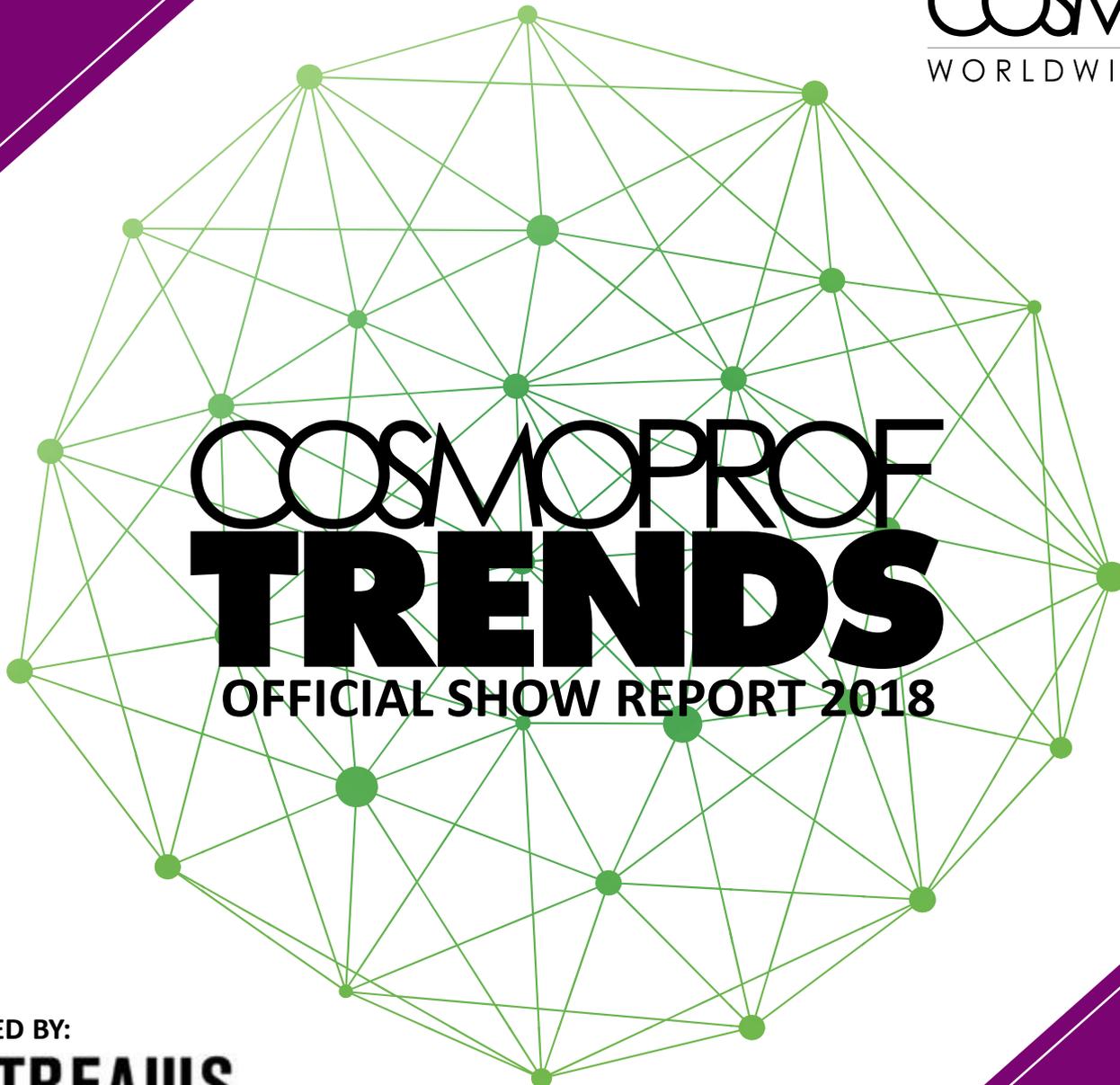


COSMOPROF
WORLDWIDE BOLOGNA



Official Partner



COSMOPROF
TRENDS
OFFICIAL SHOW REPORT 2018

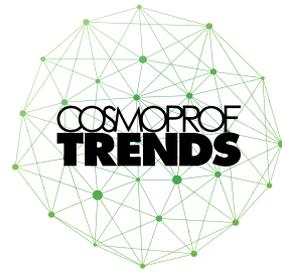
EXCLUSIVELY CURATED BY:

BEAUTYSTREAIIS
INSIGHT INSPIRATION INTELLIGENCE

COLOR SORCERY

The alchemy of beauty products able to change, release or hide color upon application is a new source of fascination. Not merely a gimmick, these novel formulations are also multi-tasking in their ability to provide a vast spectrum of skin care benefits combined in one recipe.

