

COSMOPROF
WORLDWIDE BOLOGNA

presents

COSMOTRENDS

REPORT

Exclusive report curated by

BEAUTYSTREAMS



Welcome to the new normal, where product innovation is evermore indispensable. Cosmoprof Worldwide Bologna is pleased to present a new edition of the CosmoTrends Report, a collaboration with renowned global beauty trend source BEAUTYSTREAMS.

The CosmoTrends Report is an essential trend guide for the beauty industry that showcases product innovation and notable brands among the exhibitors of Cosmoprof Worldwide Bologna 2022. For this initiative, Cosmoprof invited all exhibitors to submit their latest product innovations. BEAUTYSTREAMS analyzed hundreds of online submissions and identified the most striking trends. The report that follows summarizes what is new and next, and provides a vital perspective on where beauty is headed.

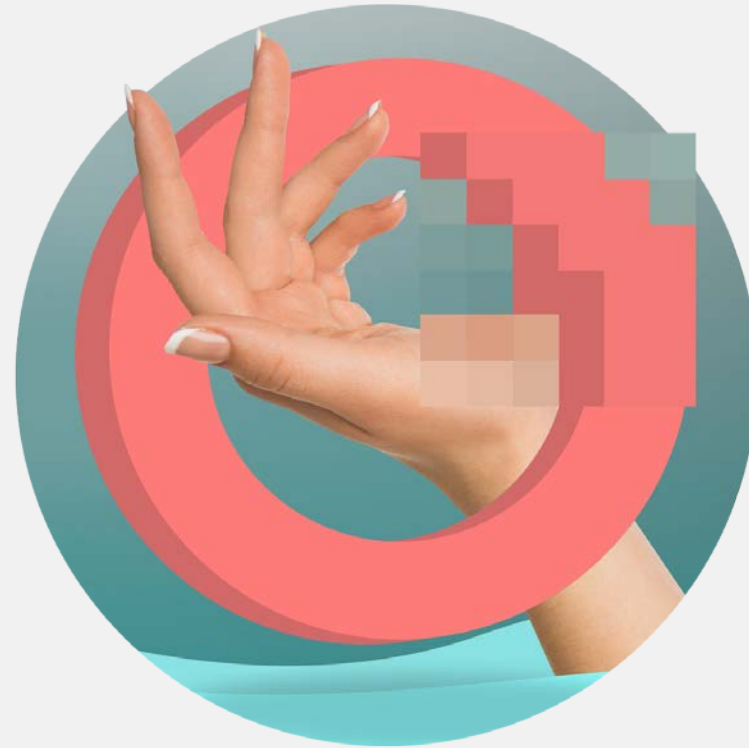
TRENDS OVERVIEW

After the intense challenges of the past two years, the beauty industry has come out stronger, more buoyant and resilient than ever, despite a very altered landscape. We have learned – perhaps what we knew all along – that beauty is so much more than just skin-deep. It has the capacity to elevate our spirits, instill harmony in our lives, and create deep-seated joy. As we anticipate and plan for continued acceleration of change in our post-pandemic world, beauty will accompany us as a trusted friend, sharing moments of happiness and well-being.



LASH IT UP!

Eyelashes get bolder and more creative than ever



DERMA NERD

Intelligent delivery systems offer new levels of efficacy



BEAUTY BY NUMBERS

Tech-celeration delivers precision-personalization



NO TO H2O

Water-conscious formulations are a win-win for self and the planet

LASH IT UP!

Eyelashes get bolder and more creative than ever

Our lust for lashes, already a strong trend in pre-mask wearing times, lives strong with a surge in creative lash cosmetics and enhanced cosmetology services. From brightly colored lash dyes (that allow for a mixing of colors and techniques) to technology-infused growth serums (with formulas featuring powerful peptides as well as stem cells), and professional LED eyelash extension systems (where LED light reduces glue odor and vapors for sensitive skin) – all these innovations keep eyes looking dramatically beautiful and memorable. It's time to lash up, experiment, and give a playful wink!



LASH IT UP!

