

COSMOPROF AND BEAUTYSTREAMS RELEASE THE REASONS-WHY OF THE WINNERS OF THE COSMOPROF & COSMOPACK AWARDS 2023

Cosmoprof Worldwide Bologna and the Global Beauty Industry Reference BEAUTYSTREAMS have announced the reasons-why behind the selection of the winners of the **Cosmoprof & Cosmopack Awards 2023**. After the awards ceremony, which took place on Friday 17 March during the 54th edition of Cosmoprof Worldwide Bologna, the more than 30 members of the international jury involved in the selection of the best 2023 beauty products shared the reasons-why which determined the winners.

The jurors were in fact involved in the weeks before the awards ceremony with a digital, individual and anonymous voting system; BEAUTYSTREAMS brought together the comments expressed by all members of the international jury.

Great enthusiasm emerges from the notes collected from the jurors as a consequence of the quality of the products, and this made the choice of the winners even more difficult. "The Cosmoprof & Cosmopack Awards have become a global reference event for the cosmetics industry. Once again this year, our "Beauty Oscars" highlighted the excellence of our sector, rewarding the most avant-garde proposals that anticipate market trends", said **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "The reviews of the international experts who were part of the 2023 jury, and whom I thank for their commitment and participation, reflect the evolution and creativity of our sector".

COSMOPROF AWARDS

Category: HAIR PRODUCTS

Winner: Straand - Straand Crown Fix Scalp Serum

This product resolves hair thinning with a concentrated dose of collagen developed with freeze-dried technology. The jury appreciated that the serum features ingredients that have migrated from skin care to scalp care, thereby treating the scalp in the same way as skin, including lactic acid which they hadn't seen before in the hair category. It was universally recognized by the jury that scalp health is incredibly important for hair health, and this product delivers hydration that the scalp needs. The scalp serum is also vegan, which gained an additional nod of approval.

Category: SKIN CARE PRODUCTS

Winner: TRU HYAL 100 - TRU HYAL 100 - Advanced Night Repair Capsule

This skin care product impressed the jury with its single-dose, waterless ("so good for the planet") capsule format that targets four key areas of skin concern, supported by impressive clinical results, and at an accessible price point. The ingredients are freeze-dried, resulting in more concentrated active ingredients, and delivering intense moisture to the skin. The product was also felt to be convenient for travel, said jury members. They also admired that the formulation comprises just four ingredients ("this shows confidence", said one member of the jury), making it transparent and accessible to consumers.

Category: MAKE-UP PRODUCTS

Winner: ELROEL - Blending Compact Cushion

This compact cushion was well received as it combines colour correcting and skin care, in addition to offering a long-lasting formula (up to 50 hours). The jury loved that the two patented powders correct uneven skin tone and render the skin silky-smooth, giving it a soft glow. They were also impressed with the natural, skin-loving ingredients like hibiscus flower water, vitamins, royal jelly, and 18 other flower extracts not typically seen in a powder product. Also popular was the product's 16 panels/colour possibilities (4 x 4), in cushion format, offering versatile and bespoke combinations. The product delivers an even reflection of light once applied, and offers clinical evidence to support its efficacy.

Category: GREEN & ORGANIC

Winner: NUNAIA BEAUTY - GROUND & GLOW SKIN RITUAL SET

This is a holistic and well-conceived green and organic product, incorporating sustainable, ethically-sourced ingredients from regenerative farming, upcycling, and with at-home compostable and carbon-negative features. The jury felt that the skin set is thoughtful about the environment at all steps of the product journey. The product is 100% biodegradable, and combines the power of superfood technology, including mushrooms, in order to promote healthy,

glowing skin. There is also a strong social and environmental impact proposition across the value chain, formula, and packaging. The product's certifications, including Ecocert, vegan, and cruelty-free complete the sustainability offering.

Category: NAIL PRODUCTS

Winner: LONDONTOWN INC. - Quartz Illuminating Nail Concealer

This product is "nail care as skin care," according to the jury, as in, perfect for everyday nail care when taking a break from gel, acrylic nails, stick-on nails etc. The jury liked that the product both nourishes nails and gives a slight hint of colour while disguising nail imperfections. The product blurs imperfections thanks to its use of light-reflecting particles. No base or top coat are needed. The jury very much liked that it is suitable for damaged nails, yellowing, and dryness. It was also seen as an "in-between" step for those who want to go back to their natural nails, and is a unisex product. For anyone who desires neat nails, but does not want to wear nail polish. The product is vegan, cruelty-free, and paraben-free.

Category: PERSONAL CARE & BODY CARE PRODUCTS

Winner: TRU HYAL 100 - Inner Beauty Stick & Mist - Intimate Care for Women

With feminine wellness products poised to explode in popularity, the jury welcomed that this product addresses intimate care by combining a clean beauty stick and mist with active, eco-friendly ingredients suitable for women's most sensitive intimate area. The product does not contain harmful and irritating ingredients such as fragrance. It combines healthcare and emotional well-being by way of freeze-dried technology to preserve the efficacy of ingredients. Members of the jury applauded the fresh and progressive approach towards intimate health, in addition to the minimalist ingredient list (just four ingredients) that can potentially replace estrogenic suppositories. The fact that it is targeted to menopausal and sportswomen was an added bonus.

