COSMOPROF WORLDWIDE Bologna presents COSMO TRENDS FINAL REPORT exclusive report curated by BEAUTYSTREAMS The Global Beauty Industry Reference
Introducing the **COSMOTRENDS** report, curated by **BEAUTYSTREAMS**, renowned global beauty trend forecasting agency. The report showcases key trends spotted among exhibitors of COSMOPROF WORLDWIDE BOLOGNA 2019, and highlights notable brands and products.

### THE CINDERELLA EFFECT
Beauty products that have ‘The Cinderella Effect’ deliver instant gratification, whether in the form of immediately visible skin care results or insta-glam. These products have a powerful transformative effect and obvious photogenic appeal, worthy of being captured on millennial livestreams and videos. However, like the fairy-tale name suggests, these fast-acting beauty boosts and visual effects only last a few hours. At the stroke of midnight, the results vanish. No matter! The products are fun to use and play with, they inspire self-expression, and offer irresistible sensorial experiences.

### HYPERACTIVE NATURALS
As consumers become ever-more skilled at reading ingredient labels, they are rejecting toxic ingredients and fillers, and gravitating towards clean, natural ingredients that offer super-concentrated doses of skin care benefits. These highly active formulations are packed with high-performing, active naturals that deeply nourish the skin, repair its natural moisture, and boost skin’s renewal cycle. Waterless products, in particular, are more highly concentrated as they are not filled and diluted with water, which is inactive. Eliminating H2O also removes the need for preservatives and parabens as bacteria breeds in water, so the formulas are also cleaner.

### INTIMATE CARE
Intimate care, up until now a largely untapped market, is emerging as a new category in beauty and wellness, with products designed for external and internal use, and incorporating luxurious formulas, sensorial experiences, and high-quality natural ingredients. Benefits include personal cleansing, intimate skin care, maintaining a healthy pH level, and grooming regimens. Far from being a source of shame or stigma, intimate care, or ‘self-care’, occupies an elevated positioning on par with premium skin care, boasting elegant packaging and aesthetics that encourage display on bathroom shelves.

### SKIN DEFENSE WARRIORS
Just like sun protection creams defend against UV exposure, environmental skin defenders protect the skin from damage and premature aging caused by pollutants, free radicals, and digital overexposure. Prevention is the name of the game. Anti-pollution ingredients and complexes, such as protective antioxidants, act as invisible barriers, shielding and detoxifying the skin long before environmental toxins and aggressors wreak havoc on skin cells. Their barrier-supportive properties act as physical shields. These defenders are skin care warriors in the daily warfare against pollution.

### REDEFINING MASCULINITY
As beauty becomes ever more inclusive, we are moving beyond basic male grooming to a new era that incorporates sophisticated offerings for men that bring out their masculinity and beauty. Long-held attitudes that beautifying is inherently ‘feminine’ are dissolving. The rise of male beauty communicates that beauty is for all, and that men (like women) can be themselves, but better. The profusion of products aimed at male skin and scalps, and make-up that boosts appearance and self-esteem, are tools for men to feel good and put their best face forward.
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**IT’S PLAYTIME!**

Beauty isn’t taking itself too seriously! It’s time to step into the beauty playground. Kids and Gen Z are gravitating towards products that put the fun back into beauty, while also delivering effective skin benefits and gorgeous-looking results. These products inspire creativity and wide-eyed curiosity, as if to say, ‘Why not?’. Simply mix and match, experiment with new product forms, try new colors, and play with endless possibilities. Treat yourself to joyful, interactive, and uplifting beauty experiences.

**GLAM ORGANIC**

Luxury organic make-up is no longer an oxymoron. Not so long ago, consumers were forced to choose between serious, clean ingredients, or a premium user experience that focused predominantly on glamour (minus the eco-factor). Now, brands combine both in their offerings: top-quality, organic and vegan ingredients with safe pigments, together with a breadth of high-performing colors and formulations, and sleek, high-touch packaging. These are win-win products that look good, feel good, and are good for you.

**RAW DELI**

Just as a raw food diet nourishes the body from the inside out and is said to give flawless skin, so, too, raw ingredients in skin care revitalize the skin thanks to their high concentration of vitamins, minerals, antioxidants, potent botanicals, and live enzymes. Raw ingredients are whole, unrefined, and minimally or cold-processed. The less processing, the more potent the ingredients. Raw ingredients are also super-fresh and responsibly sourced, and contain no toxins or irritants which are harmful to the skin.

