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OCTOBER 2025

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The Treatment-in-a-Bottle
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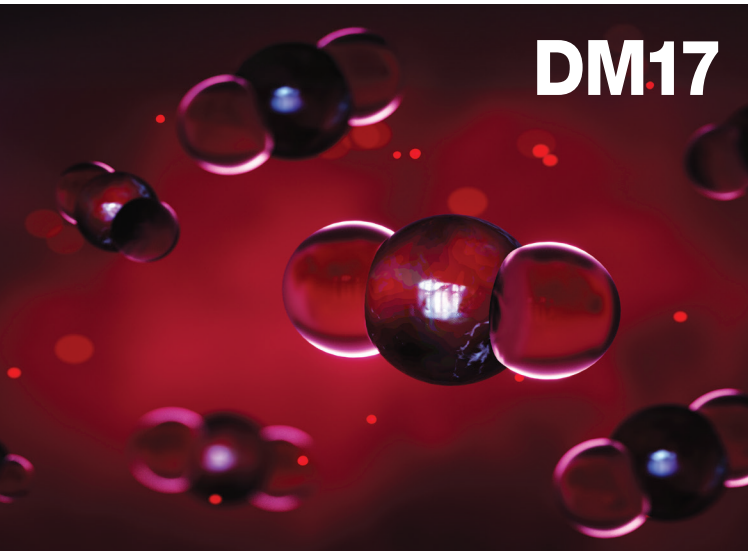
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GLOBAL COSMETIC INDUSTRY®

EDITORIAL

Content Director Emmanuel Henderson | 1-630-344-6020/ehenderson@allured.com

ADVERTISING SALES

Group Publisher Jeb Gleason-Allured | 1-630-344-6069/jallured@allured.com

New Business Development Manager Kim Jednachowski | 1-630-344-6054/kjednachowski@allured.com

Advertising Production Manager Kasia Smialkowski | 1-630-344-6025/ksmialkowski@allured.com

Business Intelligence Specialist Ethan Grisham | 1-630-344-6068/egrisham@allured.com

AUDIENCE DEVELOPMENT

Audience Development Manager Sam Attebery | 1-630-344-6027/sattebery@allured.com

Customer Service gcimagazine@allured.com

DESIGN

Assistant Design Manager James Fergus

Senior Graphic Designer Hon Bannapradist

CORPORATE

Partner & CEO George Fox
Partner & President Janet Ludwig
Marketing & Creative Director Kim Fry
Digital Products Director Joe Sarko
Finance Director Joseph Mumbu

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E-mail: customerservice@gcimagazine.com
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Beauty's 2025 Winners and Losers (So Far); PLUS: New Advisory Voices



Women's fragrances and high-concentration formats have driven significant growth in 2025.

In a time of uncertainty, consumers are demanding two things, according to Circana's Larissa Jensen: "efficacy and elevated value." While U.S. mass beauty sales grew at twice the rate of prestige beauty in the first half of 2025—4% versus 2%, respectively—a dive into category-by-category specifics points to a more nuanced picture of where growth is coming from. Below, we've compiled the winners and losers across sectors.

Skin Care Winners & Losers

Winners

- Mass brands
- Masstige, which posted double-digit growth, versus 4% for mass
- Body skin care (creams, cleansers, hand soaps, etc.)

Losers

- Prestige skin care
- Facial skin care, particularly in brick-and-mortar channels



JEB GLEASON-ALLURED
Group Publisher
jallured@allured.com

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Fragrance Winners & Losers

Winners

- Mass and prestige fragrance, which grew 17% and 6%, respectively, faster than the general market
- Women's mass scents
- New launches, which accounted for almost 1/3 of fragrance dollar gains in Q2
- High-concentration scents (eau de parfums, parfums, etc.)
- Mini/travel size juices, posting a 15% gain in units sold

Losers

- Brands that haven't caught onto the fragrance boom

Hair Care Winners & Losers

Winners

- Prestige brands, particularly styling, shampoos and conditioners
- Treatments
- Scalp care, which jumped 19%
- Mass brands

Losers

- Brands that haven't yet tapped into the skinification of hair care

Makeup Winners & Losers

Winners

- Lip products, particularly contouring products such as liners
- Prestige eye makeup, particularly mascara

Losers

- Makeup overall, which had 1% prestige growth and a -1% mass decline
- Facial makeup

As brands prep for the final months of 2025 and the year to come, brands have an opportunity to tap into strong interest in scented products—perhaps beyond pure-play fragrances, as seen with full-body deodorants and hair mists—as well as other consistently strong sectors such as lip makeup, skin care-inspired hair products and elevated mass skin care.

Happy innovating!



From tip: courtesy of Lorne Lucree; Manessa Lormejuste; Alec Batis

MEET THE BEAUTY INNOVATORS JOINING OUR ADVISORY BOARD

Global Cosmetic Industry continuously refreshes its advisory board, welcoming new voices to provide fresh perspectives and strategic insight across our print, digital and social platforms. This month, we're excited to introduce three esteemed additions to the board: Lorne Lucree, Manessa Lormejuste, and Alec Batis.

Lorne Lucree is a leader in beauty innovation, product development and R&D, with expertise in formulation science, packaging, sustainability and consumer insights. He has developed award-winning products for brands like Clinique, R+Co and Tatcha, earning more than 100 industry honors. Lucree has held leadership roles at Unilever Prestige, Estée Lauder and Voyant Beauty, and currently serves on the board of directors at Elevation Labs. In 2025, he founded a consumer health and wellness startup reimagining everyday care. Lucree is also the founder of Quiet Coyote, advising brands and firms on driving innovation and enterprise value.



Lorne Lucree is a leader in beauty innovation, product development and R&D, with expertise in formulation science, packaging, sustainability and consumer insights.

Manessa Lormejuste is a beauty scientist and product developer with more than eight years of experience at top companies like L'Oreal, Johnson & Johnson and Beautycounter. Recognized as a 2022 LinkedIn Top Voice in Fashion& Beauty, she has created award-winning, best-selling products across hair, skin and body care. A proud#girlynerd, Lormejuste simplifies complex scientific concepts and has been featured in Ebony, Byrdie and Teen Vogue. She holds a BA in Chemical Biology and an MBS in Personal Care from Rutgers University. Passionate about STEM outreach, career development and travel, Lormejuste is dedicated to inspiring change and empowering others.



Manessa Lormejuste is a beauty scientist and product developer with more than eight years of experience at top companies like L'Oreal, Johnson & Johnson and Beautycounter.

Alec Batis is a product innovator, chemist, and co-founder of Sweet Chemistry Labs, with 35 years of experience developing iconic beauty products for brands like L'Oréal, Kiehl's and NARS. After leaving his corporate career, he partnered with Dr. John O'Neill and Xylyx Bio to create skin care products using regenerative peptides, trademarked as Matrikynes, originally developed for tissue repair. Batis's formulations focus on skin regeneration without exfoliation, promoting healthy tissue repair. Sweet Chemistry Labs launched in 2023 with science-backed, modular skin care systems tailored to skin's changing needs. A passionate advocate for safe skin care, Batis was featured in the Emmy-nominated documentary "Toxic Beauty."



Alec Batis is a product innovator, chemist, and co-founder of Sweet Chemistry Labs, with 35 years of experience developing iconic beauty products for brands like L'Oréal, Kiehl's and NARS.

We're excited to have these new voices join our existing team to help shape our content for the year to come!

High-Performance Ingredients & Packaging Made Easy

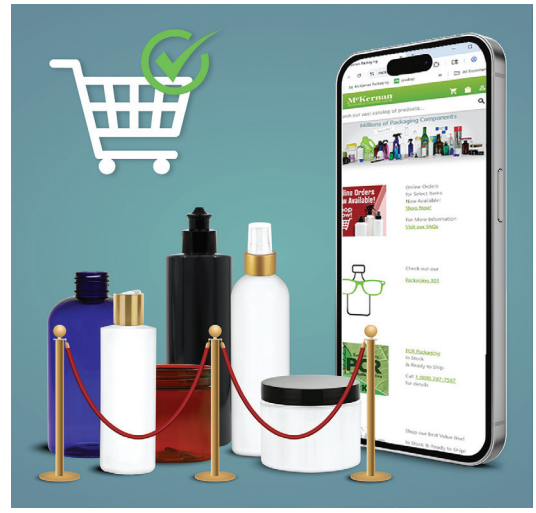


Say Goodbye to Split Ends with Ashland's N-durhance Multifunctional Polymer

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https://tinyurl.com/46bnp5hh

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https://spectracolors.com/fdc-dyes/

Chromium dioxides, ultramarines, iron oxides and other types of coloring agents are used by cosmetic makers to create a wide range of colors. Due to rising rivalry in the cosmetics market, cosmetic manufacturers are shifting their attention to developing novel products. Spectra Colors offer custom color matching.



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Neenah

www.neenahpaper.com/folding-board

Neenah Folding Board is the premier choice for secondary packaging. A critical part of brand perception and consumer preference, packaging forms first impressions. The palette includes a versatile range of rich textures, varied colors, and multiple calipers, helping to bring brand visions to life while transforming packaging into a branded experience.



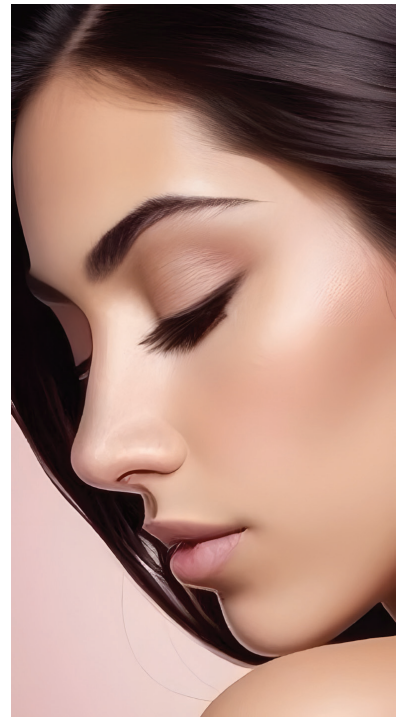


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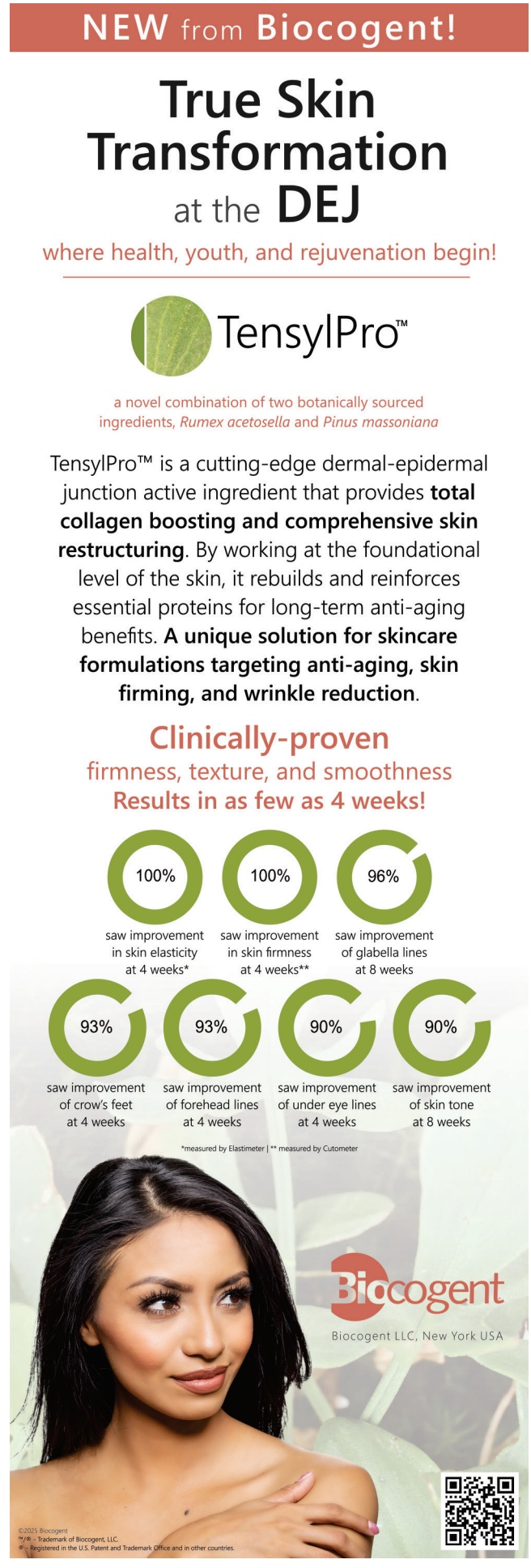


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By incorporating ingredients that serve multiple functions, brands can effectively reduce waste, enhance product performance and communicate their sustainability story more clearly.

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INSIDER INSIGHTS:

LESS IS MORE BEAUTIFUL: THE MULTITASKING REVOLUTION

A powerful "less is more" strategy is emerging: using multifunctional ingredients to simplify formulations, reduce waste and minimize the manufacturing footprint.



Image by Yaroslav Shuraev at Pexels

BY MARJORIE MORRIS and SEAN GAHAN, Primient Covation

In the beauty industry's quest for sustainability, brands are looking beyond packaging and sourcing to the formulation itself. A powerful "less is more" strategy is emerging: using multifunctional ingredients to simplify formulations, reduce waste and minimize the manufacturing footprint. This approach allows brands to reduce their environmental impact while meeting consumer demand for effective, eco-conscious products. This strategy helps lessen environmental impact across the entire product lifecycle, from sourcing to consumer use. Read on to discover how multifunctional ingredients benefit brands looking to be more sustainable and relevant.

One Ingredient, Many Benefits: Cutting Carbon One Step at a Time

Utilizing a single ingredient that performs several functions decreases the need to source and transport multiple raw materials. This, in turn, reduces the environmental effects associated with agriculture, processing and the carbon emissions from transportation throughout the supply chain. Bottom line: A shorter ingredient list can mean fewer transportation legs and a smaller carbon footprint.

Keep It Simple: How Smarter Production Reduces Energy, Water and Waste

Formulations with fewer ingredients are often simpler and less wasteful to produce. This simplification can lead to significant reductions in energy consumption, as less mixing, heating and cooling are required. It also has the potential to lower water usage for cleaning and processing.

Simpler formulations can decrease waste by reducing the number of steps and the potential for ingredient loss. Furthermore, they may lower the risk of creating harmful by-products that can result from the complex chemical reactions needed for some synthetic ingredients.



Formulations with fewer ingredients are often simpler and less wasteful to produce.

Smart Ingredients, Smarter Formulations

The use of efficacious, multifunctional ingredients allows formulators to use fewer ingredients to achieve application performance goals and lead to an easier path to product performance optimization.

Well-chosen multifunctional ingredients can sometimes uncover synergistic effects, leading to more effective and efficient product performance. This can lead to greater consumer satisfaction by using fewer raw materials and reducing potential impurities.

Some of these ingredients can also improve the stability and preservation of the formula, which helps reduce product waste from spoilage.



Well-chosen multifunctional ingredients can sometimes uncover synergistic effects, leading to more effective and efficient product performance.

The Consumer Angle: Simplified Routines, Reduced Waste

The benefits of multipurpose ingredients extend to the consumer and packaging. The use of efficacious, multifunctional ingredients allows formulators to use fewer ingredients to achieve application performance goals and lead to an easier path to product performance optimization.

When a single product can address multiple personal care concerns, consumers may purchase fewer items. Highly effective multipurpose products might also allow consumers to use a smaller amount compared

From top: images by Dusan Petkovic; New Africa at Adobe Stock



A streamlined ingredient list enables brands to communicate their commitment to environmental responsibility more easily. With fewer ingredients, it can be easier for brands to trace the origin and environmental impact of each component, fostering greater transparency for consumers.

to using several specialized products, which could lead to smaller packaging sizes. Additionally, brands that focus on minimalist formulations may be more inclined to use simpler, more easily recyclable packaging.

Furthermore, a streamlined ingredient list enables brands to communicate their commitment to environmental responsibility more easily. With fewer ingredients, it can be easier for brands to trace the origin and environmental impact of each component, fostering greater transparency for consumers.

Double Duty Ingredients: a Smarter, Greener Future for Products

By incorporating ingredients that serve multiple functions, brands can effectively reduce waste, enhance product performance and communicate their sustainability story more clearly. This approach represents not just a trend, but a strategic and intelligent future for formulation—one that creates a win-win by reducing the industry's environmental footprint while delivering the transparent, high-performing products that modern consumers expect. ■





MARJORIE MORRIS, the Zemea global marketing director at Primient Covation LLC, brings extensive expertise in strategic marketing across CPG categories, having held roles at Neptune Retail Solutions, Kao USA and Unilever. With a BA in European Business and Languages and an MS in Strategic Marketing Communication, she is committed to driving innovation for a healthier, sustainable future.

SEAN GAHAN, with an MS in Chemistry from Clemson University, is the global technical service manager at Primient Covation LLC, where he leads technical support and new business development for Bio-PDO across global markets, driving advancements in industries like cosmetics, cleaning, food and coatings.

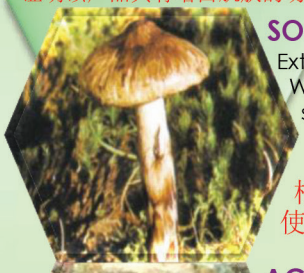


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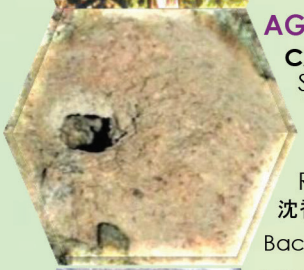
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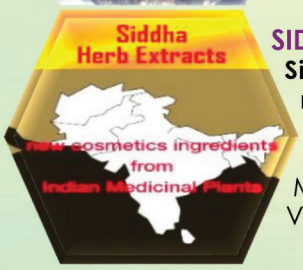
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植物防腐剂 CAMPO PLANTSERVATIVE™ 是使用天然绿 色植物的液体系列，无色透明，无味的防腐剂，不含对羟基苯甲酸酯，提取自金银花（忍冬）芽。

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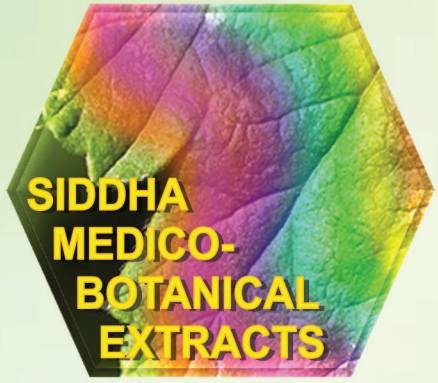
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独创的植物防腐剂(水溶性)适用于化妆品配方

CAMPO PLANTSERVATIVE WMr (Jojoba Oil)

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

WATER SOLUBLE LIQUIDS 水溶性液体

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

LIPO & OIL SOLUBLE LIQUIDS 脂/油溶性液体

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

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CAN THE ‘TREATMENT IN A BOTTLE’ MOVEMENT REVIVE SKIN CARE INNOVATION?