Introducing COSMOPROF TRENDS CURATED BY BEAUTYSTREAMS, renowned beauty trend forecasting source. The report showcases selected products exhibited at COSMOPROF WORLDWIDE BOLOGNA 2018, and analyzes the latest beauty trends they represent.



BODY-LICIOUS

The global wellness trend is influencing what we eat, how we exercise, and what we put on our skin. No wonder the focus rests no longer exclusively on facial products, but a full-body experience, mimicking the benefits of spa treatments and pushing the agenda for the use of natural ingredients.

QUICK FIX

Fast, easy, efficient - a new set of tools helps consumers perfect their beauty routines with zero fuss and time-saving application techniques. These quick-fix, on-the-go products are an ideal fit for the fast-paced, versatile lifestyles of the millennial generation.

TEA CONNOISSEUR

As food influences cosmetics and the quest for natural ingredients continues, beauty brands are turning to tea for its antioxidant benefits. Though products with tea are not new, what's interesting is now how brands are now honing in on different varieties of tea, reading like a discerning connoisseur's precious tea chest.

HYALURONIC ACID 2.0

Hyaluronic acid is getting an upgrade with a series of new products, putting this moisture-boosting ingredient to the fore. Special formulations targeting men, higher concentrations developed for home-use, and novel cross-category products are allowing this timeless classic to reinvent itself.

NEXT-GEN APPLICATORS

The "selfie generation" and their expectations vis-à-vis ease and precision bring applicators center stage. New applicators are emerging that emphasize compact formats and simple gestures, responding to today's mobile and multi-tasking lifestyles.

HIPSCENTS

Fragrance brands are catering to capricious millennials, who love to zap from one thing to another. Scents are designed as pre-marketed attitudes and personas, readily available to suit varying moods.

ALL THAT GLITTERS

In tune with today's Instagram culture, incessantly looking for ways to shine online, glitter is having a major revival. Visible particles, adding sparkle to any part of the face or body, once popular in the 70's, are now considered cool again by younger girls. The trend is reflected in novel formulations from professional make-up artists, social media stars, and influencers.

WELCOME BACTERIA!

Products that support the growth of beneficial microorganisms are one of the main driving forces in skin care and personal care. Be it probiotics (live bacteria) or prebiotics (plant fibers that nourish good bacteria), the focus is on restoring the skin's natural microbiome through a pro-bacterial, rather than an anti-bacterial approach.

BEAUTY MADE SIMPLE

With a plethora of products available on the market and consumers short on time, beauty brands are in simplification mode. By communicating transparently using basic terms, brands are making it easier for consumers to understand the products. Strong emphasis is placed on education and training, while some collections come in easy-to-use, step-by-step beauty regimes.

TREND: COLOR SORCERY

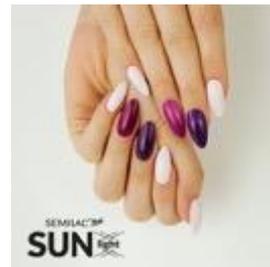
The alchemy of beauty products able to change, release or hide color upon application is a new source of fascination. Not merely a gimmick, these novel formulations are also multi-tasking in their ability to provide a vast spectrum of skin care benefits combined in one recipe.



SKIN CARE
EYRA COSMETICS - ITALY
BLUE VENOM
Hall 19PC (L15)



COLOR COSMETICS
ITALCOSMETICI - ITALY
JELLY HYDRATING
MAKEUP CREAM
Hall 18 (D36-E21)



NAILS
NESPERTA - POLAND
SEMILAC FLASH SUNLIGHT
Hall 36 (N18-O17)



COLOR COSMETICS
CAMACHO COSMETICS - SPAIN
BLACK BLUSH
Hall 18 (D50)



SKIN CARE

EYRA COSMETICS - ITALY

BLUE VENOM

Hall 19PC (L15)

This naturally blue formula is as exotic as it looks. With scorpion, viper, and bee venoms as its principal ingredients, the cream is an anti-aging powerhouse, with an absorption potential of up to 350 %, thanks to an enzyme which in nature helps the venom to penetrate faster into the victim. Upped with hyaluronic acid, vitamin E, argan oil, panthenol, beta carotene, and ascorbic acid, it reduces wrinkles and speeds up wound healing, without transferring its color onto the skin.



COLOR COSMETICS

ITALCOSMETICI - ITALY

JELLY HYDRATING MAKEUP CREAM

Hall 18 (D36-E21)

At the core of this make-up cream are microencapsulated pigments that release color during application, smoothing the complexion. The result is a more even skin tone and finer pores. Due to a combination of active agents, this jelly-textured formula also comes with anti-aging benefits: champagne and grape extracts spur antioxidant action and protect against UV rays, while hyaluronic acid and baobab oil provide moisture and emollients.



