

COSMOPROF
WORLDWIDE BOLOGNA

PRESENTS

COSMOS
TRENDS

EXCLUSIVE REPORT CURATED BY

BEAUTYSTREAIIS

In this time of great upheaval, it is critical to keep thinking forward. Cosmoprof Worldwide Bologna is pleased to continue its 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 innovations and notable brands among the exhibitors of Cosmoprof Worldwide Bologna attending the first edition of WeCosmoprof 2020. 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 among the products. During the pandemic as travel is limited, the CosmoTrends report provides a vital perspective on the beauty market.

TREND OVERVIEW

In times of unprecedented uncertainty and change, core values are rising to the fore, centered on wellness, safety for self and the environment, and a purpose-driven mission to do good in one's community and the world at large. Combined with a broad-sweeping embrace of diversity, these values are driving innovation, redefining beauty in the new decade, and becoming increasingly mainstream.

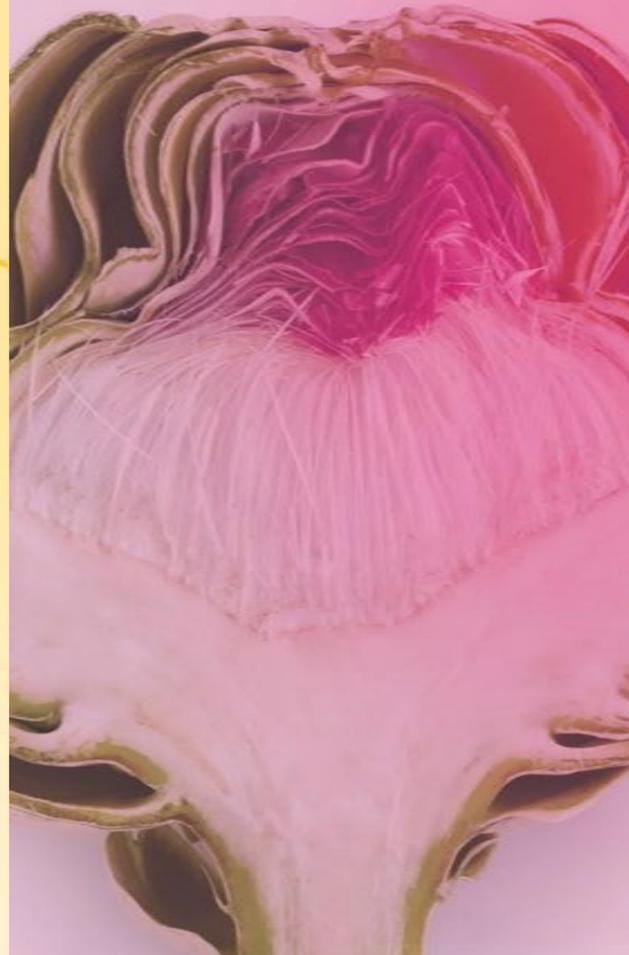
REPURPOSE ME!

Reclaiming waste for sustainable packaging solutions



BEAUTY SALAD

Supercharged recipes that feed skin and hair



SERIOUSLY SAFE

Clean, non-toxic beauty becomes the new normal



SCIENCE OF SYMBIOSIS

Keeping the microbiome strong and healthy



GREEN SUN

Sunscreen that protects the body and the environment



Introduction

REPURPOSE ME!

Reclaiming waste for sustainable packaging solutions

Less waste, more mindfulness! The days of single-use plastic are giving way to eco-friendly packaging solutions that stop the flow of plastic into oceans and landfills. Initiatives include recycling ocean waste plastic that, in turn, fuel ocean cleanup operations, and repurposing waste and by-products, especially from the food industry. Some brands are even pledging to do away with single-use plastic altogether. And when plastic is used, traceability data - where the plastic comes from and how it was collected - will increasingly be highlighted, enabling consumers to make informed purchase choices.

MAKE-UP

GOSH Copenhagen (Denmark)
Gosh Chameleon Primer

MAKE-UP

Libo Cosmetics (China)
Rice Bran Lipstick

SKIN CARE

The Somerset Toiletry Company (UK)
Naturally European Plum Violet Shower Gel

REPURPOSE ME!