A new generation of at-home beauty innovations claim to mimic many common medspa and aesthetic procedures. All without needles or long recovery times.

Image by Nicholas F/peopleimages.com at Adobe Stock

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In an efficacy-first world, consumers are increasingly seeking out advanced skin care solutions that deliver professional, medspa-level results in the comfort of their own homes. Enter the rise of "treatment in a bottle"—a trend that bridges the gap between clinical-grade procedures and at-home convenience. From needle-free fillers to microneedling-inspired serums, these innovative products promise to transform the way shoppers approach facial skin care. Here, we break down standout concepts redefining the industry and offer innovation takeaways for marketers and product developers.

Consumers Send Mixed Signals on Facial Skin Care

Before we dive into the effects of treatment-inspired products on the skin care sector, it's important to understand where facial skin care stands in 2025. According to a McKinsey report[a] released in June of this year, consumers overwhelmingly consider facial serums, eye creams and facial moisturizers as the most splurge-worthy products in skin care.

Yet facial skin care—particularly sales in brick-and-mortar stores—were the primary drag on the U.S. prestige skin care sector in the first half of 2025, per Circana[b]. In fact, the prestige skin care category actually declined 1% in that period. Instead, growth was led by mass, as well as prestige body creams, cleansers and hand soaps, signaling that growth has migrated away from the face.

That said, McKinsey offers a hint of what consumers prioritize. Rather than public-facing founders or sustainability, today's shoppers are focused on product quality and efficacy, fundamentals that facial skin care brands can leverage for relevance.

This provides the perfect setting for the rise of so-called "treatment in a bottle" skin care.

Needle-free Fillers & Botox Alternatives

In July, biotech beauty brand Ourself launched what it touted as a reengineered version of its Replenishing Lip Filler. As Tina Fleck, the brand's VP of R&D, put it: "This truly is as close as you can get to filler—without the needle."

The filler features Ourself's Tiered-Release Vesicle technology, which delivers dual-weight hyaluronic acid, peptides antioxidants and benzyl nicotinate deep into the lips to replenish volume while smoothing the texture and enhancing definition.

Designed to complement injectable procedures, the Replenishing Lip Filler pen presents an at-home solution that is safe for consumers.

"This is a game changer," said Carolyn Jacob, MD investigator on the product's efficacy study. "Achieving 0.61 cc in volume—more than half a syringe of HA—without a needle is remarkable. We saw measurable improvements in definition, contour and overall lip aesthetics."

The Ourself launch is part of a wider phenomenon Spate has called "treatment in a bottle," offering professional- and medspa-inspired benefits in consumer-friendly formats.

Also on the needle-less front is DSM-Firmenich's Syn-Ake, which is"a neuro-inspired cosmetic peptide that helps visibly smooth expression lines by reducing the look of micro-tension in the skin, offering a refined, non-invasive alternative for clinical beauty-inspired care," according to Irena James, senior business development manager, beauty and personal care, ingredients and specialties, Univar Solutions.

The synthetic peptide is designed to relax the face, reducing the appearance of wrinkles without diminishing facial expressiveness, per the company. By relaxing the face, Syn-Ake is also able to delay the onset of new wrinkles. The technology is reportedly fast-acting, long-lasting and fully reversible.



Famous for its viral "microneedling in a bottle" product, the Reedle Shot, VT-Cosmetics can offer what it claims are professional-grade results at home, utilizing biodegradable microneedles for a seamless and effective experience.

Courtesy of VT-Cosmetics

[a]www.mckinsey.com/industries/consumer-packaged-goods/our-insights/state-of-beauty
[b]www.circana.com/industries/beauty

K-Beauty Microneedling in a Bottle

In July, Korea-based VT-Cosmetics launched in more than 1,410 Ulta Beauty stores across the United States, marking its first large-scale retail rollout in North America.

Famous for its viral"microneedling in a bottle" product, the Reedle Shot, the brand can offer what it claims are professional-grade results at home, utilizing biodegradable microneedles for a seamless and effective experience.

The U.S. expansion featured nine core products, including the best-selling Vegan PDRN Essence, designed for sensitive skin. Ulta Beauty also offered two exclusive starter kits to introduce consumers to the brand's microneedling products.

With a strong following in Asia and more than 100 million organic impressions on TikTok and YouTube, VT-Cosmetics aims to meet growing demand for advanced, clinic-grade skin care at home.

VT-Cosmetics' success with its Vegan PDRN Essence points to a wider trend, per Spate[c].

Another highlight, salmon sperm, was a top percentage grower on both Google and TikTok queries pairing the ingredient with skin care products. Salmon sperm, which comprises polydeoxyribonucleotide (PDRN), is renowned for its stimulation of collagen production, as well as skin hydration and regeneration.

From Salmon to Skin Care: The PDRN Glow-Up Revolution

Spate has also highlighted PDRN (polydeoxyribonucleotide) as a standout in the treatment-in-a-bottle revolution, offering results comparable to microneedling in a more accessible form.

PDRN, a DNA-based compound extracted from salmon sperm (vegan alternatives exist), promotes skin repair and rejuvenation by stimulating cellular regeneration and boosting collagen production.

In June, Spate reported, "Interest in PDRN serums has surged more than 1,000% over the past year, and across platforms." Key brands associated with the trend included K-beauty superstars Medicube and Rejuran. Given the PDRN craze, the ingredient has started turning up in products such as Lancôme's Absolue Longevity Soft Cream, while players like AmorePacific are exploring non-animal alternatives from algae and other sources.

Goodbye Ozempic Face: a New GLP-1 Skin Savior Emerges

In early 2025, the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) reported that"Ozempic face," the sagging skin, wrinkles and hollowed cheeks associated with GLP-1-related weight loss, had led to an increase in fat grafting procedures and other medical aesthetic procedures[d]. With about 15 million Americans alone having used GLP-1 drugs, per KFF, the demand for such solutions is likely to rise.

In August 2025, SkinCeuticals launched its A.G.E. Interrupter Ultra Serum, which was designed to address sagging skin related to sudden weight loss. Via physician testing with GLP-1 patients, the serum's efficacy in conjunction with ultrasound procedures reportedly delivered a 20% decrease in skin laxity vs. a control over 12-weeks.

The A.G.E. Interrupter Ultra Serum is a non-invasive solution engineered to address collagen loss and glycation. It features 34.6% Flavo-Proxylane, a combination of 30% proxylane to improve firmness and reduce wrinkles and 4.6% wild fruit flavonoids



In August 2025, SkinCeuticals launched its A.G.E. Interrupter Ultra Serum, which was designed to address sagging skin related to sudden weight loss.

(blueberry, pomegranate and *Cassia alata* extract) to combat oxidative stress and shield the skin from free radicals.

Other ingredients include rhamnose, hydrating, anti-aging sugar that enhances elasticity and visibly revitalizes the skin, and *Gentiana lutea* root extract, an antioxidant that protects collagen and supports overall skin health.

The serum also contains emollients, polymers and patent-pending film formers for a reportedly lightweight and non-sticky feel and velvety-smooth finish.

"I've seen a marked increase in patients experiencing skin laxity, and they are looking for effective, non-invasive solutions for their sagging skin," said Julie Woodward, MD, oculofacial plastic surgeon. "A.G.E. Interrupter Ultra Serum is incredibly effective and clinically proven to deliver visible lifting and tightening results on its own. When paired with existing SkinCeuticals product A.G.E. Interrupter Advanced Cream and an ultrasound procedure, patients can expect visible improvements to their skin laxity. This makes a huge

Courtesy of SkinCeuticals

[c]www.spate.nyc/beauty

[d]https://www.kff.org/health-costs/kff-health-tracking-poll-may-2024-the-publics-use-and-views-of-glp-1-drugs

difference in these patients' lives, giving them tools that help them achieve as much confidence in their face as they have in their body. This serum is truly a visible lift in a bottle'."



The "treatment-in-a-bottle" trend has made its mark in the celebrity brand arena as well. Elm Biosciences, a clinical skin care line co-founded by Martha Stewart and board-certified dermatologist Dhaval Bhanusali, MD, FAAD.

Chestnuts to the Rescue: Rapid Lifting& Firming

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

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

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

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



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

Martha Stewart's Lab-forward Skin Care Takes on Pro Treatments

The"treatment-in-a-bottle" trend has made its mark in the celebrity brand arena as well. Elm Biosciences, a clinical skin care line co-founded by Martha Stewart and board-certified dermatologist Dhaval Bhanusali, MD, FAAD—renowned for his work with brands like Neutrogena and Rhode—is gaining attention. Built on a "lab-to-patient" approach, the brand promises results-driven formulas designed to rival in-office treatments, delivering professional-level skin care directly to consumers.

The brand launched with two products. The A3O Elemental Serum ($135) is an antioxidant formula featuring an anti-senescent molecule that targets UV damage, pigmentation, dehydration and irritation without harming sensitive skin. Meanwhile, the Inner Dose Daily Skin Supplement (SRP $50) is a capsule that reportedly targets the internal triggers of aging, including inflammation, oxidative stress and hormonal imbalances.

At the time of the brand's launch, Bhanusali noted, "Elm was created to solve a clear problem: the science has

From top: courtesy of Elm Biosciences; image by Krakenimages.com at Adobe Stock

evolved, but most skin care hasn't. Our goal is to bring novel molecules and complexes to skin care that reset the expectations we have for what products can do. While Martha has always led in 'farm to table,' Elm is our answer to 'lab to consumer.'"

Performance-Boosting Packaging in the Era of Slow Aging& Longevity

"The industry is not after anti-aging anymore; everyone is moving to 'longevity,' and longevity brings together beauty and health," says Xavier Joseph, vice president, global marketing, innovation and business development at Aptar Beauty.

Achieving high-performance, professional-quality results relies on both formula integrity and precise application. That's why packaging plays a pivotal role in the success of beauty product launches.

"The dermocosmetic and medical aesthetic markets are outpacing the traditional beauty market—having grown historically at 10–15% CAGR, with a projected lead of 2-3 points above the category average[e]," says Joseph.

He adds, "These brands face complex regulatory demands and require packaging that protects potent actives, supports patient adherence and elevates brand image. We proactively conducted our own independent analysis by soliciting direct input from our brand partners and dermatologists. Through this exercise, we identified the problems they were facing and where we had opportunities to help them as a packaging and dispensing partner."

According to Joseph, these concerns included:

- *What is the right packaging for my formula (aggressive, active, preservative-free)?*
- *How do I achieve a premium brand image while remaining sustainable?*
- *How can the package be inclusive in design (ergonomic, functional)?*
- *How can I improve patient adherence to help them achieve their desired results?*
- *How do I navigate the robust regulatory requirements for this industry to ensure I am compliant?*

The executive notes, "Based on feedback and our deep understanding of this rapidly growing market, we leveraged Aptar's dual expertise in beauty and pharma to engineer a packaging platform that meets these needs. The Derma Series is the result: a curated range of high-performance dispensing solutions backed by technical services and regulatory support."

Precision dosing was a particular area of focus in the design process.

Joseph explains, "Many dermocosmetic products are treatments/targeted for specific skin areas. At Aptar Beauty, we focus on creating unique user experiences or improving the existing experience based on consumer insights. Our newest dropper innovation NeoDropper is designed to provide better formula protection, dosage control and less product waste versus traditional droppers. It features a shorter pipette with a capillary system that draws the formula up a dip tube, and a sealed neck finish to minimize the risk of contamination or spilling. Star Drop is another example. Our patented flow control technology provides controlled dispensing and eliminates product leakage of the applicator, which were two common complaints identified with traditional tottles."

As beauty and science advance together, formulations continue to improve—featuring higher concentrations, fewer preservatives and increasingly sophisticated active ingredients.



The Derma Series from Aptar represents a curated collection of high-performance dispensing solutions, supported by technical expertise and regulatory guidance.

Courtesy of Aptar

[e]www.iqvia.com/library/white-papers/under-the-skin-dermocosmetics-2022

"The Derma Series collection addresses these different needs by providing brands with selective packaging and dispensing options that are paired with in-house services such as formula compatibility, simulation technology, fast prototyping and usability testing in our labs, as well as connected solutions," says Joseph.

Aptar helps clients choose the best packaging for their products by focusing on key priorities: protecting the formula, ensuring precise dosing, and enhancing user experience to promote adherence.

"This collection of high-performance packaging and dispensing solutions perfectly adapts to these specifications," says Joseph. "All technologies are compatible with skin care or personal care formulations: airless, cosmetic pumps, droppers, dispensing pumps, spray pumps and aerosols. Each solution is capable of premiumization for shelf differentiation and offers sustainable features."



Aptar's NeoDropper delivers formula protection, precise dosage control and reduced product waste compared to traditional droppers.

Skin Care Gets Serious: Pro Results, No Needles

As consumers prioritize quality and efficacy over flashiness, the surge in "treatment in a bottle" products is not just a trend but a reflection of changing skin care preferences. With groundbreaking innovations like PDRN serums, needle-free fillers and microneedling-inspired solutions, beauty brands are meeting demands for professional-grade results without the need for invasive procedures. This movement signifies a new era in skin care, where advanced technology and accessibility converge to empower consumers and redefine beauty routines.

Treatment-in-a-Bottle Playbook for Marketers& Product Developers

Focus on At-Home Professional Results

Consumers want medspa-level results at home. Products like needle-free fillers and microneedling-inspired serums are leading the way, showing demand for high-efficacy, clinic-grade solutions in convenient formats.

Prioritize Product Efficacy

Shoppers are prioritizing quality and effectiveness over other factors like sustainability or brand image. Highlighting proven results and scientific innovation can drive product relevance.

Leverage Emerging Ingredients

Ingredients like PDRN (polydeoxyribonucleotide) and dual-weight hyaluronic acid are gaining traction due to their ability to promote collagen production, skin hydration and repair. Incorporating such trending ingredients can resonate with consumers.

Capitalize on Viral Trends

Products like VT-Cosmetics' microneedling-inspired serum gained popularity via platforms like TikTok and YouTube. Engaging with social media trends and viral marketing can amplify product reach and appeal.

Expand Accessibility

As seen with VT-Cosmetics entering Ulta Beauty, making advanced skin care accessible through mainstream retail channels can enhance visibility and meet growing consumer demand for at-home solutions.

Explore Multi-Channel Storytelling

Create educational and engaging content around advanced skin care solutions and their science-backed benefits. Highlighting unique technologies like Tiered-Release Vesicles or biodegradable microneedles can build trust and excitement.

Monitor Consumer Shifts in Spending

While facial skin care has historically been a priority, growth in categories like body creams and cleansers indicates a shift. Diversifying product lines to address broader skin care needs may capture a wider audience. ■

Courtesy of Aptar

THE LONGEVITY RACE TO SLOW AGING

Emerging ingredient technologies are building resilience for lifelong wellness and beauty.

Instead of aiming to reverse aging—although regenerative solutions are making strides in that area—slow aging prioritizes building resilience and delaying age-related issues.



Image by annanahabed at Adobe Stock

The slow aging movement has picked up momentum since the pandemic, focusing on decelerating and mitigating the effects of natural biological processes and environmental exposures over a lifetime. Instead of aiming to reverse aging—although regenerative solutions are making strides in that area—slow aging prioritizes building resilience and delaying age-related issues. This approach emphasizes optimizing biological functions and minimizing exposure to elements that accelerate aging, benefiting the skin, hair and overall body health.

"The anti-aging narrative is now being replaced by well-aging and longevity beauty, a shift that emphasizes skin strength, radiance and biological respect," says Irena James, senior business development manager, beauty and personal care, ingredients and specialties, Univar Solutions. "Rather than overcorrecting, today's consumers value maintaining skin in its best form over time."

This report delves into key innovation opportunities that brands can leverage to provide impactful solutions for consumers while distinguishing themselves from the competition.

Tatcha and Nivea Take on Skin Aging with Science-Powered Formulations

In August 2025, Tatcha made a significant pivot into the slow-aging era with the release of The Longevity Serum Skin Strength& Resilience Treatment, designed to boost cellular resilience, reduce aging senescent cell markers by 55%, firm and smooth the skin within 1 week for a "collagen-rich appearance," and boost skin barrier strength instantly.

The formulation comprises the brand's Okinawa Cellescence Complex, comprising noni juice for cellular renewal, soothing inflammation and reinforcing the skin barrier, as well as shell ginger for collagen defense and enhanced elasticity, and antioxidant-rich shikuwasa lime for brightening and skin-shielding benefits.

Beiersdorf has entered the skin longevity market with the launch of its Nivea Cellular Epigenetics Rejuvenating Serum. Per the brand, the Nivea serum slows down the skin aging process at the cellular level, allowing for a reversal of skin age in two weeks.

The serum features Epicelline, the company's proprietary epigenetic ingredient, which is said to reverse skin aging and promote skin longevity. According to Beiersdorf, Epicelline works by neutralizing and reversing the effects of external aging factors, rejuvenating skin cells in the process.



The formulation also comprises three types of hyaluronic acid.

"Our patented skin-specific age clock technology helps us to identify active ingredients and solutions that make people look younger than they really are," said Gitta Neufang, Ph.D., chief research and development officer at Beiersdorf. "By leveraging our scientific expertise in the field of epigenetics, our aim is to enhance and restore the youthful functions of aged skin cells."

