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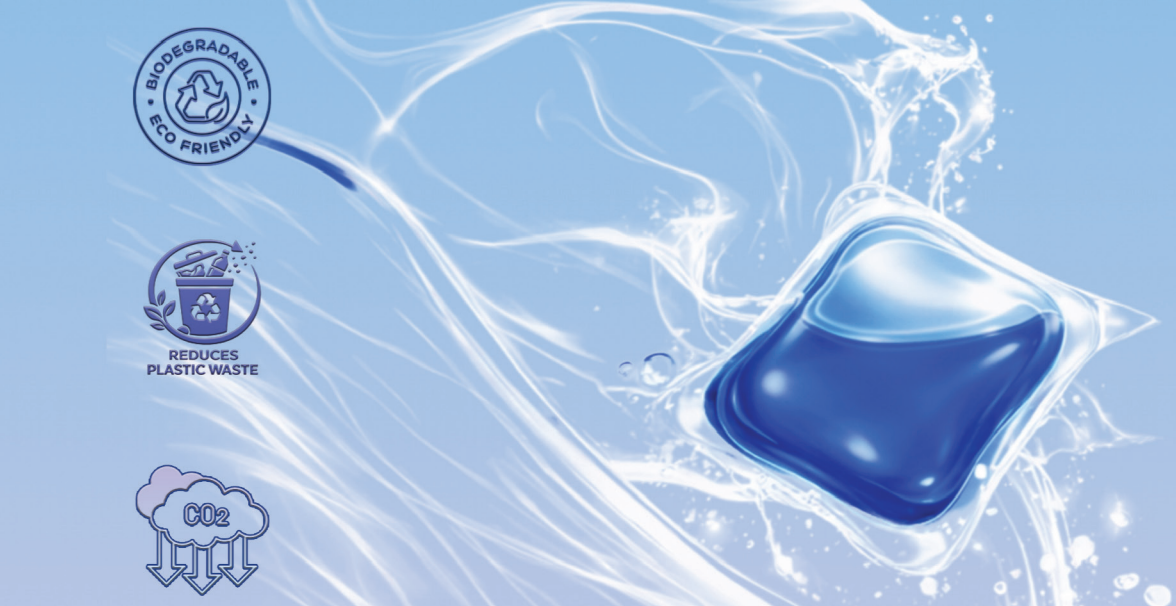
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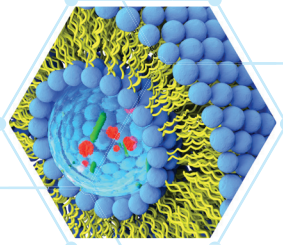
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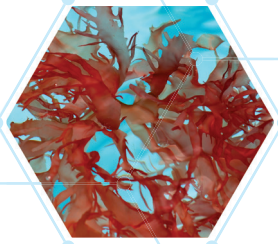
bioactives from natural sources



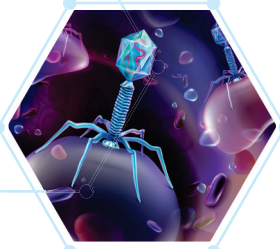
controlled delivery



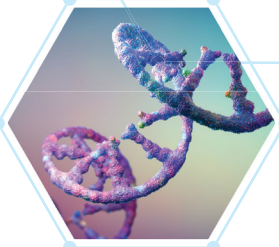
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bioactives powered by microRNAs

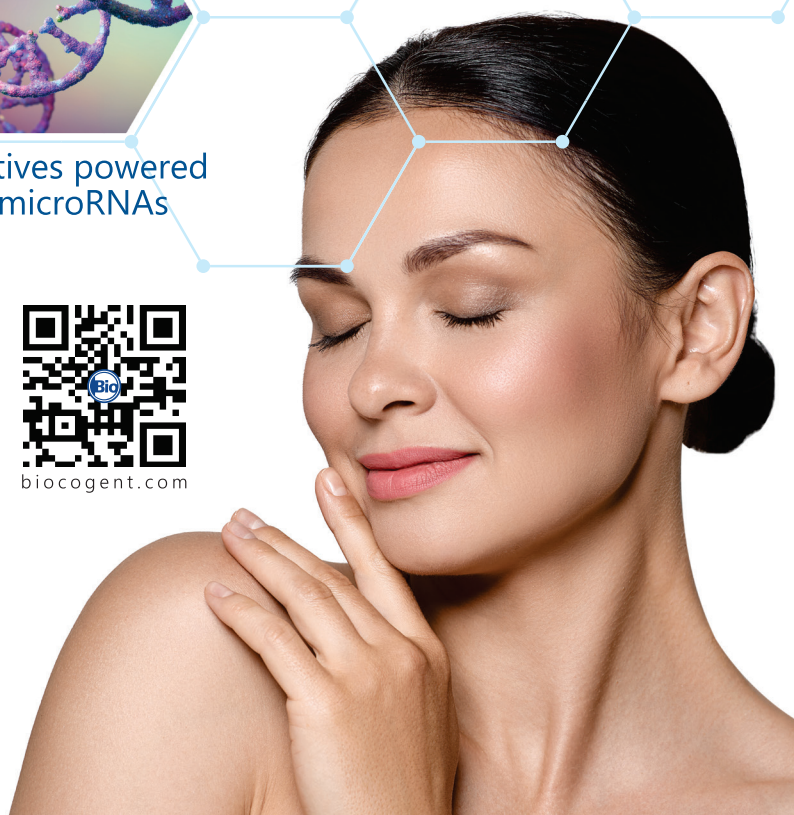


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What in-cosmetics Global's Innovation Zone Tells Us About Beauty's Future

From longevity to invisible wear, innovation trends are clear.



Formulation complexity and storytelling sophistication are evolving in tandem to redefine what performance means in modern beauty.

Formulation complexity and storytelling sophistication are evolving in tandem to redefine what performance means in modern beauty. This year, in-cosmetics Global set a new benchmark with the unveiling of more than 230 groundbreaking ingredients in its Innovation Zone—an all-time record.

Proudly supported by *Global Cosmetic Industry* and *Cosmetics & Toiletries* as official media sponsors, the Zone showcased pioneering technologies from companies across the globe, offering a glimpse into the future of beauty and personal care.

With so many innovations on display, it can feel overwhelming to navigate. That's why we've partnered to deliver a concise analysis of emerging trends in ingredients and claims, along with actionable insights to inspire marketers and product developers in shaping their innovation strategies.

Our analysis of this year's new crop of ingredient innovations found that, as consumers demand more efficacy, transparency and emotional resonance from their routines, the supply chain is responding with everything from scalp-focused actives and longevity science to neurocosmetic experiences and invisible SPF.

The result is clear: formulation complexity and storytelling sophistication are evolving in tandem to redefine what performance means in modern beauty.

Want the full report? Just visit *https://tinyurl.com/mt6tfrsa* and get your copy today.



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PRECISION SYSTEMS: CLOSING THE EFFICACY GAP THROUGH FUNCTIONAL PACKAGING ARCHITECTURE



While microneedling creates the pathways, other integrated technologies prepare the biological environment, including Integrated Phototherapy (LED) and Pulsed Electromagnetic Fields (PEMF).

Powered By nuon

For decades, the beauty industry has relied on a linear innovation path. Success was defined by the discovery of a new molecule, the stability of a formulation, and the aesthetic appeal of the bottle. In this traditional model, packaging was a passive vessel—a silent protector of the "juice" inside.

However, as we move through 2026, a fundamental shift is occurring. The market is moving away from "ingredient chasing" and toward **Outcome Optimization**. Consumers are no longer satisfied with high-percentage actives alone; they demand evidence of physiological change. This demand has exposed a long-standing industry problem: the "Efficacy Gap."

The Efficacy Gap is the measurable difference between how a product performs in a controlled clinical lab and how it performs in a consumer's bathroom. To bridge this gap, the industry is turning to functional packaging—systems that sense, guide, and actively assist in the delivery of the formula.

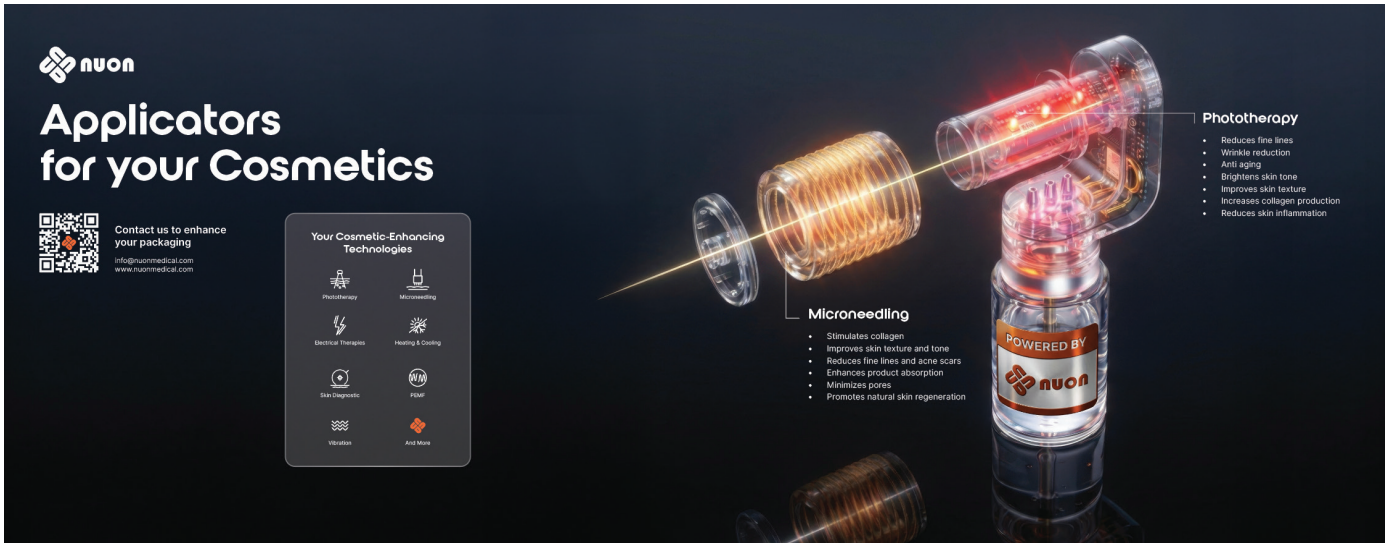
The Problem of "Blind Application"

The primary cause of formula underperformance is often the physics of application. Human skin is a dynamic organ; its receptivity to active ingredients fluctuates based on humidity, stress levels, and barrier health. When a consumer applies a serum manually, they are performing a "blind application."

"The historical separation between the formula and the applicator is no longer a viable engineering model," says **Alain Dijkstra, Founder and CEO of Nuon Medical**. "We have spent years perfecting the chemistry in the bottle, but we have neglected the moment of contact. By giving the packaging 'diagnostic sovereignty'—the ability to measure skin state and adjust delivery—we remove the variables of human error. We are moving from a passive industry to a responsive one."



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Overcoming the Barrier: Calibrated Microneedling

Even with a perfect diagnosis, the stratum corneum remains the skincare chemist's greatest adversary. Traditionally, brands used chemical enhancers to "push" ingredients through. However, 2026 has seen a move toward **Mechanical Permeation**—specifically through integrated microneedling.

Nuon Medical's approach to microneedling is defined by calibration rather than intensity. Unlike traditional rollers, Nuon's integrated needles are engineered to create temporary, painless micro-channels at precise depths. This process bypasses the barrier's resistance without causing unnecessary trauma.

1. Engineered Penetration and Formula Synergy

The efficacy of microneedling in 2026 is measured by how well it aligns with the viscosity of the formula. Nuon's research focuses on the "flux" of the active ingredients—the rate at which they move through the micro-channels. By calibrating the needle density and length, brands can ensure that high-molecular-weight actives, such as certain peptides or hyaluronic acids, reach the deeper layers of the epidermis where they can trigger cellular responses.

2. The Safety and Consistency Standard

One of the primary B2B concerns with microneedling has always been safety and standardized use. Nuon addresses this through **Precision Depth Control**. The needles are housed in a specialized applicator head that ensures consistent pressure across the skin's varying contours. This mechanical precision ensures that every application is as effective as the one performed in a clinical trial, regardless of the user's technique.



Nuon Medical's approach to microneedling is defined by calibration rather than intensity.

Multi-Modal Integration: Phototherapy and PEMF

While microneedling creates the pathways, other integrated technologies prepare the biological environment.

- **Integrated Phototherapy (LED):** By embedding LED wavelengths directly into the applicator, the skin receives light therapy at the exact moment the needles create the channels. This creates a synergistic effect: the light triggers a repair response, while the formula provides the nutrients for that repair.
- **Pulsed Electromagnetic Fields (PEMF):** This technology works alongside microneedling by upregulating cellular ATP (energy) and improving local microcirculation. This increased energy helps the skin "pull" the formula into the newly created micro-channels more effectively.



Skin change is gradual—real results build over time, not overnight.

The Business Case: Loyalty through Measurable Results

For brand owners, the shift to functional microneedling packaging is a strategic business decision. In an era of high customer acquisition costs, the goal is lifetime value (LTV).

Solving the Compliance Crisis

The number one reason for product failure is poor user habits. By integrating technology that provides a professional-grade experience—such as the tactile feedback of microneedling—brands increase the "perceived value" of the routine. When a user can physically feel the precision of the applicator and see the data-backed improvement in skin texture, the likelihood of repurchase significantly increases.

The Rise of the "Core and Cartridge" Model

Sustainability remains a priority. Nuon Medical's **"Core and Cartridge"** model allows brands to offer advanced microneedling technology without creating excessive waste. The "Core"—containing the durable electronics and the microneedling motor—is a long-term investment for the consumer. The formula is housed in a lightweight, recyclable "Cartridge" that is replaced as needed.

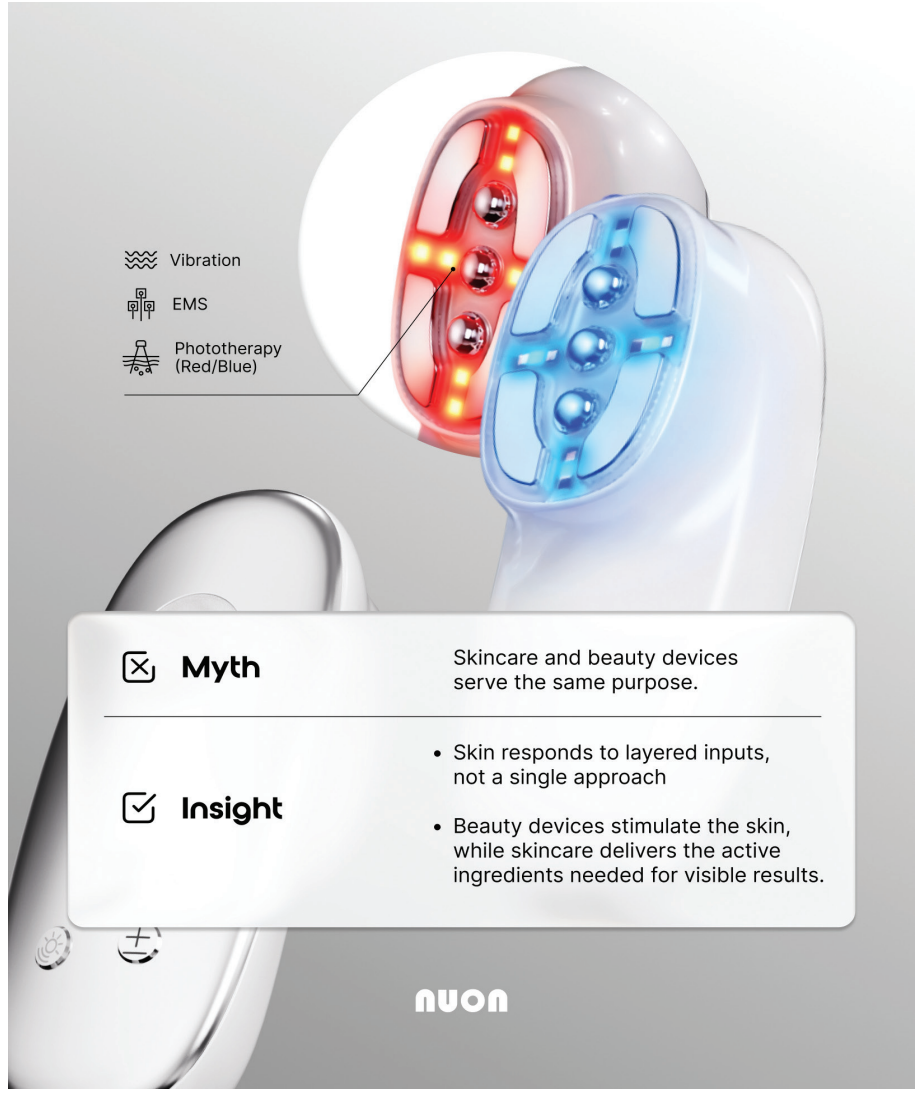
"Sustainability in 2026 is about the efficiency of the system," says **Dijkstra**. "By separating the 'intelligence' from the 'consumable,' we reduce electronic waste while creating a subscription-style loyalty loop for the brand."