Reclaiming waste for sustainable packaging solutions

MAKE-UP

GOSH Copenhagen (Denmark)

Gosh Chameleon Primer

> [Digital Directory](#)

GOSH Chameleon Primer by GOSH Copenhagen is an energy-boosting, lightweight, oil-free tinted moisturizer and multi-functional color-release primer that blurs the appearance of wrinkles and small imperfections. The primer's packaging is made of 40 percent ocean waste plastic that has been recovered from seas, oceans, rivers and shores. This is equivalent to removing 10 to 20 plastic bags from the ocean.



REPURPOSE ME!

Reclaiming waste for sustainable packaging solutions

MAKE-UP

Libo Cosmetics (China)

Rice Bran Lipstick

> [Digital Directory](#)

Libo Cosmetics recycles rice bran (rice husk) for Rice Bran Lipstick. Rice bran is the hard protective covering of rice grains, a by-product of the rice milling process, and an abundantly available waste material. The eco-friendly packaging, which features natural rice bran particles and natural colors, avoids the use of petrochemical plastic.



REPURPOSE ME!

Reclaiming waste for sustainable packaging solutions

SKIN CARE

The Somerset Toiletry Company (UK)

Naturally European Plum Violet Shower Gel

> [Digital Directory](#)

Plum Violet Shower Gel from The Somerset Toiletry Company's Naturally European range is certified vegan, with plastic packaging containing BDP (Break Down Plastic). This means that if the bottle ends up in a landfill or the ocean, the plastic will break down within a few years as opposed to a century, leaving only natural remnants, not micro-plastics. The shower gel moisturizes the body with castor oil and a coconut derivative. The formulation has been certified by The Vegan Society.



Introduction

BEAUTY SALAD



Supercharged recipes that feed skin and hair

Food and beauty continue to converge as consumers seek nutrient-packed, natural and organic edible ingredients that they are familiar with, and can feel good about. Beauty today is inextricably linked to health, and this translates into products that nourish the skin and hair with reassuring and recognizable ingredients that would not look out of place in a salad bowl. Plant-based superfoods in particular, such as kale and spirulina, continue to appeal to millennials for whom 'eating clean' is a way of life.

SKIN CARE

Nourish London (UK)
Kale 3D Cleanse

SKIN CARE

Biok Laboratorja (Lithuania)
Kili-g COSMOS Certified Natural Face, Eyes & Neck Mousse

SKIN CARE

N&B - Natural is Better (Italy)
BEAUTYFOOD Skin Energy Booster Face & Body

SKIN CARE

Bmonument Co., Ltd - d'Alba Cosmetics (South Korea)
White Truffle First Spray Serum

BEAUTY SALAD

Supercharged recipes that feed skin and hair

SKIN CARE

Nourish London (UK)

Kale 3D Cleanse

> [Digital Directory](#)

Kale 3D Cleanse by Nourish London is a 70 percent organic facial wash that harnesses the antioxidant, detoxifying properties of kale to restore an optimal skin balance. This color-changing cleanser is designed to protect against pollution and refresh the skin by removing impurities. It is also formulated with hyaluronic acid, probiotics, and oxygen-rich extracts that give the skin renewed energy and freshness.



BEAUTY SALAD

Supercharged recipes that feed skin and hair

SKIN CARE

Biok Laboratorija (Lithuania)

Kili-g COSMOS Certified Natural Face, Eyes & Neck Mousse with Spirulina

> [Digital Directory](#)

The superfood in Kilig Certified COSMOS Natural Face, Eyes and Neck Mousse with Spirulina by Biok Laboratorija contains BJOK LAB Spirulina®, a spirulina algae extract known for its antioxidant benefits. Combined with high and low molecular weight hyaluronic acid and vitamin E, this natural certified mousse stimulates cell regeneration, resulting in healthy skin with enhanced elasticity. The packaging is made from 50 percent ocean waste plastic.



