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SEPTEMBER 2025



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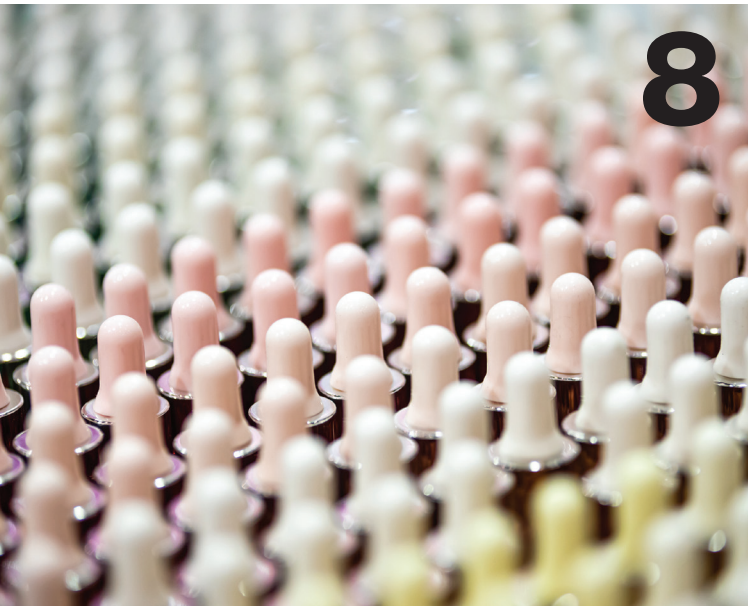
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Beauty on a Budget: How Consumers Are Redefining Glamor



Costco has become a go-to beauty hub for U.S. shoppers amid economic stresses.

In response to economic concerns, brands and retailers are expanding their focus on ingredient-driven, value-oriented products.

The global beauty and personal care industry is being reshaped as consumers adjust their spending habits to balance quality with affordability, according to Euromonitor International's"World Market for Beauty and Personal Care" report[a]. Per the analysis, economic pressures are driving a shift from premium to mass-market brands, with private label products and affordable indulgences taking center stage.

Fragrances Drive Growth: Scent-Stacking Trends and Budget-Friendly Innovations

Fragrances, in particular, are emerging as a key growth driver, set to account for 23% of industry growth between 2024 and 2029, with a forecast CAGR of 5.5%.

The growing trend of"scent-stacking," where consumers layer scented products for a lasting effect, is fueling demand for budget-friendly options like body mists, which saw a 7.1% growth from 2023-2024.

Many luxury and premium players are entering this segment with fragrance-adjacent offerings, aiming to attract budget-conscious shoppers through exclusive scent profiles and premium packaging.

Value-Driven Beauty: How Retailers Are Adapting to Economic Shifts

In response to economic concerns, brands and retailers are expanding their focus on ingredient-driven, value-oriented products.

[a]www.euromonitor.com/newsroom/press-releases/july-2025/fragrance-to-drive-23-of-beauty-growth-as-recession-glam-takes-hold



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Discount retailers in the U.S. market are broadening their beauty offerings, targeting rural areas and value-conscious shoppers through private label products and bulk-buying options.

Warehouse clubs, in particular, are gaining popularity as they provide access to"dupe" products—cost-effective alternatives with similar qualities to premium items—allowing consumers to enjoy indulgence without overspending.

This aligns with July 2025 Spate data that showed TJ Maxx, Marshalls and Costco are experiencing immense popularity growth on TikTok and Google. Costco alone has added many beauty brands in the last year, including Abib, Skintensive, Indie Lee, Goodal and CosRx.

Global Beauty Trends: Regional Shifts in Sales and Consumer Priorities

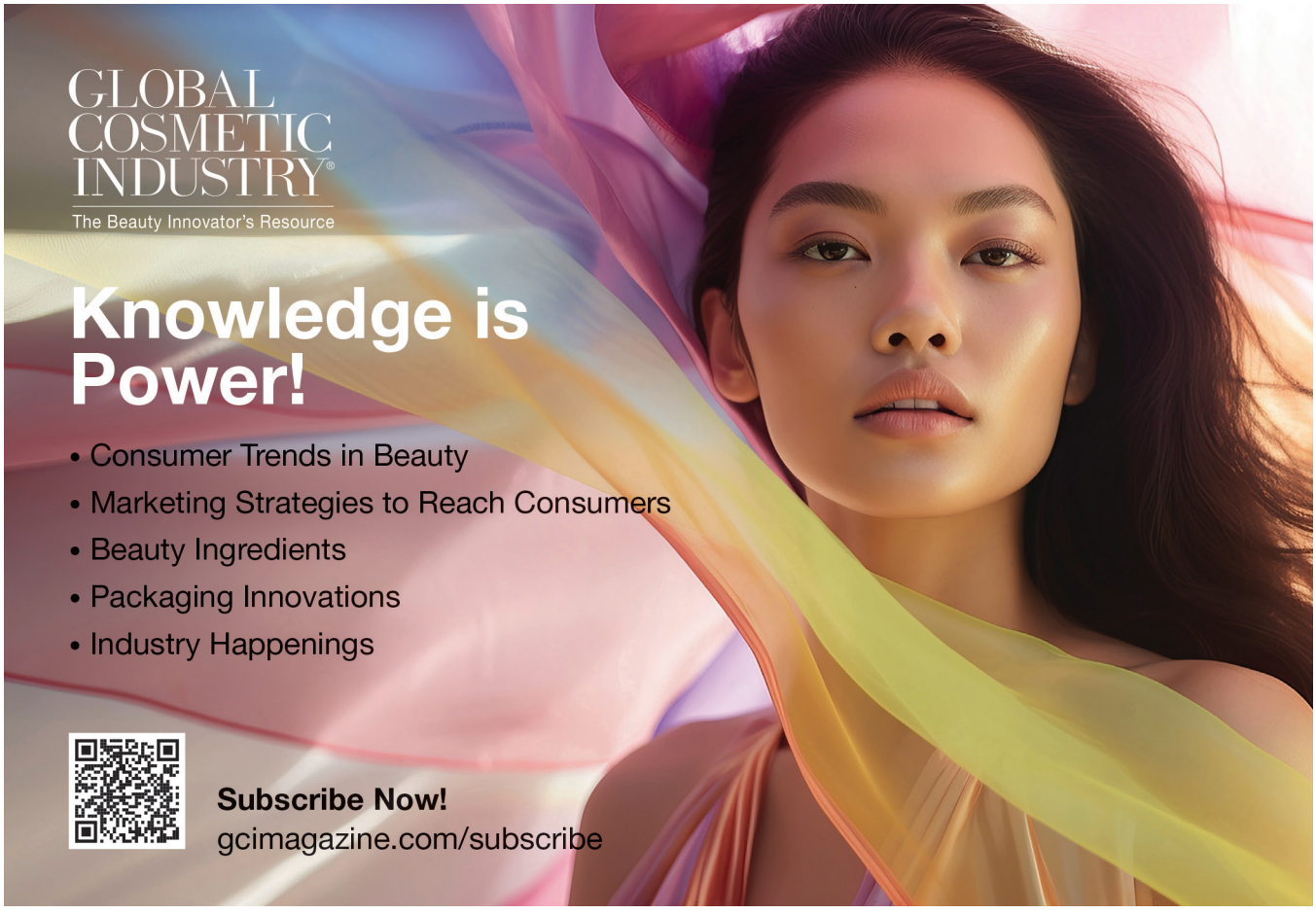
Regionally, Asia Pacific accounted for 31% of global beauty sales in 2024, but tighter budgets are driving a shift from premium to mass-market products.

Meanwhile, North America experienced a decline in mass-market sales, particularly in color cosmetics, as consumers prioritized daily-use products like fragrances.

In Western Europe, fragrance sales increased as shoppers sought affordable luxuries, emphasizing the category's resilience even in times of economic uncertainty.

Affordable Indulgence: How the Beauty Industry is Evolving with Consumer Priorities

As economic challenges persist, the beauty industry is adapting to evolving consumer priorities, with affordable indulgence and value-driven offerings paving the way for future growth. These trends underscore a broader shift in how shoppers engage with beauty products, prioritizing purpose and accessibility over traditional luxury. ■



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Images courtesy of the manufacturers



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https://info.cosmopak.com/journal/zamac-applicators

Cosmopak's latest launch features 22 premium zamac applicators, designed to elevate cosmetic vials with a sleek, weighty feel. Offering durability, hygiene, and a naturally cooling touch, these refined applicators deliver a luxurious, customizable experience—ideal for high-end skin care and beauty brands looking to enhance both function and form.



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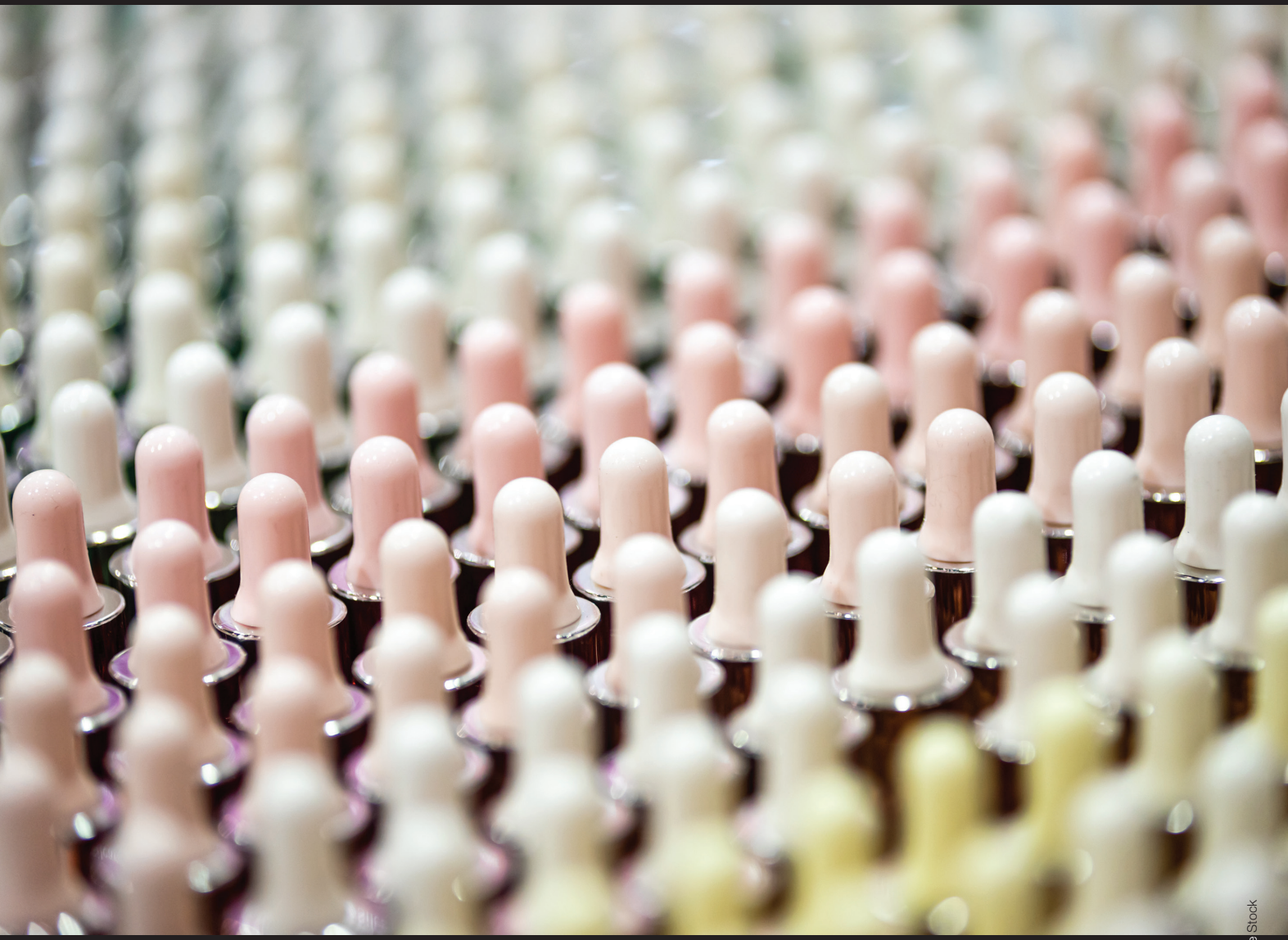
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INSIDER INSIGHTS:

BEAUTY'S GLOBAL MANUFACTURING SHAKE-UP: HOW TARIFFS, AI AND CONSUMER SHIFTS ARE RESHAPING THE INDUSTRY



According to the Personal Care Products Council, "Between 1990 and 2022, the [U.S.] personal care products industry generated a trade surplus every year, reaching $2.6 billion in 2022..."