Conclusion: A New Standard for Premium Beauty

As we look toward the remainder of 2026, the definition of "premium" has changed. It is no longer about the prestige of the logo, but the **Intelligence of the Interface**.

Efficacy is no longer a static claim on a box; it is a dynamic event that happens at the moment of contact. By adopting functional architectures—particularly calibrated microneedling—brands are finally closing the Efficacy Gap. They are moving away from the "hopeful" application of the past and toward a future where every drop of formula is maximized for its intended biological target.

The future of beauty isn't just what we apply. It is the mechanical and biological precision of how the product is delivered.



Skincare and beauty devices are not interchangeable. The skin responds to multiple inputs—devices stimulate, while skincare delivers targeted actives.

About Nuon Medical

Nuon Medical (*www.nuonmedical.com*) is a global beauty-tech packaging company operating at the intersection of medical engineering and advanced skincare. With over 18 years of expertise in the med-tech sector, the company specializes in developing integrated delivery systems that transform passive packaging into functional treatment tools. Holding a portfolio of more than 800 patents, Nuon Medical provides B2B partners with the hardware and diagnostic sensors necessary to maximize formula efficacy. From calibrated microneedling and phototherapy to energy-assisted delivery, Nuon's mission is to bridge the gap between clinical science and the consumer's daily routine.



Targeted cooling technology that helps soothe the skin and enhance treatment comfort.

For more information, visit **www.nuonmedical.com**

Ingredient, Packaging & Formulation Excellence



Silicone That Stays: Next-Gen Film Former Redefines Long-Wear Color

Siltech Corporation

www.siltech.com

Siltech's Silmer Q7-G10 is a next-generation silicone film former that delivers flexible, comfortable, long-wear performance with exceptional transfer resistance, enhanced shine, and superior pigment dispersion—creating richer, smoother, more durable color across modern cosmetic formats.



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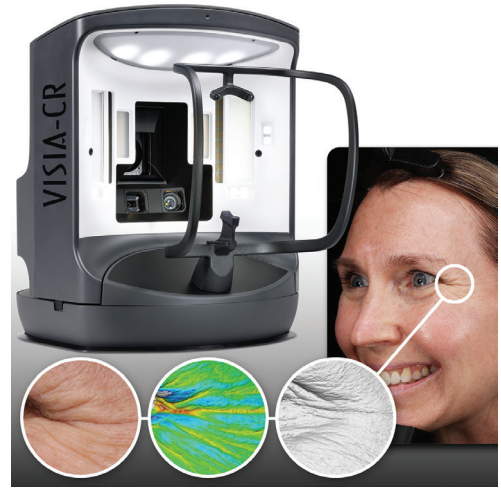


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GPI Beauty

https://gpibeauty.com/

Meet the Pop Top Tube from GPI Beauty—engineered for speed, ease, and precision. A sport-style pop-top cap delivers instant, one-handed control for seamless, on-the-go application. Simply pull to open to glide directly onto skin or dispense cleanly into your hand or applicator, then press to close—ensuring a smooth, controlled, mess-free experience every time.



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VISIA-CR from Canfield Scientific is your comprehensive solution for qualitative and quantitative facial imaging assessment. Objective measurements assist with screening enrollment, efficacy claims and clear documentation. Capabilities include 7 lighting environments including UV, plus PRIMOS 3D in one fast capture sequence. Our advanced imaging techniques-tailored to your protocol-provide accurate and reliable results to showcase treatment effectiveness and building confidence among stakeholders.

Courtesy of the manufacturers

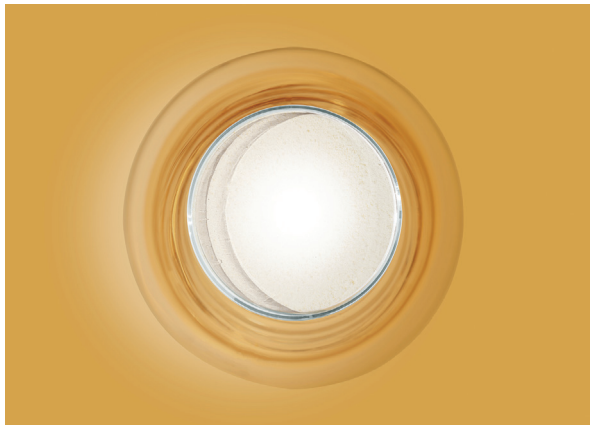


Perfect Match, Every Time: Precision Color by Spectra Colors

Spectra Colors Corporation

https://spectracolors.com/color-matching/

Spectra Colors supplies color matching and blending services designed to meet your needs. Our technical service department maintains only the highest standards using state of the art technologies to supply our customers quality dye products, time and time again.



PrimalHyal NeuroYouth Reawakens Skin's Senses and Reverses Neuro Aging

Givaudan Active Beauty

https://uxbeauty.givaudan.com/ingredients/permalink/givaudan-primalhyal-neuroyouth

PrimalHyal NeuroYouth from Givaudan Active Beauty is an advanced neuroactive complex combining selected amino acids and hyaluronic acid. Designed as a NGF-like activity to regenerate sensory neurons while restoring skin homeostasis. Revives touch perception and delivers a powerful rejuvenating effect, reversing neuro skin aging.



Cosmopak Launches Turnkey Clean Solid Fragrance Solutions

Cosmopak USA

https://cosmopak.com/

Cosmopak introduces turnke7 clean solid fragrance solutions designed for modern beauty brands. Compact and travel-friendly, these innovative formats deliver long-lasting scent while supporting sustainability and versatile formulation options. With turnkey development and customizable packaging, Cosmopak helps brands launch on-trend fragrance products that meet growing consumer demand for convenience, clean beauty, and elevated sensory experiences.



21 Days to Even Tone: a New Fast-Track Brightening Active

Kokuma

https://www.kokuma.tech/

Fade dark spots in 21 days. Kokuma, a European biotech innovator, introduced Tonasulike-D at in-cosmetics Global in Paris. Developed over four years of R&D, it delivers rapid depigmentation and progressive brightening via a multi-pathway approach. Our agile team combines biotech and pharmaceutical R&D expertise to create safe, effective, formulation-ready actives. Order a sample for your next formulation.

Courtesy of the manufacturers



Intensilk Targets Cellulite at the Source with Bio-Energy–Driven Skin Reprogramming

Provital

https://www.weareprovital.com/en/careactives/intensilk

Dermohacking cellulite through circular bio-energy, Intensilk unlocks caloric restriction in adipocytes to reprogram lipid metabolism and target cellulite at its source. Derived from apple blossoms, it improves firmness, elasticity, and skin architecture, delivering smoother, more toned, and youthful-looking skin while redefining body well-aging with a longevity-driven approach.



The Gentle Retinol Alternative That Actually Performs

Sabinsa

sabinsacosmetics.com

Babchiol is a natural alternative to retinol—delivering visible skin care benefits without irritation, redness or dryness. Derived from babchi plant, it helps reduce fine lines, improve skin tone and fight acne without the added sun sensitivity. Gentle enough for daily use and suitable for all skin types.



Oil-Soluble Poppy Extract Elevates Performance in Conscious Skin Care Formulation

Susonity

https://www.susonity.com/US/en/product/PM/132149

RonaCare Poppy SE is a refined, oil-soluble poppy seed extract that brings elevated performance to modern skincare and body care. Sustainably obtained through advanced CO_2 extraction, it supports smooth, radiant-looking skin while giving formulators versatile use across modern, high-performance products with a refined, conscious beauty appeal.

- INCI: Caprylic/Capric Triglyceride (and) Papaver Rhoeas Extract (and) Tocopherol



Build What's Next in Beauty: Agile, Custom Formulation from Clean Clinical to Bold Innovation

Sun Deep Cosmetics

https://sundeepinc.com/

Build what's next in beauty. We partner with brands to develop custom, trend-driven skin and body care. From clean and clinical to bold and experiential, our agile development and manufacturing capabilities support efficient launches while delivering distinctive, high-performance formulas consumers love and trust.

Courtesy of the manufacturers; image by LIGHTFIELD STUDIOS at Adobe Stock



Precision Filling for Next-Gen Beauty

ProSys Fill LLC.

https://prosysfill.com/

As cosmetic formats evolve, filling technology must deliver precision without compromise. ProSys Fill, with Pendergraph Machines, offers advanced tube, airless and hot melt solutions for creams, gels, and solids. Engineered for flexibility, reliability and efficiency, these systems help manufacturers scale innovation while ensuring consistent quality, performance and premium presentation across every fill.



Smart Skin Science: Bioengineered Actives Power the Next Wave of Anti-Aging

Renu Laboratories LLC

https://renulabs.com/

Advances in biotechnology are reshaping formulation science with targeted ingredients that work intelligently with the skin. Breakthrough bioengineered ceramides and biomimetic peptides enhance modern creams and serums for visible rejuvenation and resilience. As Chi Do, Renu Laboratories LLC's supervising chemist notes, "Renu Labs is implementing this technology in its advanced anti-aging serums and creams."

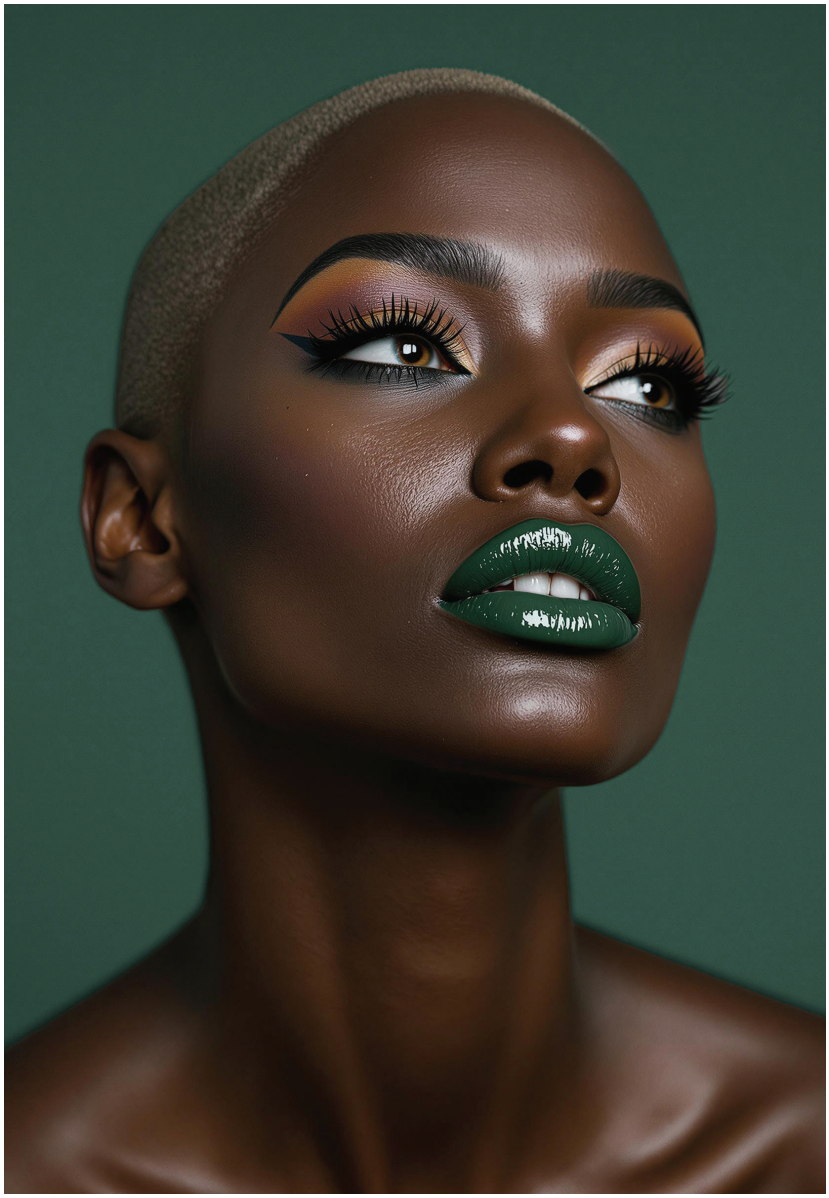


Courtesy of the manufacturers; Image by Antoni Shkraba Studio at Pexels

Future-Proofing Formulations: **Elevating Brand Performance and Value through Functional Fillers**

Cosmetic effect pigments, functional fillers and active ingredients are strategic tools designed to deliver vibrant looks, consistent performance and a distinctive mark on your brand.

SPONSORED BY SUSONITY
MEMBER OF THE GNMI GROUP



Susonity's cosmetic effect pigments, functional fillers and active ingredients are strategic tools designed to deliver vibrant looks, consistent performance and a distinctive mark on your brand.

How do you replace what you never knew was missing? In an increasingly competitive market, famously successful products all offer that elusive extra something that defines a brand's signature. Susonity powers modern beauty by merging color science with advanced care. Its cosmetic effect pigments, functional fillers and active ingredients are strategic tools designed to deliver vibrant looks, consistent performance and a distinctive mark on your brand.

The Strategic Shift: From Basic Fillers to Functional Value

While basic fillers like talc, kaolin or starch serve as simple insoluble pigments with no color effect or texture influence, RonaFlair® functional fillers represent a higher performance tier. These specialized substrates—ranging from natural mica and silica to alumina and boron nitride—provide a significant formulation impact, moving products from basic utility into a prestige positioning.

Unlocking Premium "Soft Claims" & Concrete Functions for Brand Differentiation

For marketing and brand leadership, the value of functional fillers lies in their ability to justify high-impact soft claims and enhanced functionality with minimal inclusion. A small addition of 2–6% in an emulsion or gel can effectively elevate a formula, allowing for premium marketing language such as:

Courtesy of Susonity

- **Radiance and Glow:** Incorporating transparent, discreetly shiny fillers to visually brighten the skin.
- **Immediate Wrinkle Reduction:** Using standardized soft focus and blurring effects to minimize the appearance of lines.
- **The Skinimalism Trend:** Leveraging RonaFlair® Balance Colors for invisible color correction that freshens the complexion without being visible on the skin.

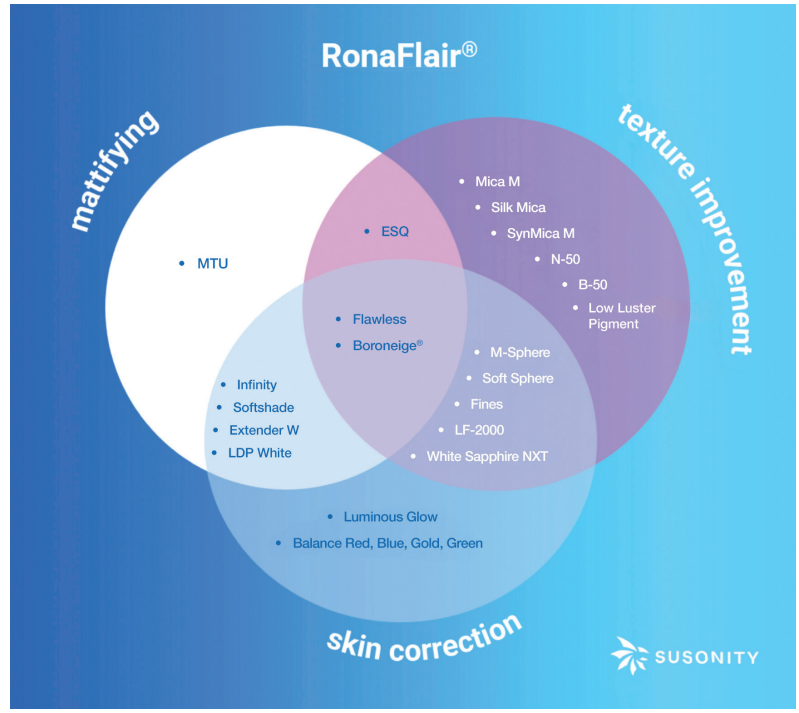
Beyond enabling soft claims, functional fillers play a critical role in performance—reducing oiliness through enhanced absorption while increasing transparency to support the formulation of diverse shades. They also refine texture, promoting uniform spreading and improved glide for a smoother application and a richer, more luxurious skin feel. In pressed formats, functional fillers further enhance compressibility, minimizing breakage and helping to eliminate a key point of consumer frustration.

