JANUARY/FEBRUARY 2026

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Makeup + More:
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Beauty Resolutions: What to Manifest in 2026

Global Cosmetic Industry's first edition of the year is covering everything from packaging, skin care, sun care and makeup, reporting the latest trends in hybrid-everything and hyper-personalization across categories.



As we head out of the holidays and step into 2026, the time has come to make our New Year's beauty resolutions, big and small.

The new year is here, and with it, a new year of trends to try and beauty aspirations to achieve. As we head out of the holidays and step into 2026, a year that can be defined by all of us, the time has come to make our New Year's beauty resolutions, big and small.

With the end of 2025 as my guide, here are my resolutions for beauty in 2026, a year that will be equally defined by enduring movements as much as it will be by momentary trends.

- **More hybrid-everything:** While the K-beauty-inspired 10-12 step skin care regimen has taken the world by storm, its unsustainability has also inspired an opposing movement of skin care maintenance—a pared-down, minimalistic routine that does more with less. Meet hybrid-everythings: a new era of cross-category makeup, skin care and sun care that helps consumers invest in products that perform multiple tasks while saving money, time and shelf space. More sustainable from a price and usage perspective, hybrid products that blend all spheres of the beauty world are quickly becoming a priority for consumers looking to minimize their routines and maximize efficacy. My resolution: find a flawless, minimal makeup routine that hydrates and protects my skin from the sun without breaking the bank or causing breakouts.
- **Hyper-personalized, please:** The era of hyper-personalization is on the horizon, and it's moving beyond personalized shades. With makeup, skin care and sun care products that are deeply personalized for different people and lifestyles, beauty is going deeper by making products that solve specific issues and concerns for a variety of groups. To cut through the market noise, consumers are looking for brands that resonate with their lives, driven by



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stories and proven by science. From formulations to packaging to branding, product differentiation is less about standing out and more about finding the perfect fit. My resolution: to find brands that resonate with me, ones that I didn't even know I needed.

- **Keep expanding, well-beauty:** Beauty is getting a wellness upgrade. From ingestibles to supplements to personal care products, some of the biggest beauty sellers like Sephora, Ulta and Target are making space for wellness as the two categories begin to merge. The results: better beauty that's better for you. My resolution: invest in ingestible beauty. As someone who has always leaned more toward topicals, 2026 is the year I commit to an ingestible beauty routine.
- **Better beauty for all women:** Women deserve beauty that is made for them and changes with them as they encounter different life stages and skin and hair concerns. This is beauty's opportunity to make beauty better for all women, at all ages, with products that can support teen skin all the way up to mid-life skin and beyond. My resolution: support more women-owned beauty brands.
- **A good, well-aging regimen:** Longevity and slow-aging are key topics in skin care right now, offering sustainable long-term solutions to anti-aging that focus on prevention rather than repair. As more anti-aging ingredients make headlines and consumers become more educated on ways to keep skin looking young, the future of anti-aging is going to see rapid advancement in ingredients and clear, science-backed results. My resolution: start adding anti-aging products to my skin care routine.

Beauty in 2026 is just beginning, and there's no better time than now to try something new. For all of our readers, I hope the new year presents you with new opportunities to flourish and challenges to grow from. We can't wait to see how you evolve. As always, the very best of luck to all of you.

We'll see you then.



2026 Packaging & Ingredient Inspiration



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Love is in the air (and in our warehouse). Shop our extensive lines of bottles and sprayers, jars and caps and more. Skip the dating game and fall in love with perfectly paired packaging that's in stock and ready to ship. Go to *mckernan.com* or call 1-800-787-7587 for details.



Everything You Need to Know About Iron Oxides

Spectra Colors Corporation

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

In cosmetics and personal care products, iron oxides are used in the formulation of a wide variety of product types, including makeup and skin care preparations. The Food and Drug Administration (FDA) lists iron oxides as a color additive exempt from certification. Iron oxides are safe for use in coloring products, including cosmetics and personal care products applied to the lips, and the area of the eye, provided they meet certain specifications.



Snap, Style and Shine: Meet the Beauty Buddy

GPI Beauty

www.gpibeauty.com

Beauty Buddy by GPI Beauty is a next-generation, refillable compact that transforms your smartphone into a beauty hub. Magnetically attaching to MagSafe-compatible phones, cases, or accessories, it delivers effortless, on-the-go access to essentials like lip balm or solid fragrance—no bags, no digging, just pop in a refill and go.



Sleek Design. Advanced Light Therapy. Perfect Lips.

Nuon Medical

https://www.nuonmedical.com/

This compact, rechargeable lip care device blends refined design with precise light-therapy technology. Three integrated LED beads activate the formula while delivering controlled light therapy to support hydration, comfort, and smoother-looking lips. Compatible with replaceable lip masks, it offers targeted care in a sleek, intuitive format for effortless use.

Images courtesy of the manufacturers



Transform Packaging into a Branded Experience with NEENAH Folding Board

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.



Blooming Design: Wildfleur's Packaging Goes from E-Commerce to Shelf

Berlin Packaging | Jansy

https://www.jansypkg.com/

Berlin Packaging | Jansy created bespoke packaging for Wildfleur to support the brand's transition from e-commerce to traditional retail. The team drew inspiration from the botanicals that are central to the brand's essence. The cap designs resemble floral structures, while the containers mimic vases, creating a striking presence both on shelf and online.



Practical, Powerful and Personal: Beauty Insiders' Packaging Predictions for 2026

Beauty is evolving, and so is packaging. Hear from experts in the packaging industry on what trends are coming in 2026.

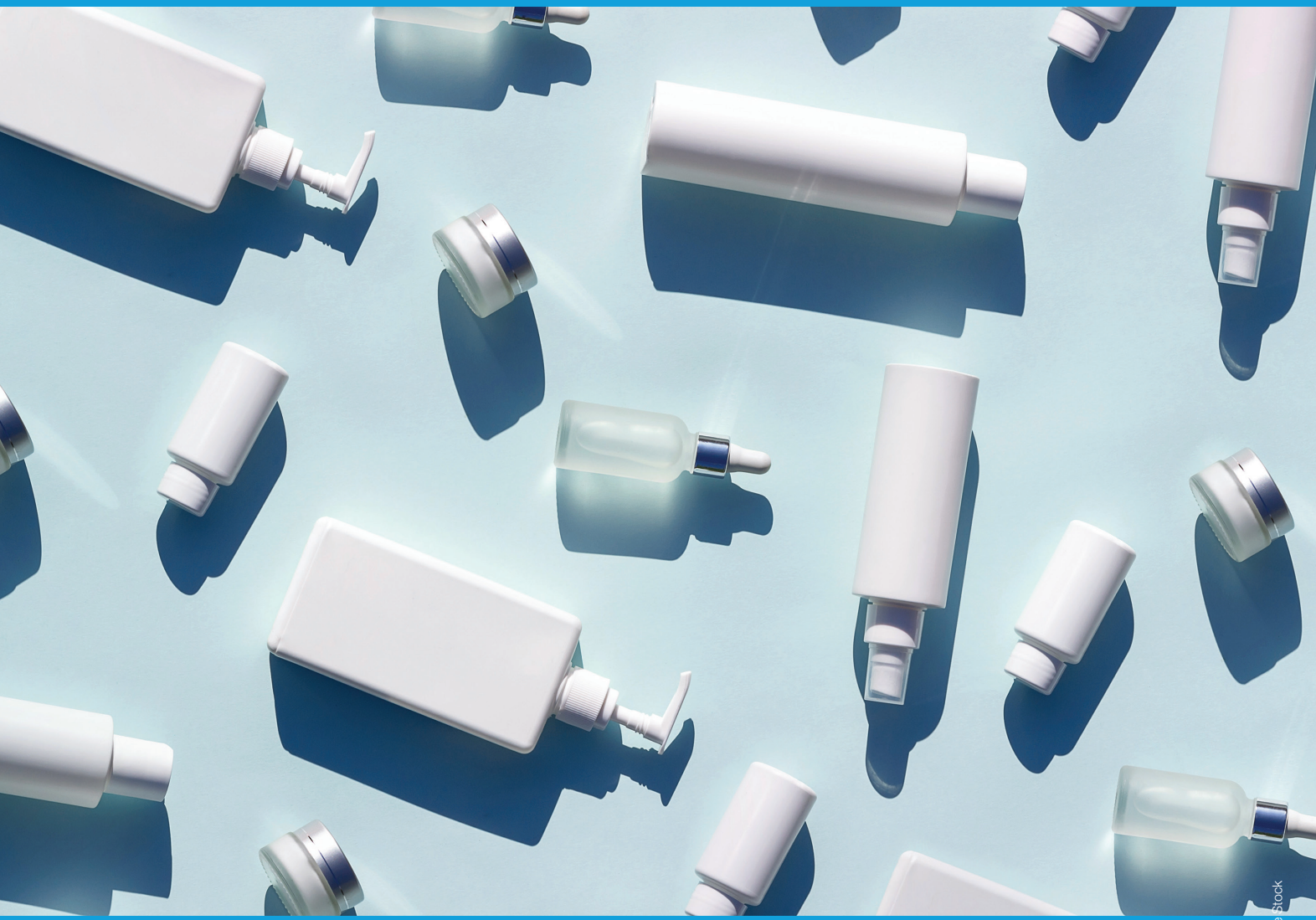


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To celebrate packaging's place in beauty, Global Cosmetic Industry *spoke to experts across the packaging industry to ask one key question: What is a key trend you see coming in 2026?*

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Packaging is the unsung hero of the beauty world, the critical touchpoint between brands and consumers. It's often the first thing consumers see and the first thing consumers touch when they experience a brand's product. To celebrate packaging's place in beauty, *Global Cosmetic Industry* spoke to experts across the packaging industry to ask one key question: What is a key trend you see coming in 2026?

Across all perspectives, one theme is clear: 2026 is the year packaging becomes precise and purposeful in its storytelling potential, backed by innovations in sustainability and impactful engineering.

Below is a breakdown of what industry leaders say will define the year ahead.



Nathasha Marquez, head of marketing at Texen & Quadpack, said, "As we move toward 2026, I believe the biggest driving force behind beauty will continue to be the consumer. Access to education and transparency has given rise to a more informed, demanding and self-aware audience."

Beyond Unboxing: Emotional Storytelling and Regulatory Integrity

"In 2026, luxury packaging will be defined by the convergence of regulatory integrity and emotional storytelling," said Sophie Ivens, chief executive officer at Rissmann Packaging.



Sophie Ivens, CEO at Rissmann Packaging

She added, "The upcoming EU Deforestation Regulation (EUDR) will set a new benchmark for material traceability and environmental accountability."

Ivens noted, "At the same time, consumers demand that packaging be both responsible and emotionally resonant. Packaging has become a moment of truth—where emotion, narrative and sustainability meet. Beyond aesthetics, design must also respond to logistical realities: limited storage capacity, supply chain efficiency and optimized transport. Foldable and collapsible innovations such as the Gamma 'collapsible box collection' embody this evolution—elegant, space-saving and adaptable across product lines."

She added, "Creations like the Skyline Edition shopping bag and the Slide & Camp; Click Box show how sustainability and luxury now reinforce each other. Through FSC-certified materials, recyclable mono-material structures, sensorial finishes and digital extensions like QR codes that continue the story beyond unboxing, packaging is evolving into a seamless language of beauty, function and ethics."

Precise and Purposeful Packaging

Nathasha Marquez, head of marketing at Texen & Quadpack, said, "As we move toward 2026, I believe the biggest driving force behind beauty will continue to be the consumer. Access to education and transparency has given rise to a more informed, demanding and self-aware audience."

She added, "Consumers are no longer passive: they question, compare and expect brands to offer real value, not just storytelling. Their influence shapes everything from product formulation to packaging design."

"In packaging specifically, we're entering an era of precision and purpose," said Marquez. "I anticipate seeing more multi-functional solutions, such as double-ended formats that offer versatility and convenience without compromising aesthetics. We're also on the brink of new, never-seen-before innovations, where creativity and engineering come together to push boundaries, whether through intuitive gestures, smart components or disruptive materials."

Marquez ended by noting, "Of course, sustainability remains a

From top: Image by OlegKovalevich at Adobe Stock; Courtesy of Rissmann Packaging

constant pillar, but I believe we must now see it less as a competitive differentiator and more as a collective responsibility. True progress will come from collaboration between brands, suppliers and consumers working together to redefine what 'responsible beauty' truly means."

Elegance that Endures: Technical Artistry Meets Precision Engineering

Boris Schaeffer, VP of sales for TNT Group USA, said, "In 2026, we see technical artistry becoming the defining trend in luxury packaging—where sustainability and emotion converge through precision engineering. The industry is evolving beyond simple refills toward structural intelligence: packaging conceived to be both reusable and sensorially captivating."

He added, "At TNT Group, we are translating this vision through advanced metalwork—zamak, aluminum and brass—as well as materials such as fabric, wood and marble to create durable pieces that feel timeless yet adaptable."

Schaeffer explained, "Beauty brands now seek packaging that expresses luxury through longevity, craftsmanship and responsible innovation. The future lies in engineering elegance that endures—not just impresses."



Boris Schaeffer, VP of sales for TNT Group USA



Virospack said, "Packaging will follow suit: smaller, targeted formats with precise-dose applicators and distinctive shapes that convey efficacy—affordable luxury that wins in both mass and professional channels."

Trend-Focused Packaging

Virospack also chimed in. According to a report by the company[a], "Hair care is consolidating as a growth engine in beauty, already the #2 global category at $92.69 billion in 2024, [as reported by Euromonitor[b]]."

The company added, "Consumer motives are shifting from look/feel to hair health, now a purchase driver for 1 in 3 shoppers[b]. The fastest momentum sits at the scalp: interest in 'scalp serum' grew 70.2% YoY, with TikTok accounting for ~56.7% of trend popularity, [per Spate [c]]. Projections point to scalp care reaching $2.5 billion by 2033 at a 9.5% CAGR (2026–2033)[c]."

The company said, "Packaging will follow suit: smaller, targeted formats with precise-dose applicators and distinctive shapes that convey efficacy—affordable luxury that wins in both mass and professional channels. For hair care, the win is where precision meets responsibility: recyclable, monomaterial droppers with brandable and in-house finishes, because sustainability is now a key consideration in today's beauty market, [per Nielsen[d]]."

From Static to Smart: Personalized Packaging and Advanced Technology

Max Farrow, marketer at Nuon Medical, said, "We see 2026 as the year when personalization becomes measurable and where packaging doesn't just deliver a product but reads and responds to the skin in real time. The future of skin care will combine diagnostic sensing technologies with active applicators, creating systems that adapt treatment intensity, temperature or light wavelength to the individual's skin condition at that exact moment."

He added, "This means packaging will evolve from a static design to a

[a]www.virospack.com

[b]https://www.euromonitor.com/

[c]storage.googleapis.com/spate-186619/reports/us/beauty/2025-08-Hair%20Care%20%26%20Styling%20Trends%20Report/Spate%202025%20Hair%20Report_%20Care%20%26%20Styling%20Products.pdf?utm_campaign=Report%20Download&utm_medium=email&_hsenc=p2ANqtz-9UvN-3AqdeZj7ug57FPWGr6Um7m42CBeHEpGsw1DxUmFzQxeL2hCntqi4M38ELx7VEThV1z_c6lWqlJ0_bg6Ji4Y9u3Q&_hsmi=375763494&utm_content=375763494&utm_source=hs_automation

[d]www.nielseniq.com/global/en/landing-page/tl-the-changing-story-of-sustainability/

From top: Image by AsterionMad at Adobe Stock; Courtesy of TNT Group



Max Farrow, marketer at Nuon Medical, said, "We see 2026 as the year when personalization becomes measurable and where packaging doesn't just deliver a product but reads and responds to the skin in real time."

smart, responsive systems—capable of analyzing hydration, oil balance or irritation and adjusting the product's delivery accordingly. By linking sensor-based feedback with Nuon Medical's modular technologies (LED, microcurrent, PEMF, ultrasonic), we enable brands to move from one-size-fits-all to dynamic, data-driven skin care experiences."

Farrow noted, "For brands, this marks the next step in technology-enhanced packaging: turning personalization from a marketing claim into a tangible, science-based function built directly into the product architecture."

Agility to Market: Flexible, Adaptable Designs

Lorraine Pouliot, account executive at Capardoni, said, "A key trend for 2026 across all areas of the cosmetics industry is agility to market. This agility is shaping every function—from product development and packaging to supply chain and sustainability."

Pouliot added, "For primary packaging, 'agility to market' means designing with flexibility in mind: adaptable styles, materials and manufacturing locations that align with evolving customer demands for creativity, compatibility and cost-effectiveness down to the moment of purchase. The balance between what is beautiful and what is the smartest purchase in a shifting global landscape is guiding decisions and driving innovation."

She continued, "I'm personally excited by this evolution because of my early experience in the industry. When I was with the Estée Lauder brand global visual merchandising department in the early 2010s, the tester units, previously unique to each line within the brand, were completely redesigned into a fully modular system."

Pouliot said, "Even in my small role, I witnessed how this new structure created new flexibility, and how that combination unlocked creativity and excitement across advertising, copy, VM, store design, up to marketing. That same spirit of agile creativity continues to drive how I see innovation today."

Personality and Play: Experiential Packaging That Consumers Remember

Berlin Packaging said, "Every brand has its own story, which the packaging must tell in a coherent and authentic way. This is why companies nowadays are looking for solutions with a distinctive personality, placing importance on size, general shapes and the combination with accessories made of different materials. In this way, even functional elements, such as capsules and rings, are transformed into stylish details, destined to become iconic."

The company explained, "Customization is being taken to new levels of innovation and refinement using the most advanced decorative



Lorraine Pouliot, account executive at Capardoni, said, "A key trend for 2026 across all areas of the cosmetics industry is agility to market."

From top: Images by HalynaRom; Abimusa at Adobe Stock

technologies, which are capable of transforming every detail into a distinctive feature. Among these, 3D inkjet printing allows you to create textures and embossed logos with sophisticated tactile effects, without color limits. It's a perfect solution to enhance the brand's visual identity through the packaging itself, pushing the concept of hyper-personalization to the extreme."

Berlin Packaging added, "Alongside this, metallization in special colors or matt finishes represent one of the most interesting developments to date: less conventional nuances and softer reflections give rise to an elegant and contemporary aesthetic, in line with the codes of quiet luxury. Ceramic or stone-effect coatings, on the other hand, introduce a more organic tactile dimension, with surfaces that evoke craftsmanship and naturalness."

"The search for naturalness is also reflected in the shape: circles, bevels, squares and minimal geometries express authenticity without distorting the packaging," said the company. "This trend manifests itself in the targeted customization of certain details—accessories, rings, bases—which, with minimal but targeted intervention, can completely change the perception of the product, transforming it into a contemporary and recognizable object."

"At the same time, a trend towards soft, enveloping shapes is emerging, inspired by the physicality and more emotional dimension of the human body," the company said. "The fluid lines refer to smooth surfaces such as stones, drops of water or natural elements reinterpreted in a pop style. Packaging with sculptural shapes and saturated colors become collector's items, designed to be shared and shown on social media, strengthening the bond between brand and consumer through a young and immediate visual language."

Berlin Packaging added, "In the contemporary beauty landscape, the functionality of packaging is no longer a marginal technical aspect but rather an integral part of the user experience. Innovation involves the design of formats and applicators designed to respond to increasingly precise, conscious and pleasant gestures. Tubes, bottles and dispensers evolve into more ergonomic and intuitive shapes, improving the performance of the formulas and the everyday relationship with the product."



Berlin Packaging said, "Every brand has its own story, which the packaging must tell in a coherent and authentic way."



Berlin Packaging said, "Much more than a simple casing or a normal package, [packaging becomes] a fully-fledged experience that, at a glance, manages to tell the story that makes a perfume, a serum, a cream or a lipstick special. This ultimately makes them recognizable, memorable and desirable."

Moreover, the company stated, "With the new PPWR directive, the entire supply chain is called upon to rethink materials, design, processes and the duration of the product life cycle. Packaging is thus transformed into a tool for dialogue between brand and consumer, capable of renewing itself over time and generating value beyond the first use."

From top: Images by dark_blade; Anna Zhukkova at Adobe Stock



The bottle is made of HDPE or PP, and the cap is made of PP.



Designed by Studio One Eleven, Aux is the personal care collection that combines modernity, elegance and accessibility.

"The refill is one of the most effective solutions: a circular gesture that prolongs the life of the pack and becomes an opportunity for re-connection between brand and user every time the product is refilled," said the company.

The company finished by saying, "Much more than a simple casing or a normal package, [packaging becomes] a fully-fledged experience that, at a glance, manages to tell the story that makes a perfume, a serum, a cream or a lipstick special. This ultimately makes them recognizable, memorable and desirable."

Form, Function and Finish: Designs that Inspire

To illustrate how form, function and finish are making waves in 2026, *Global Cosmetic Industry* is highlighting packaging innovations that embody what's happening across formats and aesthetics right now.

Compact Bottles for Function and Travel

Capardoni has two new bottle types for 2026, the tottle Nevis and the Chico for skin care and makeup, designed in Italy.

Tottle Nevis 30 ML

With its innovative compact design and pocket-sized format, Tottle Nevis is suited for packaging liquid and creamy formulas such as foundations, serums and hair care products. The bottle is made of HDPE or PP, and the cap is made of PP.

Chico

This sleek new glass bottle has a rounded glass base and overcap, which offers both functionality and aesthetic.



The bottle is suited for foundations, serums or other formulas.

The bottle is suited for foundations, serums or other formulas.

Four Unique Aesthetics For Bottles

Berlin Packaging is also delivering four new bottles with wildly different aesthetic charm. The company's line up includes its Aux, Pockii, Hollywood and Herve collections, each bringing a distinct personality for categories that range from personal and home care to skin and color cosmetics.

Aux Collection

Designed by Studio One Eleven, Aux is the personal care collection that combines modernity, elegance and accessibility. Featuring a clean design and available in 150, 250 and 500 ml standard-neck formats, it is compatible with a wide range of closures: flip-tops, pumps, sprays and screw caps. Created to adapt to different market contexts, Aux also extends into the home fragrance world with two glass references: a 480 g candle container and a 400 ml room spray bottle. All bottles can be paired with Sashi, the flexible pouches customizable in format, closure and graphics—ideal for creating coordinated and efficient refillable solutions.