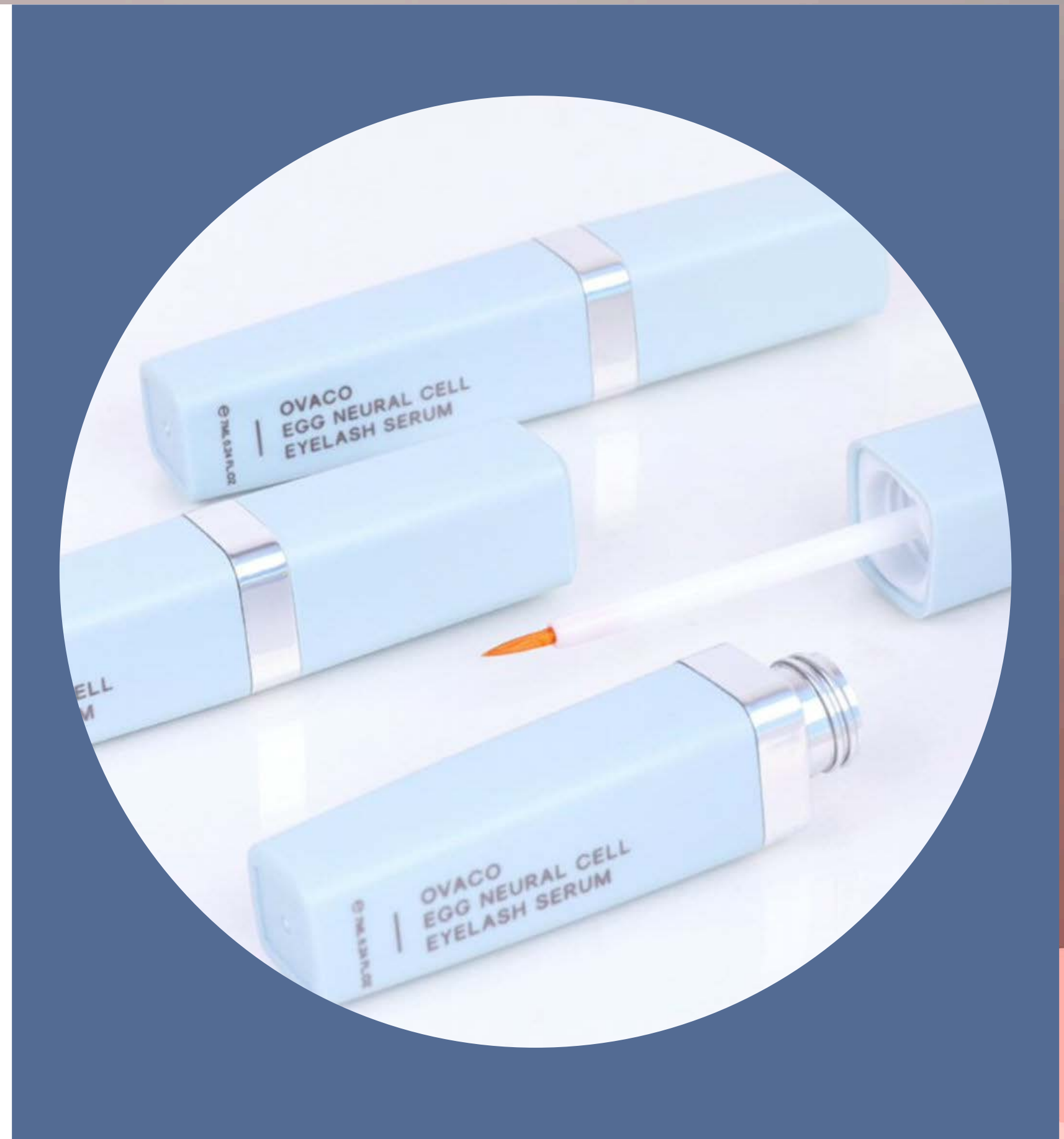
SKIN CARE

Sonimedi (South Korea)

Ovaco Egg Neural Cell Eyelash Serum

Hall 29B, Booth 56

Created to lengthen and thicken lashes, Ovaco Egg Neural Cell Eyelash Serum contains EGG Neural Stem Cell technology, together with peptides such as oligopeptide-2, polypeptide-9, and polypeptide-1 which together deliver supercharged, nourishing benefits. The product also contains caffeine, panthenol, and acetylhexapeptide-8 to enhance the energy metabolism of cells, creating a strong and healthy eyelash root.



