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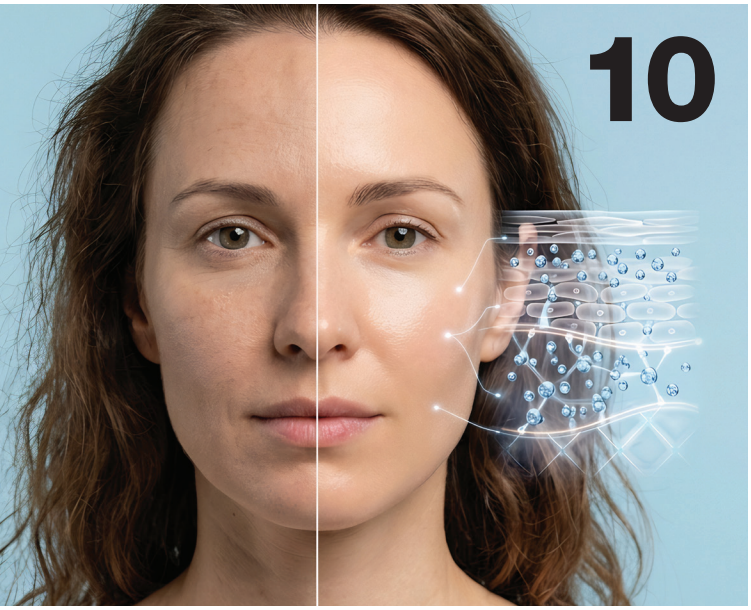
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EDITORIAL

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

ADVERTISING SALES

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

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

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

AUDIENCE DEVELOPMENT

Audience Development Manager Sam Attebery | sattebery@allured.com

Subscriber Customer Service gcimagazine@allured.com

DESIGN

Assistant Design Manager James Fergus

Senior Graphic Designer Hon Bannapradist

CORPORATE

Partner & CEO George Fox

Partner & President Janet Ludwig

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Finance Director Joseph Mumbu

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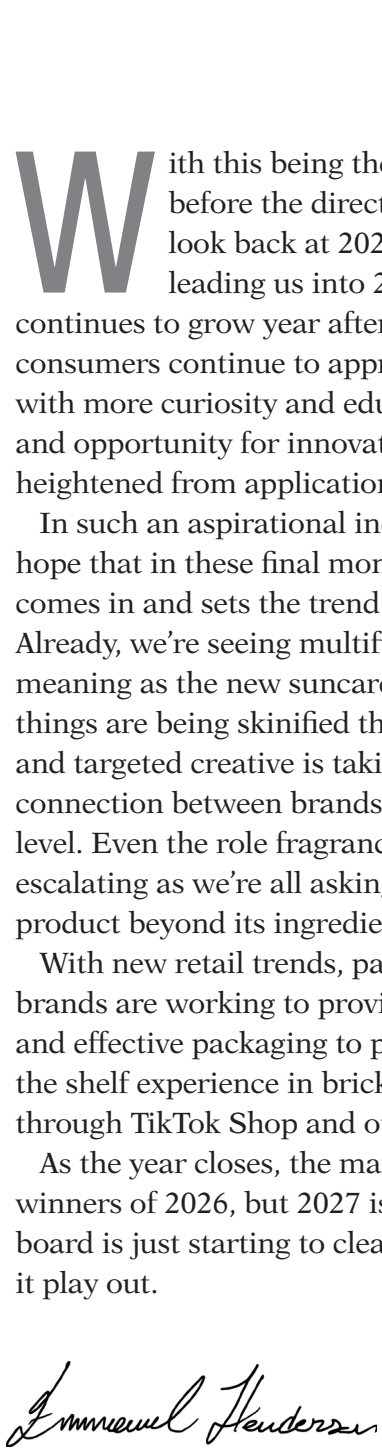
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With this being the last full content issue before the directory, it's so fascinating to look back at 2026 and see the story that's leading us into 2027. Gen A's influence continues to grow year after year (as they do), and consumers continue to approach all aspects of beauty with more curiosity and education. The expectation and opportunity for innovation across beauty has heightened from application to results.

In such an aspirational industry, one can't help but hope that in these final months of 2026 something comes in and sets the trend for the new year. Already, we're seeing multifunctionality take on new meaning as the new suncare filter enters the US; things are being skinified that have never been before and targeted creative is taking opportunities for connection between brands and consumers to a new level. Even the role fragrance has played in beauty is escalating as we're all asking what defines a luxury product beyond its ingredients.

With new retail trends, packaging suppliers and brands are working to provide immersive, sustainable and effective packaging to people who are skipping the shelf experience in brick-and-mortar stores through TikTok Shop and other online retailers.

As the year closes, the market is deciding the winners of 2026, but 2027 is a new game, and that board is just starting to clear. I'm so excited to watch it play out.





EMMANUEL HENDERSON
Content Director
ehenderson@allured.com

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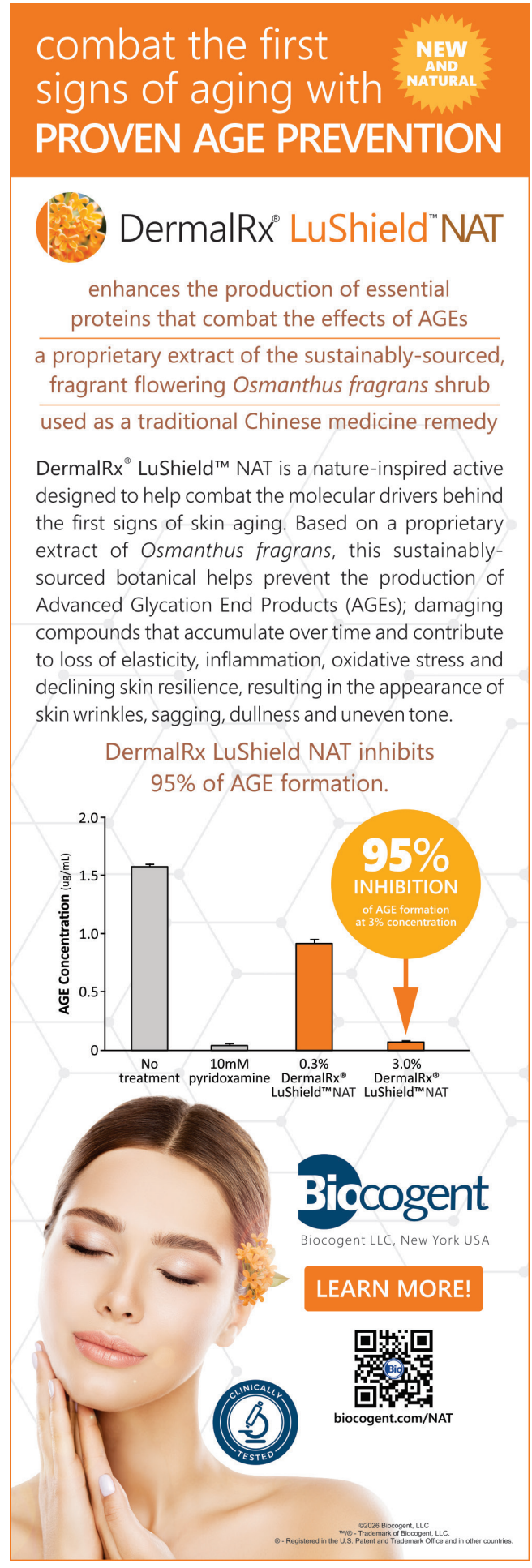


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Images courtesy of the manufacturers





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THE NEW STANDARD IN EFFECTIVE SKIN CARE



As we approach drier months, consumers are moving away from trendy buzzwords and brand discovery back to products that bring results. From product texture, effectively targeting skin concerns and capturing a luxury wellness experience, many ingredient companies are continuing to step up to give brands and their products the edge they need to stay relevant in the market.

"Today's skin care consumer expects more than promises," says Michelle Chavez, chief commercial officer of Accupac, "they expect products that help deliver visible results they can see, feel and experience throughout their skin care routine. Clinical testing remains important, but efficacy is increasingly enforced through sensorial experiences, ingredient transparency and noticeable improvements in skin appearance." With long-lasting trends like slugging and glass-skin, the relationship between sensory experience and expected results has been strengthening.

As these expectations grow, brands are developing skin care solutions that combine clinically studied ingredients with sophisticated formulation design. The goal is no longer simply to include trending actives, but to formulate products that help deliver both immediate sensory benefits and visible improvements over time.

Staying on Target

As consumers start to seek out more bespoke, personalized products, ingredient supplier Sabinsa is equipping brands with what they need to transcend traditional skin care silos.

"LactoSporin exhibits multifunctional skin-protective activity, making it ideal for both acne-prone and aging skin," Shaheen Majeed, global CEO and managing director of Sabinsa, says. "It has antimicrobial activity against acne-associated microorganisms, including Cutibacterium acnes and inhibits 5-alpha-reductase activity, helping regulate sebum production and oily skin. In a clinical study of mild to moderate acne, LactoSporin 2% w/w cream demonstrated efficacy comparable to benzoyl peroxide 2.5% gel, with visible improvement observed as early as three days."