**HORMONAL AGING**

Hormonal skin care is emerging as a new category, addressing the specific changes that occur when hormone levels plummet in the years leading up to, and beyond, menopause. Skin becomes dry, loose and thin, pH levels fluctuate, with an accompanying loss of collagen, and an increase in skin sensitivity. Various skin processes alternately slow down, such as regeneration and repair, or accelerate, such as increased and deeper facial wrinkles. Specially formulated products address the signs of hormonal aging, enhancing the texture of menopausal skin, minimizing lines, and giving it a fresh, new glow.

**PRICKLY PEAR**

Prickly on the outside, water-storing capabilities on the inside. The prickly pear, also known as opuntia, is a fruit superstar that belongs to the cactus family and boasts extensive beauty benefits. Oil extracted from the seeds of this fruit is rich in fatty acids, omegas and antioxidant vitamin E, stimulating collagen production for faster cell turnover, and promoting skin elasticity. Prickly pear oil is also super-hydrating, as befits a plant that thrives in the desert. In hair care, the oil makes hair glossy, and helps relieve scalp conditions.

**LOVE YOUR BODY**

Body positivity is in. Dare to flaunt imperfections and accentuate your unique features! Who and what is considered beautiful today is no longer constrained by monolithic beauty ideals. Love Your Body means loving who you are, no matter what shape or size, ethnicity, gender or sexual orientation. A healthy body is a beautiful body. When you love yourself and have good self-esteem, beauty is no longer skin deep, it radiates from within.

**STATES OF PERFUME**

The world of fragrance is evolving to seduce a new generation of consumers. The traditional eau de parfum format is stepping aside in favor of smaller, more playful and travel-friendly formats, often in non-liquid form, that are better suited to the modern nomadic lifestyle favored by millennials. Brands are taking inspiration from product forms seen in skin care, make-up, and even hair care, with an increasing number of solids, sticks, compacts, and fun textures that invite consumers to engage with fragrance in more dynamic ways throughout the day.
Beauty products that have ‘The Cinderella Effect’ deliver instant gratification, whether in the form of immediately visible skin care results or insta-glam. These products have a powerful transformative effect and obvious photogenic appeal, worthy of being captured on millennial livestreams and videos. However, like the fairy-tale name suggests, these fast-acting beauty boosts and visual effects only last a few hours. At the stroke of midnight, the results vanish. No matter! The products are fun to use and play with, they inspire self-expression, and offer irresistible sensorial experiences.
MAKE-UP
B-Selfie - ITALY
B-Selfie Volume Lip Filler

B-Selfie Volume is a lip-plumping self-beauty filler. The product's microneedles, made of pure hyaluronic acid and epidermal growth factor (EGF), penetrate under the superficial skin layer, releasing their effect more deeply into the skin. The effect is visible after just two hours. This makes B-SELFIE Volume the perfect solution for any last-minute beauty need. The effect can be extended through a cycle of four daily applications.
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SKIN CARE
PharmaDIA - LITHUANIA
LeCler Express Refresh Face Sheet Mask

LeCler Express Refresh sheet mask is enriched with a hyaluronic acid complex, a peptide complex, and an antioxidant complex. The hyaluronic acid effectively moisturizes the skin, sodium hyaluronate works on the outer layers, and low-molecular-weight Hyalo-Oligo® penetrates the deeper layers. Aloe vera and beta carotene lighten and brighten the skin. Peptide acetyl hexapeptide-8 relaxes the muscle movement that causes ‘mimic’ lines. Antioxidants protect skin cells from free radicals.
MAKE-UP
Temptu - USA

*Temptu Air and Perfect Canvas Airpod*

The Temptu Air and Perfect Canvas Airpod is the first cordless, patented airbrush make-up system, and is the backstage secret of top Hollywood make-up artists working in film, television, and on the red carpet. This patented airbrush tool delivers high performance results with ease. The Perfect Canvas Airpod is skin care and make-up in one, delivering age-defying, skin-nourishing, natural ingredients that hydrate skin, while delivering the gold standard in airbrush make-up coverage. Together, the Temptu Air and Perfect Canvas Airpod deliver instant, effortless skin perfection, just like the pros do.

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MAKE-UP
iT'TT Cosmetics - ITALY
Ultra Color Jelly Eyeshadow

Ultra Color Jelly Eyeshadow is an innovative formula based on water that provides intense color with a single swipe. The jelly eyeshadow delivers high color and transforms every make-up look. Soft from the first touch, and with easy application straight from the pot, the product is available in all the rainbow shades. These jelly eyeshadows are fun and cool, enriched with pearls and glitter for a sparkling, metallic effect. The long-wearing formula is perfect for day and night. Once the product dries, it won’t transfer or crease.