Image by leszekglasner at Adobe Stock

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Korean manufacturer Kolmar recently opened its second U.S. factory in Scott Township, Pennsylvania, which effectively expanded its tariff-free production base.

Image courtesy of Kolmar Korea

The beauty industry, like many global sectors, has faced significant challenges amid the uncertainties brought about by U.S. tariff policies. But savvy beauty contract manufacturers are leveraging diversified sourcing, emerging AI systems, regionalized strategies and more to survive and thrive. Here's what that looks like in practice.

Global Beauty Supply Chains: Tariffs, Trade Flows and Evolving Strategies

According to the Personal Care Products Council[a], "Between 1990 and 2022, the [U.S.] personal care products industry generated a trade surplus every year, reaching $2.6 billion in 2022..."

Meanwhile, Kline + Co. reports[b], "In 2023, the trade flow of cosmetics from the EU to the United States amounted to USD $4.96 billion, according to the Fédération des Entreprises de la Beauté (FEBEA), France's beauty association."

That makes France the top fragrance and cosmetics exporter to the U.S. market, trailed by Italy, Spain, Germany, and the Netherlands.

Recently, Reuters[c] reported that top European beauty brands were considering the use of an old U.S. customs clause, known as the"First Sale" rule, to mitigate the financial impact of tariffs imposed by the U.S. government.

The rule, which dates back more than 30 years, could provide a way to reduce tariff costs on goods imported into the United States.

According to law firm Miller & Chevalier, under the "First Sale" rule, companies involved in multi-tiered transactions can use the price paid in the initial sale—such as from a foreign manufacturer to a middleman—as the basis for customs valuation. This initial transaction value is often lower than the final sale price to U.S. importers, resulting in reduced tariffs.

Meanwhile, Korea, another top beauty manufacturing hub, recently got hit with a 15% tariff, which comes just as K-beauty experiences a resurgence in the U.S. market. Per a BBC[d] report, "Americans spent as much $1.7bn (£1.3bn) on K-beauty products in 2024, according to industry estimates. That marks a more than 50% rise compared to the previous year."

[a]www.personalcarecouncil.org/about/economic-and-social-impact/

[b]https://klinegroup.com/beauty-and-wellbeing/the-ripple-effect-how-tariffs-could-transform-the-beauty-industry/

[c]www.gcimagazine.com/brands-products/skincare/news/22947084/does-beauty-have-a-tariff-workaround

[d]https://www.bbc.com/news/articles/cqxgrn2z95xo

Given the tough tariff rate, it was perhaps ideal timing for Korean manufacturer Kolmar to open its second U.S. factory in Scott Township, Pennsylvania, which effectively expanded its tariff-free production base for K-beauty brands seeking to expand in the West, as well as regional brands seeking Korean manufacturing expertise.

These production hubs tell just a part of the story, highlighting a complex, ever-evolving supply chain puzzle facing brands, their manufacturing partners, suppliers and of course consumers.

To get the view from America, *Global Cosmetic Industry* spoke to Chris Staples, CEO, Cohere Beauty, a custom development manufacturing organization (CDMO) for beauty, personal care fragrance and specialty products. The executive highlighted the need for diversified sourcing strategies, AI and automation in this unique moment facing the industry.

Here's what she had to say.



"The day after the election, we launched a dedicated 'tariff war room' that meets weekly and brought on a licensed customs broker to navigate evolving trade dynamics," says Chris Staples, CEO, Cohere Beauty.

Courtesy of Cohere Beauty

Adapting to Trade Changes with Diversified Sourcing

"The day after the election, we launched a dedicated 'tariff war room' that meets weekly and brought on a licensed customs broker to navigate evolving trade dynamics," says Staples. "We've been highly proactive—particularly for our beauty school business, where roughly 80% of hard goods have historically come from China."

She adds, "We've diversified sourcing to other regions. For our core business of innovating, developing and producing products for our partner brands, we are helping shift packaging production from China to North America, including the U.S. and Mexico. For several brands, we're also transitioning to PCR packaging made in the U.S."

Staples' organization is also managing raw material costs amid evolving tariffs and trade dynamics.

"On the raw material front, the impact has been muted so far," says Staples. "Many highly efficacious actives come from Europe, and it seems tariffs on items coming from Europe are going to stabilize at 15%. Our plan of attack is equally purposeful, we're leveraging economies of scale, negotiating with suppliers, and closely monitoring costs, feedstocks and trade dynamics to mitigate increases wherever possible. In some cases, when all else fails, we will have to pass along a price increase to our customers."

Some Global Brands Shift Production to the US for Cost and Trade Advantages

Staples also shares insights on the growing trend of global brands shifting production to the United States due to cost and trade advantages.

"Cohere Beauty is primarily a North American manufacturer," the executive says, "with three U.S. facilities. We work with our brand partners to strategically select a location based on capabilities rather than geography. We are seeing growing interest from brands in Europe and China to shift production to the United States, largely driven by cost considerations, particularly tariffs."

Staples adds, "Qualifying a new CDMO is a lengthy, complex process, so these moves aren't made lightly. For most of our partners, producing in the U.S. and shipping globally remains advantageous, especially given the fact that these trade agreements are largely favorable for the U.S., so we don't anticipate that shifting in the near term."



"Cohere Beauty is primarily a North American manufacturer, with three U.S. facilities," says Chris Staples, CEO of Cohere. "We work with our brand partners to strategically select a location based on capabilities rather than geography. Pictured is a body care concept range produced by Cohere Beauty.

How AI and Automation Are Giving Beauty Manufacturing a Glow-up

Manufacturers' capabilities are getting a makeover. For instance, Cohere Beauty is leveraging automation and AI to transform its supply chain and manufacturing processes, driving efficiency, adaptability and sustainability.

Staples notes, "Cohere Beauty is on an ongoing automation and AI journey across our supply chain and manufacturing network. In areas where labor is constrained, we're strategically investing in automation to maintain efficiency and meet growing demand for domestic production."

She adds, "We're also exploring how to leverage AI for predictive maintenance, real-time quality control, and demand forecasting, helping us reduce downtime, improve consistency, and respond more quickly to shifts in the market. In beauty and personal care manufacturing, we see increasing adoption of AI-driven batch optimization, automated filling and packaging, and smart vision systems to ensure precision and speed. These investments not only help address labor challenges, but also enhance flexibility, speed-to-market and sustainability."

How Tariffs and Regionalization Could Reshape the Global Beauty Industry

Meanwhile, the global beauty industry faces potential shifts in production and supply chains as tariffs and regionalization trends influence manufacturing decisions.

"Fragrance remains one of the most Europe-centric categories, with roughly 70% of fragrance oils and production based there," says Staples. "Tariffs on imports to the U.S. could drive shifts, but fragrance supply chains are highly complex, and moving production is rarely straightforward."

She adds, "Prestige and luxury skin care presents another on-shoring opportunity, with ingredients sourced globally, but much of the finished goods production still concentrated in Europe, Korea and emerging markets."

Staples concludes, "While tariffs may incentivize some brands to explore U.S. manufacturing, these transitions take time and careful qualification. We expect movement toward regionalization in select cases, but it won't be a wholesale shift overnight."

Consumer Spending Shifts Amid Geopolitical Uncertainty

There are other considerations to keep in mind, of course. For instance, consumers are prioritizing needs over wants, cutting back on spending, and seeking deals or smaller pack sizes due to low confidence and economic uncertainty.

"We do see that our brands are concerned about geopolitical uncertainty—consumer confidence is at an all time low," says Staples. "Increasingly, consumers are weighing needs versus wants when making purchasing decisions and working through what they already have at home, holding off on new purchases and visiting stores less often to avoid unnecessary spending. Lower-income consumers are seeking price promotions and smaller pack sizes to stretch budgets between paychecks, while higher-income shoppers may be hunting for deals as well." ■

Courtesy of Cohere Beauty



Stick formats performed well in Q1 2025, particularly eye shadows and foundations (both up in the double digits).

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STICK TO IT: MAKEUP'S GROWTH AGENDA FOR 2025-2026

Convenience and skin-loving ingredients define many of makeup's top-performing categories.



Prestige makeup remained the top prestige beauty category based on sales volume in Q1 2025, per Circana[a], but still dropped 1% in dollar sales. Notably, face and eye categories struggled, but stick formats performed well, particularly eye shadows and foundations (both up in the double digits), which actually outshone traditional formats in those categories. Meanwhile, lip products, long a boom sector for makeup, was flat. That said, lip oils, balms and liners did achieve growth.

A cursory review of the fastest-growing segments in makeup reveals a blend of convenience and skin-loving ingredients. In this article, we explore these high-growth categories and provide actionable insights for beauty marketers and product developers looking to stay ahead of the curve.

Stick Formats: the Convergence of Color Payoff, Convenience& Skin-friendly Ingredients

The popularity of stick formats is likely driven by a range of benefits, including portability and convenience, minimizing mess and delivering travel-friendly experiences---typically without the need for additional tools. At the same time, many stick products provide multi-use functionality, as seen with Milk Makeup's Lip + Cheek Cream Blush Stick and Lip Color or Tarte's Maracuja Juicy Lip & Cheek Multi-Stick. This simplifies beauty routines and saves consumers money. In addition, stick formats provide greater control and precision in application, further simplifying rituals.

Eye Shadow Sticks for Long-Lasting, Effortless Wear

The eye shadow stick category is well-populated, featuring SKUs such as Bobbi Brown's Dual-Ended Long-Wear Waterproof Cream Eyeshadow Stick; Ilia's Eye Stylus Shadow Stick—Long-Lasting Cream Eyeshadow, featuring antioxidant upcycled grape extract; Rare Beauty by Selena Gomez's All of the Above Weightless Eyeshadow Stick; Milani's Gilded Eyeshadow Sticks; Tarte's Quick Stick Waterproof Shadow & Liner, featuring Amazonian clay for better wear, mineral pigments for soothing and softening the lids, and antioxidant vitamin E.

Foundation Sticks with Skin-Loving Ingredients

Foundation sticks similarly feature a range of formats and skin-friendly ingredients. SKUs on the market

[a]www.circana.com/industries/beauty

include BLK/OPL's True Color Skin Perfecting Stick Foundation SPF 15; Merit's The Minimalist Perfecting Complexion Foundation and Concealer Stick, featuring moisturizing and conditioning fatty acids and sea daffodil extract to minimize the appearance of dark spots and unwanted pigmentation; LYS Beauty's Triple Fix Blurring and Hydrating Skin Tint Foundation Stick, featuring hydrating and redness-soothing green tea extract, moisture-retaining watermelon seed extract, and antioxidant rosehip oil to address dark spots and moisture levels; Basma's The Foundation Stick for Hydrating, Buildable Coverage and Natural Finish, featuring aloe vera to support collagen production, antioxidant and hydrating vitamin E, and softening apricot butter; and Anastasia Beverly Hills' Beauty Balm Serum Boosted Skin Tint, featuring hyaluronic acid microspheres, a peptide complex, fatty acids, a collagen stabilizer, shea butter, and coconut, marula and jojoba seed oils.

Packaging Solutions for Makeup's Stick Format Craze

"When it comes to new innovation for face, lip and eye care packaging, consumers and brands alike are seeking unique designs that combine a variety of shapes, multifunctionality and tactile appeal that looks good on the shelf, in the hand and on screens," says Sue Nichols, group CEO, ICONS America.

She adds, "One of our latest transformations is our versatile range of click pens with skin care-inspired applicators. The range includes heart shaped and teardrop shape applicators featuring a stainless steel ball at the center designed to enhance user experience with a calming touch."

The click pens feature a 2 ml capacity and are designed with a durable PP cap, base and holder. They are ideal for liquid formulations, including lip oils, glosses, stains, concealers, and targeted treatments for lips or eyes.