Separate in vitro studies point to a role in supporting the skin's extracellular matrix. LactoSporin has been shown to inhibit collagenase activity and suppress glycation, while increasing epithelial growth factor expression by approximately 2.94-fold.

In a dose-dependent enzyme assay, it also inhibited hyaluronidase activity. In a separate gene expression study in human dermal fibroblasts, it increased expression of transforming growth factor (TGF-β) and hyaluronic acid synthase (HAS1). Since hyaluronidase breaks down hyaluronic acid while TGF-β and HAS1 support its production, these laboratory findings suggest LactoSporin may help preserve hyaluronic acid and support extracellular matrix integrity.

"These laboratory findings are consistent with results from a separate 10-week clinical study, in which a 2% LactoSporin cream produced measurable improvements in wrinkles, fine lines, skin texture, crow's feet and skin hydration compared with placebo," Majeed says "The combination of LactoSporin's demonstrated antimicrobial and sebum-regulating activities with its potential to support collagen integrity, hydration, firmness and other markers of skin aging creates an opportunity for formulators to develop a single multifunctional product that targets both acne-prone skin and early signs of aging within a single skin care regimen."

Honing in on Look and Feel

In response to consumer expectations, Accupac's innovation team, Cobalt Labs, has worked with brands to develop skin care solutions that respond to specific needs. For example, the team created the Vegan PDRN Recovery Serum, which combines vegan PDRN derived from Reishi mushroom with niacinamide and soothing ingredients to support visible skin renewal, reinforce the skin barrier and improve the appearance of elasticity and resilience.

"Targeted treatment products continue to gain momentum as consumers seek more personalized routines that cater to their needs," Chavez shares. "Texture has also become an important indicator of product performance. Formulations that instantly cool, cushion or refresh the skin create an immediate sensory experience that reinforces product efficacy and builds confidence."

She continues, "Consumers are also increasingly looking for products that help address visible signs of fatigue and skin aging. Our LumaLift Eye Cushion utilizes elasticity-supporting technology alongside snow mushroom extract to help improve hydration, soften the appearance of fine lines, brighten the under-eye area and leave skin looking smoother and more refreshed. These multifunctional products reflect the growing preference for formulations that deliver multiple visible benefits in a single step."

Below the Chin

"Today's consumers, particularly younger generations, increasingly view



Image by shimazaki at Pexels

grooming as an extension of self-care rather than simply another daily task," says Elizabeth Frabotta, marketing and business development leader at Ecopol America Inc., and Denis Ontumi, VP of R&D at Rita Corporation. "They're trading up to products that deliver elevated textures, premium fragrances and experiences that feel more intentional without adding complexity to their routines."



This presents a significant opportunity in one of personal care's most mature categories. Rather than competing solely through fragrance, packaging or incremental formulation changes, dissolvable shaving capsules allow brands to fundamentally rethink how consumers interact with the product. A pre-measured, water-activated format eliminates the mess and guesswork associated with traditional tubes and cans while consistently delivering a rich, luxurious shaving lather and a more elevated grooming experience.

Beyond performance, the format creates opportunities for premiumization through curated fragrance collections, seasonal editions, skin-type-specific formulations and limited releases that encourage discovery and repeat purchase. The compact single-dose format also lends itself naturally to travel, hospitality, fitness, premium sample kits and subscription programs, allowing brands to engage consumers across multiple occasions. Ultimately, innovation is no longer limited to the package—it extends to how consumers discover, experience and interact with the product itself.



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Looking Forward

For years, skin care innovation has largely centered on adding more products, more steps and more complexity to consumers' daily routines. Today, that philosophy is changing. Consumers aren't looking for more products. They're looking for smarter products that deliver visible performance while simplifying their regimen.

Consumers are increasingly prioritizing products that simplify decision-making without sacrificing performance or the experience they've come to expect from prestige skin care.

Single-use, water-activated facial cleansing capsules support this shift by combining convenience with a premium cleansing experience. Each capsule delivers a perfectly pre-measured dose that transforms into a rich, luxurious lather, providing consistent performance without the guesswork of over- or under-dispensing product. The format also offers a fresh dose with every use, making it well suited for consumers who value precision, portability and simplicity.

For brands, this creates an opportunity to redefine facial cleansing as both a high-performance skin care essential and an elevated consumer experience. The compact format naturally supports travel, hospitality, discovery kits and premium sampling while aligning with growing consumer demand for streamlined routines. Rather than encouraging consumers to add another step, brands can deliver a cleanser that becomes the foundation of a simpler, more intentional skin care ritual—proving that high-impact performance doesn't require a complicated routine.

Waterless facial cleansing capsules provide skin care developers with an opportunity to move beyond traditional travel-sized bottles and disposable wipes by offering a concentrated cleanser that is activated only when needed. Unlike disposable cleansing wipes, which deliver a pre-saturated product in a one-size-fits-all format, water-activated capsules allow consumers to create a fresh cleanser at the moment of use while still delivering the rich lather and premium sensory experience they expect from their everyday skin care routine. The result is a perfectly pre-measured application without the bulk of liquid packaging or the compromises often associated with traditional portable cleansing formats, giving consumers the same premium cleansing experience wherever they are.

Consumers no longer have to choose between convenience and a high-quality skin care experience—they can take the same trusted cleanser wherever life takes them. For brands, this creates an opportunity to extend their products beyond the home and into every consumer touchpoint, delivering premium skin care that is designed around modern lifestyles rather than traditional packaging.

As consumer expectations continue to evolve, successful skin care innovation will be defined by formulations that help combine meaningful ingredient science with noticeable consumer experiences. Products that help deliver visible improvements, supported by thoughtfully selected ingredients, elegant textures and substantiated claims, will continue to differentiate brands in an increasingly efficacy-driven skin care market. ■

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ASIA'S BEAUTY BLUEPRINT: 10 INNOVATION TRENDS

From China's biotech and Korea's consumer creativity to Japan's precision science, the Asian beauty ecosystem is reshaping cosmetic breakthroughs.

BY JOHN JIMÉNEZ and ADRIANA CASTAÑEDA,
research, development and innovation, Belcorp Colombia

Asian cosmetics continue to solidify their position as one of the most dynamic drivers of the global beauty industry. Projections[a] estimate a compound annual growth rate (CAGR) of between 5% and 8.5% in the Asia-Pacific region, which is expected to expand from a market valued at $141.32 billion as of 2025 to approximately $234.39 billion by 2032. This expansion will reinforce its position as the region with the largest share of the global cosmetics market.

Asian beauty has established itself as the world's leading laboratory for cosmetic innovation thanks to the convergence of three complementary models. China drives science and scalability through biotechnology, bioengineering and the development of new ingredients. South Korea transforms innovation into mass-market consumer experiences through disruptive formats, high-sensory appeal and visible results in a short time. Japan leads the way in cosmetic precision with a preventative approach, supported by scientific evidence, artificial intelligence and predictive tools geared toward long-term skin health.

The interaction of these ecosystems is accelerating a new generation of solutions based on proven efficacy, hyper-personalization, advanced digital technologies and increasingly precise delivery systems. As a result, Asia is not only setting trends but also redefining the future of beauty through the convergence of science, technology, and consumer experience.

As a result of this evolution, new opportunities for inspiration are emerging for the Western market. Below, we present 10 trends from the Asian ecosystem that could redefine cosmetic product development in the coming years.

10 Asian Beauty Trends Set to Redefine Cosmetic Innovation

1. **Cosmetogenemics:** Skin biomarkers, metabolomics, transcriptomics and the microbiome will define the markers of skin and hair longevity. We are seeing an increase in

[a]https://www.fortunebusinessinsights.com/asia-pacific-cosmetics-market-114168

applications for facial diagnostics and skincare routine recommendations, as well as the development of products designed for specific genomes. Key technologies will include targeted peptides, next-generation exosomes that act on different layers of the skin and hair, growth factors, and epigenetic modulators.

2. Precision fermentation: It is the use of engineered microorganisms to produce high-purity cosmetic molecules through increasingly automated processes. Key innovations will focus on enhancing efficacy from within, refining the actions and delivery systems for hero ingredients such as bakuchiol, resveratrol, ceramides, ectoine and recombinant elastin.

3. Cosmetic secretome: Extracellular vesicles and cellular metabolites for skin regeneration. We will see the technological evolution from plant exosomes to microbial exosomes and thus consolidate a new chapter of designed secretomes.



4. Intelligent barrier: An evolution of the "repair barrier" concept toward more specific and multifunctional actions for measurement, adaptation and generation. The new technological leaders will be biomimetic lamellar structures, engineered ceramides, functional lipids and adaptive films. Hydration claims will evolve towards skin homeostasis. At conferences and in scientific publications, we are witnessing a boom in new technologies specializing in barrier protection.

5. Skin management: Longevity will remain a central focus, but it will evolve into a scientific, preventative, sensory and transgenerational routine. This extends to sun care, body care and hair care, resulting in skin and body that function better for longer. Some technologies that will continue to evolve include NAD+ boosters, spermidine, ergothioneine, urolithin and mitochondrial peptides.

6. Beauty by design: Cosmetic formulation enters the era of algorithmic design, using AI models to design formulas before they even enter the lab. In other words, a formulator will work alongside an "R&D co-pilot" evaluating claim design, ingredient compatibility, cost optimization, sensory prediction, and prediction of efficacy and stability.

