase groundbreaking innovations and strategic growth efforts. .

Image by wanlop at Adobe Stock

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Recent advancements in the industrial, cosmetic and biotech sectors showcase ground-breaking innovations and strategic growth efforts. From cutting-edge metering and dispensing technologies to revolutionary heat sealing solutions and sustainable ingredient breakthroughs, companies are breaking new ground to meet evolving market demands. This roundup highlights NETZSCH's precision dispensers, TOSS Machine Components' state-of-the-art controllers, Solabia Group's new headquarters, Complete Design & Packaging's expanded warehouse, Hallstar's investment in biotech, and evident ingredients' partnership with Black Label Ingredients. These developments are shaping the future of their industries, driving progress and innovation across the board.



The Nemo Dispensers from NETZSCH Pumps USA deliver precise, low-pulsation dosing of abrasive and viscous fluids, ideal for automated systems and demanding industrial applications.

NETZSCH Highlights NEMO Dispensers

NETZSCH Pumps USA , highlights its Nemo Dispensers, engineered for precise dosing and metering of highly abrasive and viscous fluids. Designed to handle a wide range of viscosities, shear-sensitive materials, and entrained solids, the Nemo Dispensers deliver accurate and repeatable dispensing performance across various industrial applications.

The NEMO Dispensers features a positive displacement design, ensuring consistent low-pulsation flow that conveys materials without damaging delicate, shear-sensitive components of the conveyed product. Its advanced technology enables precise dosing accuracy, making it ideal for applications requiring robotic and servo control. The dispensers' valve-free operation eliminates common wear points, improving longevity and reliability, while optional heating ensures optimal performance with temperature-sensitive products.

The compact design of the Nemo Dispensers allows for seamless integration into automated production systems, offering enhanced flexibility in dot or bead applications, potting, and adhesive and sealant dispensing. With the ability to handle low to extremely high viscosity fluids, anaerobic products, and flux or soldering pastes, the dispensers provide unmatched versatility.

Available in multiple configurations, including the NDP0400-04, NDP0600-03, NDP0800-03, and NDP1000-02 models, Nemo Dispensers offer flow rates ranging from 2 ml/min to 800 ml/min and can operate at pressures up to 450 psi. Minimum dosing quantities range from 0.075 ml to 1 ml. Each model features a durable stator material selection, including NBR, EPDM, Viton, and PTFE blends, with FDA-compliant options available for specialized applications. The innovative design ensures no dripping or stringing of the product, reducing waste and maintaining a clean working environment.

The Nemo Dispensers set a high standard for metering and dispensing, providing industries with a reliable solution for demanding processes. Their precision, versatility, and gentle conveying ensure high accuracy and reproducibility, making them ideal for applications in the cosmetics, chemical, consumer and industrial goods, electrical appliance, and electronic component industries.

Solabia Group Relocates Its Headquarters to La Défense

Solabia Group is entering a new chapter in its development by relocating its headquarters to La Défense, at the heart of Europe's leading business district.

This move is part of the Group's ongoing transformation launched in 2022, and reflects the company's strategic ambition to strengthen its leadership position while staying ahead of market shifts. In a constantly evolving environment, the company claims they are committed to developing high-value solutions that combine cutting-edge scientific innovation with the highest sustainability standards. This momentum enables us not only to meet our clients' growing expectations, but also to support them in their own transformations by delivering efficient, responsible, and future-ready solutions.

With this relocation, Solabia Group reaffirms its commitment to building a high-performing and innovative work environment, one that fuels growth and fosters satisfaction among both clients and employees.

Image courtesy of NETZSCH Pumps USA

TOSS Machine Components Introduces Profinet Controller C2-210 for Advanced Heat Sealing in Cosmetics Applications

TOSS Machine Components, Inc. recently announced the launch of its new Profinet Controller C2-210, designed to meet the exacting requirements of modern cosmetics packaging processes.

The Profinet Controller C2-210 reportedly maintains accurate temperatures crucial for creating reliable seals that preserve the quality and freshness of cosmetic products. The company claims that each sealing cycle is uniformly executed, minute by minute, day by day, and year after year, which is critical for maintaining product integrity and brand image in the cosmetics industry.

Built with advanced technology, the C2-210 provides precise temperature regulation and programmable control for heat and cool timing. Its rapid temperature adjustment capability allows for quick adaptation to different packaging materials commonly used in the cosmetics industry. This feature contributes to increased efficiency and improved seal quality across various cosmetic packaging applications, including single-use sachets, moisturizers and creams, makeup compacts and palettes, hair care products, fragrance sample packets, and facial masks and sheets.

The Profinet Controller C2-210 integrates effortlessly with industrial networks and Profinet PLCs, simplifying implementation and operation in cosmetics manufacturing facilities. It enables easy adjustment of sealing parameters and provides alarms and error diagnostics for swift troubleshooting.

To enhance its adaptability, TOSS Machine Components offers a wide range of compatible accessories and peripheral devices for the C2-210. These additions allow the controller to be optimally tailored to specific cosmetic heat sealing applications and plant designs, accommodating various operating philosophies in the cosmetics industry.



The Profinet Controller C2-210 reportedly maintains accurate temperatures crucial for creating reliable seals that preserve the quality and freshness of cosmetic products.

The introduction of the Profinet Controller C2-210 reaffirms TOSS Machine Components' commitment to innovation in heat sealing technology for cosmetics applications. By providing consistent, high-quality seals and increased operational efficiency, the C2-210 helps cosmetics manufacturers meet the stringent demands of their industry while potentially reducing costs and improving product quality.

Complete Design & Packaging Opens New Warehouse Facility

Complete Design& Packaging(CDP) has opened a 65,000-square-foot warehouse in Concord, NC. Located at 245 Manor Avenue- just a mile from CDP's existing Wilshire Avenue fulfillment center and across the street from its headquarters and manufacturing operation- the facility expands the company's operational capacity to meet growing demand.

The new site will serve as the primary shipping hub for all finished product orders not processed through the Wilshire center. With dedicated outbound space, the warehouse streamlines fulfillment and ensures faster, more efficient delivery to its customers.

Beyond shipping improvements, the facility also offers expanded parking for CDP's growing truck fleet and visiting carriers- helping to reduce congestion and improve turnaround times. It also provides built-in overflow space for increased flexibility during periods of high demand, eliminating the need for temporary off-site rentals.

"The opening of our new warehouse marks a major milestone in our growth strategy," said Howard Bertram, president of complete design& packaging. "This expansion not only strengthens our ability to serve customers more efficiently, but also positions us for long-term scalability- providing room for additional equipment and increased order volume." ■

Image coutesy of TOSS Machine Components, Inc.

















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