NAILS

NESPERTA - POLAND

SEMILAC FLASH SUNLIGHT

Hall 36 (N18-O17)

Keeping up with the diverse schedules of today's women, this series of six nail powders comes with a high level of flexibility, quickly changing color under the influence of sunlight. It gives the wearer an opportunity to remain low-key in a professional environment, while showing more character in a private or more relaxed setting.



COLOR COSMETICS

CAMACHO COSMETICS - SPAIN

BLACK BLUSH

Hall 18 (D50)

Here is a blush that performs a complete color transformation once applied on the skin. Don't let the pitch-black formula fool you: The blush will turn into various shades of pink, depending on the reaction with individual skin tones.

TREND: BODY-LICIOUS

The global wellness trend is influencing what we eat, how we exercise, and what we put on our skin. No wonder the focus rests no longer exclusively on facial products, but a full-body experience, mimicking the benefits of spa treatments and pushing the agenda for the use of natural ingredients.



BODY CARE
HELAN S.R.L. - ITALY
FIRMING CREAM INTENSE ANTI-SLACKENING
Hall 21N (F2-G1)



BODY CARE
SAS THEOPHILE BERTHON - FRANCE
THE BODY SERUM WITH 6 NATURAL ACTIVE INGREDIENTS
Hall 19PC (J9)



BODY CARE
ALMA K - ISRAEL
RESHAPE DEAD SEA MUD SCRUB
Hall 19PC (C12)



BODY CARE
ALLEGRIINI - ITALY
HEMP CARE - DRY BODY OIL
Hall 19PC (I10)



BODY CARE
D'ALCHÉMY - POLAND
NECK & DÉCOLLETAGE WRINKLE REFILL
Hall 19PC (L3)



BODY CARE
COMFORT ZONE - ITALY
BODY ACTIVE LINE
Hall 37 (A2-B1)



BODY CARE

HELAN S.R.L. - ITALY

FIRMING CREAM INTENSE ANTI-SLACKENING

Hall 21N (F2-G1)

Dieting, hormonal imbalance, and pregnancy can cause skin slackening. To counteract that, Helan proposes a targeted formula bringing back tonicity and elasticity to the inner arm, inner thigh, belly, and buttocks. The cream limits water loss, re-normalizes the skin's barrier, and re-enforces intra-cellular cohesion via essential sugars. Pomegranate extracts and *Bulbine frutescens* aid in the formation of natural collagen, while nourishing the skin is a mix of argan, avocado, passionflower oils, and Ucuúba butters, which are rich in fatty acids.



BODY CARE

**SAS THEOPHILE BERTHON -
FRANCE**

**THE BODY SERUM WITH 6 NATURAL
ACTIVE INGREDIENTS**

Hall 19PC (J9)

This all-in-one action serum is suitable for body, hair, and skin. Formulated without any water or conservatives, its power comes entirely from a set of 100% natural, active ingredients, which include olive, macadamia, sweet almond, sunflower oil, and organic camelina oil, along with tocopherol (vitamin E). These offer strong softening and moisturizing benefits, protect cells, and nourish skin. When applied during a massage, the dry-oil formula also smooths out cellulite and enhances microcirculation.



BODY CARE

ALMA K - ISRAEL

RESHAPE DEAD SEA MUD SCRUB

Hall 19PC (C12)

Reshape Dead Sea Mud Scrub combines Phytoless (a plant-based, skin-firming complex that has been clinically proven) with mineral-rich mud from the Dead Sea. While Phytoless fights cellulite, the nutritive mud boosts microcirculation when applied with massage action. Made of 100% natural oils, extracts, and genuine Dead Sea minerals, including apricot seed powder, argan oil, and Shea butter, the scrub exfoliates and reshapes fat cells, leaving a smooth appearance and preparing skin for the brand's toning anti-cellulite gel.



BODY CARE

ALLEGRINI - ITALY

HEMP CARE - DRY BODY OIL

Hall 19PC (I10)

Made with organic hemp oil grown in Italy, alongside a combination of other organic ingredients such as almond oil, this dry-oil formula brings radiance and softness to skin, without making it greasy. Naturally rich in vitamins as well as omega-3 and omega-6, hemp is considered an elixir of youth, able to improve the quality and strength of skin thanks to its moisturizing, nourishing, and antioxidant properties.