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SKIN CARE
Cazcarra Image Group - SPAIN

Chromatic Gels

These rapidly-absorbed moisturizing gels contain a high concentration of active moisturizers like glycerin and propylene glycol gels properties: RED regenerates tissues, promoting the recovery of damaged tissue, and bringing heat and giving energy. YELLOW balances the cells and moisturizes, giving brightness, removing spots, psoriasis, dermatitis, dilated pores, and dryness. GREEN (blue + yellow) disinfects, scars, and eliminates toxins. BLUE oxygenates skin, beautifying skin, and mobilizing body fluids, giving freshness, while delivering decongesting and relaxing benefits.
As consumers become ever-more skilled at reading ingredient labels, they are rejecting toxic ingredients and fillers, and gravitating towards clean, natural ingredients that offer super-concentrated doses of skin care benefits. These highly active formulations are packed with high-performing, active naturals that deeply nourish the skin, repair its natural moisture, and boost skin’s renewal cycle. Waterless products, in particular, are more highly concentrated as they are not filled and diluted with water, which is inactive. Eliminating H2O also removes the need for preservatives and parabens as bacteria breeds in water, so the formulas are also cleaner.
SKIN CARE
Henua Organics - FINLAND
Recharging Moisturizer

Recharging Moisturizer is a high-end 24-hour anti-aging cream that contains organic and only active ingredients. No water, no fillers. This luxurious moisturizer is formulated to make the skin look exceptionally healthy and vital. The product gets its strength from top-quality naturals like birch sap, sea buckthorn, and pine bark chosen for their ability to help renew the skin, enhancing moisture retention, and restoring suppleness and radiance. This sustainable moisturizer, rooted in simple Nordic luxury and ecological standards, is manufactured in Finland.

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**HYPERACTIVE NATURALS**

**HAIR**
BioPharma Laboratories - BULGARIA
*Brave New Hair Repairing & Nourishing Candy Hair Set*

Candy Hair Set can be used as a hair strengthening and nourishing treatment during the coloring/bleaching process in order to protect hair from harsh chemicals. Contains a glucose-based, deep-repairing serum created to interact with hair at a molecular level, penetrating deep into the hair fiber to create new bonds which support its damaged internal structure. This deep-conditioning hair mask is enriched with specially-selected fruit oils, including raspberry, cranberry, blackcurrant, fig, and plum oils. These oils enhance the effect of the serum, nourishing and softening hair.
Dry Shampoo Foam deep cleanses the hair from oils and dirt with no need to rinse. It comes in three long-lasting formulas, each targeting specific hair needs: Hydrate & Shine, Color Protect & Repair, Volume & Refresh. Dry Shampoo Foam can be used as a styling product, adding more grip to hair. The product is cruelty-free and vegan, and does not contain any silicone, paraben or mineral oil. The Dry Shampoo Foam is able to deep-cleanse hair without any need for water. The foam texture does not leave any white residues, and spreads better and more deeply into hair than spray.
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**SKIN CARE**

Agenov Cosmetics - ITALY

*Face Oil*

This highly sophisticated oil is smooth in texture and feels light on the skin, combining a rich fusion of oils from the Amazonian forest including acai, brazil nut, and buriti, as well as apricot and almond oils. Face Oil promotes a nourishing and antioxidant action, moisturizing, nourishing, lightening, and regenerating the skin with antioxidant properties, and preventing the formation of free radicals. Contains a combination of rare and pure oils from the Amazon forest as well as an algae complex. Gives the skin an effect of splendor and beauty.
Intimate care, up until now a largely untapped market, is emerging as a new category in beauty and wellness, with products designed for external and internal use, and incorporating luxurious formulas, sensorial experiences, and high-quality natural ingredients. Benefits include personal cleansing, intimate skin care, maintaining a healthy pH level, and grooming regimens. Far from being a source of shame or stigma, intimate care, or ‘self-care’, occupies an elevated positioning on par with premium skin care, boasting elegant packaging and aesthetics that encourage display on bathroom shelves.
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Li Quandisa is a natural intimate oil that nourishes and keeps intimate parts healthy. The product eliminates vaginal dryness, controls pH flora, neutralizes unpleasant odors, improves muscle tone, eliminates unpleasant itching, and prevents unpleasant cervical secretions. Li Quandisa also helps promote intimate relationships. Luxury Intimate believes that intimate parts should be treated with the highest quality products. This is a 100 percent natural and even edible product for the body’s intimate parts. Suitable for men and women.
SKIN CARE
Groupe Parfums Berdoues - FRANCE

**Blondépil Homme In-Shower Hair Removal Cream for the Genital Region**

Blondépil Homme In-Shower Hair Removal Cream for The Genital Region is designed for depilation of male hair. The product's formula, enriched with nourishing and soothing olive oil, is quick, efficient, and convenient for use in the shower, delivering smooth, clean skin in just a few minutes. A multi-zone glove removes the cream quickly and easily in the shower. The formula, enriched with natural olive oil, is formulated for intimate areas, leaving the skin soothed and nourished in a quick, efficient, and painless way.