BEAUTY SALAD

Supercharged recipes that feed skin and hair

SKIN CARE

N&B - Natural is Better (Italy)

BEAUTYFOOD Skin Energy Booster Face & Body

> [Digital Directory](#)

The ingredients in BEAUTYFOOD Skin Energy Booster Face & Body by N&B – Natural is Better are typically used as culinary ingredients. Here, they are blended to create ‘food for the skin’ by way of wheat, olive oil, wine and aloe vera. They are enhanced by organic extracts of tobacco, prickly pear, caper and olive tree leaves. All the organic ingredients are cultivated and extracted in-house in Salento in southern Italy. The multipurpose formula has rejuvenating, soothing and moisturizing benefits, boosting the connection between skin, mind and soul.



BEAUTY SALAD

Supercharged recipes that feed skin and hair

SKIN CARE

Bmonument Co., Ltd - d'Alba Cosmetics (South Korea)

White Truffle First Spray Serum

> [Digital Directory](#)

An all-in-one serum, mist and toner, White Truffle First Spray Serum by Bmonument contains twenty types of plant oils in addition to white truffle extract from Italy which promotes skin cell renewal and brightening. Additional ingredients include chia seed extract that soothes inflammation, and avocado oil that moisturizes and protects the skin's barrier.



Introduction

SERIOUSLY SAFE

Clean, non-toxic beauty
becomes the new normal

As health-conscious consumers become ever more sophisticated in their awareness and knowledge of ingredients, they are scrutinizing labels and driving the huge demand for clean, non-toxic beauty. The focus is not just on ingredient transparency, but also how products are sourced and manufactured. The clean beauty phenomenon, which began in skin care and make-up, now extends to all categories including fragrance, hair care and nails. In the absence of regulation on the use of certain chemicals, or even the term 'clean' itself, ingredient sourcing certifications and ethical partnerships are crucial seals of trust.

NAILS

IL Cosmetics (Luxembourg)
Vegetable Nail Polish

HAIR CARE

Björn Axén (Sweden)
Björn Axén Curl Creator Cream

ORAL CARE

Hair O'right Int. Corp. (Taiwan)
O'right Toothpaste No. Zero

MAKE-UP

Madara Cosmetics (Latvia)
Madara Organic Makeup

SKIN CARE

OnlyBio.life Sp. z o.o. (Poland)
Body Milk with Atopic Dermatitis

FRAGRANCE

Laboratorios Natuaromatic (Spain)
Delisea Parfum

SERIOUSLY SAFE

Clean, non-toxic beauty becomes the new normal

NAILS

ILCosmetics (Luxembourg)

Vegetable Nail Polish

> [Digital Directory](#)

As the name suggests, Vegetable Nail Polish by ILCosmetics uses vegetables to color nails. Instead of traditional colorants, the product uses a powder complex of colored actives sourced from vegetables including beetroot, radish, turmeric, spirulina and sweet potato. The process involves extracting vegetable juice which is then transformed into a soluble powder complex of colored actives adapted for nail polish. The formula is comprised of 98 percent natural ingredients.



SERIOUSLY SAFE

Clean, non-toxic beauty becomes the new normal

HAIR CARE

Björn Axén (Sweden)

Björn Axén Curl Creator Cream

> [Digital Directory](#)

Enriched with shea butter and quinoa protein, Björn Axén Curl Creator Cream by Björn Axén is a vegan styling cream that cares for hair while adding shine and defining curls. The formula comprises 94 percent natural ingredients, with packaging made from green PE (sugarcane). The cream is free from sulphates, silicones, mineral oils, parabens, waxes, lactose, gluten and citric acid. It is dermatologically tested and boasts a hypoallergenic fragrance.



SERIOUSLY SAFE

Clean, non-toxic beauty becomes the new normal

ORAL CARE

Hair O'right International Corporation (Taiwan)

O'right Toothpaste No. Zero

> [Digital Directory](#)

'A sustainable plant-infused experience' is how Hair O'right International Corporation describes O'right Toothpaste No. Zero which bears a USDA Certified Biobased Product Label, and includes 100 percent bio-based ingredients utilizing river-friendly ingredients. The toothpaste, which is produced in the O'right Certified Green & Carbon Neutral Factory, contains a blend of botanicals including totara, beech and Indian soapberry extracts that gently polish and scrub teeth stains while also fighting plaque and tartar buildup.