These are just two recent examples of the growing race to meet the rising demand for skin longevity and anti-aging solutions. To drive the next wave of innovation in this space, numerous suppliers have introduced cutting-edge solutions designed to support product development.

The Slow-aging x Longevity Toolbox

Zombie Cells, Collagen Boosts and Ageless Skin

Univar's James notes that DSM-Firmenich's Eterwell Youth is designed to reduce the appearance of tired, uneven or dull skin by targeting zombie cells, thereby reversing the age appearance of the skin by nine years within three months, per the supplier. It also supports skin quality and tone over time.

DSM-Firmenich has also developed Syn-Coll CB, a tripeptide that supports the skin's structural appearance by helping to reinforce its natural matrix. At just 1%, the ingredient has reportedly been clinically shown to boost and safeguard collagen reserves while reducing UV-induced collagen degradation, slowing the skin aging process by mimicking the body's own mechanisms.

Syn-Coll CB adapts to address collagen-related needs across different age groups, per DSM-Firmenich, and improves skin firmness and smoothness, sculpting skin for a youthful, rejuvenated appearance.

Age-Defying Magic from Pomegranates

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

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

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

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

- anti-wrinkle
- regenerating
- restructuring
- boosting cellular energy
- hydrating to maintain resilience
- energizing and revitalizing skin
- calming skin under stress

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

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

- Hydration: Long-lasting enhancement; replenishes moisture barriers.



Beiersdorf has entered the skin longevity market with the launch of its Nivea Cellular Epigenetics Rejuvenating Serum.

Courtesy of Beiersdorf

- Wrinkle reduction: Rejuvenated skin appearance with visible wrinkle transformation.
- Dermal energy boost: Mitochondrial function improvements empower skin vitality.

Vegan Biomimetic Exosomes for Skin Renewal

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

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

Additional advantages are as follows:

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

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

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

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



Drawing from the resilience of the pomegranate tree (Punica granatum), a symbol of vitality for centuries, Aethelis Granata optimizes the skin's self-repair mechanisms.

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

Bakuchiol Boost: New Natural Heroes for Radiant, Clear Skin

Sharon Personal Care by Eternis has introduced two new bakuchiol-based ingredients designed to enhance natural skin care: Pantrofina Baokiol RSPO MB and Pantrofina BakuClear RSPO MB. Both ingredients offer the benefits of bakuchiol, a natural alternative to retinol, targeting aging and blemish-prone skin.

Pantrofina Baokiol RSPO MB is a 100% natural, oil-based and non-irritating alternative to retinol. It targets signs of aging and is suitable for use in skin care, makeup, and body care products. Clinical studies reveal that it:

- reduces wrinkles 50% more effectively than retinol,
- smooths skin
- boosts radiance
- is gentle enough for daily use

It is also COSMOS and Natrue certified.

Pantrofina BakuClear RSPO MB, meanwhile, is a water-based bakuchiol solution designed for oily and acne-prone skin. It offers sebum-balancing effects, reducing acne spot volume by 13% and sebum levels by up to 15%. It is effective, non-irritating and supports clear, water-based formulations. Like Baokiol, it is 100% natural and COSMOS/Natrue certified.

Taurine-Powered Skin Care

BASF's Oximony, based on FairWild certified *Lysimachia christinae* flower/leaf/stem extract), is designed to boost skin longevity by promoting

(Continued on Page 26)

Image by fotoduets at Adobe Stock

ELEVATING BEAUTY THROUGH PURPOSE AND SCIENTIFIC IMPACT

BY **PARAND SALMASSINIA,** President, dsm-firmenich Beauty & Care; **HENDRIK REUTER,** VP Global R&D & Innovation, dsm-firmenich Beauty & Care; and **MERIEM SABER,** Director Global Sustainability, dsm-firmenich Beauty & Care

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"From sun care leadership to award-winning senolytic-powered skin and hair solutions, we're creating a future where wellbeing and delight converge to deliver measurable impact for brands and consumers alike," says Parand Salmassinia (center right), President, Beauty & Care at dsm-firmenich, pictured here with Hendrik Reuter (center left), VP Global R&D & Innovation, dsm-firmenich Beauty & Care, together with the Global R&D & Innovation team in Switzerland.

"At dsm-firmenich, we're not just responding to beauty's evolution—we're leading it. Our strategy is built on scientific excellence, sustainability, and a deep understanding of consumer needs. Through close business partnerships and co-creation with our customers, we are shaping the future of beauty together. From sun care leadership to award-winning senolytic-powered skin and hair solutions, we're creating a future where wellbeing and delight converge to deliver measurable impact for brands and consumers alike." -Parand Salmassinia, President, Beauty & Care at dsm-firmenich.

In a world where beauty is no longer just skin deep, dsm-firmenich Beauty & Care is leading a transformative movement—one that unites science, sustainability, and emotional connection to shape the future of the industry. As a **House of Science** our ambition is clear, to **shape the future of beauty together with our customers—through co-creation, innovation, and shared purpose**, we are on a mission to become **the preferred business partner** for skin, sun, and hair care brands across the globe.

From Europe to Asia to the Americas, we are committed to delivering **elevated moments of care**, **superior consumer delight**, and **positive impact**—all grounded in **scientific excellence**, **sustainability leadership**, and **wellbeing**.

A House of Science, beyond Wellbeing

At dsm-firmenich Beauty & Care, our strategy is built on a profound understanding of global consumer dynamics and a clear vision of the evolving beauty landscape. We are not just observing change— **we are engineering it**. Our roadmap is rooted in **purpose-driven innovation, where scientific excellence meets consumer relevance**. As the industry pivots toward holistic wellbeing, **we lead with conviction** - translating macro trends like cellular and medical beauty, microbiome science, rational design, and skinification, into breakthrough solutions that span generations and

Images courtesy of dsm-firmenich

geographies, helping our customers stay ahead in a fast-moving market.

Science is our differentiator

Through our House of Science, we drive innovation across skin, sun, hair and scalp—leveraging cutting-edge technologies such as encapsulation, receptor design, and AI-powered formulation. *"Our R&D engine is built to deliver future-proof solutions that meet the rising demand for efficacy, safety, and sustainability,"* says **Hendrik Reuter, Global VP R&D& Innovation at dsm-firmenich Beauty & Care**. *"Every step we take is designed to **empower brands, elevate consumer experiences, and deliver measurable impact**. Because at dsm-firmenich, science isn't just at the core— **it's our catalyst for change**."*

From elevated-science peptides with advanced molecular modeling like SYN®-COLL CB, to award-winning UVB Filters like PARSOL® SLX and pioneering senolytic-powered innovations like ETERWELL™ YOUTH& ETERWELL™ HAIR, our portfolio reflects a relentless pursuit of **performance with purpose**—recognized through **multiple scientific awards** that validate their breakthrough impact and industry relevance.

From Ingredients to Impact: A New Kind of Partnership

Our transformation is not only about what we offer - it is **about how we collaborate**. Our organization has shifted to **strategic co-creation partnerships**, working side-by-side with our customers to develop tailored solutions that reflect consumer expectations and brand purpose.

This evolution is anchored in five guiding pillars:

- **Science** – our foundation for elevated innovation and trust
- **Wellbeing** – our commitment to enhancing lives
- **Holistic Beauty** – our approach to inclusive, multi-dimensional care
- **Sustainability** – our promise to people and planet
- **Emotional Connection** – our drive to create beauty that resonates

These pillars shape everything we do—from product development and storytelling to go-to-market strategies and communications campaigns. They are the blueprint for shaping the future of beauty, **together with our customers**.

Sustainability as a Strategic Imperative

For us, sustainability is not a trend—it is a **strategic business mandate**. *"As we shape the future of beauty, we remain persistent in our sustainability commitments,"* says **Meriem Saber, Director Global Sustainability Beauty & Care**. *"We believe that true leadership in beauty must go hand in hand with **leadership in environmental and social impact**. That is why we have set bold, measurable goals to guide our transformation."*

By 2025:

- **Achieve 100% Life Cycle Assessment** (LCA) coverage across our portfolio, supported by comprehensive sustainability data to empower informed, responsible choices

By 2030:

- **Ensure 100% of our key natural ingredients are responsibly sourced**
- **Reach 90% biodegradability for our skin active ingredients**
- **Reduce our greenhouse gas (GHG) emissions by 25% compared to our 2021 baseline, on the path to net zero by 2045.**

We are also committed to **radical transparency**. Our proprietary **Imp'Act Card™** is a game-changer, offering clear, actionable insights across environmental impact, traceability, identity, and social impact. It simplifies complexity and builds trust, helping brands navigate the sustainability transition with confidence.

A Global Vision, Locally Relevant

With operations in nearly 60 countries and a deep understanding of regional nuances, we are uniquely positioned to serve global and local beauty brands alike. Whether it's addressing the **skinification of hair care** in Asia, the **clean beauty movement** in Europe, or the **sun care needs** of North America, we bring **cultural intelligence** and **scientific rigor to every partnership**.



"As we shape the future of beauty, we remain persistent in our sustainability commitments," says Meriem Saber, Director Global Sustainability Beauty & Care.

Our integrated capabilities, talent and expertise across all regions, and functions further enhance our ability to deliver **elevated, high-performance, modern solutions** that delight consumers and differentiate brands.

Let's Shape the Future of Beauty—Together

As we look ahead, our message to the industry is clear: **dsm-firmenich Beauty& Care is your partner of choice** for elevated innovation, sustainability-driven, emotionally resonant beauty solutions, rooted in science that works and respects the planet for generations to come.

Together, we can shape a future where beauty is a force for good—for people, for planet, and for progress.

- **Discover more about our House of Science here: *www.dsm-firmenich.com/en/businesses/perfumery-beauty/beauty-care.html***

(Continued from Page 23)

healthy levels of taurine and taurine transporter TAUT, as well as NAD+. Taurine is a naturally occurring amino acid that can boost hydration and antioxidant protection while reducing inflammation.

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

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

A Flower-Powered Secret Weapon for Radiant, Firm Skin

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

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

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

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



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

Skin Longevity Unlocked: Natural Actives for Ageless Radiance

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

Pro-Longevia (INCI: Glycerin (and) Water (Aqua) (and) Rubus Idaeus Leaf Extract) is a raspberry leaf-derived active targeting the hallmarks of aging. The 100% natural ingredient is said to preserve mitochondrial function, balance oxidative defenses and enhance protein homeostasis. This, in turn, reportedly visibly reduce skin roughness, pigmentation irregularities and wrinkles.

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

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

Next-Gen Hyaluronic Acids: Fighting Wrinkles, Boosting Skin and Saving the Planet

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

Image by zinkevych at Adobe Stock

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

More specifically, it addresses:

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

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

Elsewhere, Se(HA)+ from LipoTrue is a naturally enriched HA ferment derived from a bacteria that inherently encodes the HAS enzyme that synthesizes hyaluronic acid. This process allows the ingredient manufacturer to obtain an enriched HA ferment with a broad spectrum composition that provide both HA-like and HA-booster efficacies. Se(HA)+ offers a sustainable and natural alternative.



Silab recently disclosed new efficacy data for its Oxygeskin active ingredient derived from the nasturtium flower.

Se(HA)+ enhances barrier function and epidermal regeneration in the upper layers of the skin, while also boosting endogenous HA synthesis, preventing dehydration and renewing the extracellular matrix (collagen, elastin, fibrillin) in deeper layers. In vivo studies have shown improvements in moisturization, reduction of crow's feet and nasolabial wrinkles, and a plumping effect on the lips.

Supercharged Ingredients for Sustainable Skin Care

Chemyunion's portfolio of cosmetic ingredients developed using supercritical CO_2 extraction offers enhanced sustainability and skin-friendly benefits.

Revinage MB (INCI: Bidens Pilosa Extract (and) Elaeis Guineensis (Palm) Oil (and) Gossypium Herbaceum (Cotton) Seed Oil (and) Linum Usitatissimum (Linseed) Seed Oil)



From top: image by Olena Svechkova; Bidzilya at Adobe Stock

is a plant-derived alternative to retinoids obtained from *Bidens pilosa*. It reportedly helps to improve the appearance of wrinkles, support a more even skin tone and improve lip texture. According to the company, unlike synthetic retinoids, it is suitable for use on all skin types, including sensitive skin, and does not carry the same potential for irritation.

Physavie 250 MB (INCI: Physalis Angulata Extract (and) Caprylic/Capric Triglyceride) is recommended for sensitive or reactive skin. It has soothing and anti-inflammatory properties comparable to corticosteroids. COSMOS approved, the ingredient has been shown to support the extracellular matrix while offering protection against environmental stressors such as blue light and infrared radiation, per the company. It can also be incorporated into sun care products to enhance protection without affecting SPF performance.

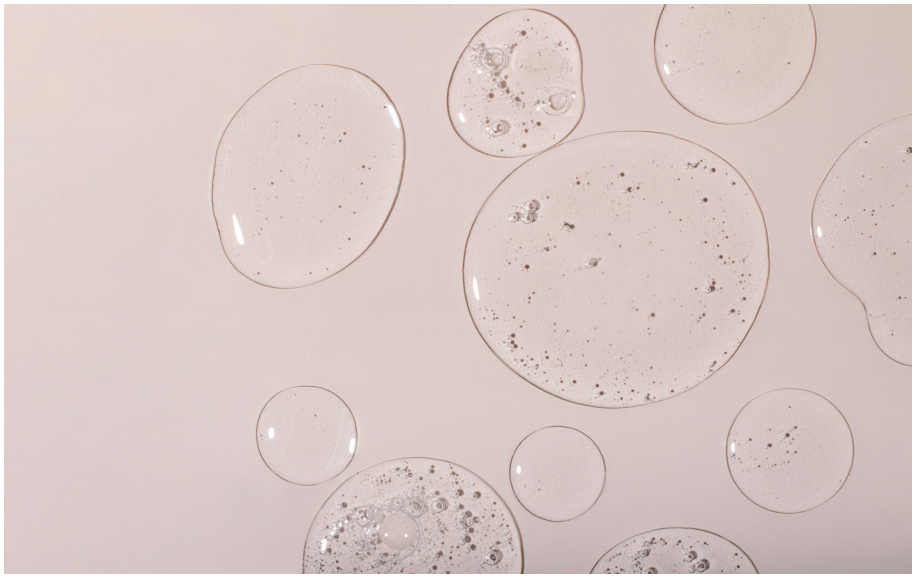
Finally, Agen (INCI: Canola Oil (and) Malus Domestica Fruit Extract (and) Zingiber Officinale (Ginger) Extract) is described as a synergistic combination of apple extract and supercritical extract of ginger. It acts epigenetically to improve skin firmness and elasticity, and to redensify the skin.

A Nature-Derived Solution for Dry, Sensitive and Retinol-Treated Skin

Silab has introduced Neolipyl, a natural active derived through an enzymatic extraction process from the flowering tops of *Centaurea cyanus* (cornflower) sourced from certified organic French agriculture. The ingredient was developed to help restore the lipid matrix of dry skin and, when used in combination with retinol, mitigate irritation.

Using lipidomic analysis and optical biopsy modeling, Silab established a profile of dry skin characterized by impaired lipid synthesis and disordered lipid structure. Neolipyl (INCI: Water (Aqua) (and) Glycerin (and) Centaurea Cyanus Flower Extract) was developed and tested using this model. Results indicated the active: stimulated epidermal lipid production and improved lipid organization, contributing to the restoration of barrier integrity.

In addition, in clinical studies of Caucasian and Asian subjects with dry skin, Neolipyl was reportedly shown to improve hydration, comfort and skin surface smoothness after 14 days of twice daily use. Its performance was comparable to niacinamide in restoring barrier function.



According to Givaudan, PrimalHyal UltraReverse has been shown to increase sirtuin 1 by 136% and collagen 1 by 48%, which can contribute to reduced signs of aging.

When applied alongside retinol on normal skin, Neolipyl helped to reduce adverse effects such as dryness, redness and discomfort, while maintaining retinol's anti-aging efficacy, the company reports. It also visibly enhanced skin radiance.

Neolipyl is available in aqueous solution and recommended at concentrations between 0.5% and 2%. Additional benefits of the ingredient include: 100% natural origin content designation per ISO 16128; complies with biodiversity requirements; and meets global cosmetic regulations, including those in the EU, U.S., China and Japan.

Thus, by supporting lipid balance and skin tolerance, Neolipyl offers a nature-derived option for formulations targeting dry, sensitive or retinol-treated skin.

Peony Power for Even Skin Tone

Ichimaru Pharcos recently launched PeoGlow, a natural active ingredient derived from peony root designed to address skin tone unevenness linked to the glycation process—specifically the interaction between Advanced Glycation End Products (AGEs) and their receptors (RAGE).

According to the company, PeoGlow (INCI: Butylene Glycol (and) Water (Aqua) (and) Paeonia Albiflora Root Extract) represents a breakthrough in skin tone care by targeting the glycation domino run — a chain reaction where AGEs bind to RAGE, triggering hyperpigmentation (brown), darkening (black) and dullness (gray). This mechanism is now understood to be a root cause of uneven skin tone, affecting both melanocytes and keratinocytes, per the company.

Key product claims and benefits supported by the ingredient include: inhibits AGEs-RAGE interaction; reduces AGEs-related brown pigmentation; disrupts AGEs-RAGE signaling associated with black and gray tone; and improves overall skin tone uniformity

Applicable across facial and body care, PeoGlow is said to be ideal

Image by zigres at Adobe Stock



Silab's Neolipyl was developed to help restore the lipid matrix of dry skin and, when used in combination with retinol, mitigate irritation.

for skin brightening, anti-aging, under-eye treatments, hand creams and body creams.

Additional formulating considerations are it yellowish brown to brown liquid form with a characteristic odor; recommended dosage at 1%; and its JSQI approved, Chinese IECIC 2021 listed and halal certified statuses.

Key Takeaways for Marketers and Product Developers

The slow-aging movement and longevity-focused innovations represent a paradigm shift in consumer preferences, offering significant opportunities for marketers and product developers in the beauty and personal care industry. Here's what you need to know:

1. Emphasize Skin Resilience and Longevity

Consumers are moving away from"anti-aging" narratives and seeking solutions that enhance overall skin health and longevity. Position your products to promote strength, resilience, and natural aging with grace.