From top. L to R: Courtesy of Capardoni; Capardoni; Berlin Packaging

Pockii Collection

The Pockii collection extends into personal care with two new 300 ml and 150 ml bottles in PET, also available in 100% PCR-PET, with a 24/410 neck compatible with a wide range of dispensers, triggers and flip-top caps. The new formats retain the compact, rounded silhouette of the original line but stand out through a warm, sensorial color palette designed to showcase skin care and hair care formulas in a contemporary, sustainable way.

Hollywood Collection

Berlin Packaging Beauty reinvents its fragrance portfolio with new interpretations of iconic shapes, elevated by contemporary palettes and striking decorations. Hollywood, with its wide and lightweight cylindrical design and strong size impression, is presented in an elegant, minimal version, with neutral and sophisticated tones ranging from warm gray to sand. The pairing with the new Kopoy resin caps in lava-like finishes further elevates the pack, delivering a quiet luxury look for refined fragrances.

Herve Collection

Another new look is given to Herve, a classic in high-end perfumery, defined by its square shape with 45° angles—a line that conveys timeless solidity and refinement. Alongside glass bottles, a new 250 ml plastic version in PP and PETG debuts for the bath and body segment: two elegant bottles, compatible with dispensers or screw caps, bring the premium fragrance language into personal care. Decorative finishes emphasize size differences with tonal contrasts: burgundy red for larger formats, yellow and warm gray for smaller sizes, with gold as the unifying accent across Cliché zamak caps and hot stamping.



The Pockii Collection retains the compact, rounded silhouette of the original line but stand out through a warm, sensorial color palette designed to showcase skin care and hair care formulas in a contemporary, sustainable way.



Berlin Packaging Beauty reinvents its fragrance portfolio with new interpretations of iconic shapes, elevated by contemporary palettes and striking decorations.

Prestige Fragrance Classics

Texen Group is making waves in the prestige fragrance category, with unique and iconic packaging designs for Marc Jacobs and Louis Vuitton.

Marc Jacobs' Daisy Wild Eau So Intense

One year after the successful launch of Daisy Wild, Marc Jacobs Fragrances has expanded the iconic collection with Daisy Wild Eau So Intense. A new interpretation of the best-selling Daisy Wild, the Texen Group teams crafted a more bold and vibrant version of the cap for this intensified fragrance.

A pop and sophisticated design, the Daisy Wild Eau So Intense Marc Jacobs cap stands out with its bright, energetic colors, enhanced by gradient pad printing on each flower. This innovative process highlights the refined metallization of the flowers'

From top: Courtesy of Berlin Packaging; Berlin Packaging



Decorative finishes for the Herve Collection emphasize size differences with tonal contrasts.



A pop and sophisticated design, the Daisy Wild Eau So Intense Marc Jacobs cap stands out with its bright, energetic colors.



The cap's design required technical mastery, blending creativity with industrial precision.



The copper bottle, a tribute to the metal plaques adorning 19th-century explorers' trunks, boldly and elegantly reinterprets the house's design codes.

centers and the cap itself. As with the previous edition, the flowers are molded in color and feature greater visual complexity and brilliance.

The cap's design required technical mastery, blending creativity with industrial precision. Its structure—composed of a complex headpiece and a meticulous assembly of multiple elements in various materials (different types of polyolefins)—was engineered to meet a dual objective: deliver a playful and sensorial experience while ensuring a premium perception aligned with luxury codes.

Louis Vuitton LVERS Celebration

Louis Vuitton celebrated the first anniversary of LVERS and unveiled a new bottle designed with the Texen Group. To elevate its look, an exceptional bottle made of pure copper was created. The result was a high-precision collaboration between the artisans of Artema Firenze and the technical expertise of Texen Group. Inspired by the sun's regenerative energy, LVERS is reimagined through an artistic object that reflects light, warmth and vitality. The fragrance captures a solar abstraction through a holistic, sensorial composition crafted from living essences.

The copper bottle, a tribute to the

From top, L to R: Courtesy of Berlin Packaging; Texen Group; Texen Group; Texen Group

metal plaques adorning 19th-century explorers' trunks, boldly and elegantly reinterprets the house's design codes. While its artisanal production, using the lost-wax casting technique, was entrusted to the master founders of Artema Firenze, the Texen Group took on the technical challenge of ensuring compatibility between the metal and the fragrance formula.

To preserve the olfactory integrity of the perfume and prevent any contact with the copper, Texen Group designed and developed a specific internal protective coating. This technical component, inserted manually into each bottle, is made from a flexible multilayer film, ensuring optimal sealing and compatibility.

Function and Style

Rissmann Packaging has created two different designs for packaging: a highly stylized shopping bag and a functional slide-and-click box.

Skyline Edition Shopping Bag

Made from 205 gsm Fedrigoni Freelife Cento paper (100% recycled fibers), the bag combines offset printing with water-based inks and layered matte, metallic and pearlescent finishes. Multi-level embossing and debossing produce a pronounced 3D relief, while gold or clear transfer adds brilliance to selected areas. The customizable, removable inner base enhances practicality and adaptability for limited editions.

Slide & Click Box

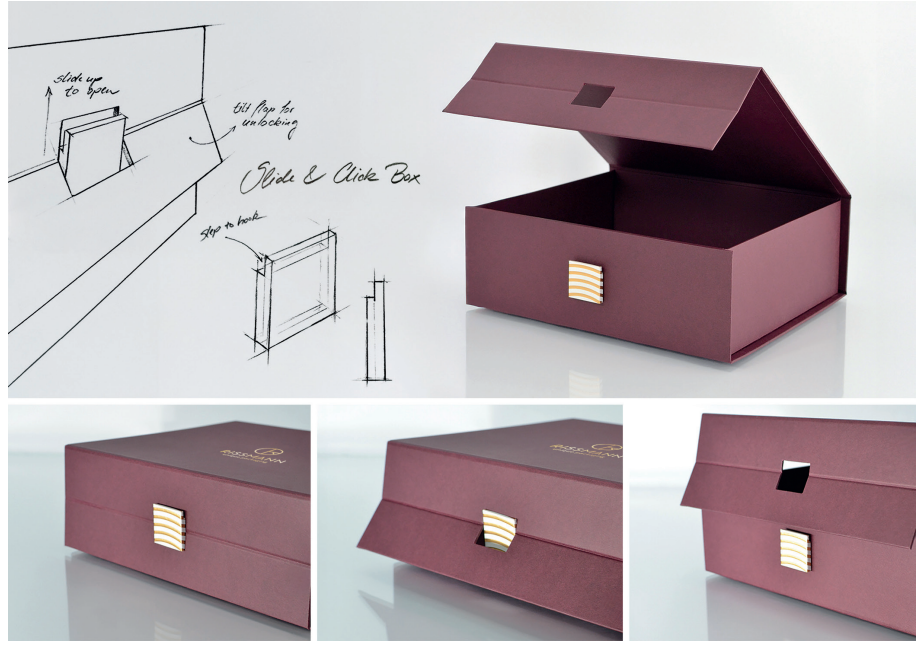
Entirely made from FSC-certified cardboard and paper, the box introduces a new "slide-and-click" gesture that combines motion and sound for a distinctive tactile experience. Its magnet-free mechanical closure delivers a precise, satisfying click while ensuring full recyclability and durability. Designed in-house, the structure balances technical precision, elegance and sustainability.

Sustainable Materials Meet Aesthetic

The TNT Group has designed a jar and a sleek rounded cap for skin care and fragrance, offering minimalist aesthetics with sustainably-sourced materials.



Made from 205 gsm Fedrigoni Freelife Cento paper (100% recycled fibers), the Skyline Edition Shopping Bag combines offset printing with water-based inks and layered matt, metallic and pearlescent finishes.



Entirely made from FSC-certified cardboard and paper, the Rissmann box introduces a new "slide-and-click" gesture that combines motion and sound for a distinctive tactile experience.

Darphin Stimulskin Plus

The sculpting cream features a refillable structure made of two zamak parts, assembled invisibly to ensure strength and a polished finish. A threaded collar system secures the replaceable glass jar, while a bayonet mechanism allows easy refilling of the jar. The development required perfect harmony between the two reusable structures, ensuring consistency in design and volume.

From top: Courtesy of Rissmann; Rissmann



The sculpting cream features a refillable structure made of two zamak parts, assembled invisibly to ensure strength and a polished finish.



Olfactory Series 1 is crafted from a single piece of cold-pressed aluminum.

The Bell-Shaped Cap of Jil Sander Miel

Olfactory Series 1 is crafted from a single piece of cold-pressed aluminum, combining finesse with robustness and finished in uniform white lacquer with black silk-screen printing. A recycled PP insert, treated for a matte effect and perfectly flush, enhances both visual harmony and durability. The development demanded a fine balance between aesthetic purity, mechanical strength and functional compatibility with the refillable pump system.

Parfums de Marly

This new collection of Extraits de Parfum reinterprets the art of 18th-century living. Three olfactory masterpieces, rooted in French savoir-faire, are each presented in a glass bottle. Their embossed caps and reusable cases feature patterns inspired by"guilloché," an intricate decorative technique born in 18th-century France.

Eragon Course du Soleil: A vibrant, radiant swirl inspired by the sun's path, echoing the iconic fresco on the facade of the Royal Pavilion



Extraits de Parfum reinterprets the art of 18th-century living.

Valero Les Chevrons: A motif recalling the celebrated parquet floors of the Chateau de Marly's formal salons, a timeless emblem of French heritage

Carios Les Clous de Paris: A geometric pattern evoking the cobblestones of the royal avenues leading to the estate; a symbol of momentum, strength and determination

Location-Inspired Design Meets Trendy Product

Dolce & Gabbana and The Mark Hotel have introduced Fefé, the brand's

From top, L to R: Courtesy of TNT Group; TNT Group; Parfums de Marly

alcohol-free fragrance for dogs. The exclusive edition blends Dolce & Gabbana's signature Italian flair and The Mark's black-and-white sophistication into its packaging inspiration.

Heritage Design Turned Collectible

Lancôme, with Italian design house Pininfarina, has designed new packaging for some of Lancôme's iconic products, inspired by French artisans with a nod to vintage.

The Absolue Longevity Soft Cream

The cream gives a nod to the very first incarnation of Absolue Skin Cream, which debuted in 1965 with a jar crafted in ceramic. The jar is hand-crafted around a white porcelain vessel that holds the cream, which can be refilled. This is set within a second, outer porcelain layer, adorned with a textured, brushed gold finish. The lid is designed as golden gua sha—used to bring a sensorial effect to the cream's application—and is inscribed with Lancôme's rose agora pattern.

La Vie est Belle Eau de Parfum

The crystal bottle rests on a pristine white ceramic base, adorned with Lancôme's signature rose agora pattern in gold, evoking a precious jewel. The bottle's signature crystal smile is reinterpreted as a dynamic curve, while the pleated gold ribbon wings, a symbol of effortless elegance, appear suspended.

A 2026 Guide to Packaging

2026 will reward packaging partners who can deliver flexibility, sustainability and emotional impact through their designs. Below are *Global Cosmetic Industry's* thoughts on how packaging manufacturers can stay ahead of the curve in the new year.

Environmental Accountability

Environmental expectations are rising, and packaging suppliers must



The exclusive edition blends Dolce & Gabbana's signature Italian flair and The Mark's black-and-white sophistication into its packaging inspiration.



The cream gives a nod to the very first incarnation of Absolue Skin Cream, which debuted in 1965 with a jar crafted in ceramic.

From top: Courtesy of The Mark x Dolce & Gabbana Fefé; Lancôme



The crystal bottle rests on a pristine white ceramic base, adorned with Lancôme's signature rose agora pattern in gold, evoking a precious jewel.



2026 will reward packaging partners who can deliver intelligence, flexibility, sustainability and emotional impact through their designs.

deliver. From sustainably-sourced materials to improved innovations in recyclability and refillability, environmental accountability is becoming a standard across the packaging industry. In 2026, beauty brands will seek out packaging partners who can deliver sustainable solutions without compromises, all while remaining transparent.

Emotive Storytelling

Design is becoming a brand's best storytelling tool, one that can convey a brand's values, identity and vibe at a glance. Through thoughtful form and finish, well-designed packaging can help cut through the market noise, helping consumers connect with products that speak to them while giving brands a competitive edge.

In 2026, well-designed packaging will see highly customizable colors, textures and shapes, with tactile finishes that feel meaningful, bespoke and collectable. Coupled with intricate details and premium finishes, packaging partners that can unify a brand's vision with its products will stand out on the market.

Practical and Powerful Engineering

More than aesthetics, packaging must be engineered to work seamlessly with a brand's product, offering high-performance, durability and ergonomic design. As suppliers push the boundaries of packaging solutions, the partners that focus on more creative ways to solve challenges related to protection, dispensing, blending and travel will gain a competitive edge. For 2026, packaging partners should be on the lookout for more innovative ways to tackle both niche and mass packaging concerns with breakthrough technology and practicality.

Consumer-Driven Creations

Speed and relevance are critical to beauty. Trends come and go at the speed of light, and brands are constantly shifting to meet changing consumer demands. Packaging suppliers must be able to meet these shifts and bring agility to every stage of development. In 2026, the suppliers who can adapt on demand and help brands stay aligned with consumers' evolving needs will rise to the top. ■

From top: Courtesy of Lancôme; Image by Isaiah at Adobe Stock

THE PERFECT PACKAGING PARTNERSHIP IS A THING OF BEAUTY

How to Find the Right Packaging Supplier

| SPONSORED BY

As beauty brands race to innovate while navigating rising sustainability demands and tightening regulations, packaging plays a more strategic role than ever. Today, the right packaging partner does far more than supply components—they help shape brand success from concept to launch. Choosing the right packaging supplier is now a strategic decision, not just a sourcing task.



BALR Reflect: Bespoke packaging by Berlin Packaging's Studio One Eleven®

Product Development Support Is Becoming Essential

Packaging is just one part of building a successful beauty brand. It all starts with the product inside. Developing a high-quality, safe, effective product can be complex. Berlin Packaging develops exciting new formulas for a comprehensive range of skincare, personal care, and color cosmetics. Choose from one of our stock formulas, or our in-house team can help you develop a custom solution. We offer a suite of testing and validation services, including formula stability, package compatibility, preservative efficacy testing & RIPT, and other FDA- and OTC-related testing.



Fig.1 Skincare: Featuring Berlin Packaging's Airglass collection

Creative Capabilities Are Becoming a Competitive Necessity

In the crowded beauty market, brands must stand out in seconds. Packaging plays a critical role in shaping first impressions and telling a compelling brand story—often determining whether a product is noticed or passed over. Partnering with a packaging supplier that designs in-house helps brands move faster and more efficiently, without the cost of an outside agency.

At Berlin Packaging, our design and innovation division, Studio One Eleven® designs packaging solutions that help beauty brands differentiate. From brand identities and graphics to structural packaging, our team brings strategy and execution together under one roof—at no additional cost in exchange for your packaging business.

A Global Supply Network Is Now a Competitive Advantage

Supply chain disruptions are unpredictable, so beauty brands need

Courtesy of Berlin Packaging

a partner who can adapt quickly when things change. A flexible, resilient supply chain keeps products moving, operations running smoothly, and customers happy. Packaging suppliers with a global footprint have a significant advantage here. Berlin Packaging has a worldwide network of suppliers and exclusive partnerships—across product types and geographies—which allows us to search the globe for the best packaging at the best value. We handle challenges like time zones, language barriers, quality standards, compliance requirements, production scheduling, customs, and logistics so you don't have to.



Amika Forever Friend: Refillable packaging by Studio One Eleven®

Inventory Strategy Matters More Than Ever

Inventory strategy plays a significant role in your operational success, including packaging. Excess inventory ties up cash, while stockouts halt production. Berlin Packaging uses people, process, and technology to help customers keep the right amount of inventory at the right time. Our dedicated demand planners combine data, forecasting tools, and ongoing customer conversations to predict future needs, align demand and supply, quickly resolve issues, and stay ahead of changing conditions. Our best-in-class supply planning software helps us prevent both overstock and stockouts.

Sustainability Expertise Is No Longer Optional

Sustainability has become a key priority for consumers and brands, especially in the beauty industry. Your packaging partner needs to understand the latest regulations, materials, and innovations so you can make smart, sustainable choices. Berlin Packaging offers a portfolio of sustainable beauty packaging options, including exclusive refill systems, eco-friendly material alternatives, and lightweighting strategies. Our dedicated team of sustainability experts provides quantitative assessments, regulatory guidance, and communication strategies to help brands achieve their goals with confidence.

Trend Tracking Helps Brands Stay Ahead

Understanding consumer motivations, market dynamics, and category trends helps ensure product and packaging success. As the world's largest Hybrid Packaging Supplier®, Berlin Packaging tracks the latest cultural, demographic, and economic trends shaping consumer behavior, preferences, and purchase decisions to best help our customers win in the marketplace. Scan the QR code to learn more about Berlin Packaging and download a free *2026 Beauty Packaging Trends Report* to see what's next for beauty packaging.

Not all packaging suppliers are created equal. It is essential to ask questions about what services they provide that can add value and save you time and money.

Scan for a Free Beauty Packaging Trend Report



Ninu: AI fragrance packaging by Studio One Eleven®

SUN CARE GETS PERSONAL

From sunscreen hybrids to SPF made for specific lifestyles, sun care is getting personal.



This year, sunscreen is getting personal by focusing on lifestyle preferences, hybrid formats and new ingredients designed for everyone.

Image by Octopus16 at Adobe Stock

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Image by Antonio Aragón Moguer/Wirestock at Adobe Stock

2025 was a turbulent year for sunscreen as increased global regulations and crackdowns changed the trajectory of sunscreen formulation, labeling and ingredient inclusion.

In June of last year, according to Choice, Australian sunscreens, considered the gold standard for UV protection, came under fire for not meeting the levels of SPF claimed on the labels[a]. Then in August, unapproved SPF formats like mousse, whipped and foam sunscreens were also questioned by the U.S. Food and Drug Administration (FDA)[b], and later the *Journal of the American Academy of Dermatology (JAAD)* uncovered "hidden" UV filter chemical analogs not disclosed on the product label[c].

But while recent regulations surrounding SPF development and labeling have caused some minor setbacks in the sunscreen industry, those setbacks highlight the industry's resilience and more importantly, provide insights into where sunscreen is heading in 2026 and ways to reestablish consumer trust in a skeptical market.

But not all of 2025 saw setbacks in sunscreen development. For the first time in more than two decades, a new UV filter, dsm-firmenich's Parsol Shield, was announced for the U.S. market for 2026. Related to the release, in November 2025, dsm-firmenich and the Personal Care Products Council testified before Congress, highlighting the slow FDA approval process, limited access to safe global UV filters and proposed reforms under OMFU 2.0 to drive sunscreen innovation in the United States. The Senate then passed H.R. 5371, a major law that will modernize the OTC drug monograph system and transform sunscreen regulation, opening the door for faster, science-driven UV filters in 2026[d].

[a]www.choice.com.au/about-us/media/media-releases/2025/june/16-of-20-sunscreens-didnt-meet-spf-claims-in-choice-test

[b]www.fda.gov/inspections-compliance-enforcement-and-criminal-investigations/warning-letters/supergoop-711018-08062025

[c]www.jaad.org/article/S0190-9622(25)02647-7/abstract

[d]www.congress.gov/bill/119th-congress/house-bill/5371/text/eas



Australian consumer group Choice reported in June 2025 that 16 of the 20 popular SPF 50 or 50+ sunscreens it had tested did not meet the the level of protection claimed on their labels.

A New Year For Sun Care

The road to reform is paved in responsible and transparent practices, but 2026 is ripe for a new wave of sunscreen innovation.

The global sun protection market, comprising only adult sunscreens, sun sprays and after-sun lotions, per Statista, was valued at nearly $11.5 billion in 2024 and is projected to grow at almost 3.9% annually through 2029[e]. By 2030, mineral SPF is projected to double to $8.9 billion globally[e], with sun care-skin care hybrids such as SPF-powered anti-agers and tinted moisturizers leading the charge.

From sunscreen hybrids to personalized sunscreen for specific groups and lifestyles, the demand is high for cleaner, more effective and more wearable SPF that goes beyond protection while still maintaining the highest of standards.

Below are some of the most recent sunscreen releases that are redefining SPF, from personalized sun care lines to SPF hybrids.

Sun Care Gets Personal

More sun care brands are getting personal, targeting certain groups and lifestyles with SPF solutions that work for specific contexts. From women-specific Latina brands to sport-centric applications, sunscreen is making sun protection a priority all year long, for all kinds of scenarios.

A Latina Sun Care Brand for Women

Damastíque launched a dual sun-first skin care brand for women, targeting hormonal shifts and pigmentations. The brand pairs 20% zinc oxide mineral protection with its Antioxid Melanocyte Calm Complex, a biotechnology-powered blend that helps deliver thoughtful, effective and ethically sourced solutions for pigmentation-prone, sensitive and hormonally shifting skin.



Aissa Duffy, founder of Damastíque, said, "We promise to be transparent about our process and formulas—from sourcing and ingredients to potential effects. We keep it real and give our community the resources, education and products they need to protect their skin from the inside out. Women should not have to settle for unsafe skin care products or choose between protecting their skin or protecting their health."

Rooted in prevention and built on the vision that sun care should be safe for every woman, Damastíque celebrates diverse skin tones by blending sun-resilient botanicals sourced from Latin America with modern science.

"Damastíque was born out of my own experience with melasma. I wanted to enjoy the sun without guilt and move past the insecurity of dark spots," said Aissa Duffy, founder of Damastíque. "As a young girl in South Texas near Mexico, I saw the same marks on my abuela, tias and mother etched into their skin after years of working under the sun as migrant workers. Years later, after battling melasma triggered by hormonal changes and sun exposure, I found the beauty industry is full of unknowns, quick fixes and ingredients that can do more harm than good."