"As demand grows for lip color that does more—think nourishing



ICONS America's click pens are ideal for liquid formulations, including lip oils, glosses, stains, concealers, and targeted treatments for lips or eyes.



"As demand grows for lip color that does more—think nourishing balm hybrids, high-shine oils, and skin care-inspired textures—brands are rethinking how packaging can keep up," says Stephanie Rowntree, international product manager, HCP Packaging. "For premium launches, HCP's Harmony Luxe Trimline (pictured) hits the mark."

From top: image courtesy of ICONS America; HCP

balm hybrids, high-shine oils, and skin care-inspired textures—brands are rethinking how packaging can keep up," says Stephanie Rowntree, international product manager, HCP Packaging. "It's no longer just about looking good; it's about delivering on performance, sustainability and that all-important feel in the hand."

She adds, "For premium launches, HCP's Harmony Luxe Trimline hits the mark. With its monomaterial aluminum design, it brings that satisfying cool touch and elevated finish consumers associate with luxury—while helping brands move toward more circular material choices. On the mass side, our Harmony PP Refill Slimstick offers a refined profile with a different take on sustainability. Made entirely from PP and designed for easy refills, it's a smart option for brands looking to cut waste and boost recyclability."

Rowntree concludes, "Both formats are built with balm textures in mind, using guided mechanisms to ensure smooth, high-performance application. And with full customization options, they give brands the flexibility to stay visually on-brand while aligning with the growing shift toward responsible beauty."

The Lip Category's Vibe Shift

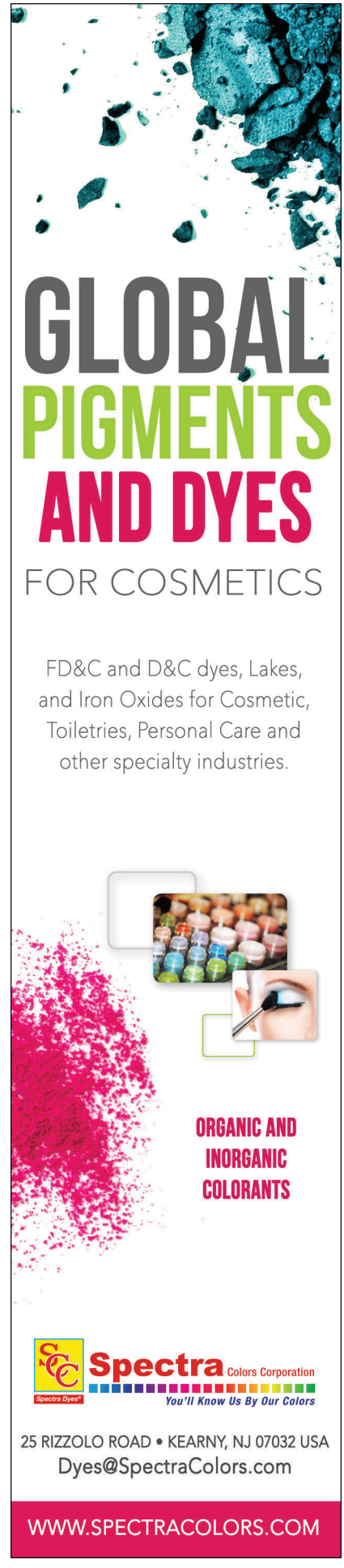
In 2024, according to Circana data, lip products were the top makeup category performers in the United States, increasing 19% on the strength of hybrid products with color payoff (fun) skin care benefits (functionality). Leading lip formats included oils and balms.

While the lip sector is a bit more challenged in 2025, oils, balms and



Image courtesy of Revolution Beauty

Like the stick sector, tinted lip oils merge color with skin-friendly formulations.





Lip balms drove growth in Q1 2025, while the wider lip makeup category was flat.



"With beauty-meets-care hybrids continuing to gain traction, HCP partnered with Yepoda on the launch of their refillable Multi-Balm, a nourishing essential designed for simplified routines and standout results," says Stephanie Rowntree, international product manager, HCP Packaging.



Sacheu became TikTok famous with the launch of its Lip Liner Stay-N, which also figured prominently in the brand's array when it entered Ulta Beauty in December 2021.

select other formats show resilience—and continued growth.

Trending Tinted Lip Oils: Hydration Meets Color

Like the stick sector, tinted lip oils merge color with skin-friendly formulations. SKUs in the space include Charlotte Tilbury's hydrating, serum-like Matic Lip Oil Crystal Elixir, featuring swertian leaf extract to address lip lines, resurrection leaf to retain moisture, BASF's Sqisandryl LS 9905 for plumping and hydrating hyaluronic acid.

Other products in the space include Tower 28 Beauty's ShineOn Lip Jelly Hydrating Non-Sticky Lip Oil, featuring soothing apricot kernel oil, raspberry seed oil for defense against free radicals and environmental aggressors, and regenerating rosehip oil; Gisou's Honey Infused Hydrating Lip Oil, featuring the company's signature moisturizing Mirsalehi and hydrating/smoothing hyaluronic acid; Too Faced's Kissing Jelly Hydrating Lip Oil Gloss, featuring jojoba and sunflower seed oils; Rare Beauty by Selena Gomez's Soft Pinch Tinted Lip Oil Stain, which also features jojoba and sunflower seed oils; and Saie's Glossybounce High-Shine Hydrating Lip Gloss Oil, featuring hyaluronic acid for a moisture-plumped look, jojoba oil for soothing chapped lips, and conditioning shea butter.

Lip Balms Combining Color and Care

Lip balms offer similar color-meets-care benefits. SKUs in the space include Polite Society's Polite Pout Glossy Lip Balm, featuring moisturizing hazelnut and peony flower, as well as soothing cherry blossom; Kiko Milano's lightly tinted Coloured Balm Lip Balm, featuring vitamins A, E and C and shea butter; Live Tinted's Unity Balm Ultra-Hydrating Lip Balm, featuring shea and murumuru seed butters, hyaluronic acid, and vitamin E; and Summer Fridays' Lip Butter Balm Treatment for Hydration + Nourishing Shine, also featuring shea and murumuru seed butters.

A thriving category requires unique packaging solutions.

From top, L ot R: image by Frederica Aban at Adobe Stock; HCP/Yepoda; Sacheu



HCP worked with Clarins on a distinctive launch in the balm sector.

"With beauty-meets-care hybrids continuing to gain traction, HCP partnered with Yepoda on the launch of their refillable Multi-Balm, a nourishing essential designed for simplified routines and standout results," says HCP's Rowntree. "To bring the brand's vision to life, we combined our stock refill Devotion mechanism—engineered for repeat use and high performance—with custom aluminum fashion parts, elevating the design with premium exterior. Decorated with a clean, matte finish, the pack reflects Yepoda's focus on both efficacy and contemporary aesthetics."

Rowntree adds, "With five dewy tints, the premium style and rechargeable format, this pack is a modern take on the balm category—serving beauty minimalists and skin care loyalists alike. We love how this launch blends form and function, perfectly in step with today's ingredient-led, pared-down beauty rituals."

HCP also worked with Clarins on another distinctive launch in the balm sector.

"Aligning perfectly with premium balms and oils, HCP is thrilled to supply Clarins with custom packaging for their Lip Oil Balm—a standout product that combines color, care and craftsmanship," says Rowntree.

"Developed and packaged in a stylish trimline format exclusive to the brand, the design blends precision engineering with an elegant aesthetic."

Rowntree adds, "A sleek champagne gold base is paired with a color-matched translucent cap and finished with a debossed metallic logo band—creating tactile branding that enhances both the visual and sensory appeal. This refined trimline mechanism not only supports the soft balm-oil hybrid formula, but delivers both performance and prestige."

Image courtesy of HCP/Clarins



Lip Liners Gain Definition

Sacheu became TikTok famous with the launch of its Lip Liner Stay-N, which also figured prominently in the brand's array when it entered Ulta Beauty in December 2021. The brand, which has since rolled out its complete cosmetics range at the retailer, has remained a top performer in the category.

In July 2025, Spate reported that Sacheu achieved "7.7K average monthly searches on Google and 63.6M average weekly views on TikTok." Furthermore, the firm reported that the brand "has grown by 259.6%" versus 2024 "across platforms." Search volume was spurred by the brand's viral lip stain, which Spate said reflects "a broader consumer interest in low-maintenance, long-wear beauty solutions."

Other SKUs in the space include Rare Beauty by Selena Gomez's Kind Words Lip Liner; Charlotte Tilbury's Lip Cheat Lip Liner; Saie's Lip Liner 101: Creamy & Nourishing Lip Pencil, featuring hydrating meadowfoam oil, moisturizing jojoba seed oil and vitamin E-rich shea butter; and Morphe's Soulmatte Filling Gel Lip Liner, featuring vitamins and antioxidants via sweet almond and tea seed oils.

10 Marketing & Product Innovation Takeaways

1. **Stick formats are trending:** The popularity of stick products for eyes, lips and face stems from their convenience, portability and mess-free application. They also offer multi-use functionality, simplifying routines for consumers.
2. **Emphasize hybrid benefits:** Consumers are gravitating toward products that combine makeup with skin care benefits, such as hydration, antioxidant protection and soothing ingredients.
3. **Multi-use functionality is key:** Products like lip-and-cheek sticks and foundation sticks that serve multiple purposes provide value and appeal to simplifying beauty routines.
4. **Eye shadow sticks are rising:** Long-lasting, easy-to-use eye shadow sticks with antioxidant and skin-soothing ingredients are gaining traction, catering to consumers seeking effortless wear.
5. **Focus on skin care-infused foundations:** Foundation sticks featuring hydrating, calming and redness-reducing ingredients like hyaluronic acid, green tea extract and aloe vera are a hit with consumers prioritizing skin health.
6. **Leverage lip oils' dual appeal:** Tinted lip oils that combine hydration with a pop of color (e.g., featuring hyaluronic acid and plant-based oils) are meeting consumer demand for fun yet functional products.
7. **Tinted lip balms remain resilient:** Products that blend color with moisturizing and nourishing ingredients, such as shea butter and vitamins, are driving growth in the lip category.
8. **Highlight natural and clean ingredients:** Consumers increasingly value products with plant-based oils, vitamins and antioxidant-rich ingredients for both functionality and ethical appeal.
9. **Portability and ease matter:** Across all categories, products that simplify application and are easy to use on the go resonate with busy, modern consumers.
10. **Position products as skin care-makeup hybrids:** Market products as offering both cosmetic and skin-loving benefits to align with evolving consumer preferences for multifunctional beauty solutions. ■

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Rita Corp.'s Ritafactants are said to be ideal for formulating low-irritation shampoos, body washes, facial cleansers, baby care products, shaving products and environmentally friendly household cleaners.

Image by Vitória Santos at Pexels

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BIO-BASED INGREDIENTS: USHERING IN THE ERA OF HIGH-PERFORMANCE CLEAN BEAUTY

BY **JEB GLEASON-ALLURED** and **EMMANUEL HENDERSON,** *Global Cosmetic Industry*
and **RACHEL GRABENHOFER,** *Cosmetics & Toiletries*



Seaweed biotech startup BioMara officially launched its flagship cosmetic active, Revyntra, during in-cosmetics Global 2025. Described as a premium high-purity fucoidan extract, the ingredient is derived from regeneratively farmed seaweed, and can be used in skin and hair care formulations.

The beauty and personal care industry is turning to bio-based ingredients to deliver high-performance, clean beauty solutions that meet consumer demand for safe, effective and eco-friendly products and offer a path forward for conventional clean brands in an era dominated by dermocosmetics.

Regeneratively Farmed Fucoidan for Sustainable Skin and Hair Care

Seaweed biotech startup BioMara officially launched its flagship cosmetic active, Revyntra, during in-cosmetics Global. Described as a premium high-purity fucoidan extract, the ingredient is derived from regeneratively farmed seaweed, and can be used in skin and hair care formulations.

Backed by research and developed through a traceable supply chain, Revyntra reportedly offers targeted performance at low inclusion rates. Touted benefits include: hydration, antioxidant action and environmental defense for skin. According to the company, the ingredient is suitable for use in serums, creams, masks and hair products. Biomara adds that Revyntra is also currently undergoing independent in vitro testing to validate its potential anti-inflammatory, antioxidant, anti-aging, collagen-boosting and skin-friendly properties.