LASH IT UP!

MAKE-UP

Kalentin Claster Sas di Curnis Luciana (Italy)

Vegan Lash Lift Kit

Hall 36, Booth A/12 – B/11

Vegan Lash Lift Kit by Kalentin Claster Sas di Curnis Luciana is a vegan lash lift kit registered with The Vegan Society and PETA. There are no ingredients of animal origin, including keratin, which is plant-based. The Vegan Society also requires strict control of every production step, hence all the raw materials, derivatives, and dyes used in the kit are vegan and cruelty-free. None are contaminated by animal-derived products.



LASH IT UP!

MAKE-UP

Glamlac OÜ (Estonia)

Lumisenses LED Eyelash Extension System

Hall 36, Booth I/22 – L/21

The glue used in Lumisenses LED Eyelash Extension System by Glamlac gives off fewer vapors and odors compared to quick-drying glue. One single drop of the glue is sufficient for the entire lash extension procedure, and the glue dries in just a few seconds. Moreover, a thin layer of glue ensures fast and maximum adhesion with a non-sticky result. Lumisenses LED Eyelash Extension System is suited for everyone, including people with sensitive eyes.



DERMA NERD

Intelligent delivery systems offer new levels of efficacy

Next-generation products are incorporating intelligent delivery systems that boost the power of active ingredients, as well as protect their potency and stability, and elevate the performance of skin care and cosmetics. These cutting-edge delivery systems, including smart encapsulation, nanosome technology, micro-dosing, molecule penetration, and time-release technology, target specific areas of the skin, deliver enhanced penetration of ingredients into the skin, and in hyper-concentrated dosages, to achieve safe and powerful results – no needles necessary. Some of these smart delivery system innovations also leverage green chemistry and production through sustainable technologies, for an effective and planet-friendly outcome.



DERMA NERD

SKIN CARE

Viorica-Cosmetic (Moldova) **Anti-Age Eye Contour Cream**

Hall 22, Booth A/71

Dermatologically tested Anti-Age Eye Contour Cream from Viorica-Cosmetic is a multifunctional cream that fights the first signs of aging with Viephenol™ antioxidant complex that stimulates collagen synthesis, supports cell regeneration, and prevents photo-aging. Prolonged caffeine release keeps skin hydrated for 12 hours. Thanks to encapsulation technology, Anti-Age Eye Contour Cream works throughout the day, preventing signs of fatigue around the eyes. Polysaccharides from tamarind seeds restore the skin's water balance and increase skin elasticity.



DERMA NERD

SKIN CARE

Caregen Co., Ltd. (South Korea)

PTx Platinum

Hall 29, Booth C/26

PTx Platinum by Caregen features noble peptide technology and a transdermal delivery system that can be used for a variety of indications, such as Botulinum Toxin Type A. The key difference is that PTx (which stands for peptide toxin) does not require injections, and delivers efficient, fast, and safe results. PTx Platinum includes Dermaheal PTx Platinum HSR Hyaluronic Skin Rejuvenating, Dermaheal PTx Platinum SR Skin Rejuvenating, Dermaheal PTx Platinum HL Hair Loss, Dermaheal PTx Platinum SB Skin Brightening, and Dermaheal PTx Platinum LL Lipolysis.



DERMA NERD

SKIN CARE

Bioline Jatò (Italy)