Latina Roots Meets Skin-Loving SPF Complex

SPF Active Serum: a lightweight mineral sunscreen and treatment hybrid designed for those navigating hormonal changes, hyperpigmentation, sensitive skin, pregnancy, motherhood or for anyone seeking effective, transparent skin care—formulated without hydroquinone, parabens or oxybenzone

Key Benefits:

- **Broad spectrum SPF 36 UVA/UVB**
- **Antioxid Melanocyte Calm Complex:** Biotechnology blend that helps calm skin and defend against the look of new dark spots
- **Mexican *arnica* extract:** Backed by clinical research to reduce the look of dark spots, irritation and redness
- **Non-nano zinc oxide (20%):** Mineral sun filter with minimal white cast
- Powered by antioxidant-rich **açaí** and nourishing **passion fruit oils**

Independent Study Results (4-week study, 110 women):

- 94% agreed skin looked brighter and more even
- 91% said it calmed irritation and redness
- 97% found it gentle enough for daily use
- 93% would recommend to a friend with pigmentation concerns
- 88% said their dark spots did not worsen

[e]www.statista.com/outlook/cmo/beauty-personal-care/skin-care/sun-protection/worldwide#revenue

Image by Lulurasch at Adobe Stock

Setting the Sun Care Stage for Young Men

Young men are the least likely group to protect their skin from the sun (from the CDC, only 8% of men between ages 18-29 wear sunscreen when out for an hour or more[f]), leading to a disproportionate risk for skin cancer as they age.

To reverse this trend, they need products that are marketed towards them that look and feel great.

Designed specifically for teen boys and young men, Skinmetal brings prevention, confidence and science together in a brand that speaks their language. The brand was founded by Wendy Sue Swanson, M.D., a pediatrician, digital health expert and melanoma survivor who has spent her career helping families build healthier habits and embrace proven prevention tactics.

Skinmetal enters the men's personal care market with two skin-loving sunscreens:

- Daily Metal Stealth
- Daily Metal Green Stealth

[f]www.cdc.gov/mmwr/volumes/71/wr/mm7122a5.htm#:~:text=In%202020%2C%2012.3%25%20of%20men,men%20to%20always%20use%20sunscreen

The two mineral sunscreens are formulated for daily wear with broad-spectrum SPF 51, featuring 12% non-nano zinc oxide and hydrating niacinamide. Green Stealth offers immediate redness correction and includes bakuchiol, a plant-derived ingredient known for improving skin appearance and supporting anti-aging benefits. Both are packaged in more modern, masculine packaging.

"Boys deserve products that are irresistible and immediately rewarding," said Swanson. "We know the best sunscreen is the one you actually use. We've built Skinmetal to shift the inertia of the beauty culture, and we're committed to selling products with proven health benefits."

More than skin care, Skinmetal aims to empower the next generation of men with daily habits that build strength, decrease risk, boost confidence and manifest more time outside.

Bold Sun Care Built for the Slopes

Spooge has launched its new high-altitude, mineral sunscreen Face Shots. Infused with ceramides, this SPF was specifically designed for skiers, snowboarders and alpine thrill-seekers for all-day protection against sun and snow.



According to Skinmetal, in American culture, sunscreen has been marketed, sold and packaged for primarily women, treated more like a beauty accessory than a daily essential.



Wendy Sue Swanson, M.D., pediatrician and digital health expert, said, "We make daily sunscreen and innovative products with UV filters to prevent aging and decrease cancer risk. We want UV filters and products that protect to feel less like a chore and more like a signal of masculinity, confidence and self-respect."

According to Spooge, Face Shots is more than just sunscreen, offering broad-spectrum SPF 30 face and body protection that hydrates, soothes and shields skin from the mountain elements. Dermatologist-developed and tested on skiers, this mineral formula claims to be able to stand up to snow, sweat and wind.

Developed at elevation and powered by 22% zinc oxide, Face Shots is infused with a lineup of skin-first ingredients that go beyond protection:

- **Ceramides:** to moisturize and shield
- **Edelweiss extract:** to protect and soothe
- **Raspberry seed oil:** to hydrate and provide antioxidant defense
- **Vitamin E:** to calm and condition

Water-resistant for 80 minutes, Face Shots is reef-safe, vegan, cruelty-free and free from parabens, phthalates and harsh chemicals. The lightweight formula is said to blend into most skin tones and feature a clean, fresh scent with no chalky mess or greasy residue.

From top: Courtesy of Skinmetal; Image by Vitalii at Adobe Stock

An Olympian's Race to Protected Skin All-Season Long

Olympic skier Travis Ganong knows firsthand the importance of skin protection on the slopes. After being diagnosed with melanoma on his face, Ganong teamed up with Spooge to raise awareness in the snow sports community, encouraging athletes to start using protection earlier.

"As a U.S. Ski Team alum and two-time Olympian, I've spent my life chasing winter—and at 37 I was diagnosed with melanoma on my cheek, a stark wake-up call," said Ganong. "That's why launching Face Shots with Spooge is so meaningful to me—it's about protecting the community I love. This sunscreen was designed with skiers and mountain people in mind, and I'm proud to help create something that makes it easier for all of us to enjoy the outdoors safely."



"We designed Face Shots to work as hard as the people who wear it," said Whitney Hovenic, M.D., double board-certified dermatologist and Spooge co-founder. "Most sunscreens aren't made for altitude, wind and cold weather. This one is. It's the mountain SPF that keeps your skin protected without compromising feel or finish, and it's a reminder that SPF isn't just for summer—it's essential year-round."

Sun Care Applicator Gets Sports Makeover

Amcor, a packaging and dispensing manufacturer, has produced a skin care stick applicator for sports brand Decathlon to reduce its carbon footprint.

As a brand, Decathlon is committed to reducing absolute Scope 1, 2 and Scope 3 GHG emissions by 42% by 2030, compared to the 2021 base year. The format is being used by Decathlon for two products: an anti-chafing stick and a sunscreen stick.



With melanoma rates rising, especially among younger outdoor enthusiasts, Spooge is on a mission to shift SPF from an afterthought to daily ritual, no matter the season.

Using recycled plastic sourced from Amcor's proprietary CleanStream technology, each applicator offers 87% rPP and a 17% lower CO_2 impact versus virgin resin.

The anti-chafing stick was designed by a team of athletes. A key consideration was for the product to be easy to apply without the user getting their hands dirty, as well as the pack being small and easy to carry. The same logic applies to the SPF 50+ sunscreen stick, which is water and sweat-resistant to suit sportspeople.

A Sensory Experience

More than a daily ritual, sun care has the opportunity to create a sensory experience for consumers by combining unique fragrances with high-quality SPF to evoke a sense of wonder and nostalgia with every wear.

By the Beach, founded by Andrew Glass and Jessica McGratty-Singer, embraces the idea that sun protection can tell a story.

"By The Beach was born from a decade of traveling together for work, for fun and for the love of sunny moments shared with family, friends

[From top: Courtesy of Spooge; Image by ronstik at Adobe Stock



"The ability to include rPP through our proprietary CleanStream technology means we can offer brands like Decathlon the perfect combination of convenience, performance and environmental responsibility," said Marine Sueur, sales director for France at Amcor.



Andrew Glass and Jessica McGratty-Singer, founders of By the Beach, said, "We wanted to bottle that feeling—to create something that could transport you there every day. That's why By The Beach turns the everyday into a beach day, sparking joy and nostalgia through our sensorial sun care creams and luminous SPF dry oils."

From top: Courtesy of the Amcor; Beach

and colleagues," said Glass and McGratty-Singer. "From the South of France to Miami, we've always been inspired by the colors, the scents, the food and that carefree coastal energy that lingers long after the trip ends."

Blending science and nature, By the Beach uses creams, dry oils and glazes to deliver broad-spectrum SPF 30 protection while immersing wearers in the nostalgic scent of the coast. Each product claims to be hydrating without feeling heavy, delivering broad-spectrum protection against both UVA and UVB rays. Beyond SPF, the products are infused with botanicals, vitamins and antioxidants, providing skin care benefits that nourish, protect and enhance the skin.

The By the Beach collection includes eight different products in three different scents, all with SPF 30:

- Melon Daze Face & Body Cream
- Melon Daze Body Dry Oil
- Candy Clouds Face & Body Cream
- Candy Clouds Body Dry Oil
- Citrus Crush Face & Body Cream
- Citrus Crush Body Dry Oil
- Never Seen Invisible Face & Body Cream
- Sea Pearl Sunglaze Face & Body Glaze

Hybrid Sun Care Solutions That Solve Skin Care Concerns

As seen on the cosmetics side, the hybridization or skinification of sun care is here to stay. As more sunscreen products become infused with skin-grade ingredients, moving beyond protection to hydration, correction and anti-aging is becoming a necessity in the sun care industry. Consumers are looking for an all-in-one product that can rejuvenate and protect skin without all the steps, and they're willing to pay more for sunscreens that do more.

K-Beauty Collagen Sunscreen

In K-beauty, Medicube offers its No Cast Just Glow collagen sunscreen. Powered by a blend of collagen,

peptides, hyaluronic acid, ceramides, cica and niacinamide, this formula claims to protect the skin while visibly smoothing, brightening and strengthening the moisture barrier. According to Medicube, the product also doubles as a makeup-gripping primer and delivers a healthy glow on bare skin.

The brand's No Cast Just Glow SPF claims to offer a 61% increase in deep hydration that lasts up to 72 hours and a 51% increase in radiant-looking skin according to clinical trials.



According to Medicube, the product effortlessly blends with all skin tones and types with zero white cast for a flawless, dewy finish.



According to the brand, Shohei Ohtani, a Japanese superstar athlete and the face of Sekkisei, uses the brand's Herbal UV Defense Gel for sun protection even under sweat, pressure and stadium lights.

J-Beauty's Herbal Remedies for SPF

Sekkisei, a heritage J-beauty brand rooted in herbal remedies, has released its Herbal UV Defense Gel sunscreen. The nourishing gel is a water-light SPF 40, enriched with a curated blend of skin-loving Asian herbs. Crafted to replenish and shield, the transformative formula protects from UV rays and disappears into the skin, even under sweat, with zero white cast.

The sunscreen is enriched with the following herbal extracts:

- **Job's tears seed extract:** Moisturizes, brightens and provides antioxidant
- ***Angelica gigas* root extract:** Hydrates skin
- **Licorice root extract:** Brightens and provides anti-inflammatory properties
- ***Aloe barbadensis* leaf extract:** Moisturizes and soothes

The formulation creates an invisible veil over your skin to protect from UVA/UVB damage, and the smooth, lightweight gel formula glides onto skin for hydrated and glowing skin.

Prestige Skin Care Creates Sun Care System

Sonni, a skin care brand designed exclusively for sun care, offers a prestige mineral-based sun care system that promises to make daily sun protection a seamless, effective experience—without the white cast.



"We built Sonni as a complete system that truly works for everyone," said Eliana Field-Marsham, co-founder & COO of Sonni. "Our formulas are designed to blend in across all skin tones and genders, feel good on every skin type and create a daily rhythm that protects and restores skin from sun up to sun down."

From top, L to R: Courtesy of Medicube; Sekkisei; Sonni

Unlike traditional sunscreens made with zinc powder, Sonni uses elemental zinc and titanium, producing more potent mineral oxides during manufacturing. This innovation allows for higher protection with less material, per the company.

Each formula is enriched with proven skin care actives—niacinamide, hyaluronic acid and squalane—to hydrate, nourish and strengthen the skin barrier, redefining mineral SPF as an essential step in modern skin care.

SunDay SunDown System:

- **SunDay Mineral Serum SPF 50+:** Fast-absorbing serum with zinc and niacinamide that hydrates, strengthens and protects skin
- **SunDay Invisible Defense SPF 40+:** Daily moisturizer + SPF with hyaluronic acid and squalane for smooth, lasting hydration
- **SunDay Body Balm SPF 40+:** Everyday body care with SPF built in, with squalane, oat extract and bisabolol for all-over comfort and protection
- **SunDown Restoration Sheet Mask:** Electrolyte recovery mask with magnesium PCA and coconut water to cool, replenish and restore post-sun skin



"Receiving the EWG Verified designation underscores our commitment to science, safety and absolute transparency," said Maxwell Stock, founder and CEO of Epicutis. "Consumers deserve sun protection that truly puts their skin health first—free of questionable additives, clinically smart and proven effective."

"We're on a mission to change how people see sun care—from something you have to do to something you want to do," said Megan Black, founder & CEO of Sonni. "For too long, mineral SPF has come with trade-offs, including heavy textures, chalky finishes and products people didn't enjoy. Sonni is redefining that with prestige mineral-based SPF formulas that layer seamlessly and feel like skin care, so daily sun protection becomes second nature."



According to Bluelene, SunFix offers a sun sensitivity free solution to anti-aging that is as powerful as retinol.

Bioscience SPF for Protection and Repair

Another mentionable sunscreen includes Epicutis' Lipid Shield SPF 30 for its science-driven skin care and sustainable EWG verification. Lipid Shield's formula pairs non-nano zinc oxide with TSC (disodium tetramethylhexadecenyl succinoyl cysteine).

Zinc Oxide SPF with TSC: Protection + Repair

Lipid Shield is powered by TSC, a biotech-developed active that claims to calm visible redness, protect collagen integrity and support skin's repair mechanisms under UV stress—even if reapplication is delayed.

With 21 percent non-nano zinc oxide, Lipid Shield claims to deliver clean, physical broad-spectrum protection against UVA (aging) and UVB (burning) rays, without systemic absorption or irritation. Its sweat-stable, water-resistant texture stays put, with forty minutes of water-resistant certification.

From top: Courtesy of Epicutis Skin Care; Image by Ha-Rin Light at Adobe Stock

Skin-Loving Botanical Complex

In addition to TSC, Lipid Shield soothes sun-stressed skin with a botanical complex of licorice root extract, bisabolol (chamomile) and aloe vera leaf, which hydrate, calm and help mitigate post-sun discomfort.

Anti-Aging SPF

Bluevado SunFix is an FDA-approved anti-aging sunscreen combined with the medical-grade ingredient methylene blue, a retinol alternative. The product claims to promote skin cell health, repair and delay skin aging and protect against UVA and UVB radiation all at once—with no sun sensitivity.

Formulated with a proprietary blend of methylene blue, zinc oxide and titanium dioxide, the mineral sunscreen claims to outperform oxybenzone, delivering cosmetic elegance while protecting coral reefs from harmful substances.

Benefits:

- Broad-spectrum UVA/UVB sun protection
- Prevents premature aging
- Repairs photo-aging DNA damage caused by UVA exposure
- Reduces fine lines, crow's feet and wrinkles
- Improves skin elasticity and firmness
- Provides all-day skin hydration
- Protects coral reefs

Performance-Driven Ingredients, Innovative SPF

Besides the anticipated arrival of UV filter Parsol Shield, set to release in 2026, other sun care ingredients have already arrived, offering new opportunities for innovative, safe sunscreens that can be more and do more.

That includes sustainable film formers, biodegradable actives, SPF-boosting emollients and textural improvements to tried-and-true formulas ready for an upgrade.

When it comes to the next generation of sun care, ingredients driven by performance and sustainability are paramount, but they also must meet growing industry regulations and offer tangible, sustainable impact.

Below are some of the ingredients and suppliers creating SPF solutions that embody those principles, setting industry standards for what sunscreen is and can become.



Julio Bombonati, global category director for sun protection at Symrise, noted, "[Neo Heliopan 310] is giving answers to regulatory requirements known from traditional UV filters, and it also provides strong UV protection and photoaging prevention."

Sustainable Film Formers for Biodegradable SPF

Elementis has created a biodegradable film-former for sunscreens called Naturaluxe MFF, a patent-pending, biodegradable and non-persistent multifunctional film-former developed for light-textured sunscreens.

According to the company, it delivers excellent water resistance, ethanol compatibility and improved SPF retention, addressing consumer demand for eco-conscious sun care without sacrificing performance.

4-in-1 UV Filter for High Performance Cosmetic SPF

Symrise has introduced Neo Heliopan Fusion, a 4-in-1 UV filter blend developed to meet the demand for high-performance sun protection in cosmetics. This patent-pending ingredient combines three modern crystalline UV filters solubilized in a liquid UV filter, resulting in a viscous liquid for easier formulation.

Key Benefits and Properties

Neo Heliopan Fusion allows for the creation of sunscreen solutions with customizable SPF levels, achieving up to SPF 50+ at a 30% use level.

According to the company, it provides:

- Reliable broad-spectrum UVA protection
- A light and pleasant skin feel
- Ease of formulation, thanks to its oil-soluble, water-free format
- Inventory optimization, reducing the need for auxiliary ingredients like solubilizers
- Energy reduction, supporting sustainable development practices
- The ability to quickly respond to regulatory requirements and market trends
- Cold-process capabilities, integrating into the oil phase with simple stirring

Courtesy of Symrise

Application Versatility and Simplicity

The composition is said to form a stable, homogeneous solution that is suitable for a wide range of applications, including creams, lotions, sprays and sticks.

It can also be incorporated into color cosmetics like BB/CC creams, foundations and daily skin care products such as anti-aging creams and moisturizers that require added SPF.

"We set out with a clear objective: to create a powerful UV filter blend that delivers simplicity and aligns with today's standards—without compromise," stated Julio Bombonati, global category director of sun protection at Symrise Cosmetic Ingredients.

SPF-Boosting Emollient

Another anticipated SPF ingredient comes from Croda.

According to Croda, its Crodabond CSN is a 100% naturally derived emollient proven to provide long-lasting cuticle sealing and split-end repair for damaged hair. But new data claims that Crodabond CSN can enhance the efficacy of organic and inorganic UV filters to provide a cost-effective solution to achieve high SPF claims.

Sustainable SPF and UVA Booster Without Compromise

According to the brand, Crodabond CSN (INCI: Hydrogenated Castor Oil/Sebacic Acid Copolymer) is proven to boost SPF and UVA protection by up to 111% by enhancing the film-forming properties of sunscreens, improving UV filter distribution and spreadability on the skin. By boosting protection across the UV spectrum and facilitating the use of less UV filter, Crodabond CSN is said to offer formulators a flexible and cost-effective solution to achieve high SPF claims, without compromising on performance or sensory aesthetics.

The biodegradable SPF booster is also said to be more sustainable. By lowering the amount of UV filter required in formulation, Crodabond CSN claims to improve the environmental impact of sunscreens by reducing the carbon footprint of formulations containing inorganic UV filters by up to 13.5%.

Reliable Sun Care, Proven Protection

"At Croda, we believe that true innovation goes beyond efficacy—it builds trust," said Hannah Critchley, head of marketing for skin care



Hannah Critchley, head of marketing for skin care at Croda Beauty, said, "Creating reliable sun care formulations that consumers trust is even more important with increased scrutiny of SPF testing practices. Our new data for Crodabond CSN is another step forward in our mission to use smart science to improve lives."



Image by Shopping King Louie at Adobe Stock

at Croda Beauty. "At a time when consumers are looking for science-backed beauty products, our latest data for Crodabond CSN embodies that principle, helping brands create sun care formulations that deliver consistent, proven protection through enhanced film formation and optimized distribution of UV filters."

She added, "Creating reliable sun care formulations that consumers trust is ever more important with increased scrutiny of SPF testing practices. Our new data for Crodabond CSN is another step forward in our mission to use smart science to improve lives."

Sheer Zinc Milk and Clear Gel SPF Concepts

Shin-Etsu Silicones of America, Inc. (SESA) is also addressing the growing consumer demand for sunscreens that combine high UV protection with a refined, lightweight sensory experience. Last year, the company showcased its latest ingredient innovations and two non-greasy, aesthetically pleasing sunscreen concepts that reportedly feel exceptional on the skin.

Key Ingredient Highlights

Key dispersion and dispersant highlights include:

- ***SPD-WT1 aqueous dispersion*** (INCI: Titanium Dioxide (and) Butylene Glycol (and) Hydrated Silica (and) Polyglyceryl-3 Disiloxane Dimethicone (and) Hydrogen Dimethicone)
- ***KF-6115 dispersant*** (INCI: Lauryl Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone)

These are designed to support the creation of high-SPF mineral sunscreens with minimal whitening and a pleasant feel.

Additionally highlighted were the alkyl-modified silicone elastomer gels:

- ***KSG-45*** (INCI: Coco-Caprylate (and) Vinyl Dimethicone/Lauryl Dimethicone Crosspolymer)
- ***X-22-6695B*** (INCI: Jojoba Oil (and) Lauryl Dimethicone/Polyglycerin-3 Crosspolymer)

These are said to provide a soft, velvety and mattifying effect, transforming the feel of both mineral and organic sunscreens.



"Consumers are seeking optimal aesthetic effects while providing broad spectrum SPF protection," stated Aga Montes, senior chemist at SESA's Cosmetics Application Laboratory.

Featured Sunscreen Concepts: Sheer Milk and Clear Gel

Showcasing these ingredients, SESA presented two innovative formula concepts during the 2025 Florida SCC Sunscreen Symposium.

- **SPF 50 Sheer Zinc Mineral Sunscreen Milk**: This globally compliant, non-whitening shake-type formula contains a high level of nano-fine ZnO using KF-6115 as the dispersant. To add to the silky soft feel, KSG-45 was incorporated for a powdery feel and soft-focus effect
- **SPF 40 Anhydrous Clear Gel Sunscreen:** According to SESA, typically anhydrous clear gel sunscreens are greasy, feel heavy and yield low SPF due to incompatibility within the chassis. To overcome this, two elastomer gels were incorporated: the alkyl-modified KSG-45 and X-22-6695B

KSG-45 provides a soft, velvety, lightweight feel to combat the greasy feel from the UV filters, while X-22-6695B has excellent compatibility, per the company.

2026 Welcomes a New Era of Sun Care Solutions

Despite increased consumer scrutiny and shifting regulatory expectations creating more challenges for the sunscreen industry, brands are proving that sunscreen can be both effective, safe and innovative. With options that speak to specific lifestyles, skin concerns and preferences, consumers have more options than ever to find a sunscreen that meets their specific needs. Heading into 2026, the future of sun care looks brighter than ever. ■

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Retinol Reimagined: The Brands and Ingredients Gaining Market Momentum

Retinol or retinol alternatives: that is the question. A breakdown of the recent retinol alternative products and ingredients on the market.