2. Leverage Science-Powered Ingredients

The rise of advanced technologies like epigenetics, biomimetic exosomes and next-generation hyaluronic acids highlights the demand for solutions rooted in cutting-edge science. Incorporating clinically proven



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Ichimaru Pharcos recently launched PeoGlow, a natural active ingredient derived from peony root designed to address skin tone unevenness linked to the glycation process.

ingredients into formulations will enhance consumer trust and product efficacy.

3. Natural and Sustainable Solutions are Non-Negotiable

Consumers are increasingly prioritizing natural, vegan and sustainable products. Highlight these qualities in your marketing to align with ethical and environmentally conscious values.

4. Personalization and Targeted Benefits

Innovations like collagen boosters, pomegranate-derived exosomes or bakuchiol alternatives allow brands to target specific skin concerns. Offering personalized solutions tailored to diverse age groups and skin types can set your brand apart in a crowded market.

5. Storytelling Around Innovation

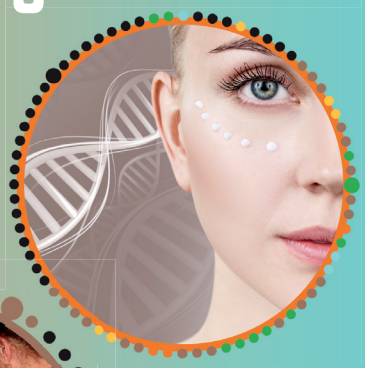
Consumers are drawn to products with compelling innovation stories. Highlight the unique science, heritage or nature-inspired processes behind your ingredients to build stronger emotional connections with your audience.

By staying ahead of these trends and focusing on the intersection of science, sustainability, and personalization, brands can effectively meet the evolving demands of the slow-aging and longevity care market while distinguishing themselves as leaders in innovation. ■

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Recent innovations in active ingredients are leading the charge, offering solutions that not only enhance skin health, but also promote mental and physical wellness.

Image by LIGHTFIELD STUDIOS at Adobe Stock

THE FEEL-GOOD ANTI-AGING REVOLUTION

Recent innovations in active ingredients not only enhance skin health, but also promote mental and physical wellness.

The beauty industry is increasingly embracing a holistic approach, combining skin care with overall well-being to address modern lifestyle challenges like stress, sleep deprivation and premature aging. Recent innovations in active ingredients are leading the charge, offering solutions that not only enhance skin health, but also promote mental and physical wellness. This report highlights cutting-edge ingredient launches tailored to meet the growing demand for beauty products that deliver both beautifying and feel-good benefits.

Sleep Tight, Stay Bright: Promoting Rested Skin and a Calm Mind

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

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

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

In particular, these include:

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

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

Key reported benefits of Zenitium are:

- Fast skin muscle relaxation: Reduces muscle cell contractions, allowing for quicker sleep onset.
- Improves sleep and mental clarity: By soothing tension and promoting deep relaxation, Zenitium ensures better sleep, which is essential for reducing stress.
- Preserves skin youthfulness: Instantly softens expression lines, even in younger skin.



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

Image by whyframeshot at Adobe Stock



Developed through extensive research of the skin-brain communication, Zenakine reportedly supports skin resilience against physical and emotional stress, enhances sleep quality and promotes a rested, youthful appearance.

- Reduces skin roughness with long-term effects: Skin barrier and expression lines are reduced after 28 days of application.

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

A Feel-Good Skin Solution for Stress, Sleep and a Youthful Glow

Croda Beauty Actives' Zenakine is a biotech-based cosmetic active ingredient designed to bridge the connection between skin quality and overall well-being. Developed through extensive research of the skin-brain communication, Zenakine reportedly supports skin resilience against physical and emotional stress, enhances sleep quality and promotes a rested, youthful appearance.

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

Clinical studies confirmed:

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

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

- improved skin resilience to physical and emotional stressors
- smoother skin with reduced lines and signs of tiredness
- enhanced emotional balance and sleep quality, promoting a more rested appearance

Zenakine is also crafted through biotechnology, with 100% natural-origin content (ISO 16128). It is readily

Image by LIGHTFIELD STUDIOS at Adobe Stock

biodegradable and adheres to RSPO and COSMOS standards.

Glow All Night: Bringing Beauty Sleep to a Whole New Level

Mibelle Biochemistry's LunaRose (INCI: Rosa Rugosa Fruit Extract (and) Maltodextrin (and) Aqua/Water) reportedly delivers melatonin-like effects to regenerate and rejuvenate the skin overnight.

Feeding into the skin longevity trend, LunaRose provides anti-wrinkle (after just one application) and antioxidant effects, boosts radiance, and enhances hydration for a stronger skin barrier. It also reduces redness to support sensitive skin and a sense of well-being.

The COSMOS- and Natrue-compliant technology is based on the hips (or fruits) of hybrid organic roses grown in Finland that are adapted to the country's unique day-night cycles.

The roses are Ecocert and Greenlife certified in accordance with the COSMOS Standard.

In vitro research has found that LunaRose upregulates the melanin receptor and instigates melanin-like gene expression.

It also reportedly improves skin barrier function (also confirmed in vivo), provides and antioxidant effect and improves mitochondrial function.



Brand storytelling should center around the dual benefits of ingredients for mind and body, tapping into the growing demand for self-care rituals that go beyond traditional beauty.

Glow Up and Chill: Where Beauty Meets Wellness

The convergence of beauty, wellness and science presents exciting opportunities for marketers and product developers in the skin care industry. As consumers increasingly seek holistic solutions that address both physical and emotional well-being, it's essential to focus on products that deliver measurable results while promoting a feel-good experience. Highlighting key benefits such as improved sleep, reduced stress and enhanced skin health can resonate deeply with today's wellness-focused audience.

For marketers, emphasizing the natural, sustainable and science-backed aspects of these ingredients will help build trust and appeal to conscious consumers. Storytelling should center around the dual benefits for mind and body, tapping into the growing demand for self-care rituals that go beyond traditional beauty.

For product developers, incorporating bioactive ingredients with proven efficacy and sustainability credentials is crucial. Prioritize innovation in formulations that align with clean beauty standards while addressing modern challenges like stress, sleep deprivation and premature aging. By bridging the gap between beauty and wellness, brands can create meaningful connections with consumers and position themselves as leaders in the feel-good, anti-aging revolution. ■



Mibelle Biochemistry's LunaRose reportedly delivers melatonin-like effects to regenerate and rejuvenate the skin overnight.

From top: image by Pixel-Shot; New Africa at Adobe Stock



While a product's ability to deliver multi-use benefits is important to 18% of women, only 9% of male respondents found multi-use to be important.

Image by KoolShooters at Pexels

WHAT WOMEN (AND MEN) REALLY WANT FROM THEIR FACIAL AND BODY SKIN CARE PRODUCTS

BY DENISE HERICH, THE BENCHMARKING COMPANY

U.S. female beauty buyers feel their facial skin is somewhat healthy (65%) to very healthy (23%), while 84% eagerly purchase skin care products to address specific troubled skin issues when they do arise, according to The Benchmarking Company's August 2025 primary online study of 3,460 female and 239 male beauty and personal care buyers.

This study uncovers the concerns consumers currently experience with their facial and body skin, the products they're using now to combat them, and the innovative solutions they're seeking from the beauty and personal care industry to help solve them. As females represent the majority of respondents, data will largely reflect the female point of view but will highlight gender response differences of note.

Understanding Skin Care Concerns and Purchase Priorities

Living with troubled facial or body skin makes females feel self-conscious (60%), frustrated (56%), curious about different solution possibilities (55%) and excited to find that solution (41%).

While 49% are somewhat satisfied with the products they use on their face, 29% feel neither satisfied not unsatisfied —a "meh" reaction —when contemplating the efficacy of their current regimen. Nine percent feel very satisfied, 10% feel somewhat dissatisfied and 2% feel very dissatisfied.

When she's seeking solutions to facial or body skin care problems (**F-1**), what matters most to her purchase decision are proven efficacy in the form of consumer/clinical claims (46%), fast results (34%), dermatologist tested or recommended (33%), and value for the money (31%).

While a product's ability to deliver multi-use benefits is important to 18% of women, only 9% of male respondents found multi-use to be important.

Key Factors Affecting Skin Health: Stress, Hormones and Lifestyle

Stress is her primary troubled skin culprit, with 69% of women (but only 57% of men) believing stress contributes to the health of their skin (**T-1**). Other key factors for females include hormones (62%), lack of sleep (58%), food choices (57%), environmental triggers (54%) and lifestyle (52%).

Weather changes were an important skin health contributor to 44% of

F-1. Top skin care priorities for consumers



Courtesy of The Benchmarking Co.

women, but only 29% of men felt weather changes mattered.

Top Skin Care Concerns, Tools and Products People Are Using

In the past six months, women have experienced fine lines and wrinkles (66%), dry skin (49%), hyperpigmentation or dark spots (43% of women vs. 23% of men), clogged pores (43%), dark undereye circles (39% of women vs. 24% of men), acne (38%), uneven skin tone (35%), oily skin (31%), and sunspots (31%) most frequently.

They're using a wide variety of tools, in addition to skin care products, to help alleviate some of those issues. These tools include quartz/stone rollers (33%), ice rollers (30%), dermaplaning tools (28%), cleansing devices (28%), exfoliating devices (28%), facial steamers (25%), and massaging rollers (24%), among other tools.

To maintain the health of her skin, 78% of women say they currently use sunscreen, 59% use hydrating serums or masks, 52% use eye creams or eye patches, 49% use micellar waters/ gentle cleansers, 44% use vitamin C skin care products, and 41% are using pimple patches.

Emerging Skin Care Trends: Retinol Alternatives and Must-Try Products for Women and Men

The opportunities for brands are represented by the products consumers aren't yet buying but are interested in trying (**T-2**). Chief among these opportunities is retinol alternatives, with 71% of females saying they don't currently use them but are interested in doing so.

Others high on her "must try" list include anti-inflammatory or calming treatments (69%), hydroquinone or hydroquinine alternatives (69%), clarifying treatments (67%), spot correcting products and barrier creams (both 65%), and niacinamide products (58%).

T-1. Consumers' skin health beliefs

Which of the following do you believe contributes to the health of your skin?	Females
Stress	69%
Hormones	62%
Lack of sleep	58%
Food choices	57%
Environmental triggers	54%
Lifestyle	52%
Genetics	48%
Weather	44%
Hygiene	42%
The quality of the skincare products I use	37%
Underlying health issues	34%
Not moisturizing or over moisturizing	24%
Lack of a skincare routine	22%
Not washing my face daily	22%
Auto immune disease	16%
The quality of the color cosmetics I use	16%
Use of too many products	13%
Over washing my face	12%



Consumers are using a wide variety of tools, including quartz/stone rollers (33%).

From tip: courtesy of The Benchmarking Co.; image by Kaboompics.com at Pexels

T-2. Facial skin care use and interests

Facial Skin Care			
Females	**Currently Use**	**Don't Use but Interested***	**Not Interested**
	%	%	%
Sunscreen	78	17	6
Hydrating serums or masks	59	37	4
Eye cream/patches	52	43	5
Micellar waters/gentle cleansers	49	42	9
Vitamin C products	44	52	5
Pimple patches	41	29	30
Peels or exfoliants	39	53	8
Retinol/Retinoid treatments	39	52	10
Acne cleansers	36	27	37
Niacinamide products	31	58	11
Acne treatments/serums	30	33	38
Clarifying treatments	23	67	11
Spot correcting products	20	65	16
Barrier creams	19	65	17
Anti-inflammatory or calming treatments	17	69	15
Retinol alternatives	13	74	14
Medicated topical creams	13	60	28
Hydroquinone or hydroquinine alternatives	6	69	26

**Brand Opportunity!*

For men, hydrating masks or serums are high on his must-try list, with 52% wishing to do so. Only 32% of men say they use hydrating serums or masks currently.

Top Body Skin Concerns: Dryness, Firmness and More

Dry skin (63%), loss of firmness (52%), stretch marks (48%), cellulite (46%), ingrown hairs (38%), razor bumps (37%), hyperpigmentation (34%) and uneven skin tone (32%) top females' lists for body skin issues they've experienced in the past year.

Further down her list are body acne issues, with 23% experiencing back acne (vs. 40% of men) and 17% having chest acne (vs. 24% of men). Body odor is an issue, with 28% of women (vs. 32% of men), and 24% say oily skin is an issue (vs. 42% of men who say oily skin is an issue).

Body Care Habits and Product Preferences

To maintain the health of the skin on her body, 78% regularly use body creams and lotions, 44% use body



Courtesy of The Benchmarking Co.

exfoliants, 37% use ointments, 33% use clinical-strength deodorants/antiperspirants, 28% have tried an all-over deodorant and 21% use antibacterial washes.

Twenty-seven percent of men currently use exfoliators, but 58% are interested in trying them. Only 23% of men have tried a clinical-strength deodorant/antiperspirant product, but 63% are interested in trying them.

Interest in Body Skin Care: Top Products and Opportunities

Forty-four percent (44%) of women are somewhat satisfied with the efficacy of their current body skin care products, and 32% feel neutral about them, making the brand opportunity for body skin care products vast.

Leading the list of products women are interested in trying (**T-3**) are caffeine-based firming creams (79%), cellulite creams (77%), body serums (75%), body masks (75%), leave-on exfoliation products (74%), massage-activated sticks or oils (72%), and pH-balanced body cleansers (71%).

Willingness to Try New Skin Care Innovations and Consumers' Patience for Results

If a brand claimed to improve her skin concerns in a new way, 67% of women say they'd very likely be willing to try that new product. Some of the new innovations she'd be willing to try include products designed to promote cell longevity (76%), products formulated with exosomes (74%), microbiome support for skin (71%), bioactive peptides (69%), epigenetics (59%), neurosensory skin care that impacts mood (58%), and products with novel ingredients such as marine-derived actives or PDRN (52%).

Whether it's a new facial skin or body skin care product, time to efficacy is of the essence. Twenty-seven percent of females (vs. 38% of males) give a skin care product 1-2 weeks before deciding if it works or not.

Thirty-eight percent of females give that product three to four weeks before judgment (vs. 39% of men), and only 33% of women (and 22% of men) are willing to wait more than a month before seeing results. ■

T-3. Body skin care use and interests

Body Skincare			
Females	**Currently Use**	**Don't Use but Interested***	**Not Interested**
	%	%	%
Body creams/lotions	78	19	2
Exfoliators	44	49	7
Ointments	37	47	15
Clinical strength deodorant/antiperspirants	33	50	18
All-over deodorant	28	52	20
Antibacterial washes	21	61	19
Body powders	17	51	32
Clarifying mud masks	16	68	16
Spot treatment gels or patches	14	64	23
pH-balanced body cleansers	13	71	16
Post-shaving calming gels/creams	12	68	20
Body serums	12	75	13
Medicated creams	11	61	29
Acne body washes	10	45	45
Pimple body patches	10	48	43
Leave-on exfoliation lotions (BHA/AHA)	10	74	16
Colloidal oatmeal products	10	69	21
Body masks	8	75	17
In-grown hair serums	7	62	30
Eczema products	7	39	54
Acne lotions/serums	6	48	46
Keratosis pilaris products	6	53	42
Caffeine-based firming creams	6	79	15
Cellulite creams	6	77	17
Massage activated oils/sticks	6	72	22
Acne spray	5	46	50
Anti-fungal body washes	4	49	48
Cooling/anti-redness body washes	4	64	32
Targeted body patches	4	58	39

**Brand Opportunity!*



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

Courtesy of The Benchmarking Co.

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Don't sweat it: brands and emerging ingredients now offer enhanced protection from the elements, from heat to pollution to mechanical stress.

Image by Alex F/peopleimages.com at Adobe Stock

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BRANDS ARE TURNING UP THE HEAT ON HAIR PROTECTION: PREVENTION OVER REPAIR

As they say, an ounce of prevention is worth a pound of cure. Hair care emerged as a standout category in the prestige market during Q1 2025, with sales climbing 4% year-over-year, per Circana[a]. Among the leaders of this growth were products touting heat protection benefits, reflecting awareness of the damaging effects of environmental and mechanical stressors like heat, pollution and UV exposure. As demand for solutions that address these challenges increases, so do launches from brands and ingredient suppliers.

"Hair care innovation is evolving to meet rising consumer demand for 'total fiber health,' addressing external stressors like heat, ultraviolet (UV) and pollutants, while also considering scalp wellness," says Irena James, senior business development manager, beauty and personal care, ingredients and specialties, Univar Solutions.

Preventative solutions often work hand-in-hand with reparative technologies, such as advanced bond-building innovations. In many instances, both approaches are integrated into a single product, amplifying their overall effectiveness. Additionally, these solutions frequently include or complement claims related to scalp health, longevity and overall hair wellness, creating a holistic approach to hair care.

Here's where innovation is driving new opportunities in hair care.

[a]www.gcimagazine.com/brands-products/fragrance-home/news/22941513/us-consumers-embrace-beauty-in-uncertain-q1-2025

Heat Heroes: The Latest Brand Launches in Hair Protection

K18's HeatBounce, launched in July 2025, is a weightless conditioning heat protectant featuring the brand's ResiliCore heat-shielding technology, which is inspired by resilient proteins found in nature.

ResiliCore penetrates the hair cortex, where heat damage occurs, offering protection from temperatures up to 450°F (232°C), per K18. Unlike traditional heat protectants that sit on the surface, ResiliCore reportedly provides deep defense, reducing breakage by 85% during blow drying.

HeatBounce is designed for use on damp or dry hair and protects against heat, mechanical damage and UV exposure. Its lightweight cream-to-mist formula ensures conditioning without added weight, making it suitable for all hair types.

"HeatBounce reflects our commitment to pushing the boundaries of hair science," said Suveen Sahib, co-founder and CEO of K18. "Powered by our patented ResiliCore technology, it delivers intelligent heat protection that penetrates deep into the hair fiber—reinforcing inner bonds and preserving strength by dynamically responding to heat. It's a true breakthrough and the perfect complement to our molecular repair innovation."