"Revyntra is the result of years of R&D optimizing extraction to unlock the potential of seaweed extracts for

Image by Daniel Poloha at Adobe Stock

health," said Jay Dignan, CEO of BioMara. "There is surging demand across the cosmetics industry for natural, research-backed active ingredients. Revyntra answers that call — combining efficacy and sustainability in one hero ingredient."

As the company explains, Revyntra is powered by fucoidan, a complex sulfated polysaccharide naturally found in brown seaweeds native to United Kingdom waters. BioMara's proprietary extraction method is designed to preserve the full bioactivity of the compound, producing a high-performance, zero-waste ingredient.

The same process also reportedly enables the co-extraction of other valuable seaweed components for future use. What's more, BioMara sources its seaweed from local regenerative farms, ensuring traceability while supporting coastal economies and marine biodiversity.

With Revyntra, BioMara positions itself as an expert in sustainable marine-derived actives for a global beauty industry increasingly focused on clean, high-performing and eco-friendly products.

Low-irritation Bio-based Surfactants for Hair, Body and Beyond

Rita Corp.'s Ritafactants are bio-based surfactants made from renewable raw materials, designed to deliver effective and eco-friendly solutions for personal care and household products. They are said to be ideal for formulating low-irritation shampoos, body washes, facial cleansers, baby care products, shaving products and environmentally friendly household cleaners.

Key features of Ritafactants include high foaming, mildness and cold process capability, making them versatile for a wide range of applications. They are plant-based, PETA/vegan compliant, RSPO MB certified and free from PROP 65 substances. Additionally, Ritafactants are readily biodegradable and > 99% bio-based (except for SFE variants), making them a sustainable and environmentally conscious choice. Most Ritafactants are also ECOCERT certified, except SFE variants.



Designed for use in skin care and deodorant formulations, AdvensProtect 2-EHG Green delivers both functional benefits and a sustainable edge.

A Multifunctional Bio-based Solution for Hair, Makeup and More

Seqens has introduced AdvensProtect OE Green, a multifunctional blend of 100% bio-based caprylyl glycol and 100% bio-based ethylhexylglycerin, to meet the growing demand for sustainable and effective cosmetic solutions. Developed and manufactured by Chemoxy, a Seqens Personal Care affiliate in the United Kingdom, AdvensProtect OE Green is said to deliver high-performance benefits while supporting green formulation goals, thanks to its fully renewable origin.

This clear, colorless to light-yellow liquid is ideal for cold-processed and easy-to-formulate products, per the company. Benefits include its multifunctionality, combining humectant, emollient, deodorizing and preservative-boosting properties. It also serves as a moisturizer, as caprylyl glycol's lipophilic chain supports moisture retention by integrating with skin lipids.

The ingredient additionally improves texture and pigment dispersion; reduces formulation tackiness; enhances the efficacy of existing preservatives or acts as a stand-alone multifunctional ingredient; and is suitable for a broad range of skin care, hair care and color cosmetics. The ingredient reportedly seamlessly substitutes its synthetic counterparts with no reformulation required.

Stable across all pH levels and temperatures, and applicable in formulas from serums and creams to hair care and deodorizing products, this ingredient aims to provide multifunctionality without compromising on sustainability.

Clean Beauty's High-performance Bio-based Future

As the beauty and personal care industry evolves, innovations like bio-based ingredients, sustainable actives and multifunctional solutions are paving the way for cleaner, greener and more effective products. By embracing these advancements, brands can meet consumer demands while driving sustainability and performance forward. ■

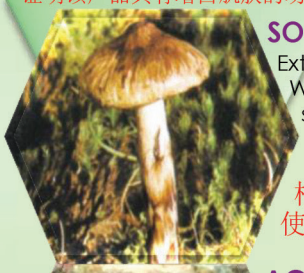
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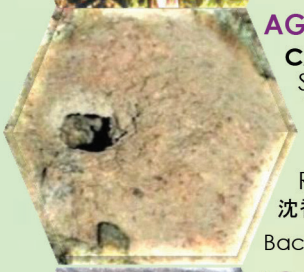
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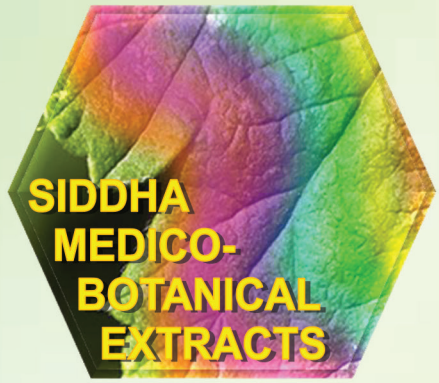
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Dark Ultra Brilliant Yellow 深黄 Yellow Light 浅黄
Dark Black 黑

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HIGH-PERFORMANCE BIOTECH: THE FUTURE OF BEAUTY INNOVATION

According to recent projections, the global market for biotech ingredients — including those used in cosmetics — is estimated at US $2.59 billion in 2025, with expectations to reach $5.10 billion by 2034.



Inspired by senomorphic and senolytic science, OmniYouth is said to tackle signs of aging at the cellular level. This rejuvenating peptide targets senescent cells, which are often key contributors to age-related skin concerns such as reduced elasticity and UV-induced damage.

Image by Alessandro Grandini at Adobe Stock

The beauty industry is evolving with a focus on sustainability, effectiveness and science-based products, creating escalating demand for biotech ingredients for sectors such as sun care and skin tone correctors.

According to recent projections, the global market for biotech ingredients — including those used in cosmetics — is estimated at US $2.59 billion in 2025, with expectations to reach $5.10 billion by 2034, accelerating at a CAGR of 7.83% from 2025 to 2034[a]. This growth reflects increased investment in precision fermentation, green chemistry and AI-assisted bioactive development.

Precision Fermentation-derived Beta Glucan

Layn Natural Ingredients recently inaugurated an expanded biotechnology facility, which will significantly enhance the company's capabilities in precision fermentation and enzyme production. The first innovation to emerge from the facility is Galacan, a next-gen beta glucan.

Galacan is described as a highly bioavailable water-soluble heteropolysaccharide, developed as a powerful alternative to traditional beta glucans. According to the company, unlike beta glucans derived from oats, yeast, algae or mushrooms, Galacan is created via precision fermentation, forming a unique spiral-shaped heteropolysaccharide.

This structure is said to enhance receptor interaction on immune cells, improving both bioavailability and efficacy. According to the company, the ingredient marks a major advancement in the field of immune and metabolic health.

Applications include dietary supplements, functional foods, beverages and personal care.

"The expansion of our biotechnology facility marks a pivotal step for Layn, enabling us to set new standards in natural ingredient development," said James Roza, chief scientific officer at Layn Natural Ingredients.

AI-driven Peptide Design for Acne Control, Skin Aging, and Oral and Intimate Care

MetaNovas Biotech recently presented its AI-driven peptide portfolio. In addition to three previously described ingredients,the company highlighted four innovations demonstrating advances in microbial harmony, cellular senescence, oral microbiome regulation and inflammation control.

ClearAcne Magic is designed to restore microbial harmony in acne-prone skin to effectively support the prevention of blemishes. More specifically, the ingredient regulates sebaceous gland activity and inhibits *Cutibacterium acnes*. In addition, it prevents NO production and IL-6 and IL-1β activation, thereby reducing inflammation. According to the company, the precise microbial management provides a non-irritating solution, making ClearAcne Magic suitable for sensitive skin.

Inspired by senomorphic and senolytic science, OmniYouth is said to tackle signs of aging at the cellular level. This rejuvenating peptide targets senescent cells, which are often key contributors to age-related skin concerns such as reduced elasticity and UV-induced damage.

Per the company, the ingredient acts by: decreasing the expression of inflammatory factor NF-κB, inhibiting microbial lipopolysaccharides (LPS) that cause skin irritation; neutralizing ROS to prevent damage caused by oxidative stress; repairing and reducing UV-induced skin damage; reducing inflammation and cellular damage, while also increasing the expression levels of LMNB1 and COL 1A 1; and inhibiting cellular senescence, as demonstrated through a reduction in senescence-associated β-galactosidase.

PureSmile addresses a lesser-explored frontier in cosmetic solutions — oral health. The peptide is designed to regulate the oral microbiome, paving the way for a healthier smile. In particular, the ingredient targets microbial dysbiosis by selectively inhibiting gingival pathogens. What's more, it inhibits NO production, exerting an anti-inflammatory effect.

According to the company, this innovation carries implications not just for maintaining fresh breath, but also for oral hygiene support in broader personal care contexts.

Finally, designed for intimate personal care, IntimateGuard offers antibacterial and anti-inflammation effects specifically for the delicate vaginal area. The ingredient reportedly can selectively absorb and destroy harmful bacteria such as *Escherichia coli*, *Staphylococcus aureus* and *Candida albicans* without causing resistance.

Through its gentle mechanism of action, IntimateGuard also reduces inflammation without compromising the natural protective barrier of sensitive skin. In addition, according to the company, it does not inhibit probiotics and preserves the integrity of beneficial vaginal microbiota, such as *Lactobacillus acidophilus*.

This ingredient is said to strike a balance between efficacy and sensitivity, providing formulators with an option for intimate care products addressing discomfort, irritation and overall skin health. ■

[a] www.cosmeticsandtoiletries.com/cosmetic-ingredients/natural-sustainable/news/22945839

GOODBYE, MICROPLASTICS: BEAUTY'S GLOW-UP FOR A GREENER FUTURE

The beauty industry is undergoing a transformative shift as it works to eliminate microplastics from cosmetic formulations, driven by growing consumer demand for sustainability and stricter environmental regulations. Leading brands and innovators are stepping up to the challenge, introducing cutting-edge solutions that maintain performance while prioritizing eco-friendly ingredients. From silicone-based alternatives to seaweed-derived cellulose and biodegradable powders, these newly launched innovations aim to deliver the same luxurious textures, soft-focus effects and functionality consumers expect — without compromising the planet. Here's a closer look at some of the latest advancements reshaping beauty formulations for a cleaner, greener future.



Eastman's Esmeri CC1N10 is a microplastic-free cellulose ester micropowder designed for use in lipsticks, foundations and pressed powders. Notably, it offers excellent compressibility, making it an appealing alternative for brands looking to replace synthetic microplastics in their formulations.

Soft-Focus Microplastic Alternatives for Cosmetics

Shin-Etsu Silicones of America (SESA) has introduced microplastic-free alternatives for cosmetics, emphasizing soft-focus effects, powdery sensations and thickening properties. These include the following.

- **KSG-16-SF (INCI: Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer):** Provides maximum soft-focus and line-blurring effects for hiding wrinkles, while delivering a silky skin feel and serving as a thickening agent. Ideal for primers and compatible with silicones.
- **KM-116 (INCI: Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer):** A concentrated silicone elastomer gel emulsion that imparts a soft, silky and velvety feel to the skin. Reduces stickiness and works well in water-based or o/w formulations.
- **KSG-19 (INCI: Dimethicone (and) Dimethicone Vinyl Dimethicone Crosspolymer):** Lightweight elastomer gel offering a silky powdery sensation, matte effect and thickening properties. Suitable for achieving unique textures without heaviness.
- **KSG-45 (INCI: Coco-Caprylate/Caprate (and) Vinyl Dimethicone/Lauryl Dimethicone Crosspolymer):** An alkyl-modified silicone elastomer gel swollen with plant-based oil, enhancing powdery feel, thickening and mattifying effects. Compatible with silicones, organic oils and esters, making it ideal for highly organic systems.

These ingredients are designed to replace traditional microplastics, while maintaining aesthetic, sensory and functional qualities in cosmetic formulations.

According to SESA's cosmetics application laboratory team leader, Janine Cherette, "All of the materials demonstrate high optical blurring with nice sensorial texture and oil

Image by Sam Lion at Pexels



Big Kelp Flex harnesses the regenerative properties of seaweed to create a superabsorbent ingredient that efficiently suspends particles in mineral sunscreens.

Image by Mikhail Nilov at Pexels

thickening benefits. Used in a wide range of cosmetics formulations, they continue our effort to provide silicone options addressing the consumers needs for aesthetically pleasing performance based products."