Retinol has long been the standard treatment for anti-aging. A form of vitamin A, retinol covers a myriad of benefits that expand beyond just anti-aging, including its usage as a treatment for acne, dark spots, melasma, texture and blocked pores. For some consumers, retinol has become their holy grail for youthful, clear-looking skin. For others, the reality of retinol usage is much harsher.

Retinol alternatives are not new to the market. Well-known brands like Paula's Choice, Clarins, Dr. Jart and even Tatcha have begun offering their own versions of safer, more sensitive solutions to reducing and preventing signs of aging. That momentum hasn't waned, especially as more retinol alternative ingredients have begun hitting the market. But these alternatives are just the tipping point of an ongoing battle between pro-retinol users (who claim retinoids are the only scientifically supported solution on the market currently) and retinol-alternative users (whose science-backed claims are still ongoing).

Whatever camp you're in, it's clear that retinol isn't perfect. The ingredient's process of cell turnover can be hard on sensitive skin, and users have reported dry, irritated skin, itching or burning sensations, redness, peeling and sun sensitivity. The potential drawbacks of retinol have left users looking for an alternative—one that provides the same level of benefits without the harshness.

When One Door Closes, Alternatives Open

Retinol's kryptonite has revealed a new market for retinol alternatives. More recently, natural, plant-based alternatives have been rising in popularity, claiming to outperform retinol in safety and long-term sustainability.

Popular ingredients include bakuchiol, perhaps the most well-known and well-studied alternative. An extract from the seeds of *Psoralea corylifolia*, bakuchiol is a traditional staple in Indian Ayurvedic and Chinese medicines. Rosehip oils have also made their way as a popular additive, as well as niacinamide, glycolic acid and peptides.

But while these popular alternatives offer more friendly, skin-loving pathways

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The potential drawbacks of retinol have left users looking for a retinol alternative—one that provides the same level of benefits without the harshness.

Image by Artem Varnitsin at Adobe Stock

to healthy, youthful skin, the jury is still out on whether these plant-based ingredients and alternatives can meet their promises.

With the global retinoid market projected to grow from $1.5 billion in 2022 to $2.5 billion by 2032, according to Future Market Insights, and bakuchiol forecasted to nearly double in market value by 2035, retinoids and their competitors are set to transform the market for anti-aging solutions that work long-term[a]. Below is a list of some of the most promising retinol alternatives on the market.

Bakuchiol's Streamlined, Plant-Powered Alternatives

One of the more popular retinol alternatives, bakuchiol and bakuchiol derivatives, continue to make waves in the market for those whose skin can't tolerate retinol's potency, offering a sustainable, botanical solution for anti-aging longevity.

Herbivore Botanicals, a brand leveraging botanical actives to maximize product efficacy, offers three popular retinol alternatives for streamlined anti-aging solutions:

- Bakuchiol Dual Retinol Alternative Serum
- Moon Fruit 1% Bakuchiol + Peptides Retinol Alternative Serum
- Moon Dew 1% Bakuchiol + Peptides Retinol Alternative Firming Eye Cream

According to Herbivore, its Bakuchiol Dual Serum combines two natural retinol alternatives—bakuchiol and bakuchiol ester—to deliver visible firming, soothing and brightening benefits without the irritation or sensitivity associated with traditional retinols. Check out the ingredient breakdown below:

- **Bakuchiol:** A clinically-backed, plant-derived compound with antioxidants and anti-inflammatory



An extract from the seeds of Psoralea corylifolia, bakuchiol is a traditional staple in Indian Ayurvedic and Chinese medicines.



The brand Beauty Pie offers the best of both worlds, combining retinoid ingredients with the retinol alternative bakuchiol.

From top: Images by Studio Zoski; Beauty Pie at Adobe Stock

[a]www.pharmiweb.com/press-release/2024-02-27/global-retinoids-market-is-poised-to-reach-us-25-billion-by-2032-with-a-projected-cagr-of-54

properties that refine skin texture and smooth fine lines and wrinkles—without the irritation
- **Bakuchiol ester:** A next-generation, lipid-soluble retinol alternative with superior stability designed to improve the skin's ability to absorb bakuchiol
- **Chios mastic tree resin:** A natural resin from the Greek island of Chios, sourced and harvested from the bark of local Aegean trees that helps promote firmer, smoother skin
- **Prince ginseng:** A natural root that functions as a gentle and effective alternative to retinol to help reduce the appearance of fine lines and wrinkles

The results of the clinical study claim the following improvements can be made after two weeks of usage:

- Improvement in fine lines and wrinkles
- Smoother skin
- Improvement in firmness and elasticity

Herbivore Anti-Aging Moon Duo

The brand's other retinol alternative products, like its Moon Fruit Serum, include similar ingredients:

- **1% bakuchiol:** The most researched plant alternative to retinol that targets visible signs of aging



According to Murad, encapsulated retinal is two times more effective than free retinal while still being gentle on skin.

Courtesy of Murad

- **Plant peptides:** Multi-tasking peptides that visibly firm and tighten the face and neck
- **Vegan glycerin:** Humectant that draws moisture to the skin and locks it in

Its Moon Dew Eye Cream also contains **1% bakuchiol** along with two other skin-loving ingredients:

- **Quinoa plant peptides:** Reduce puffiness + diminish eyelid creases for a lifted look
- **Squalane:** Powerful humectant that locks in all-day hydration

Retinoid and Retinal Meet Bakuchiol in Anti-Aging Serum

The right retinoid can make all the difference. While retinol is the most common over-the-counter form, it is a far less potent form of retinoid derivatives like retinal and retinoic acid. Retinal is often seen as a good middle ground between retinoic acid and retinol, which offer less potency (and irritation) than retinoic acid but work much faster than retinol.

The brand Beauty Pie offers the best of both worlds, combining retinoid ingredients with the retinol alternative bakuchiol. Its Youthbomb Extreme Retinal Triple Renewal Serum is formulated to deliver maximum-strength results, combining granactive retinoid, encapsulated L-retinal and bio-bakuchiol for a powerful anti-aging punch. The formula is also paired with calming actives like niacinamide and ceramides to protect and nourish the skin barrier.

Ingredient Benefits

- 3% encapsulated L-retinal: To help reduce the appearance of fine lines, blemishes and pigmentation
- 1% granactive retinoid: A bioavailable vitamin A for smoothing, brightening and improving skin texture
- 1% bioavailable bakuchiol: A retinol-like botanical to help reduce the appearance of fine lines
- Lactic acid: An alpha hydroxy acid which helps to gently resurface the skin
- GGA (aka *geranylgeraniol*): Helps to firm the complexion and extend the youth span of skin cells

Retinal ReSculpt

Another retinal option includes Murad's Retinal ReSculpt, an advanced overnight serum with encapsulated retinal that claims to lift and improve sagging, crepey skin and smooth deep-set wrinkles.

The serum's ingredients feature:

- Encapsulated retinal: Two times more effective than free retinal while still being gentle on skin
- Kangaroo paw flower extract: Helps improve the appearance of sagging skin and smooths the look of wrinkles
- Olive, oat and alpha-glucan: Boost moisture and restore skin's barrier

Retinol Alternatives at the Ingredient Level

At the ingredient level, new actives that claim to reach or outpace traditional retinol are here, offering brands more ways to play with anti-aging formulations. Below are three recent ingredients that hit the market.

Oleosomes Offer Sustainable Solution to Retinol

Core Biogenesis has created Peauvita and Peauforia, two biomimetic growth factors that can be used as a retinol alternative.

According to Core Biogenesis, Peauvita and Peauforia, when combined, have been clinically proven to outperform retinol. In just 14 days, the actives surpassed the traditional markers for retinol in wrinkle reduction, skin smoothness and brightness. The power duo is also said to come without the irritation, instability, sustainability and preservation concerns that limit traditional retinol usage.

Peauvita + Peauforia Outperform Retinol

- **Wrinkle reduction:** Reduced wrinkle depth by 25.5% and length

by 27.2% after 30 days, compared to retinol's 16.3% and 22.2%
- **Skin smoothness:** Improved in 77% of participants in 30 days (vs. 59% with retinol), with results visible as early as 14 days
- **Brightness:** Achieved statistically significant skin tone improvement by day 30, while retinol had no effect

Biotech Fusions for Stable Growth Factors

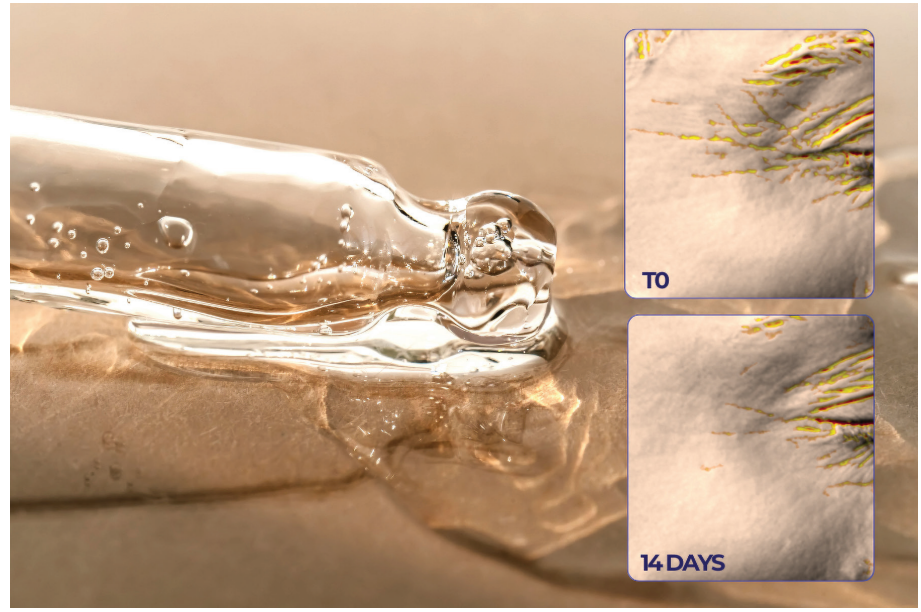
Growth factors are one of the most powerful anti-aging and skin-repairing actives available, but they are notoriously difficult to stabilize and deliver. By fusing proteins to oleosomes, a natural oil reservoir found within plant seeds, the proteins and peptides can be stabilized, ensuring enhanced delivery to the skin.

For Peauvita (oleosome-EGF) and Peauforia (oleosome-FGF-2), the results of their fusion are documented below:

- EGF fused to Oleosomes by Core Biogenesis retains 93% of its concentration after 12 months, compared to only 8% when EGF is used alone
- FGF-2 fused to Oleosomes by Core Biogenesis retains 97% of its concentration after 12 months, compared to only 13% when FGF-2 is used alone

Marion Audemard, technical sales lead of Europe at Core Biogenesis, said, "Peauvita contains EGF, and Peauforia contains FGF-2, both fused with oleosomes derived from camelina seeds. This fusion enhances the stability of the growth factors over time and improves their skin penetration, maximizing their effectiveness."

She added, "Anti-aging science is undergoing a profound shift as biotechnology becomes one of the most important innovation engines in skin care. Instead of relying solely on traditional extracts or well-known actives, biotech allows us to access high-performance molecules that are more sustainable, more stable and often more effective."



According to Core Biogenesis, Peauvita and Peauforia, when combined, have been clinically proven to outperform retinol.



According to Lipoid Kosmetik AG, BakuLipid has been proven to outperform bakuchiol in vivo, effectively targeting blemishes and signs of aging.

Revolutionary Bakuchiol Blend for Blemishes and Aging

It is well-known that retinol is the gold standard for anti-aging and anti-blemish properties in skin, but it is also known to cause skin irritation. As such, plant-based alternatives to retinol, such as bakuchiol from *Psoralea corylifolia* seeds, have emerged as gentler options with comparable effectiveness.

Lipoid Kosmetik AG is another brand offering a new anti-aging ingredient solution. The company's hero ingredient is BakuLipid, an active that combines the retinol-like efficacy of bakuchiol with unsaturated phospholipids to enhance

From top: Courtesy of Core Biogenesis; Image by ak at Adobe Stock

skin penetration for anti-aging skin benefits.

Bakuchiol-Powered In Vivo Skin Benefits

According to the company, BakuLipid has been proven to outperform bakuchiol *in vivo*, effectively targeting blemishes and signs of aging. The ingredient is said to provide substantiated benefits such as:

- Acting as a skin-friendly, plant-based retinol alternative
- Providing superior dermal penetration
- Reducing blemishes and controlling sebum
- Improving age-related skin parameters such as wrinkles

The ingredient is provided in an easy-to-use lipophilic concentrate that is preservative-free/self-preserving.

Bakuchiol-Based Ingredient with Retinol Power

Two last ingredients to mention include Sharon Personal Care by Eternis' clinically backed, bakuchiol-based ingredients: Pantrofina Baokiol RSPO MB and Pantrofina BakuClear RSPO MB. These solutions are said to deliver the proven benefits of bakuchiol, a natural retinol alternative, with targeted functionality for both aging and blemish-prone skin.

Pantrofina Baokiol RSPO MB Anti-aging

Pantrofina Baokiol RSPO MB (INCI: Dicaprylyl Ether (and) Bakuchiol (and) *Adansonia Digitata* (Baobab) Seed Oil) is a 100% natural, liposoluble, stable and non-irritating alternative to retinol, per the company.

Designed for all signs of aging, and applicable in skin care, makeup, body care and after-sun formulations, Pantrofina Baokiol RSPO MB offers high thermal stability and compatibility for oil-based systems.

Clinical studies report the following benefits:

- Reduces wrinkles 50% more effectively than retinol
- Smooths skin
- Boosts radiance
- Gentle enough for daily use



Lipoid Kosmetik AG claims that plant-based alternatives to retinol, such as bakuchiol from Psoralea corylifolia seeds, have emerged as gentler options with comparable effectiveness.

The ingredient is also COSMOS and Natrue approved and supports well-aging care without irritation.

Pantrofina BakuClear RSPO MB Skin Clarifier

Pantrofina BakuClear RSPO MB (INCI: Butylene Glycol (and) Caprylyl/Capryl Glucoside (and) Polyglyceryl-10 Laurate (and) Water (*Aqua*) (and) Bakuchiol (and) Sodium Lauroyl Glutamate) is described as a unique water-soluble bakuchiol solution designed for oily, combination and acne-prone skin. Its hydrosoluble format allows for incorporation into clear, water-based formulas reportedly without compromising efficacy or aesthetics.

BakuClear provides a gentle, sebum-balancing effect that reduces acne spot volume by 13% and sebum levels by up to 15%, the company reports.

Additional benefits include:

- 100% natural and COSMOS/Natrue certified
- Effective, non-irritating care for blemish-prone skin types

Both ingredients align with ISO 16128 standards and RSPO Mass Balance sustainability criteria, reinforcing Sharon Personal Care's commitment to safe, effective and environmentally responsible cosmetic solutions.

Behind the Alternatives

Retinol alternatives, like retinal and other retinoid derivatives, have become popular anti-aging swaps, offering more concentrated and quicker results for those looking to fast-track clear and youthful skin. At the same time, the more powerful retinoid lineup still suffers the same symptoms as traditional retinol.

Though claims are somewhat contested, retinol alternatives offer a promising start to sustainable and skin-loving anti-aging solutions. Consumers want effective anti-aging solutions without the tradeoffs, and brands are innovating products and ingredients to get consumers what they want, quicker than ever.

Whether through powerful, trusted products or newer, bolder botanical swaps, the message is clear: people are willing to wait for high-quality products that transform and deliver powerful anti-aging benefits for the long term. ■

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The demand is clear. Hybrid makeup that puts skin first is key, allowing users a clearer base that enhances color cosmetics.

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MAKEUP + MORE: HYBRIDS THAT HAVE IT ALL

Makeup hybrids are here to stay. Meet the brands making waves in makeup that does more with less.

With the rising influence of TikTok and AI-driven traffic, makeup is seeing larger pushes toward increasingly personalized recommendations and streamlined routines. Aided by GRWM content, try-ons and celebrity-inspired looks, discovery-driven shopping is leading consumers to make more informed decisions when it comes to their cosmetics.

Part of this shift includes the rising appetite for aspirational yet achievable looks that shoppers can easily replicate at home, without the need for technical skills or tools. Shoppers are also making more practical choices when it comes to what kind and how many products they buy, preferring to purchase products that do more for less, saving time and skipping steps in the process.

The demand is clear. Hybrid makeup that puts skin first is key, allowing users a clearer base to enhance their color cosmetics. Below are some of the brands and products that have embraced the hybrid trend, blending skin-forward ingredients with cosmetic staples like foundations, blushes, primers and more.

Prescription Acne Treatment Meets Primer

A recurring concern about makeup has always been its tendency to block and irritate skin, leading to increased breakouts and blackheads. While the term "non-comedogenic" has been in the cosmetic sphere for a while, consumers are challenging brands and developers to think beyond "prevention" and focus on helping their skin instead.

Here's the challenge: historically, the majority of prescription acne/rosacea formulas on the market have been single-purpose, providing medical treatment without cosmetic benefits. Medical-grade acne treatments are notoriously difficult to incorporate into modern beauty routines. When layered with makeup, pilling and flaking may occur, along with dry patches that can make imperfections more noticeable.

Rising to the challenge is Curology's DayPrimeRx, a dual prescription acne treatment and blurring primer designed for daytime use. The prescription primer combines clinical efficacy with beauty benefits, infused



Whitney Tolpinrud, M.D., FAAD, board-certified dermatologist and medical director at Curology, said, "DayPrimeRx solves one of the most vexing challenges in beauty and skin care—the fact that acne treatments don't often layer well under makeup, forcing people to choose between coverage and treatment. DayPrimeRx eliminates that choice."

Courtesy of Curology

with proven acne-fighting ingredients in a personalized formula.

The hybrid formula is developed with two key components in mind: personalization and primer. Its prescription treatment blends three active ingredients to target an individual's unique skin goals, such as acne, dark spots, rosacea and more. The primer base is said to visibly blur imperfections, minimize the look of pores, even out skin texture and hold makeup in place for up to 12 hours.

Personalized Formulas Meet Acne-Fighting Ingredients

To capitalize on the personalized makeup movement, Curology has developed a personalized treatment plan, providing dermatologist-recommended formulas based on the consumer's skin history. The primer includes a blend of any three of these acne-fighting actives:

- **Azelaic acid:** Gently exfoliates to help unclog pores, smooth texture and brighten skin
- **Clindamycin phosphate:** Fights acne-contributing bacteria and soothes inflammation
- **Niacinamide:** Soothes inflammation, helps visibly fade dark spots and fights free radicals
- **Zinc pyrithione:** Soothes inflammation and acts against both bacteria and fungi that contribute to acne
- **Salicylic acid:** Goes deep into pores to clear away dead skin cells and excess oil
- **Dexpanthenol:** Attracts and holds moisture for softer, smoother skin

Under Cover Color Correction

The brand Bubble offers another correcting cosmetic option for clearer, cleaner skin. The brand offers a color correcting dark spot fix and a correcting balm that offers equal parts color and care.

Under Cover is a clinically formulated correcting balm said to camouflage the look of hyperpigmentation and dark spots with soothing and brightening ingredients that help fade dark spots over time. It features the following ingredients:

- **Allantoin:** Helps to soothe skin
- **Alpha arbutin:** Works to visibly reduce the appearance of spots and uneven skin tone
- **Niacinamide:** Helps hydrate skin, calm irritation and support the skin barrier function

Secret Agent was formulated to reduce the look of redness, containing soothing, brightening and clarifying ingredients that help fade redness and blemish marks over time. Its ingredients include:

- **Oat extract and allantoin:** Helps to soothe skin
- **Alpha arbutin:** Works to visibly reduce the appearance of spots and uneven skin tone
- **Niacinamide:** A do-it-all super ingredient that hydrates skin, calms irritation and improves the function of skin barrier



Marina Kalenchyts, co-founder of Wonderskin, said, "Two years ago, I challenged our in-house chemists to develop the ultimate foundation that delivered long-lasting natural coverage, skin-benefit ingredients and weightless wear. I didn't want to choose between comfort and performance anymore."

Skin Care Formula Meets Foundation

Perhaps the most common hybrid form on the market is a foundation with skin-boosting ingredients. Easy to formulate and pair with various levels of coverage, consumers expect these skin-boosted foundations as a baseline in their skin care-makeup routines.

A great example of a foundation hybrid includes Wonderskin's serum foundation. The dual serum-foundation is said to deliver performance wear with powerful skin care ingredients, including niacinamide, copper tripeptides and carnosine. The formula blurs imperfections, including discoloration, blemishes and fine lines and adapts to natural skin movement throughout the day.

Powered by skin-loving ingredients, the trio is said to help improve the look of discoloration, scarring and uneven texture while renewing and firming skin elasticity through intense, all-day hydration.

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Refy's Chrome Collection includes a Cream Shimmer and Chrome Lip Gloss, offering buildable iridescence for lips and cheeks.