Susonity offers a variety of price points to fit different budgetary needs, from high-end specialty products for limited releases to affordable, across-the-board performance enhancers.

Future-Proofing: Risk Mitigation as a Management Priority

As leadership becomes increasingly sensitive to shifting global regulations, the Susonity portfolio serves as a proactive solution for future-proofing your brand. The company positions itself as a partner in risk mitigation, helping you avoid the prohibitive costs of emergency reformulations through several key pillars:

- **Talc Replacement:** Be prepared for changing consumer perceptions with our high-performing talc-free recommendations, such as RonaFlair® Satin or Boroneige® SF-15.
- **TiO_2-Free Solutions:** Access a broad variety of titanium dioxide-free substrates, including mica, illite, and bismuth oxychloride.
- **Microplastic-Free Strategy:** As consumers proactively seek environmentally friendly alternatives, Susonity provides blends with natural content that replace microplastics without compromising on functionality or sensory impact.
- **SPF Boosting:** Advanced investigations show certain functional fillers act as SPF boosters, enhancing sun protection capacity beyond calculated levels to beautify sun care.



While basic fillers like talc, kaolin or starch serve as simple insoluble pigments with no color effect or texture influence, RonaFlair® functional fillers represent a higher performance tier.



For marketing and brand leadership, the value of functional fillers lies in their ability to justify high-impact soft claims and enhanced functionality with minimal inclusion.

About Susonity

Susonity develops advanced cosmetic technologies that combine material science expertise with proven formulation performance. Recent innovations include RonaFlair® White Sapphire NXT, a next-generation functional filler pigment delivering soft radiance, elegant sensory performance, enhanced transparent skin feel, and low heavy metal content. Ronaflux® Effect Pigments offer intense metallic shades without metal, enabling superior shade consistency and formulation flexibility. The portfolio has expanded to include innovative synthetic mica solutions, providing consistent, high purity performance for color cosmetics and skin care.

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Even if brand marketing teams still play with the legacy language of anti-aging, their products and claims will need to level up to meet the emerging science and technology surrounding regenerative science, one that works with the biological systems of the body, rather than simply combatting or masking the signs of aging.

Image by Seventyfour at Adobe Stock

Regenerative Skin Care: THE ANTI-AGING KILLER

Brands are embracing the new longevity paradigm amid a boom in ingredient advancements.



Courtesy of Lancôme

In August 2017, *Allure* "banned" the term anti-aging from its editorial content. The move signaled a desire for the beauty industry to stop framing aging as something to fight and instead embrace it as a natural, meaningful part of life. By shifting language and representation, *Allure* called for a broader cultural reset that celebrates beauty, confidence and vitality at every age. That much-needed perspective shift, part of a larger cultural moment of inclusivity across underrepresented demographics, has persisted somewhat, but it certainly didn't kill "anti-aging." Now, in the era of high-tech ingredients that spur skin regeneration, improve cellular communication and more, anti-aging may be finally falling by the wayside in favor of a more biological approach to beauty that respects the body's natural processes while helping consumers defy linear age.



In March 2026, Lancôme unveiled what it described as its most significant launch in 20 years, Absolue Longevity MD, positioning skin care within the broader longevity science ecosystem.

"Consumers today no longer view aging as a cosmetic flaw, they see it as a biological process that can be supported, strengthened, and optimized," says Hannah Kohl, marketing associate at Croda Beauty. "The new longevity mindset prioritizes cellular health, barrier resilience, and long-term vitality rather than simply minimizing wrinkles."

To illustrate: In March 2026, Lancôme unveiled what it described as its most significant launch in 20 years, Absolue Longevity MD, positioning skin care within the broader longevity science ecosystem. The range combines biotech-driven ingredient innovation—featuring Mitopure from Timeline—with diagnostic beauty tech via Cell BioPrint, developed alongside NanoEntek, which analyzes skin biomarkers to personalize protocols.

The five-product system is structured around intervention models targeting both visible and biological aging, reinforcing a preventative, longevity-first positioning. Notably, Lancôme is deepening medical credibility through the creation of a Longevity MD Advisors Board of high-profile physicians, underscoring

a move toward doctor validation, personalization, and the convergence of skin care, health and tech. The launch highlights accelerating investment in longevity as a category, cross-sector partnerships (biotech and diagnostics), and the growing importance of clinical endorsement and data-driven personalization in premium beauty.

Science advancements aside, this doesn't mean the term "anti-aging" is vanishing altogether. In January 2026, Spate noted the increasing popularity of PDRN, whether from salmon sperm or plant-based sources. Among the data points was the detail that consumers on social media were regularly using hashtags like #antiaging and #antiagingskincare. Which makes sense: the terminology is well-established and clearly states a desired goal.

Even if brand marketing teams still play with the legacy language of anti-aging, their products and claims will need to level up to meet the emerging science and technology surrounding regenerative science, one that works with the biological systems of the body, rather than simply combatting or masking the signs of aging.

Here, we round up the latest cutting-edge ingredients that deliver new functionality and claims, building on the rapidly evolving science of longevity. For claims that prove out, the implications for product development and marketing will be profound.



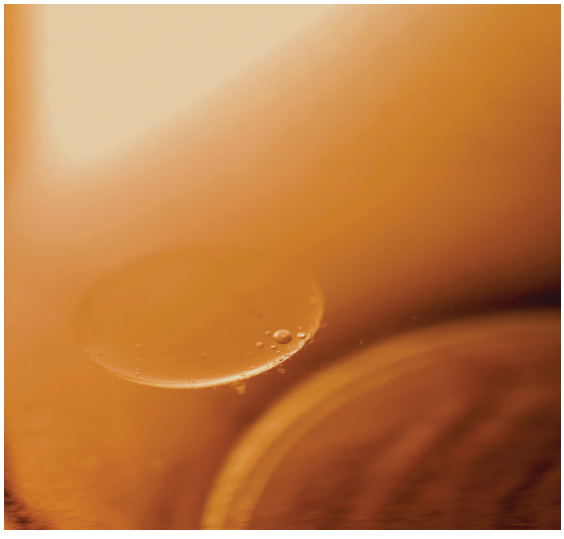
"Pureblome is designed as a multi-target microbiome-friendly active that addresses the core biological overlap between adult acne and early aging namely sebaceous imbalance, inflammation and dermal matrix degradation," says Nina Esposito, managing director of Provital LLC. "Instead of forcing a trade-off between barrier care (aging) and sebum control (acne), it works through three complementary mechanisms."

The Regenerative Toolbox: New Ingredients

The Neuro-Regenerative Leap: Restoring Sensory Youth

PrimalHyal NeuroYouth from Givaudan targets the newly identified neuro skin aging pathway to restore the skin's sensory network and biological youth. By leveraging a low molecular weight hyaluronic acid and amino acid complex, the technology reverses nerve fiber degradation, increasing nerve fiber count by 28% and length by 29% while reactivating neuronal mitochondrial efficiency.

These regenerative actions translate to significant clinical results, including a reduction in apparent skin age by more than five years, a 30-year restoration of touch perception, and a visible improvement in skin firmness and wrinkle reduction. Ultimately, the ingredient redefines well-aging by moving beyond aesthetics to prioritize neurological skin health, ensuring stronger, more resilient skin that can better interact with its environment.



PrimalHyal NeuroYouth from Givaudan targets the newly identified neuro skin aging pathway to restore the skin's sensory network and biological youth.

A Triple-Action Post-Biotic Transforming Adult Acne and Early Aging

Provital's Pureblome represents a next-generation regenerative skin care ingredient, harnessing the power of an endophytic bacterium (*Bacillus velezensis*) ferment extract to support cellular renewal and skin balance. Using Triplobiome technology, this post-biotic active works across multiple cell types to promote well-aging by improving skin texture, reducing inflammation and regulating sebum, all while supporting the skin's natural regenerative processes. Its triple-efficacy profile not only addresses visible signs of aging but also enhances resilience and harmony in the skin ecosystem, offering a biologically inspired solution for adult women seeking comprehensive rejuvenation.

From top: Image by maxbelchenko at Adobe Stock; courtesy of Givaudan

"Pureblome is designed as a multi-target microbiome-friendly active that addresses the core biological overlap between adult acne and early aging namely sebaceous imbalance, inflammation and dermal matrix degradation," says Nina Esposito, managing director of Provital LLC. "Instead of forcing a trade-off between barrier care (aging) and sebum control (acne), it works through three complementary mechanisms."

This includes regulating sebocytes to balance sebum production without compromising the skin barrier, stimulating fibroblasts to enhance collagen and elastin for firmer, more resilient skin, and modulating inflammation by reducing cytokines associated with both acne and premature aging.



With its Exoblossom platform, Ashland is advancing plant-derived exosome-like nanovesicles (PELNs). Using its PSR (plant small RNA) technology, the company is isolating bioactive vesicles from flowers like rose, lavender and jasmine to enhance intercellular communication, a key aging pathway.

"Because it acts biologically rather than aggressively in keratinocytes or astringently, Pureblome allows brands to formulate gentle, daily-use products with good tolerance and pleasant sensoriality without the dryness, irritation or heavy textures typically associated with dual-target products," says Esposito. "In short, it enables a 'balance-first' strategy: clear skin, preserved barrier, and visible well-aging benefits in one formula."

Provital's clinical data shows that Pureblome spurs collagen stimulation alongside IL-6 and IL-8 modulation. Given this, how does Pureblome fit into the growing inflammaging narrative, and what claim territories are realistically supportable across global markets?

"What we're seeing more and more is that adult acne and skin aging are not separate concerns—they're connected through this background of chronic, low-grade inflammation," says Esposito. "And this is exactly where Pureblome acts. In our data, we see a clear down-regulation of IL-6 and IL-8 in vitro, which are two key cytokines involved both in acne

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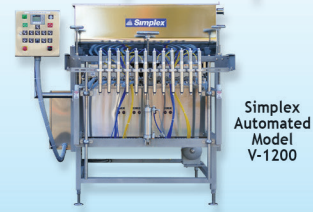
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lesions and in collagen degradation over time."

She adds, "At the same time, we also demonstrate stimulation of collagen synthesis, so we're really acting on both sides of the equation: calming the inflammatory environment while supporting dermal structure. Moreover, in in vivo studies on volunteers, we saw a visible decrease of inflammatory and post inflammatory marks on the skin surface, as well as a decrease in parameters commonly related to aging skin, like skin elasticity or wrinkles."

Esposito notes, "From a positioning perspective, this allows brands to tell a very coherent 'clear skin and well-aging' story, grounded in biology and clinical data, not just in marketing language."

She concludes, "In terms of claims, globally we see strong, supportable territories such as: improving the appearance of adult acne, balancing sebum without compromising comfort, supporting firmness through collagen stimulation, and helping reduce inflammation-related skin aging. In stricter markets, we would keep the language clearly cosmetic focused on visible benefits while using the inflammaging narrative more in scientific communication and professional channels."

Exosome-Driven Skin Regeneration Delivers Measurable Age Reversal

Leveraging Symrise expertise, Cellexora MD comprises patented exosomes developed for premium finished products. These spray-dried extracellular vesicles (EVs), upcycled from organic apple side streams and sourced from a European community of farmers, are rich in RNA, lipids and proteins.

Serving as potent cellular messengers, these materials directly target the longevity trend by addressing the hallmarks of aging. Efficacy data reportedly demonstrates a strong antioxidant effect and significant matrix repair (collagens, fibrillin-1), supporting collagen banking and genuine age reversal.

Meanwhile, DSM-Firmenich has introduced Exovive Lift, a plant-derived exosome-based ingredient designed to support skin regeneration by restoring cellular communication pathways that decline with age. Composed of extracellular vesicles sourced from Alpine apple, Mediterranean tangerine and Sicilian papaya, the technology delivers bioactive molecules, including miRNAs, that modulate proteins linked to the aging process and promote renewed skin function.

Clinical studies show the ingredient increases skin elasticity by 33% and reduces the visible appearance of wrinkles by up to eight years after eight weeks, with measurable improvements seen in four weeks.

By enhancing firmness, structural integrity, and cellular signaling, the ingredient reportedly demonstrates superior efficacy versus conventional botanical extracts, positioning exosome-mediated nutrient delivery as a next-generation approach to skin rejuvenation.

Finally, with its Exoblossom platform, Ashland is advancing plant-derived exosome-like nanovesicles (PELNs). Using its PSR (plant small RNA) technology, the company is isolating bioactive vesicles from flowers like rose, lavender and jasmine to enhance intercellular communication, a key aging pathway.

For formulators, this opens a new frontier in delivery and signaling: actives that help cells "talk" to each other more effectively. The result is a platform for regeneration, repair and next-gen skin intelligence formulations.

For marketers, exosomes are quickly becoming a premium skin care shorthand. Ashland's botanical, sustainably sourced angle—paired with epigenetic science—offers differentiation from human- or biotech-derived exosome claims, with cleaner positioning and strong regulatory alignment (e.g., COSMOS-approved inputs).



Ashland's Eternight biofunctional offers multi-pathway efficacy: mitochondrial support, nocturnal repair mimicry and measurable age-reversal claims (up to four years younger appearance in one month via AI analysis). That creates a rare convergence of biotech storytelling and quantifiable results—ideal for high-performance serums, night treatments and premium anti-aging franchises.

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Mitochondrial Recharge: Energizing Skin at the Cellular Core

"Mitochondrial health is emerging as a top longevity claim because consumers instantly understand the idea of 'energizing the skin's power source,' making advanced cellular science feel clear, credible, and actionable," says Anne Young,

technical business development manager at Croda Beauty.

To illustrate, the company's Luceane leverages biotechnology-driven fermentation of *Pseudoalteromonas* to directly target mitochondrial function, positioning it as a powerful ally against "hypoxiaging"—a form of premature aging driven by pollution-induced oxygen deprivation. By enhancing cellular respiration and boosting ATP production, the ingredient reportedly helps restore energy metabolism within skin cells, leading to visibly revitalized, less fatigued skin in as little as 15 minutes. This mitochondrial support translates into improved oxygen utilization, which is critical for maintaining collagen synthesis, repair mechanisms, and overall cellular longevity.

Beyond energy renewal, Luceane also acts on the skin holobiont to reinforce barrier function, creating a dual-action effect: protection against environmental stressors while recharging the skin from within. The result is smoother, more radiant, and better-hydrated skin, with clinical data suggesting a reversal of visible aging markers by up to five years in just one month—underscoring its role as a next-generation active for longevity-focused formulations.

Elsewhere, Ashland's Eternight biofunctional is an AI-enhanced *Iris pallida* root extract built around mitopeptide signaling and mitochondrial optimization. Positioned as a skin-eternity messenger, the active targets the 12 hallmarks of aging through what Ashland calls [3R] longevity science: rest, restore and reverse.

For formulators, the hook is multi-pathway efficacy: mitochondrial support, nocturnal repair mimicry and measurable age-reversal claims (up to four years younger appearance in one month via AI analysis). That creates a rare convergence of biotech storytelling and quantifiable results—ideal for high-performance serums, night treatments and premium anti-aging franchises.

For marketers, Eternight lands squarely in the longevity megatrend, translating complex mitobiology into digestible claims like slow aging, biological age reversal and night-repair amplification. It's a narrative bridge between wellness, skin healthspan and visible results.