Category: HOME & PROFESSIONAL DEVICES & TOOLS

Winner: REVIVE EXPRESS BEAUTY LIMITED - Seoulista Cryo Cool® Skin Tool

It was felt that this high-performance, innovative skin care device delivers disruptive newness to the at-home facial device category thanks to the plug-and-go format and cryo action. The fact that it is also simple and convenient to use is another highlight. The jury liked that the skin tool helps target key skin concerns thanks to the physical effects of cryo-cold combined with a treatment serum delivered by a dispensing nozzle. Some members of the jury singled out the "democratization" of the cryo-trend as this device brings these benefits to at-home usage.

COSMOPACK AWARDS

Category: SKIN CARE FORMULA

Winner: INTERCOS GROUP - ICE MASSAGE EYE ESSENCE STICK

The jury felt that everyone needs a product like this: a frozen water balm essence in a stick that is simple, ingenious and, above all, useful. The product combines ancestral massage with futurist science with regard to formulas and molecules, delivering on both ritual and performance. There was excitement by the jury that cryo-beauty is on the cusp of hitting big in beauty. The product cares for delicate skin on the face, combining rich, active ingredients with "a very convincing cooling sensation." The fact that the product is vegan and features 92% natural ingredients was an added bonus. The texture was also universally appealing.

Category: MAKE-UP FORMULA

Winner: PASSAGE COSMETICS LABORATORIO S.A. - Glow Vita D Activator Body Cream

This vitamin D activating cream is a unique problem solver for all, according to the jury, delivering healthy skin glow benefits that will excite a broad range of consumers. As vitamin D deficiency is a modern-day, post-pandemic concern, this body cream proactively addresses the health of skin, and provides an alternative to vitamin D supplements. The jury was fascinated by the technology that activates vitamin D receptors, suitable both for the face and body. Most of the ingredients are of natural origin (92%), and the formula is vegan, making it a product in line with key consumer trends.

Category: PACKAGING DESIGN & MATERIALS

Winner: HANGZHOU EBEI INDUSTRIAL CO.,LTD - Angled Essence Dropper Bottle

This product is for people who want to use up every last drop of serum or product formulation, something that was especially appealing to the jury, as was the carefully considered design. The simple yet powerful concept – an angled bottle that addresses the pain-point of product wastage – was deemed a very smart approach, while also maintaining a luxurious look and feel. The jury unanimously admired the architectural design that also serves a practical function. Beautiful, sleek, premium, and innovative, was the jury’s verdict.

Category: HAIR CARE FORMULA

Winner: PINK FROGS COSMETICS SRL SOCIETA' BENEFIT - PPS Planet & People Shampoo

This product offers a new way to enjoy shampoo. From the formula to the packaging, the shampoo has been designed to reduce the environmental impact during every step of the product’s lifespan, noted the jury. This includes a clean formula with natural and certified ingredients, a spray application that allows better distribution of the product while reducing waste (and is also fun to use), and refills that minimize packaging and production consists. Additional highlights include the high percentage of natural active ingredients (92.5%) that protect the hair cuticle from damage, and the fragrance that promotes well-being.

Category: INNOVATION TECHNOLOGY

Winner: COSMAX, INC. - PYXOH

Can’t believe inkjet technology can do so much to hair!” was the response by the jury with regard to this device that creates a new beauty gesture, and takes personalization to new levels with this hair-colouring technology. “Like a hair color printer,” they said, in addition to remarking that the device is great for trying out designs and new trends, and in the comfort of one’s home. The app-based device is marketable to all ages and incorporates ease of use. The inks are of natural origin, and the product is fun, visually appealing and well-executed. Overall, this device was deemed to be forward-looking and disruptive in the hair category.

Category: SUSTAINABILITY

Winner: MYC IMBALLAGGIO INNOVATION CO., LTD. – METALLICA MASCARA

This mascara wand made of aluminium is a throwback to mascaras that came with metal combs: it is chic, luxurious, and recyclable. The jury admired the sleekness and sustainability of the product which is designed with 100% virgin or recycled aluminium. “Beautiful, sustainable, and immortal,” said the jury regarding 100% recyclable aluminium. With nearly one billion units of mascara sold every year, some members of the jury mentioned that even if just a portion of units were made of sustainable, fully circular materials, the beauty industry could reduce a massive amount of waste and make a measurable impact on the environment.

For further details, <https://www.cosmoprofawards.com/en>

ABOUT BEAUTYSTREAMS

BEAUTYSTREAMS is the go-to insights platform for the global beauty industry. It is the key reference point for strategy, product development, and marketing teams worldwide. BEAUTYSTREAMS is comprised of a passionate team of experts in the beauty field, who understand the demands and challenges of the sector. The content is made from an industry insider perspective, in order to meet the specialized needs of various beauty categories.

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