SERIOUSLY SAFE

Clean, non-toxic beauty becomes the new normal

MAKE-UP

Madara Cosmetics (Latvia)

Madara Organic Makeup

> [Digital Directory](#)

Madara Cosmetics, known for its organic skin care, has launched Madara Organic Makeup, an Ecocert and COSMOS-certified collection that features bold colors and high-performance products. Madara's focus is on natural, clean and ethically-sourced ingredients with shades that take their inspiration from nature. All products are created at the company's manufacturing facility in Latvia.



SERIOUSLY SAFE

Clean, non-toxic beauty becomes the new normal

SKIN CARE

OnlyBio.life Sp. z o.o. (Poland)

Hypoallergenic Body Milk For Sensitive Allergic Skin with Atopic Dermatitis

> [Digital Directory](#)

Hypoallergenic Body Milk For Sensitive Allergic Skin With Atopic Dermatitis by OnlyBio.life is made from 100 percent ingredients approved by Ecocert, including biorafinated rapeseed levan that provides deep and long-lasting hydration. Phytosterols from oil soothe irritations and offer antiseptic benefits. The product has been certified from Asthma-Allergy Denmark, as well as the Vegan Society. It is free from parabens, PEG, silicone, paraffin, petrolatum, mineral oil, phthalates, substances of animal origin and GMOs.



SERIOUSLY SAFE

Clean, non-toxic beauty becomes the new normal

FRAGRANCE

Laboratorios Natuaromatic (Spain)

Delisea Parfum

> [Digital Directory](#)

Delisea Parfum is a collection of certified vegan fragrances for men and women inspired by the natural elements. The scents use natural raw materials of plant origin, and are 100 percent vegan and certified by V-Label. The bottle caps are derived from sustainably-managed forests, the packaging is made from 100 percent recycled paper and the labels are made with a high content of recycled fibers. The fragrance label can be planted as it is seed paper.



Introduction

SCIENCE OF SYMBIOSIS

Keeping the microbiome strong and healthy

The microbiome, the millions of microbes that live symbiotically on and in the body, was once a niche term. Today, it is increasingly understood to be a key component in the future of skin care. At a time of rising urbanization and environmental pollution, scientists are uncovering the many ways in which the microbiome can impact our health. A compromised skin ecosystem, for example, exacerbates aging, acne, and psoriasis. Because no two microbiomes are alike, highly personalized skin care will play a key role in maintaining optimal microbiome health.

HAIR CARE

Driu Beauty (Lithuania)
Scalp Exfoliant

SKIN CARE

Sarantis Group (Greece)
Bioten Skin Moisture Face Care Line

SKIN CARE

Funderm (Israel)
Lavi Davi

SKIN CARE

Anna is Clear/Ju-Stone International (Netherlands)
Anna Is Clear 24/7 Serum For Blemished Skin

THE SCIENCE OF SYMBIOSIS

Keeping the microbiome strong and healthy

HAIR CARE

Driu Beauty (Lithuania)

Scalp Exfoliant

> [Digital Directory](#)

The intensive rinse-off formula of Driu Beauty's Scalp Exfoliant, featuring salicylic acid and gluconolactone, removes the layer of dead skin cells and strengthens the skin's protective barrier. A fermented mineral complex with zinc, iron, silicon, copper and magnesium nourishes the scalp and hair, promoting regeneration and microcirculation. The formula also contains prebiotics, caffeine, and vitamin B3.



THE SCIENCE OF SYMBIOSIS

Keeping the microbiome strong and healthy

SKIN CARE

Sarantis Group (Greece)

**Bioten Skin Moisture Face Care Line
(Normal & Dry/Sensitive Skin)**

> [Digital Directory](#)

Bioten Skin Moisture Face Care Line by Sarantis Group features a prebiotic and hydro-nutrient, 24-hour moisturizing complex that helps the skin's flora stay in balance. A high percentage of natural and sustainable ingredients, including quince and saffron, protect sensitive skin and deliver long-lasting hydration. The line is vegan. It is housed in 100 percent recyclable packaging, and features 30 percent recycled glass.