7. Digital twin: Japan and China are currently developing predictive aging models. In five to 10 years, every consumer will have a digital replica of their skin, where they can simulate future wrinkles and blemishes, loss of elasticity and inflammation before they occur. Anticipating these signs will be the new way to approach beauty with increasingly personalized routines.

8. Programmable cosmetics: Inspired by precision medicine, a single product can change its efficacy profile according to the skin's condition. A formula can release more antioxidants if it detects ROS, specific anti-inflammatory actives if it detects stress and more hydrating actives if it detects dehydration—all from the same application.

9. Skip care: Asian cosmetics are evolving towards simpler and more efficient routines, driven by consumers seeking practicality without compromising results. The "skinimalism" trend promotes reducing the number of steps through multifunctional formulas that hydrate, protect and repair the skin simultaneously. Instead of lengthy routines with 10 or more products, new offerings prioritize multi-action mechanisms, better user experience and comprehensive benefits, promoting healthy skin with less time, fewer products and less environmental impact.

10. Glow skin: Although aesthetic ideals evolve, the pursuit of luminous, even-toned and healthy skin remains a dominant trend. The goal is no longer artificial perfection, but a naturally radiant appearance that reflects hydration, a healthy skin barrier and overall well-being. This trend drives the development of products that progressively improve the skin's radiance, texture and overall quality.

Asia no longer just inspires the cosmetics industry; it is redefining how we understand beauty, health and longevity for future generations; when China's scale, Korea's creativity, and Japan's precision converge, the future of beauty is born. ■

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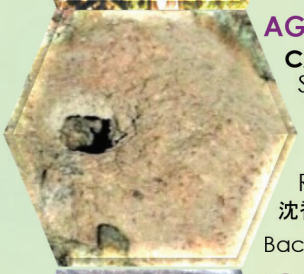
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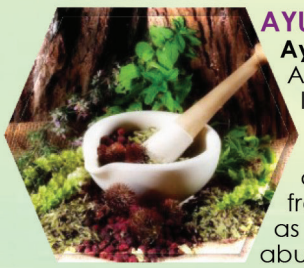
AGARWOOD RESINS (קטורת) מעלה (מעלה אשאן)

CALAMBAC key component of Japanese, Chinese Siddha, Ayurvedic Arabic, Hebrew, Greek Traditional Medicine, Aromatherapy, Religious Medicinal Incense-Fumigation and Perfumeries known by various names Calambac, Agallocha Resins., White Qi-Nam, Ky Bach, in various cultures 沈香樹脂、うじゅくこう 熔融树脂奇楠, White Qi Nan -白奇楠" Bach Ky nam القديمة المبارك لغة الخمير. www.wodeyar.org



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The Botanical Preservative

CAMPO PLANTSERVATIVE™ is a series of ready to use liquids of Natural Plant obtained Green Natural Colorless Clear, Odorless Preservatives contains no parabens, from Honeysuckle Flower Buds (Lonicera Caprifolium & Lonicera Japonica).

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

最小抑菌浓度和筛查试验在低用量 0.125%下进行，认定"无防腐剂"或"不含防腐剂"。

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Lonicera Caprifolium (Honeysuckle) Flower Extract
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独创的植物防腐剂(水溶性)适用于化妆品配方

CAMPO PLANTSERVATIVE WMr (Jojoba Oil)

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

WATER SOLUBLE LIQUIDS 水溶性液体

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

LIPO & OIL SOLUBLE LIQUIDS 脂/油溶性液体

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

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With 100% High Purity Siddha Medico Botanicals Extracts as Natural Color Ingredients and
With 100% High Purity Campo Natural Botanical Additives to Prolong Hair Colors Effects,
For Botanical Permanent, For Botanical Demi-Permanent, For Botanical Semi-Permanent, For BotanicalTemporary

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CONSUMERS DEMAND PROOF – THE SKINCARE EFFICACY RACE

BY JENNIFER STANSBURY, co-founder and managing partner at The Benchmarking Company

Compelling consumer claims can make or break a product launch. Claims such as "95% saw smoother skin," "reduces frizz," "improves scalp health," or "helps users feel more confident" influence purchase decisions, support retailer conversations, and help brands differentiate themselves in a crowded market. They are one of the forms of proof of efficacy consumers demand before buying.

In a May 2026 primary online consumer study, The Benchmarking Company (TBC) asked 4,000+ US female beauty, personal care, and wellness consumers about trust factors involved in the purchase decision of three types of skincare categories: doctor brands, "clean" brands, and brands of tools and devices used to enhance topical skincare products. Find out which categories earn her trust, and why.

Doc Brands Mean Higher Expectations

Interest in doctor/derm brands is strong, with 86% of respondents saying they would be interested in trying a doctor/derm brand if they aren't already doing so.

There is an inherent trust factor in this type of brand, described to respondents as: often developed or co-developed by a medical professional such as a dermatologist or other medical doctor that focuses on clinical, science-backed formulas that treat specific concerns. Compared to other skincare brands, 60% believe doctor brands are somewhat more effective, with 26% believing they are much more effective. Younger consumers (Gen Z) have an even stronger trust factor with doctor brands, with 50% saying they are somewhat more effective than other types of skincare, and 38% saying they are much more effective. Younger consumers are also more interested in trying these types of brands than Gen X or Baby Boomer consumers.

Strong expectations follow the strong trust factor. Seventy percent (70%) of respondents expect to experience positive results from using doctor brands sooner than if they were using a non-doctor brand, and 30% expect those results to be at the same rate as non-doctor brands.

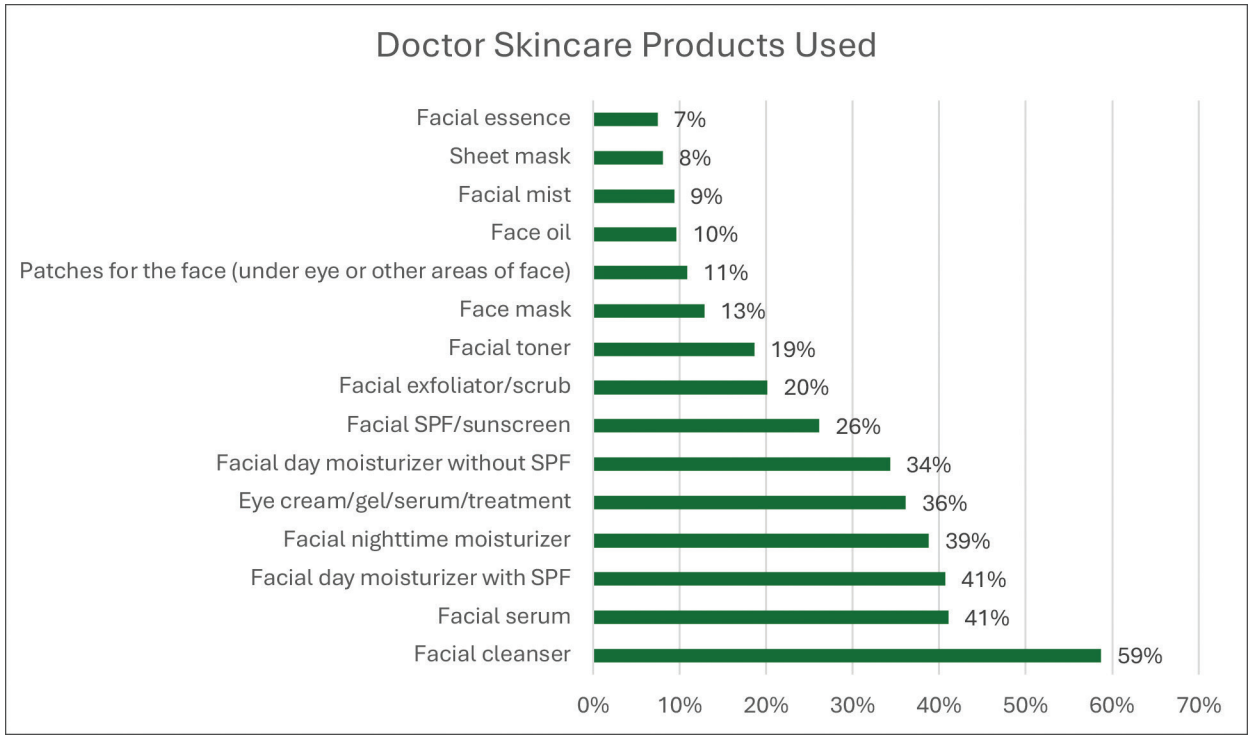
Doc Brand Usage and Rationale

Seventy-seven percent (77%) of respondents say they do use at least one doctor brand for