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SKIN CARE

Woman Essentials is an intimate beauty and wellbeing brand designed to help women feel beautiful and enjoy wellbeing every day – because her ultimate luxury is all about taking care of what’s hidden. Soothing Conditioning Silky Balm contains bio-regenerative orchid which softens, moisturizes, and instantly restores a smooth, silky texture to the feminine, intimate area. The balm preserves the skin’s hydrolipidic film and creates an ultra-soft sensation.
SKIN DEFENSE WARRIORS

Just like sun protection creams defend against UV exposure, environmental skin defenders protect the skin from damage and premature aging caused by pollutants, free radicals, and digital overexposure. Prevention is the name of the game. Anti-pollution ingredients and complexes, such as protective antioxidants, act as invisible barriers, shielding and detoxifying the skin long before environmental toxins and aggressors wreak havoc on skin cells. Their barrier-supportive properties act as physical shields. These defenders are skin care warriors in the daily warfare against pollution.
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SUN CARE
Qiriness
FRANCE
Caresse Soleil Suprême Corps SPF50

SKIN CARE
Anubis Cosmetics Group
SPAIN
Urban Detox Line

SKIN CARE
Sarantis Group
GREECE
Bioten Detox Face Care Line

SKIN CARE
Skin Regimen
ITALY
Tripeptide Cream*

*New product
SKIN CARE
Essentia Beauty Srl - ITALY

Multi Protection Beauty Mist

Multi Protection Beauty Mist delivers all-day skin protection that refreshes, hydrates and defends against the harmful effects of blue light and atmospheric contaminants. The product uses an innovative fine-misting system, combining efficiency with pleasure. Ideal for use throughout the day, the water-based spray acts as a shield that prevents the skin from all kinds of pollution thanks to an innovative formula, and based on powerful natural active ingredients. Also acts as a make-up refresher with emollient, revitalizing, and toning benefits.

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SKIN CARE
Perderma - ITALY

Antipollution Blue Peel-off Mask & Revitalizing and Nutritive Cream

Antipollution Blue Peel-Off Mask with green tea, Korean red ginseng extracts and vitamin C, precious ingredients known for their antioxidant properties, help fight the signs of aging. This product removes impurities that are deposited in the pores during the day, making the skin opaque and accelerating skin aging. This revitalizing and nourishing cream, is enriched with tiger herb, a well-known ingredient with restorative properties, as well as vitamin E, giving the skin a brighter and more radiant appearance.

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**SUN CARE**
Equalan Pharma Europe - POLAND
*Urban Sunblock SPF50+ Sensitive Skin*

Urban Sunblock SPF 50+ cream provides high protection against harmful UVA/UVB and IR radiation emitted from mobile phones and other electrical devices. Active ingredients include aloe vera extract and Hydromanil that protect sensitive skin. This fast-absorbing cream provides high protection against the urban sun and pollution. Provides very high filters against UVA/UVB and IR radiation. The fast-absorbing formula does not leave any white or greasy film on the skin. It is perfectly matched to sensitive skin, leaving it soft, smooth and protected.

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SUN CARE
Qiriness - FRANCE
Caresse Soleil Suprême Corps SPF50

Caresse Soleil Suprême Corps offers active protection to the skin while detoxifying it. Qiriness has integrated a specific active ingredient complex, the QD-3 SUN® Complex (patent pending) that provides defense and detoxifying benefits. The product acts in two steps: it fights against free radicals, and activates cellular detoxification mechanisms. During sun exposure, Caresse Soleil Suprême Corps SPF50 gradually eliminates free radicals and toxins, limiting damage to the skin.
SKIN CARE
Anubis Cosmetics Group - SPAIN
Urban Detox Line

Urban Detox Line acts as a protective shield against the harmful effects of pollution. The product protects, detoxifies, and absorbs impurities embedded in the skin. This antioxidant collection creates a 3D matrix that protects against microparticles caused by pollution, UV rays and blue light. Anti-Pollution Scrub is a facial gentle exfoliator made of natural volcanic hydrated crystal pearls, moringa, and active charcoal. Anti-Pollution Mask is a facial mask with Pollustop®, plantsil, and activated charcoal that absorbs impurities and removes microparticles.