SESA's North America marketing manager, Eric Bishop, added, "The range of soft-focus formulations mixture possibilities are vast for formulators to choose from to achieve their desired skin-friendly results."

A Sustainable Seaweed-Based Alternative to Synthetics

California-based biotech company Macro Oceans launched Big Kelp Flex, its new seaweed cellulose ingredient. This natural ingredient reportedly provides a level of performance equal to synthetics but eliminates microplastics from formulas. As the dialogue around sustainability endures and companies scrounge for microplastic replacements, clean, zero-waste innovation in the industry are exactly what the market is demanding.

According to the company, Big Kelp Flex salves several sore spots in the industry; one being that it's able to suspend high-density particles like zinc or titanium in mineral sunscreens. Previously, to ensure a product disperses evenly for effective sun protection, companies have turned to microplastics or natural ingredients like gum and bentonites, which can clog nozzles and contribute to white casting.

Big Kelp Flex harnesses the regenerative properties of seaweed instead to create a superabsorbent ingredient that efficiently suspends particles in mineral sunscreens.

Another need Big Kelp Flex meets is restoring luxurious, silky textures often lost in natural products.

"Seaweed cellulose fibers are naturally purer, longer, thinner and more flexible than other plant-based fibers such as wood," explains Colin Hepburn, chief technology officer. "This gives them superabsorbent properties and the ability to create unique visco-gel structures."



Microplastic alternatives offer a range of effects, including blurring, across an array of cosmetics.

"We're committed to sourcing ingredients that are as thoughtful in origin as they are effective in performance," says Matt Roomet, founder and CEO of Project Reef, on why he partnered with Macro Oceans.

"Big Kelp Hydration offers incredible skin benefits, but it also helps planet regeneration by sequestering carbon from our atmosphere. The partnership between Project Reef and Macro Oceans is about shared purpose and environmental impact."

A New Cellulose Ester Micropowder

Eastman showcased Esmeri CC1N10, a biodegradable, high-performance ingredient for color cosmetics, at NYSCC's Suppliers' Day 2025. This microplastic-free cellulose ester micropowder is designed for use in lipsticks, foundations and pressed powders. Notably, it offers excellent compressibility, making it an appealing alternative for brands looking to replace synthetic microplastics in their formulations.

Esmeri CC1N10 (INCI: Cellulose Acetate Butyrate) is derived from sustainably sourced wood pulp and is non-nano in scale, aligning with current environmental and safety standards, including evolving EU regulatory requirements.

The ingredient offers functional benefits such as: soft-focus optical properties, uniform pigment dispersion and good coverage, long wear, good color payoff and a natural matte finish, contributing to both sensory quality and visual performance. According to the company, by providing an alternative to traditional synthetic powders, Esmeri CC1N10 supports the development of environmentally responsible formulations.

The company notes that Esmeri CC1N10 was developed to fulfill "satisfaction gaps" among consumers. In a survey of some 4,000 women, ages 16-70 in Brazil, France, Germany, Italy, the United Kingdom and the United States, four top global beauty consumer concerns were identified:

1. Sticky and clumpy mascara (51%)
2. Liquid foundation offering poor coverage (39%)
3. Eye shadow that wears off (38%) and
4. Lipstick that wears off (37%).

Esmeri CC1N10 offers a freshwater biodegradable solution to several of these, with a naturality index (ISO 16128) of 0.62 (naturally derived). ■

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PERFORMANCE & SUSTAINABILITY DRIVE THE NEWEST MAKEUP INGREDIENTS

Color cosmetics innovation is getting a boost from a fresh wave of sustainable, high-performance ingredients.

From advanced pigments to biodegradable powders, the latest developments in makeup and color cosmetics ingredients are driving trends in both functionality and eco-conscious formulations.

This brief explores some of the most recent breakthroughs, including high-impact effect pigments, sustainable alternatives to microplastics and multifunctional polymers.

Whether you're looking to improve product performance, meet growing demand for clean beauty or push the boundaries of formulation, these innovations are shaping the future of makeup and color cosmetics.

New Amber Hue Added to Popular Effect Pigment Line

Sun Chemical has expanded its Chione Electric effect pigment range with the launch of Chione Electric Amber SB90D, the third new color in the line released this year. Based on a patented technology, Chione Electric Amber SB90D is a synthetic mica-based effect pigment in a shimmering amber hue. It joins earlier additions from 2025.

The pigment is made with globally approved color additives for cosmetics and supports vegan formulations. It is designed for use in bold, high-impact cosmetic, skin care and sun care applications. The Chione Electric series is reportedly known for its high chroma, UV stability and non-staining, non-bleeding properties.

"We're excited to be adding another color to our popular Chione Electric effect pigment line," said Ed Webb, global director of cosmetics at Sun Chemical. "The successful launches of our vegan, high chroma Chione Electric Sunset SK90D and Chione Electric Fuchsia SF90D have increased demand for more bright, clean hues and we're thrilled to add to this product line with a new amber color to meet our customers' needs."

Innovative Solution for Enhanced Eyelash Density and Protection

Symrise's new SymLash XTreme combines a redesigned lipopeptide with troxerutin, a blood microcirculation agent, to enhance eyelash density and follicle protection. Results are visible in as little as two weeks, according to the company; after six weeks, Symlash XTreme (INCI: Water (Aqua) (and) Glycerin (and) Troxerutin (and) Myristoyl Pentapeptide-17) can reportedly boost lash density by as much as 35%.

The lipopeptide provides keratinocyte stimulation while at the same time, the troxerutin imparts follicle protection to boost the appearance of eyelashes. Because the technology is available in a ready-to-use liquid format, it can be applied to eyeliners, eyelash serums, eyebrow mascaras and liners. According to Symrise, Symlash XTreme is"inspired by the market trend favoring multi-target approaches to eye beauty care."

"With SymLash XTreme, we're taking a comprehensive approach to eyelash care – enabling our customers to offer enhanced eyelash density and follicle protection, both efficiently and cost-effectively," said Marcia Paula, global category director hair care at Symrise. "With our strong track record in lipopeptides, SymLash XTreme aims at helping our customers to meet the growing consumer demand for natural eyelash fullness more easily than ever."

Qore Launches Bio-based 1,4-Butanediol Production in Iowa

Qore, a joint venture of Minnesota-based Cargill and Germany-based Helm AG, is beginning production of Qira brand 1,4-butanediol (BDO) in Eddyville, Iowa from locally grown dent corn. The versatile ingredient can boost the bio-based content of everything from hair and oral care to color cosmetics and packaging.

This alternative to fossil-derived BDO can be used in the manufacture of polyvinylpyrrolidone (PVP), a water-soluble polymer used as a film former in cosmetics like mascara and eyeliner.

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Whether you're looking to improve product performance, meet growing demand for clean beauty or push the boundaries of formulation, these innovations are shaping the future of makeup and color cosmetics.

Image by Konstantin Mishchenko at Pexels



Symrise's new SymLash XTreme combines a redesigned lipopeptide with troxerutin, a blood microcirculation agent, to enhance eyelash density and follicle protection.

A Sustainable, High-Performance Powder for Makeup Formulations

Grant Industries' Granpowder CSC is a biodegradable powder designed to elevate makeup and color cosmetics formulations. Created as a sustainable alternative to traditional microplastic powders, it delivers exceptional performance while aligning with eco-conscious values.

Granpowder CSC's proprietary surface-coating technology, made from food-grade *Zea mays* (corn) starch and calcium silicate, reportedly provides a velvety-smooth texture, excellent slip, and a luxurious application feel. Its unique polyhedral-to-subspherical particle shape creates a soft-focus effect, blurring imperfections and delivering a flawless, photo-ready finish in makeup products like primers, foundations and powders.

With strong oil absorption capabilities, Granpowder CSC is ideal for matte and oil-control formulations, purportedly matching the performance of leading synthetic powders like polymethylsilsesquioxane. Its light-diffusing properties also enhance complexion products, offering a natural, radiant look.

Granpowder CSC's versatility makes it easy to incorporate into various makeup formulations, including oil-in-water (O/W), water-in-oil (W/O) and anhydrous systems. Whether it's for creamy blushes, silky eyeshadows, or lightweight foundations, this ingredient ensures top-tier performance without compromising sensory appeal.

A New Sustainable, Naturally Derived Polymeric Emulsifier

Lubrizol's new PemuPur Vista polymer is a naturally derived polymeric emulsifier for skin care, sun care, makeup and other applications.

The polymer's"unique" structure is claimed to allow formulators to use the material at low levels to produce rich lotions and creams with a light sensory feel, softness and no stickiness.

It also provides primary emulsification and long-term stability up to 12,000 mPa.s*.

Furthermore, the polymer reduces particle size and stabilizes oil droplets, per Lubrizol, making it appropriate for makeup requiring pigment compatibility, stabilization and viscosity build, as well as reduced emulsifier content for marked smoothness and softness.

The ingredient, which reportedly has a sensory profile similar to synthetic polymeric emulsifiers, features a natural origin content of 97% (ISO 16128) and biodegradability credentials (OECD 301D).

Microplastic-Free Solutions for Cosmetics

Shin-Etsu Silicones of America (SESA) has introduced microplastic-free alternatives for cosmetics, emphasizing soft-focus effects, powdery sensations and thickening properties. This includes KSG-19-PF (INCI: Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer), which reportedly creates a powdery skin sensation and matte finish to reduce shine. It also acts as a thickening agent and works well in skin care and makeup formulations. ■

Image courtesy of Symrise

















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THE RISE OF FACE-GRADE BODY CARE: A SKIN CARE TRANSFORMATION

From vitamins to fragrance to barrier defense, body skin care is undergoing a revolution.

The skinification of body care, driven by the application of face-grade actives, is well underway, reinforced by consumer preferences for self-care rituals in which the category features prominently.

"We're witnessing a profound shift: brands are redefining body care with the same level of scientific rigor and clinical performance once exclusive to facial skin care," says Michelle Chavez, chief commercial officer, Accupac, a specialist in contract development and manufacturing. "The future of beauty isn't face-only. It's about delivering transformative, face-grade results from head to toe—because today's informed, results-driven consumers expect nothing less."

Chavez adds, "Face-grade means more than premium actives—it means visible results and gentle care in equal measure. Consumers want derm-level results, minus the irritation."

To illustrate these concepts in action, Accupac has developed several product concepts, including the Ageless Hand Cream, featuring face-grade ceramides and antioxidants, and the Eczema Relief Body Comfort Cream, designed to calm and fortify compromised skin. Other examples include the company's Cooling Pain Relief Gel Cream with 4% lidocaine and the Cream-to-Oil-to-Milk Cleanser. All are engineered to deliver clinical results and consumer comfort in the body care space.

Given this evolution, it's no wonder the body skin care category is a leading driver of growth in the broader skin care sector. But where will the category go next? And how can brands harness growth while delivering newness to the sector? We have some answers.

What's Driving Growth in Body Care?

In Q1 2025, skin care sales in the U.S. market fell by 3% overall[a], per Circana. (Units in the period actually increased, signaling a drift in purchases to the mass sector.) The prestige sector saw notable drops in results for face serums and exfoliators, as well as lip treatments, among other facial skin care categories. Conversely, body skin care was a growth driver, including body sprays and serums.

[a]www.circana.com/post/mass-beauty-us-sales-growth-outperforms-in-q1-as-prestige-remains-flat-circana-reports



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"Face-grade means more than premium actives—it means visible results and gentle care in equal measure," says Michelle Chavez of Accupac.

More recently, Daash[b] reported that the U.S. bath and body sector, which includes body skin care, grew by 23% when comparing June 2024 and June 2025 results. Notably, prices in the category were also up 7% on average year-over-year, which is higher than the 2.7% overall U.S. inflation rate reported in July 2025, but significantly lower than the overall prestige beauty sector, which reportedly saw prices rise an average of 12% year-over-year in June 2025.

Ingredient-Focused Trends in Body Sprays and Serums

SKUs in the body spray sector often call out key hero actives in their naming conventions. Examples include Rare Beauty by Selena Gomez's Find Comfort: Awaken Confidence Body & Hair Fragrance Mist with Niacinamide (also featuring moisturizing ashwagandha root extract and strengthening biotin; Murad's Clarifying Body Spray with Salicylic Acid; and Sol de Janeiro's Mini Rio Radiance SPF 50 Body Spray Sunscreen with Niacinamide, which neatly marries the growth sectors of sun and body care in a single product.