Image by Polina Tankilevitch at Pexels

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Spend Per Item	Facial cleanser	Facial day moisturizer without SPF	Facial day moisturizer with SPF	Facial nighttime moisturizer	Facial serum	Face oil	Face mask	Sheet mask	Facial exfoliator/scrub	Eye cream/gel/ treatment	Patches for face	Facial toner	Facial mist	Facial SPF/sunscreen	Facial essence
$5-20	27%	20%	15%	13%	9%	14%	25%	42%	17%	11%	22%	22%	25%	15%	8%
$21-40	38%	34%	34%	27%	25%	32%	35%	29%	32%	31%	42%	38%	37%	38%	30%
$41-60	18%	20%	28%	23%	24%	22%	17%	13%	27%	27%	15%	21%	13%	27%	23%
$61-100	11%	14%	14%	22%	24%	17%	11%	7%	15%	17%	9%	11%	13%	13%	16%
$100-150	4%	8%	6%	9%	12%	8%	7%	5%	6%	10%	5%	4%	5%	4%	12%
$151+	2%	4%	3%	6%	6%	7%	5%	5%	3%	4%	6%	4%	7%	3%	11%

their everyday skincare needs today. The following brands were listed by respondents as the doctor brands they regularly use:

- 56% CeraVe
- 41% La Roche Posay
- 21% Murad
- 20% SkinCeuticals
- 19% Perricone MD
- 16% EltaMD
- 14% Dr. Dennis Gross
- 5% Obagi/SkinMedica (tied)
- 4% Dr. Barbara Sturm/Augustinus Bader/ReVive/111Skin (tied)
- 3% Alastin/Therabody/PCA Skin (tied)
- 2% Dr. Idriss/Lancer Skincare/ Skinbetter Science/Erno Laszlo/ Revision/Element Eight/Dr. Whitney Bowe (tied)

Facial cleansers (59%), serums (41%), facial day moisturizers with SPF (41%), and facial night moisturizers (39%) represent the top doctor SKUs consumers use. For Gen Z doctor brand users, acne medications and serums came in at 9%.

Doctor brand facial serums command the highest price, with 61% of users of those products spending $61+ each time they purchase a serum. Facial essences/ mists (39%), night creams (37%), facial oils (32%) and eye creams (31%) were also doctor SKU categories in which consumers spend $61+.

Courtesy of The Benchmarking Company

The Specialist Trust Factor

When asked the reasons why respondents trust doctor brands, authority rules. The fact that the brand was created by a skincare expert rated highest (57%), along with strong clinical results (57%) as reasons for use. More than half (54%) believe a doctor brand uses higher quality ingredients, and 45% say these types of brands are recommended by her own doctor or dermatologist as ones to trust. That these brands are grounded in science (41%), with usually cleaner formulations (32%) rang true as well.

But scientific results and an impressive ingredient lineup don't fully give consumers the confidence they look for when considering the purchase of a doctor brand. Thirty-one percent (31%) also gravitate toward these brands because they have strong real-world consumer perception testing results to back up the scientific findings.

A Connection to Clean

Similar to doctor brands, 86% of respondents find clean beauty brands of interest, even if they aren't using them yet. Nearly three-fourths of respondents (72%) say they use at least one skincare or makeup product regularly that they feel is a "clean" brand. Clean brand usage is highest among younger respondents, with 85% of Gen Z respondents saying they use at least one clean brand, and 78% of Millennial-age respondents saying they do as well.

The Ordinary (33%), Drunk Elephant (22%), Dermalogica (17%), Milk (16%), and Ilia Beauty (14%) top the list of clean brands used.

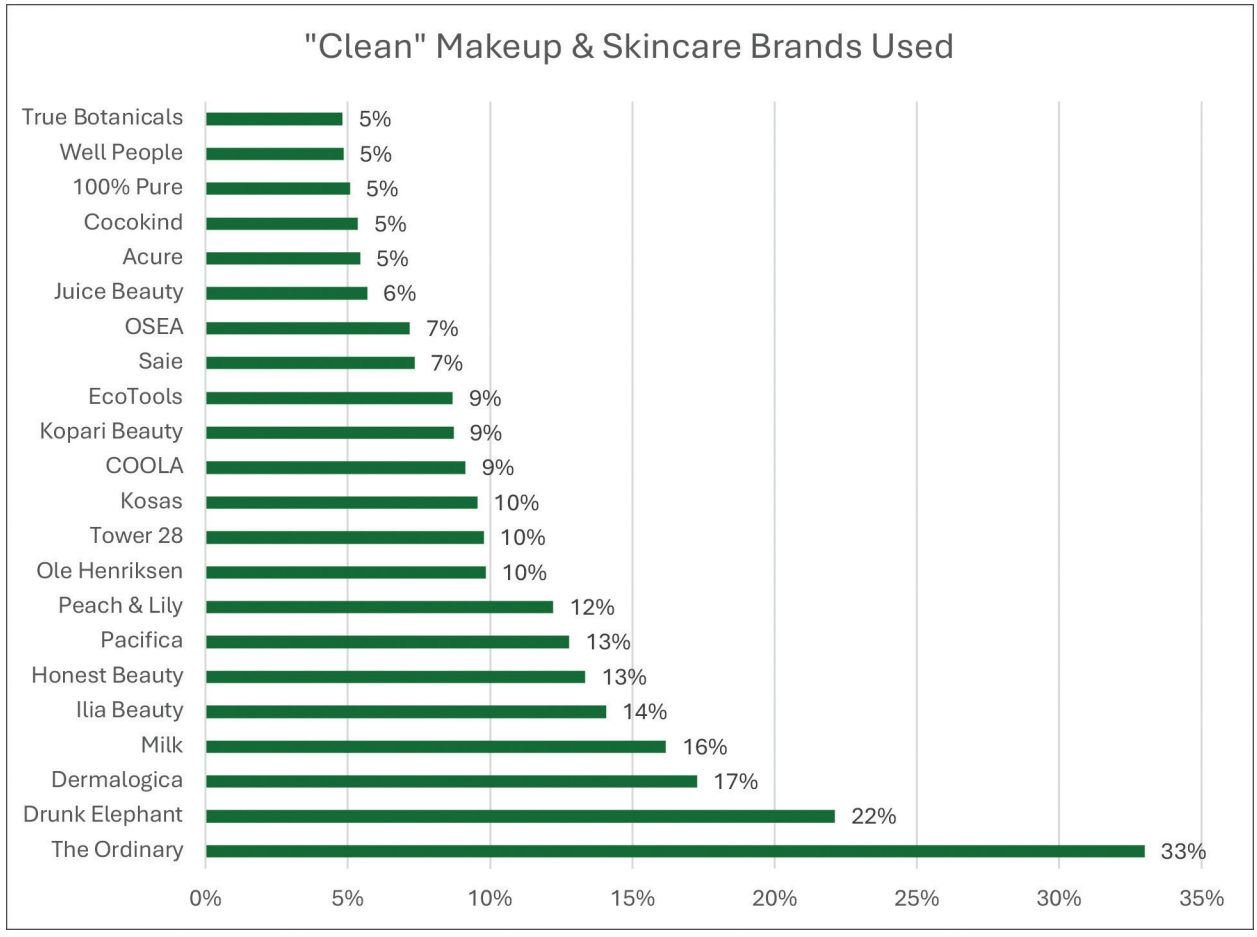
Facial cleanser (63%), facial serums (51%), eye creams/gels/treatments (38%), body skincare products (38%), and nighttime facial moisturizers (37%) are the clean skincare SKUs she uses most often.

In general, respondents spend less for clean skincare than doctor brand skincare, buying most of her products in the $21-40 range.

Clean Skincare SKUs Used.

Clean Makeup

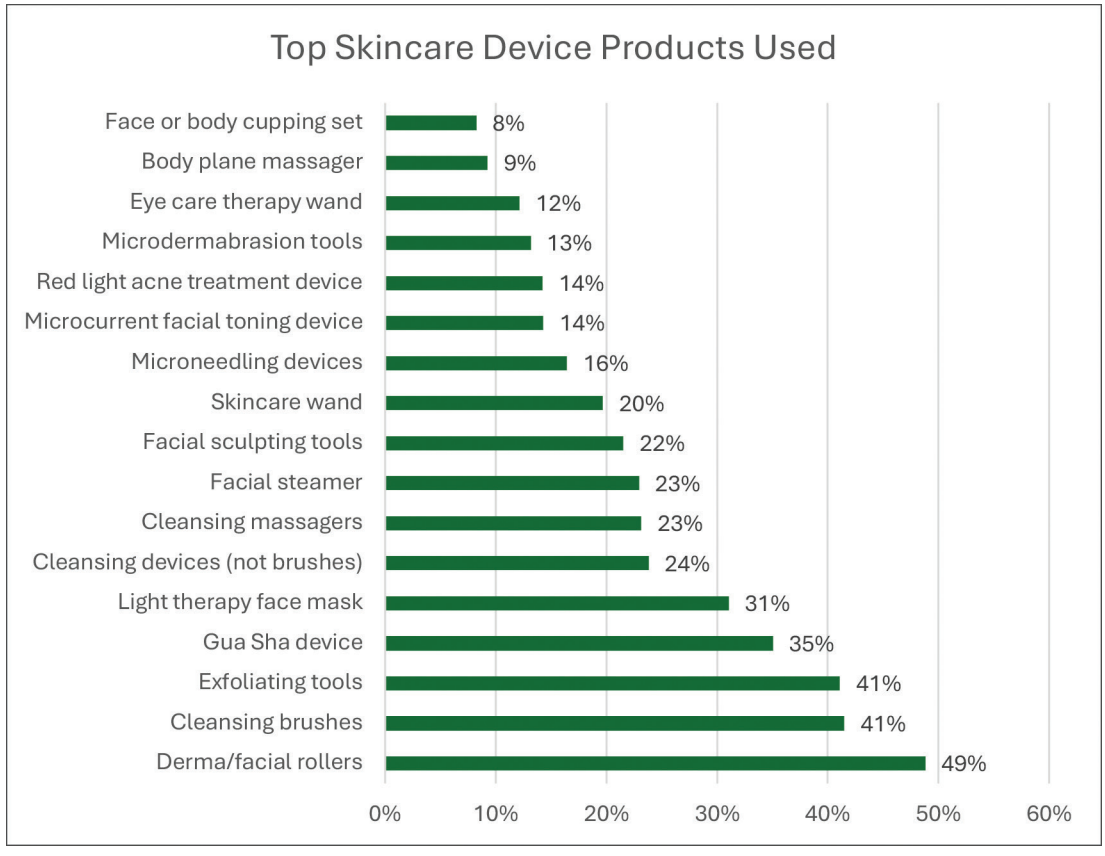
Lipstick, stain, or gloss (59%) was cited as the top clean makeup product used, followed by foundation (57%), mascara (53%), concealer (46%), blush (45%), eyeshadow (40%), eyeliner (36%), and brow products (33%). Respondents typically spend $5-$40 for each clean makeup product they purchase; however, complexion