9 Anti-Aging Benefits in One Patented Mango Extract

Sabinsa has introduced Mangiophelin, a patented extract derived from *Mangifera indica* designed to overcome the single-target limitations of traditional anti-aging ingredients. This innovation addresses nine distinct signs of visible



aging—including wrinkles, age spots, elasticity loss, sagging, and skin tags—through a standardized synergy of 10% polyphenols and 1% mangiferin. By providing simultaneous antioxidant protection, anti-glycation defense, melanin regulation, and extracellular matrix preservation, the ingredient offers a streamlined solution for high-performance skin care.

"Mangiophelin is a patented polyphenol-rich extract derived from immature dry mangoes (*Mangifera indica*), standardized to a minimum of 10% polyphenols and 1% mangiferin," says Shaheen Majeed, global CEO and managing director, Sabinsa. "What distinguishes Mangiophelin from conventional multi-claim actives is precisely this standardization. Rather than blending multiple extracts at variable concentrations and accepting the inevitable dilution of efficacy that follows, we have engineered a single, tightly controlled polyphenol matrix that delivers consistent, high-concentration activity across all nine aging targets simultaneously."

Majeed adds, "The science behind this breadth of performance is rooted in the complementary mechanisms of the polyphenol complex itself. Mangiophelin acts as a potent antioxidant, shielding fibroblasts from reactive oxygen species (ROS), while its anti-inflammatory activity addresses both structural aging concerns such as wrinkles and sagging and reactive conditions like skin tags. It inhibits the key extracellular matrix enzymes collagenase and elastase, preserving the collagen and elastin that give skin its firmness and resilience. Its anti-hyaluronidase properties protect the skin's hyaluronic acid network, sustaining hydration, suppleness, and wrinkle resistance. It also addresses pigmentation concerns through tyrosinase inhibition, prevents collagen stiffening by blocking advanced glycation end (AGE) product formation, and extends its benefits to oily and acne-prone skin through its combined antioxidant and anti-inflammatory action."



"Mangiophelin is a patented polyphenol-rich extract derived from immature dry mangoes (Mangifera indica), standardized to a minimum of 10% polyphenols and 1% mangiferin," says Shaheen Majeed, global CEO and managing director, Sabinsa. "Rather than blending multiple extracts at variable concentrations and accepting the inevitable dilution of efficacy that follows, we have engineered a single, tightly controlled polyphenol matrix that delivers consistent, high-concentration activity across all nine aging targets simultaneously."

He concludes, "In short, Mangiophelin succeeds where other multi-benefit actives fall short because its efficacy is not distributed across separate extracts. It is concentrated within a single, standardized botanical source, protecting fibroblasts, extracellular matrix proteins, hydration, and pigmentation pathways with equal and measurable impact across all nine signs of aging."

For R&D leaders and product developers, Mangiophelin presents significant formulation advantages by allowing one active to replace multiple single-benefit ingredients. The extract is effective at suggested dosages ranging from 0.2% to 1.0% w/w and maintains stability across diverse categories such as premium serums, rich nighttime creams, and daily moisturizers.

"Our *in vitro* research has established a compelling foundation for Mangiophelin's dual-channel application," says Majeed. "The data demonstrate meaningful antioxidant activity, collagen-enhancing effects, antiglycation and broad anti-aging properties. These findings support its inclusion in both topical skin care and oral nutricosmetic formulations with scientific confidence. We are transparent that clinical studies specifically validating the nutricosmetic pathway are still in progress. That transparency is intentional. The topical evidence base for Mangiophelin is robust, and we are committed to building an equally rigorous body of evidence for the oral application before making definitive clinical claims in that channel."

Additionally, the ingredient's ability to help maintain normal histamine levels makes it a viable candidate for sensitive skin lines.

"Sensitive skin formulation is one of the most demanding challenges in our industry," says Majeed. "Efficacy, tolerability, and compatibility must all be achieved simultaneously, and consumers will not accept a product that compromises on any of those dimensions. The histamine-regulating properties of Mangiophelin address this challenge at the biological level. Extracts from *Mangifera indica*, particularly those rich in Mangiferin and related polyphenols, stabilize mast

Image by deagreez at Adobe Stock

cells and reduce inflammatory signaling, directly limiting the degranulation that triggers histamine release. The result is a meaningful reduction in the redness, itching, and sensitivity that consumers associate with reactive skin."

Majeed adds, "Mangiferin goes further by inhibiting pro-inflammatory pathways, including NF-κB, and reducing oxidative stress. These mechanisms work upstream and downstream of histamine release, limiting both its production and its downstream effects on the skin."

Finally, he says, "For formulators, this translates to real flexibility. Mangiophelin® can meaningfully improve the tolerability profile of a finished product and support quicker recovery when the skin is exposed to potential irritants. We would characterize it as a powerful soothing co-active rather than a complete neutralizer of strong actives. It will not fully counteract the irritation potential of high-dose retinoids, but it can reduce visible redness and sensory discomfort, allowing formulation at levels that might otherwise compromise consumer experience."

From a marketing perspective, the launch aligns with current consumer demands for clean beauty and beauty-from-within concepts. The dual-application innovation allows brands to market Mangiophelin in both topical formulations and oral nutricosmetic supplements. Furthermore, Sabinsa supports the ingredient with a commitment to responsible excellence, utilizing renewable energy manufacturing and a traceable, sustainable supply chain from Indian cultivation to the final product. This combination of technical precision and environmental standards provides a predictable, high-quality asset for transforming modern anti-aging portfolios.

For product developers, maintaining the aesthetic of a clean beauty formula is critical. Given that this is a polyphenol-rich botanical extract, what are the stabilization requirements to prevent oxidation or color shifting over time in aqueous systems like premium serums or daily moisturizers?

"Polyphenols are among the most potent actives available to formulators today, but their sensitivity to oxidation, heat, light and metal contamination is a legitimate challenge that we have thought carefully about," says Majeed. "In aqueous systems like serums and moisturizers, color shift and bioactivity loss can undermine both consumer confidence and product performance."

He concludes, "Our guidance to development partners covers five key stabilization principles: a) choose airless pumps, tubes, or opaque bottles over open-jar formats to eliminate ongoing oxygen exposure; b) incorporate chelating agents to sequester trace metals such as iron and copper, which catalyze oxidative degradation; c) although Mangiophelin offers greater heat stability than many comparably active ingredients, we recommend addition during the cool-down phase of emulsion manufacturing, below 40°C, to fully preserve potency; d) pair with compatible antioxidant co-stabilizers including vitamin



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NEW SKIN CARE INNOVATIONS: FROM COLOR-SHIFTING MASKS TO GEMSTONE HYDROGELS

Technature's Time Reveal Hydrogel Masks Turn Skin Care Into a Visible Countdown

A new hydrogel innovation from Technature is putting a literal visual cue on efficacy. The Time Reveal Mask platform introduces a smart, color-shifting system that transitions from opaque to translucent as actives diffuse into skin, signaling precisely when it's time to remove.

Built on a carrageenan and red algae polysaccharide matrix, the 98.5% naturally derived hydrogel forms a film that enables controlled ingredient release while delivering a high-sensorial treatment experience. The hero claim: a visible metamorphosis that doubles as both a usage guide and a proof-of-performance moment, ideal for today's results-driven, social-savvy consumer.

The technology is offered in two formats, including a two-hour face mask that targets anti-aging and radiance with a marine exopolysaccharide designed to smooth wrinkles and boost hyaluronic acid, collagen and elastin synthesis, supported by collagen and antioxidant-rich grape extract. Meanwhile, a 30-minute eye patch zeroes in on dark circles and fine lines, featuring a *Fucus vesiculosus*-derived brightening active, plus collagen and green tea for hydration and soothing.

Designed for flexibility across at-home, travel and in-service spa moments, Time Reveal is also fully customizable across Technature's hydrogel portfolio. In North America, the platform is exclusively distributed by Michel Mercier Products, positioning it for rapid brand adoption in a category increasingly defined by visible results and experiential formats.



Technature's Time Reveal Mask platform introduces a smart, color-shifting system that transitions from opaque to translucent as actives diffuse into skin, signaling precisely when it's time to remove.

Next-Gen Hydration Goes Weightless in Mist and Melt Formats

GPI is doubling down on sensorial hydration with two new formats engineered for today's texture-obsessed consumer: a sprayable gel and a waterburst cream that disappears on contact. Leading the charge is Float On Skin Mist, a gel-to-microfine mist that atomizes into an ultra-light veil, delivering instant refresh and on-demand hydration without disrupting makeup or leaving residue. It's positioned as a skin reset for anytime use—post-workout, mid-flight or between meetings.

Complementing the launch is the Waterburst Hydrating Moisturizer, a featherweight formula that breaks on application, releasing a surge of moisture that sinks in fast and finishes clean. The payoff: visibly smoother, plumper, more radiant skin with zero heaviness. Together, the duo taps into the industry's ongoing shift toward breathable, layerable hydration, pairing performance with a barely-there feel.



GPI's Float On Skin Mist is a gel-to-microfine mist that atomizes into an ultra-light veil, delivering instant refresh and on-demand hydration without disrupting makeup or leaving residue.



GPI's Waterburst Hydrating Moisturizer is a featherweight formula that breaks on application, releasing a surge of moisture that sinks in fast and finishes clean.

From top: Courtesy of Technature; GPI

Marbled Hydrogel: Where Skin Care Meets Gemstone Art

Technature's Marbled Hydrogel patches turn every application into a visual and sensory experience. Thanks to a proprietary random-pouring process, each patch showcases a one-of-a-kind marbled pattern—like opening a new gemstone with every pack. Beyond the aesthetic, the formulation delivers high-performance care: Gattefosse's Mala'Kîte malachite extract defends against free radicals, 24-karat gold enhances radiance, Mibelle Biochemistry's PhytoSpherix hydrates and smooths wrinkles, and aloe vera provides soothing moisture. The result is a luxurious, multisensory ritual that fuses anti-aging, hydration and eye-catching design in a single, jewel-like patch.



Technature's Marbled Hydrogel patches turn every application into a visual and sensory experience.

The Bubbleverse Captures the Hybrid Makeup Boom

Elsewhere, GPI Beauty is leaning into the skinification of color with the launch of Bubbleverse, a hybrid color-skin care collection first introduced at MakeUp in LA 2026. Designed as a turnkey platform for fast-moving brands, the collection blends advanced texture engineering with shelf-ready packaging to meet rising demand for breathable, skin-first makeup experiences.

At its core, Bubbleverse taps key market drivers—lightweight complexion enhancement, flexible wear and sensorial formats optimized for both retail and social discovery. The lineup features bouncy, cushion-soft textures that deliver seamless blendability and soft-focus radiance, pairing performance with skin-conditioning benefits. Formulations across skin care, body care and color cosmetics incorporate smoothing agents, moisture-boosting humectants, light-reflective minerals and long-wear technologies to achieve buildable coverage, comfortable adhesion and a luminous, diffused finish without heaviness.

On the packaging front, GPI emphasizes translucent materials, pastel-forward palettes and light-reflective detailing to maximize shelf impact and consumer engagement. The platform is built for scalability, with full customization across formats, decoration and claims—supporting rapid concept-to-commercialization timelines.

"As hybrid makeup continues to outpace traditional color categories, brands are seeking next-generation textures and thoughtfully engineered packaging that deliver both performance and clear shelf differentiation," said Megan Gunn, senior director of strategic marketing. "With Bubbleverse, we created a ready-to-launch collection that answers demand for skin-first color and sensorial application."

Backed by vertically integrated U.S. manufacturing through its Las Vegas-based tube facility, GPI Beauty positions Bubbleverse as a flexible, end-to-end solution for brands looking to scale innovation quickly in the evolving color-skin care space.



GPI Beauty is leaning into the skinification of color with the launch of Bubbleverse, a hybrid color-skin care collection

Texture Intelligence: Where Sensory Meets Performance

Micro Powder's NatureThix 900 and Naturecel 793XF exemplify the new generation of texture-driven ingredients that elevate both formulation performance and consumer experience. NatureThix 900, derived from sustainably sourced hydrogenated castor oil, builds structured viscosity in emulsions while enhancing spreadability and flow, delivering a rich yet elegant sensorial profile that aligns with the growing demand for ingredient transparency and plant-based functionality.

Complementing this, Naturecel 793XF refines texture at a more tactile level—imparting silky softness, reducing tack in emollient-rich systems,



Micro Powders' Naturecel 793XF refines texture at a more tactile level—imparting silky softness, reducing tack in emollient-rich systems, and reinforcing structure in anhydrous formats.

From top: Courtesy of Technature; GPI; Imgae by Lea at Adobe Stock

NEW SKIN CARE INNOVATIONS: FROM COLOR-SHIFTING MASKS TO GEMSTONE HYDROGELS (CONT.)

and reinforcing structure in anhydrous formats. Beyond sensorial benefits, it brings multifunctional performance as a proven SPF booster and soft-focus agent, outperforming traditional powders while supporting the industry shift away from talc and microplastics.

Together, these ingredients enable formulators to create high-performance, clean formulations that satisfy modern expectations for both feel and function.

Next-Gen Vitamin E: Calming Power Meets Multi-Stress Resilience

Naturecel 793XF from Micro Powders refines texture at a more tactile level—imparting silky softness, reducing tack in emollient-rich systems, and reinforcing structure in anhydrous formats.

For formulators, it's a highly versatile, easy-to-use solution: water compatibility, proven delivery and broad application from after-sun to acne care to anti-aging. The phenoxyethanol-free preservation system also aligns with current formulation pressures.

For marketers, the material taps into the silent skin narrative—less redness, less irritation and more resilience—supporting claims around sensitive skin, post-treatment care and active lifestyles.



Micro Powders' Naturecel 793XF refines texture at a more tactile level—imparting silky softness, reducing tack in emollient-rich systems, and reinforcing structure in anhydrous formats.

High-Performance Biobased Texture Without Compromise

Soloabia's ViscoPure represents a new class of biobased rheology modifiers that close the long-standing gap between natural credentials and high-performance formulation. Built on a patented synergy between modified glucomannan and xanthan gum, it forms a highly efficient three-dimensional network that reportedly delivers exceptional thickening, stabilizing and suspending power at remarkably low use levels—achieving up to 20 times the viscosity of standard xanthan gum at just 0.1%. Its unique chassis effect ensures robust stability even in challenging, electrolyte-rich systems, while maintaining compatibility across a broad pH range and with common solvents.

Beyond performance, ViscoPure elevates sensoriality with a luxurious quick-break transformation from gel to water, leaving a smooth, non-tacky finish and crystal-clear aesthetics. For formulators and marketers alike, it offers a combination of versatility, efficiency and clean-label appeal, enabling everything from fluid serums to solid gel formats. ■

E acetate, Tinogard TT [BASF], Tinogard TS [BASF] or sodium metabisulfite for added molecular protection; e) maintain pH between 4 and 6 to optimize stability. When these parameters are respected, Mangiophelin delivers exactly what the clean beauty market demands: stable color, preserved bioactivity, and a formulation story built on transparency and scientific integrity. That combination is not just good chemistry. It is the foundation of lasting consumer trust."

Barrier Boosters & Retinol Renewal: The Dual Engine for Skin Longevity

Ceramide-based barrier technologies like Croda Beauty's DS-CERAmix-V and SphingoCare are engineered to mimic the natural lipid architecture of healthy skin, offering profound benefits for skin longevity and regeneration. By boosting ceramide synthesis and strengthening the lamellar structure, these technologies restore barrier integrity, enhance hydration, and improve skin elasticity. Their optimized combination of ceramides, cholesterol, phytosphingosine and glycosphingolipids works synergistically to prevent transepidermal water loss, soothe irritation and provide itch relief, particularly in compromised or damaged skin.

Delivered through a multifunctional liquid crystal lamellar system, these ingredients not only support immediate moisture retention but also reinforce long-term skin resilience, making them foundational for anti-aging and barrier-repair strategies. Their plant- and microbe-derived origins, along with high natural content and eco-conscious biodegradability, align with modern formulations prioritizing sustainability without sacrificing efficacy.

Complementing barrier restoration, ReVitAlide, an encapsulated retinol, focuses on skin renewal and cellular longevity. This stabilized, water-soluble retinol system provides controlled release for enhanced bioavailability while minimizing irritation, supporting the skin's natural repair and turnover processes.

