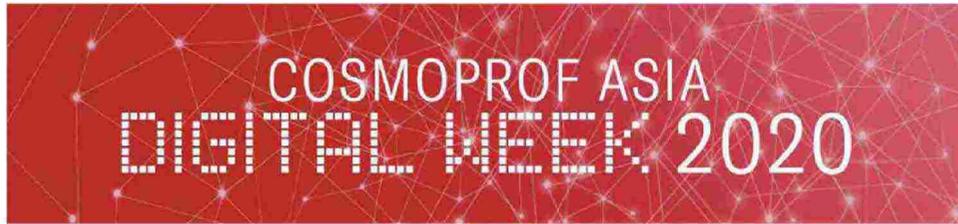


## Beauty

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The first virtual edition of Cosmoprof Asia wasn't as big as the trade fair's offline events usually are, but still offered a good overview of current beauty and personal care trends. Stylus highlights the most interesting product innovations from Cosmoprof Asia Digital Week 2020, including those catering to 'new normal' beauty demands.

### Summary

#### More Than 'Natural & Organic'

With Asian consumers now paying more attention to what they put on their skin, the spotlight has turned from generic 'natural' and 'organic' product claims towards the benefits of specific ingredients. From immunity-boosting plant extracts and fermented microbiome-targeting ingredients, the new generation of natural beauty brands focuses its efforts on specific actives.

#### Beauty for the New Normal

The pandemic continues to have a major impact on new product development. Global demand for hand sanitisers is unabated, but the new generation of sophisticated germ-killing products have very little in common with the plain disinfectant gels of yore. Equally, brands are responding to 'maskne' with specific facecare products to hydrate and calm irritated skin.

#### From 'Clean' to 'Conscious'

Under the influence of Covid-19, consumer demand for 'clean' beauty has skyrocketed. However, with the principles of 'conscious' beauty as a new goal, many cosmetics brands are evolving to embrace a broader, more holistic approach to beauty, adding vegan and cruelty-free claims, sustainably sourced ingredients and eco-friendly packaging to their brand positioning.

#### Mask Mania

Cosmetic face masks remain a key Asian trend, especially the sheet mask, which is now available for practically every part of the body. Positioned as detoxing products for stressed-out urban skin, the popularity of rinse-off cream mask formats taps into the anti-pollution beauty trend prevalent in highly polluted East Asian and South East Asian countries.

### At A Glance The Regional Focus of this Report – Asia



Beauty

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Innovation Platforms

### More Than 'Natural & Organic'

With Asian consumers now paying more attention to what they put on their skin, the spotlight has turned from generic 'natural' and 'organic' product claims towards the benefits of specific ingredients. From immunity-boosting plant extracts and fermented microbiome-targeting ingredients, the new generation of natural beauty brands focuses its efforts on specific actives.



Powerhouse ingredients from nature are satisfying the demand for efficacious, environmentally friendly and plant-based formulas that protect health and boost immunity.

Laura Zviv, Executive Editor, Beautystreams

- Korean brand **Natural Derma Project**'s new Green Caper Toner Essence has been formulated with green caper sprouts essence derived by **gemmotherapy** technology, which uses only the actively sprouting part of a plant, like the bud. The theory is that it contains the 'quintessence' of a plant and is thus more potent than using any other part.
- Also Korea-based, **Unpa.** has just launched a new three-piece line of products formulated with probiotic fermented ingredients and calming centella asiatica. The Lacto Cica Barrier Toner is a moisturising liquid containing a unique blend of five bacteria ferments (such as bifida, saccharomyces and lactobacillus) as well as the eponymous Asian ingredient cica (centella asiatica) extract.



Natural Derma Project



Unpa.

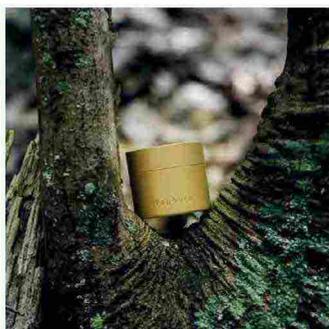


Unpa.