SKIN DEFENSE
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**SKIN CARE**
Sarantis Group - GREECE

*Bioten Detox Face Care Line*

Bioten Detox Face Care Line is enriched with innovative active ingredients that clean the skin from harmful substances, and creates a shield of protection against environmental aggressors. The line is formulated with Pollu Block, an innovative complex that acts on multiple levels to revive skin’s energy, preventing cells’ oxidative stress, and acting like a shield from pollutants, while also preventing wrinkle formation, reducing existing lines, and restoring skin luminosity. The complex activates skin’s anti-stress proteins and stimulates endorphin production. Active charcoal acts like a magnet, helping to trap pollutants and dirt.

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SKIN CARE
Skin Regimen - ITALY
Tripeptide Cream

Skin Regimen empowers you to be the best version of yourself in today’s fast-paced world, accompanying your urban journey with functional, plant chemistry formulas. Tripeptide Cream, with palmitoyl tripeptide-5 and dandelion extract, protects the skin from pollution, leaving it firm and well-hydrated all day. The massageable, cooling texture and natural aroma have a rebalancing, reinvigorating effect against stress. The formula contains 96 percent natural-origin ingredients.
As beauty becomes ever more inclusive, we are moving beyond basic male grooming to a new era that incorporates sophisticated offerings for men that bring out their masculinity and beauty. Long-held attitudes that beautifying is inherently ‘feminine’ are dissolving. The rise of male beauty communicates that beauty is for all, and that men (like women) can be themselves, but better. The profusion of products aimed at male skin and scalps, and make-up that boosts appearance and self-esteem, are tools for men to feel good and put their best face forward.
MAKE-UP
Carl&Son Skincare - SWEDEN
Spot Fighter

Spot Fighter is skin care-infused make-up. Simply target an area on the face where coverage is desired, or to hide an imperfection. The product be used overnight to eliminate spots, or under make-up during the day. Active ingredient salicylic acid reduces skin impurities and deeply cleanses pores. Spot Fighter is applied on the spot itself, as often as required. Simply blend the edges easily for smoother and healthier-looking skin. The waterproof, sweat-resistant, long-lasting formulation absorbs excess oil, leaving a matte finish.
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HAIR
Kaaral - ITALY

Black Toning Shampoo

Black Toning Shampoo revives color, and regenerates hair and scalp. Its special formula, rich in mineral, antioxidants, including black carbon, zeolite and blackberry vinegar, maintains the brightness of color over time. Thanks to the properties of black carbon, Black Toning Shampoo has a revitalizing effect on grey and white hair, combating undesired yellow reflections, and helping to intensify natural or cosmetic tones. Blackberry vinegar leaves hair exceptionally shiny and strong, while zeolite has excellent detox properties. For men who do not want to dye their hair, but simply want to enhance grey reflections.
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FRAGRANCE
Lise London Ltd. - UK
An Ideal Lover

An Ideal Lover promises a better life for its wearer. The fragrance embodies the poet who knows how to seduce through his charm, intelligence, elegance, and savoir-vivre. An Ideal Lover is a hypnotic sensual floral aromatic scent, with a bergamot and mandarin start, enhanced by a delicate rose and lavender heart, with a vetiver, sandalwood and amber base. The elegant vibe makes it the most divine of male fragrances, ideal for when “in the mood for love”. Made in France, in the best tradition of master perfumers, this perfume is composed of the most noble natural ingredients.
REDEFINING MASCULINITY

As beauty becomes ever more inclusive, we are moving beyond basic male grooming to a new era that incorporates sophisticated offerings for men that bring out their masculinity and beauty. Long-held attitudes that beautifying is inherently ‘feminine’ are dissolving. The rise of male beauty communicates that beauty is for all, and that men (like women) can be themselves, but better. The profusion of products aimed at male skin and scalps, and make-up that boosts appearance and self-esteem, are tools for men to feel good and put their best face forward.