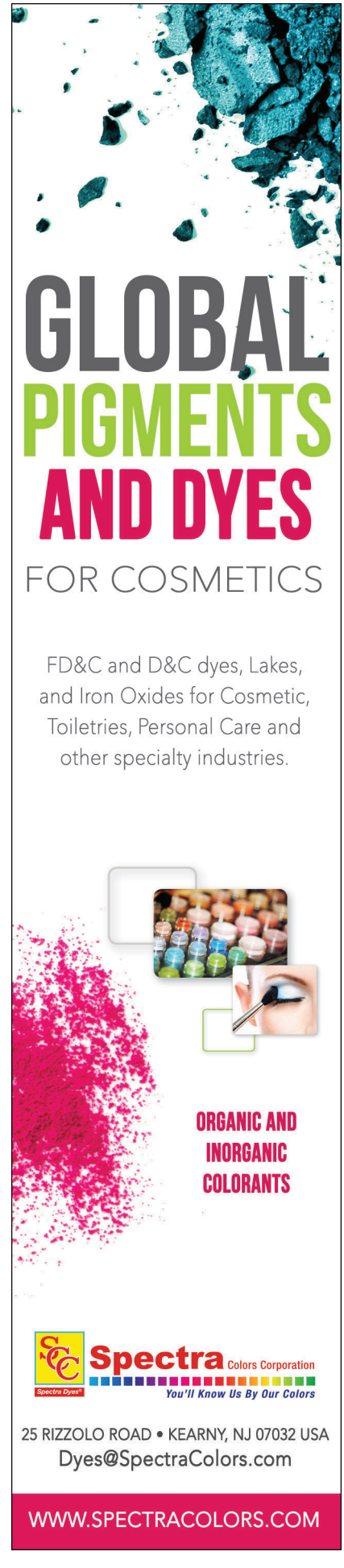
Courtesy of Refy

More Makeup Means More For Skin

Skin-loving makeup includes more than just foundation. Brands like Makeup by Mario also feature a wide range of cosmetic products with added skin benefits. The list includes items ranging from lipsticks to blush to setting powders:

- **Soft Pop Plumping Blush Veil:** A cream blush balm formulated with active levels of hyaluronic acid
- **Soft Pop Blush Stick:** A creamy blush stick enriched with emollient ingredients, designed to hydrate as it adds color
- **SuperShine Lip Gloss:** A high-shine gloss infused with nourishing ingredients that visibly smooth and hydrate
- **Ultra Suede Sculpting Lip Pencil:** A matte, full-coverage formula infused with emollients for comfortable wear
- **SurrealSkin Soft Blur Setting Powder:** A micro-fine setting powder with skin-loving ingredients like squalane

Refy is another brand combining cosmetics with skin benefits. Its Chrome Collection includes a Cream Shimmer and Chrome Lip Gloss, offering buildable iridescence for lips and cheeks, all with added



skin-boosting ingredients such as hyaluronic acid, niacinamide and peptides.

- **Chrome Shimmer:** A multipurpose cream formula designed to layer over blush, highlight high points and add glow to lids and brows
- **Chrome Lip Gloss:** A glossy, light-reflective finish for added shine and dimension



Tilt Beauty offers two options for performance lip cosmetics infused with nourishing skin care ingredients.

The Ultimate Cross: Hybrid Makeup with Added SPF Protection

Versed is another brand crossing categories. A dedicated skin care and makeup brand, Versed offers makeup with skin care-first formulas and SPF benefits that allow customers to have the best of all categories.

Its recent expansion into Target, along with its rate of repeat purchases, highlights the growing need for makeup hybrids on the market.

Andy Chiu, CEO of Versed, said, "Since we introduced makeup, it's been resonating with both new and existing customers; 34% of consumers who purchased makeup made a repeat purchase, and 61% of makeup units sold are to new customers."

Leading the charge was the brand's award-winning Skin Solution Multi-Serum Skin Tint with SPF 40, which sold out three times and rebounded with triple-digit growth each time it was restocked. Some of the brand's products are featured below, along with their key ingredients.

- **Skin Solution Multi-Serum Skin Tint with SPF 40:** Buildable skin tint with nourishing serum and mineral SPF 40 combined with hyaluronic acid and kakadu plum extract
- **Skin Solution Serum Concealer:** Concealer with hydrating serum infused with caffeine and kojic acid
- **Soft Gloss Tinted Lip Serum:** Hydrating lip tint with moisturizing ingredients like shea butter and vitamin E

Ciele, a dedicated skin care-makeup brand, is also making waves with its all-hybrid products. Much like Versed, the brand is dedicated to producing high-quality color cosmetics with maximum skin and sun benefits. Some of the brand's most noticeable hybrids are listed below, all formulated to protect against UVA, UVB, blue lights and infrared rays.

- **Prime & Protect SPF 30+:** A mineral SPF 30+ primer with vitamin E and green tea leaf oil that provides antioxidant protection to combat environmental stressors while keeping skin nourished
- **Tint & Protect SPF 50+:** A tinted serum that doubles as a pollutant-fighting daily skin protector with mineral SPF 50+. Contains skin-centric ingredients like allantoin, bisabolol and niacinamide
- **Conceal & Protect SPF 50+:** SPF 50+ spot concealer to combat sunspots and discoloration with tranexamic acid
- **Blush & Protect SPF 50+:** A hydrating liquid blush with SPF 50+, allantoin and bisabolol
- **Bronze & Protect SPF 50+:** A mineral SPF 50+ bronzing drop concentrate that can be mixed into skin care or foundation, enhanced with allantoin, bisabolol and niacinamide
- **Flush & Protect SPF 45+:** A talc-free hybrid SPF 45+ powder blush engineered with skin-first Korean technology
- **Filter & Protect SPF 30+:** A loose finishing powder that provides mineral-based SPF 30+ protection and includes vitamin E, niacinamide and *Physalis angulata* extract



Kaitlin Rinehart, vice president of merchandising for Ulta Beauty, said "This launch exemplifies Revlon's continued commitment to creating high-performance, skin-caring color that empowers beauty lovers to look and feel their best, at an accessible price point."

Skin-Loving Ingredients for Lip Hybrids

Beyond foundations, blushes and bronzers, lipsticks, liners, balms and lip treatments are offering users

From top: Courtesy of Tilt Beauty; Revlon

skin-level ingredients alongside color and finishes.

Tilt Beauty is one of those brands, offering two options for performance lip cosmetics infused with nourishing skin care ingredients.

- **Easy Way Effortless Lip Liner:** Lip liner for precise definition, enhanced volume and extended wear. Formulated with ceramide NP, hyaluronic acid, glycerin and vitamin E
- **Grip Stick Lip Treatment:** A moisture-rich balm in sheer colors that soothes dry lips with colloidal oatmeal, ceramides, hyaluronic acid, shea butter and vitamin E

Revlon also launched a similar lip hybrid at Ulta, debuting its Super Lustrous Ultra Lipstick that offers high-impact color with a blend of skin-caring ingredients. The ingredient blend features a polymer and squalane system, as well as cold-pressed murumuru butter to improve the skin barrier and condition lips over time. The formula also includes orchid extract for a luxurious, comfortable feel.

Nail Polish Gets a Skin-Upgrade

The face isn't the only product getting an upgrade. Nails are following suit, exploring creative ways to introduce skin-grade and skin-loving ingredients for even the smallest of cuticles, restoring skin from top to tip.

Additions aren't the only way nail companies are upgrading skin though. With crackdowns and regulations for common nail ingredients on the rise, more nail products are removing what some brands deem unnecessary or harmful actives from their formulations to keep nails healthy and clean.

21-Free Nail Formula Powered by Skin Care

Habit Cosmetics has created skin care-powered formulas for nail and makeup products, blending clean innovation with high-impact color.

The company notes that the future of cosmetics lies in formulas that honor and nourish the skin. Cosmetics powered by skin care ingredients shouldn't be a novelty—but the new standard, and one that puts health and wellbeing at the center of beauty.

The brand's 21-free nail formula does just that, excluding 21 different materials it calls toxins and controversial ingredients—including toluene, formaldehyde and phthalates. Instead, each polish is infused with plant-derived actives like hibiscus, pomegranate and samphire to support stronger, healthier nails. Its formula is also powered by ingredients like peptides, hyaluronic acid, sea buckthorn and moringa oil. Below is an ingredient breakdown of the nail products the brand offers:

- **Comeback Queen Gel Rehab:** Powered by a triple AHA complex, pro-vitamin B5 and hexanal, clinically proven to revive and strengthen nails in just one week
- **Quick Fix Melt-In Strengthener:** Packed with biotin, marine silicium and PHAs to rebuild keratin and improve the nail base
- **Cutie Dew Cuticle Serum:** a fast-absorbing nourishing oil with rosehip, sweet almond and



Habit Cosmetics notes that the future of cosmetics lies in formulas that honor and nourish the skin. Cosmetics powered by skin care ingredients shouldn't be a novelty—but the new standard, and one that puts health and wellbeing at the center of beauty.



Founder and creative director of Townhouse, Juanita Huber-Millet shared, "Innovation should feel responsible. By removing TPO from our formulation, we wanted to set a new benchmark—one that prioritizes both performance and peace of mind. You shouldn't have to compromise to achieve a flawless finish."

L to R: Courtesy of Habit Cosmetics; Townhouse

camellia oils, plus vitamin E and F to hydrate, soften and restore cuticles and nails

TPO-Free Formulations

In recent years, TPO has come under fire, facing widespread regulatory action and its eventual ban across the European Union and Morocco, with product recalls across the United States and Australia. TPO, a photo-initiator commonly used in UV-curing gel nail polishes, was found to be harmful in high amounts over a long period of time. While the risk of TPO on nails is low, regulatory authorities have applied precautionary principles for consumer protection.

Townhouse's Flawless Polish collection features a TPO-free formulation that is 21-free. According to Townhouse, the range also features a strengthening, flexible base coat designed to reinforce the natural nail, helping to prevent breakage and promote healthy growth over time.

Personalized pH Perfector

One last nail product shines light on a new trend. According to the nail polish brand Orly, there's a growing interest in customizable beauty amongst Gen Z and older age groups, and color-adaptive products are on the rise. Reported by Orly, pH-reactive beauty, beauty that changes based on the user's unique pH level, grew by 26.6% year-over-year across platforms[a]. TikTok is fueling this virality with 30,800 average weekly views, up 43.5% from last year [a]. The momentum points toward the bigger trend happening across color and functional care hybrids, one that offers personalized, one-of-a-kind products with maximum benefits.

Orly Beauty's pH Perfector offers a formula tailored to customers' specific nail chemistry. Available in 01 warm and 02 cool blush tones, the color intensity transforms upon application. Just like a fingerprint, no two shades will be alike.

The smart tint formula is fortified with vitamins and nail-loving ingredients that enhance natural tone while strengthening, hydrating and correcting discoloration.

Ingredients include:

- **Vitamins C & E:** Provide antioxidants for healthy, glowing nails
- **Mastic gum oil:** Strengthen nails for long-term resilience
- **pH-reactive dye:** Transforms nails to personalized color
- **Silica-enhanced texture:** Allows for smooth application



The squeezable body has a precision nozzle to ensure mess-free, controlled dispensing.



Once a K-beauty icon, the cushion compact is now a global format.

Courtesy of HCP

[a]www.prnewswire.com/news-releases/a-nail-tint-as-unique-as-you-introducing-orly-beautys-ph-perfector-302602614.html#:~:text=Vitamins%20C%20&%20E%20provide%20antioxidants,ABOUT%20ORLY



Capardoni has developed a lightweight, compact and monomaterial 5 gram stick made entirely of PP.



"It was a completely new approach that challenged the status quo of beauty pencils," said Ulrich Lerissel, CEO of Element Group USA. "From package engineering to our Korean lab partnering with Tilt's product developers on the formula execution, this project demonstrates what's possible when design, science and sustainability come together."

L to R: Courtesy of Capardoni; Tilt Beauty

Quality Over Quantity: Makeup and Skin Care Unite

Consumers don't want to choose between their skin and their makeup, and brands are making it easier than ever to make that choice. With high-quality skin care ingredients in blendable, buildable pigments that make skin glow inside and out, hybrid makeup values quality over quantity. As consumers pare down their skin care routines, looking for more achievable and affordable options to look their best, brands should be looking towards crafting makeup that covers less and cares more.

What's On the Outside? Packaging and Design Inspo

For cosmetics, packaging is being driven by an increased desire for portability, ergonomics and inclusivity—all housed in eye-catching designs.

Innovations in formats, like the pillow tottle and cushion compact, signal a growing need for on-the-go packaging. Other trends include a push towards recyclability and refillable chambers for longer product lifespans. Meanwhile, a mass-market push towards inclusive design is taking place as prestige crafts more detailed artisan forms meant to reinforce heritage and play with nostalgia.

For brands looking to stand out in the packaging market, take a look at these recent innovations in design and packaging storytelling to see how the world of packaging is improving performance and precision on all fronts.

Pillow Tottles for Strong Performance, and the Rise of Cushion Compacts

HCP Packaging, a design, development and manufacturer of primary packaging containers for color cosmetics, skin care, fragrance and more, has created two innovations in packaging: a pillow tottle and a cushion compact.

Meet the Pillow Tottle: Soft Form, Strong Performance

Beauty routines are changing. Packaging should too.

The 50 ml Pillow Tottle is HCP's latest innovation in stock packaging, uniting ergonomic design with effective functionality. For both color and skin care categories, this soft-format pack offers an alternative to glass bottles for foundation and a user-friendly solution for portable, on-the-go usage.

The squeezable body has a precision nozzle to ensure mess-free, controlled dispensing, while its optional multi-layer construction boosts barrier protection and shade opacity.

The bottle offers:

- **Layered protection:** Up to five material layers for barrier-sensitive formulas and improved visual opacity
- **Ergonomic design:** Soft square shape fits naturally in the palm for compact, sensorial and made to move usage
- **Branding potential:** Flat-profile face maximizes space for impactful decoration and strong shelf presence

Complexion Refined: The Rise of Cushions

Once a K-beauty icon, the cushion compact is now a global format shaping how consumers achieve on-trend looks. The data breakdown from HCP Packaging is documented below[b]:

- Cushions are the fastest-growing base makeup sub-category (CAGR 9%)
- Glass-skin and glow looks are driving compact adoption in Western markets

[b]www.magazine.hcpackaging.com/view/590344323/6/#zoom=true



The cushy case is coated in a proprietary recyclable material that is soft to the touch and offers a magnetic cap for more friendly functionality.



Lancôme celebrates its 90 years with a new collection designed by Italian design house Pininfarina.

- Convenience and portability make cushions a go-to for SPF, primer and touch-ups
- Social platforms like TikTok have sparked a 64% surge in consumer interest for cushion format

With beauty routines shifting toward portable, effortless touch-ups, cushions are becoming a must-have across categories.

HCP Packaging offers mini formats for blush or concealer, slim profiles for dewy, glow-boosting finishes and deep engines for foundation, CC and SPF. Its compacts offer the following:

- **Sealed for integrity:** Airtight structure ensures formula protection and smooth, hygienic delivery
- **Adaptable look:** Mini, slim or deep engines to suit glow, coverage or hybrid skin care-makeup
- **Brand creative potential:** Wide decorative options and seasonal edits to amplify brand identity
- **Customization:** Pair engine with bespoke fashion parts, engineered in-house for flawless fit
- **Bold expressions:** From sleek and minimal to bold and playful, cushions adapt to every brand's vision

Multi-Tasking Stick for Lips, Cheeks and Blush

Another notable format includes a win for sustainability. Capardoni has developed a lightweight, compact and monomaterial 5 gram stick made entirely of PP.

Suitable for many formulas, its minimal design and functional structure make it a versatile solution for beauty brands looking for a fully recyclable monomaterial pack. Usage ranges from skin care to makeup, with potential formats spanning lip balms, lip care, scrubs, masks and blushes.

Ergonomic Design For Everyone

Tilt Beauty has partnered with Element Group USA to develop an innovative air-tight and refillable lip liner that merges ergonomic design, refillability and clean formulation in one product. Designed for people with disabilities in mind, Tilt Beauty is making makeup application accessible through thoughtful and sleek packaging.

After being diagnosed with juvenile psoriatic arthritis, Aerin Glazer, the 22-year-old founder of Tilt Beauty, faced the challenge of struggling with traditional beauty products. Glazer built a brand that was easy for anyone to use—whether they had arthritis, sensitive skin or visual impairments. The brand received the Arthritis Foundation's Ease of Use certification and the National Psoriasis Foundation Seal of Recognition for its products.

The design of its lip pencil was made possible through Element Group USA's design and technical expertise in engineering and formulation. Element Group USA also engineered the brand's debut products—including its refillable lip balms and mascara.



More than precise application, Refy's new product merges quality design and ergonomics with aesthetic appeal and sensory experiences.

The pencil's ergonomic shape, designed for a more controlled grip, needed to accommodate airtight sealing while allowing for an easy refill mechanism. The finished product is said to deliver a smooth-glide, no-tug precision application with creamy, lasting color and a velvety finish.

Steve Levine, Tilt Beauty's COO, said, "Ease of use remains our first priority, alongside clean formulations and refillable packages for our customers and for the planet. There's

From top, L to R: Courtesy of Tilt; Lancome; Refy

no compromise to be made between design, formula and sustainability—all three must work together."

By combining ergonomic innovation, clean formulation and refillability, the Tilt lip liner reflects a growing shift in the beauty industry toward performance-driven sustainability.

The brand also developed new packaging for its Hydrating Lip Treatment with Grip Stick, an ergonomic, refillable case for easy, full-control application. The cushy case is coated in a proprietary recyclable material that is soft to the touch and offers a magnetic cap for more friendly functionality.

Performance Packaging for Precision

Refy's Lip Stick pairs a soft flocked tip with a stainless steel cooling rollerball, combining comfort and control for a sensory, high-performance application.

The rollerball dispenses pigment while cooling and smoothing lips, stimulating circulation for a naturally plumped, fresh look. Users can twist the stick to control how much product is released and use the tip to outline and clean up edges for a flawless finish.

More than precise application, Refy's new product merges quality design and ergonomics with aesthetic appeal and sensory experiences. Packaging that enhances the application process through innovative texture and design will find itself a favorite among beauty enthusiasts.

Artisan Design Speaks to Tradition and Nostalgia

Some designs are forever. Playing on decades of tradition and nostalgia for the artisans of the past, Lancôme celebrates its 90 years with a new collection designed by Italian design house Pininfarina.

Lancôme "Les Exceptionnels" is a limited-edition collection that pays homage to heritage and celebrates elevated artistry and design. Absolu Rouge Lipstick is included in the brand's artisan lineup.

The lipstick is adorned with Versailles 23.5 karat gold. The design is hand-crafted in an elegant sculptural shape and textured with sleek lines, with the iconic Lancôme rose agora pattern set at the top of the case. A tactile click of the ceramic rose agora push button opens the case, while the lipstick bullet within is etched with the rose agora pattern, celebrating 90 years of Lancôme's exploration of the rose. ■



THE LONGEVITY AND SLOW-AGING MOVEMENT GETS AN INGREDIENT REFRESH

Anti-aging ingredients get a longevity and slow-aging makeover as consumers focus on holistic, long-term solutions for skin.



Beauty is expected to become 64% larger by expanding into the wellness and ritual categories.

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Beauty and wellness are rapidly evolving categories, with consumers increasingly weaving self-care, daily rituals and wellness routines into their definitions of beauty. According to NIQ, beauty is expected to become 64% larger by expanding into the wellness and ritual categories[a]. With global life expectancy increasing (reaching an average of 73 years in 2024), well-beauty is becoming a new global priority, with 57% of consumers saying aging well is more important to them than it was five years ago[a].

Enter longevity and slow-aging. A movement spanning beauty categories, these well-beauty buzzwords focus on delaying aging through holistic, full body regeneration, emphasizing skin maintenance over correction. Having picked up momentum since the pandemic, the terms are having a trickle-down effect as they slip into consumers' beauty vernacular.

Spate reports that the following topics within longevity and wellness are fueling well-beauty's year-over-year growth[b]:

- Age management: 142.7% YoY growth
- Skin microbiome: 120.1% YoY growth
- Cellular senescence: 25.3% YoY growth
- Positive aging: 18.4% YoY growth
- Skin barrier: 7.1% YoY growth
- Biohacking: 196.0% YoY growth
- Longevity lifestyle: 188.6% YoY growth
- Circadian rhythm: 91.4% YoY growth
- Longevity supplement: 88.9% YoY growth
- Hormonal regulation: 11.8% YoY growth



A movement spanning beauty categories, longevity and slow-aging focus on delaying aging through holistic, full body regeneration, emphasizing skin maintenance over correction.

According to Spate's report on longevity, across beauty and wellness, "longevity is no longer just about extending lifespan — it's equally about enhancing the quality of life [consumers] hope to maintain over time."

Across consumers, beauty is being seen as a long-term investment, expanding through skin care and into categories like hair care, makeup and body care. Below are some of the ingredients that are making strides in the longevity and slow-aging communities, targeting new actives, technology and pathways for more effective anti-aging products.

Mediterranean Fruits For Longevity and Regeneration

DSM-Firmenich has launched Exovive Lift, a new skin care ingredient based on a plant-derived exosome technology. The innovation leverages natural cellular communication to deliver clinically validated results in

[a] www.nielseniq.com/global/en/insights/commentary/2025/the-global-beauty-edit-finding-category-growth-beyond-the-mirror/

[b] www.spate.nyc/reports/guide-to-longevity-beauty-and-wellness



Across consumers, beauty is being seen as a long-term investment, expanding through skin care and into categories like hair care, makeup and body care.

From top: Images by Newleks; john at Adobe Stock

skin rejuvenation and a new approach to anti-aging solutions.

Longevity and Regenerative Medicine

Inspired by longevity science and regenerative medicine, Exovive Lift (INCI: *Malus Domestica* Fruit Extract (and) *Citrus Reticula* (Tangerine) Fruit Extract (and) *Carica Papaya* (Papaya) Fruit Extract (and) Maltodextrin) is powered by trillions of extracellular vesicles sustainably sourced from Alpine apple, Mediterranean tangerine and Sicilian papaya. These vesicles function as natural messengers, delivering nutrients and miRNAs that support renewed skin vitality.



Inspired by longevity science and regenerative medicine, Exovive Lift is powered by trillions of extracellular vesicles sustainably sourced from Alpine apple, Mediterranean tangerine and Sicilian papaya.

Proven Clinical Efficacy

The efficacy of Exovive Lift is supported by extensive clinical studies. The ingredient has been shown in vivo to increase skin elasticity by 33% and reduce the visible appearance of wrinkles by up to eight years after two months of use. A noticeable reduction in wrinkle appearance, equivalent to four years of aging, is observed in as little as four weeks.

Key benefits of Exovive Lift:

- Improves elasticity and firmness, strengthening skin's structural integrity for a fuller, more contoured appearance
- Reduces wrinkles by visibly diminishing crow's feet and other signs of aging, with measured reversal of wrinkle appearance
- Supports rejuvenation by modulating key proteins involved in the aging process (via miRNAs) for a lifted, revitalized skin condition
- Outperforms conventional fruit extracts in efficacy and performance, as demonstrated in clinical comparisons

Eco-Friendly and Reduced Impact

In line with DSM-Firmenich's commitment to sustainability, Exovive Lift is produced using an eco-friendly extraction method from organic, biodiversity-rich sources in Italy. The ingredient is provided in powder form to ensure a low use level and reduced environmental impact.