The same ingredient call-out trend typifies the body serum category, as seen with Topicals' Slather Exfoliating Body Serum with Retinol and AHAs; Nécessaire's The Body Serum—With Hyaluronic Acid, Niacinamide + Ceramide; Good Molecules' vitamin-driven B5 Hydrating Body Serum; The Ordinary's Salicylic Acid 0.5% Body Serum Exfoliating Treatment for Acne; and Dime's Boosting Body Serum: Ceramides + Niacinamide.

Sprays offer consumers convenience and ease of use, while serums offer a facial skin care-inspired dose of indulgence. Both are proven winners in the market. Yet there are other dimensions of body care worth exploring for future product innovation and marketing initiatives.



Body serums are a top growth sector in the wider skin care sector.

The boom in sprays require packaging solutions.

"Consumer interest in body and hair mists as well as hybrid skin care formulations continues to rise," says Sue Nichols, group CEO, ICONS America. "As a result, brands are increasingly looking for the latest and greatest in the fine mist sprayer packaging world that can efficiently deliver a smooth, all-over application."

She adds, "One of my favorite new items is our Slow Release Sprayer, designed to deliver a full, sustained application and a weightless finish. With one single slow, even press, it dispenses a wide angled 0.65 cc dose,



"One of my favorite new items is our Slow Release Sprayer, designed to deliver a full, sustained application and a weightless finish," says Sue Nichols, group CEO, ICONS America.

From top: image by Kaboompics.com at Pexels; courtesy of ICONS America

[b]www.daash.co

making it ideal for hair care, body care and 'fragrance-adjacent' formulations."

The versatile Slow Release Sprayer, designed with a 24/410 neck size, is compatible with a wide range of bottle shapes and capacities, per Nichols.

Top Body Care Innovation Opportunities

Fragrance and sensorial experiences are taking center stage in the body care industry, transforming everyday routines into indulgent, feel-good rituals. From cobranded collaborations like Dove and Crumbl's gourmand-scented collection to the rise of relaxation-driven brands like Sand + Fog, scent has become a key driver in engaging consumers seeking both comfort and luxury. Beyond fragrance, innovations in texture, multi-functionality and vitamin-infused formulas are elevating body care products to new heights, blending science-backed efficacy with sensorial appeal. This shift reflects a broader trend where self-care and skin care intersect, offering consumers products that deliver results while enhancing their overall well-being.

The Power of Fragrance: Indulgence and Relaxation

As seen in the hair and body spray/mist sector, scent can play a central role in product and brand differentiation. While scent in the body care sector is hardly new, it remains highly relevant amid a broader boom in all things fragrance.

Case in point: in November 2024, Dove and Crumbl launched a co-branded collection of body wash, body scrub, deodorant and liquid hand wash in gourmand scents such as Confetti Cake, Lemon Glaze and Strawberry Crumb Cake. The launch included a pink makeover of Dove's packaging—a first for the brand. At the time of the launch, Gaurav Raisinghani, head of innovation, equity and brand design for Dove skin cleansing, said, "Dove and Crumbl both have passionate, loyal fan bases that revel in the feel-good moments our brands offer. Pairing Dove's commitment to superior care with the irresistible scents of Crumbl felt like a natural fit. By listening to our communities, we identified the Crumbl flavors that would resonate most for this collaboration. The result is a collection that challenges what you thought was possible from your body care routine, allowing anyone to cookie all day, every day."

A July 2025 report from Spate[c] revealed that online Crumbl searches alongside body care had spiked more than 1,000% year-over-year, while the Crumbl brand overall has experienced a greater than 186% rise on TikTok.

At the same time, per Spate, relaxation-focused brand Sand + Fog has also grown by more than 1,000% across various digital platforms. The brand, which offers scented candles, perfumer oils, body care and other products, has benefited from trends around fragrance wardrobes and layering. Interestingly, like Dove, Sand + Fog is accessibly priced, retailing in stores such as TJ Maxx, Marshalls and Costco, all of which themselves are experiencing rises in digital searches, per Spate.

As these examples show, affordable body care, led by scent, can engage shoppers, whether they're seeking indulgence or comfort.

Don't Forget the Sensorial Angle

Like fragrance, sensorial elements are a critical element of body care solutions, enhancing well-being dimensions of consumer experiences.

"Skin care and self-care are no longer separate conversations," says Chavez. "Today's products must deliver tangible results and elevate the daily ritual. Our Everything Shower Hair & Body Treatment epitomizes this ethos: a multi-tasking conditioner infused with peptides and ceramides that doubles as a rich body moisturizer and shaving cream—luxurious, efficient and indulgent. Meanwhile, our Butter Cream wraps skin in a decadent, fast-absorbing



In November 2024, Dove and Crumbl launched a co-branded collection of body wash, body scrub, deodorant and liquid hand wash in gourmand scents.

Image courtesy of Dove/Crumbl

[c]www.spate.nyc/beauty



Recently, Sol de Janeiro launched the Gen Z-targeted Body Badalada Vitamin-Infused Lotion described by the brand as "weightless, high-performance and rooted in sensory impact."

texture that transforms everyday hydration into a mood-lifting moment."

Chavez concludes, "Science-backed, sensorial, and deeply satisfying—this is next-level skin care you can feel.

Take Your Vitamins

As previously reported, vitamins are among the fastest growing product attributes in the sun care category[d]. A similar ramp up in vitamin-centric product design is occurring in the body care sector.

Recently, Sol de Janeiro launched the Gen Z-targeted Body Badalada Vitamin-Infused Lotion described by the brand as "weightless, high-performance and rooted in sensory impact." Offering 24-hour hydration, Body Badalada comprises Brazilian sugarcane and a seven-hyaluronic acid blend paired with the brand's Cheirosa 62 scent.

In June 2025, vitamin and supplement disruptor Olly broke into the body care sector with Olly Mood + Skin, pairing skin wellness and scent-forward, neuroscience-backed self care.

The SKUs, priced at $12.99, includes the Calm Body Wash and Body Serum, featuring fragrance notes of eucalyptus and amber, as well as skin-friendly ingredients like hyaluronic acid, adaptogens and vitamin B3, and The Revive Body Wash and Body Scrub with a refreshing scent alongside magnesium, electrolytes and vitamin B12.

Other products in the range feature vitamins C and D, skin care stalwarts such as retinol and caffeine, and scent notes of uplifting citrus, and relaxing jasmine and bergamot.

All products are "designed to repair your skin barrier," per the brand, driven by the 12-hydroxystearic acid (12-HSA) content in its vitamin complexes, which reportedly repairs, strengthens and moisturizes skin. According to Olly, the vitamin complexes function "by replacing lost lipids with skin-like lipids to repair and strengthen the skin barrier."

Meanwhile, the Olly body care fragrances were tested "using EEGs to measure brain activity while sniffing the collection's scents." Per the brand, the Bright fragrance increased beta and gamma brain waves, signaling an upbeat mood, while the Calm scent engendered a boost in alpha brain waves, signaling relaxation.

"At Olly, we believe feeling good from the inside-out is the foundation of living well, and that goes beyond just vitamins," said Bryan Ferschinger, chief revenue officer of Olly. "Launching Olly Mood + Skin was a natural evolution for us as we expand the ways we support people's daily wellness rituals. We want to offer products that refresh both body and mind, and are excited for people to experience this new line powered by our signature vitamin blends and science-backed fragrance technology."

[d]www.gcimagazine.com/brands-products/sun-care/article/22942813/outshining-the-sun-care-competition-10-innovation-strategies

Image courtesy of Sol de Janeiro

The rising focus on vitamin-infused and science-backed formulations in body care highlights a growing demand for products that combine skin wellness with sensory experiences. By integrating innovative ingredients, advanced skin care science and mood-enhancing fragrances, these products aim to repair, hydrate, and uplift, catering to consumers seeking both functional benefits and emotional well-being in their daily routines.



In June 2025, vitamin and supplement disruptor Olly broke into the body care sector with Olly Mood + Skin, pairing skin wellness and scent-forward, neuroscience-backed self care.

Accessible Efficacy

Tree Hut is famously focused on Gen Alpha and Gen Z, offering accessibly priced body care products for younger shoppers. But no one stays forever young. Recently, recognizing an opportunity to grow alongside its customers, Naterra, the creator of Tree Hut, has launched Bdy., bridging "everyday shower staples and high-performance skin care."

The initial seven-SKU range is lightly fragranced and designed to meet consumers' desire for more sophisticated skin care benefits. It includes the sprayable Dual Phase Body Serum Mist, featuring niacinamide, plant-derived squalane, tranexamic acid and hyaluronic acid; the Overnight Body Serum, featuring bakuchiol, hyaluronic acid, plant-derived squalane and glycerin; and the Weightless Body Lotion, featuring glycerin, hyaluronic acid, ceramides, sodium PCA and urea.

"We focused on skin care-inspired ingredients, thoughtful textures and dermatologist testing to ensure every product delivers real results without overcomplicating the routine," said Luis Garcia, the brand's CMO. "Bdy. reflects how we see the future of body care—effective, accessible and made for every body."



"We focused on skin care-inspired ingredients, thoughtful textures and dermatologist testing to ensure every product delivers real results without overcomplicating the routine," said Luis Garcia, Bdy.'s CMO.

Barrier-first Body Care

As shown with the Olly body care launch, a focus on a healthy skin barrier offers brands an opportunity to leverage face-grade technologies beyond the face.

"Today's consumers are redefining wellness, expecting the same science-backed, sensorially elegant skin care for their bodies as they do for their faces," says Nina Esposito, managing director of Provital. "The line between facial care and body care is blurring."

She adds, "The skin's barrier is the body's first line of defense, yet environmental stressors, over-cleansing and seasonal changes constantly threaten its integrity."

Provital developed its Hydrafence technology to take on skin barrier challenges. The technology comprises a hydrocolloid matrix (derived from rice amylopectin) and a *Lithothamnion calcareum* seaweed extract that is rich in calcium.

The technology addresses compromised skin barriers by stimulating occludin expression,

From top: image courtesy of Olly; Bdy

"a key tight junction protein," per Esposito, which helps reinforce the skin's structure.

The ingredient also boosts ceramide synthesis to support a strong lipid matrix, and taps into the gene expression related to water retention to reinforce the skin's hydration mechanisms.

Esposito notes, "Its immediate, cumulative, and long-term effects have been validated through ex vivo and in vivo studies, including a multi-ethnic panel—underscoring its universal relevance."

Hydrafence, which has a lightweight texture, can be applied in formulations designed for the arms, legs and torso, including daily body lotions intended for intensive barrier repair, post-shower or sun-exposure treatments, and clinical-level body serums and creams.

Meanwhile, betaine is gaining attention in skin care for its proven ability to enhance hydration, strengthen the skin barrier, and deliver multifunctional benefits for both face and body care.

"Betaine is a naturally occurring osmolyte that plays a vital role in skin hydration and protection," says Carole Gherardi, market segment lead, home and personal care, IFF. "As an osmolyte, it helps regulate water balance within skin cells and stabilizes proteins under stress conditions."

She continues, "In skin care, betaine strengthens the skin barrier by enhancing the expression of tight junction proteins such as claudin-1, claudin-4 and occludin, which improves cell cohesion and limits transepidermal water loss (TEWL)."

IFF's Genencare OSMS BA is a natural betaine that strengthens the skin barrier, reduces TEWL, and provides immediate and long-term moisturization, ideal for face and body care.

The ingredient "has been clinically shown to significantly reduce TEWL over a four-week period, confirming its ability to reinforce the skin barrier," according to Gherardi. "Clinical assessments also demonstrate both immediate and long-term moisturization benefits, making it a powerful multifunctional ingredient for face and body care."

Gherardi adds, "Consumers are beginning to prioritize body skin care with the same attention and standards they apply to facial skin care. They expect the same science-backed, high-performance ingredients they trust for their face to be used for their body. Osmolytes like betaine meet this demand. Not only is Genencare OSMS BA natural, but its efficacy is also clinically-proven and it's multifunctional."