Bioline Jatò Primaluce Exfo & White Spot Correction Cream Triple Action SPF 30

Hall 30, Booth A/14 – B/13

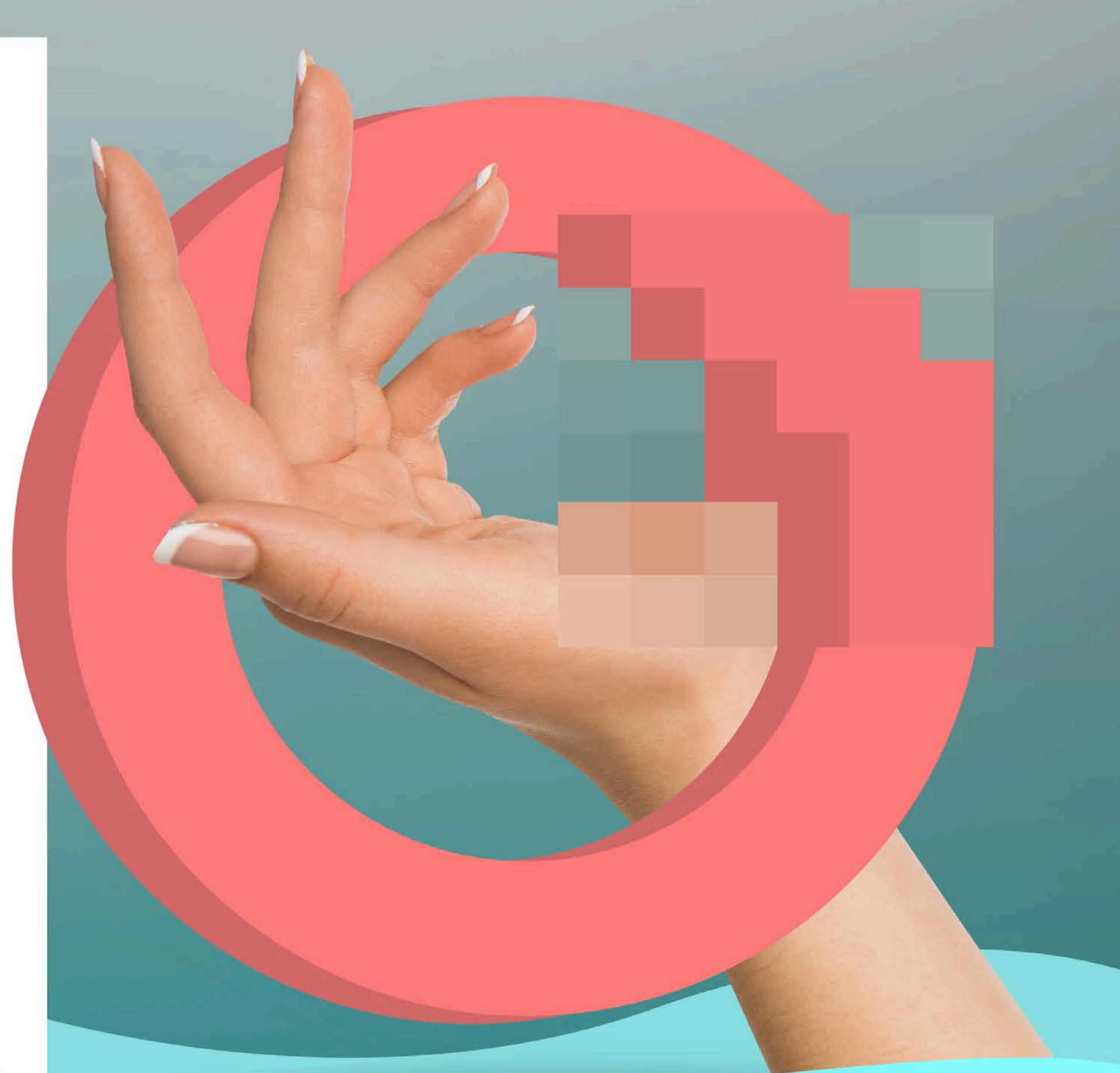
Bioline Jatò Primaluce Exfo & White Spot Correction Cream Triple Action SPF 30 by Bioline Jatò is a triple-action face cream that lightens and prevents the appearance of dark spots, as well as reduces the visibility of hyperpigmentation. The product combines an Advanced White Complex (a brightening complex) with Touch & Adapt technology, whereby microcapsules are activated when they come into contact with the epidermis, releasing mineral pigments that deliver radiance to all skin tones.



BEAUTY BY NUMBERS

Tech-celeration delivers precision-personalization

Personalization continues to reach new heights as consumers seek solutions targeted to their specific needs. Diversity and inclusivity play an important role in the evolution of this trend, enabled by evermore sophisticated forms of artificial intelligence and swathes of data that track and analyze individual beauty concerns. These innovations are empowering consumers with detailed diagnoses, tailored recommendations, and solutions adapted to daily skin and hair needs, as well as environmental variations. Beauty services, too, are benefiting from enhanced technology and data tracking, enabling them to decipher individual DNA, and offer bespoke beauty products.