According to DSM-Firmenich, when cellular communication declines, skin aging accelerates. Exovive Lift is designed to help restore that essential dialogue.

Blue Microalgae Becomes Anti-Aging Solution

Ultra Chemical presents Bicoalgae Blue, a biofunctional ingredient designed to address the needs of aging and senescent skin through the targeted delivery of actives. Developed by Bicosome and supplied in parts of the United States and Canada by Ultra Chemical, the ingredient uses a specialized nanostructure system to transport bioactives into the deeper epidermal and dermal layers of the skin.

Dynamic Ingredient Duo: Blue Microalgae + Resveratrol

Bicoalgae Blue (INCI: Water (*Aqua*) (and) Phosphatidylcholine (and) Glycerin (and) *Spirulina Platensis* Extract (and) Resveratrol) combines two primary active ingredients: *Spirulina platensis*, a blue microalgae known for promoting keratinocyte and fibroblast proliferation, and resveratrol, a polyphenol recognized for its anti-inflammatory properties and ability to enhance mitochondrial activity.

From top: Images by Olga Rolencino; Ben at Adobe Stock

Targeting Senescent Cells

According to the company, Bicoalgae Blue is engineered to target senescent cells that can accumulate over time and contribute to the visible signs of aging. By joining these actives, the ingredient aims to stimulate collagen production and metabolic activity.

Proven Clinical Efficacy

Clinical data indicates the ingredient is effective in both young and senescent cells. Reported benefits include:

- Improved cell proliferation
- Increased ATP production
- Enhanced wound healing capabilities

The ingredient is listed as globally compliant, including in China, for use as a cosmetic ingredient. It is intended for application in skin and color cosmetic formulations at recommended use levels of 1-3%.



According to Ultra Chemical, clinical trials have demonstrated that Bicoalgae Blue can increase skin hydration and elasticity while working to re-plump and redensify skin layers.

The Youth-Enhancing Brazilian Tropical Seaweed

Assessa's Hypskin is a bioactive based on sulfated polysaccharides obtained from marine algae of the *Rhodophyceae* class and polyuronic acids from marine algae of the *Phaeophyceae* class, collected on a sustainable basis on the shores of the northeastern coast of Brazil.

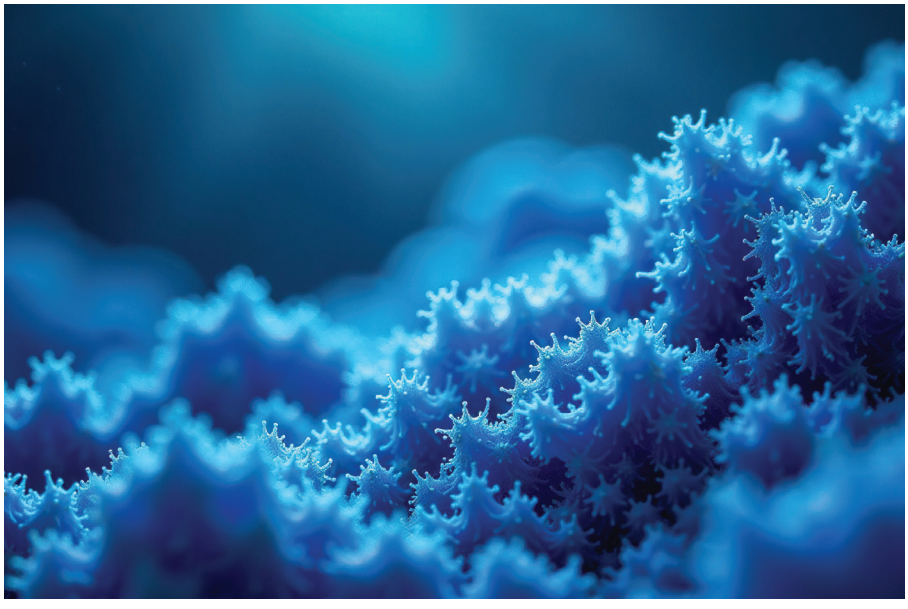
Hypskin represents a new generation of active ingredients for skin care based on Assessa's expertise in tropical seaweeds.

Hypskin works by activating specific sensors on the surface of the skin, stimulating the release of a cascade of several cytokines. The cytokines act at deeper levels of the epidermis and dermis, encouraging the proliferation and activity of keratinocytes. The result, per the company, is a more homogeneous distribution of melanin and a more even skin tone with fewer blemishes.

The activated keratinocytes also release cohesion proteins such as filaggrins, generating a better structured stratum corneum. Other cytokines are said go deeper, reaching the dermis, stimulating the blood flow and the metabolic exchanges. They also stimulate the activity of fibroblasts, the production of collagen, elastin and other components of the extracellular matrix.

After 90 days, Hypskin reportedly:

- Reduced oil-related skin gloss by 10.7%
- Reduced the visibility of wrinkles by 17.1%
- Increased the density of the skin by 31.4%
- Improved skin texture by 9.5%
- Improved skin appearance by 27.2%



Bicoalgae Blue combines two primary active ingredients: Spirulina platensis, *a blue microalgae known for promoting keratinocyte and fibroblast proliferation, and resveratrol.*

Indigenous Traditions Inspire Next-Gen Anti-Aging

BASF Personal Care has introduced Ameriflor Calm to address the growing demand for effective solutions for sensitive skin. The sustainable

Image by Withun at Adobe Stock

ingredient has been shown to strengthen skin's resilience, reduce the appearance of redness, minimize trans-epidermal water loss and protect against environmental aggressors thanks to its antioxidant-boosting effects.



Assessa's Hypskin is a bioactive derived from marine algae collected on the shores of the northeastern coast of Brazil.

Ancient Wisdom Meets Modern Science

According to BASF, Ameriflor Calm (INCI: Water (*Aqua*) (and) *Prunella Vulgaris* Flower/Leaf/Stem Extract (and) Pentylene Glycol (and) Caprylyl Glycol (and) Xanthan Gum) merges plant-based knowledge from Indigenous American traditions with modern scientific techniques.

The active is derived from the self-healing *Prunella vulgaris* plant, a resilient botanical long used in traditional medicine by Indigenous nations such as the Nitassinan, Catawba, Cherokee and Algonquin-speaking peoples for soothing properties, among others.

Proven Clinical Efficacy

Clinical evaluations have confirmed Ameriflor Calm's efficacy. According to the company, in studies for participants with sensitive skin, the application of 1% Ameriflor Calm over 28 days (with results measured at baseline and at 7 and 28 days) demonstrated:

- 10% improvement in the appearance of skin redness after only 7 days, outperforming placebo (8%) — with continued improvement at 28 days
- Additionally, trans-epidermal water loss improved by 11% compared to the placebo after one week of use

Regenerative Sourcing, Eco-Friendly Production

In addition, Ameriflor Calm is sourced in the United States from regenerative, organic-certified farms in Oregon, recognized by the Regenerative Organic Alliance. It also is produced under the company's Responsibly Active initiative for bioactive cosmetic ingredients, ensuring the ingredient's full traceability, fair labor standards and environmental stewardship. The use of 100% renewable electricity in manufacturing further reduces the product's CO_2 footprint.



Ameriflor Calm merges plant-based knowledge from Indigenous American traditions with modern scientific techniques.

Vitality and Resilience: How a Symbol of Qi Powers Longevity and Anti-Aging

LipoTrue's OQilora (INCI: Glycerin (and) Water (*Aqua*) (and) *Astragalus Membranaceus* Root Extract (and) Maltodextrin (and) *Passiflora Incarnata* Extract) reportedly combines principles from traditional Chinese medicine and current scientific knowledge to address the eye contour area. It draws on *Astragalus* root, a symbol of Qi (chi) known for vitality and resilience, and *Passiflora* flower, recognized for its calming effects.

According to the company, this ingredient is formulated to stimulate mitochondrial ATP synthesis and support GABA receptor activation, which may relax micro-contractions, reduce expression lines and encourage collagen production. Observed effects include diminished dark circles, reduced puffiness and a decreased appearance of early wrinkles, helping

From top: Images by divedog; Lily at Adobe Stock



OQilora reportedly combines principles from traditional Chinese medicine and current scientific knowledge to address the eye contour area.



Extracts-Unlimited LLC has a new line of adaptogen extracts, naturally derived from ayurvedic herbs and plants, to help manage environmentally induced bodily stress.



Obtained from lab-grown stem cells of Althaea rosea *(hollyhock), Altheostem targeting senescent cells.*

From top: Images by Donald; Daniel; settapong at Adobe Stock

to rejuvenate the skin around the eyes and deliver effects similar to red-light therapy.

Ayurvedic Herbs for Well-Beauty Benefits

Extracts-Unlimited LLC has a new line of adaptogen extracts, naturally derived from ayurvedic herbs and plants, to help manage environmentally induced bodily stress. The extracts include:

- ***Bio-fermented plant extracts:*** Fermented materials, per the company, exhibit higher phytochemical component levels and lower inhibitory enzyme content. This extract is based on all-natural materials, including sea algae.
- ***Black cumin seed oil:*** A "crossover" from the nutritional supplement world, this extract is a traditional medicinal oil with powerful anti-inflammatory properties for topical applications.
- ***Olive squalane:*** A one-to-one replacement for sugar-based squalane, olive squalane is economical and non-GMO.
- ***Organic prickly pear seed oil:*** Rich in vitamin E, this ingredient provides deep hydration and contains natural sterols and polyphenols.

Senescent-Clearing Hollyhock

As skin longevity and slow aging move to the forefront of beauty, the conversation is shifting from "fighting wrinkles" to modulating the biology of aging itself. One of the most disruptive concepts in this space is the role of senescent or "zombie" cells — damaged cells that no longer divide but remain metabolically active, secreting pro-inflammatory factors that destabilize the skin's structure over time.

Provital has created a senolytic approach to skin longevity with its senescent-clearing ingredient Altheostem.

Obtained from lab-grown stem cells of *Althaea rosea* (hollyhock), Altheostem offers a senolytic-inspired cosmetic

strategy. Rather than simply masking signs of aging, it helps selectively clear dysfunctional cells, allowing healthier cells and the extracellular matrix to function more efficiently.

According to Provital, this translates into visible benefits that align with the concept of slow aging: improved elasticity, refined skin texture, better glow and a measurable reduction in "apparent age" assessed by AI.

Senolytic and ECM Remodeling

Reported benefits include:

- 42.5% reduction in senescent cells
- 36% increase in apoptosis, specifically in senescent cells (selective clearance, preserving healthy cells)
- Modulation of genes involved in extracellular matrix (ECM) remodeling, supporting collagen and structural protein balance while reducing ECM degradation

Clinical Efficacy

Clinical studies revealed:

- 8.5% increase in glow, indicating improved skin radiance
- 16.8% improvement in elasticity, reflecting better mechanical properties and rebound
- 18.6% reduction in sagging, associated with firmer facial contours
- 13.8% reduction in wrinkle depth, contributing to smoother skin texture
- AI-based visual analysis showed a 3.26-year reduction in the whole-face's apparent age



Senescent cells release inflammatory signals that degrade collagen and disrupt regeneration, while aging stem cells lose their ability to renew the skin.

Senescent Zombie Cells, Disrupted

Mibelle Biochemistry has launched its SenoCellTec, a senolytic active designed to rejuvenate the skin by targeting the root causes of aging. Clinically tested, the active reportedly enhances hydration, firmness, elasticity and density in 28 days while visibly reducing wrinkle depth — including in areas affected by gravity.



SenoCellTec (INCI: Malus Domestica *Fruit Cell Culture Extract (and)* Vitis Vinifera *(Grape) Fruit Cell Extract (and)* Rhododendron Ferrugineum *Extract (and) Glycerin (and) Pentylene Glycol (and)* Aqua*/Water*

Zombie Cell Science

As the company explains, skin aging goes beyond surface-level changes. It is driven by deeper biological processes like the accumulation of senescent zombie cells and the decline of skin stem cell activity.

Senescent cells release inflammatory signals that degrade collagen and disrupt regeneration, while aging stem cells lose their ability to renew the skin. Together, these changes can lead to reduced firmness, elasticity and visible signs of aging. Addressing both factors is therefore essential for lasting skin rejuvenation.

Clear. Fill. Revive. Repeat.

Through its clear–fill–revive mechanism, SenoCellTec reportedly clears senescent "zombie" cells and activates skin stem cells to support deep regeneration and visibly restore skin vitality.

According to the company, SenoCellTec:

- Clears away senescent zombie cells that accelerate aging by releasing harmful factors
- Fills the skin with new functional cells by activating both dermal and epidermal stem cells to restore skin structure
- Revives skin vitality by boosting collagen production and improving elasticity, improving barrier function and firmness

From top: Images by twc; andrewhagen at Adobe Stock

As a result, SenoCellTec is said to deliver visibly revitalized, lifted and youthful-looking skin through its clear-fill-revive mechanism.

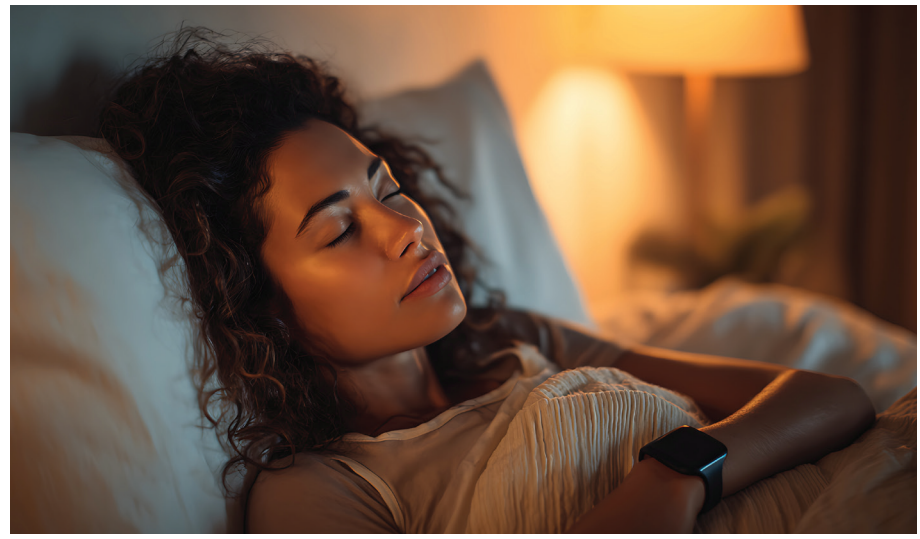
Circadian Rhythm Regulation for Younger, Youthful Skin

Mibelle Biochemistry has also developed LunaRose, an overnight skin ingredient based on the fruits (hips) of a variety of organic roses, for regenerative and rejuvenating melatonin-like effects.

Melatonin Mimicked

LunaRose mimics melatonin's effects by activating similar biological pathways that regulate the skin's circadian rhythm and support overnight repair. The company claims that in human epidermal keratinocytes, treatment significantly increased the expression of the melatonin receptor MTNR1A, comparable to the effect of melatonin itself. The receptor activation by melatonin is known to trigger downstream gene expression changes involved in circadian rhythm, antioxidant defense and mitochondrial function.

Just like melatonin, LunaRose reportedly induced a time-dependent expression pattern of core clock genes such as BMAL1, CLOCK, PER2 and CRY2, helping synchronize the skin's natural rhythm.



LunaRose mimics melatonin's effects by activating similar biological pathways that regulate the skin's circadian rhythm and support overnight repair.

Mitochondrial Maintenance

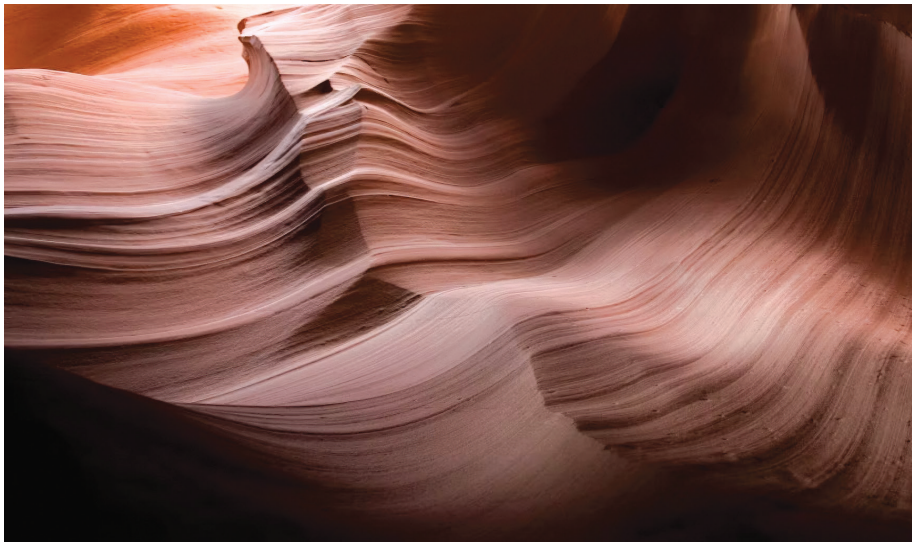
LunaRose, per the company, enhances mitochondrial function, which is essential for maintaining the skin's energy and vitality. In human epidermal keratinocytes, the ingredient upregulated key genes involved in mitochondrial processes, including those responsible for electron transport and ATP synthesis. It also stimulated genes linked to mitophagy, the selective removal of damaged mitochondria, ensuring a healthy mitochondrial network.

This genetic activation translates into improved mitochondrial performance, enabling skin cells to generate more energy, and supporting vital metabolic processes and repair mechanisms during the night.

Stressor Shield

LunaRose is said to strengthen the skin barrier by promoting keratinocyte differentiation and enhancing structural cohesion, which helps protect against environmental stressors.

These molecular changes claim to translate to a stronger, more cohesive barrier that retains moisture and resists external aggressors. This effect was confirmed in a placebo-controlled clinical study: after 28 days of using a cream with 2% LunaRose, TEWL decreased by 12.4% compared to baseline and by 7.3% versus placebo, indicating improved barrier integrity. Skin hydration also rose significantly, reinforcing the barrier's ability to maintain suppleness and resilience.



DS-Ceramide Y3S is part of the SphingoCare range, with natural origin content verified under ISO 16128. It is compatible with RSPO, Cosmos and Natrue formulation standards and suitable for vegan formulations.

Climate-Adaptive Skin Care for Geo-Longevity

Croda Beauty Actives has launched DS-Ceramide Y3S, a fermentation-derived Ceramide NP developed to support the skin barrier against

From top: Image by Amelia at Adobe Stock; Courtesy of Croda

region-specific environmental stressors; aka *geo skin care*.

This IECIC-compliant, lipo-soluble ingredient has been shown in controlled clinical settings to support skin hydration under diverse climatic conditions and across multiple geographic populations, per the company.

Cross-Condition and Region Study

The studies reportedly exposed test panels from South Korea and Italy to defined temperate, hot and dry, cold and dry, and humid conditions. DS-Ceramide Y3S (INCI: Ceramide NP) was applied at a concentration of 0.5%, and barrier function and hydration endpoints were measured over both immediate and short-term timeframes.

Key Skin Benefits

The product showed:

- A statistically significant increase in skin hydration in normal (temperate) conditions (+31% at week 2 vs. T0)
- A statistically significant increase in skin hydration in hot and dry environments (+47% at week 2, vs. T0)
- Similar efficacy to a positive control (1% hyaluronic acid)



Croda exposed test panels from South Korea and Italy to defined temperate, hot and dry, cold and dry, and humid conditions to demonstrate DS-Ceramide Y3S's ability to support the skin barrier.

Notably, the company reports the ingredient conferred acute resistance benefits in cold and dry settings and showed cumulative hydration effects after seven days in high-humidity scenarios.

Geo Skin Care on the Rise

Robin Cordier, digital and communication coordinator for Croda Beauty, stated, "Geo skin care is one of the main trends our teams identified as shapers of the cosmetic industry. In today's changing world, there is no doubt geo skin care is bound to be adopted as a holistic approach to skin care and as a main element of choice for beauty routines during many following years."

Anti-Photoaging Vitamin C Solution

Seiwa Kasei Co., Ltd., emphasizes there are two main causes of skin aging: natural aging and photoaging. The latter accounts for as much as 80% of the aging process, leading to changes in the skin structure such as wrinkles, sagging, dark spots and dullness.

To combat photoaging, Seiwa developed an anti-photoaging ingredient, iVC 3GA-green — a plant-derived anti-aging vitamin C. According to the company, iVC 3GA-green exhibits antioxidant effects against ROS generated by UVA and UVB. In addition, it suppresses the decline of collagen production and the reduction of elastin.



Exo[membrane] is reportedly the world's first exosome made entirely through cell culture — free from human or plant sources.

From Cultured Meat to Cell Culture: A New Class of Exosomes

Vow, an Australian biotech firm known for its innovations in cultured meat, has entered the beauty industry with Membrane[actives], a cosmetics brand whose debut ingredient, Exo[membrane], is reportedly the world's first exosome made entirely through cell culture — free from human or plant sources.

From top: Images by Jose Ignacio Soto; U77 at Adobe Stock

Redefining Beauty with Science

Created using Vow's advanced 20,000-liter bioreactor system, the Membrane[actives] brand claims to offer potent, ethical and scalable ingredients "designed by living cells to communicate with human cells."

Clinical trials (n = 8, male and female, ages 30 to 40) reportedly showed that after microneedling, a 5-mL application of Exo[membrane] reduced redness by 34% and wrinkle width by 20% in just seven days, delivering visible results through deep skin repair and renewal.