The Rise of Body Skin Care with Actives: Achieving Radiant Skin from Face to Foot

"The rise of body skin care with actives like [TRI-K's] NiaPure reflects a growing consumer demand for inclusive, clean and effective solutions that respect skin sensitivity while delivering superior results," says Divyesh Patel, technical marketing manager, skin care, at TRI-K. "Brands now have the tools to formulate high-performance body serums, creams and lotions that brighten, even tone, and rejuvenate ushering in a new era where radiant, healthy skin is achievable from face to foot."

NiaPure is a niacinamide made through an AI-driven bio-fermentation process. It offers ultra-high purity with nicotinic acid content reduced to less than 10 ppm, per Patel, more than 10 times lower than traditional niacinamide. This reportedly makes it ideal for sensitive skin and body care applications with minimal irritation risk.

"Clinical and in-vitro studies demonstrate NiaPure's superior melanin reduction outperforming arbutin and comparable to kojic acid while also showing minimal irritation at higher levels," Patel notes. "These attributes make NiaPure an ideal active for body care formulations that demand face-grade results from neck to toe, especially sensitive areas."



"Betaine is a naturally occurring osmolyte that plays a vital role in skin hydration and protection," says Carole Gherardi, market segment lead, home and personal care, IFF.



"The rise of body skin care with actives like [TRI-K's] NiaPure reflects a growing consumer demand for inclusive, clean and effective solutions that respect skin sensitivity while delivering superior results," says Divyesh Patel, technical marketing manager, skin care, at TRI-K.

Meanwhile, TRI-K's Hyaclear 7 combines seven hyaluronic acid molecular weights for deep hydration, plumping and smoothing.

Patel explains, "In clinical testing, HyaClear 7 improved skin hydration three-fold after 24 hours. It's especially effective in body areas prone to dryness and rough texture transforming dry or textured areas like the legs, arms and décolleté into visibly supple skin."

He concludes, "Offering deep moisturization and firming effects in body lotions and creams, our Hyaclear

From top: mage courtesy of IFF; TRI-K

7 can complement niacinamide by enhancing hydration and contributing to smooth, supple skin texture far beyond facial treatments."

Intimate& Body Anti-aging for Every Life Stage

The world of anti-aging and body care is evolving, with a focus on holistic, proactive, and science-backed solutions. Consumers are now prioritizing early prevention and full-body skin health, seeking advanced products that go beyond traditional skin care routines. From targeted treatments for crepey skin to innovative intimate care masks and breast toning patches, brands are leveraging cutting-edge ingredients to deliver visible results. Here's a closer look at some of the latest advancements redefining body care and anti-aging.

"The new paradigm in anti-aging is holistic, proactive and personalized," says Chavez. "Younger consumers are no longer waiting for the first signs of aging—they're investing early to maintain skin health across the entire body. That's why our Targeted Treatment for Crepey Skin, powered by plant-derived exosomes, is designed to help support healthy cellular communication for visibly smooth, more resilient skin."

Chavez adds, "Our Toning Lotion, formulated with hyaluronic acid, collagen peptides, and caffeine, delivers visible firmness and radiance that redefines what a 'body lotion' can be. This is dermatology-inspired body care, engineered to perform like professional skin care."

Similarly, TaikiUSA recently developed an Intimate Care Pro Aging Mask, designed to offer "brighter, firmer and more radiant skin around the intimate area," according to the company. The mask was developed amid a growing global feminine intimate care market, which is projected by Grand View Research[e] to expand at an annual growth rate of 2.8% through 2030, totaling $2,329.2 million.

TaikiUSA's formulation comprises niacinamide 4% to support the skin barrier while tightening the skin, acetyl hexapeptide 8 1% to smooth fine lines and wrinkles, *Anemarrhena asphodeloides* root extract to plump and firm the skin, ACT's Cerasome to increase moisture retention and strengthen the skin barrier, sodium hyaluronate to boost hydration by attracting and retaining moisture, and adenosine to enhance elasticity.

The mask, which is designed to be applied to the vulva and surrounding areas, is designed to reduce the appearance of fine liens and wrinkles while boosting elasticity, firmness and hydration.

TaikiUSA's Breast Toning Trad HG Patches, meanwhile, are designed to nourish, firm and moisturize the skin. Key ingredients include *Kigelia africana* fruit extract, which delivers a lifting effect, a *Vitis vinifera* (grape) seed extract complex, which moisturizes the skin by delivering vitamin E, fatty acids and minerals, an *Anemarrhena asphodeloides* root extract complex to increase skin elasticity, improve skin tone and impart a plumping effect, an amino acid complex to maintain moisture levels while reducing the signs of aging, an acetyl hexapeptide-8 complex to reduce the appearance of fine lines and wrinkles, and a triple hyaluronic acid complex to hydrate and plump the skin.

10 Takeaways for Marketers & Product Developers

"The boundary between facial skin care and body care is dissolving," Chavez concludes. "Face-grade performance is now the expectation for the full body, and brands that want to lead need partners who innovate with speed, scientific rigor and a pulse on the next big thing."

1. **Boost Ceramide Synthesis:** Highlight ingredients that support ceramide synthesis and strengthen the skin's lipid barrier for enhanced hydration and protection.
2. **Utilize Proven Science:** Emphasize the credibility of ingredients and formulations validated through ex vivo and in vivo studies, including diverse demographic testing.
3. **Target Specific Applications:** Develop lightweight, multifunctional products tailored for specific use cases like post-shower treatments, sun exposure recovery, and intensive barrier repair.
4. **Holistic Anti-aging Approach:** Focus on full-body, proactive skin care solutions that address early prevention of aging, not just facial care.
5. **Advanced Active Ingredients:** Formulate with cutting-edge ingredients like plant-derived exosomes, peptides, niacinamide, and hyaluronic acid to deliver visible results for a range of skin concerns.
6. **Expand Intimate Care Offerings:** Leverage the growing feminine intimate care market by creating products like intimate care masks and vulva-specific formulations with proven actives for hydration, elasticity, and firmness.
7. **Tap Into Niche Categories:** Innovate in emerging categories like breast care with targeted solutions, such as toning patches, incorporating ingredients that lift, firm, and enhance skin texture.
8. **Consumer Behavior Insights:** Cater to younger consumers prioritizing early skin health and full-body care, offering preventative, science-backed solutions.
9. **Dermatology-inspired Body Care:** Develop body care products that rival professional skin care performance, integrating clinically validated ingredients and advanced delivery systems.
10. **Global Market Growth Opportunities:** Capitalize on the projected growth of niche markets like feminine care, which is expanding globally at a steady annual growth rate, by aligning product innovation with consumer demand for specialized solutions. ■

[e]www.grandviewresearch.com/industry-analysis/feminine-intimate-care-market



Novel biotech ingredients, powered by AI discovery, could reshape the fragrance palette of the future.

Image by Buyanskyy Production at Adobe Stock

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3 WAYS AI IS RESHAPING BEAUTY: FROM FRAGRANCE TO SUN CARE

Medical-grade skin care, fine fragrance ingredients and sunscreen usage are being disrupted by new AI-powered platforms.

AI is transforming the beauty industry, offering cutting-edge tools that blend science with personalization to empower smarter skin care decisions. From Haut.AI's SkinGPT-powered SPF Truth Booth, which uses generative AI to simulate the impact of UV exposure on your skin, to the growing demand for science-backed insights over influencer hype, technology is redefining how we care for our skin. Here's how AI is shaping the future of beauty and sun safety.



"Orris is the crown jewel in perfumery," said Debut founder and CEO Joshua Britton. "It is one of the most expensive and prized fragrance ingredients, costing more than gold even (up to $100,000 per kilogram)."

AI-Driven Plant Cell Platform to Revolutionize Fragrance Industry

In July 2025, biotech company Debut announced the launch of a plant cell biotechnology platform that enables the creation of fragrance ingredients without cultivation. The platform's first product is an orris ingredient inspired by the root of the iris flower. The L'Oréal-backed reportedly startup plans to reshape the fragrance industry by replicating the molecular olfactive "fingerprint" of fragrance ingredients, allowing for supply chain reliability and ingredient consistency.

"Orris is the crown jewel in perfumery," Debut founder and CEO Joshua Britton told *Global Cosmetic Industry* sister publication, *Perfumer & Flavorist*. "It is one of the most expensive and prized fragrance ingredients, costing more than gold even (up to $100,000 per kilogram). Orris is also exceedingly rare because of its painstaking aging and cultivation process. After harvesting, it takes approximately five years to age the dried rhizome."

Recreating the natural source's odor signature is far from simple, Britton explained: "Orris is a highly complex mix of molecules with a unique and revered scent profile. It is a huge challenge to master… As our inaugural fragrance ingredient, orris also allows us to prove our biotechnology, and we are now optimizing our platform and creating a pipeline with large companies."

Britton noted that AI will play a key role in reshaping the future of the fragrance palette: "Plant cell biotechnology will bring hitherto unseen innovation and performance to the fragrance industry. Fragrances from plants that are very hard to grow, or barely grow, will become new sources of inspiration. The joint forces of AI and biotechnology will design molecules that target specific receptors in the nose to impact mood, memory and function."

He added, "Biotechnology will create a huge intellectual property moat in the fragrance industry thanks to novel, biotech-derived ingredients and AI that will confer differentiation and new functionality to fragrance formulas. It will allow brands to create

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novel solutions that they can legally protect for 20-plus years, in addition to outpacing the competition based on clinically-backed performance for the first time ever."

Britton concluded, "Without access to novel ingredients, perfumers will have a severely restricted palette, both because of ever-encroaching ingredient regulation and a narrowing of creative possibilities. We look forward to neuroscents (functional fragrances), formulated with science-backed research, that trigger physiological responses and enhance mood and well-being."

AI-Powered Personalized Medical-grade Skin Care

Alma recently introduced Universkin, an AI-driven medical skin care line that reportedly delivers hyper-personalized solutions for patients and physicians. Universkin uses AI technology to analyze skin data from a facial image to recommend customized treatments. The system selects from 18 bioactives, offering 487,678 possible combinations and nearly 12 million outcomes. Within minutes, AI generates a tailored formulation designed to address specific skin concerns, purportedly ensuring a precise match for individual needs.

This innovation reflects the beauty industry's shift towards customization, with technology at the core of hyper-personalization. A recent Mintel report[a] noted that 62% of U.S. beauty and personal care buyers are interested in personalized products, with 28% willing to pay more for them.

Universkin's approach is built around four key pillars: cleanse, treat, strengthen and soothe. Each category includes cleansers and topicals designed to match unique skin profiles. For example, its hydrating oil cleanser uses the company's patented P-HC technology (a blend of four signaling peptides and omega-3 fatty acids) to gently remove makeup and impurities. By leveraging AI, Universkin moves away from one-size-fits-all model.



Alma recently introduced Universkin, an AI-driven medical skin care line that reportedly delivers hyper-personalized solutions for patients and physicians.



Universkin uses AI technology to analyze skin data from a facial image to recommend customized treatments.

"By integrating advanced, science-backed ingredients with a personalized, smarter approach, we're empowering physicians to extend the impact of aesthetic care beyond the clinic and into every patient's daily routine," said Lior Dayan, CEO of Alma.

"Personalization is the future of aesthetic medicine," said Lawrence Iteld, MD, a board-certified plastic surgeon. "Every patient's skin is unique, and tailored treatments allow us to address their specific needs for the best possible results."

[a]www.mintel.com/insights/beauty-and-personal-care/personalisation-trends-are-redefining-the-bpc-industry/

Images courtesy of Alma



Haut.AI, a skin care SaaS company, has unveiled the SPF Truth Booth, a generative AI-powered sunscreen effectiveness test.

How AI Can Revolutionize Sun Safety for Gen Z and Millennials

Haut.AI, a skin care SaaS company, has unveiled the SPF Truth Booth[b], a generative AI-powered sunscreen effectiveness test. This tool shows users how their skin could age over time with and without sunscreen, providing a powerful visual incentive to adopt smarter sun safety habits.

The SPF Truth Booth taps SkinGPT, Haut.AI's proprietary generative AI engine, to deliver hyper-realistic, personalized simulations of long-term skin changes caused by UV exposure. By uploading a selfie, users can see side-by-side projections of their skin up to 10 years into the future, with one scenario showing proper sunscreen use and the other showing the effects of unprotected exposure to UV rays.