Clinical evidence reportedly shows that even low levels of active retinol delivered via ReVitAlide

Image by SHOTPRIME STUDIO at Adobe Stock

can dramatically reduce wrinkle appearance within two months, improve elasticity, and promote a more uniform, brightened complexion. Its formulation—combining soybean oil, hydrogenated lecithin, and mild surfactants—ensures that the active retinol maintains its biological activity while being sustainable, biodegradable, and compliant with international natural-origin standards.

Together, ceramide-based technologies and encapsulated retinol create a complementary anti-aging regimen: one fortifies and protects the barrier, while the other accelerates renewal, supporting overall skin longevity and resilience.



Clinical evidence reportedly shows that even low levels of active retinol delivered via ReVitAlide can dramatically reduce wrinkle appearance within two months, improve elasticity, and promote a more uniform, brightened complexion.

Longevity for a Changing Climate

As extreme heat and thermal fluctuations become everyday micro-stressors for urban skin, DSM-Firmenich has launched Alpaflor

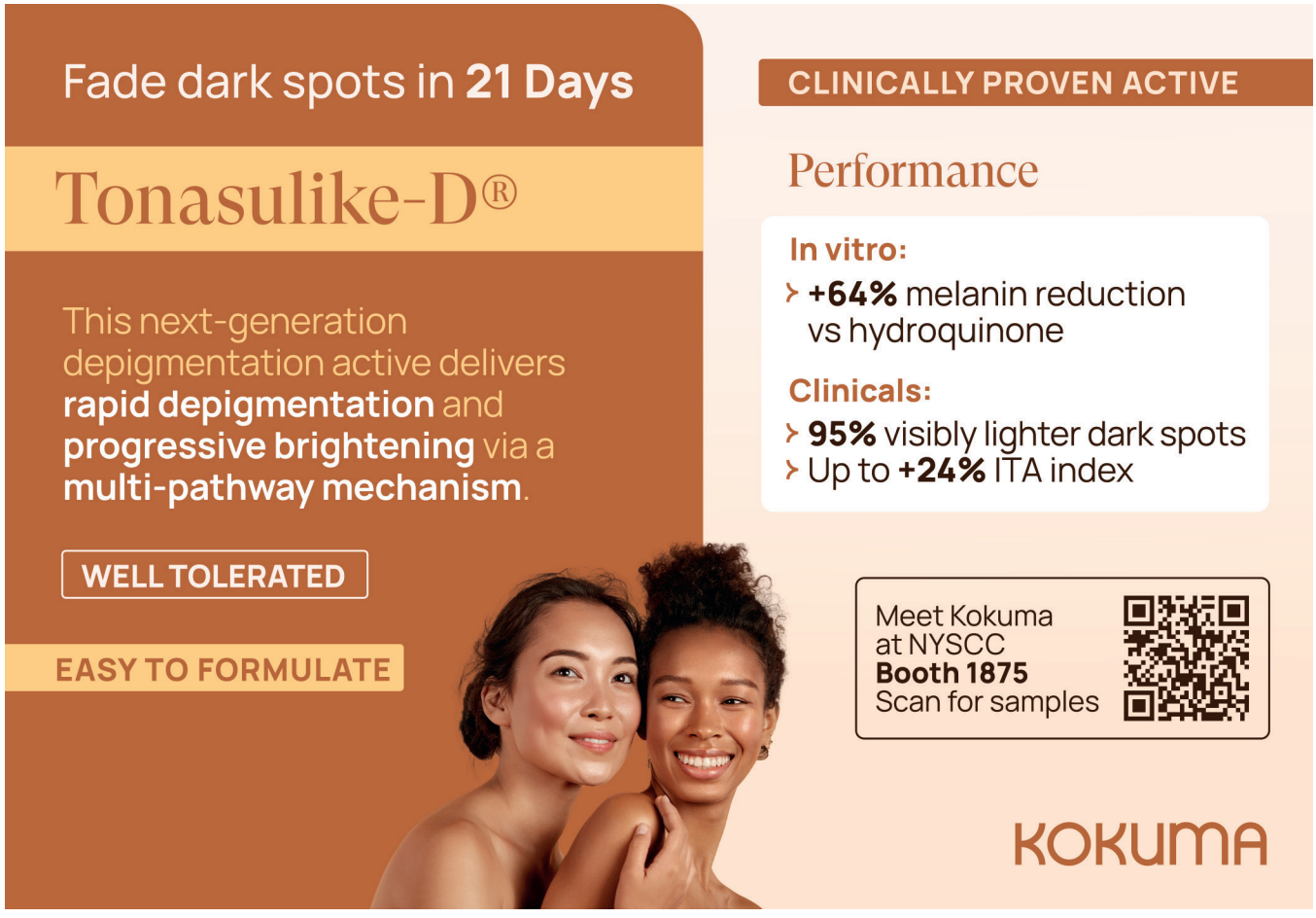


Image by fizkes at Adobe Stock

Neurosooth, a bioactive designed to bridge the gap between climate resilience and emotional well-being. Derived from the resilient *Scutellaria alpina*—a glacier survivor found at altitudes up to 2,500 meters—this ingredient translates high-altitude survival mechanisms into a neuro-soothing skin solution.

Alpaflor Neurosooth works by inhibiting key neuroinflammatory mediators involved in stress signaling, reducing the biological impact of environmental heat. It also stimulates the production of β-endorphins, the skin's natural feel-good molecules, to restore comfort and reduce visible irritation.

The ingredient is engineered to reinforce the skin barrier under environmental stress, providing a preventative shield against climate-induced sensitivity.

Marketers can position products as essential armor for the new normal of climate extremes and dense urban environments. And, by linking skin health to emotional comfort, the ingredient supports mind-care beauty narratives that resonate with consumers seeking holistic wellness.

As for its sustainability profile, Alpaflor Neurosooth's green, gentle extraction method is utilized to preserve the plant's chemical integrity without compromising environmental standards. The supply chain is fully transparent, featuring responsibly and organically grown *Scutellaria alpina* on Alpine moraines, ensuring zero impact on wild populations while supporting local biodiversity.

Meanwhile, Croda Beauty's Citystem positions itself as a longevity-focused defender against the compounded stressors of modern life—namely environmental pollution and blue light exposure—by targeting one of the skin's most critical survival pathways: autophagy.

By restoring and stimulating this cellular "self-cleaning" mechanism, often impaired by pollution, the ingredient enables skin cells to efficiently eliminate toxins, repair metabolic function, and maintain optimal performance over time. This detoxifying action not only preserves cellular integrity but also helps prevent the accumulation of damage that accelerates visible aging in harsh urban climates.



As extreme heat and thermal fluctuations become everyday micro-stressors for urban skin, dsm-firmenich has launched Alpaflor Neurosooth, a bioactive designed to bridge the gap between climate resilience and emotional well-being.

At the same time, Citystem reinforces the skin barrier and limits pollutant penetration, creating a dual defense system that protects and repairs. The result is clearer, smoother, and more resilient skin, with reductions in congestion and visible imperfections, making it a powerful tool for maintaining skin longevity in an era defined by environmental and digital aggressors.

Smart Hyaluronic Acid: Unlocking Dual-Function Regeneration and Volume

The implications of the hyaluronic acid-alpha lipoic acid conjugation described in a Journal of Cosmetic Dermatology study conducted by Apiotix Technologies researchers point to a broader shift from passive hydration toward bioactive, regenerative dermal engineering[a].

By chemically linking hyaluronic acid (HA) with alpha lipoic acid, the technology effectively transforms HA from a short-lived humectant into a more stable, multifunctional biomaterial capable of resisting rapid degradation while actively modulating the skin microenvironment, the researchers argue.

This is potentially significant because alpha lipoic acid brings potent antioxidant and anti-inflammatory activity—neutralizing reactive oxygen species and supporting cellular repair pathways—which, when combined with HA's structural and hydrating roles, creates a dual-function system that both preserves extracellular matrix integrity and promotes tissue regeneration.

Research on HA-lipoic acid systems also shows the ability to regulate inflammation, support cell proliferation and migration, and accelerate repair processes, suggesting applications that extend beyond cosmetic plumping into wound healing and dermal remodeling.

[a]https://onlinelibrary.wiley.com/doi/10.1111/jocd.16405

Image by tete_escape at Adobe Stock

In practical terms, this positions conjugated HA technologies as a bridge between topical skin care and injectable or medical-grade biomaterials—enabling longer-lasting volumization, improved skin resilience, and biologically active rejuvenation rather than transient surface-level hydration.

5 Marketing & Product Development Takeaways

Retiring Anti-Aging for Biological Longevity

The industry is shifting from masking the symptoms of age to supporting the body's natural processes. Marketers will transition narratives from correcting flaws to optimizing cellular health and resilience. While consumers still use legacy terms like #antiaging on social media, premium positioning now requires a longevity-first approach backed by medical validation and doctor-led advisory boards.

Meanwhile, product developers will focus on prejuvenation and healthspan by targeting the biological hallmarks of aging—such as cellular communication and mitochondrial health—rather than just surface-level wrinkle reduction.

The Rise of Neuro-Regenerative and Emotional Claims

New ingredients are bridging the gap between skin physiology and the nervous system. For instance, Givaudan's PrimalHyal NeuroYouth targets neuro skin aging to restore nerve fiber function, reportedly reducing apparent skin age by five years and restoring touch perception by up to 30 years. Marketers can link skin health to emotional well-being—a trend termed mind-care beauty—by utilizing ingredients like Alpaflor Neurosooth, which boosts feel-good beta-endorphins to restore comfort under environmental stress.

Exosomes: The New Gold Standard for Delivery

Exosomes are emerging as the premium shorthand for high-performance skin care due to their role as potent cellular messengers. For developers, technologies like Exovive Lift and Cellexora MD use upcycled, plant-derived extracellular vesicles (EVs) to restore cellular communication pathways that decline with age. Clinical data shows these can increase skin elasticity by 33% and reduce wrinkle appearance by up to eight years.

Meanwhile, for marketers, plant-derived exosomes (PELNs) offer a "cleaner," sustainably sourced alternative to human-derived claims, often carrying regulatory-friendly status like COSMOS approval.

Mitochondrial Health as Skin Energy

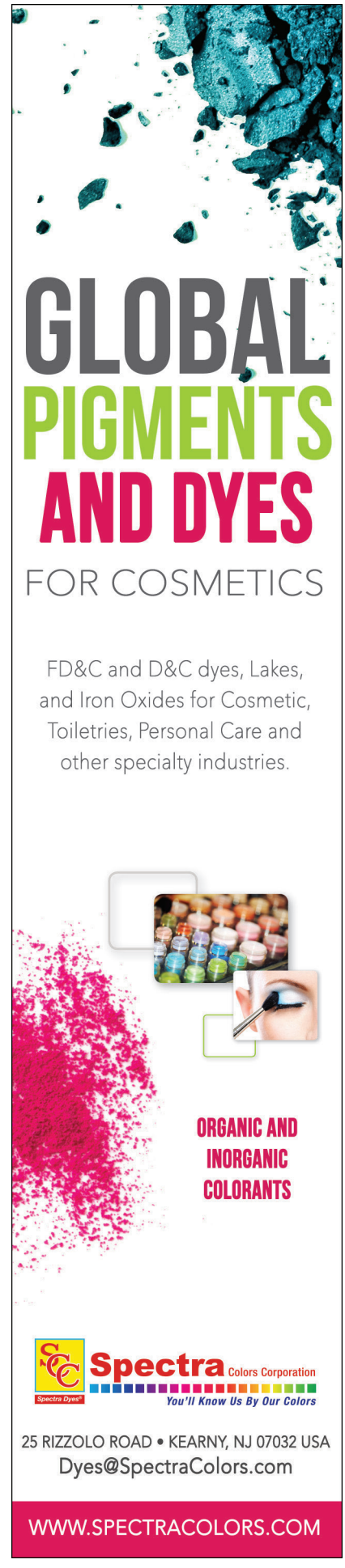
Targeting the skin's power source is a highly digestible narrative for consumers. Ingredients like Luceane and Eternight utilize AI-enhanced plant extracts and fermentation to boost ATP production and oxygen utilization.

Developers can target hypoxiaging (aging caused by pollution-induced oxygen deprivation) and nocturnal repair mimicry. This creates a bridge between wellness-focused rest narratives and quantifiable results, such as a four-year-younger appearance in one month.

Efficiency via Multi-Target Standardized Actives

Some formulators are moving away from blending multiple extracts in favor of single, standardized matrices that address several aging concerns at once. For instance, Sabinsa's Mangiophelin targets nine signs of aging—including wrinkles, age spots and skin tags—using a standardized 10% polyphenol matrix.

Using a single active reduces the risk of efficacy dilution and simplifies the clean beauty aesthetic. It also allows for beauty-from-within storytelling, as these standardized botanicals can sometimes be suitable for both topical skin care and oral nutricosmetic supplements. ■





A sampling of 5,000 Reddit posts and nearly 700K comments found that consumers are prioritizing unique scents/distinctive olfactory experiences. Often, this gives an advantage to indie brands, which are often freer to push the envelope with novel notes and combinations.

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Beyond the Boom: Strategic Growth in the Era of Fragrance Normalization

From longevity to functional fragrances, consumers want brands to push the envelope in scent innovation.



Image by Angelina Zhuravleva at Adobe Stock

The U.S. fragrance market is undergoing a rapid normalization following a period of explosive growth. Amid this market vibe shift, success will increasingly be defined by a craving for gourmand notes, alcohol-free oil formats and the functional power of scent-as-wellness. Drawing from TikTok, search, Reddit and industry trend analyses, our latest fragrance agenda report outlines the top opportunities for brands in 2026 and beyond.

Gourmand Notes, Mass Brands and Minis Power Fragrance's Fastest Growth

Fragrance is the smallest mass market segment in the U.S. beauty market, but it grew at the fastest rate in 2025, per Circana[a], with both dollar sales and units up about 15%. Prestige fragrance grew 5% in dollars and charted as the second-largest segment in prestige retail. That said, Q4 growth was behind other segments, including makeup, skin care and hair. Circana attributes this to a "normalization" of the market.

According to the company, top growing segments included new introductions from luxury brands, high concentrations, including perfume, and ongoing excitement for minis. During the holiday season, top sellers include high-concentration formats like eau de parfums and parfums, as well as ancillaries such as body sprays, body lotions and shower gels.

According to Spate's 2025 "Year in Review & the Brands that Won Beauty[b]," gourmand fragrances led the trends in notes, particularly marshmallow, caramel, matcha and vanilla. Other trending notes included musks.

On the format front, oil-based perfumes took the lead, reflecting

[a]https://www.circana.com/post/us-prestige-and-mass-beauty-retail-deliver-a-positive-performance-in-2025-circana-reports

[b]https://www.spate.nyc/reports/2025-year-in-review-brands-that-won-beauty

overall growing interest in alcohol-free formats. Value was also reflected in the popularity data, which included travel sizes and discovery sets.

Looking forward, however, brands seeking to survive and thrive in a normalizing market will need to adopt strategies embracing distinctive notes, high-performance formulas offering long wear, and formats that deliver cognitive and emotional boosts.

- **Innovation takeaway:** Move beyond traditional profiles to embrace distinctive, boundary-pushing notes to satisfy consumer demand for unique, spiritual experiences.



According to Spate's 2025 "Year in Review & the Brands that Won Beauty," gourmand fragrances led the trends in notes, particularly marshmallow, caramel, matcha and vanilla.

Smoky, Spiritual, and Standout: Consumers Crave Incense and Boundary-Pushing Notes

Using Spate's AI-driven Reddit Beauty Insights platform, which analyzes about 30 million beauty conversations over the last 12 months, Global Cosmetic Industry was able to surface the fragrance conversations consumers are having when they think brands aren't listening.

For instance, a sampling of 5,000 Reddit posts and nearly 700K comments found that consumers are prioritizing unique scents/distinctive olfactory experiences. Often, this gives an advantage to indie brands, which are often freer to push the envelope with novel notes and combinations.

A separate analysis of 1,063 posts and 68,880 comments revealed that incense is an increasingly desired note. When consumers use the term, some evoke church incense notes, while others seek more abstract concepts described as "atmospheric, spiritual, complex, smoky and woody."