BODY CARE

D'ALCHÉMY - POLAND

NECK & DÉCOLLETAGE WRINKLE REFILL

Hall 19PC (L3)

This thoughtful anti-aging formula is designed to fill in and even out wrinkles on the neck and décolleté, brighten hyperpigmentation, and stimulate the production of beta-endorphins, which eliminate the effects of stress. It comes in a biophotonic glass bottle offering maximum UV protection to preserve its natural, botanical ingredients and contains plant hydrosols (instead of ordinary water) obtained directly from plants making this product particularly rich in nutrients. Pure damask rose essential oil is used instead of synthetic fragrance.



BODY CARE **COMFORT ZONE - ITALY** **BODY ACTIVE LINE** **Hall 37 (A2-B1)**

Here is an example of a skin care brand that responds to the ongoing fitness trend. The company's Body Active line presents itself as a "fitness assistant," maximizing the results of physical activities. It consists of three unisex products: a booster concentrate to activate muscles with thermogenic ingredients such as caffeine before a work-out; a cream promising antioxidant and toning action via maca polyphenols after getting physical; and a gel body scrub sporting the exfoliating particles of black rice, green tea leaves and matcha.

TREND: HYALURONIC ACID 2.0

Hyaluronic acid is getting an upgrade with a series of new products, putting this moisture-boosting ingredient to the fore. Special formulations targeting men, higher concentrations developed for home-use, and novel cross-category products are allowing this timeless classic to reinvent itself.



SKIN CARE

66°30' - FRANCE

**HYPER-HYALURONIC ANTI-AGING
ORGANIC SERUM FOR MEN**

Hall 19EG (41)



SKIN CARE

POSITIVE AGEING COSMETICS - FRANCE

**SKIN FACE 50 SERUM BY HBW
TECHNOLOGY**

Hall 38 (A33)



HAIR

MAXXELLE - ITALY

HAIR RECOVERY SERUM

Hall 35 (B70)



COLOR COSMETICS

MADARA COSMETICS - LATVIA

**CITYCC/HYALURONIC ANTI-POLLUTION
CC CREAM SPF15**

Hall 21N (C14)



SUPPLEMENT

ENZYMPRO - SWITZERLAND

REGULATPRO® HYALURON

Hall 22 (A71)



SKIN CARE

66°30 - France

HYPER-HYALURONIC ANTI-AGING ORGANIC SERUM FOR MEN

Hall 19EG (41)

This serum has been specifically formulated for men. It is alcohol-free and boasts an unusually high concentration (10 to 50 times higher than standard products on the market) of vegetal, low molecular-weight sodium hyaluronate, imbuing the item with strong anti-inflammatory action, capable to soothe razor burns and deliver anti-aging benefits. The product is also certified organic.



SKIN CARE

POSITIVE AGEING COSMETICS - FRANCE

SKIN FACE 50 SERUM BY HBW TECHNOLOGY

Hall 38 (A33)

Targeting mature women, this “better-aging” serum blends three types of hyaluronic acid (low, medium, and high molecular weight) with 11 vitamins and five cell growth factors (IGF1, acid FGF, basic FGF, VEGF, EGF), allowing aging cells to send signals of distress, which diminish with age. The action is said to relax skin, stimulate cellular growth, and increase the biosynthesis of collagen. Part of the company’s home care line, it allows to achieve results similar to professional cabin treatments.



HAIR

MAXXELLE - ITALY

HAIR RECOVERY SERUM

Hall 35 (B70)

While hyaluronic acid has been long neglected as an active ingredient in hair care products, this filler serum for hair mixes the moisturizing agent with hydrolyzed keratin and apricot kernel oil, providing an intensive reconstruction of the hair fiber. It is billed to restore damaged hair's water balance, protect it from stress, while adding body. Free of SLES, parabens, and silicone, this item further delivers on its natural promise with a certified compostable packaging that biodegrades without toxic residue.



COLOR COSMETICS

MADARA COSMETICS - LATVIA

**CITYCC/HYALURONIC ANTI-POLLUTION
CC CREAM SPF15**

Hall 21N (C14)

Organic skin care brand Madara introduces a new approach to UV protection, developed specifically for the urban dweller. Its new color-correcting (CC) cream combines beautifying action with an anti-pollution formula and the hydrating properties of hyaluronic acid. While shielding skin from urban toxins that are known to clog pores, disturb the skin's microbiome, and cause inflammation, this sunscreen product instantly improves complexion, provides lasting hydration, and gets rid of dullness as well as dark spots.



SUPPLEMENT

ENZYMPRO - SWITZERLAND

REGULATPRO® HYALURON

Hall 22 (A71)

In this anti-aging beauty drink, the ingestion of hyaluronic acid is helped by a vegan and organic concentrate produced by so-called cascade fermentation. This patented process breaks down active ingredients into a bioavailable form, making it easier for the body to absorb them and have them penetrate deeper. Tested by independent parties, the drink improves skin moisture and elasticity, while also giving a boost to nail, hair, and connective tissue.