Just a week later, hairdresser Chris McMillan (known for the"The Rachel" and"CLB" haircuts) launched his own range of products at his own DTC site and at Sephora online and in-store. The product range merges interest in hair protection with the thriving prestige styler category, which grew 12% in Q1 2025, per Circana.

The range is built on the foundation of the brand's HS3 Complex of actives that "protects, strengthens and adds shine every time you style," per the brand. The complex is designed to withstand hot tools up to 450°F, while reinforcing hair from within for stronger strands. Ultimately, the promise of the range is to offer styling without compromising one's hair health.

While all of the brand's SKUs feature the HS3 Complex, The Glassy Smooth Blowdry Spray ($36) is an explicitly protective product. This heat-protecting prep spray reportedly blocks out humidity and supports the achievement of long-lasting blowouts.

The new sunflower-powered Dyson Omega collection, launched in August 2025, also has defense in mind.

Its Hydrating Hair Oil ($54.99 for 30 ml) is a concentrated, silicone-free



K18's HeatBounce, launched in July 2025, is a weightless conditioning heat protectant featuring the brand's ResiliCore heat-shielding technology, which is inspired by resilient proteins found in nature.

Courtesy of K18

oil that nourishes, smooths and seals in moisture for soft, manageable hair. Notably, it protects against heat and mechanical damage with antioxidant-enriched ingredients, which include the aforementioned sunflower oil, as well as olive, Abyssinian, corn, avocado, sesame and macadamia oil.

The Leave-In Conditioning Spray ($69.99 for 165 ml, refill $59.99), meanwhile, is designed to support detangling and reduce frizz while offering UV and heat protection.

The Hair Defense Tool Kit: Advanced Protection Against Heat, UV and Chemical Damage

A Senolytic Solution for Scalp Health and Hair Vitality

"Pollution, UV radiation and thermal styling can accelerate cellular fatigue and contribute to visible hair thinning by stressing follicle-supporting cells," says Univar's James. "Eterwell Hair [from DSM-Firmenich] offers a novel approach through a senolytic-inspired mechanism that helps support the scalp's natural regenerative environment. It provides a science-backed pathway for developers formulating hair wellness solutions that defend against modern stressors while supporting long-term hair retention and vitality."



Dyson's Leave-In Conditioning Spray ($69.99 for 165 ml, refill $59.99) is an 8-in-1 multitasker that nourishes, detangles and reduces frizz.



Hairdresser Chris McMillan (known for the "The Rachel" and "CLB" haircuts) recently launched his own range of products at his own DTC site and at Sephora online and in-store. The product range merges interest in hair protection with the thriving prestige styler category, which grew 12% in Q1 2025, per Circana.

Eterwell Hair is a senolytic-based hair care ingredient designed to maintain a healthy scalp and support strong, vibrant hair. It targets visible signs of cellular fatigue caused by heat, UV, and pollution, promoting longevity and scalp wellness. It is therefore optimal for products focused on hair density and resilience.

Advanced Hair Protection Against Heat, Bleach, and Oxidative Stress

Provital's Keradeep is a polyphenol-rich pine bark extract with strong antioxidant activity The ingredient technology prevents irreversible protein carbonylation and cysteine oxidation, damage that can weaken hair.

In this way it protects the hair's keratin and keratin-associated proteins from oxidative stress caused by heat styling, UV and pollution exposure, and chemical treatments.

Unlike conventional "plex" systems, which work by repairing or reinforcing disulfide bonds after they are broken, Keradeep offers a preventative solution that protects existing bonds, maintains keratin organization to support strength and elasticity, and shields against antioxidants that can break bonds during chemical or heat exposure.

Per Provital, Keradeep offers as much as 97% protection from heat-induced protein carbonylation, as much as 71% protection from bleach-induced protein carbonylation and about 51% protection against disulfide bond breakage. It also offers 94% protection in maintaining keratin's positional structure.

For these reasons, Keradeep is recommended for use in pre-bleach, heat styling and environmental protection products, perhaps in cooperation with bond builders.

Multi-Peptide Solution for Hair Protection and Longevity

Croda Beauty's FibraShield C (INCI: Hydrolyzed Cicer Seed Extract) is a protective multi-peptide designed to preserve hair longevity by combating oxidative stress and providing environmental protection.

Sourced from chickpea extract, FibraShield C can be applied in

From top: Images courtesy of Chris McMillan; Dyson

daily leave-in care, styling, thermal protection, anti-pollution, sun protection, well-aging and hybrid formulations to address dry and damaged hair, including chemically-treated and mechanically damaged hair, as well as fragile hair types such as textured, aged or gray hair.

Key benefits include: 95% reduction in ROS (reactive oxygen species); reversal of 20 days of UV-induced cuticle damage; reduction of UV-induced cysteine oxidation in the cortex, safeguarding the hair's internal structure; and preservation of hair strength and integrity (as confirmed by DSC and cyclic fatigue testing).

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

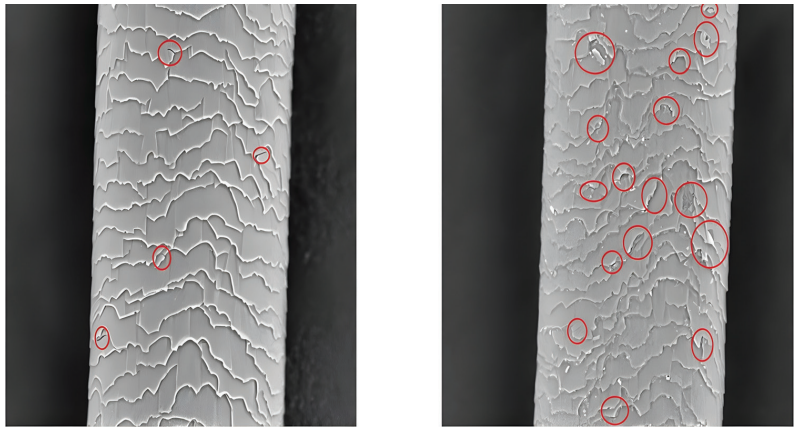


"Pollution, UV radiation and thermal styling can accelerate cellular fatigue and contribute to visible hair thinning by stressing follicle-supporting cells," says Irena James, senior business development manager, beauty and personal care, ingredients and specialties, Univar Solutions.

UV Protection and Scalp Health in Hair Care Formulations

"With consumers viewing the scalp as an extension of facial skin, ingredients like Parsol SLX [from DSM-Firmenich] that combine UV protection with microbiome-respecting properties are gaining traction," says James. "Coupled with modern silicones and multi-functional actives, they enable developers to formulate for protection, performance and long-term hair vitality."

Parsol SLX is a photostable UVB filter designed to protect hair from sun damage and color fading while supporting the scalp's natural microbiome. Ideal for formulations promoting scalp health and barrier protection, it also enhances hair color retention and provides fiber UV defense. With its smart film-forming technology, Parsol SLX ensures effective UV performance, leaving hair soft, smooth and lightweight, per the supplier. Instrumental tests show up to 32% color retention for red permanent hair, making it a viable choice for maintaining vibrant, healthy hair.



SEM images reveal the damage caused by 20 days of UV exposure on type 2 virgin Caucasian hair that reportedly proves that FibraShield C protects hair cuticles. Left: FibraShield C conditioner. Right: control conditioner.

Onion Shampoo: The Trending Hair Care Solution for Defense, Growth and Repair

In July, Spate reported that onion shampoo posts had grown more than 1,000% year-over-year, generating about 1.8 million weekly views. The firm noted that consumers are searching for the product based on a belief that the namesake ingredient's sulfur content can aid in everything from hair damage to scalp inflammation to thinning. No surprise, then, that onion shampoo is often searched alongside terms like collagen and bioten, and associated with hashtags such as#hairgrowth.

Lightweight Hair Protection

Dow's DowSil CE-7114 Si Quat Micro Emulsion is designed to create a lightweight, invisible shield that locks in moisture, smooths the cuticle and enhances shine. The ingredient technology reportedly helps defend hair against heat styling, UV exposure and pollution.

Damage Care for Smoother Hair

On the repairative front, DSM-Firmenich's Phytantriol, a

From top: image by boyloso at Adobe Stock; courtesy of Croda Beauty

multifunctional active that boosts the deposition of conditioning agents and vitamins like panthenol, helps to strengthen, smooth and moisturize the hair. For this reason, the technology is recommended for damage care systems.

Advanced Hair Protection Against Environmental Damage and Aging

Zinbloq—from Assessa Indústria Comércio e Exportação Ltda and distributed by Rita Corp.—reportedly protects hair from environmental damage and oxidative stress. It strengthens hair, reduces breakage and preserves the cuticle, keeping it shiny and improving combability. It additionally prevents erosion of hair strands and reduces visible signs of aging.

The technology comprises: *Zingiber officinale* (ginger), an antioxidant with bioactive compounds like gingerols and shogaols that neutralize free radicals, reduce oxidative stress and prevent hair damage.

Meanwhile, its *Kappaphycus alvarezii* content acts as a natural coating agent, forming a protective barrier against pollution, UV radiation and harsh chemicals, while reducing breakage and split ends. Finally, sodium alginate functions as a chelation agent, detoxifying hair by binding to and removing heavy metals and pollutants that cause damage and dullness.

A Sustainable Antioxidant Ingredient for Skin and Hair Care

Ormesia, a natural and upcycled cosmetic ingredient from Expanscience Laboratoires, is derived from the seeds of *Passiflora edulis*, commonly known as yellow passion fruit. Sustainably sourced from Peru, this polyphenol-rich extract offers powerful antioxidant protection along with versatile benefits for both skin and hair care.

Initially created for skin care, Ormesia (INCI: Propanediol (and) Water (Aqua) (and) Passiflora Edulis Fruit Extract) has been shown to help skin defend itself against UV radiation and pollution by boosting its natural protective responses. This year, Expanscience extends its application to hair care, aligning with the rising trend of skinification in beauty routines.



In July, Spate reported that onion shampoo posts had grown more than 1,000% year-over-year, generating about 1.8 million weekly views.

In ex vivo tests simulating environmental stress with UV radiation and Arizona dust, Ormesia helped red-dyed hair retain color, strengthened hair fibers to reduce breakage, and preserved shine and gloss, per the company.

Multifunctional Scalp and Hair Care Actives for Stronger, Healthier Hair

Chemyunion has introduced a range of multifunctional actives specifically crafted to protect the scalp, address imbalances and enhance hair strength. These include Polluout, a biopolymeric film-forming agent that reduces the adhesion of pollutants using plant-derived polysaccharides, panthenol, xylitol and green tea. Polluout Detox, meanwhile, provides detoxifying and soothing benefits, enabling deep cleansing and improved hair resistance through molecular purification.

H-Vit Plus NP, on the other hand, combines plant extracts, biotin, panthenol and menthol to revitalize the scalp, control oiliness and deliver a refreshing sensation. Finally, Hygeaphos is a xylitol phosphate ester that restores the skin microbiome, controls oiliness and prevents folliculitis.

These ingredients address common scalp issues such as dryness, flaking, excess sebum and hair shedding, offering comprehensive care for consumers seeking stronger, healthier hair alongside prevention.

In June 2025, Spate noted increased interest in preventive scalp care, reporting, "That shift has led to a rise in scalp-centric products designed to support a healthy scalp before any issues even start."

This has led to a boom in interest in scalp serums and scrubs. Serums are most closely associated with concerns like hair growth and health and dry scalp, per Spate, while scrubs were most closely associated with dandruff.

Advanced Scalp and Hair Barrier Care

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

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

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

Image by Mahnoor at Adobe Stock

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

- reinforces the skin's barrier function
- increases scalp hydration
- reduces scaling
- soothes inflammation
- maintains proper hair fiber moisture balance
- smooths hair fiber cuticles for a boost in luster and manageability

From SkinTok to HairTok: How Hair Care Brands Can Achieve Marketing Virality

TikTok has transformed the beauty industry into a platform-driven landscape, where short-form content entertains, educates and drives consumer behavior, according to a wide-ranging report[b] from Spate x YipitData. Virality-driven brands, often born or accelerated on TikTok, use creator partnerships, unfiltered tutorials, and digital fluency to quickly build trust and gain massive visibility. These brands thrive on speed and relatability, breaking into top engagement rankings and leveraging the platform to turn attention into real-world sales at an unprecedented pace.

"The brands that convert short-term buzz into lasting market share have been staying relevant by continuously launching products in exciting new formats or alongside new innovative techniques," says Yarden Horwitz, cofounder of Spate. "They pair these launches with strategic influencer partnerships to create momentum, amplify reach and keep consumers engaged beyond the initial viral moment."

Hair care often focuses on dramatic before-and-after transformations. But does this make it harder for more practical, results-driven brands to stand out? And what insights can we take from SkinTok to help bridge the gap?

"The hair category looks to be mirroring skin care's content evolution," says Horwitz. "Karseell's before-and-after videos recall early-pandemic viral hits like the Green Tea Face Mask Stick, but with a seemingly more credible and effective product. Over the years, SkinTok has shifted from before-and-after content to ingredient efficacy, derma-backed authority, and—as seen with Medicube and Anua—influencer partnerships and commission-eligible content."

She adds, "While brands like Wavytalk are leveraging some of these strategies, brands like Karseell have a clear opportunity to adopt them to expand reach and sustain growth."

[b]www.yipitdata.com/resources/blog/virality-driven-brands



Ormesia, a natural and upcycled cosmetic ingredient from Expanscience Laboratoires, is derived from the seeds of Passiflora edulis, commonly known as yellow passion fruit.

Image by Timur Weber at Pexels

Beauty Marketer& Product Developer Playbook

Focus on Heat and Environmental Protection

Products emphasizing protection against heat, UV exposure and pollution are driving growth, reflecting consumer demand for solutions that combat external stressors.

Emphasize Holistic and Multi-Benefit Care

Consumers want multifunctional products that address total hair health, including scalp wellness, hydration, shine and damage repair, merging preventative and reparative benefits.

Leverage Advanced Technology

Innovative technologies like K18's ResiliCore and FibraShield C are gaining attention, highlighting the importance of cutting-edge science in creating high-performance, standout products.

Position for Premium Appeal

Prestige offerings and collaborations with trusted retailers like Sephora are key strategies for building credibility and reaching health-conscious, high-spending consumers. ■

PDRN'S SLOW-AGING HYPE REACHES HAIR CARE

Leveraging PDRN's proven benefits—such as tissue repair, inflammation reduction and growth activation—can help create targeted solutions that address common concerns like hair thinning and scalp aging.



Salmon sperm's precious polydeoxyribonucleotide (PDRN) content has been the beauty industry's latest star ingredient. Is it the key to a new wave of hair care innovation?

Image by Krakenimages.com at Adobe Stock

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Salmon sperm's precious polydeoxyribonucleotide (PDRN) content has been the beauty industry's latest star ingredient. While generally embraced for regeneration, anti-inflammation and other skin repair benefits, PDRN has more recently followed the" skinification of hair" charge—particularly launches from KeraFactor and VT Cosmetics. But does the category jump make sense?

PDRN: The 'It' Ingredient for Tissue Repair and Hair Regrowth

According to KeraFactor, PDRN holds the ability to repair tissue, reduce inflammation and activate growth signals. The ingredient was therefore incorporated into brow and lash serums, as well as KeraFactorMD brand scalp treatments to provide optimal conditions for regrowth, especially after procedures like microneedling or platelet-rich plasma (PRP) therapy.

Touted benefits, per the company, include:

- **Enhanced blood flow:** PDRN nourishes hair follicles by stimulating vascular activity.
- **Inflammation reduction:** It alleviates scalp inflammation, a common contributor to thinning hair.
- **Growth activation:** Dormant follicles are reactivated, promoting natural hair regrowth.

KeraFactor also adds biomimetic and copper peptides to the PDRN for a comprehensive hair restoration solution. The company reports:

- **Biomimetic peptides:** Mimic natural signals to stimulate follicle activity, and
- **Copper peptides:** Strengthen strands and improve scalp health, acting like a"fertilizer" for growth.

According to KeraFactor, PDRN is a groundbreaking development in hair restoration and, when paired with peptides, it delivers a multi-targeted approach that"goes beyond hype and into true innovation."

A Slow Aging Solution for Hair Health

South Korea's VT Cosmetics also offers a PDRN solution for hair health, positioning the product as a "slow aging solution for the hair."

The brand's PDRN Reedle Shot Hair Ampoule is a 15 ml treatment designed to revitalize the scalp and strengthen the hair. The formulation comprises its Cica Reedle technology, which "uses micro-sized, naturally derived micro-particulate ingredients to aid absorption and gently stimulate the skin," per the brand, and vegan PDRN.

The ampoule reportedly promotes scalp elasticity, nourishes weakened areas and enhances rapid absorption for effective results. In addition, it provides daily care to thicken hairlines, cools the scalp instantly, and tightens pores for improved firmness and resilience.

Could PDRN Be the Secret Weapon Against Hair Loss?

Beyond these launches, there is emerging evidence that PDRN can help counteract hair loss , but typically in injection form and in combination with thulium laser therapy[a]. In a 2022 paper in the *Chinese Journal of Plastic and Reconstructive Surgery,* researchers from the Department of Plastic and Cosmetic Surgery, Tongji Hospital of Tongji University in Shanghai found that those who received the combined therapy experienced improved hair thickness and hair count. Similar benefits were found when combining platelet-rich plasma (PRP) therapy and PDRN.



According to KeraFactor, PDRN is a groundbreaking development in hair restoration and, when paired with peptides, it delivers a multi-targeted approach that "goes beyond hype and into true innovation."

Innovating Hair Care with PDRN: A Science-Backed Opportunity

For hair care product developers and marketers, the growing interest in PDRN presents a unique opportunity to innovate within the hair restoration and scalp health market.

Leveraging PDRN's proven benefits—such as tissue repair, inflammation reduction and growth activation—can help create targeted solutions that address common concerns like hair thinning and scalp aging.

Combining PDRN with complementary ingredients like peptides or advanced delivery systems, as seen with KeraFactor and VT Cosmetics, can further enhance product efficacy and consumer appeal.