BEAUTY BY NUMBERS

SKIN CARE

Chowis Co. Ltd (South Korea)

MySkin F.A.I.N

Hall 30, Booth G/41

MySkin F.A.I.N by Chowis is a full-face skin-analyzing device that provides accurate analysis for up to 11 skin parameters. Using AI technology and big data, the device is paired with a mobile application called mySkin F.A.I.N that offers a comprehensive facial analysis in the comfort of one's home. The device is compact and user-friendly.



BEAUTY BY NUMBERS

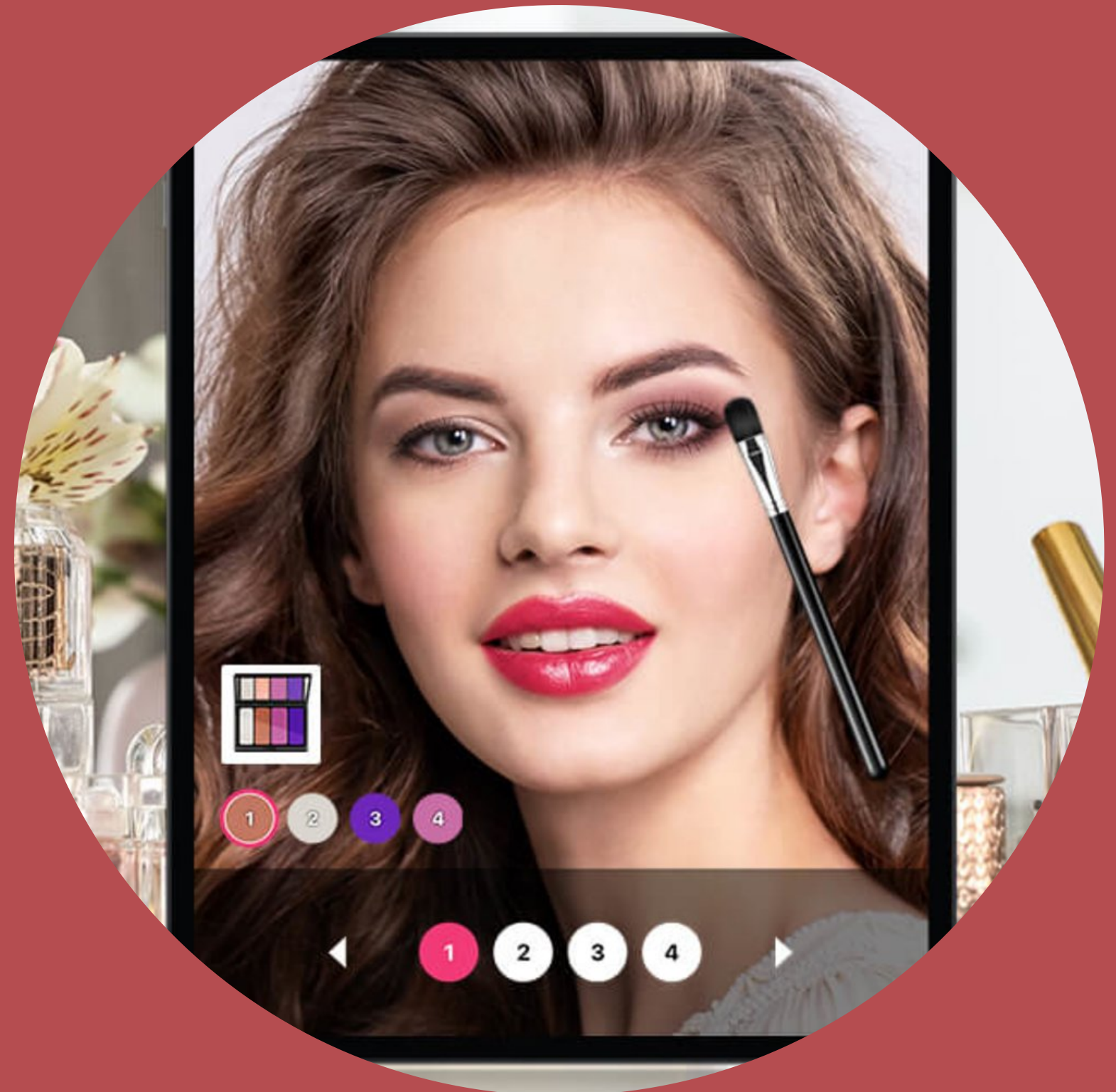
SKIN CARE

Perfect Corp. (Taiwan)

YouCam Tutorial

Hall CS, Booth 11

Augmented reality technology powers YouCam Tutorial by Perfect Corp., and delivers realistic and engaging make-up lessons. The tutorials can be designed by brands or make-up artists, and showcase how people can get the most out of make-up products. YouCam enables make-up artists to create interactive, step-by-step instructional videos that are mapped out onto a customer's face using augmented reality and artificial intelligence. The make-up techniques are tailored to users' unique facial features.