- **Innovation takeaway:** Move beyond traditional profiles to embrace distinctive, boundary-pushing notes like marshmallow, matcha, and complex, smoky incense to satisfy consumer demand for unique, spiritual experiences.



An analysis of 1,063 Reddit posts and 68,880 comments revealed that incense is an increasingly desired note.

The Long Game: Longevity & Sillage Consumers Crave

The same analysis of Reddit data found that "performance (longevity and sillage) is a critical factor for consumers" seeking scents with staying power, sometimes achieving such effects through layering (more on that in a moment).

From top: Images by kegfire; Yakobchuk Olena at Adobe Stock

Givaudan recently took on the scent longevity challenge by expanding the application of its PlanetCaps fragrance encapsulation technology to personal care applications, particularly hair and body care.

PlanetCaps are biodegradable—with 60% of the shell breaking down within 60 days according to OECD standards—delivering long-lasting scent while being environmentally responsible. The technology works by enclosing fragrance oils in microscopic capsules that remain dormant until activated, such as when a consumer handles or wears a product, releasing a fresh burst of fragrance exactly when needed. This ensures extended scent longevity, sometimes days or even months after application, enhancing consumer satisfaction and brand loyalty, per Givaudan.

PlanetCaps are reportedly bio-sourced with more than 50% renewable carbon content. This makes the technology



"Performance (longevity and sillage) is a critical factor for consumers" seeking scents with staying power.

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compliant with evolving regulations on microplastics, such as the upcoming European bans on non-biodegradable microplastics in consumer products.

- **Innovation takeaway:** Integrate advanced biodegradable delivery systems to ensure scents offer extended sillage and longevity.

Mixing, Matching and Layering Drives Fragrance Creativity

The layering trend is also surfacing in Reddit conversations. Spate previously reported[c] that, between 2024 and 2025, layering fragrances had experienced high popularity. Consumers often mix and match gourmand scents (pistachio and guava, notably) to create new "vibes," highlighting how many key trends feed into one another.

Personal care products such as body washes and lotions can also play a role in scent layering, typically paired with a body mist, perfume or similar product format.

- **Innovation takeaway:** Market ancillaries—such as body washes, lotions, and mists—specifically as layering components to allow consumers to create personalized "vibes" and mix-and-match profiles like pistachio and guava.

Functional Fragrances Boost Mood, Focus and Well-being Amid Rising Stress

Elsewhere, the functional fragrance category is emerging as a compelling intersection of scent, beauty, wellness and science, reflecting a broader consumer shift toward products that do more than smell pleasant.

According to a 2025 Mintel report[d], 79% of consumers in Germany believe fragrance can positively influence mental well-being, highlighting a growing global perception of scent as a tool for cognitive and emotional support. This trend is poised to grow as consumers increasingly seek products that offer tangible functional benefits, ranging from improved focus and stress reduction to better sleep and mood enhancement. The functional fragrance category thus represents a convergence of sensory indulgence and purpose-driven performance, appealing to consumers who value self-care rituals that deliver measurable results.

Brands like Aera are pioneering this science-driven approach to functional fragrance. The Clarity Collection, Aera's three-piece home scent range, demonstrates how artificial intelligence and cognitive research can be integrated into fragrance formulation.

Using the proprietary FocusMax platform, Aera analyzed tens of thousands of fragrance combinations and cognitive-response data from over a million consumers to design scents that enhance mental performance. Tested through standardized attention and cognitive tasks, the collection reportedly showed measurable improvements in focus and reaction times, establishing functional fragrance as a credible, science-backed category rather than a purely anecdotal trend.

The collection's three nature-inspired scents—Golden Woods, The Crystal Sea and Flower of Light—are designed to combine sophisticated olfactive profiles with functional benefits, proving that sensory enjoyment need not be sacrificed for efficacy.

[c]https://www.spate.nyc/reports/2026-fragrance-report-key-trends-brands-and-scents

[d]https://www.mintel.com/insights/beauty-and-personal-care/make-sense-of-scents-current-and-future-fragrance-trends/



Brands like Aera are pioneering this science-driven approach to functional fragrance. The Clarity Collection, Aera's three-piece home scent range, demonstrates how artificial intelligence and cognitive research can be integrated into fragrance formulation.

Image courtesy of Aera



Established wellness-focused fragrance brands such as Neom Wellbeing and The Nue Co. are expanding their reach and refining their offerings.

Meanwhile, established wellness-focused fragrance brands such as Neom Wellbeing and The Nue Co. are expanding their reach and refining their offerings. Neom leverages aromatherapy-based formulations to target sleep, stress, mood, and energy, transforming everyday rituals into moments of wellbeing. The Nue Co.'s Functional Fragrance De-Stress, developed in collaboration with the University of Geneva and perfumer Frank Voelkl, similarly translates neuroscientific insights into anti-stress scents that influence cortisol levels and emotional balance.

Saje also capitalizes on this trend with its Vibrance line of face and body mists, which use plant-based formulations to deliver instant aromatic energy shifts, demonstrating the diversity of product formats—from diffusers to body mists and oils—through which functional fragrance can engage consumers.

Mintel's insights point to a cultural and behavioral driver behind the category's growth: as modern life demands constant multitasking and mental agility, consumers increasingly seek products that offer micro-moments of cognitive and emotional support. Functional fragrances capitalize on the olfactory system's direct connection to the brain's emotion and memory centers, providing measurable benefits that resonate with wellness-minded consumers.

In this context, functional fragrance is not merely an innovation in scent but a strategic response to the evolving consumer expectation that personal care products should support both sensory pleasure and overall well-being. With a combination of scientific validation, high-quality ingredients, and sophisticated design, the category is poised for continued expansion across luxury, wellness and mainstream retail segments.

- **Innovation takeaway:** Develop scents using cognitive research and AI to deliver measurable mood-boosting benefits, such as improved focus, stress reduction or better sleep. ■

Image courtesy of Neom





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Beauty's Demographic Destiny: Aging, Autonomy, and the 2040 Pivot

Population shifts are opening new avenues for growth as purchasing power redistributes across age cohorts, rewarding brands that strategically embrace these demographic transformations.

BY KAYLA VILLENA, Global Insight Manager for Beauty and Personal Care at Euromonitor International.



By 2034, older adults will outnumber children for the first time in U.S. history. Declining populations under 18 and rising life expectancy will drive this aging trend.

The beauty and personal care industry stands at a demographic crossroads that will fundamentally reshape consumer markets by 2040, driven by unprecedented population aging, shrinking household sizes and shifting generational dynamics that will redefine who buys beauty products and why. Euromonitor has examined how these three critical demographic drivers are transforming the beauty and personal care landscape. Beauty brands that respond to these demographic shifts now will remain relevant and thrive in tomorrow's market, or risk being left behind.

Silver Surge: Beauty's Next Growth Market Is 65+

The world is older, especially in North America, Europe and Australasia.

Due to mortality rates and declining fertility, the global population is aging. The proportion of the population aged 65-plus globally is expected to increase to 15% by 2040 (**F-1** and **F-2**).

With larger cohorts entering older adulthood, beauty brands are following individuals for longer periods of time. Addressing the transformations and evolving needs that come with age will be a critical priority for beauty and personal care players, since all aspects of beauty consumption, such as product benefits, packaging sizes, category demand, etc., will be impacted by this surge in an aging population.

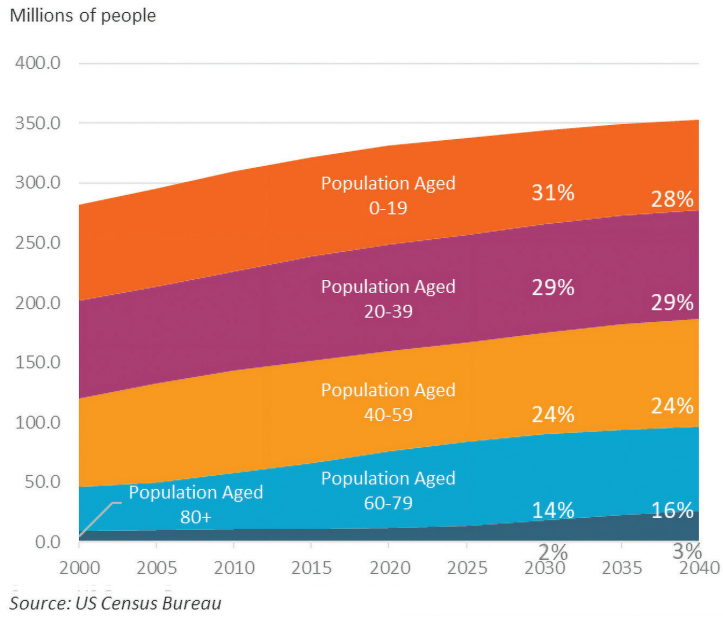
F-1 Population by age, year and cohort, 1995-2040

Million people

80+	65.069	108.658	167.215	316.485
60-79	476.626	661.578	1.054079	1.423168
40-59	1.031744	1.539701	1.895340	2.227654
20-39	1.809772	2.143910	2.419288	2.607890
0-19	2.332114	2.523809	2.648432	2.554437
	1995	2010	2025	2040

Source: Euromonitor International from national statistics
Note: Vertically, we see the population size in each period (year) by age. Diagonally, each colour follows a cohort throughout its lifecycle. Horizontally, we see the size of each age group over the years.

F-2 U.S. population projections through 2040



Source: US Census Bureau

The implications of a large aging demographic are clearly visible in the top beauty and personal care markets. In the United States, where beauty and personal care sales are projected to reach $156.6 billion (current terms) in 2030, one in five Americans will be retirement age by 2030[a] (per the U.S. Census Bureau).

By 2034, older adults will outnumber children for the first time in U.S. history. Declining populations under 18 and rising life expectancy will drive this aging trend. Older consumers also spend more money on healthcare and medication expenses which increase with age, creating a challenge for the beauty industry that must compete for discretionary spending.

To attract older beauty consumers, beauty brands should provide solutions-oriented products with accessible packaging and clear benefits for mature skin and hair, while carefully selecting advertising platforms that reach this demographic effectively.

For instance, Japan-based Domohorn Wrinkle (by Saishunkan) utilizes direct marketing, free samples and telephone orders, which resonates with how their target female baby boomer and Silent Generation cohorts prefer to learn about beauty.

[a]https://www.census.gov/library/stories/2019/12/by-2030-all-baby-boomers-will-be-age-65-or-older.html

Courtesy of Euromonitor

Why Millennials & Gen Z Still Run the Beauty Economy

Younger consumers purchase beauty more frequently than older consumers.

Although the global population is getting older, younger generations will remain a sizeable force. Younger generations remain the largest cohort worldwide until 2040, driving key trends in beauty and personal care, such as sustainability and social selling.

Although baby boomers have the highest income globally and have had more years to accrue wealth, they purchase beauty least frequently compared to younger consumers, according to Euromonitor's Voice of the Consumer: Beauty Survey, 2025 (**F-3**).

Millennials made the most frequent beauty purchases across categories. Out of consumers who purchased these select beauty products at least once a month, 51.9% were millennials, followed by 45.1% of Gen Z, 44.7% of Generation X and 29.7% of baby boomers. Millennials are entering their prime earning years after facing significant economic challenges during their formative years, which bodes well to sustain their frequent beauty purchases in the future.

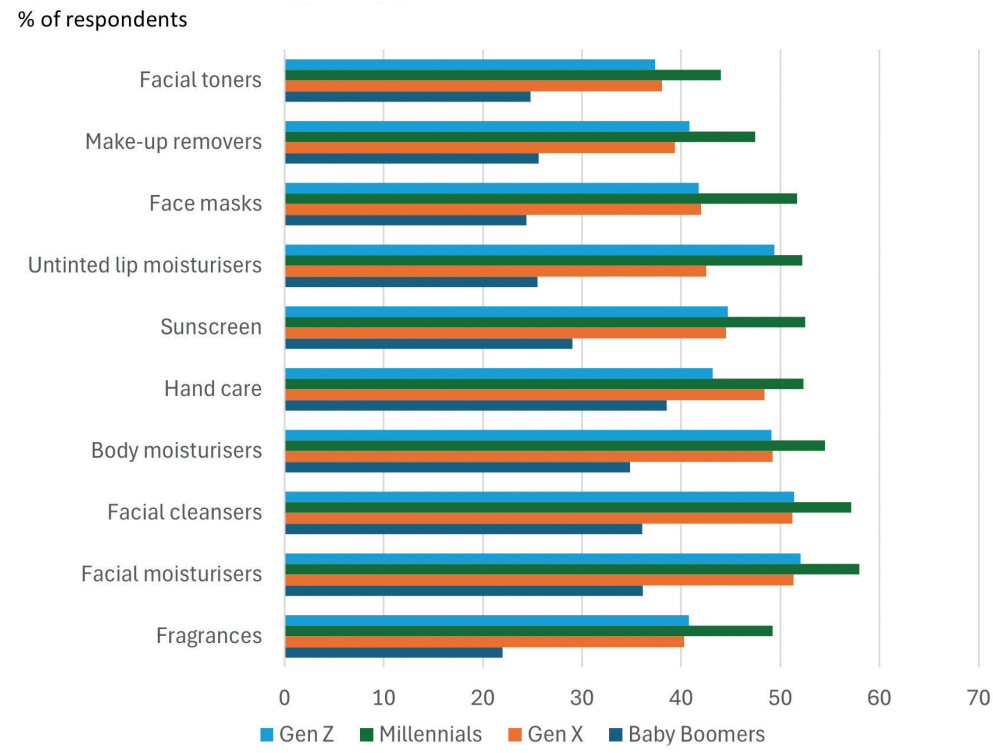
To attract millennial beauty consumers, beauty brands should offer preventative, clinically backed solutions that address concerns early, while combining skin care benefits with inclusive shade ranges that meet this generation's expectations for both efficacy and representation.

Success requires embracing format innovation—hair glosses, scalp scrubs pre/post-wash treatments—that allows Millennials to expand their routines without replacing core staples like shampoos and conditioners. Leverage e-commerce channels and authentic influencer partnerships to reach this demographic, the most frequent beauty purchasers across all generations.

To attract Gen X beauty consumers: Beauty brands should balance digital and traditional marketing touchpoints to reach Gen X, who sit between digitally native Millennials and pre-digital Baby Boomers, relying equally on user reviews and brand communications. Lead with age-positive messaging and direct language about maturity rather than euphemistic anti-aging claims, empowering Gen X consumers to embrace their age while providing solutions-based portfolios that address specific concerns.



F-3 Purchase frequency across generations and categories



Source: Euromonitor Voice of the Consumer: Beauty Survey, fielded May to June 2025



Bliss embraces elder millennials with a playful, no-nonsense approach to adult skin.

Gen Z's beauty purchase frequency is similarly high; their heavy reliance on social media has made them early adopters of livestreaming and online marketplaces. At the global level and across a sample of markets, Generation Z lacks the purchasing power of other generations. Because of this, they are highly value-conscious, seeking dupes, deals, and affordable pricing in their purchase patterns.

To attract Generation Z beauty consumers, beauty brands should prioritize gentle, preventative formulas backed by ingredient transparency and authentic brand values—including unretouched imagery and clear ethical/environmental commitments that resonate with Gen Z's social consciousness. Brands should also build strong digital presence on TikTok and leverage influencer partnerships.

From top: Courtesy of Euromonitor; Bliss

Solo & Stylish: How Single-Person Households Are Shaping Beauty's Future

Shrinking households to impact pack sizes, genderless positioning and private label.

Single person households are the fastest growing household type globally and, in every region, driven by urbanization, delayed marriage and declining birth and fertility rates.

The impact of majority households without children on the beauty industry is substantial. As family size shrinks, demand for bulk/large sizes of daily consumables (e.g., shampoo and hand soap) may slow, while demand for smaller pack sizes increases.

Living solo also means a higher proportion of income goes to food, lodging and utilities without other adults to split bills. Private label beauty and personal care may become more attractive to single-person households. Unisex fragrances, shaving, skin care or hair care that can be shared with a partner will hold greater appeal due to cost-savings.

Due to smaller household sizes and more households without children, future beauty consumers will have more time for themselves—time they will spend at salons, spas and gyms, pursuing self-care, wellness, and active lifestyles. Childless/child-free households may be willing to invest more time and money on health and wellness-oriented beauty items.