By staying informed on emerging research and integrating these findings into product development, brands can position themselves at the forefront of this exciting, science-backed trend in hair care. ■

[a]www.sciencedirect.com/science/article/pii/S2096691122000723

Courtesy of KeraFactor



Sixty-six percent of women would be very likely to try a product that claimed to improve their scalp health in a new way (with 25% saying they would be somewhat likely).

Image by Ingrid Santana at Pexels

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WHAT CONSUMERS WANT FROM SCALP CARE: NEW DATA

From microbiome support to longevity-promoting care to exosome-based serums, consumers are eager for new, effective solutions.

BY DENISE HERICH, THE BENCHMARKING COMPANY

The Benchmarking Company's August 2025 primary online study of 3,460 U.S. female and 239 male beauty and personal care buyers has uncovered the concerns consumers currently experience with their scalp, the products they're using now to combat those worries, and the innovative solutions they're seeking from the beauty and personal care industry to help solve them.

Because females represent the majority of respondents, data will largely reflect the female point of view.

Common Scalp Health Issues, Solutions and Satisfaction Levels

In the past 6 months, females have experienced itchy scalp (45%), thinning hair/hair loss (41%), dry scalp (41%), flaking/dandruff (30% vs. 41% for men), oily scalp and buildup on scalp (both 24%), and general scalp irritation (13%).

To combat or prevent these issues, 48% currently use a clarifying shampoo, 41% use dry shampoos/scalp refreshers, 35% use a sulfate-free conditioner, 30% use anti-dandruff shampoo (and 44% of men currently do so), 24% use scalp massage and cleansing tools, and 17% use hair growth treatments.



To combat or prevent scalp issues, 48% currently use a clarifying shampoo, while 41% use dry shampoos/scalp refreshers.

Image by Kaboompics.com at Pexels

Thirty-five percent of women say they are somewhat satisfied with their current scalp products, and 38% feel neutral about them.

Rising Demand for Scalp Products: What Consumers Want

The popularity of scalp products has skyrocketed (**T-1**), with myriad brand opportunities to engage a curious, if not fully satisfied consumer.

Seventy-seven percent of females are interested in trying detox scalp treatments, 78% are looking to try BHA/AHA exfoliating scalp products, 77% are interested in scalp tonics, 75% want to dry hydrating scalp serums/lotions and 75% wish to try moisturizing balms, among many others.

Sixty-two percent of men would like to try dry shampoos/scalp refreshers, with only 16% currently using them.

Top Scalp Health Innovations People Are Excited to Try

Sixty-six percent of women would be very likely to try a product that claimed to improve their scalp health in a new way (with 25% saying they would be somewhat likely).

New innovations that appeal to female consumers include:

- scalp microbiome support (75%),
- longevity-promoting scalp care (73%),
- exosome-based scalp serums (72%),
- stem cell therapies to stimulate scalp rejuvenation and hair follicle repair (67%),
- epigenetic scalp therapies (67%),
- barrier-repair scalp treatments (67%),
- products with bioactive peptides (64%),
- neurosensory scalp products (64%),
- and scalp-focused wearable tech or LED devices (59%). ■

T-1. Scalp/hair care product use and interests

Scalp/Hair Care Products			
Females	**Currently Use**	**Don't Use but Interested***	**Not Interested**
	%	%	%
Clarifying shampoo	48	46	7
Dry shampoos or scalp refreshers	41	42	18
Sulfate-free shampoos/conditioners	35	55	10
Anti-dandruff shampoo	30	39	31
Scalp massage & cleansing tools	24	66	10
Hair growth serums/treatments	17	71	12
Fragrance-free haircare products	15	61	24
Hydrating scalp serums/lotions	13	75	12
Scalp serums	13	74	13
Scalp scrubs	11	74	15
UV and heat protection for scalp	11	73	16
Detox treatments	9	77	14
Medicated shampoos	9	60	31
Pre-shampoo scalp oils	9	71	20
Supplements for scalp health	9	72	19
Moisturizing balms	8	75	17
Pre-shampoo masks	8	74	18
pH-balanced or microbiome-friendly shampoos	7	81	12
Salicylic acid shampoos	6	69	26
Barrier creams	5	71	24
BHA/AHA exfoliating scalp products	5	78	17
Pre-shampoo gels	5	71	24
Scalp tonics	5	77	18
Antibacterial scalp serums	4	71	25
Sebum-controlling scalp tonics	3	71	26

**Brand Opportunity!*



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

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Check out ***Obsessed with Nail Care – A Timeless Consumer Beauty Favorite*** *in our* ***June 2025 edition.***



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PACKAGING DESIGN & DECO INSPO FOR BEAUTY & PERSONAL CARE

Beauty and personal care packaging is about more than mere functionality.

"Premium packaging plays a powerful role in shaping consumer perception and elevating brand value," says Erin Harmon, product line director, Aptar. "Thoughtful design, high-quality finishes and intricate details make products feel more exclusive and luxurious. Materials like metal or soft-touch surfaces create a tactile experience that reinforces the premium nature of the brand and leaves a lasting impression."

Harmon adds, "Visual appeal is another critical element of premium packaging. The design and aesthetics of the packaging play a significant role in creating a premium look. Small touches, such as embossed logos or textured closures, add a layer of sophistication and exclusivity to the packaging. These details not only justify higher prices, but also foster customer loyalty. Ultimately, the packages we create can help engage the emotions of consumers and provide a unique experience for them to enjoy."

The sensory appeal of packaging should not be overlooked, says Sue Nichols, ICONS Group CEO.

"Sensory elements such as multi-textured finishes, custom embossed or debossed designs, playful shapes and textured applicators are redefining how consumers choose and interact with products," the executive notes. "For today's consumer, packaging isn't just a container, it's an experience. High sensory packaging invites consumers to touch, engage and remember products."



ICONS recently collaborated with ILIA to create custom-designed compacts for the ILIA Sunshift Cream Bronzer and Lightshift Cream Highlighter.

Nichols adds, "Whether it's our metallic IML tube with intricate designs and textured finishes or a new lipstick with a squishy, gel applicator tip, these sensory packaging elements help brands break through the clutter, making sure their products are not just noticed, but chosen."

To offer a real-world example of design in action, ICONS recently collaborated with ILIA to create custom-designed compacts for the ILIA Sunshift Cream Bronzer and Lightshift Cream Highlighter.

"The compacts were designed with a matte finish and a debossed logo for a luxurious, tactile feel," says Nichols. "This pioneering compact design set a new standard for sustainable,

Courtesy of ILIA/ICONS|America

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premium-quality circular cosmetics packaging: 100% monomaterial PP, including the hinge and pin."

She adds, "Twist and pop off the cap, and you have a standalone, travel-friendly mirror. The base and outer cover are made of in-mold matte, eliminating the need for additional secondary processes which compromise recyclability. These ILIA compacts are already a hit with eco-conscious consumers and showcase the sustainable design and engineering expertise of ICONS."

Let's explore some standout design and decoration examples from beauty and personal care brands that showcase how packaging can make a lasting impression.



"In-mold patterns elevate the pack without the need for secondary finishes or deco and at ICONS|America, we have a growing range of lipstick, mascara, panstick, and compacts designed with unique in-mold patterns," says Sue Nichols, ICONS Group CEO.

Design Without Limits: Endless Decoration Options with IML Tubes & More

"When it comes to shelf appeal, design is everything and at ICONS America, our in-mold labeled (IML) tubes provide brands with a powerful canvas to showcase stunning designs, incorporating multiple finishes and decoration effects, from shoulder to crimp," says Nichols.

She adds, "What sets IML apart is the creative flexibility it gives brands and its sustainability factor. In one single design, brands can blend matte, gloss and metallic finishes with no overlap at the seam and full sleeve coverage. Plus, with IML, brands can incorporate additional deco elements such as hot stamp, cold stamp, flexography or digital print—all in one single artwork label. Brands that want it all don't have to choose."

ICONS America IML technology operates on a single production line and allows for 360° decoration.

"At ICONS|America, we are seeing a growing demand for packaging with in-mold patterns such as textured floral, wave or ribbed designs on everything from bottles, jars, pumps to lipsticks and mascaras," says Nichols. "In-mold patterns elevate the pack without the need for secondary finishes or deco and at ICONS|America, we have a growing range of lipstick, mascara,



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"Visual appeal is another critical element of premium packaging," says Erin Harmon, product line director, Aptar. "The design and aesthetics of the packaging play a significant role in creating a premium look."

From top, L to R: courtesy of ICONS|America; ICONS|America; Aptar; Aptar

panstick, and compacts designed with unique in-mold patterns and we also collaborate with our clients to custom designs, turning standard packaging shapes into one-of-a-kind, eye-catching innovations."

Nichols notes, "Pansticks are one of our top packaging categories as they can be used anytime, anywhere for most any formulation–just swipe on and go. Consumers adopting simpler beauty routines are looking for multi-purpose and reusable packaging and our newest innovation in pansticks fits the bill. Our new duo end PET panstick features a removable, washable and reusable brush or sponge and has a sleek flush fit design."

She adds, "With ICONS America's In-Mold Label (IML) technology brands can incorporate multi-textured finishes like matte, gloss and metallic, plus holographic, hot and cold stamping elements—all in a single design, with no overlap at the seam and full sleeve coverage. Eco-friendly IML tubes are monomaterial PP and meet APR and Recyclass recycling guidelines and are available with PCR. With IML tubes, brands that want it all, don't have to choose.

"Beyond aesthetics," says Nichols, "the monomaterial PP tubes ... are Made-in-USA at our North Carolina ICONS America facility. That means a lower carbon footprint, faster lead times and a Made-in-USA advantage for American brands."



"Beyond aesthetics," says Nichols, "the monomaterial PP tubes ... are Made-in-USA at our North Carolina ICONS America facility," says Sue Nichols, ICONS Group CEO. "That means a lower carbon footprint, faster lead times and a Made-in-USA advantage for American brands."

Performance and Eco-Consciousness without Sacrificing Design

ABA is the exclusive U.S. distributor for Sage and Aspen—two monomaterial airless packaging solutions crafted in Portugal.

Sage boasts a sleek, compact design available in 15 ml and 30 ml sizes, while Aspen offers a taller, more elongated profile, available in 15 ml, 30 ml and 50 ml options. Both are made entirely from recyclable polyethylene, with an optional bio-based version for enhanced sustainability.

Designed with clean beauty in mind, these airless systems protect sensitive formulations like vitamin C serums and creams. Their precision piston technology offers smooth, consistent dispensing, per ABA, while safeguarding active ingredients from air exposure and contamination.

ABA Packaging is also the exclusive U.S. representative for the Envases Group, known for its premium aluminum bottles and cans manufactured in Spain. These durable containers are available in sizes ranging from 45 ml to 750 ml and can be produced using 100% post-consumer recycled (PCR) aluminum for an eco-friendly solution.

With advanced decoration capabilities and a commitment to continuous innovation, Envases' latest launch features wide-neck aluminum bottles. Perfect for solid products like supplements, powders and bath salts, these bottles combine functionality with standout shelf appeal.

Durable, sustainable, and beautifully customizable, Envases aluminum packaging reportedly offers eco-conscious performance without compromising style.



ABA Packaging offers a wide range of packaging, including tubes, aluminum designs and more.

Mini but Mighty: Reimagining Travel-Size Packaging with Multini

"Today's consumers want convenience without compromise, and brands are responding with smart, scaled-down formats that deliver the same premium feel and visual impact as standard size options," says Nichols. "At ICONS America, we are

From top: courtesy of ICONS America; ABA Packaging



ICONS America's Multini collection comprises versatile mini packaging.



"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, ICONS Group CEO.

seeing a growing demand for travel-size packaging across all categories, and have a wide range of products available, from petite 13-19 mmD tubes with a range of innovative applicators to jars, bottles, wands and sticks."

ICONS America's Multini collection comprises versatile mini packaging. The range offers 16 applicator options and comes in three sizes and shapes: 7.5 ml with a round cap, 9.5 ml with a marquise-shaped cap and 15 ml with a rectangular cap.

"These versatile mini tottles are perfect for lip, eye, face and skin care formulations," says Nichols. "The Multinis are more than multi-purpose, they are sensorial. The soft, squeezable PE tottle delivers effortless dispensing, while the velvety matte finish offers a fun touchable experience. PE tottle and PP cap are also available with PCR for added sustainability."

The MJ8: Small Jar, Big Impact

Epopack's MJ8-030 PET Heavy Wall Jar features a premium monomaterial PET design. Featuring a heavy-wall construction and a low-profile silhouette, it achieves a sleek, balanced aesthetic where the cap and jar share an equal height.

Ideal for skin care, hair care and balms, the MJ8 offers a substantial, luxurious feel and versatile decoration options to align with any brand's identity. The design is available in both virgin PET and 100% PCR PET.

Product details: capacity, 23 ml; diameter, 48.7 mm; height, 28.5 mm; neck finish, 43/415; available sizes, 15 ml, 30 ml and 60 ml.

Meet the Slow Release Sprayer: Effortless Mist, Perfect Finish

"Consumer interest in body and hair mists as well as hybrid skin care formulations continues to rise," says Nichols. "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 press, it dispenses a fine, gentle mist and slow-release, sustained flow, ideal for hair care, body care and fragrance-adjacent formulations."

The Slow Release Sprayer features a 0.65 cc slow-dispense dosage, a sustained, even mist, and a 24/410 neck size compatible with various bottle shapes and sizes, making it versatile for a range of formulations. ■



Epopack's MJ8-030 PET Heavy Wall Jar features a premium monomaterial PET design.

From top: courtesy of ICONS America; Epopack



Yeleen Beauty Makerspace bills itself as both a manufacturing operation and a community hub that fosters collaboration and innovation

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Courtesy of Yeleen Beauty Makerspace

From Makerspaces to Smart Tech: the Platforms Reshaping Beauty Manufacturing

In the ever-evolving world of beauty production, innovation is key to helping brands of all sizes thrive. Yeleen Beauty Makerspace and Procense represent two distinct yet complementary approaches to transforming how beauty products are made. Yeleen focuses on empowering small and indie beauty brands by providing shared production spaces and resources to scale their operations effectively. Meanwhile, Procense leverages AI and automation to optimize manufacturing processes for both small and large companies, ensuring efficiency, quality and sustainability. Together, they showcase how tailored solutions can drive growth and innovation across the beauty industry, regardless of a brand's size.



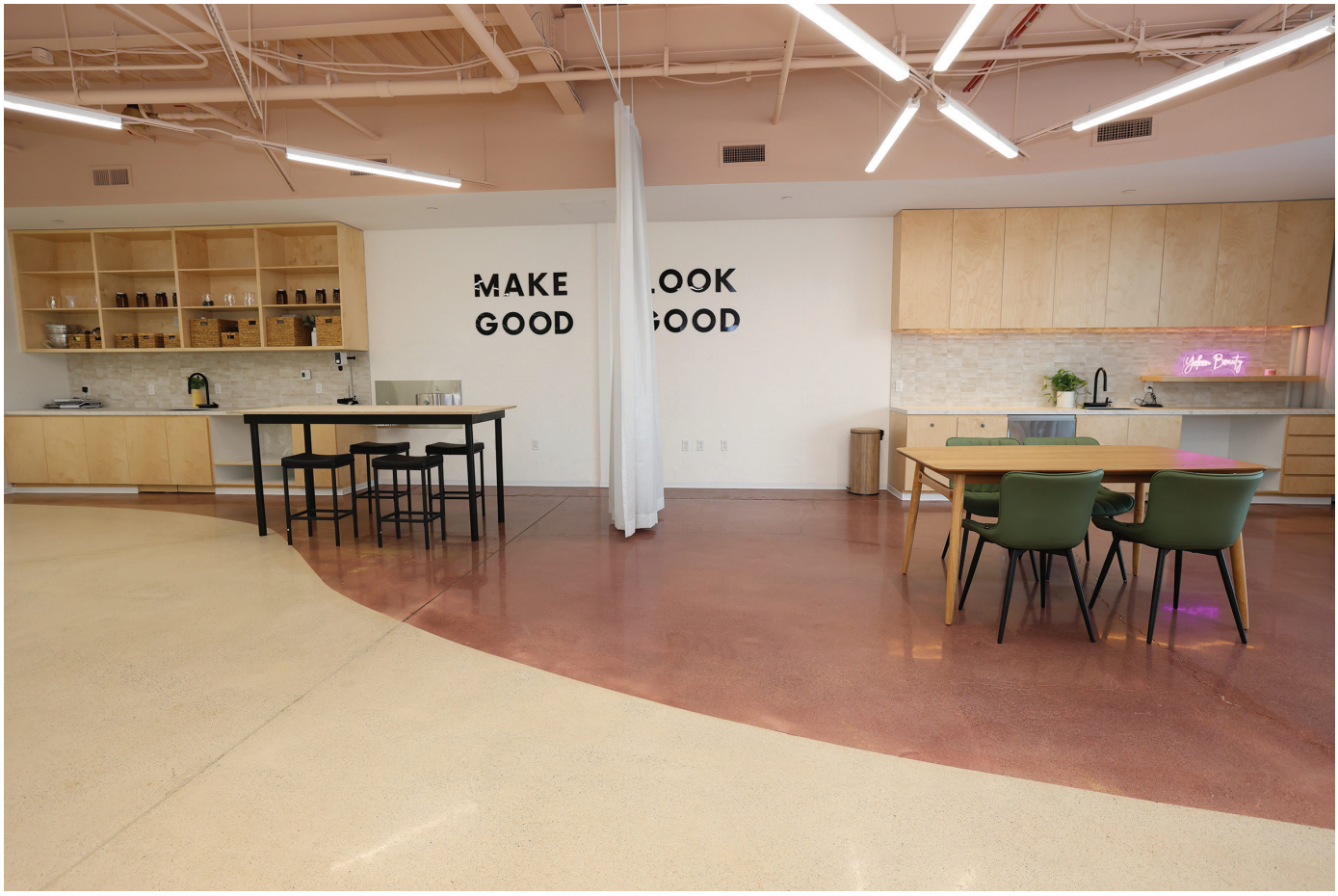
Founded by Rahama Wright, CEO of ethical beauty brand Shea Yeleen, Yeleen Beauty Makerspace includes a production floor and lab designed to transform the beauty industry by providing access to production, formulation support and educational resources.