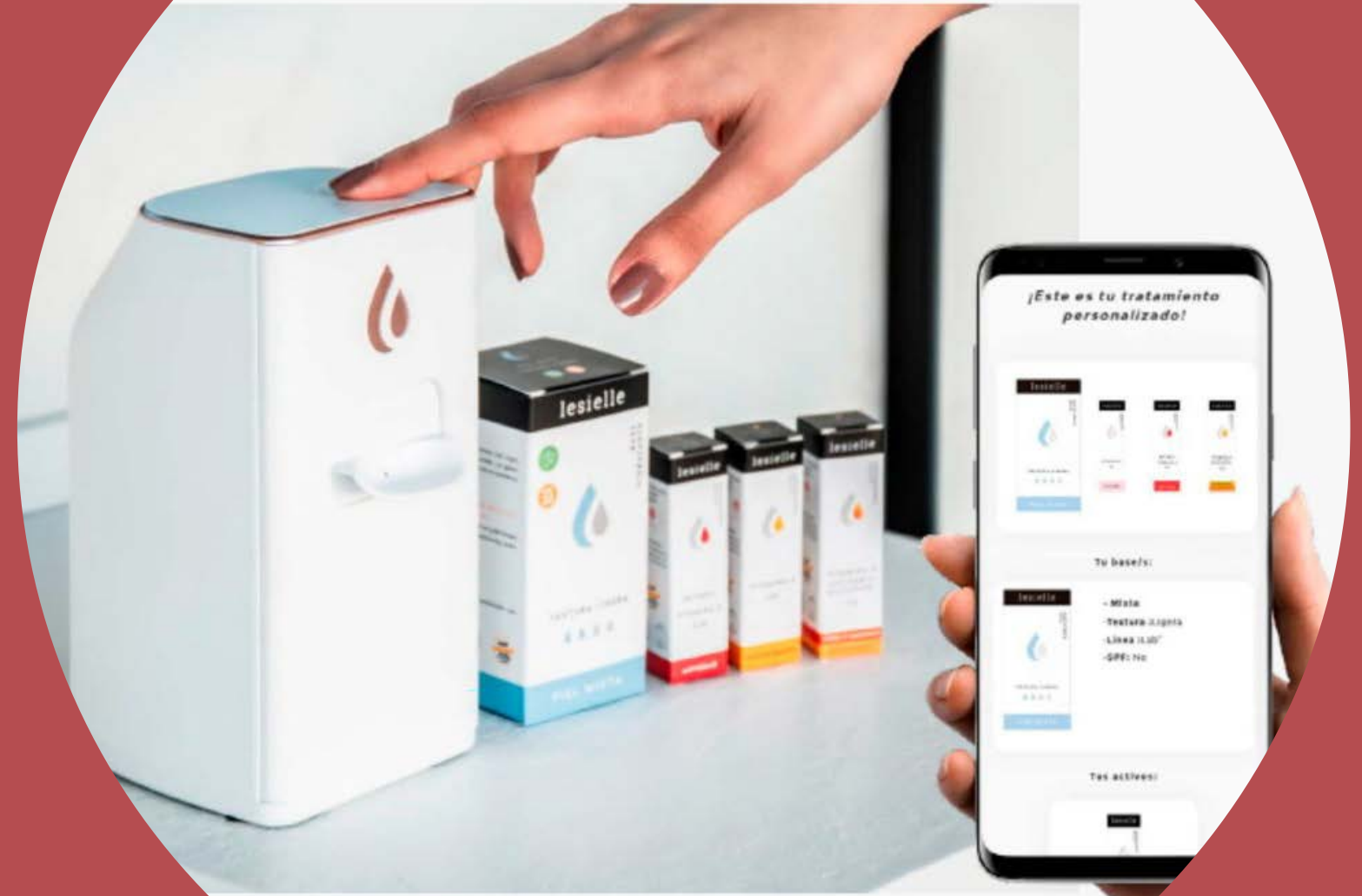
BEAUTY BY NUMBERS

SKIN CARE

Lesielle Adaptive Skincare (Spain) **Personalized-Adaptive Skincare System**

Hall 16, Booth F/17a

The 2022 (connected) version of Lesielle Adaptive Skincare's Personalized-Adaptive Skincare System is a personalized skin care device that adapts to skin changes in real time. The concept is founded on two universal truths: that everyone's skin is both unique and continuously changing. The device creates fully personalized skin care, including moisturization levels, SPF, texture and treatment, based on skin's changing needs. Simply pushing a button combines one base and up to four active ingredients to deliver a single dose of custom skin care in 30 seconds. Thanks to the APP IoT Connection, users can track their results and receive real-time advice to enhance their treatment.



NO TO H₂O

Water-conscious formulations are a win-win for self and the planet

By 2025, two-thirds of the world's population may be affected by water shortages. Water-conscious beauty continues to be a sustainable choice that supports the planet, in addition to offering concentrated products that dispense with the need for preservatives to extend their shelf life. Instead of water as a filler, anhydrous (or water-free) formulations frequently contain natural oils and botanical ingredients as a base, rendering the product more potent and economical to use. The less water used, the more concentrated the active ingredients. In addition, water-free products are more compact, leaving less waste behind, as well as lighter to transport.