Courtesy of The Benchmarking Company

Clean Skincare SKUs Used:

Facial cleanser	63%
Facial serum	51%
Eye cream/gel/serum/treatment	38%
Body skincare products	38%
Facial nighttime moisturizer	37%
Facial day moisturizer without SPF	36%
Facial toner	35%
Facial day moisturizer with SPF	35%
Facial exfoliator/scrub	30%
Facial SPF/sunscreen	28%
Face mask	26%
Facial mist	25%
Face oil	22%
Patches for the face (under eye/other areas of face)	20%
Sheet mask	19%
Facial essence	13%
Patches for the body	7%
Other	3%



Courtesy of The Benchmarking Company

products can command a higher share of her wallet. Forty-three percent (43%) will spend more than $40 for a clean foundation, with 25% spending $40 and higher for a concealer.

The Case for Clean

For those using clean beauty brands, the feeling that they are better for my skin's health garnered the highest rating (73%) as a reason for usage. That they have higher quality ingredients followed (51%), with clean products being better for the environment (44%), they simply work better for my skin (38%), they make me feel better about my own environmental footprint (31%), and the feeling that they are safer than traditional skincare (31%) topped her reasons for use.

Still, reading strong real-world consumer perception test results were a key motivator for clean beauty product use for 20% of all respondents. That proof of efficacy before buying was even more motivating for Gen Z respondents (24%) and Millennial-age respondents (24%).

Proof of efficacy definitely rules. Asked if they had to choose which matters most, respondents said they'd choose proven effectiveness (64%) over clean/safe ingredients (36%).

Skincare Tools & Devices Now Mainstream

The global beauty tools market size was valued at $73.5B in 2025 and is projected to grow from $76.3B this year, to $117.2B by 2034[1]. US women are seeing the need for tools and devices to enhance their topical skincare products' performance, with 43% saying they use at least one tool of this type now. As a whole, 80% are interested in trying a skincare tool or device.

The most popular brands respondents use now include:

Derma/facial rollers (49%), cleansing brushes (41%), exfoliating tools (41%), Gua sha devices (35%), light therapy face masks (31%) are her top device products.

Respondents use these devices because they get better skincare results using the devices than their topical products alone (62%), they're trying to achieve professional level at-home results (53%), they're soothing to use (49%) and again – because the devices carry the proof-of-efficacy factor. Forty-nine percent (49%) use them because of their strong clinical/scientific results, and 38% use them because of their strong real-world consumer perception testing results.

Tools and devices often command higher price tags, with 46% of respondents who buy microcurrent facial toning devices spending $151 or more on the product.

Because many tools are typically higher priced than topical skincare products, Gen Z and Millennials put an even greater weight on real-world consumer perception testing than older respondents, with 48% of Gen Z and 45% of Millennials saying this metric is highly influential in their purchase decisions.

Why Research Rigor Matters More Than Ever in the Skincare Efficacy Race

Today's consumers are highly informed and increasingly skeptical. They expect transparency, authenticity, and proof.

A qualified third-party research partner helps brands:

- Generate credible, consumer-relevant claims
- Reduce legal and regulatory risk
- Increase retailer confidence
- Strengthen marketing effectiveness
- Build long-term consumer trust ■

[1]*Fortune Business Insights*. https://www.fortunebusinessinsights.com/beauty-tools-market-106541



BEHIND AXE'S STRATEGIC RETURN TO FINE FRAGRANCE WITH A FIFA WORLD CUP 2026 PARTNERSHIP



Timed with the FIFA World Cup 2026, AXE (Lynx in the United Kingdom) launched a collection that's best described as a return to fine fragrance, featuring three new products and a slogan, "Smell your best when you look your worst," that places the brand in the stands with fans, challenging the chaotic essence of sports-watching at a sensory level.

All images courtesy of AXE

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Global Cosmetic Industry speaks with Caroline Gregory, Global Brand Director of AXE/Lynx, on partnering with FIFA World Cup 2026, its launch and return to fine fragrance.



BY EMMANUEL HENDERSON,
Content Director



The FIFA World Cup 2026 is an immense global phenomenon, with an enormous audience across markets and a huge opportunity for brands all over to make a lasting impression. Marketing campaigns range from special in-person activations like watch parties and immersive spaces to social campaigns and tried-and-true commercials.

In time with the tournament, AXE (Lynx in the United Kingdom) launched a collection that's best described as a return to fine fragrance, featuring three new products and a slogan, "Smell your best when you look your worst," that places the brand in the stands with fans, challenging the chaotic essence of sports-watching at a sensory level.



Author Emmanuel Henderson sampling Axe's latest scents.

We had the opportunity to speak with Caroline Gregory, Global Brand Director of AXE/Lynx, on partnering with FIFA, the launch and the return to fine fragrance at Casa Fresh in Mexico City after the opening match.

Global Cosmetic Industry: How did you decide on the FIFA World Cup 2026 partnership? What impact are you looking for out of that?

Caroline Gregory: Firstly, when we started, because it's a Unilever-wide partnership, not just an AXE one. We sort of asked ourselves: football and fragrance, what do they have to do with each other? You know, because obviously that's not a natural fit.

We know football just couldn't be more relevant for young guys. So how do we use this moment, the World Cup, to drive relevance to the brand, but into our fine fragrance variants.

So that's why, you know, Marshmallow Smoke is completely re-dressed through the lens of the World Cup, because we know that young guys will look at that pack and go 'oh my god, I want it'. But then also bringing them into one of our best scents yet, Marshmallow Smoke.

We're looking to really drive buzz on social. Which again, ultimately, is back to the desire to build maximum relevance.



"If you think of some of our biggest fragrances today in the market, they'd be far more classically masculine in the past, very in the fougère space," says Gregory. "What you see with young people is that they're far more playful, experimental and they're less traditionally masculine."

Global Cosmetic Industry: What was the process that led to deciding and creating a plan to reimagine the brand as you have with the new fragrance launches?



"For us to appeal to that audience and elevate ourselves to fine fragrance quality, we needed to evolve the way we were doing fragrance," says Gregory. "Therefore, it's become far less gendered."

Gregory: AXE was founded in 1983 in France, and it was born to bring fine fragrances into deodorants. Over time, we became far more into what was on-trend in fragrance, and we stopped talking about the quality of the scents that we had.

Through the launch of the fine fragrances, that's really been the focus. Making sure that all of the scents that we launch are of the quality of a luxury cologne. That's been a game-changer for us in really reestablishing that AXE is the master of fragrance when it comes to deodorants.

Doing that in a way that is ownably AXE, which is where fine fragrance quality comes in, was really important for us to reestablish.

Global Cosmetic Industry: So it's more of a return. Not inspired by metrics, social listening or anything?

Gregory: Exactly.

Global Cosmetic Industry: What do you think contributed to fulfilling that goal? Actually doing it. Did you look at anything? What kind of conversations did you have to have?

Gregory: We looked at what young people want in scents today, because the fragrance profiles are totally different today than what they were.

If you think of some of our biggest fragrances today in the market, they'd be far more classically masculine in the past, very in the fougère space. What you see with young people is that they're far more playful, experimental and they're less traditionally masculine.

At the heart of this, through the process we worked with the perfumers and the fine fragrance houses, was that this is where fine fragrance is moving.

For us to appeal to that audience and elevate ourselves to fine fragrance quality, we needed to evolve the way we were doing fragrance. Therefore, it's become far less gendered.

There's a better balance of the kind of scent that we deliver, whether it's more gourmand with the cherry spiritz, vanilla or the way we do fougère today. Like blue lavender, has got a twist that makes it way less masculine than a fougère would have traditionally.

Global Cosmetic Industry: Rebuilding this brand in this direction. Is there anything that has had to shift or be reworked? Has there been anything you've been applying as you go?

Gregory: Yeah, I think we're all moving. We're all living in a world now that's moving so fast.