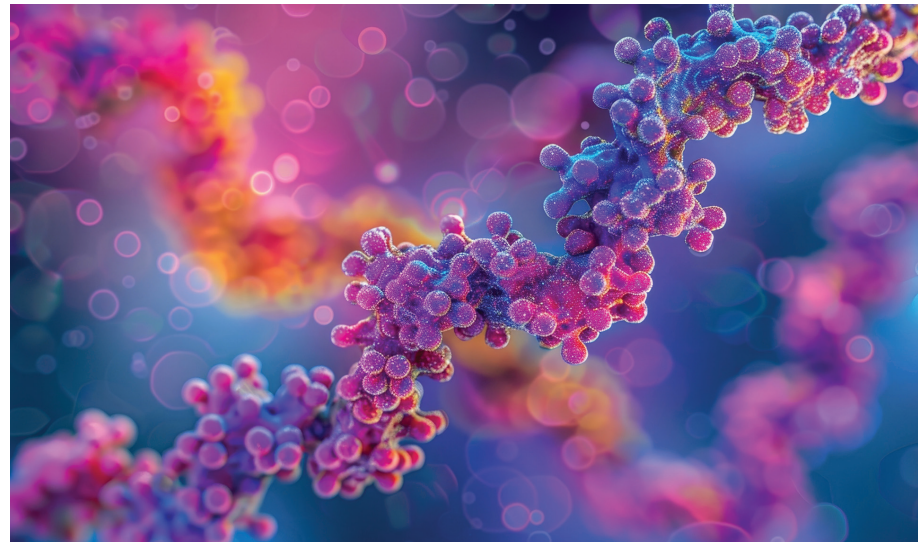
A New Standard in Skin Care

Vow's cultured exosomes are said to overcome the limitations of plant and human-derived exosomes, including:

- Extraction
- Variability
- Scarcity

Exo[membrane] also reportedly combines the efficacy of human-derived exosomes with the safety and consistency of biotechnology.

"We're introducing a new class of science-based actives that speak the same language as the skin," said Jasper Veen, general manager of Membrane[actives].



Exo[membrane] is reportedly the world's first exosome made entirely through cell culture—free from human or plant sources.

Botox, Bottled: Innovations in Wrinkle Reduction

Presperse Corp.'s ZPC Wrinklend008S (INCI: Water (*Aqua*) (and) Glycerin (and) 1,2-Hexanediol (and) Ethylhexylglycerin (and) Acetyl Hexapeptide-8) is referred to as "Botox in a bottle." According to the company, this neurotransmitter-inhibiting peptide is used to address wrinkles caused by facial movement, especially around the eyes and on the forehead.



At a recommended use level of 3-5%, ZPC Wrinklend008S can help reduce wrinkle depth and expression lines by relaxing facial tension.

From top: Images by Justlight; Olha Havela at Adobe Stock

At a recommended use level of 3-5%, it can help reduce wrinkle depth and expression lines by relaxing facial tension while also supporting collagen I expression and reducing inflammation (IL-8).

Ubiquitin-Targeting Skin Rejuvenation

In-Cosmetics Asia 2025 silver award winner, UBI Oléoactif, from Hallstar, is described as a skin rejuvenation breakthrough; it targets ubiquitin, a vital cellular protein.

Developed from birchwood co-products, the active is backed by multi-ethnic clinical studies and offers visible improvements in skin vitality and tone.

The Well-Beauty Imperative

Well-beauty is not just a trend. It holds a strategic imperative for brands and suppliers wanting to build meaningful, innovative strategies and respond better to changing expectations. By bridging beauty and wellness, brands can explore how longevity and slow-aging are influencing the future of anti-aging ingredients and position themselves to be at the forefront of formulation innovation. ■



Beauty's What's On the Inside: Ingestible Beauty Takeaways for 2026

Beauty is turning outside in with the rise of ingestible beauty collagens in new forms and flavors.

According to InsightAce Analytics, ingestible beauty was valued at $4.2 billion in 2024.

Courtesy of Inga

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In the era of well-beauty, consumers are seeking proactive, science-backed, all-in-one solutions that support feel-good living. While topical and injectables can offer those solutions, consumers are craving a different kind of beauty experience. The answer: ingestible beauty packed with great-tasting ingredients that support hair, skin and nail health.

According to InsightAce Analytics, ingestible beauty was valued at $4.2 billion in 2024, underscoring the demand for beauty solutions that go deeper than the surface[a]. Collagen sits at the center of this movement, representing a pivotal step forward at the intersection of beauty, wellness and longevity.

Below is a list of the latest beauty-boosting ingestibles on the market, featured in easier, more convenient formats and fun flavors to enhance one's daily routine. From shots, gummies and powders to matcha, chocolate and coffee flavors, ingestibles offer proven science-backed results from the inside. Whether to use with or without other topical or injectable products, brands are making ingestibles that fit every palate and lifestyle.

[a]www.insightaceanalytic.com/report/global-beauty-ingestible-market/1049

Data-Driven Interest and Science-Backed Results

To get a better picture of the ingestible beauty landscape, *Global Cosmetic Industry* also spoke to co-founder and CEO of Geltor, Inc., Alexander Lorestani, Ph.D., for insights on the ingestible beauty industry and a look at Geltor's newest beauty ingestible, PrimaColl—the first collagen to be added to the FDA inventory since 1999, with an FDA-cleared "Generally Recognized as Safe" no-questions letter.

Legitimate Science = Success

Science-core is the latest trend driving ingestible beauty. As the whole of the beauty industry sees a push toward products supported by clinically backed solutions and science-based claims, the pressure to innovate high-quality, high-value ingestibles that deliver real results becomes paramount.

Lorestani says, "Consumers [are] actively seeking out products with deep, legitimate science. They want to understand how things work at the molecular level. They're not satisfied with vague claims anymore."

He adds, "They expect the same level of ingredient sophistication, clinical backing and efficacy in what they ingest or use in hair care, color cosmetics, body care, oral care, intimate care—everywhere—as what they apply topically. They're reading labels, asking about mechanisms of action and demanding proof."

Geltor's study, which included over 170 subjects, was a 12-week, double-blind, placebo-controlled clinical trial—the gold standard of clinical research.



"This is one of the reasons why we love proteins and polypeptides. Their functionalities are incredibly diverse. There are 20 natural amino acids and many more that are emerging as tools for creating super functional materials that can deliver bioactive and biofunctional benefits across beauty, wellness and longevity. Proteins are the perfect fit for being able to flexibly address customers' needs," says Lorestani.

Courtesy of Geltor

He says, "Participants took a single serving of PrimaColl daily, and we benchmarked it against animal collagens at their typical serving sizes. PrimaColl performed at a much lower daily dose than the animal collagen benchmarks. We measured objective outcomes, including skin firmness, elasticity, wrinkle depth reduction and moisturization using clinical-grade equipment. The results showed statistically significant improvements across these parameters. This is the same rigor I studied as an M.D. and Ph.D. student. That level of evidence is rare in beauty supplements, but it's what consumers deserve and what I look for personally."

For Lorestani, brands looking to stand out in the market must innovate products that push the boundaries of science, but that science must be able to deliver the tangible results that beauty enthusiasts are seeking.

"The ultimate proof is if the product works," says Lorestani. "Does the product deliver on the promise that it's making to the customers? Do they feel like they're getting value for the money that they're spending on it? We really push the frontier of science, specifically protein science, for beauty and wellness. You're going to see it, and you're going to feel it. That's the bar."

Delightful Formats for Convenience and Fun

Consumers want more from their beauty products, and that includes ingestibles. The future of ingestibles offers consumers smaller, easier-to-use travel formats with more concentrated doses that deliver maximum benefits.

Lorestani says, "It's about making ingestibles a part of your daily routine. You can throw a collagen shot or gummy in your bag and grab it on the way out the door. It's convenient and fun, and it's not a chore."

He adds, "There's a pleasure that comes with the routine of using topical beauty and personal care products, but there is a different kind of intimacy in the experience of consumption. It creates a different kind of connection, a different way to interact."



"We unveiled our PrimaColl gummies and beverage in LA. People who are current or former collagen users were blown away. They were bracing themselves for a disappointing sensory experience and were instead truly delighted by the PrimaColl's super neutral sensory profile. The gummies and drinks were super convenient and fun for people to grab and enjoy or take on the go. It was amazing to see the past five years of work translate into true beauty enthusiasts going crazy for PrimaColl," says Lorestani.

The Future of Ingestible Beauty is Everywhere

Ingestible beauty doesn't belong to a single category: it spans the food, beverage and beauty industries, creating a unique and competitive market for big and small players across sectors.

"One thing that surprised us when entering the ingestible category was how dominated it was by non-beauty players," says Lorestani. "The biggest players in the United States are the same companies that make Lysol (Clorox) and Purina dog food (Nestlé). These are massive businesses that are focused on delivering beauty benefits, but they are very separated from the legacy beauty and personal care industry."

He adds, "We see a demand from these legacy players in the ingestible beauty category. As well, we see food and beverage companies expanding into beauty. We find that exciting because it means beauty is expanding. It's going to be present everywhere you can buy food products and topical products."

For more information on Geltor's new collagen polypeptide PrimaColl, alongside other ingestible beauty brands redefining long-term well-being from the inside out, see the list below.

How Biodesigned Collagen Polypeptides are Redefining Longevity

Geltor has released its beauty ingestible PrimaColl, a biodesigned, collagen polypeptide available for both ingestible and topical applications. Crafted for holistic beauty and wellness, the collagen is designed for hair care, skin care, beauty from within, oral care and intimate care. It is also the first collagen to be added to the FDA inventory since 1999, with an FDA-cleared "Generally Recognized as Safe" no questions letter.

PrimaColl delivers a single collagen solution across two massive markets—food and beverage and beauty and personal care.

Courtesy of Geltor



"Ingestibles offer a fundamentally different way to interact with consumers who are looking to bring trusted science into getting the benefits that they're looking for. That's one of the reasons why we're so excited about PrimaColl," says Lorestani.



On October 14, Cymbiotika announced its nationwide launch at Target, which marks a major milestone for broader wellness accessibility at popular retail stores.

- **Ingestible:** Clinical studies have shown that daily consumption improves skin elasticity, firmness and moisturization while also reducing wrinkle depth
- **Topical:** Shown to promote collagen and support skin renewal. For hair, it enhances hair manageability via film-forming properties that reduce frizz and resist humidity

"PrimaColl has received the FDA's 'no questions' response to its GRAS notification, making it the first biotech collagen to achieve this milestone. With its proven scalability and ability to serve both food and beverage, as well as beauty and personal care applications, it represents a pivotal step forward at the intersection of beauty, wellness and longevity. I'm excited to see the transformative products our partners will create with it," said Lorestani.

Skin Benefits

- Combats the signs of aging
- Enhances the complexion
- Improves skin texture
- Antioxidant powers
- Protects from UV damage and urban dust

Hair Benefits

- Frizz and volume control
- Humidity resistance
- Efficacy across hair types
- Improves the appearance of split ends
- Improves hair smoothness
- Enhances curl definition

Bringing Beauty Wherever You Go: Liposomal and Liquid Supplements

Cymbiotika is a health and wellness brand known for its liquid and liposomal supplements. On October 14, the brand announced its nationwide launch at Target, which marks a major milestone for broader wellness accessibility at popular retail stores.

The brand is releasing four supplements in individual packets for easy, on-the-go usage.

Cymbiotika Collection

- **Liposomal glutathione:** Liposomal glutathione is a master antioxidant naturally produced in the liver that protects the body against free radicals and maintains healthy cellular function
- **Liposomal vitamin C:** Vitamin C is a powerful antioxidant that plays a key role in immune system function, collagen production and healthy aging. It supports the production of proteins and enzymes needed for healthy skin, nails and hair growth
- **Irish sea moss:** Cymbiotika's Irish sea moss is a next-generation wellness formula crafted to elevate one's everyday health. This nutrient-dense blend combines organic Irish sea moss with fulvic minerals, prebiotics and postbiotics to support a thriving gut, radiant skin and hormonal balance
- **Liposomal magnesium complex:** Cymbiotika's magnesium 3-in-1 complex blends magnesium taurate, bisglycinate and Givomag's glycerophosphate to support heart, brain and muscle health. Optimized for absorption and gentle digestion, it helps balance mood, ease stress and promote restful sleep

"At Target, we're always looking for ways to make wellness more accessible

L to R: Courtesy of Geltor; Cymbiotika

and inspiring for our guests," said Amanda Nusz, senior vice president of merchandising for essentials and beauty at Target. "The launch of Cymbiotika brings an innovative, science-backed brand into our assortment, offering guests high-quality supplements in convenient formats they can trust. We're excited to introduce Cymbiotika to Target stores nationwide and Target.com, giving guests even more ways to support their everyday health."

Germany's #1 Collagen Makes U.S. Debut

Elasten, a popular science-backed collagen in Germany, is being released in the United States.

The collagen, powered by the brand's [HC] Collagen Complex, is said to improve skin hydration, elasticity, smoothness and density.

Unlike topical creams and serums, Elasten works from within, nourishing the deeper layers of the skin to enhance its natural structure and support visible results in about four to 12 weeks.

Each once-daily drinking ampoule contains 2.5 grams of Elasten's bioactive collagen peptides along with a blend of skin-supportive nutrients, including acerola fruit extract, vitamins C and E, biotin and zinc.

Vitamin C supports natural collagen synthesis, while biotin and zinc help preserve healthy skin function. Vitamin E provides additional cellular protection against oxidative stress, contributing to a radiant and vital appearance. The ready-to-drink formula features a pleasant fruit flavor and an easy, on-the-go format.

Tea. Coffee. Cocoa. Collagen

DolCas Biotech has created its marine collagen for coffee, cocoa and tea. Morikol is a collagen hydrolysate derived from warm-water fish, featuring an ultra-low molecular weight designed to deliver low-dose benefits at just one gram daily for inside-out skin beauty.

Morikol works by delivering bioactive tripeptides GXY, the peptide fragments that make up the smallest functional unit of collagen. The tripeptide is made up of readily metabolized amino acids: glycine, proline and (in smaller ratios) hydroxyproline.

"This cutting-edge formulation of small collagen peptides is completely flavorless and odorless and delivers outstanding bioavailability," stated K. G. Rao, founder and CEO of DolCas Biotech. "This means Morikol is not only more bioactive but also integrates seamlessly into a versatile range of foods, including hot and cold beverages, without altering the flavor, aroma, texture or appearance. Morikol adds hidden wellness value to favorite daily indulgences such as coffee, tea, hot cocoa and herbal infusions."

Morikol's Beauty Benefits:

- Supports smoother-looking skin, weight balance and stress reduction
- Improves skin elasticity and hydration
- Reduces wrinkles at a daily microdose of 1 gram
- Protects the skin from sun-induced aging

"MetaGlow is already generating rave reviews," added Rao. "This opens opportunities for Morikol to enhance a wider range of beverage applications, including tea and herbal infusion sachets, powdered drink formulations, hot cocoa mixes, soft drinks and more. Morikol presents a versatile choice for brands seeking to expand into the booming 'beauty-from-within' and joint health markets through everyday beverages."



Morikol works by delivering bio-active tripeptides GXY, the peptide fragments that make up the smallest functional unit of collagen. The tripeptide is made up of readily metabolized amino acids: glycine, proline and (in smaller ratios) hydroxyproline.

Strawberry Matcha Skin-Boosting Ingredients

Another ingestible beauty brand to look out for is Twofold Wellness, a beauty-meets-wellness brand that offers a dual-system topical serum and ingestible wellness powder. Each product is formulated with a mirrored ingredient profile to deliver results inside and out.

Courtesy of DolCas Biotech

- **To Glow Greens Serum:** An antioxidant-rich serum featuring matcha, hyaluronic acid, chlorella and more for barrier support, hydration and radiance
- **To Glow Greens Wellness Powder:** A 30-day supply of a strawberry matcha-based powder with the same blend of antioxidant-rich ingredients in food-grade form that is designed to support calm focus, detoxification and hydration

The products feature a strawberry matcha flavor, supported by actives like L-theanine, chlorella, baobab and hyaluronic acid. Its ingestible wellness powder targets stress, energy and body hydration. Its topical serum supports skin barrier function, luminosity and plumpness.

"Traditional beauty routines stop at the skin. Wellness routines often forget the skin entirely," said Kenna Whitnell, chief science officer. "With Twofold, we designed a dual system that speaks both languages. Every ingredient has a mirrored role—L-theanine for calm body function and calm skin reactivity, hyaluronic acid for systemic hydration and skin plumpness and chlorella for detoxification and skin clarity.



Twofold's ingestible wellness powder targets stress, energy and body hydration. Its topical serum delivers skin barrier function, luminosity and plumpness.

By bridging these pathways, the results compound."

"The beauty and wellness industries have lived in parallel lanes for far too long. Consumers are telling us they want less clutter and more impact," added Callie O'Brien, CEO and co-founder. "Twofold is about collapsing that divide into one ritual that works double-time for skin and body."

Together, the serum and powder offer a mirrored self-care ritual—one working from the outside in and the other from the inside out. Housed in the brand's signature interactive packaging, customers can personalize their self-care goals for the month directly on the box, transforming it into a goal-setting display case for accountability.



The Dermal Repair Complex is a clinically inspired anti-aging supplement designed to help combat the visible effects of skin-aging hormones, reduce the appearance of fine lines and wrinkles and promote firmer, more youthful-looking skin from within.

Award-Winning Collagen Capsule for Anti-Aging Defense

Beverly Hills MD's Dermal Repair Complex was created by cosmetic surgeons John Layke, M.D., and Payman Danielpour, M.D. It is an anti-aging supplement designed to help combat the visible effects of skin-aging hormones, reduce the appearance of fine lines and wrinkles and promote firmer, more youthful-looking skin from within.

The supplement comes in capsule format, working to restore skin's

From top: Courtesy of Twofold; Beverly Hills MD

natural firmness and elasticity for a visibly younger, smoother and more radiant complexion across both the face and body.

The Repair Complex won a Supplement Award in the Beauty and Collagen Category at the 2025 Nourish Awards.

Key Skin-Boosting Ingredients

Hydrolyzed collagen: A bioavailable form of collagen that provides skin with essential building blocks for firmness, volume and elasticity.

- Supports collagen levels for visibly firmer, plumper-looking skin
- Improves visible elasticity and strength, reducing the look of sagging and crepiness
- Enhances skin hydration and smoothness for a radiant glow
- Supports youthful volume and overall skin resilience

Saw palmetto: Helps reduce the visible impact of DHT—a hormone linked to collagen breakdown and skin thinning—to maintain youthful bounce and resilience.

- Helps inhibit the visible effects of DHT, a skin-aging hormone linked to wrinkles and sagging skin
- Supports hormonal balance for firmer, healthier-looking skin from within
- Helps protect against collagen breakdown, helping slow visible signs of aging
- Promotes resilient, youthful skin with improved visible firmness and elasticity

MSM (methylsulfonylmethane): A natural mineral that supports healthy skin structure, resulting in a smoother, more toned complexion.

- Minimizes the look of fine lines, wrinkles and crow's feet
- Boosts skin elasticity for a smoother, more refined-looking texture
- Helps calm noticeable redness, irritation and uneven tone
- Strengthens the skin's foundation for a lifted, youthful appearance

Hyaluronic acid: Naturally attracts and retains moisture to visibly plump the skin and reduce the appearance of fine lines.

- Provides deep, long-lasting hydration and moisture retention
- Visibly plumps and smooths skin, minimizing the appearance of fine lines and wrinkles
- Helps maintain a supple, glowing complexion through optimal moisture balance
- Promotes radiant, youthful-looking skin from the inside out

Vitamins A and B: Two vitamins that nourish skin at the cellular level, encouraging renewal and repair for a radiant glow.

- Encourage healthy skin cell renewal for a brighter, rejuvenated appearance
- Support even skin tone and reduce visible dullness and discoloration
- Aid the skin's natural repair and regeneration processes
- Help calm irritation, promoting a balanced, refreshed complexion

Smarter Beauty

Moon Juice, a supplement brand that makes adaptogens and nootropics, offers topicals and ingestibles that boost skin, hair and brain functionality through pill and powder formats.

Collagen Protect

Collagen naturally breaks down with stress and time. Formulated with three vegan ingredients to help protect and preserve natural collagen, the powder includes hyaluronic acid, silver ear mushroom and tocos to build essential fatty and amino acids.

Skin-Enhancing Benefits

- Preserve your natural collagen production
- Hydrate skin
- Improve skin elasticity
- Minimize the appearance of fine lines and wrinkles



The Moon Juice powder includes hyaluronic acid, silver ear mushroom and tocos to build essential fatty and amino acids.

SuperHair

A multi-vitamin hair solution, the SuperHair supplement is made up of 10 bioavailable vitamins to promote healthier, thicker and stronger hair.

- **Multivitamins**
  - Bioavailable vitamins: Vitamin A, five types of vitamin B, vitamin C, vitamin D, vitamin E and vitamin K address the nutritional deficiencies that inhibit the growth of healthy hair
- **Adaptogen**
  - Organic ashwagandha: Helps balance stress hormones and reduce the effects of oxidative stress, which can contribute to hair loss
- **Follicle Protectors**
  - Saw palmetto and pumpkin seed: Helps inhibit the hair-destructive hormone, DHT, to support healthy hair follicles and promote thickness
- **Micronutrients**
  - Horsetail: Provides silica for hair strength and thickness
  - Biotin: Supports healthy keratin infrastructure—linked to smooth texture
  - Kelp: Rich in iodine and essential for endocrine and thyroid hormone balance—imbalance can contribute to hair loss

Courtesy of Moon Juice

SuperBeauty

An imbalance of free radicals and antioxidants creates oxidative stress, the root cause of accelerated aging. SuperBeauty supplement delivers an antioxidant complex plus essential ingredients to help protect from accelerated aging.

Liposomal glutathione, vitamin C and E help neutralize free radicals, astaxanthin helps improve skin elasticity and reduce the appearance of lines and silica helps collagen and elastin production.

Anti-Aging Benefits

- Minimize the appearance of fine lines
- Promote collagen and elasticity
- Protect protein, lipids and DNA from oxidative damage
- Neutralize free radicals



Eternalyoung includes a blend of four botanical extracts: pomegranate (Punica granatum), *sweet orange* (Citrus sinensis), *desert ginseng* (f. Cistanche) *and gotu kola* (Centella asiatica).