NO TO H₂O

SKIN CARE

Oppidum SAS (France)

Vital Face Sap

Hall Extraordinary Gallery, Booth 26

Vital Face Sap by Oppidum is a 100% natural, COSMOS organic-certified face serum that can be used alone or with a daily balm or cream. It is totally water-free, and devoid of denatured plant-based ingredients. The highly concentrated serum, which promotes economical, small-amount application, combines the active power of plant resins such as copaiba (grown as part of an ecological restoration system focused on increasing native biodiversity), myrrh and Siam benzoin, precious essential oils including *Helichrysum italicum* and rosewood as well as aguaje, acai, moringa, and castor. The formula ensures immediate penetration and all-day nourishment.



NO TO H₂O

SKIN CARE

Banobagi Co., Ltd (South Korea)

Banobagi Heart Leaf 100 Essence

Hall 19, Booth I/24

Banobagi Heart Leaf 100 Essence by Banobagi is made with 100% undiluted essence and is preservative-free, making it EWG Grade 1 certified. The single-ingredient essence, sourced from Jeju Island, renowned for its pristine ecosystem, helps soothe and calm the skin. The heart leaves (*Houttuynia cordata*) are extracted using a patented low-temperature extraction method to preserve the integrity of the nutrients. The product's packaging is also eco-friendly: it features EVE VEGAN® (certification), and uses soy ink as well as FSC-certified paper.