TREND: ALL THAT GLITTERS

In tune with today's Instagram culture, incessantly looking for ways to shine online, glitter is having a major revival. Visible particles, adding sparkle to any part of the face or body, once popular in the 70's, are now considered cool again by younger girls. The trend is reflected in novel formulations from professional make-up artists, social media stars, and influencers.



COLOR COSMETICS
INTERCOS GROUP - ITALY
DRAMABLAST
FIREWORKS LIPSTICK
Hall 15 (C10-D9)



COLOR COSMETICS
PHARMACOS - ITALY
3D METAL EYESHADOW
Hall 15 B22-C30



COLOR COSMETICS
CLARE BLANC - POLAND
MAGIC DUST - PURE SILVER
Hall 19EG (15)



PACKAGING
HCP PACKAGING - ITALY
GLITTER STORM
Hall 15 (B2-C5)



COLOR COSMETICS

INTERCOS GROUP - ITALY

DRAMABLAST FIREWORKS LIPSTICK

Hall 15 (C10-D9)

This lipstick marries comfort with 3D special effects, thanks to the company's recipe based on color dimension technologies and long-wear polymers, which produce pearlescent effects that are almost self-illuminating. A metallic concentrate descends on the lips like loose glitter, while melting softly for a full-color effect. The result is a three-dimensional sparkle but with a velvety texture.



COLOR COSMETICS

PHARMACOS - ITALY

3D METAL EYESHADOW

Hall 15 B22-C30

Conceived as a “cream-to-powder” blend, this talc-free eye shadow is easy to apply with a firm yet creamy texture, which fixes instantly and lasts longer. Pigments melt in a novel mix of resins, waxes, and oils producing a multidimensional, yet weightless finish that illuminates the eye and leaves no volatile components.



COLOR COSMETICS

CLARE BLANC - POLAND

MAGIC DUST - PURE SILVER

Hall 19EG (15)

This multi-use product can be applied as an eye shadow as well as a highlighter to the face and body. When added to other cosmetics, such as powders, lip glosses, and foundations, it gives products a fresh glow. Made of 30 % pure silver, the shimmery, highly light-reflective dust is available in four pigmented shades: pure silver, cold beige, warm gold, and golden rose.



PACKAGING

HCP PACKAGING - ITALY

GLITTER STORM

Hall 15 (B2-C5)

With extreme glitter going strong, it is no surprise that packaging concepts are catching the bug, too. HCP's collections for 2019, most noticeably its Glitter Storm compact case, are proof. Ideal for limited editions and gifting ranges, this decorative top-case boasts a combination of metallic, iridescent and holographic effects that catch the light as the particles swirl freely inside the lid. The shape and color of the sequins are customizable.

TREND: QUICK FIX

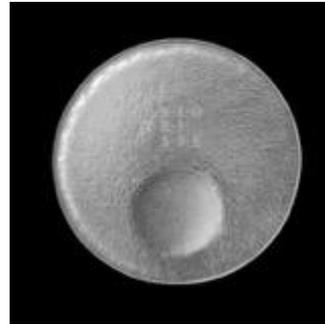
Fast, easy, efficient - a new set of tools helps consumers perfect their beauty routines with zero fuss and time-saving application techniques. These quick-fix, on-the-go products are an ideal fit for the fast-paced, versatile lifestyles of the millennial generation.



PERSONAL CARE
TREDA - TURKEY
REMOVE RETOUCH PEN
Hall 22 (A37-B38)



SKIN CARE
FOREO - SWEDEN
UFO
Hall 19PC (D4-E3)



SKIN CARE
BIOTRISE AG - SWITZERLAND
CRYSTAL PEELING LENS
Hall 38 (A49)



NAILS
THE SIGN TRIBE BY COSNOVA - GERMANY
NAILFIX & CHILL
Hall 19PC (H18-I19; H24-I25)



PERSONAL CARE TREDA - TURKEY

REMOVE RETOUCH PEN

Hall 22 (A37-B38)

With eyebrow grooming products trending, this retouch pen is tapping into the zeitgeist with a little extra. The 100% liposoluble wax formula, packed into an ergonomic applicator, is an easy way to reshape eyebrows on the go and get rid of facial hair where needed. Produced from real beeswax, it requires no heat before use and fits into every pocket.



SKIN CARE

FOREO - SWEDEN

UFO

Hall 19PC (D4-E3)

Here is a device designed to turn a lengthy 20-minute sheet mask treatment into a 90-second treat. It combines Hyper-Infusion Technology (heating, cooling & T-Sonic pulsations) with red (anti-aging), green (brightening) and blue (anti-acne) LED light therapy. To be activated, masks are attached to the app-controlled device, which then glides across the face. Heat opens the pores, pulsations help transport active ingredients into the skin, while the cold locks them inside.