HAIR
Hemp Care - ITALY

Beard Wash

This no-rinse beard cleanser removes impurities and odors, making beards soft, shiny and fragranced. Contains organic ingredients such as Italian hemp oil, aloe vera juice and calendula extract, enabling the product to carry out a toning and regenerating action on facial skin. Removes impurities and odors, leaving beards soft, shiny and fragranced, and carrying out a toning and regenerating action on facial skin. Hemp Care also moisturizes facial skin, leaving it soft thanks to ingredients like hemp oil, aloe vera juice and calendula extract.
Beauty isn’t taking itself too seriously! It’s time to step into the beauty playground. Kids and Gen Z are gravitating towards products that put the fun back into beauty, while also delivering effective skin benefits and gorgeous-looking results. These products inspire creativity and wide-eyed curiosity, as if to say, ‘Why not?’ Simply mix and match, experiment with new product forms, try new colors, and play with endless possibilities. Treat yourself to joyful, interactive, and uplifting beauty experiences.
It’s playtime!

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Nails
Nailmatic - FRANCE
Nailmatic Lab Kit

Nailmatic Lab Kit is a DIY kit that includes all you need to make nail polish: mixing bases, liquid color pigments, liquid pearly effects, pipettes for dosage, labels to name the freshly-made polish, and a leaflet that includes mixing tips and suggestions. There are two ways to create a nail polish color: Nailmatic offers specific formulas, or there is the freestyle approach. The kit is a fun-filled activity for bridal showers or girls’ night!
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SKIN CARE
Barwa Sp. Z.O.O. - POLAND
Skin On Line

Skin On is a facial skin care line for Gen Zers who are struggling with acne. The lead ingredient, Bioecolia®, is a natural prebiotic that promotes beneficial bacteria, and maintains a balanced moisture level. The products are 100 percent natural, Ecocert-certified, biodegradable, and preservative-free. Skin On adopts packaging elements and word play from the world of gaming and mobile apps, injecting an element of playfulness in the daily skin care routine.
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SKIN CARE
Biok Laboratorija - LITHUANIA
*Kili-g Urban Glittering Sugar Scrub*

Kili-g, which means ‘pleasant emotional experience’ in Filipino, presents an anti-pollution skin care line that contains Urbalys®, an anti-pollution ingredient with antioxidant and anti-inflammatory properties. Kili-g Urban invites consumers to enjoy city life and reveal their #kiligbeauty by way of a range of playful, anti-pollution products including Glittering Sugar Scrub that reveals glowing, party-ready skin. The city is your playground!
IT’S PLAYTIME!

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MAKE-UP
Roar Cosmetics - SWITZERLAND
Rock ‘n’ Roar HOT24

Rock ‘n’ Roar HOT24 is a triple-use formula that empowers the customer to play mix and match on eyes, cheeks and lips, achieving hundreds of potential combinations in matte, metallic, and iridescent finishes. The goal is to help everyone show off their true potential and face the world in whatever look they choose, in a style statement that is as loud as a big cat’s roar.
Luxury organic make-up is no longer an oxymoron. Not so long ago, consumers were forced to choose between serious, clean ingredients, or a premium user experience that focused predominantly on glamour (minus the eco-factor). Now, brands combine both in their offerings: top-quality, organic and vegan ingredients with safe pigments, together with a breadth of high-performing colors and formulations, and sleek, high-touch packaging. These are win-win products that look good, feel good, and are good for you.
Sarya Couture Makeup - ESTONIA

Sarya Couture Makeup Eyeshadows

Sarya Couture Makeup is a couture cosmetics line created with natural and organic ingredients. The brand is committed to designing products that are both natural and aesthetic. Each product is developed to nurture the skin and enhance the natural beauty of the modern, confident woman. Sarya Couture's organic and natural cosmetics are formulated with antioxidants, vitamins, and essential oils to give skin maximum caring benefits. The brand’s eye shadows contain certified organic, 100 percent natural, bio ingredients, with bio shea butter, karanja oil, and avocado oil.

GLAM ORGANIC

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MAKE-UP
Zuii Organic - AUSTRALIA
Certified Organic Flora Flawless Liquid Foundation

Zuii Organic’s mission is to offer cosmetics that hydrate, soothe, nourish, and protect the skin. The brand’s products feature a blend of real flowers, power plant extracts, essential oils, vitamins and minerals. Zuii Organic holds certifications with NASAA (National Association of Sustainable Agriculture, Australia) and COSMOS, amongst others. The brand’s Organic Lux Flawless Foundation features Bulbine fructose leaf juice that boosts collagen and tightens skin, while Pavlova Lutheri extract protects skin from air pollutants.
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Dear Dahlia is a prestige vegan beauty brand inspired by the Dahlia flower. The brand is committed to creating high-performance products that are safe, natural and ethical with Dahlia Variabilis Flower Extract that has proven Antioxidant properties and an 8-free formula that is gentle on the skin. Its contemporary packaging with an octagonal marble design conveys a sense of luxury and timeless beauty.