The SPF Truth Booth is rooted in peer-reviewed dermatological research and trained on a diverse global skin dataset, per the company. Haut.AI's SkinGPT engine analyzes unique skin features—including texture, pigmentation and elasticity—to generate scientifically accurate predictions of how skin could age over time.

The launch of the SPF Truth Booth coincided with UV Safety Awareness Month, a campaign that promotes sun protection and skin cancer prevention. Despite repeated recommendations from dermatologists to wear broad-spectrum SPF daily, many people underestimate the long-term damage caused by UV exposure, the company argues. Haut.AI's tool aims to bridge this gap by delivering clear, visual evidence that encourages consistent sunscreen use.

The company cites Circana data that reportedly showed that 87% of young skin care buyers trust scientific proof of performance over influencer endorsements. With viral skin care content driving interest among Gen Z and millennials, the SPF Truth Booth offers the transparent, science-based insights these audiences reportedly seek.

"Consumers are done with vague promises about product effectiveness," said Anastasia Georgievskaya, CEO of Haut.AI. "They want proof. The SPF Truth Booth isn't just a fun digital tool—it's a science-backed educational experience that makes the benefits of daily sun protection vividly clear. We're showing people the future of their skin, empowering them to make smarter choices today." ■

[b]www.haut.ai/spf-truth-booth

Image courtesy of Haut.AI

A TRAVEL-SIZED UPDATE & OTHER COSMETIC AND PERSONAL CARE PACKAGING NEWS

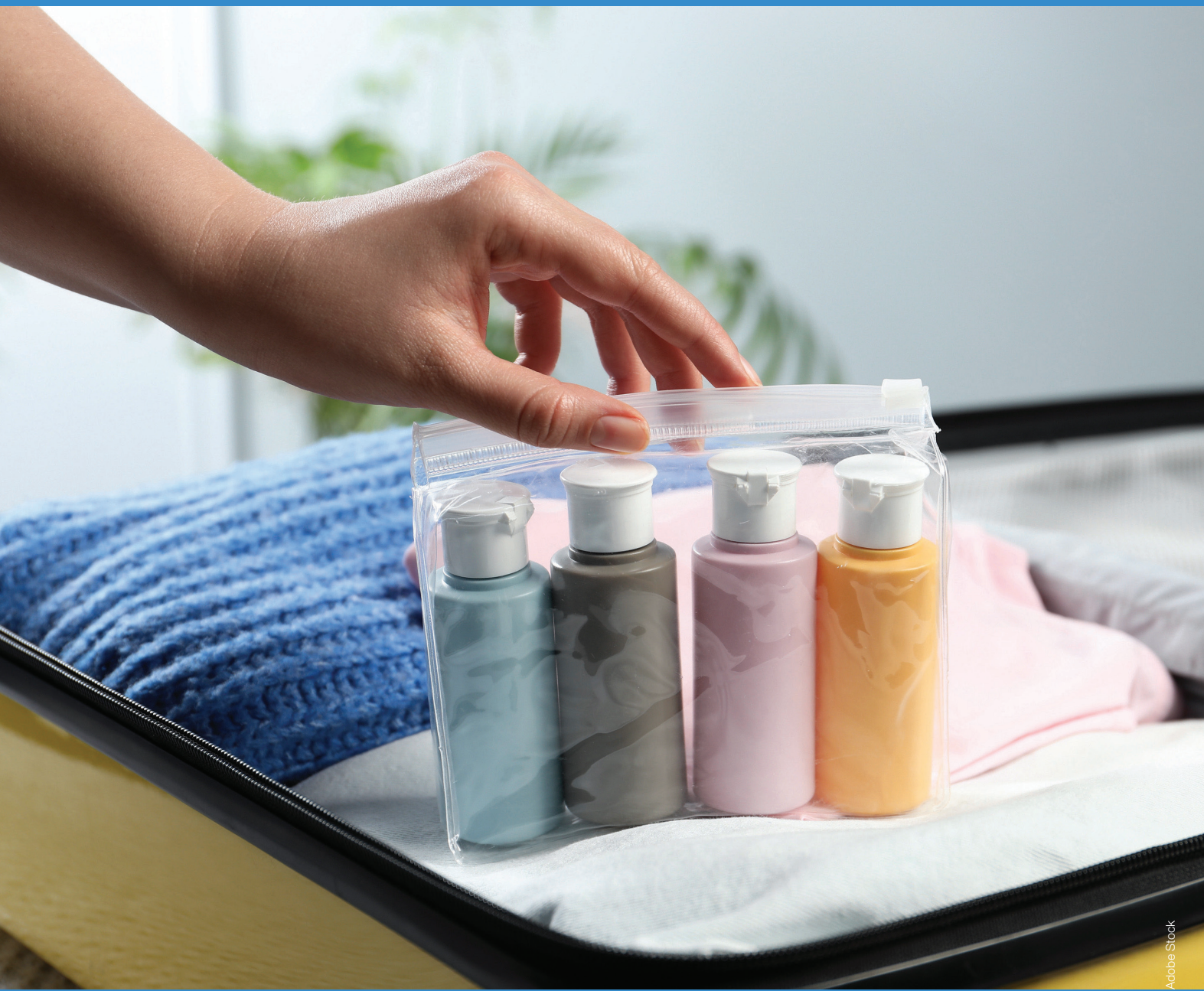


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If TSA personal care restrictions are a thing of the past, what does that mean for the travel size ecosystem?

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This month's roundup highlights key updates in the cosmetic and personal care packaging industry, including Clarins' eco-designed Double Serum packaging, courtesy of Aptar, Albéa Group's sixth consecutive EcoVadis gold medal for CSR and sustainability, Berlin Packaging's acquisition of Cosmei to expand its design-forward expertise, and Epopack's latest heavy-wall PET bottle and jar innovations. Dive in to explore how these developments are shaping the future of sustainable and innovative packaging in beauty and beyond.

US TSA Considers Dropping Liquid Limits: What This Means for Travel-Sized Products

Air travelers in the United States recently cheered the TSA's repeal of shoe removal policies at security checkpoints. Now, Homeland Security Secretary Kristi Noem is hinting that liquid limits in carry-on baggage may also be on the way out. What does this mean for mini and travel-sized beauty and personal care?

Per a recent *CBS News* report[a], Noem said, "The liquids, I'm questioning. So that may be the next big announcement is what size your liquids need to be."

The current regulations require that any liquids, gels or aerosols taken onboard must be in containers of 3.4 oz or less and contained within a single, clear, quart-sized bag. Passengers are limited to that one quart-sized bag.

While this is far from a sure thing, there appears to be momentum in the current U.S. administration to roll back certain travel restrictions.

The global beauty and personal care travel market, inclusive of hair care, body care (washes and deo) and oral care[b], is reportedly projected to reach $41.6 billion by 2032, expanding at a CAGR of 4.60% during 2024–2032.

These figures would likely be impacted by any regulatory shifts in beauty's largest market.

But of course the appeal of travel-sized products/minis isn't limited to regulatory compliance.

Mini sizes offer an accessibly priced way to try a new product or brand. They also allow shoppers to purchase multiple SKUs to switch up routines, a phenomenon often seen in the fragrance space.

Regulations aside, mini sizes are also convenient for travel. Downsized formats pack easily and are simple to incorporate into one's daily routines for on-the-go refreshes.

Minis also ensure consumers use up all of the product they buy, minimizing waste, while smaller pack sizes can theoretically offer a greater degree of sustainability, depending on the consumer use pattern.

Finally, minis are simply a great and easy gifting option, which is perhaps why these formats do so well during key holidays.

Whatever decision the TSA makes regarding liquid limits, it's clear that beauty and personal care travel and mini sizes will persist, even if the market is reduced.

Clarins Launches Ninth Generation of Double Serum with Eco-Designed Packaging

Aptar Beauty has partnered with Clarins to launch the ninth generation of the brand's Double Serum. This new edition features eco-designed packaging that integrates advanced engineering and sustainable materials.

The packaging includes a patented double-chamber system, enabling the hydric and lipidic serums to be dispensed together in customizable doses. Made with 94% recyclable materials and 24% recycled content, the design prioritizes sustainability. Key components, including the bottles and actuator, use recycled PET, replacing traditional materials like ABS.



Aptar Beauty has partnered with Clarins to launch the ninth generation of the brand's Double Serum.

Developed over three years, the project involved multiple sites, custom molds, machinery and silk-screening techniques to ensure quality on recycled materials. The serum packaging is available in 30 ml, 50 ml, 75 ml and 100 ml sizes.

Albéa Group Earns Sixth Consecutive Gold Medal for CSR and Sustainability from EcoVadis

Albéa Group has earned the gold medal for corporate social responsibility (CSR) and sustainable development from EcoVadis for the

[a]www.cbsnews.com/news/tsa-liquid-carry-on-restrictions-relax-kristi-noem-comments/

[b]https://dataintelo.com/report/travel-retail-cosmetic-industry

Image courtesy of Aptar/Clarins

sixth consecutive time. With a score of 80/100, Albéa now reportedly ranks in the top 3% of all companies assessed by EcoVadis. The group achieved significant improvement in all four rated categories: environment, labor and human rights, ethics, and sustainable procurement.

François Tassart, CEO of Albéa, said, "The significant improvement of our overall score and particularly in labor and human rights as well as in sustainable procurement proves that our day-to-day efforts and the actions implemented over the past year are paying off. The next step for us is to reach our target of 100% of our 35 plants audited by the end of the year while working toward a consistent CSR level across all of them—our 13 platinum—and 12 gold awarded plants are the benchmark."



François Tassart, CEO of Albéa, said, "The significant improvement of our overall score and particularly in labor and human rights as well as in sustainable procurement proves that our day-to-day efforts and the actions implemented over the past year are paying off".

Berlin Packaging Acquires Cosmei to Expand Design-Forward Packaging Expertise

Berlin Packaging is acquiring Cosmei, a specialist in design-forward packaging.

Cosmei, which was founded by Michele Cicchetti and is headquartered in Bagnolo Cremasco, Italy, outside Milan, serves the indie, prestige and masstige segments.

Its packaging includes everything"from streamlined essentials to high-impact, tailor-made designs," per an official announcement.

Cosmei operates a sourcing office in Guangzhou, China, to support its supply chain needs.

"We are excited to expand our product portfolio and deepen our cosmetics expertise in the beauty sector through this collaboration with Cosmei, a partner renowned for both innovation and reliability," said Marcel Schröder, Berlin Packaging president EMEA. "United by a shared commitment to innovation and sustainability, this partnership with an Italian leader will empower us to meet our customers' needs with even greater focus and care."

"Cosmei is a young and dynamic company that has earned its place in the market through a distinctive, passionate approach to packaging design and development," said Michele Cicchetti, founder of Cosmei. "Joining forces with Berlin Packaging will allow us to elevate our capabilities and bring even greater value to the global beauty and cosmetics market."

This acquisition marks another important milestone in Berlin Packaging's continued investment in the beauty industry, reinforcing its position as a go-to partner for innovative, flexible, and future-focused packaging solutions.

Epopack New Heavy-Wall PET Packaging Solutions

Epopack continues to lead in premium, sustainable packaging with

Image courtesy of Albea



Epopack's TS Series boasts a sleek, square design available in 60 ml, 90 ml and 200 ml sizes.

its innovative range of heavy-wall PET bottles and jars, offering modern designs and cutting-edge enhancements to elevate brand packaging.

TS Heavy-Wall PET Bottle Series

The TS Series boasts a sleek, square design available in 60 ml, 90 ml and 200 ml sizes. Available in classic black, white or fully customizable colors, the TS Series is designed to connote sophistication while maintaining functionality.

AO Heavy-Wall PET Bottle Series

The AO Series brings an eye-catching hybrid design that combines square and round elements. Available in 15 ml, 50 ml, 100 ml and 150 ml sizes, these bottles strike a balance of style and practicality. Ideal for beauty, self-care or specialty products, the AO Series features a modern and durable design intended to stand out on shelves.

Technological Enhancements for PET Heavy-Wall Jars

Epopack has also announced an alignment improvement for silk screen printing and hot stamping on its PET heavy-wall jars. This update ensures precision and polish, enhancing the overall aesthetic appeal, per the company. The updated designs will apply to the following models: MJ6-010, MJ6-015, MJ6-030, MJ6-050, MJ6-100 and EJ1-030. ■

Image courtesy of Epopack



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