SKIN CARE

BIOTRISSE AG - SWITZERLAND

CRYSTAL PEELING LENS

Hall 38 (A49)

This natural peeling device comes with a patented abrasive surface made of quartz, said to stimulate cell activity, remedy imperfections, and improve penetration of skin care products, while gently exfoliating and cleansing skin. The crystal lens is adjustable, allowing to regulate the depth of dermabrasion. It can be used with or without additional cosmetic products, and is also suitable for sensitive, dry and problematic skin.



NAILS

THE SIGN TRIBE BY COSNOVA - GERMANY

NAILFIX & CHILL

Hall 19PC (H18-I19; H24-I25)

Billed as the first nail polish eraser cream on the market, this formula is free of the unpleasant smells of regular nail polish removers, making it possible to use it in social settings without upsetting anyone. A minute following application, the cream can be removed with a cotton pad. Infused with a nourishing complex, including macadamia, sweet almond, argan, and sesame oils, as well as vitamin E, the item also leaves nail and cuticles well hydrated and healthy.

TREND: NEXT-GEN APPLICATORS

The “selfie generation” and their expectations vis-à-vis ease and precision bring applicators center stage. New applicators are emerging that emphasize compact formats and simple gestures, responding to today’s mobile and multi-tasking lifestyles.



PACKAGING
TAEYANG RENEW - KOREA
AUTO NAIL POLISH BOTTLE
Hall 29B (35)



PACKAGING
OMNICOS - ITALY
BYE BYE BRUSH
Hall 15 (A16-B15)



PACKAGING
YONWOO - KOREA
2WAY APPLICATOR
Hall 18 (D51)



PACKAGING
COSMAX - KOREA
CUSHION BLENDING STICK
Hall 15A (B2)



PACKAGING

TAEYANG RENEW - KOREA

AUTO NAIL POLISH BOTTLE

Hall 29B (35)

Users can click this pen-shaped bottle to release the formula before applying it with zero fuss, as with an ordinary pen. Designed to hold nail polish, it is equipped with a brush that guarantees no spilling and minimizes exposure to air, enabling the product to last longer.



PACKAGING

OMNICOS - ITALY

BYE BYE BRUSH

Hall 15 (A16-B15)

Developed for the application of powdered eye shadow, Bye Bye Brush requires no brush nor dirty fingers. The novel applicator is handy, refillable, and promises high performance in one speedy stroke - an innovation that winks at the post-millennial girls who look for comfort and simplicity, but without giving up quality or a wow-effect.



PACKAGING

YONWOO - KOREA

2WAY APPLICATOR

Hall 18 (D51)

This applicator has been created with formulations in mind that are suitable for both lips and cheeks. While the doe-foot tip on the one side is meant for lipstick, or lip liquid, a sponge attached to the other end can be used to apply the product to the face, as well.



PACKAGING

COSMAX - KOREA

CUSHION BLENDING STICK

Hall 15A (B2)

Designed like a stick, this gadget features the formulation inside one end of the package, while a cushion applicator can be found in the other. There is a spring-like mechanism under the cushion end, ensuring that both ends communicate. The stick lends itself to any sort of face product such as foundation, concealer or blush, but also lipstick, given that powder lipstick is gaining more popularity, with even luxury brands jumping on the bandwagon recently.

TREND: WELCOME BACTERIA!

Products that support the growth of beneficial microorganisms are one of the main driving forces in the skin and personal care departments. Be it probiotics (live bacteria) or prebiotics (plant fibers that nourish the good bacteria), the focus is on restoring the skin's natural microbiome through a pro-bacterial, rather than an anti-bacterial approach.



SKIN CARE
WAREW - JAPAN
SUSSH LINE
Hall 14 (A20)



SKIN CARE
OCCY LABORATOIRE - AQUAFOLIA -
CANADA
ENZYMATIC CLEANSING PROGRAM
Hall 19PC (K12)



SKIN CARE
DIBI MILANO - ITALY
DIBI PROCELLULAR 365 PRO-RECOVERY
***BI-LIQUID TREATMENT**
Hall 31 (A22)

TREND: WELCOME BACTERIA!



SKIN CARE

WAREW - JAPAN

SUSSH LINE

Hall 14 (A20)

Warew's new "Sussh" line is built around the ocean and its microorganisms and features eight products, most notably the Memory Shape Microbiome Serum. It combines the benefits of three patented technologies that allow positively charged microcapsules to deeply penetrate skin and deliver active marine metabolites derived from deep-ocean yeast breeding. The serum also contains amino acids, vitamins, minerals, and other micronutrients, resulting in exceptionally high collagen preservation, moisturizing, and antioxidant action.