It's changing whether it's AI, whether it's the world of social, I mean, it changes every minute. We're always trying to grapple with, well, what does that mean?

The thing that I'm trying to hold on to is that we need to build a brand that's differentiated. The thing that keeps me up at night sometimes is that we're in a world now where you let go a bit more.

More people need to be involved in the brand, whether that's content creators or a move into UGC participation. And when you start producing, you know, 100s of 1000s of pieces of content, how do you make sure that's still distinctly AXE?

That's one of the things that we're struggling with. We want participation-it's much more meaningful bringing people into the brand, but how do you still make sure that that becomes ownably AXE.

Then, with collabs, I'd say it's like making sure that the whole is greater than the sum of its parts. Ultimately, you both bring something to the party and then make it more enriching for consumers. For AXE, that means



We had the opportunity to speak with Caroline Gregory, Global Brand Director of AXE/Lynx, on partnering with FIFA, the launch and the return to fine fragrance at Casa Fresh in Mexico City after the opening match.



"Consumers move on so quickly," says Gregory, "and it hasn't left a distinct memory with them. So I think we're a bit less concerned about jumping into every trend rather than only doing that when AXE is relevant."

it needs to be something totally unexpected. At the heart of when AXE works best, it's when you wouldn't see it coming.

It's a bit like the AXE World Cup campaign, you know, it's not something people expected. And that's AXE at its best.

Global Cosmetic Industry: This collection has really conceptual names, like Indigo Haze and Marshmallow Smoke and then you have White Vetiver, which is a very spot-on ingredient reference. That really does root the perception in fine fragrance again. Do you have anything to say about that at all?

Gregory: I think for us, as we want it to reestablish our roots in fine fragrance, we felt we needed to be more ingredient-led, but we mix that with a color because young guys shop by color. What we find is that young guys will say to their parents, buy me the white one, buy me the blue one.

The color was our way of also making it a bit less expected. Obviously, you come to a point with colors where you can only go so far. Marshmallow Smoke for us still has a color because you can associate smoke with color, same with marshmallow and likewise with indigo haze. Indigo is obviously an ingredient, but it's also a color.

Global Cosmetic Industry: I think that the return to fine fragrance has been really interesting, and it's coming at a time when I think masculinity is sort of being allowed to be a little more explorative, too. So, how do you capitalize on a moment like the World Cup long-term? How do you make the partnership work outside of the actual matches? How do you capitalize on that?

Gregory: We've got many moments planned throughout the whole tournament. The best thing about the slogan "smell your best while looking your worst" is that it's a global platform but then there's execution.

It's for all of the markets, and it brings them to life in totally different manners to hit their mark.

So everybody's watching to look for moments that we can react to, but only when AXE is relevant, and that's been what's been key to me, with the team. Finding just the moments that are relevant and then maximizing those.

Global Cosmetic Industry: How do you feel about what you've seen in response to that strategy and the control you keep over the brand from being thoughtful and curated about how you engage in the moment?

Gregory: It's something that we're always learning. We used to, there would be some trend on TikTok, and we would jump into that. What we reflected back on is sure, you can get loads of engagement this way, but what is it actually doing to build the brand?

Consumers move on so quickly, and it hasn't left a distinct memory with them. So I think we're a bit less concerned about jumping into every trend rather than only doing that when AXE is relevant.

Because we're a brand that's about humor, to do humor well, you do need a bit more quality and execution because a good joke told badly falls flat immediately. We're trying to do less daily and do more to make the moments really matter.

Global Cosmetic Industry: Do you notice a trend and are you guys leaning a little bit more into lifestyle? If so, how does that look or make sense to you?

Gregory: The way we're looking at it is more of moments where attraction would be at risk, but then the power of fragrance. So we see it through that lens, which hopefully for us is a little bit wider. But we definitely think we haven't done a lot yet in fashion, to be honest. I think it is a space that we're certainly open to.

Global Cosmetic Industry: Are there any trends like smellmaxxing that you're leaning into to inform how you move forward?

Gregory: So smellmaxxing, we're definitely looking at. Young guys are really quite obsessed with it. I think that they don't necessarily know what the perfect way in is. Of course, because of the science that exists at Unilever, we have 1000s of scientists who are looking at every aspect, from odor, for underarms, to what fragrance can do for you emotionally.

When you bring all of that together, then there's a real power to help create the absolute ultimate smellmaxxing regimen.

Layering for us is another really, really big space. So we're looking at that.

And then we're seeing young guys becoming quite experimental, more playful. We're always looking at future trends and where that may lead to next.

Global Cosmetic Industry: When you decide on a cultural moment like this, what, if at all, are any risks or obstacles with trying to find that point of connection, trying to find a point of resonance? With the "smell your best when you look your worst" platform and things like Casa Fresh, how do you, with all these moving pieces, aim for maximum efficiency and identify success?

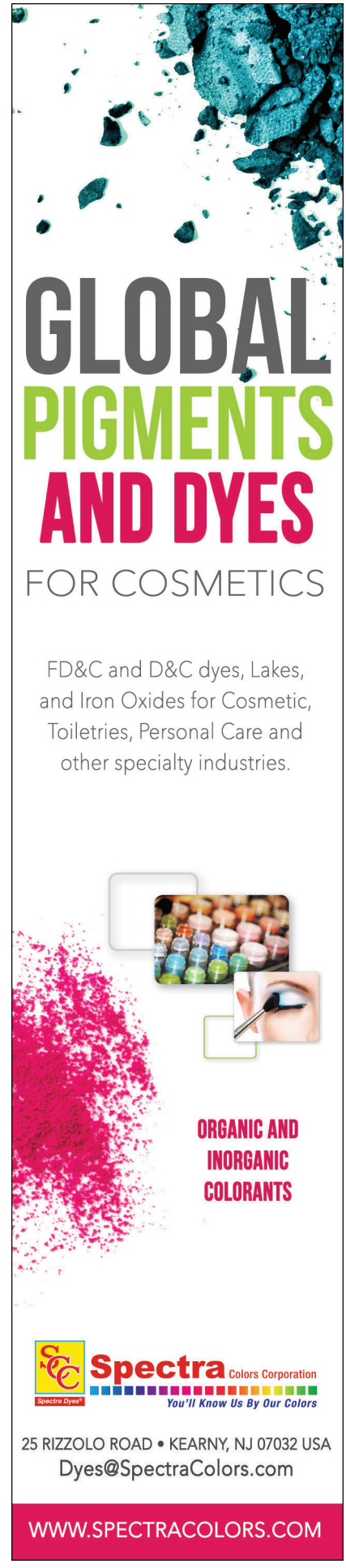
Gregory: What's really important is that we always find a way to be totally ownable to AXE. I think, for example, the work we do in the World Cup, we spent the time.

We have a wonderful agency identifying what the cultural insight would be right for AXE.

AXE isn't about the performance on the field—we're about the fans. So what do the fans do? That's the way we looked at it.

Then we understood that, you know, it's true that young people perhaps don't look their best when they're excited. So there's a way to just dramatize that and again, it's done with absurdity. AXE isn't a real brand, but it is reinforcing the power of a fragrance in a totally absurd manner. And that's the most important thing, the connection of fragrance, humor and attraction, and the attraction is AXE.

That's really important to us, whatever partnership we do has to help us build the brand we're trying to build. Ultimately everything is about the power of fragrance because, as we talked before, we're on a journey to reassert and remind people of the quality that AXE has. ■



CELEBRATING 60 YEARS OF COSMOPROF BOLOGNA



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Cosmoprof Worldwide Bologna, the leading global event for every sector of the cosmetics industry, will return from 18 to 21 March 2027. The edition will celebrate 60 years since the event was founded and introduce a significant evolution of the exhibition layout, designed to make the offering easier to navigate, encourage more targeted visitor flows and further enhance networking and business opportunities for industry professionals.

This new chapter represents a milestone of great symbolic value, reflecting not only the history and evolution of the event, but also the growth of an entire industry. Over the past six decades, the cosmetics sector has demonstrated its ability to transform, anticipate changing consumer dynamics, and establish itself as one of the most dynamic and resilient industries worldwide. Cosmoprof Worldwide Bologna has accompanied the beauty industry through its most significant transformations, helping to shape its language, business models and global relationships. From a trade show, it has progressively evolved into a strategic platform for business, networking and professional development: an international ecosystem where research, innovation and the market converge across the entire value chain, from the supply chain to finished products.

Ahead of the anniversary, Cosmoprof has also launched a new communication project, The Invisible Beauty, dedicated to the behind-the-scenes world of the cosmetics industry: the people, processes, connections and values that shape the future of beauty every day.

Beauty is not only what we see. It is what makes it possible.

THE NEW LAYOUT

The international reach of Cosmoprof Worldwide Bologna is the result of a structured and ongoing commitment, as demonstrated by the outstanding results of the 2026 edition. The expansion of the international offering and the increasingly diverse presence of companies, group exhibits and professional delegations call for an exhibition model capable of guiding visitors more







intuitively while highlighting the distinctive features of each sector.

"The new layout is part of a development strategy aimed at making the event increasingly effective, accessible and responsive to the needs of a constantly evolving international market. We will continue to invest in innovation across the event format, services and content in order to create tangible value for companies and industry professionals," says Enrico Zannini, General Manager of BolognaFiere Cosmoprof.