Paradise Dream Velvet Lip Mousse brings together the color payoff of a lipstick and long-lasting effects of a lip tint with a mousse-like texture and a soft velvet finish.
Just as a raw food diet nourishes the body from the inside out and is said to give flawless skin, so, too, raw ingredients in skin care revitalize the skin thanks to their high concentration of vitamins, minerals, antioxidants, potent botanicals, and live enzymes. Raw ingredients are whole, unrefined, and minimally or cold-processed. The less processing, the more potent the ingredients. Raw ingredients are also super-fresh and responsibly sourced, and contain no toxins or irritants which are harmful to the skin.
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Alban Muller’s Raw Chocolate Mousse Face Mask features raw chocolate extracts that have been cold-manufactured to preserve the active molecules of the cocoa beans. An exclusive mixing process creates an emulsion with a mousse texture, both whipped and light. The color and scent of the mask are obtained by adding raw cocoa powder, together with additional raw materials that give the product a shimmering appearance without adding mother-of-pearl. The mask is COSMOS organic-certified.
SKIN CARE
Farmskin - SOUTH KOREA
Superfood Salad For Skin Line

Farmskin believes that eating superfoods is good for you, but applying it on the skin is even better. Various natural components contained in each superfood is wholly extracted to create fresh ingredients for the brand’s range of products. The Superfood Salad For Skin line manages various skin conditions that fluctuate daily by matching the diverse benefits of twelve superfoods with specific skin concerns. The packaging resembles that of a fresh deli salad.

RAW DELI

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May Coop uses maple tree sap as the main ingredient in its skin care products. Raw Sauce is a high concentration skin essence that is made of 79 percent maple sap, and intensively hydrates and nourishes the skin. Composed of fructan powder, a core ingredient in skin metabolism certified by Ecocert, the maple tree sap blend revitalizes dull, dormant skin with the vitality of spring.
Hormonal skin care is emerging as a new category, addressing the specific changes that occur when hormone levels plummet in the years leading up to, and beyond, menopause. Skin becomes dry, loose and thin, pH levels fluctuate, with an accompanying loss of collagen, and an increase in skin sensitivity. Various skin processes alternately slow down, such as regeneration and repair, or accelerate, such as increased and deeper facial wrinkles. Specially formulated products address the signs of hormonal aging, enhancing the texture of menopausal skin, minimizing lines, and giving it a fresh, new glow.
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Comfort Zone’s Sublime Skin delivers active lifting and deep renewal, by way of innovative Archi-lift™ technology that helps to restore the skin architecture from within, replenishing and stimulating water, proteins, and lipids simultaneously. The passing of time weakens this structure, leading to loss of elasticity and luminosity. Sublime Skin visibly replumps skin, and is suitable for mature and undernourished skin.
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SKIN CARE  
D’Alchémy - POLAND  
Age Defence Broad-Spectrum Remedy

Age Defence Broad Spectrum Remedy reduces the most problematic symptoms of hormonal skin aging thanks to cell proteins called sirtuins. Specially-selected, natural-origin active ingredients compensate for the hormonal deficiencies typical of mature skin including damask rose, verbena and lemon hydrosols which protect the skin from collagen and elastin degradation, and promote tissue regeneration. Gluconolactone, a new generation of polyhydroxy acids (PHAs) moisturizes the skin and reduces wrinkles. Undaria pinnatifida brown algae extract eliminates dark spots.
Prickly on the outside, water-storing capabilities on the inside. The prickly pear, also known as opuntia, is a fruit superstar that belongs to the cactus family and boasts extensive beauty benefits. Oil extracted from the seeds of this fruit is rich in fatty acids, omegas and antioxidant vitamin E, stimulating collagen production for faster cell turnover, and promoting skin elasticity. Prickly pear oil is also super-hydrating, as befits a plant that thrives in the desert. In hair care, the oil makes hair glossy, and helps relieve scalp conditions.
HAIR
Rica SPA - ITALY
Opuntia Oil Line

Rica’s Opuntia Oil line is made with opuntia oil, a rare and precious oil extracted from pure seeds of Mediterranean prickly pear. The oil has a thousand-year curative tradition thanks to its antioxidant, regenerative, moisturizing, soothing, and anti-inflammatory properties. The benefits of opuntia oil are said to be greater than those of argan oil, with more polyunsaturated fatty acids and vitamin E that nourish the hair.