TREND: WELCOME BACTERIA!



SKIN CARE

OCCY LABORATOIRE - AQUAFOLIA - CANADA

ENZYMATIC CLEANSING PROGRAM

Hall 19PC (K12)

This 2-step exfoliation formula maintains maximum enzyme functions without irritating, leaving skin exfoliated and moisturized. An auto-regulated system tells users when it's time to rinse off one product and apply the next. Created for all skin types, including skin prone to rosacea and imperfections, the program relies on keratolytic and proteolytic enzymes, which normally would lose their activity once incorporated into gel or cream forms. As there is no mechanical action, the item does not aggress the natural skin balance through micro-lesions.



SKIN CARE

DIBI MILANO - ITALY

DIBI PROCCELLULAR 365 PRO-RECOVERY *BI-LIQUID TREATMENT

Hall 37 (A14-B13)

This so-called dermabiotic is meant to recode the skin's natural microbiome weakened by age, stress, smog, smoke or aesthetic medicine. It comprises two high-end treatments in a single product. The oil-based phase is filled with antioxidant plant ingredients, while the active water phase is rich in pre-dibiotics, which describes powerful prebiotics obtained by enzymatic synthesis from natural sugars, promoting resistance against external microbial attacks. It also features matrikines, dubbed peptides of youth, to stimulate collagen production.

TREND: TEA CONNOISSEUR



As food influences cosmetics and the quest for natural ingredients continues, beauty brands are turning to tea for its antioxidant benefits. Though products with tea are not new, what's interesting is how brands are now honing in on different varieties of tea, reading like a discerning connoisseur's precious tea chest.



SKIN CARE
TEAOLOGY - ITALY
GREEN TEA DETOX FACE SCRUB
Hall 19EG (32)



SKIN CARE
PHYSIO NATURA - ITALY
ROOIBOS
Hall 37 (D26)



SKIN CARE
SPARITUAL - USA
EARL GREY
Hall 14 (D16 F29-E32)



SKIN CARE
BLITHE - KOREA
PATting SPLASH MASK GREEN TEA
Hall 22 (A59)



PERSONAL CARE
LA CANOPEE - FRANCE
CÉRÉMONIE DU THÉ SHOWER GEL
Hall 21N (I2-L10)



SKIN CARE

TEAOLOGY - ITALY

GREEN TEA DETOX FACE SCRUB

Hall 19EG (32)

Teaology has based its entire philosophy on tea-infused skin care. Among the highlights is the Green Tea Detox Face Scrub, with sugar micro-crystals and vegetable oils for a radiant glow. Designed for all skin types, this exfoliating butter-cream contains real tea leaves. When massaged over the face and neck, it gently removes dead cells, detoxifies and minimizes pores, leaving the skin soft and the complexion even.



SKIN CARE

PHYSIO NATURA - ITALY

ROOIBOS

Hall 37 (D26)

Hailing from Italy, this brand is adding a line of rooibos to its 2018 range, consisting of a face cream and a face mask. The ingredient comes from organic farming, sporting antioxidant, moisturizing, and skin regenerating benefits.



SKIN CARE

SPARTUAL - USA

EARL GREY

Hall 14 (D16 F29-E32)

Here is a U.S. brand that goes the extra mile, not only incorporating Earl Grey extracts in its body care line, but making the whole range vegan. Cue a luxuriously whipped moisturizer, dubbed "Body Soufflé," a gentle black scrub, and even a nail polish, infused with red tea and seaweed extracts, boasting a deep green hue.



SKIN CARE

BLITHE - KOREA

PATTING SPLASH MASK GREEN TEA

Hall 22 (A59)

Korean skin care brand Blithe, which has become a popular name in the U.S. as well as, thanks to K-beauty e-tailer Glow Recipe, introduces Patting Splash Mask, 60% of which consist of green tea extracts. The mask is simply patted onto the face and rinsed off during a shower, eliminating the hassles of sheets masks, which typically need to stay on for 15 to 20 minutes to work.



PERSONAL CARE

LA CANOPÉE - FRANCE

CÉRÉMONIE DU THÉ SHOWER GEL

Hall 21N (I2-L10)

French natural brand La Canopée offers within its range the Cérémonie du Thé shower gel, with real tea leaves floating inside. Created by two chemist sisters, they wanted to make a skin care range suitable for every skin type.

TREND: HIPSCENTS

Fragrance brands are catering to capricious millennials, who love to zap from one thing to another. Scents are designed as pre-marketed attitudes and personas, readily available to suit varying moods.