NO TO H₂O

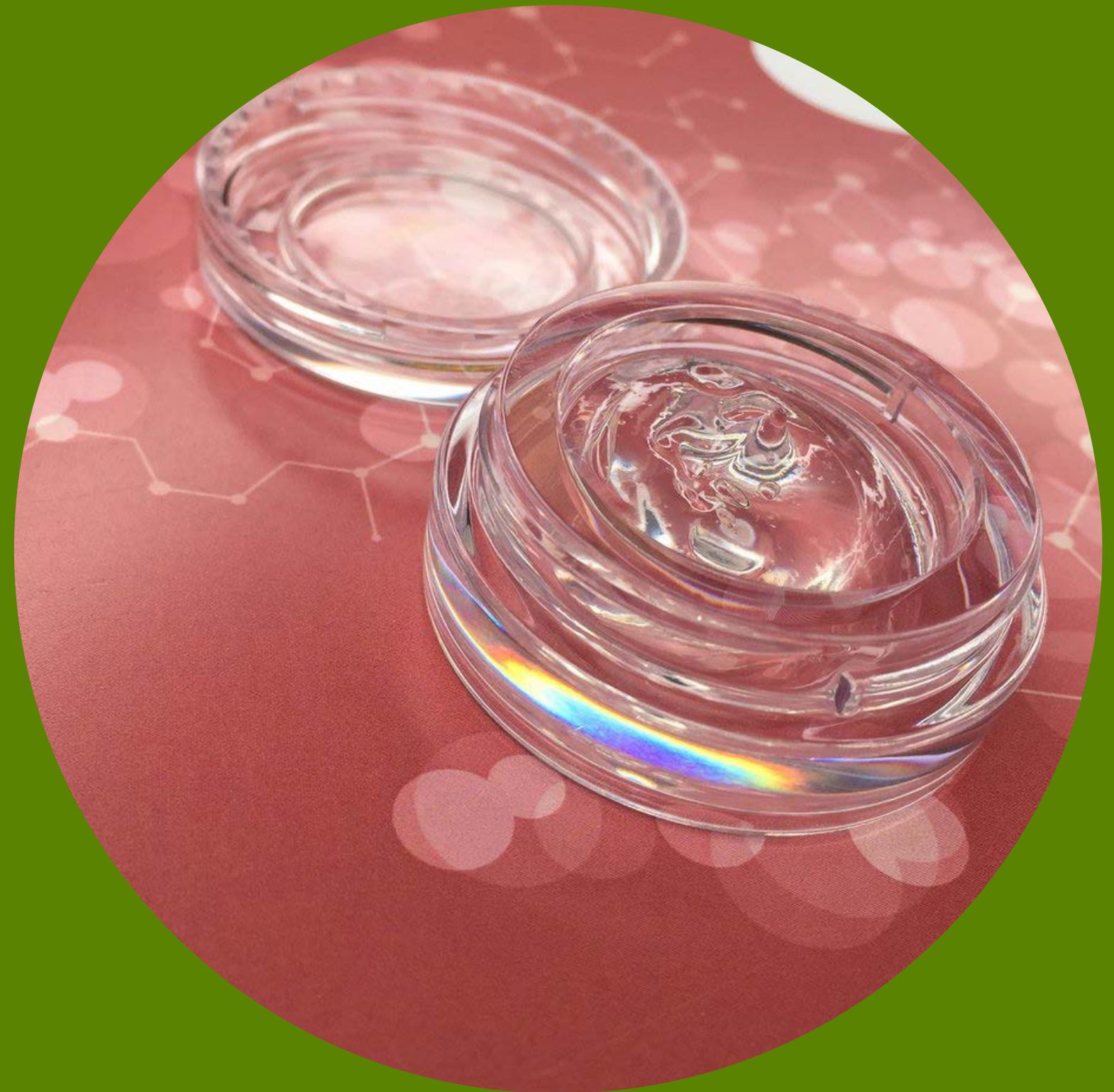
MAKE-UP

R&D Color (Italy)

Dual Soul

Hall 20, Booth D/49 – E/50

Dual Soul by R&D Color is clear as water, and made to look like a transparent gel, but the product is actually water-free. This transparent cheek tint features active ingredients and a warming effect when applied. Simply gently tap the product on cheeks with fingers, and wait a few seconds for the colored pigments to appear, which result in a dewy finish. Dual Soul is multifunctional and can be used as both a lip tint and a plumper. It is vegan, and free from PEGs, D5, microbeads, mineral oil, silicon, palm oil, and talc.



NO TO H₂O

PERSONAL CARE

Iteritalia Srl (Italy)

Semplicemente Solido – Solid Body Wash Bar

Hall 21, Booth D/2

Semplicemente Solido – Solid Body Wash Bar by Iteritalia is a gentle solid body wash bar for the face and body that respects the natural skin balance of the skin. It is available in two variants: Pomegranate and Green Tea. As a solid, the body wash contains less water. In fact, 85 grams of this light, solid product is equivalent to 500ml of liquid detergent. Semplicemente Solido is vegan-friendly and made with 98.5% naturally-derived ingredients. The packaging, too, produces less waste. It is plastic-free, and made with recyclable cardboard derived from sustainable forestry. The product line also contains shampoo in three variants: normal hair, dry hair, as well as shower shampoo all-in-one.



BEAUTYSTREAMS

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As the pandemic throws the world off track, BEAUTYSTREAMS offers complimentary crisis-related content, open to the whole beauty industry:

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