Cosmoprof: A Clearer Layout for Retail and Pro Channels

A clearer and more specialised layout will enable industry professionals to make the most of their time at the event, helping them identify companies, products, technologies and solutions that are relevant to their needs and maximising the value of their participation.

The new configuration will create a clearer distinction between areas serving the retail market and those dedicated to distribution for professional channels, as well as salon, beauty centre, spa and nail professionals. This will make visitor routes more intuitive and reinforce the identity of the individual sectors.

- In the Professional Hair sector, Halls 31, 32 and 33 will retain their current focus, while companies previously located in Hall 25 will move to Hall 37, which will become the main hub for the sector. On Hair Show will move to Unipol Hall, the new multifunctional venue being developed in the area previously occupied by Hall 35, which will also host some NailWorld exhibitors.
- The Beauty & Spa sector will be consolidated in Halls 25 and 26, whose more functional configuration and direct access from the Service Centre will support the sector's development in terms of both exhibition space and visitor flow quality. The mezzanine connecting the two halls will also host the Mall Stage, dedicated to World Massage Meeting and Cosmo OnStage. NailWorld will be more concentrated and integrated, with exhibitors located primarily in Unipol Hall (in the area previously occupied by Hall 35), Outdoor Area 38 and part of Hall 27N, which will also host Cosmoshop (Hall 27).
- One of the main new developments will be expanding the area dedicated to the Country Pavilions, which will also occupy the upper section of the Mall. This reflects the event's growing international reach and the increase in participation supported by local authorities and institutions. The main Country Pavilions will remain largely unchanged in Halls 16, 16A, 22, 22B and 34, while the Taiwan Pavilion will move to Hall 28.
- The Green & Organic section, dedicated to organic, vegan, environmentally responsible, certified and cruelty-free brands and products, will remain in Hall 21.
- Within Cosmetics & Fragrances, Hall 30 will become the new hub for skincare and make-up, providing approximately 1,000 additional square metres compared with the previous configuration, while Hall 36 will host the entire fragrances and personal care offering. The new layout will support greater product-category consolidation, while confirming the special areas already hosted in the hall: the Cosmetics Stage, the Buyer Lounge, catering services and cloakroom.

- Cosmoprime will also undergo a significant repositioning. Historically located in Hall 14, it will move to the more visible and accessible Hall 29, continuing to host premium brands with selective distribution for retail and across high-end cosmetics, perfumery, fragrances and beauty lifestyle. The Extraordinary Gallery, Beauty Tech Area, Italian Start-up and Buyer Lounge will also move to Hall 29. The new configuration will further strengthen Cosmoprime's role as a hub for innovation, research and excellence, enhancing an area that produced four winners of the Cosmoprof & Cosmopack Awards at the 2026 edition.

Cosmopack: A Specialized Hub for the Entire Supply Chain

Cosmopack will further strengthen its role as an international hub for every sector of the cosmetics supply chain, from raw materials and ingredients to formulation, contract manufacturing and packaging, as well as machinery, processing technologies and full-service solutions. The event will retain its presence in the halls traditionally dedicated to the manufacturing supply chain — Halls 15, 15A, 18, 19 and 20 — continuing the process of organising and enhancing its offering that began during previous editions.

Within this framework, Chinese companies operating in contract manufacturing, packaging and accessories, currently distributed across Halls 18, 19 and 20, will be brought together in Hall 14. The new location will create a specialised hub, making the offering more easily identifiable and accessible to visitors interested in these segments. Hall 19 will remain the main destination for machinery and technologies applied to cosmetics manufacturing. It will host manufacturers of processing, packaging and end-of-line machinery, alongside robotics, control and inspection technologies, labelling, smart labelling and traceability solutions, and intralogistics. In 2027, the hall's offering will also be enriched by an area dedicated to suppliers from the Korean Pavilions, brought together in a single space to make them easier for visitors to locate and to showcase the expertise of the K-supply chain.

Overall, the new layout represents a further step in Cosmopack's evolution, aimed at improving the visitor experience, highlighting the variety of expertise on display and fostering increasingly effective connections between supply and demand across the entire manufacturing value chain. ■

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DERMACOSMETICS FROM THE OUTSIDE IN

Aptar Beauty approaches the trending category through packaging innovations towards consumers and brands



Image courtesy of Aptar

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Dermacosmetic products, also referred to as dermocosmetics and sometimes used alongside the term cosmeceutical, are a category of skincare and personal care products that sits at the intersection of cosmetics and dermatology. These products are formulated with scientifically validated active ingredients and are designed to improve skin health, address specific skin concerns and deliver measurable efficacy beyond that of traditional beauty products.

Dermacosmetics is a large, resilient and rapidly expanding market, projected to reach nearly $23 billion in North America by 2030. Growth is fueled by the rising prevalence of sensitive skin conditions, affecting an estimated 50-70% of the global population, alongside environmental and lifestyle factors that increasingly impact skin health.

North America is the world's largest dermacosmetics market, accounting for approximately 28% of global dermocosmetics sales.

KEY TRENDS SHAPING THE DERMACOSMETICS MARKET

The dermacosmetics market is evolving beyond anti-aging to focus on health span longevity, integrating beauty with broader health, wellness and lifestyle behaviors — Consumers increasingly demand skincare solutions that demonstrate measurable, long-term skin health outcomes, moving beyond instant or short-term anti-aging promises.

The medical-led & prescriptive approaches are reframing skin aging. Brands are adopting clinical actives and collaborating with healthcare professionals. While technology—especially AI, biomarker tracking and diagnostic platforms—is enabling hyperpersonalization, efficacy validation and the integration of beauty routines into consumers' daily health management.

Holistic, inside-out strategies are rising, combining topical products with supplements, devices and rituals that support both physical and mental wellbeing. Demand for inclusive, barrier-supporting and microbiome-friendly formulations is growing, especially for sensitive and melanin-rich skin.

Frontier concepts such metabolic skin reprogramming and hormonal banking is emerging - Rapid weight loss, hormonal disruption, and always on lifestyles are driving demand for energy restorative skincare, positioning mitochondrial support as a key innovation frontier. Consumers now recognize the stress–hormone–skin connection and favor restorative support over corrective treatments.

THE DERMA SERIES SKIN CARE EDITION

In response to the market's changes, packaging manufacturer Aptar Beauty unveiled the North America Derma Series Edition. A curated portfolio of premium skincare and personal care dispensing solutions designed for the unique needs of dermacosmetic brands, combining cutting-edge innovation, high performance and advanced formula protection with sustainability features and an elevated, inclusive consumer experience.

Micro

Aptar's robust all-plastic PP/PE, top-fill airless packaging solution, designed to deliver exceptional formula compatibility and superior product protection, makes it ideal for sensitive and fragile formulations. It offers an excellent product evacuation rate, helping minimize waste while ensuring consistent consumer experience from first use to last

Mezzo

Aptar Beauty has also introduced Mezzo, A high-performance, full-plastic PP/PE top-fill airless solution designed with a modern, compact aesthetic and broad formula compatibility. All these features make it ideal for the wide range of skincare applications being explored by the dermacosmetics trends for expectant consumers. Engineered for superior performance, Mezzo delivers an excellent product evacuation rate while ensuring reliable, leak-proof 360° dispensing for a seamless consumer experience.

Evolux

Evolux is a premium cosmetic pump design, an ideal dispensing solution for prestige skincare and color cosmetic products, combining elegance, performance and versatility.

Designed to elevate brand aesthetics, the platform offers luxurious finishes and two distinctive actuator options, Evolux and Evolution, complemented by a sophisticated metal-shelled fixture for a high-end consumer experience. For enhanced formula compatibility, Evolux is also available with a POM-free cartridge and a metal-free pathway option,

The luxury design features a metal-shelled fixture for the Evolux actuator and a plastic version for the Evolution actuator.

Astrea

Astrea is a glass airless dispensing solution designed to protect formulas while delivering a premium, sustainable packaging alternative that helps reduce plastic usage. Engineered for skincare and cosmetic applications, it combines the key benefits of airless technology, including fast priming, high restitution rates and 360° dispensing, with a recyclable glass bottle and convenient top-fill design. Its high-precision PE piston system is enclosed within a transparent, ultra-lightweight Type III tubular glass body, providing

optimal protection for sensitive and aggressive formulas while creating an elevated consumer experience.

The POM-free pump cartridge features a metal-free product pathway to enhance formula compatibility. Astrea's transparent glass and sophisticated metallic accents communicate a premium, luxury aesthetic, making it ideally suited for dermo-cosmetic and prestige beauty brands. Recyclable within the glass recycling stream, Astrea offers a more sustainable packaging solution while enabling strong brand differentiation through a wide range of customization options, including finishes, coloration and decoration.

Stardrop

Star Drop is a next-generation dropper solution engineered to deliver precise, controlled and buildable drop-by-drop dispensing. Powered by patented SimpliSqueeze® valve technology, it automatically draws excess formula back into the bottle after each use, helping keep the package clean while enhancing dosage accuracy. The transparent pipette provides excellent control of product flow, while the two-piece design allows for easy filling. Designed for both e-commerce and on-the-go lifestyles, Star Drop features a robust bottle construction and anti-squeeze overcap to help prevent accidental dispensing during shipping and handling. Extensive decoration options, including hot stamping on multiple components, enable premium brand expression. Available with PCR Plus and ISCC-certified recycled polypropylene and compliant with COSMOS ECOCERT standards, Star Drop helps brands meet sustainability goals without compromising performance.