To attract Generation Z beauty consumers, beauty brands should prioritize gentle, preventative formulas backed by ingredient transparency and authentic brand values. Pictured is Pour Tous, a dermatologist-tested skin care brand aimed at Gen Alpha and Gen Z.



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Winning Loyalty Through Demographic Smarts

How can brands tap into the changing beauty consumer?

Beauty brands have unprecedented opportunities to build lasting loyalty by deeply understanding and authentically serving their target consumers' unique needs.

Population shifts are opening new avenues for growth as purchasing power redistributes across age cohorts, rewarding brands that strategically embrace these demographic transformations.

Successful strategies span the full consumer journey—from inspiring playful exploration and prevention-focused innovation among younger audiences to delivering clinical efficacy and empowering age-positive messaging for mature consumers.

The beauty landscape offers abundant opportunities across all age groups for brands that thoughtfully tailor their approaches with precision, authenticity and genuine commitment to meeting specific consumer needs. ■

From top: Courtesy of Pour Tous; Image by Pixel-Shot at Adobe Stock



The latest class of ingredients represent a new era of science-driven, holistic solutions that not only improve the appearance of hair but actively extend its life, strength and vibrancy.

Image by Drobot Dean at Adobe Stock

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Extending Hair Longevity from Root to Tip: New Ingredients & Research

A new era of science-driven, holistic solutions that not only improve the appearance of hair but actively extend its life, strength and vibrancy.

The latest innovations in hair care are redefining longevity by addressing hair health at every level—scalp, follicle and fiber. Together, the latest class of ingredients represent a new era of science-driven, holistic solutions that not only improve the appearance of hair but actively extend its life, strength and vibrancy.



Active Concepts' Hairspan, Longevity Defined framework positions hair care within the broader longevity movement, anchored by its hero active AC ExoRoot, a biotechnology-driven ingredient designed to support scalp, follicle and fiber health at a biological level.

Hairspan: Engineering Hair Longevity at the Root

Active Concepts' Hairspan, Longevity Defined framework positions hair care within the broader longevity movement, anchored by its hero active AC ExoRoot, a biotechnology-driven ingredient designed to support scalp, follicle and fiber health at a biological level. By targeting key pathways involved in cellular aging, oxidative stress and microinflammation, AC ExoRoot helps restore scalp equilibrium—creating the optimal conditions for sustained hair growth, improved density and stronger, more resilient fibers.

Its combined antioxidant and anti-inflammatory activity, paired with IGF-1–driven renewal signaling, works to prolong the hair growth cycle, enhance shaft elongation and reinforce the follicle environment over time. The result is hair that not only appears healthier—softer, shinier and more manageable—but also maintains its structural integrity and color vibrancy longer, reflecting a deeper state of internal balance and positioning the scalp as a critical foundation for long-term hair vitality.

Re2 Coffea Arabica Peptide: AI-Designed Scalp Care for Holistic Hair Health

Syensqo's Re2 Coffea Arabica Peptide is a bio-sourced, AI-designed scalp active that elevates hair care to a skin-like approach, delivering intensive hydration, barrier reinforcement and anti-inflammatory support in a single solution. By harnessing peptide fragments derived from responsibly sourced Yunnan coffee grounds, this ingredient reduces scalp redness, strengthens barrier function, minimizes transepidermal water loss and improves scalp softness—addressing the top benefits consumers seek in modern scalp care.

Courtesy of Active Concepts



Syensqo's Re2 Coffea Arabica Peptide is a bio-sourced, AI-designed scalp active that elevates hair care to a skin-like approach, delivering intensive hydration, barrier reinforcement and anti-inflammatory support in a single solution.

Developed through Bota Biosciences' AI-driven biofoundry, the active translates natural coffee proteins into biologically optimized peptides, offering brands a high-performance, sustainable and circular solution. Its launch sets a new standard for holistic scalp performance, proving that advanced biotechnology and green innovation can combine to meet the growing demand for effective, ethically produced hair care.

Hyaluronic Acid as a Precision Performance System

Givaudan Active Beauty is challenging the industry's one-dimensional view of hyaluronic acid, positioning it as a highly tunable performance platform rather than a simple hydrator. New efficacy data across its portfolio underscores a critical shift: HA's true value lies in how it is engineered—through molecular weight, structure and delivery systems—to deliver targeted benefits across both skin and hair. From protecting and repairing hair fibers under real-world conditions to reinforcing skin integrity and hydration over time, these technologies highlight how advanced design can unlock entirely new functional territories for a legacy ingredient.

The company's latest findings show that hyaluronic acid can be optimized for specificity and adaptability. Ingredients like PrimalHyal Hydra [+] and ResistHyal demonstrate that HA can go beyond surface conditioning to actively respond to damage, binding



Ingredients like PrimalHyal Hydra [+] and ResistHyal demonstrate that HA can go beyond surface conditioning to actively respond to damage, binding to hair fibers, repairing structural weaknesses and improving manageability

From top: Courtesy of Syensqo; Image by Liubov Levytska at Adobe Stock



Backed by experimental evidence, BioTech4 AntiGray works at the genetic level to upregulate melanogenesis-related pathways, offering a science-driven solution to age-related hair depigmentation

to hair fibers, repairing structural weaknesses and improving manageability—even in rinse-off formats. On the skin care side, PrimalHyal Ultrafiller delivers sustained hydration and helps defend the extracellular matrix, while Spherulite HA Ultimate enhances penetration and uniform delivery, ensuring actives perform consistently across the skin. Together, these innovations illustrate a move toward more intelligent HA systems that adapt to biological context and usage conditions.

For formulators, this evolution signals a new era of precision in both skin care and hair care development. By combining biotechnology with advanced delivery mechanisms, Givaudan is transforming hyaluronic acid into a multifunctional toolkit capable of protection, repair and targeted delivery.

Restore Your Hair's True Color

BioTech4 AntiGray from Chemyunion is a postbiotic that targets the root causes of hair graying. By preserving melanocytic stem cells and shielding the pigmentary system from oxidative stress, it helps reactivate natural melanin production within the hair follicle. The active promotes a more uniform distribution of pigment along the hair fiber, leading to visibly reduced gray strands while supporting overall hair quality.

Backed by experimental evidence, BioTech4 AntiGray works at the genetic level to upregulate melanogenesis-related pathways, offering a science-driven solution to age-related hair depigmentation and opening new possibilities for innovative anti-gray formulations. ■

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FUTURE-READY SKIN

Precision actives, sustainable performance, visible results—skin care engineered at its core.



Symrise's Dragosine FG is a biomimetic L-carnosine dipeptide engineered to protect and repair skin at the cellular level.

Courtesy of Symrise



Chemyunion's Peptid4 Light MB is a tetrapeptide that reportedly offers a safe, science-driven alternative to harsh brightening agents.

The next wave of skin care innovation is all about precision, performance and sustainability. From plant-based exosomes and AI-designed peptides to microbiome-friendly hydrators and upcycled surfactants, these actives are redefining what it means to care for skin at its core. Whether boosting radiance, reinforcing the barrier or protecting against modern stressors, marketers, formulators and product development teams now have tools that deliver measurable results while meeting consumer demands for transparency, efficacy and clean, future-ready formulations.

Gentle Brightening Meets Skin Restoration

Chemyunion's Peptid4 Light MB is a tetrapeptide that reportedly offers a safe, science-driven alternative to harsh brightening agents. By modulating the melanocortin-1 receptor (MC1R), it balances melanin production while calming inflammatory processes, helping to reduce hyperchromias and promote even skin tone at its source—before pigment formation occurs.

Ideal for sensitive and reactive skin, the active prevents post-inflammatory hyperpigmentation while restoring natural radiance and skin transparency within 28 days. Beyond tone correction, Peptid4 Light MB also stimulates collagen synthesis, enhancing firmness and smoothing fine lines, delivering a comprehensive approach to luminous, resilient skin.

Bio-Based Glycolic for High-Purity Performance

India-based Avid Organics is bringing a next-generation AHA to market with AviGa Bio HP70, a 70% cosmetic-grade glycolic acid engineered for both performance and purity. Derived from plant-based feedstocks and produced using renewable energy, the ingredient reportedly offers a more sustainable alternative to conventional glycolic acid while meeting stringent standards for personal care and pharmaceutical applications.

Its tightly controlled manufacturing process minimizes trace impurities like formaldehyde and dichloroacetic acid, per the company, while delivering the proven exfoliation, brightening and skin-renewal benefits formulators expect. With REACH registration and scalable production, AviGa Bio HP70 positions itself as a future-ready solution for clean, high-performance formulations.

Hydration Meets Microbiome Mastery

New data from Seppic reportedly reinforces why its flagship active

Image by KMPZZZ at Adobe Stock

Aquaxyl remains a cornerstone for next-generation hydration and barrier care. Beyond boosting moisture through its three-pronged mechanism, Aquaxyl plays a critical role in maintaining skin's biological balance by supporting a healthy microbiome, stimulating beneficial bacteria like *Staphylococcus epidermidis* while actively limiting the growth and biofilm formation of *Staphylococcus aureus*.

This dual action positions the ingredient as both a hydrator and a regulator of skin ecosystem health, helping to reinforce barrier integrity, reduce dysbiosis and enhance overall skin resilience. As brands increasingly prioritize microbiome-friendly formulations, Aquaxyl may offer a scientifically validated pathway to deliver both immediate hydration and long-term skin health across a wide range of applications.



New data from Seppic reportedly reinforces why its flagship active Aquaxyl remains a cornerstone for next-generation hydration and barrier care.

Inspired by Infant Skin: Unlocking Next-Gen Barrier Renewal

Nikko Chemicals Co.'s 5'-cytidine monophosphate (INCI: 5'-CMP) is an active that targets skin barrier strength at the cellular level. Derived from yeast-based RNA and inspired by the biology of infant skin, this mini-RNA molecule—4,000 times smaller than traditional PDRN—leverages lipidomic science to boost key barrier lipids, including phosphatidylcholine and advanced ceramides.

The result is a dual-action approach to resilience and healthy aging: topical application reinforces the skin's outer defenses, while oral supplementation supports firmness and radiance from within. By directly enhancing lipid metabolism pathways, 5'-CMP positions itself as a powerful tool for brands seeking clinically backed, inside-out solutions for stronger, more adaptive skin.



Derived from yeast-based RNA and inspired by the biology of infant skin, this mini-RNA molecule—4,000 times smaller than traditional PDRN—leverages lipidomic science to boost key barrier lipids, including phosphatidylcholine and advanced ceramides.

Upcycled Clean Performance

Sironix Renewables is pushing surfactant innovation into a new era with Furasoft-LFS and Furasoft-SF, 100% biobased, sulfate-free materials engineered from upcycled feedstocks. Built on furan chemistry, these surfactants reportedly cut greenhouse gas emissions by as much as 75% while enhancing foam quality and skin mildness.

Furasoft-LFS brings high-cleansing efficiency with significantly improved gentleness and longer-lasting foam, per the company, while Furasoft-SF enables rich, stable lather in mild formulations without amines or PEGs. Crucially, both are designed to slot into existing systems, lowering the barrier to adoption for brands looking to decarbonize without compromising sensory or efficacy.

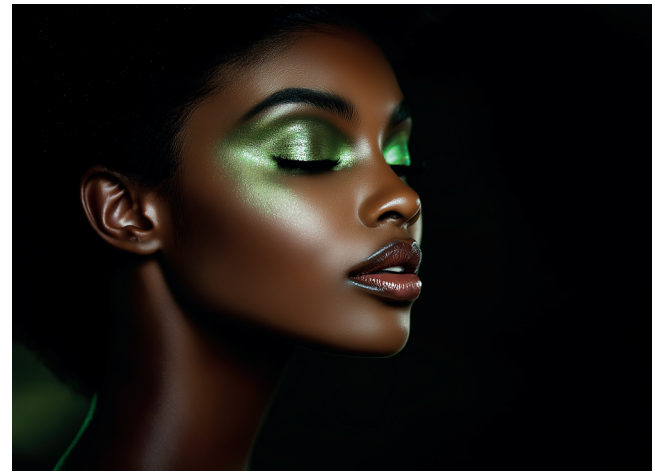
From top: Courtesy of Seppic; Image by Ramilia at Adobe Stock

COLOR THAT KNOWS NO BOUNDS

One Pigment, Every Skin Tone, Maximum Impact

Ronaflux technology from Susonity redefines color cosmetics with its breakthrough layered pigment architecture, delivering what can be described as universally true color—high-impact shades that appear consistent across all skin tones, including melanin-rich complexions. By leveraging an ultrafine carbon-coated structure, the technology transforms traditionally subtle, angle-dependent interference pigments into bold, opaque effects with intense payoff and mirror-like shine, ensuring that hues like blue, green, red and silver read with the same vibrancy on every wearer.

Beyond inclusivity, Ronaflux offers significant formulation efficiencies: a single, metal-free pigment can replace multiple shade variants and be used seamlessly across categories—from lipsticks and eye products to body care—without regulatory limitations associated with traditional metallic pigments. The result is a versatile, cost-effective solution that simplifies development while elevating shelf impact with deep, lustrous color and consistent performance across applications.



Ronaflux technology redefines color cosmetics with its breakthrough layered pigment architecture, delivering what can be described as universally true color—high-impact shades that appear consistent across all skin tones, including melanin-rich complexions.

Next-Level Pigment Power

Shin-Etsu Silicones of America's latest silicone dispersants are engineered to elevate both color cosmetics and mineral sunscreens. KF-6115 enables high UV filter loadings while keeping formulations lightweight, silky and clear, making products like SPF 50 Sheer Zinc Mineral Sunscreen Milk non-whitening on all skin tones. Meanwhile, KP-578 ensures stable, streak-free pigment dispersion in high-load color cosmetics, supporting smooth, long-lasting coverage in products like CF-356 High Coverage Cream Foundation. Together, these dispersants empower formulators to push pigment and mineral levels without compromising texture, stability, or sensory appeal, unlocking new possibilities for high-performance, visually flawless beauty solutions. ■



Furasoft-LFS brings high-cleansing efficiency with significantly improved gentleness and longer-lasting foam.

A Shield for Youthful Skin

Symrise's Dragosine FG is a biomimetic L-carnosine dipeptide engineered to protect and repair skin at the cellular level. Beyond traditional antioxidants, Dragosine FG delivers broad-spectrum defense against UV, infrared and blue light, shielding skin from the environmental stressors that accelerate aging. Its dual-action profile combats glycation, preserves collagen and elastin, and stimulates new collagen synthesis, helping maintain firmness, elasticity and a smoother, more resilient texture.

The ingredient also addresses modern concerns like hyperpigmentation caused by high-energy visible light, making it a holistic solution for today's digital lifestyle. By combining antioxidant power, anti-glycation activity and structural support, Dragosine FG is designed to help formulators create skin care that defends against daily aggressors and actively restores and maintains youthful vitality. ■

From top: Courtesy of Susonity; Image by globalmoments at Adobe Stock

May Packaging Look Book:

PLAYFUL FORMS. SMART FUNCTION. NEXT-GEN IMPACT.



Capardoni's Chico collection introduces new rounded glass bottles in 15 ml and 30 ml, compatible with droppers, lotion or spray pumps and topped with sleek PP or r-PP overcaps.

Image courtesy of Capardoni

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From playful, chubby tottles and formula-friendly SPF-ready designs to high-performance glass airless pumps and interactive UV-activated inks, this cosmetic and personal care packaging look book showcases a diverse array of innovative solutions reshaping the beauty landscape. This curated selection is built around core themes of functional versatility, premium aesthetic control and sustainable, next-generation design, ensuring every product, from luxury serums to on-the-go essentials, makes a maximum impact.



ICONS America's Snowman tottles delight with rounded, chubby silhouettes and distinctive caps.

Tottles: Cute & Convenient

Playful Design Meets Practical Performance

ICONS America's Cute and Chubby packaging brings playful charm and functional performance together.

The Snowman tottles delight with rounded, chubby silhouettes and distinctive caps, available in 30 ml and 50 ml PE and EVOH formats—perfect for creating joy and emotional connections with consumers.

Complementing them, the Chubby Airless Pump Bottle Family features soft contours, stable rounded bases, and versatile pump options in 50 ml and 100 ml sizes, combining tactile appeal with premium functionality for skin care and beauty products.



ICONS America's Chubby Airless Pump Bottle Family.