A Makerspace for Production, Education& Community

Yeleen Beauty Makerspace, a Washington, DC-based shared manufacturing and innovation hub, officially opened its doors in September with a ceremonial ribbon cutting and press preview. Located at 3443 Benning Road NE, this facility is designed to support early-stage and under-resourced beauty entrepreneurs, particularly founders of color, in scaling their ideas from concept to shelf.

Founded by Rahama Wright, CEO of ethical beauty brand Shea Yeleen, the space includes a production floor and lab designed to transform the beauty industry by providing access to production, formulation support and educational resources.

"Manufacturing access is the missing bridge for so many promising beauty founders," said Wright. "Today, we turned that bridge into a runway—



Yeleen Beauty Makerspace, a Washington, DC-based shared manufacturing and innovation hub, officially opened its doors in September.

where production equipment, technical support, and training meet a community committed to inclusive growth."

The 3,000-square-foot Yeleen Beauty Makerspace bills itself as a co-manufacturing operation, tech hub and a community space that fosters collaboration and innovation. By reducing barriers to entry and providing access to a network of partners, the organization argues that it accelerates the growth of small and indie beauty brands (enhanced speed-to-market)—while building a more inclusive and resilient beauty supply chain.

The space was made possible with support from the DC Deputy Mayor for Planning and Economic Development, Wacif, JPMorganChase, Inspire Access, BRED and SEED Commons.

"This is what investing in and believing in our community looks like—a hub where beauty entrepreneurs and small beauty companies can manufacture locally, collaborate, and scale beyond their home kitchens," said Muriel Bowser, Mayor of the District of Columbia. "This is exactly the kind of innovation we're proud to support through our DC Locally Made Manufacturing Grant, and we can't wait to see all the DC success stories that begin at Yeleen Beauty Makerspace."

Members of Yeleen Beauty Makerspace can use manufacturing equipment to make and package their products and have access to safe storage for materials. They also get access to business classes, connections to suppliers and programs that help them price, package and sell their products.

"What excites me about the Yeleen Beauty Makerspace is the access to professional equipment—like filling and labeling machines—that would otherwise be outside my budget," said Alicia Blair, owner of HerSol Beauty, a local vegan hair and skin care company. "This space will allow me to scale, save time, and reach more people with products that truly make a difference."

"This is about jobs, ownership, and fair supply chains," Wright added. "By lowering barriers to manufacturing, we can help hundreds of founders grow revenue, hire locally, and bring more clean, effective products to market."

During a ribbon-cutting ceremony, Mayor Bowser unveiled the Fast Beauty Initiative, a program designed to streamline the path to cosmetology

Courtesy of Yeleen Beauty Makerspace

and barbering careers. By reducing the required training hours for licenses, the initiative aims to make it quicker and more affordable for aspiring professionals to enter the industry. Approved by the Board of Barber and Cosmetology, these new regulations are set to enter formal rulemaking in the fall of 2025.

Smart Tech and Zero Hassle: One Pathway for Modernized Beauty Manufacturing

San Francisco-based Procense is an industrial automation platform designed specifically for personal care and chemical manufacturing. By combining AI-powered software with plug-and-play IoT sensors, Procense digitizes production processes; captures real-time in-process data; and enhances yield, compliance and efficiency—all without lengthy setup or costly IT resources.

Plug-and-Play Tech for Better Manufacturing

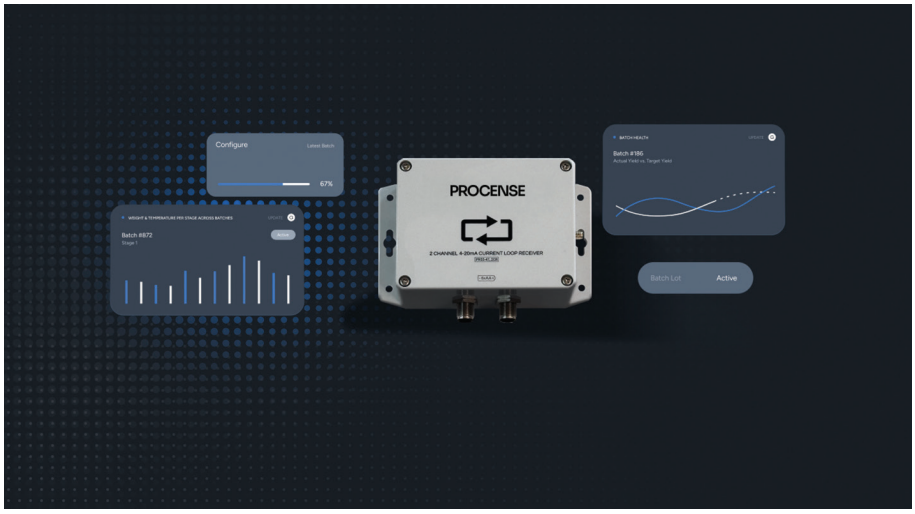
Procense CEO Nirat Keswani explains, "We combine AI-powered software with plug-and-play IoT sensors to digitize paper processes, capture in-process equipment data in real time, optimize yield, compliance, cycle time, inventory management and more—all without months of setup or expensive IT work."



"We combine AI-powered software with plug-and-play IoT sensors to digitize paper processes, capture in-process equipment data in real time, optimize yield, compliance, cycle time, inventory management and more—all without months of setup or expensive IT work," says Procense CEO Nirat Keswani.

Keswani adds, "Unlike traditional ERP systems, Procense's systems are purpose built for personal care and chemical manufacturers. Additionally, traditional ERP systems focus specifically on manufacturing inventory transactions rather than performance. In other words, we strive to deliver a tool that offers real-time visibility into performance."

The executive continues, "To achieve this, we have hardware and software that connects everything from the production floor, to quality control, and all the way to inventory in real-time. We also make it so seamless for manufacturers that an operator can set up our software in 15 days or less with no IT required. Finally, our system is built for compliance with 21 CFR Part 11, GMP, and MoCRA standards."



San Francisco-based Procense is an industrial automation platform designed specifically for personal care and chemical manufacturing.

Courtesy of Procense

The Power of Digitized Processes

With a mission to modernize the most underserved segment of manufacturing, Procense claims to replace outdated tools like paper and spreadsheets with advanced technology to streamline complex, regulated operations.

"By digitizing records that are traditionally recorded on paper, spreadsheets or by other 'old-fashioned' methods, manufacturers using Procense systems are reducing data entry errors to zero," claims Keswani. "Critically, digitization enables multi-team collaboration. For example, quality teams no longer have to track down production operators for

documentation and can review the status of production real time."

He adds, "By centralizing critical production and quality information into one system, Procense can automate traceability instead of manually needing to perform root cause analysis. This is achieved by creating reliable time stamps throughout the production process—helping teams to quickly and accurately identify issues and implement fixes."

Keswani concludes, "And it is paying off for customers. By automating production and quality data in real-time, Procense customers are completing batches faster by more than 15%."

Revolutionizing Manufacturing for Small Brands and Multinational Giants

Seeking to become the go-to ERP and MES for process manufacturing, Procense's current clientele include Johnson & Johnson, Dr. Squatch and Tyson Foods. But that doesn't mean its technology is solely appropriate for multinational companies.

"With AI, Procense will enable industries including beauty and personal care to empower quality teams to predict batch/product quality issues, assist process engineers by analyzing data at record breaking speed and in real-time," explains Keswani. "This will make it more possible to scale up, identify golden batch parameters, optimize production output faster and more efficiently, while preserving quality."

Operators can boost efficiency with AI-powered workflows and event-driven data analysis, the executive claims. These systems automatically initiate adjustments to manufacturing equipment and control systems, streamlining processes and enhancing productivity.

"For small brands," Keswani says, "it means that modern, powerful software and hardware will be more accessible, allowing them to take advantage of technologies that were once too expensive and difficult for smaller players to implement. For example, small teams with limited process engineering resources will be able to collect and analyze critical data to improve their manufacturing operations in ways never before possible."

The executive adds, "And for large brands, automation of compliance is made possible by enabling AI to easily update SOPs, quality standards, and process improvements. In this way, they can automate scale ups, helping them to take products to market faster. And by analyzing production data they can reduce waste, align with demand forecasts, and continuously monitor energy, water, and emissions to meet ESG goals."

$1.5M Seed Funding to Revolutionize Process Manufacturing with AI

Procense recently secured $1.5 million in seed funding led by Kevin Mahaffey and HighSage Ventures, underscoring the perceived growth potential of the company's approach to process manufacturing.

"We are thrilled to have secured this funding," says Keswani, "as it means that our investors are as optimistic about what we are bringing to the market as we are. What these investors see in Procense is that we are building an AI-native company from the ground up that fulfills the needs of a traditionally underserved market with its powerful vertical-specific platform."

The executive continues, "Additionally, since we are bringing both hardware and software to these customers, we are offering a fully integrated solution that can be quickly, easily, and effectively implemented by both large and small manufacturers—eliminating the integration problems that exist today." ■



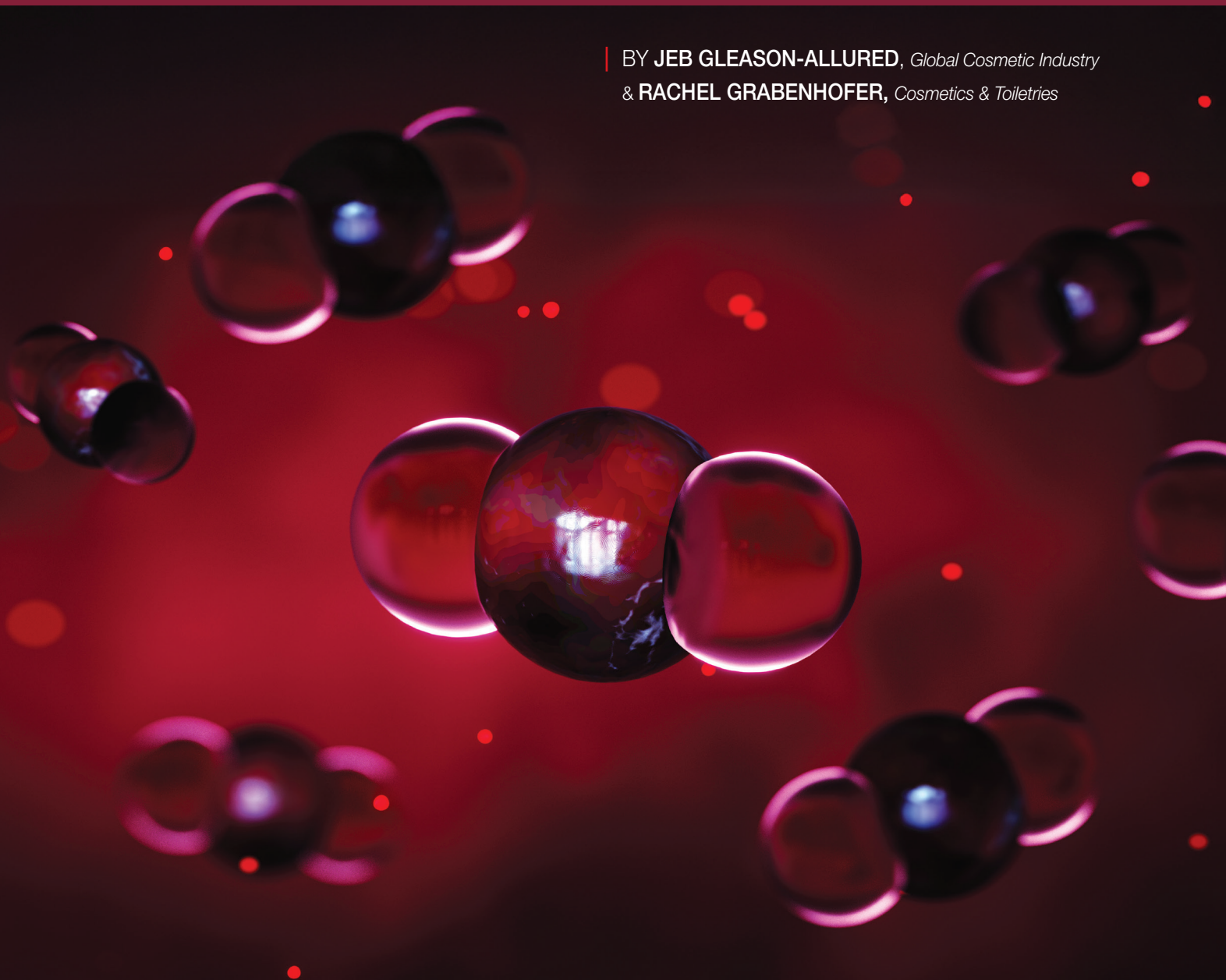


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From Carbon to Care: **How Captured CO_2 is Revolutionizing Beauty**

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



Carbon dioxide is critical for life on Earth, but excess levels in the atmosphere open the door to capture tech that can provide building blocks for new beauty ingredients.

Courtesy of Nexa

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Life as we know it wouldn't be possible without carbon dioxide (CO_2). Among its attributes, the chemical compound plays a crucial role in shaping Earth's unique atmosphere by trapping heat radiated from the planet and redirecting some of it back to the surface. This process drives temperatures to rise well above freezing, creating conditions that sustain abundant life on our planet. However, human activity has led to an excess of CO_2 in the atmosphere, supercharging its radiating effects, leading to planetary warming. While a patchwork of global actions have sought to reduce emissions of CO_2 into the atmosphere, one industrial process — carbon capture — has direct implications of beauty innovation.



Development of a palm oil-free formulation at the Mibelle Group Lab.

In 2022, Nivea Men launched the "Climate Care Moisturizer," a skin care product featuring ethanol derived from recycled CO_2 produced through carbon capture utilization (CCU) technology. Partnering with LanzaTech, a specialist in gas fermentation, Beiersdorf sourced ethanol created by capturing CO_2, fermenting it in a bioreactor and processing it into cosmetic-grade ethanol. This sustainable ethanol met purity standards required for skin compatibility while also supporting climate protection.

This wasn't LanzaTech's only beauty collaboration. In 2021, Coty announced a partnership with LanzaTech to introduce sustainable ethanol made from captured carbon emissions into its fragrance products. The next year, Givaudan and LanzaTech announced a collaboration for the development of sustainable fragrance ingredients from renewable carbon.

But that was just the beginning of captured CO_2 innovation.



Demand for palm oil has led to mass deforestation; captured carbon may offer an alternative to plant-based sources for this in-demand ingredient.

The Palm Oil Alternative Designed to Save Rainforests

In September 2025, the Mibelle Group, LanzaTech, and the Fraunhofer Institute for Interfacial Engineering and Biotechnology (IGB) announced a groundbreaking innovation: a sustainable fat derived from the greenhouse gas CO_2, designed to replace palm oil in cosmetics and other applications. While the cosmetics industry increasingly relies on certified sustainable palm oil as an ethical alternative, it continues to struggle with meeting rising demand. This new development claims to offer a solution to address these challenges.

The breakthrough reportedly replicates the key benefits of palm oil — heat resistance, extended shelf life and high yields — while eliminating the need for rainforest destruction and the CO_2 emissions linked to palm oil cultivation.

From top: courtesy of Mibelle Group; image by whitcomberd at Adobe Stock

The project taps LanzaTech biotech processes to convert captured CO_2 into alcohol, similar to beer brewing.

From there, a fermentation process primarily developed by Fraunhofer IGB transforms the alcohol from the previous step into desirable fats using specialized oil yeasts.

Per the companies, "both fermentation stages rely exclusively on naturally occurring, non-genetically modified microorganisms." The resulting palm-free fats have "outstanding" skin care properties, per the organizations.

The companies have now progressed to a kilogram-scale production of the palm oil-like fat blend by scaling up the fermentation processes at the Fraunhofer Center for Chemical-Biotechnological Processes CBP in Leuna, Germany.

CO_2-Based Surfactants

Elsewhere, Econic Technologies recently launched its Recreaire carbonate ethoxylate surfactants, derived through a platform technology that uses carbon dioxide as a key raw material. Recreaire is designed to offer high-performing alternatives to conventional ethoxylates while significantly lowering environmental impact.

As the company explains, Recreaire enables both workhorse surfactants and tailored molecules, including fatty alcohol ethoxylate (FAE) alternatives and ethoxy sulfates. Varying the amounts of CO_2 by up to 45% enables the introduction of new properties into the molecular structure, reportedly creating unique benefits for products across industries.

The first three FAE equivalent concepts introduced with different CO_2 incorporation levels include:

- Recreaire 10RC30,
- Recreaire 13RC28 and
- Recreaire 14RC21.

Each variant offers distinct characteristics and benefits tailored to specific applications.



Econic Technologies recently launched its Recreaire carbonate ethoxylate surfactants, derived through a platform technology that uses carbon dioxide as a key raw material.

In general, the Recreaire line is applicable across industrial and institutional cleaners, personal care, coatings, agriculture, metalworking fluids and lubricants. Additional aspects include:

- Effective in nonionic, anionic and cationic formulations;
- Liquid in form, with excellent handling properties;
- Stable across a range of conditions; and
- Odorless or low-odor, suitable for clear formulations.

According to the company, an independent lifecycle analysis shows that Recreaire delivers up to a 65% reduction in global warming potential (GWP) (CO_2-equivalent emissions), compared with conventional fatty alcohol ethoxylates. This increases to 75% when comparing the hydrophobe components of Recreaire FAE replacements to conventional fatty alcohols.

Additional reported advantages include:

- Biodegradable (OECD),
- No detectable 1,4-dioxane,
- Compatible with existing alkoxylation assets and
- Does not compete with food-grade carbon sources.

The launch of Recreaire builds on Econic's broader portfolio of renewable carbon technologies, which also includes polyols made from CO_2. The company has several commercial agreements with polyol producers in the United States, Europe and Asia.

From Pollution to Perfection: How CO_2 is Revolutionizing Beauty Products

The use of captured CO_2 in beauty and personal care products demonstrates the immense potential of innovative, sustainable technologies to address both environmental challenges and consumer demands. From skin care to fragrances, palm oil alternatives to surfactants, these advancements showcase how industries can repurpose greenhouse gases into valuable resources, reducing environmental impact while maintaining product quality.