- Fellow Korean brand **Salvar** decided to address the needs of skin overwhelmed by complex skincare routines with plant-based minimalism and simplicity, a trend we explore in [The Rapid Rise of Slow Beauty](#). Each of the six Essence Toners in the brand's new range is based on a single ingredient. The Chaga Mushroom Essence Toner, for example, contains 90.1% pure chaga mushroom extract (a traditional medicinal mushroom said to boost the immune system) to strengthen and heal irritated skin.
- **Waphyto** was launched this September, and described as the first Japanese phytotherapy brand offering organic skin, body and haircare formulated with powerful botanicals, many of which are sourced from Japan. The Regena Enriched Cream, for example, contains cherry blossom extract, suizen-ji nori (a special high-quality domestic seaweed), chrysanthemum extract and Job's tears extract.



Salvar



Waphyto



Salvar



Waphyto

## Beauty for the New Normal

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Many of the newest products combine function and pleasure, taking hygiene to the next level of sophistication.

Laura Zviv, Executive Editor, Beautystreams

- Taiwanese brand **TCI**'s new TCI Barrier Gel is described as forming an invisible barrier between sensitive facial skin and the protective face mask or mouth/nose covering, thus reducing friction and skin irritation. The moisturising gel contains mosla chinensis maxim extract – a traditional Chinese medicinal plant said to have an antibacterial effect – and mint essential oil to cool down skin temperature and prevent impurities from forming under the mask.
- Korean brand **Kocostar** also launched a moisturiser to calm and hydrate skin irritated by constant mask wearing. The Mask Zone Cream is a rich emollient night-time treatment that can be applied to lips, the lower part of the cheeks and the chin area to soothe and deeply hydrate the skin overnight.
- On the sanitising side of things, newcomer disinfectant beauty brand **Make Sure** from Italy introduced its Black Edition duo of hand sanitiser gel and disinfectant spray especially developed for use in corporate spaces and office. The extra-large bottles are packaged in stylish black and scented with a sophisticated unisex fragrance of mint and lime. The brand's Keep Calm Hand Sanitiser Gel is scented with soothing and relaxing notes of lavender and vanilla.



Kocostar



TCI



Make Sure

- And **Alter Ego Italy** extended its Urban Proof range of anti-pollution hair and body care with the new five-piece Hygiene range which is described as offering the perfect blend of beauty and hygiene. The Urban Proof Hygiene Scented Mist is a high-alcohol hair and body fragrance formulated with an anti-pollution complex and a sweet, amber-accented scent. The Urban Proof Hygiene Hand Emulsion is formulated with 3% hydrogen peroxide and moisturising ingredients. The fast-drying lotion promises to quickly moisturise and sanitise hands without leaving them sticky.
- Clean beauty brand **Torrey** from Korea showcased its Purify Natural Hand Wash, a creamy hand cleanser formulated with tea tree oil and jojoba oil, which it claims to kill 99% of harmful bacteria the natural way.



Torrey



Alter Ego Italy



Torrey

## From 'Clean' to 'Conscious'

Under the influence of Covid-19, consumer demand for 'clean' beauty has skyrocketed. However, with the principles of 'conscious' beauty as a new goal, many cosmetics brands are evolving to embrace a broader, more holistic approach to beauty, adding vegan and cruelty-free claims, sustainably sourced ingredients and eco-friendly packaging to their brand positioning.



Clean beauty is the new default, as wellness has been redefined by Covid-19.

Jane Zhang, Analyst, Euromonitor

- Korean newcomer brand **Deardot** and its Yuja Sparkling Clean Powder is a good example of this new kind of conscious beauty. The waterless face-cleansing powder is formulated with yuzu citrus extract to gently cleanse the skin, and packaged in sachets which are said to be fully biodegradable.
- Fellow Korean **Muldream** describes itself as a natural and vegan plant-based beauty brand focused on sensitive urban skin. The Vegan Green Mild Intense Serum Skin is a milky gel-texture serum formulated with sunflower oil and ceramides to calm and soothe sensitive skin by protecting it from external aggressors.