Clip on Convenience: the Tottle Built for Life on the Go

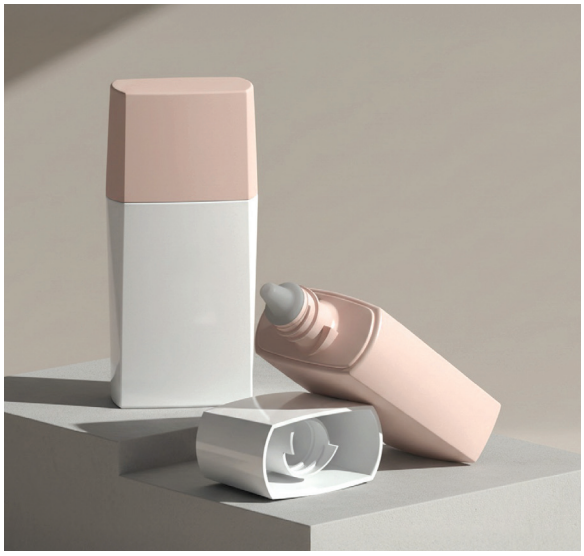
Cosmopak's Tottle with Attachment (TT-0738) taps directly into the rise of mobile, lifestyle-driven beauty with a format designed to go wherever consumers do. The 50 ml squeezable PE or PP bottle pairs controlled, snap-top dispensing with an integrated loop—complete with cord and metal clip—transforming packaging into an accessory.

Compact, ergonomic and highly customizable with finishes and color matching, it's built for visibility as much as function. Ideal for SPF, sanitizers and



Cosmopak's Tottle with Attachment (TT-0738) taps directly into the rise of mobile, lifestyle-driven beauty with a format designed to go wherever consumers do.

From top: Courtesy of ICONS America; ICONS America; Cosmopak



Minimalist cosmetic packaging display with pink and white bottles on geometric platforms under natural light



APC Packaging's UV Activated Ink option creates a playful, intriguing effect.



Lumson's airless systems with pouch technology redefine product protection and purity, combining design with environmental responsibility.



Crafted from European-produced soda-lime glass, Baralan's 15 ml and 30 ml bottles offer full formula compatibility, recyclability and a sleek, cylindrical silhouette.

hybrid skin care, this tottle reframes portability as a design feature, not an afterthought.

SPF-Ready, Formula-Friendly, Made in Italy

Capardoni's Nevis 30 takes the classic tottle to the next level with innovative, formula-friendly materials that handle SPF and isododecane products—even in monolayer designs.

Made in Italy, it combines practicality, durability, and sleek style for modern skin care and cosmetic formulations.

UV Activation

APC Packaging offers a suite of design and packaging solutions that elevate both function and brand storytelling. Its UV Activated Ink option creates a playful, intriguing effect—details appear only under UV light, allowing brands to add a hidden layer of sophistication and engagement that surprises and delights consumers.

It's a subtle yet powerful tool to make packaging interactive and memorable, perfect for prestige beauty products aiming to stand out.

Next-Gen Airless Packaging Premium Design Meets Sustainability and Performance

Glass Airless Packaging That is Premium, Sustainable, Ready for the Future

Baralan's DEA 2.0 takes glass airless packaging to the next level, blending premium design with sustainability and regulatory readiness. Crafted from European-produced soda-lime glass, the 15 ml and 30 ml bottles offer full

From top, L to R: Courtesy of Capardoni; APC Packaging; Lumson; Baralan



Lumson's decoration solutions include in-house finishes such as the exclusive inner lacquering technique for glass bottles and refillable jars.



Capardoni's Dropper Ribbed.



Cosmopak's glass Wide Push Button Dropper Bottle (30 ml; DG-0241) features an integrated pipette applicator (the collar and actuator are rendered in PP).

formula compatibility, recyclability and a sleek, cylindrical silhouette. Innovative features like the invisible piston and precise cream or spray pumps ensure smooth, consistent dispensing while keeping the glass clean and elegant, elevating the consumer experience.

Beyond aesthetics, DEA 2.0 reflects a commitment to circular innovation. Lightweight components reduce material usage and production costs, while customizable bases allow brands to add logos or graphics for a distinctive touch. With design and technology aligned to upcoming PPWR requirements, this system delivers a scalable, eco-conscious solution for skin care and cosmetic brands seeking performance, style, and sustainability in one package.

Airless Pouches for Purity and Eco Design

Lumson's airless systems with pouch technology redefine product protection and purity, combining design with environmental responsibility. By isolating the formula from air and contaminants, the system prevents oxidation and ensures every dose is fresh and effective.

Available in a variety of sizes (15 ml to 100 ml), shapes and materials, including glass, plastic, aluminum and paper, the range offers refillable options, giving brands flexibility while supporting sustainable consumer habits. After use, the components separate easily, enabling proper recycling of the bottle, pouch, pump, and overcap.

Lumson's decoration solutions include in-house finishes such as the exclusive inner lacquering technique for glass bottles and refillable jars. Each element elevates the visual and tactile experience without compromising product safety.

The internal lacquer follows the contours of the bottle, creating depth, sophistication and a luxurious feel while keeping the formula untouched. This blend of technical innovation, sustainability, and aesthetic refinement makes Lumson's airless pouch systems a standout choice for brands seeking performance, elegance, and environmental accountability.

Droppers: Luxe Control in Every Drop

Precision Meets Prestige: the Push Button Dropper Redefined

Cosmopak's glass Wide Push Button Dropper Bottle (30 ml; DG-0241) features an integrated pipette applicator (the collar and actuator are rendered in PP). The wide push-button dispensing mechanism allows for controlled dosage; in addition, the design supports one-handed ergonomic actuation.

Ideal for the precise application of prestige skin care serums, oils and actives, the bottle features deco options including silk screen, hot stamping, spray coating/soft-touch finishes and custom color matching. Aesthetically, the bottle stands out due to its modern cylindrical profile with an enlarged shoulder and oversized closure silhouette.

Ribbed Collar Style

Capardoni's Dropper Ribbed features an aluminum-ribbed collar for a vintage style.

Light-Therapy Packaging Innovation

APC Packaging integrates red and blue light therapy into refillable airless and dropper packaging, such as the EcoLux mono-material dropper and ERAJ airless jar. These prototypes combine advanced skin care technology

From top, L to R: Courtesy of Lumson; Cosmopak; Capardoni

with eco-conscious design, using LED light to enhance product absorption and support skin rejuvenation.

By merging functionality, sustainability, and cutting-edge wellness features, APC enables brands to create truly differentiated, high-performance packaging that connects with today's tech-savvy, health-conscious consumers.

Mist, Elevated

A Fine Mist That Feels Like Luxury

Aptar Beauty's EuroMist Heaven redefines the fine mist experience, turning everyday body and hair sprays into a high-sensory ritual. Built on the EuroMist platform, the system delivers a prolonged spray—up to three times longer than standard pumps—paired with ultra-fine atomization for a softer, drier feel on skin and hair. The result is a more even, quick-drying application with reduced particle dispersion, elevating both performance and perception in one gesture.

Beyond function, EuroMist Heaven is engineered for brand expression. From fully customizable plastic or metal collars and overcaps to embossed, textured and color-rich finishes, the packaging becomes a tactile storytelling tool. With compatibility across alcohol- and water-based formulas, it offers flexibility without compromise—bridging premium aesthetics, sensorial delight and operational efficiency in a single, scalable solution.

Precision Mist

Capardoni's Fixy 100 delivers effortless application with its European-made mist spray system—PE bottle, PP overcap, and precision pump combine for smooth, reliable performance.

Glass: Beauty You Can Feel: Curved, Precise, Elegant

Luxury Curves, Precision Pumps and Timeless Elegance

APC Packaging's Curvitude Glass Collection combines luxury, ergonomics, and modern design in one striking lineup. Heavy-walled bottles and jars feature elegant curves, precision pumps and double-walled caps, available in multiple sizes from 30 ml to 120 ml.

Every element—from the weight in hand to the seamless, flowing design—is engineered to convey refinement and prestige. Ideal for high-end skin care and beauty formulations, Curvitude transforms packaging into a tactile and visual experience that signals quality and sophistication at first glance.



APC Packaging integrates red and blue light therapy into refillable airless and dropper packaging, such as the EcoLux mono-material dropper.



Aptar Beauty's EuroMist Heaven redefines the fine mist experience, turning everyday body and hair sprays into a high-sensory ritual.



Capardoni's Fixy 100.

From top, L to R: Courtesy of APC Packaging; Aptar; Capardoni



Capardoni's Andrea Flock glass bottle, complete with cap and flocking, offers a luxe, tactile finish ideal for lips, cheeks or multifunctional formulas.



Capardoni's Chico collection introduces new rounded glass bottles in 15 ml and 30 ml, compatible with droppers, lotion or spray pumps and topped with sleek PP or r-PP overcaps.



Capardoni's Tamper Evident Cap eliminates the need for a seal, providing a secure, market-ready solution while reducing packaging costs.



Capardoni's Twist Open Cap removes the need for induction liners, making it ideal for hair care, adhesives, food products and more.

Italian Craftsmanship Meets Versatile, Luxe Design

Capardoni's packaging blends Italian craftsmanship with versatile design for beauty and skin care products. The Andrea Flock glass bottle, complete with cap and flocking, offers a luxe, tactile finish ideal for lips, cheeks or multifunctional formulas.

Meanwhile, the Chico collection introduces new rounded glass bottles in 15 ml and 30 ml, compatible with droppers, lotion or spray pumps and topped with sleek PP or r-PP overcaps.

These thoughtfully designed options combine elegance, functionality and customization, giving brands a refined canvas to showcase their products while enhancing user experience.

Cap Innovations: Secure, Convenient, and Cost-Savvy

Capardoni's cap solutions combine functionality, safety and cost-efficiency. The Tamper Evident Cap eliminates the need for a seal, providing a secure, market-ready solution while reducing packaging costs.

Similarly, the Twist Open Cap removes the need for induction liners, making it ideal for hair care, adhesives, food products and more—while the protective spout cap keeps formulas clean and dust-free on shelves.

Together, these caps deliver convenience, hygiene and savings without compromising quality or performance.

Mini Format, Maximum Impact

Mini Panstick, Big Impact

ICONS America's Mini Center Dispensing Panstick proves that good things come in small packages. Designed for "small and mighty" impact, this mini-sized panstick delivers mess-free, precise application in a compact format ideal for travel or on-the-go use.

With a non-retractable mechanism and two fill sizes—10 ml and 15 ml—it offers convenience, control, and portability, making it a must-have addition across beauty categories.

From top, L to R: Courtesy of Capardoni



ICONS America's Mini Center Dispensing Panstick proves that good things come in small packages.



Capardoni's Ruby Stick.



ICONS America's made-in-USA in-mold label (IML) tubes, produced in North Carolina, offer gloss, matte, soft-touch and stunning combo finishes.



Beyond finishes, ICONS America pushes the envelope with innovative applicators that blend function and fun.

Classic, Sustainable and Formula-Ready

Capardoni's Ruby Stick is a classic, 18 mm PP stick that's sustainable, versatile, and ideal for a wide range of formulas, delivering Italian quality in every detail.

Next-Gen Tubes: Playful Design Meets Full-Surface Creativity

ICONS America's Next-Gen Tube Innovations elevate everyday packaging into a canvas for creativity. Their made-in-USA in-mold label (IML) tubes, produced in North Carolina, offer gloss, matte, soft-touch and stunning combo finishes—like soft-touch and gloss or metallic and matte—covering the tube from shoulder to crimp. With 360-degree decoration, brands can bring virtually unlimited artwork to life, turning tubes into a fully immersive visual and tactile experience.

Beyond finishes, ICONS America pushes the envelope with innovative applicators that blend function and fun. Options like the D16 and D19 applicators deliver precise, comfortable application across lip and skin care products.

One standout design features a soft slant tip paired with an in-mold flower shape, adding a playful, sensory dimension that delights consumers while enhancing brand storytelling.

Compact, Conscious, Curated

Mono PET Compacts: Sustainable, Stylish and Curbside-Ready

ICONS America's mono PET compacts put sustainability front and center without compromising style or function.

Crafted entirely from PET—including cap, base and pin—these compacts are fully curbside recyclable, giving brands an eco-conscious solution that meets modern consumer expectations. Available in three panwell sizes (36.8 mm, 50 mm and 60 mm), they combine versatility, durability and environmental responsibility.

Beauty Buddy: Refillable, Magnetic, On-the-Go

GPI Beauty's Beauty Buddy reimagines portable beauty with a refillable compact that sticks securely to any MagSafe-compatible phone, case or accessory. Perfect for balms, highlighters or solid fragrances, it keeps consumers' favorite formulas right at their fingertips. Sleek, sustainable and

From top, L to R: Courtesy of ICONS America; Capardoni; ICONS America; ICONS America



ICONS America's mono PET compacts put sustainability front and center without compromising style or function.



GPI Beauty's Beauty Buddy reimagines portable beauty with a refillable compact that sticks securely to any MagSafe-compatible phone, case or accessory.

designed for the mobile-first consumer, Beauty Buddy turns convenience into a stylish, functional accessory.

Folding Board Where Premium Design Meets Sustainable Brand Impact

Neenah Folding Board transforms packaging into a true brand asset, combining premium design, sustainability, and unparalleled customization. Beyond strength and rigidity, it offers a full spectrum of color possibilities—including exact brand color matching across PMS, fabrics, leathers, and metals—ensuring instant brand recognition.

Its smooth, textured or specialty finishes, from soft-touch and pearlized to felt, linen, or canvas, add tactile appeal that elevates consumer perception, while the rigid structure protects products and maintains shelf presence. Beater-dyed throughout, the board eliminates white edges and wear on folds, signaling quality at every touchpoint.

Sustainability and performance go hand in hand. Neenah Folding Board is fully recyclable, FSC certified, and available with 0–100% post-consumer fiber content, produced chlorine-free with responsible forestry practices. Low minimums make it accessible for both custom and small-batch projects, while embossed, debossed, and specialty coatings allow brands to create truly distinctive, high-impact packaging. With decades of expertise and strict quality control, Neenah ensures consistent color, texture, and performance from run to run—delivering packaging that not only tells a brand story but does so responsibly and memorably.



Neenah Folding Board's smooth, textured or specialty finishes, from soft-touch and pearlized to felt, linen, or canvas, add tactile appeal that elevates consumer perception.

From a design perspective, Neenah can color match anything from fabrics to metals. But how does the company ensure consistent color from run to run when converting in different geographic regions?

According to Neenah, the key is that the board is all manufactured at Neenah's facilities. While printing color

From top, L to R: Courtesy of ICONS America; GPI; Neenah

onto standard boards may differ at different converting sites, Neenah offers board that is dyed and color-matched during the paper-making process. The company then works with distribution partners around the world to ensure its board reaches whichever printing and converting sites customers are using.

Neenah's PC White Hemp and Kraft options offer high post-consumer waste (PCW) content at 80%. But are there technical limitations when adding custom textures like linen or special finishes like pearlized to these high-recycled-content boards—without compromising the premium look consumers expect from paper packaging?

According to Neenah, adding a finish, such as linen, to high post-consumer paper and boards is not a problem, and would likely make the board feel even more premium. Neenah also offers many other finishes that can be created on-machine as the paper is being made (such as a felt finish) or off-machine with embossing rolls (such as linen, stipple and others). The supplier has even made custom embossing rolls that put a brand's signature pattern into the paper, offering security/fraud protection and a one-of-a-kind look. That said, pearlized coatings are not available on high PCW content paper or hemp-infused paper. Each customization is dependent on many factors and would involve a collaborative conversation.



Printed and converted samples created with Neenah Folding Board, showing how the palette can be used for versioning of a beauty brand.

Another key selling point for Neenah's board is that it is beater-dyed. The beater-dyed papers do not change the durability of a board, but instead provide a solid consistent color for visible edges, as well as the entire surface of the board—front, back and internal. The color will not eliminate cracking on folds, but rather disguise any slight cracking that sometimes occurs during scoring, folding and assembly. What many brands don't consider when printing solid color onto a white board, is that they may end up with white edges that become highly visible when the box is converted, and even more visible with slight wear and tear. ■



Courtesy of Neenah Folding Board

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Shell Chemicals



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