Neodropper Autoload

NeoDropper Autoload is a next-generation automatic dropper designed for prestige beauty and dermo-cosmetic applications. Its innovative twist-and-push autoload system automatically fills the applicator with the optimal dose, delivering consistent, precise and effortless dispensing. The unique short applicator enhances hygiene and formula protection by minimizing contact between the formula and the applicator, helping reduce the risk of bacterial contamination. The sealed bottle design prevents leaks and spills, while the internal dip tube maximizes product evacuation down to the last drop. Highly customizable with multiple decoration options, NeoDropper Autoload combines premium aesthetics with enhanced performance and user convenience.

Serumony

A premium, portable airless dropper featuring a unique push-down gesture and precise dosage with 360° application. It includes a lockable system, an anti-drying insert integrated into the cap, a POM-free pump cartridge, superior formula protection and a high restitution rate above 90%, making it ideal for targeted skin and hair care applications.

Serumony features a recyclable CoPo overshell, a gold or silver metal ring and a protective overcap, fully assembled and decorated.

Customization options include luxurious galvanized or metallized push buttons in shiny gold or silver, as well as color-graded varnishes on the overshell and cap. A wide range of coloration and decoration options is available.



Neomix

Neomix is a patented, dual-chamber airless system that simultaneously delivers the precise amount of product from each chamber with an 80/20 mixing ratio, enabling a last-minute blend of two formulas that remain completely separate inside the bottle.

THE DERMA SERIES - PERSONAL CARE INNOVATIONS

The NA Derma Series Personal Care Edition showcases a selection of innovative pumps, sprayers and aerosol/BOV

Amplitude

A high-dose cosmetic pump designed to dispense a generous product dosage, making it ideal for a wide range of beauty and personal care applications. Its integrated twist-to-lock feature eliminates the need for an overcap, providing secure, mess-free transport and convenient on-the-go use. Highly compatible with a broad range of formulas and viscosities, the pump delivers reliable performance and versatility across multiple product categories. The sleek, modern design complements clean packaging aesthetics, creating an elevated look and feel. Available in 250 µL and 500 µL dosage options, this solution combines premium design, consumer convenience and dependable dispensing performance.

Euromist - Made in USA

EuroMist delivers reliable operation and consistent dosage, making it a trusted personal care dispensing solution for a wide range of applications. Highly compatible with diverse formulas and viscosity levels, EuroMist is available with multiple functional insert technologies designed to optimize performance for specific formulation needs, including EuroMist Classic for low-viscosity formulas, EuroMist HV for high-viscosity formulas, EuroMist Optima for low-VOC formulations and EuroMist Technical for oil-based products. A variety of aesthetic options, including ribbed, smooth and metal-shell designs, provide brands with the flexibility to achieve their desired packaging look. EuroMist combines versatility, performance and design flexibility. For brands seeking more sustainable solutions, a PCR option is available and the platform can be made e-commerce capable when paired with the e-cap.

Markus - Made in USA

Markus is a premium twist-to-lock aerosol actuator. Featuring audible Double-Click™ Technology, it provides clear confirmation when locked and unlocked, while the hidden orifice helps reduce the risk of accidental actuation during on-the-go use. Its textured finger pad, soft ribbing and matte soft-touch finish deliver a comfortable, secure grip while adding a premium sensorial element. The highly customizable two-piece design offers matte or gloss base options along with a variety of color combinations, enabling distinctive brand expression. Markus features a hoodless design that uses 53% less resin than a traditional aerosol actuator with an overcap. Compatible with Bag-on-Valve and continuous spray systems, Markus delivers a premium blend of aesthetics, ergonomics, and functionality.

GSA Advance– Made in USA Q1 2027

The GSA Advance is a high-performance, full-plastic, POM-free pump designed for personal care products. It features smooth actuation and a twist-to-lock system that allows it to be secured in both open and closed positions, making it ideal for on-the-go use.

Its plastic spring, positioned outside the dosage chamber, delivers a precise 2 cc dose and ensures optimal compatibility with a wide range of formulas, from water-based to high viscosity.

The modular pump architecture provides extensive customization possibilities, enabling brands to tailor both the look and feel for clear differentiation. An optional e-clip enhances versatility, while the pump is rated “Highly recyclable” when paired with an HDPE, PP, or PET bottle.

HDP

Engineered to deliver a generous 3.5 cc per stroke, HDP combines high performance with a modern, sleek down-locking design in the high-dose, all-plastic category. With an ultra-low 15 mm stack height, the shortest on the market, it ensures a seamless fit while maximizing on-shelf product visibility.

HDP all-plastic design includes a metal-free spring positioned outside of the dosage chamber. This not only ensures product compatibility and formula integrity but also allows the entire pump to enter the Polypropylene (PP) plastic waste stream.

It is ideal for body care, baby care, haircare and other applications that require larger bottles and higher dosage.

Its modular design allows for easy customization. HDP is e-commerce capable* and eliminates the need for an additional e-clip to prevent accidental actuation during transportation.

PZ ADVANCE

PZ Advance is an easy-to-use, full-plastic, high-performance spray pump with a high-quality spray pattern delivering a 190 mcl dose.

PZ Advance is designed for compatibility with a wide range of viscosities, including demanding formulas and is especially suited to suncare and on-the-go usage. The twist-to-lock (90°) PZ Twist spray pump maximizes convenience and eliminates the need for a cap. Its design is optimized for omnichannel* needs. It is rated ‘Highly recyclable ’ when paired with HDPE, PP or PET bottles.

*Ista-6 Overbox Testing Compliant. Test results may vary based on container shape, container size and sample formula. ■

RETHINKING THE AEROSOL ACTUATOR FOR INCLUSIVE DESIGN



The development aligns with a wider shift toward inclusive packaging design, which increasingly addresses diverse abilities and neurodivergence through tactile, visual and functional features designed to reduce friction and support independence. WGSN data cited by Aptar estimates that more than 1.3 billion people will have disabilities by 2030, while 1.4 billion people will be over age 60. Neurodivergent consumers, meanwhile, are estimated to represent 15-20% of the global population.Gladiator is built around two different spray gestures, allowing consumers to actuate the package with either the thumb or index finger. Its large ergonomic finger pad, engineered curves, textured surfaces and slanted finger pad are intended to provide a secure grip and support one-handed operation. The actuator can be used by both left- and right-handed consumers and is designed to accommodate different hand sizes, dexterity levels and abilities.Aptar's Double Click technology is central to the system, creating an audible confirmation when the actuator is twisted between its locked and unlocked positions. The twist-to-lock mechanism provides tactile, visual and audible feedback while also helping prevent accidental dispensing. Because the actuator is hoodless, there is no traditional overcap to remove or potentially misplace.The format, manufactured from polypropylene, also addresses material reduction. According to the company, Gladiator's hoodless design can reduce plastic consumption by more than 50% compared with conventional hooded aerosol systems. Aptar's broader twist-to-lock actuator collection cites up to 55% resin savings compared with a standard actuator and overcap.The actuator is designed around all seven principles of Universal Design outlined in the supplied material:

- Equitable use: A large ergonomic finger pad, engineered curves and textured surfaces support comfortable, secure, one-handed operation.
- Flexibility in use: The actuator works for both left- and right-handed users and can be activated with either a fingertip or thumb.
- Simple and intuitive use: The twist-to-lock format reduces the number of handlings required.
- Perceptible information: Tactile, visual and audible feedback communicates the actuator's locked and unlocked positions.
- Tolerance for error: The locking mechanism helps prevent accidental product discharge, while the hoodless design eliminates the possibility of losing a separate overcap.
- Low physical effort: A lightweight actuator and smooth, one-handed actuation are designed to reduce strain and fatigue.
- Size and space for approach and use: The ergonomic format accommodates a range of hand sizes, abilities and dexterity levels.

Beyond accessibility, Gladiator is designed to give brands flexibility in appearance. The actuator is customizable and available in two parts for personalized color combinations, while its gloss base and matte actuator can create additional visual differentiation and reinforce brand identity. Aptar describes the format as offering stand-out shelf presence while remaining compatible with a variety of spray formulations.The technical specifications include a 1-inch mounting cup fit, compatibility with bag-on-valve and continuous valve types, and use with powder and spray formulas. The product is available in North America.Aptar's consumer research also points to interest in the format: an Alpha Consumer Study conducted in the U.S. in August 2020 with 132 respondents found that 94% had a positive first reaction to Gladiator, while more than 70% expressed interest in using the product. Aptar says Gladiator is particularly valued by people with fine motor skill disorders because of its easy-to-use design.Taken together, Gladiator illustrates how inclusive packaging can extend beyond accessibility as a compliance consideration. Here, the interaction itself becomes part of the design proposition: fewer components, less material, multiple actuation options, lock confirmation and an ergonomic form designed around a wider range of users. ■

Image courtesy of Aptar

















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