Muldream



Muldream



Deardot

- **The Vegan Glow** is another fully vegan clean beauty brand from Korea. Its Original Conditioner Bar is particularly interesting: this is a solid hair conditioning treatment formulated with moisturising argan oil, camellia oil, centella asiatica extract and laminaria algae extract.
- And the products of newcomer brand **Xuyoni** is not merely organic and vegan but also genderless. The hybrid product line-up is packaged in eye-catching triangular packaging and features several interesting products, such as the Pure Intensive Care Base. This cooling and soothing aftershave/toner/essence is based on organic wheat-fermented ethanol, rose extract and centella asiatica leaf water and is suitable for both men and women, and oily and sensitive skin types alike.



The Vegan Glow



Xuyoni

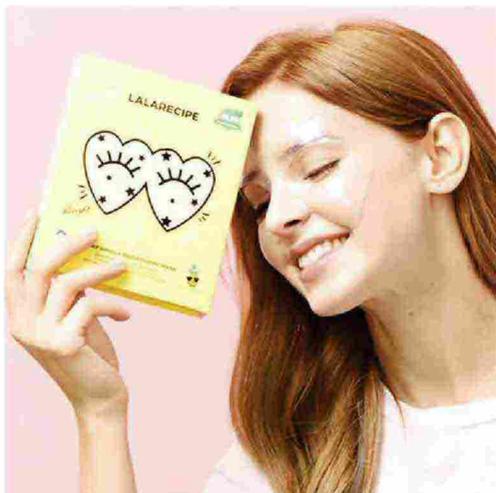


Xuyoni

## Mask Mania

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- Korean beauty brand **Lalarecipe's** latest launches include a hydrogel mask. The Heart Goggle Brightening Mask consists of two interconnected heart-shaped hydro gel patches to hydrate and brighten the skin around eyes and on the cheeks. Marketed as allowing you to mask even while wearing a protective mouth/nose covering, the mask has been formulated with pineapple extract (rich in vitamin C) and contains pretty glitter flakes.
- On the cleansing mask side of things, **The Beautiful Factr.** launched its Dust Cleaner Cream Clay Mask to deeply cleanse the pores of the face. Based on kaolin clay and formulated with a blend of probiotic ingredients and the active **Pollustop** complex (manufactured by French cosmetic developer Solabia) the product promises to remove even fine airborne pollution particles and dust.



Lalarecipe



The Beautiful Factr.

- Traditional Korean herbal brand [Inward](#) also offers a deep-cleansing wash-off mask. The key ingredient in Agas ACue Herbal Mask is agastace rugosa, a type of mint that is primarily cultivated in Korea and is said to have antibacterial, anti-inflammatory and antiviral effects. The mask also contains raw green tea leaf powder to additionally soothe the skin.



Inward



Inward

## Future Insights

### Be Consciously Clean

Consumer demand in Asia for sustainably sourced and formulated beauty products in eco-friendly packaging will continue to drive new product development over the coming years. Clean beauty is the new baseline for newcomer brands and established companies should reposition themselves in the eco-friendly space. Consider highly effective plant-based extracts and lab-developed synthetics.

### Supply Stylish Sanitisers

It will be a while until the global pandemic is under control. The demand for hygiene-focused cosmetics – such as products that kill bacteria while moisturising the skin – is only going to grow. This product category is rapidly turning into an everyday necessity, and brands should consider launching limited-edition sanitisers, investing in attractive packaging or collaborations with fashion designers.

### Heal Holistically

With wellness being redefined by the social and economic impact of the pandemic, consumers are now showing a more holistic approach to taking care of mind and body. The increased health focus means that ingredients promising to boost the immune system or protect the skin's barrier will thrive; as will ingredients with therapeutic benefits, to help soothe Corona-induced anxiety.

### Invest in Skin Saviours

Even before Covid-19, beauty products for sensitive skin were a growing category and this is yet another development that has been exacerbated by the virus. Facial skin irritated by constant mask wearing, or hands dried out by excessive washing require special care. Products promising to tackle different dermatological skin conditions are going to be very popular.

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## Topics

Coronavirus | Fast Consumption | Sustainable Futures | Wraparound Wellness