Spreadable and Indulgent Adaptogens

Syren Spreads is an edible beauty brand that offers a spoonable, adaptogenic, botanical beauty chocolate. As more consumers turn away from traditional pill formats, the brand offers a dietary supplement that combines research with a chocolate hazelnut base.

"Today's wellness routines often feel more like work than self-care," said Meg Castellon, co-founder and CEO of Syren Spreads. "Research clearly shows that people want rituals they look forward to, not regimens they forget. Syren Spreads turns time-honored botanical ingredients into a delicious beauty ritual people actually crave–a daily self-care moment that's both indulgent and effective."

Syren Spreads combines 2,400 mg of adaptogens per serving. Its formula includes tremella mushroom, astragalus root, gotu kola and bamboo silica for skin hydration and balance. The formula is enhanced with hazelnuts, antioxidant-rich cacao and healthy plant fats.



Syren Spreads combines 2,400 mg of adaptogens per serving, enhanced with hazelnuts, antioxidant-rich cacao and healthy plant fats.

Monteloeder Botanical Nutricosmetic Clinically Supports Younger Looking Skin

Monteloeder has released their nutricosmetic Eternalyoung, composed of four botanical extracts to support youthful-looking skin.

Its beauty from within composition includes a blend of four botanical extracts: pomegranate (*Punica granatum*), sweet orange (*Citrus sinensis*), desert ginseng (*f. Cistanche*) and gotu kola (*Centella asiatica*).

The randomized, double-blind, placebo-controlled study enrolled 71 women between the ages of 33 and

From top: Courtesy of isteliana; Syren Spreads

66 who showed visible signs of skin aging. Its study claims that participants showed an average 23% improvement in the appearance of wrinkle depth as well as a reduction in the number of wrinkles in the forehead, enhanced skin glow, less dark spots and better skin moisturization.

In the supplement market, the company has successfully introduced its signature beauty formula formatted into a delectable gummy matrix, but its formula can also be supplied as a soluble powder easy to formulate in tablets, capsules and ready-to-mix or ready-to-drink applications.

3 Takeaways For Ingestibles in 2026

The ingestible beauty category is expanding, and it's expanding across two major categories: food and beauty. Here are three takeaways on what trends are coming to the market and how beauty brands can get in on it.

1. Proven-Results

Beyond the form and fun of ingestibles, formulation is key. Consumers are demanding results they can see and feel within short time frames. Products must be scientifically innovative, with clinically tested ingredients and multi-targeted solutions. It's not enough to target skin. Products must be holistic in their approach to health, offering benefits for all major categories all at once: skin, hair, nails, brain and gut. It's what topicals and injectables don't offer—all-over beauty from the inside out—and why ingestibles deserve a spot in consumers' daily routine.

2. Fun Forms and Flavors

Consumers are averse to pills and powders that are hard to swallow and leave the mouth dry. The future of ingestibles is fun and flavorful. It plays with size, shape, texture and feel. It reimagines the possibilities of consumption, providing healthy benefits packaged in enjoyable experiences. For whatever lifestyle consumers seek, ingestibles should offer a form and flavor that speaks to their personal tastes.

3. Expanding Rituals

In the world of twelve-step skin routines and ritualized beauty care, ingestibles offer a new way for consumers to interact with ingredients. While ingestibles are not a topical replacement, they offer a new way to explore beauty through scent and taste, enhancing consumers' rituals throughout the day. Topicals and injectables stop at the surface, but ingestibles can go deeper, supporting longevity and wellness and offering a more holistic approach to daily routines. ■



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McKinsey Health Institute calls this gap a $1 trillion industry opportunity, one that can dramatically improve the health and lives of women everywhere.

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CAN BEAUTY BRIDGE THE GAP BETWEEN WOMEN AND WELLNESS?

As the gap between wellness and beauty shrinks, women are demanding products that speak to their specific needs and lifecycles.



Image by Liubov Lewytska at Adobe Stock

While women make up almost half of the population, women's health and wellness have largely been underserved and underfunded. According to the World Economic Forum, women's health receives only 5% of global health care research and development funding[a]. Of that 5%, 4% goes toward women's cancers, and 1% goes toward all other women-specific health conditions (25% of which goes toward fertility research)[a]. McKinsey Health Institute calls this gap a $1 trillion industry opportunity, one that can dramatically improve the health and lives of women everywhere[b].

The $1 Trillion Well-Beauty Opportunity for Women's Longevity

Beauty is expanding. With more emphasis being placed on holistic beauty solutions, wellness and longevity, beauty brands have a chance to close the gap between women and their wellness.

A recent report from Oriflame reveals that the new face of beauty is well-being, with women from over seven countries citing beauty's importance in their daily self-care and confidence.

"In recent years, we have been witnessing the merger of beauty, health and well-being not only in terms of the consumer understanding but also with regard to the science," said Nicola Robertson, senior manager of performance testing and evaluation in global R&D for Oriflame.

According to Robertson, it is also no surprise that longevity is one of the most highly-sought after beauty and health interventions, especially among older adults. Per Oriflame's global report, 55% of the women surveyed rated longevity as important, and this percentage increased with age: to 63% for those ages 55 to 64 and to 78% for those 65+[c]. Longevity is also relevant to younger women: more than half of 35 to 54-year-olds (56%) surveyed and almost half of 18 to 34-year-olds (49%) rated it as a top intervention[c].

Robertson observed, "We have experienced a big change in how consumers define beauty, and this report is further evidence of that—the move from anti-aging to youth extension, from general well-being to more evidence-based quality of life."

[a]www.weforum.org/stories/2025/05/women-s-health-trillion-dollar-opportunity-investment/

[b]www.mckinsey.com/~/media/mckinsey/mckinsey%20health%20institute/our%20insights/closing%20the%20womens%20health%20gap%20a%201%20trillion%20dollar%20opportunity%20to%20improve%20lives%20and%20economies/closing-the-womens-health-gap-report.pdf

[c]www.corporate.oriflame.com/wp-content/uploads/2025/10/2025-Beauty-Wellbeing-Report_FINAL-2.pdf

She added, "Longevity is a strategic scientific territory in Oriflame and many other brands for good reason. What we want to bring are solutions that go beyond traditional products, integrating nutrition, supplements, stress management and personalized products to support beauty at every level."

As the link between beauty and wellness tightens and consumer expectations deepen, demand will spike for innovative, science-backed products that can bridge the gap. Already, companies are addressing the need for more inclusive, women-specific wellness products. Whether that's through topicals or ingestibles for skin, scalp or body, beauty and personal care products that address shifting hormones, fertility support, sexual wellness, PCOS or perimenopausal and menopausal changes are just the tip of the new well-beauty iceberg.

Below are the latest brands reshaping the conversation around well-beauty, redefining and advancing how the beauty space can serve all women.



Verli offers effective and safe skin care that supports hormonal health, nourishes skin and promotes confidence at every stage of life.

Hormone-Adaptive Skin Care for Every Life Stage

Hormones can significantly impact women's skin at various stages of their life: menstruation, pregnancy, menopause and more. Shifts in hormones like cortisol also contribute to increased signs of aging.

Verli is just one skin care brand helping support women and their skin across shifting hormonal cycles. The brand claims to offer effective and safe skin care that supports hormonal health, nourishes skin and promotes confidence at every stage of life.

Founders Laura and Marky Beverlin's brand represents the outcomes of their personal journeys through infertility and IVF.

"We spent years on a roller coaster of hope, heartbreak and everything in between," shared Laura Beverlin. "Along the way, I realized how few skin care options truly consider women's hormonal shifts—products that not only deliver results but also prioritize your well-being. That realization became the spark for Verli."

According to the brand, all products in the collection contain a farm-grown botanical blend of ginger root, lavender, rosemary and lemon balm. The botanicals combat free radical damage, soothe the skin and strengthen its natural defense without endocrine disruptors or toxins.

The Verli Collection includes:

- **Gentle daily cleanser:** Lifts impurities and makeup while maintaining skin balance
- **Hydrating serum:** Lightweight, milky serum that replenishes and promotes a healthy glow
- **Nourishing eye cream:** Restorative hydration for delicate eye areas, enhancing brightness and softness

"We're at a turning point where beauty and wellness are no longer a separate conversation; they're one and the same," said Laura Beverlin.

She added, "Women today are asking deeper questions about what they're putting on their skin, how ingredients affect their hormones and how their routines can truly support long-term well-being."

She explained, "With Verli, that's exactly what we're striving to do: create a space where women don't have to choose between results and their health. Every formula is developed with complete ingredient transparency and a deep respect for the body's natural balance. The future of beauty lies in innovation that nurtures women from the inside out, honoring their well-being as much as their skin."

The Accessible Fertility Quest

Bird&Be is a fertility and reproductive health brand known for science-based supplements and at-home testing for men and women at every stage of their fertility journey.

Created by women who have experienced IVF and pregnancy loss alongside top fertility doctors, Bird&Be's products expand access and education around fertility health into the mainstream market.

Courtesy of Verli

The brand's expansion into Ulta comes at a time when half of the United States' counties lack access to an OB/GYN professional, leaving millions of women without reproductive health and accessible fertility care. Bird&Be's mission is to increase high-quality access to spark actionable dialogue, making fertility care more visible, approachable and available to those who need it.

It also marks a visible shift where wellness and personal care products are entering traditional beauty stores, expanding the idea of beauty as being more than cosmetics and skin care.

"Ulta has long been a destination where women shop with intention for their self-care essentials, and Bird&Be's presence there positions fertility support as a natural and empowering part of that basket," said Bird&Be CEO Samantha Diamond. "This launch allows us to meet customers where they already are and helps normalize proactive reproductive health as part of the broader beauty and wellness conversation."



Unfabled offers quality products to support women's health across categories like sexual wellness, fertility, post-partum, menopause, PCOS and endometriosis—all in one convenient place.

Bird&Be products at Ulta include:

- **Female fertility power prenatal pack + CoQ10:** Comprehensive pre-pregnancy support with essential nutrients
- **Calcium + magnesium + vitamin D boost:** Bone and muscle support for pre-pregnancy, pregnancy and postpartum
- **Complete prenatal pack:** All-in-one prenatal formula for pregnancy
- **Additional products:** Fertility power packs, gentle prenatal gummies, ovulation tests and early results pregnancy tests



Bird&Be's in-store and online launch hopes to expand access in areas with limited fertility clinics or specialist care. In 2025, Bird&Be fulfilled over 40,000 orders to remote regions with little or no access to fertility clinics.

All-in-One Cross-Category Platform for Women

Beyond skin care, there's accessibility and exposure. For women specific products to make an impact on the market, there must be a space for them in the market. Unfabled is a platform created by women, for women, that is powered by community, data and lived experiences.

Unfabled offers quality products that support women's health across categories like sexual wellness, fertility, postpartum, menopause, PCOS and endometriosis—all in one convenient place. Unfabled is proving that women's health isn't a fable; it's a reality that requires real solutions.

To support its platform and products, the brand has announced a $1.7 million funding round and expansion into 737 Boots stores nationwide. Boots is a notable health and beauty retailer in the United Kingdom,

From top: Courtesy of Unfabled; Image by Jammer Gene at Adobe Stock

offering women beauty and personal care products for all stages of life. This follows the brand's launch of Essentials supplements into 50 Boots stores in December 2024.

Notable investors include Arāya Ventures, founded by Managing Partner Rupa Popat and backed by British Business Investments (BBI). Investment was made possible through its Super Angel Fund. 67% of investments into Unfabled have come from female investors. According to the British Private Equity & Venture Capital Association, about 14% of angel investors are women and only 15% of senior VC roles are held by women[d]. Previous investors for Unfabled have included Morgan Stanley, Exceptional Ventures, Atomico Angels and angel groups out of Google and MIT.

This marks a major scale-up in the wellness category, as markets recognize the growing potential of women's wellness.

Hannah Samano, founder of Unfabled, said, "Women's health has been sidelined for far too long. At Unfabled, we've shown that when you truly listen to women, you don't just create better products—you create a movement. Boots expanding our footprint by over 1,000% proves that women's health is no longer niche. We're proud to be building a brand, a community and a category that retailers and investors can no longer ignore."

Rupa Popat, general partner at Arāya Ventures, added, "Unfabled represents the future of women's health: community-driven, culturally relevant and commercially explosive. Hannah has built unparalleled momentum, with DTC growth that has translated directly into retail success. We are thrilled to back her and this brand at such a pivotal stage."

[d]www.bvca.co.uk/resource/diversity-data-report-shows-trend-of-increasing-female-representation-within-pe-vc.html

Lifetime Longevity: Brands Dedicated to Women 40+

Millions of women enter perimenopause and menopause each year, a process that creates visible changes to their hair and skin. While anti-aging products dominate shelves, hair care and skin care solutions for women in their midlife remain underrepresented despite changing hormones. The market for midlife skin and hair care is underrepresented but ripe with potential, an opportunity that allows brands to meet all women, at all ages.

In September of last year, Bluemercury, the luxury beauty retailer and a division of Macy's, Inc., introduced its "Up Next" campaign, which celebrated Gen X women aged 40 and over, championing new beginnings and challenging outdated beauty standards.

Its survey, conducted with The Harris Poll, revealed a significant gap between the beauty industry and Gen X women. Key findings include[e]:

- 87% of women 40-plus desired more realistic portrayals of their age in beauty advertising
- 1 in 4 women aged 35–65 felt misrepresented by the beauty industry
- 54% believed beauty stemmed from confidence, not perfection
- 50% were more likely to support brands that featured relatable women in their ads

The campaign aimed to shift the narrative around aging from correction to empowerment, highlighting the unique experiences, individuality and confidence of women in this demographic across major U.S. cities.

Below are some of the personal care brands making products for women 40+, offering women more targeted solutions to changing skin and hair.

Perimenopausal and Menopausal Body Wash

Dove has created a women's wellness range, an innovative lineup of life-stage-tailored personal care products developed in close collaboration with gynecologists, menopause experts and dermatologists.

Informed by the real stories, symptoms and transparent "TMI"



Unfabled was founded by Hannah Samano in 2021. Samano was featured in Forbes 30 Under 30 and served as a former Unilever innovator.

Courtesy of Unfabled

[e]www.prnewswire.com/news-releases/bluemercurys-up-next-campaign-champions-aging-repositioning-it-as-empowered-growth-302555411.html



With 43% of women over 45 actively searching for skin care that supports their changing needs, Dove's range was created to meet that moment, offering thoughtful, science-backed solutions for real symptoms like increased sweating, dryness, odor shifts and intimate sensitivity.

moments shared by women, the collection is formulated for those experiencing perimenopausal and menopause-related symptoms, addressing needs that have long been overlooked, stigmatized or dismissed.

With 43% of women over 45 actively searching for skin care that supports their changing needs, this range was created to meet that moment, offering thoughtful, science-backed solutions for real symptoms like increased sweating, dryness, odor shifts and intimate sensitivity[f].

OB/GYN and menopause expert Jessica Shepherd, M.D., said, "As an OB/GYN, I have seen so many women in intimate settings, and they still feel they need to censor their personal concerns in conversations because for generations, women have been taught to be quiet about discomfort, to downplay pain and to feel shame around natural parts of their health. We're slowly seeing that shift and unlearning many of these traits, but the silence still lingers."

The new collection features three body wash formats and one leave-on balm to address skin care concerns associated with hormonal shifts:

- **Dove glycolic serum wash:** A full-body exfoliating cleanser designed for daily shower use. Formulated with glycolic acid to smooth dull, rough skin and help control odor related to hormonal sweat, especially in areas like underarms, chest and thighs
- **Dove cleansing oil:** A gentle in-shower cleanser for dry, itchy skin often associated with perimenopause and menopause. This formula melts onto damp skin, lifting away impurities while deeply nourishing with a blend of bioactive oils—rinsing clean without leaving behind an oily residue
- **Dove whole body wash:** A fragrance-free, ultra-mild wash specifically formulated for vulva skin. Safe for daily use, it gently cleanses and helps maintain the skin's natural pH balance, supporting hydration and barrier protection
- **Dove ultra gentle balm:** A fragrance-free, leave-on moisturizer designed for daily use after a shower or as needed throughout the day. Clinically tested for use on intimate skin, it delivers rich, long-lasting hydration to relieve vulvo-vaginal dryness, which affects 70% of women over 50

Through the "Made with TMI" campaign, Dove is helping to rewrite the narrative around hormonal health, bringing private conversations into the open and replacing shame with shared experience. Built from real stories and rooted in solidarity, the campaign reinforces Dove's commitment to show up for women in every life stage with care that is honest, informed and long missing from the personal care aisle.

Serum Solution for Menopausal Hair

According to Harvard Health studies, one of the most visible shifts menopausal women experience is in their hair. Declining estrogen and progesterone shorten the growth cycle and increase shedding, while reduced oil production leads to dryness, brittleness and texture changes. Many women also notice widening parts, crown thinning and increased scalp sensitivity[g].

"During menopause, you have a decline in estrogen which can disrupt the hair growth cycle," said Marnie Nussbaum, M.D., FAAD, board-certified dermatologist.

She added, "The growth phase, also called the anogen phase, is usually reduced, thereby increasing the

[f]www.prnewswire.com/news-releases/dove-launches-womens-wellness-range-turning-tmi-into-superior-care-available-exclusively-on-amazon-302519961.html

[g]www.health.harvard.edu/staying-healthy/treating-female-pattern-hair-los

Courtesy of Dove

shedding phase (also known as the telogen phase). You may notice hair loss, hair thinning and a widening part. Due to a loss of estrogen and the relative increase of androgens, also known as male hormones, hair loss can be exacerbated. Lastly, there is a significant reduction in the scalp's natural oil production, resulting in dry, brittle hair that is more prone to damage."

Commence offers a solution. The brand was founded by Brooke Shields, created to fill a critical gap in the beauty industry for women over 40. The brand offers a proprietary ingredient blend made possible by bio-fermentation technology. The process enhances ingredient potency, maximizes efficacy and ensures the product delivers visible results.

Part of their collection includes the Root Serum, a multi-tasking treatment for roots, scalp and strands for menopausal hair. The serum targets menopausal hair changes like thinning, shedding, dryness and scalp sensitivity.

- **Supports thinning and shedding:** Alfalfa extract and quinoa peptides nourish follicles, fortifying strands from the root up
- **Soothes scalp sensitivity:** Lactobacillus ferment calms irritation and rebalances the scalp's microbiome, which can become more reactive in midlife
- **Boosts density and vitality:** Acai stem cells deliver antioxidants that fight oxidative stress, a factor that accelerates hair aging

Founder Brooke Shields added, "Menopause wreaked havoc on the health of my scalp and consequently the quality of my hair. After looking everywhere for products that addressed people over 40, there was nothing there that was comprehensive and not in the pharmaceutical sector."

She explained: "So, I decided to create a line myself targeting scalp help for people over 40. I created these products out of my own real needs. Lab-tested with clinical trials, Commence creates a healthy environment at the roots, so my hair grows stronger from the get-go."

Nussbaum added on, "During menopause, the hormonal shifts can also induce a state of inflammation. The Root Serum delivers powerful antioxidants and other topical nutrients to the scalp to strengthen the follicle and restore the scalp's natural state. The Root Serum uses these powerful antioxidants to mitigate changes associated with menopausal inflammation."



Commence is a brand founded by Brooke Shields, created to fill a critical gap in the beauty industry for women over 40.

Courtesy of Commence

A Pentapeptide Matrix for Midlife Skin

Sherak is another brand offering midlife women products designed for them. Sherak specializes in skin care for women 40+. The company has created Sherak's Skin Renewal Chemistry System, a three-step regimen powered by its Pentapeptide Matrix, helping to support the look of firm, resilient and radiant midlife skin.

"Women over 40 are the most discerning beauty consumers. They are scientifically minded, health-focused and results-driven; yet the skin care industry has overlooked their specific skin care needs," said Jennifer Sherak, founder and CEO of Sherak. "At Sherak, we've applied precision to skin care, creating biotechnology-based formulations that meet the real needs of midlife skin."

The Sherak System includes:

- **Free radical neutralizing oil:** An antioxidant-rich cleansing oil that purifies while prepping skin for active absorption
- **Reactivation serum:** A powerhouse serum with the Pentapeptide Matrix, vitamin C, niacinamide and hyaluronic acid to smooth, firm and renew



Sherak's Skin Renewal Chemistry System is a three-step regimen powered by the brand's Pentapeptide Matrix, helping to support the look of firm, resilient and radiant midlife skin.

- **Barrier shield moisturizer:** An active moisturizer powered by the Pentapeptide Matrix, ceramides, bakuchiol and antioxidants that strengthen the skin barrier, lock in hydration and enhance visible tone, elasticity and texture

What's Next for Women's Wellness

Wellness has already seen tremendous growth this year, quickly becoming a large and trending category within the beauty industry. With more and more consumer focus turning to self-care, the market is primed for more research and development into women-specific wellness products. By pushing more development, manufacturing and branding, all parts of the beauty chain can work together to bridge the gap, helping women look and feel their best every day.

Below are our hopes for beauty and personal care products for women in 2026.

1. More Meaningful Investment in Research and Development

Currently, only a fraction of global health research funding is allocated to women-specific conditions. Brands that invest in more meaningful research and development to advance women-specific wellness will have a marked advantage in the industry. Brands that understand the full spectrum of women's wellness will be better equipped for opening new pathways and products to address the growing intersection between wellness, health and beauty.

2. Greater Education and Transparency

As brands deepen investment in women-specific science, greater transparency around women-related topics will be needed. From sharing educational pieces to communicating science-backed results, brands have an opportunity to build greater conversations around underrepresented and "taboo" topics and educate consumers on critically relevant data—all while building consumer rapport and trust.

3. Lifecycle-Based Approach

Women's needs shift dramatically throughout their lives—from puberty to pregnancy, postpartum, perimenopause and menopause. Brands that can tailor products to meet these life stages can create more meaningful products that can improve the daily lives of their consumers and personalize their product experience.

4. A Holistic Approach to Well-Beauty

More holistic approaches to maintaining overall health and well-being are tied, more than ever, to beauty. Outer beauty, now an indicator of inner beauty, highlights how interconnected the categories have become. Brands that integrate both beauty and wellness into their products are well-positioned to lead the future of the well-beauty category. ■

Courtesy of Sherak Skin, LLC

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