FRAGRANCE
LE PARFUM CITOYEN - FRANCE
LE PARFUM CITOYEN COLLECTION
Hall 19EG (2)



FRAGRANCE
DICORA URBAN FIT - SPAIN
TOKYO, LONDON, MILAN
AND NEW YORK
Hall 21N (L14-M13)



FRAGRANCE
MISS KAY - ISRAEL
POOL PARTY
Hall 19PC (C12)



FRAGRANCE
PARFUMIQUE - FRANCE
PERFUME CREATION KITS
Hall 19PC (H5)



FRAGRANCE

LE PARFUM CITOYEN - FRANCE

LE PARFUM CITOYEN COLLECTION

Hall 19EG (2)

Launched in 2017 in Nice, France, Le Parfum Citoyen proposes fragrances that match the wearer's mood and identity, or rather how he or she would like to be perceived. Think Geek Chic, Hipster, or Rebellious Princess, for starters. All scents are made in Grasse with sustainably sourced ingredients, while the packaging comes from nearby Drôme, as the brand encourages "made in France" in support of the local industry. There are currently 5 scents for men and 5 for women.





FRAGRANCE

DICORA URBAN FIT - SPAIN

TOKYO, LONDON, MILAN

AND NEW YORK

Hall 21N (L14-M13)

With 40 years of experience in beauty under its belt, Dicora is launching Urban Fit, introduced in Spain in September 2017 and internationally at Cosmoprof Bologna. The brand proposes 4 scents under the names of 4 metropolitan cities to suit varying attitudes: Tokyo, London, Milan, and New York, sporting a simple, yet ultra-modern design done up with simplified sketches of the cities' landscapes. Its target: mass consumers who want something affordable yet chic.



FRAGRANCE

MISS KAY - ISRAEL

POOL PARTY

Hall 19PC (C12)

Miss Kay's goal is to create a fragrance you can "see." For each scent there is a mood board, providing a brief backstory. What counts are not the individual notes, but the vibe they let off, which customers may choose for an occasion or state of mind. Cue "Pool Party," for example, which depicts girls having a good time by the pool, while the fragrance stays fresh via a blend of watermelon and green apple. The brand attracts via flashy visuals, encouraging the building of a perfume "wardrobe" for each moment.



FRAGRANCE

PARFUMIQUE - FRANCE

PERFUME CREATION KITS

Hall 19PC (H5)

Parfunique offers an experience, rather than a product. Customers can live the emotional process of creating a perfume at home, according to their individual personalities, instead of buying a mass market product. The fragrances boast high-end components hailing from Grasse and come in a kit of six scents arranged by family (ex: woody, fruity floral, gourmand, etc.), including empty vials for trial and error. The brand also plans to create a marketplace for customers who wish to commercialize their creations.



SKIN CARE

PROVERB - UK

Hall 19PC (I4)

Throughout, this English company makes an effort to playfully educate the male consumer, who tends to be less knowledgeable about skin care than his female counterpart. What it offers is not merely a grooming product but a “training program” for skin, consisting of 4 items which in 4 routine movements and 4 minutes in the morning and evening ensure that skin is in peak condition. Along with each product, there is a tutorial video, as well as a quiz.



HAIR CARE O WAY - ITALY Hall 35A

Knowing how complicated reading a cosmetic product can be, this line will break it down for you in simple terms: What are the active ingredients and what are they for exactly? Where do they come from? And what is not inside the tube? Close to 100% of its ingredients are naturally derived, though for full transparency, the company also indicates whether they stem from biodynamic or organic farming, if they contain essential oils, and whether the raw materials are Fairtrade.



SKIN CARE

D.E.T.O.X Skinfood - SPAIN

Hall 22 (A27-B28)

Here is a green skin care line with a simple list of ingredients printed on its primary and secondary packaging, for both transparency and easy navigation. Think kale, wheatgrass, curcuma and nutshells, instead of convoluted chemical terms. On its website, the company provides more technical details for those who wish to know, and features a “Glossary” section, listing all of its key ingredients. This dual concept presents a novel way of communicating with the consumer.

TREND: BEAUTY MADE SIMPLE



COLOR COSMETICS

ANDREIA PROFESSIONAL - PORTUGAL

Hall 26 (C99)

New make-up formulations are launching every week, confusing consumers. To simplify its offering, this Portuguese line numbers its products and categorizes them into steps. There are 10 steps for a face routine, from the primer to the fixing spray; 5 steps for eyes, from an eye shadow base to mascara; and 3 steps for lips, spanning the gamut from lip liner to lip top coat. For all categories, there is a step 0 dedicated to preparation: an elixir for the face, a serum for brows and eyelashes, and a primer for lips.



Exclusive Report Curated by:

BEAUTYSTREAMS
INSIGHT · INSPIRATION · INTELLIGENCE