As collaborations between biotech pioneers and leading brands continue to grow, the future of beauty and sustainability appears increasingly intertwined. By turning CO_2 from a pollutant into a building block for innovation, the industry is redefining what's possible. ■

Courtesy of Econic Technologies

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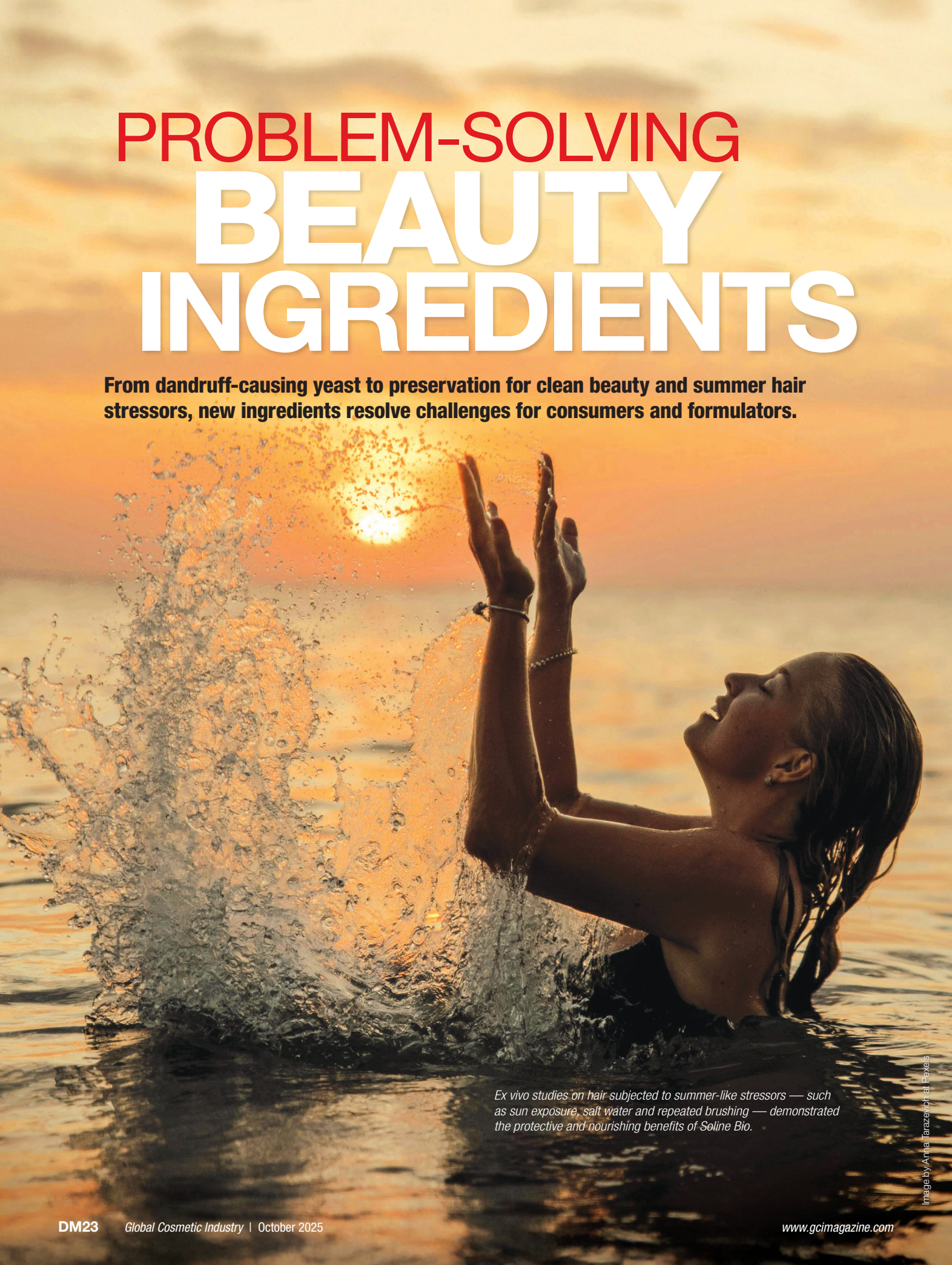
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PROBLEM-SOLVING BEAUTY INGREDIENTS

From dandruff-causing yeast to preservation for clean beauty and summer hair stressors, new ingredients resolve challenges for consumers and formulators.



Ex vivo studies on hair subjected to summer-like stressors — such as sun exposure, salt water and repeated brushing — demonstrated the protective and nourishing benefits of Soline Bio.

Image by Anna Tarazevich at Pexels

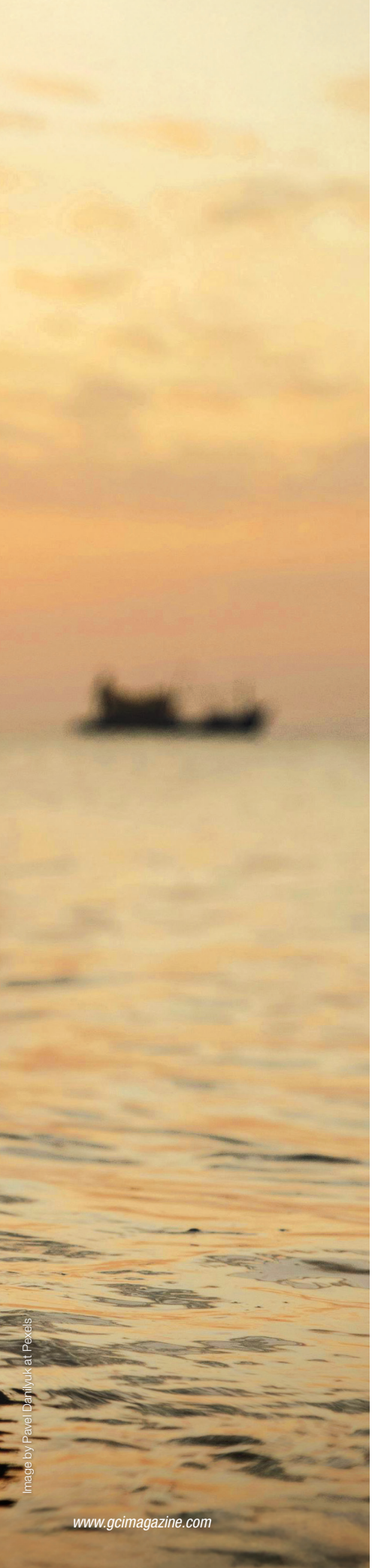


Image by Pavel Danilyuk at Pexels

Targeted beauty ingredients are gaining popularity, addressing issues such as delivery challenges, scalp sebum production and more. In this roundup, we explore some of the most innovative solutions designed to tackle these specific concerns.

Problem: Beta-Carotene's Skin Penetration

Solution: Bicotene Natural

Bicosome SL's Bicotene Natural, distributed by Ultra Chemical, is a natural-origin delivery system designed to stabilize and precisely target beta-carotene, a pro-retinol precursor, to specific layers of the skin.

Beta-carotene, on its own, is highly unstable and prone to rapid degradation when exposed to UV radiation. To address this, the technology utilizes proprietary Bicosome Natural technology (INCI: Water (*Aqua*) (and) Lecithin (and Hydrogenated Phosphatidylcholine (and) Lysolecithin (and) *Daucus Carota* Sativa Root Extract (and) Beta-Carotene), which employs a double encapsulation system to significantly enhance stability and efficacy.

This encapsulation method reportedly ensures superior skin penetration, delivering up to eight times more beta-carotene to the epidermis compared to traditional liposome systems.

The system comprises two key components: internal "smart discs" that carry the active ingredient and an external lipid vesicle that encases these discs. The vesicle navigates



Bicosome SL's Bicotene Natural, distributed by Ultra Chemical, is a natural-origin delivery system designed to stabilize and precisely target beta-carotene, a pro-retinol precursor, to specific layers of the skin.

through the narrow spaces of the stratum corneum, delivering the smart discs to specific skin layers. Once in the target layer, the smart discs interact with their environment, ensuring precise delivery of beta-carotene where it is needed most.

Bicotene Natural is suitable for a range of applications, including skin care, color cosmetics and sun care products. Its key benefits include:

- Potent antioxidant activity
- UVA/UVB protection and
- Support for a youthful, healthy skin appearance.

With a recommended usage level of 1–3%, Bicotene Natural is fully compliant with global cosmetic regulations, including those in China.



Pixalia focuses on combating Malassezia restricta, *a yeast linked to dandruff formation.*

Problem: Dandruff-Causing Yeast

Solution: Pixalia

Expanscience Laboratoires' Pixalia (INCI: Propanediol (and) Water (*Aqua*) (and) *Cleome Gynandra* Leaf Extract) is a polyphenol-rich ingredient, particularly abundant in flavonoids, that protects the skin from oxidative stress and inflammation. Originally developed to address the needs of acne-prone skin, Pixalia also helps regulate sebum production and supports microbiota balance by targeting specific lipid markers.

Now venturing into scalp care, Pixalia focuses on combating *Malassezia restricta*, a yeast linked to dandruff formation. In a 28-day self-assessment study using a leave-on formula:

- 90.3% of participants reported a noticeable reduction in dandruff and
- 77.4% said they felt less self-conscious about their scalp condition.

According to Expanscience, these results highlight both the functional and emotional benefits of Pixalia. By promoting a balanced scalp microbiota, Pixalia fosters a healthier and more comfortable scalp environment.



Designed for both leave-on and rinse-off personal care products, AmpliPQ is odorless, colorless and highly compatible with fragrances and colorants. Its versatility makes it easy to incorporate into a wide range of formulations, including hand care, hair care, skin care and body care.

Problem: Broad-Spectrum Preservation for Clean Beauty

Solution: AmpliPQ

Curie Co.'s AmpliPQ is a preservation system that reportedly dramatically enhances the antimicrobial efficacy of sodium benzoate, extending its

From top: image by Moose Photos at Pexels; Kaboompics.com at Pexels

effectiveness to pH levels as high as 8.5 — far beyond its traditional range.

AmpliPQ (proposed INCI: Sodium Benzoate (and) EDTA (and) Polyamine) offers a solution for formulators seeking phenoxyethanol-free, clean-label products without compromising microbial protection. This water-soluble preservative combines sodium benzoate with a proprietary pH adjuvant and chelating agent, delivering broad-spectrum efficacy.

Designed for both leave-on and rinse-off personal care products, AmpliPQ is odorless, colorless and highly compatible with fragrances and colorants. Its versatility makes it easy to incorporate into a wide range of formulations, including hand care, hair care, skin care and body care.

For optimal results, Curie Co. recommends usage levels of 2% for leave-on products and 3% for rinse-off formulations.

AmpliPQ adheres to U.S. and EU cosmetic regulations while meeting clean beauty standards set by major retailers, including Walmart Clean Beauty, Target Clean and Ulta Conscious Beauty. It is free from parabens, formaldehyde donors, isothiazolinones and phenoxyethanol, addressing both regulatory requirements and consumer safety preferences.

Problem: Unpalatable Nutricosmetics with High Active Loads

Solution: Velious 3.0

Tosla Nutricosmetics' Velious 3.0, the latest evolution of its flavor-masking technology, is designed to eliminate unpleasant tastes in liquid beauty supplements — without relying on sugar or artificial additives.

Initially developed to mask off-notes in collagen beauty supplements, the Velious technology was optimized to carry active ingredients. Velious 3.0 builds on this foundation, supporting higher concentrations of actives while ensuring formulation stability, color integrity and safety. According to Tosla, testing revealed that sugar-based formulations showed color changes over time, whereas Velious 3.0 maintained stable appearance and performance.

In addition, the system expands the range of achievable flavor profiles, allowing for more complex, sugar-free combinations that elevate sensory experiences.

Velious 3.0 enhances the ability to mask bitter, metallic and challenging active ingredients, delivering nuanced flavor profiles in sugar-free liquid formats. This system reduces reliance on sugar and artificial additives, empowering formulators to create functional products that balance taste with efficacy. Its sugar-free approach appeals to health-conscious consumers and supports the growing demand for products promoting overall well-being.

Tosla is also targeting the well-aging market. Current research focuses on expanding flavor diversity, tailoring sensory experiences



Courtesy of Tolsa

The technology has been refined to deliver more advanced, complex and nuanced flavor profiles in sugar-free liquid formats, and also to mask bitter, metallic and otherwise difficult actives more effectively than before.

for specific demographics, and maintaining cutting-edge safety and performance standards.

Problem: Summer Hair Stressors

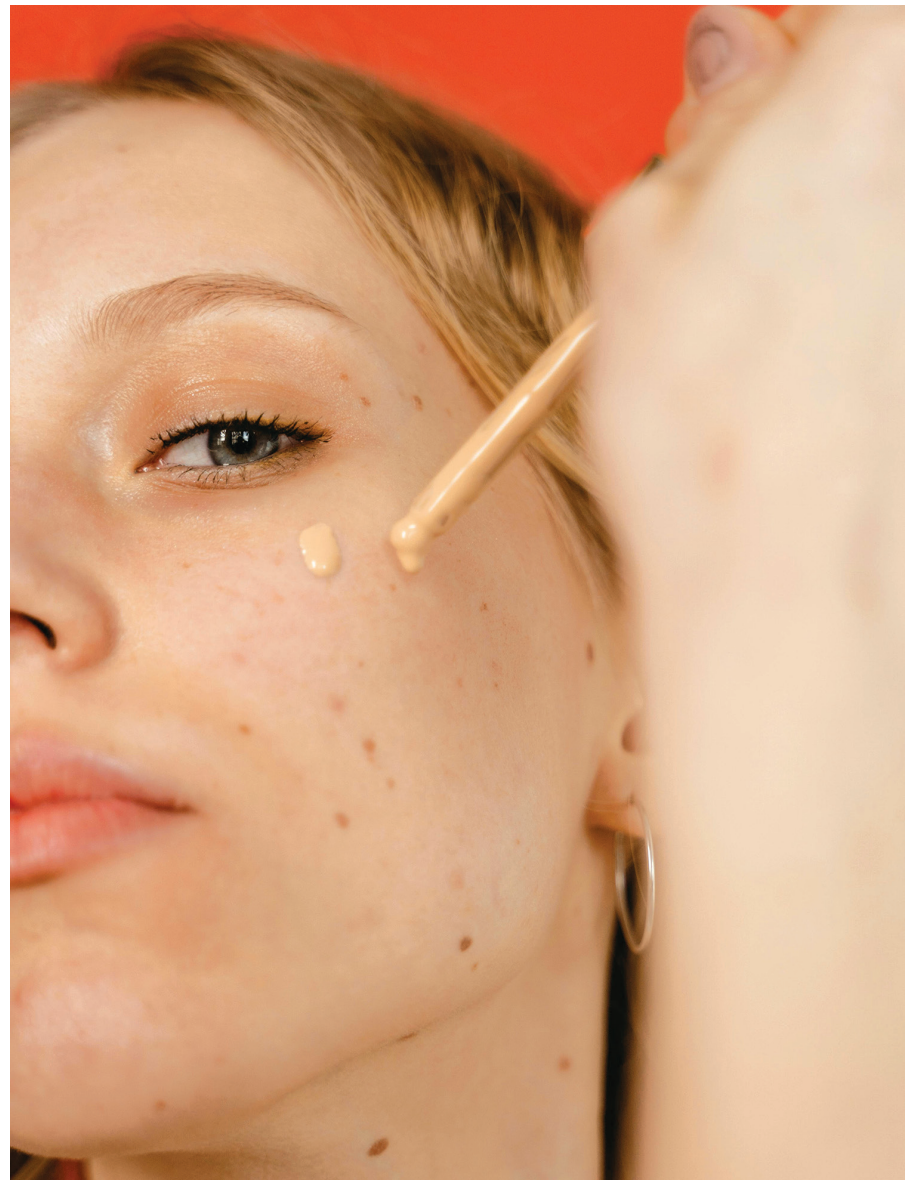
Solution: Soline Bio

Expanscience Laboratoires introduces Soline Bio (INCI: *Helianthus Annuus* (Sunflower) Seed Oil Unsaponifiables), a concentrated organic sunflower seed oil sourced from France. Renowned in skin care for its ability to boost ceramide levels and provide long-lasting hydration, Soline Bio is now making waves in hair care, offering protective and nourishing benefits.

Ex vivo studies on hair subjected to summer-like stressors — such as sun exposure, salt water and repeated brushing — demonstrated Soline Bio could effectively:

- Seal the hair cuticle,
- Minimize breakage,
- Enhance softness and
- Simplify detangling, whether hair is wet or dry.

According to Expanscience Laboratoires, hair treated with Soline Bio retains its strength, smoothness and resilience, even when exposed to environmental damage.



Valida S+ provides a skin-smoothing, wrinkle-filling and blurring effect and is recommended for use in aqueous systems, serums, creams, oil-in-water emulsions and color cosmetics.

Achieving Stability—Without Emulsifiers

Solution: Valida S+

Valida S+ (INCI: Cellulose (and) Cellulose Gum), developed by Sappi and distributed by Ultra Chemical, is a highly fibrillated cellulose designed to stabilize particles in suspension and oil-in-water (o/w) emulsions — without requiring an emulsifier.

According to Ultra Chemical, Valida S+ is effective even at low dosages, delivering excellent performance with minimal impact on viscosity. It offers high thixotropy and significant shear-thinning properties, making it an ideal choice for spray applications where maintaining suspension without dripping is essential.

In addition to enhancing spreadability and texture, Valida S+ provides a skin-smoothing, wrinkle-filling and blurring effect, elevating both the visual appeal and sensory experience of formulations.

This versatile, bio-based additive is sourced from sustainably managed PEFC- and FSC-certified forests and is recommended for use in:

- aqueous systems,
- serums,
- creams,
- oil-in-water emulsions,and
- color cosmetics.

Valida S+ comes in two formats: CS-3 (a 3% gel) and CS-8 (an 8% paste). Both are preserved with sodium benzoate and citric acid, are COSMOS-certified, and are suitable for various applications including hair care, skin care, color cosmetics and sun care. Recommended usage levels are >5% for the paste and >12% for the gel. ■

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