THE SCIENCE OF SYMBIOSIS

Keeping the microbiome strong and healthy

SKIN CARE

Funderm (Israel)

Lavi Davi

> [Digital Directory](#)

Multivitamin food supplement LAVI DAVI by Funderm is formulated with a prebiotic and probiotic complex that rejuvenates the skin's natural bacterial compounds, promoting radiant skin. It clears blemishes, soothes irritated skin, and restores its delicate microflora. The face and body supplement also features essential minerals, vitamins and active ingredients such as zinc, vitamins E and B6, as well as phosphatidylserine and collagen.



THE SCIENCE OF SYMBIOSIS

Keeping the microbiome strong and healthy

SKIN CARE

Emma Health & Beauty Care (Netherlands)

Anna Is Clear 24/7 Serum For Blemished Skin

> [Digital Directory](#)

Backed by an international patent, Anna is Clear 24/7 Serum For Blemished Skin by Anna is Clear/Ju-Stone International delivers active benefits for a healthy microbiome and clear skin. The formula is based on organically-harvested rye fermented with a forty-year secret cultured cocktail of Lactobacillus species. The ferment that remains contains water-soluble beta-glucans (sugars that are found in the cell walls of bacteria and yeasts) that treat blemished skin. The rye ferment is COSMOS and Ecocert certified, and contains no benzoyl peroxide or salicylic acid.



Introduction

GREEN SUN

Sunscreen that protects the body and the environment

The newest generation of sunscreens are doing double-duty: both shielding the skin from harmful rays and taking extra care not to harm the environment. No more slathering on sun protection with chemicals that absorb and enter the bloodstream, or that are linked to coral reef bleaching, the main culprit being oxybenzone. Mineral-based sunscreens deflect harmful rays, including UVA and UVB, while also receiving a thumbs up from environmental protection agencies. And no more telltale white streaks on the skin. Good for humans, good for Planet Earth.

SUN CARE

Sol De Ibiza (Spain)
Natural Mineral Sunscreen

SUN CARE

Helan Cosmesi di Laboratorio (Italy)
Vogliadisole Four Respect Suntan Milk Spray

SUN CARE

Le Pure (Spain)
Perfecting Illumination Natural Glow Moisturising Foundation

GREEN SUN

Sunscreen that protects the body and the environment

SUN CARE

Sol De Ibiza (Spain)

Natural Mineral Sunscreen SPF30

> [Digital Directory](#)

Natural Mineral Sunscreen SPF30 by Sol de Ibiza is sun protection made of natural, organic and certified active ingredients from the island of Ibiza. None of the ingredients are harmful to marine (or any other kind of) life. The formula contains no heavy metals, no chemicals, no perfumes, no preservatives and no plastic. In addition to zinc oxide, it includes organic coconut oil, vegan wax, organic aloe vera and organic sunflower seed. The packaging is a reusable, recyclable aluminum tub.



GREEN SUN

Sunscreen that protects the body and the environment

SUN CARE

Helan Cosmesi di Laboratorio (Italy)

Vogliadisole Four Respect Suntan Milk Spray SPF50+

> [Digital Directory](#)

The formula of Vogliadisole Four Respect Suntan Milk Spray SPF50+ by Helan Cosmesi di Laboratorio is enhanced with pomegranate extract, watermelon, raspberry oils and vitamin E that protect the skin from aging, while walnut husk and karanja oil intensify the skin's glow. The high protection factor allows for a gradual tan to be achieved safely. The product does not contain oxybenzone, octonoxate, silicones or microplastics.



GREEN SUN

Sunscreen that protects the body and the environment

SUN CARE

Le Pure (Spain)

**Perfecting Illumination Natural Glow
Moisturising Foundation**

> [Digital Directory](#)

Perfecting Illumination Natural Glow Moisturising Foundation by Le Pure is a raw, antiaging superfood emulsion that provides the skin with physical and biological sun protection, while its antiaging action creates a natural radiant glow. It contains 100 percent active, edible ingredients. The combination of plant nutrients and lipids strengthens the skin, thanks in part to the cold-pressing and maceration process that preserves plant potency.



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