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**HAIR**

Shaeri & Co - FRANCE

*Soin Intense*

Shaeri is a French hair care brand formulated for dry, curly hair. The brand’s formulas are rich in oils to aid demanding, unruly hair in need of hydration and nutrition. Soin Intense contains prickly pear oil and avocado oil that revitalize frizzy, damaged hair, and protect against split ends. All of Shaeri’s products are made with more than 95 percent natural ingredients. 1000 KG of prickly pears are needed to extract one liter of oil.
SKIN CARE
Fancy Handy - SPAIN
*Cactus Facial Cream*

Fancy Handy combines fun, playful packaging with affordable formulas for everybody. Cactus Facial Cream keeps skin naturally moist thanks to cactus extract which contains an array of skin care benefits, in particular, the plant's ability to keep skin elastic and healthy-looking. These benefits make cactus the perfect ally to heal dry and sensitive skin.

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LOVE YOUR BODY

Body positivity is in. Dare to flaunt imperfections and accentuate your unique features! Who and what is considered beautiful today is no longer constrained by monolithic beauty ideals. Love Your Body means loving who you are, no matter what shape or size, ethnicity, gender or sexual orientation. A healthy body is a beautiful body. When you love yourself and have good self-esteem, beauty is no longer skin deep, it radiates from within.
SKIN CARE
Lovbod Inc. - SOUTH KOREA
*BumBum Mask*
Hall 16A (39)

Lovbod, whose slogan is ‘Love Your Body, Love Yourself’, embodies the empowering message that bodies are beautiful, no matter what shape and size. Lovbod’s products are tailored to every inch of skin, suitable for women who are increasingly bothered about certain problem areas, but feel too overwhelmed to apply daily care. The brand’s moisturizing BumBum Mask with Voluforming technology promotes skin contouring, and is made to suit every curve.

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**SKIN CARE**
Yadah Co. Ltd. - SOUTH KOREA

*My Hero Anti-T All In One*

Yadah invites users to ‘be your first love’, with a gentle, yet effective botanical skin care range. My Hero Anti-T All In One (‘T’ stands for trouble) contains three extracts, Rubus coreanus Root (Korean black raspberry), Portulaca Oleracea (red root), and Opuntia Ficus-Indica (prickly pear), that soothe troubled skin and moisturize it without feeling sticky. This all-in-one product prevents skin soreness, reduces excess oil, and provides freshness throughout the day.

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SKIN CARE

Petite Amie Skincare - USA

*Skin Rescue Mask*

Skin Rescue Mask consists of six tattoo design patch masks, that provide an attractive and eye-catching solution for problematic skin. Edelweiss, reishi and shiitake mushrooms help correct blemishes, and naturally protect and repair skin to promote recovery. The masks are suitable for all skin types, and are free of parabens, sulfates, phthalates, colorants, perfumes, and alcohol. Petite Amie Skincare’s mission is to marry good design with a unique skin care experience for the new generation.
The world of fragrance is evolving to seduce a new generation of consumers. The traditional eau de parfum format is stepping aside in favor of smaller, more playful, and travel-friendly formats, often in non-liquid form, that are better suited to the modern nomadic lifestyle favored by millennials. Brands are taking inspiration from product forms seen in skin care, make-up, and even hair care, with an increasing number of solids, sticks, compacts, and fun textures that invite consumers to engage with fragrance in more dynamic ways throughout the day.
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Foamous is a new vehicle for perfume delivery: a product that bridges fragrance and cosmetics with perfumed benefits in an airy, tactile, and voluptuous foam. The perfume foam delivers an innovative perfume experience especially suited for millennials: the foams are good for the skin, they are 100 percent vegan, with long-lasting and moisturizing benefits. The packaging is playful with a light-hearted, Sixties vibe.
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Marc Stern turns perfume into a jewel with a collection of nomadic, unisex, refillable fragrances that are nested inside a jewelry box. The perfumes combine the best of French luxury with the precision of Swiss design. The clean, refined, portable compacts speak to a generation constantly on the move.
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At the heart of niche perfumery brand Mimesis Parfums lies a desire to shake up the rules, break with convention, and introduce something completely new that strikes the perfect balance between fragrance and hair care. A long-forgotten ancient tradition once combined perfume and hair care. Mimesis aims to do so again with Fragrant Hair Care, bringing together hair care formulas and fine fragrance for a new olfactory ritual that envelops hair in scented softness.
Thank you
COSMOPROF
WORLDWIDE BOLOGNA
&
BEAUTYSTREAM