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Make-up Bar
2 Sweet 2 Kiss – Thanks to the perfect combination of actives, emollients and filmformers this velvety and semi-matte lipstick will provide soft lips and long lasting color all day long. But do not get misled by the natural honey flavor inside... it is still a lipstick, not lip food...

#kissproof
#honeylicious
#nobleeding

1-4-2 – Innovative multi-purpose product based on a combination of different silicone filmformers to bring color to the cheeks and also to the lips without tackiness. One stain to rule them all. Be colorful all day long.

#Cheekandlip
#Blendseffortlessly
#lightfeeling
Smarten up colour cosmetic formulas with SENSOCEL® 5, a micro fine cellulose powder on a 100% natural basis.

Bing an ecofriendly multi-talent SENSOCEL® 5 inspires by increasing the colour performance of pigments and by an excellent coverage. Besides improving texture, spread and absorption, SENSOCEL® 5 stands for an exclusive touch and matt finish on lips or skin.

- Improvement of smoothness and spreadability
- Natural & plant based sensory agent
- Significant increase of colour intensity of pigments
- Suitable for high coverage foundations, lipsticks, pens, etc.
- 100% bio-degradable - no microplastics
Wakapamp is anti-ageing oil obtained using supercritical CO2 extraction from the fertile bases of the algae Undaria pinnatifida, a brown algae that is part of Codif’s industrial marine growing programme at La Rance, St Malo, France.

- Wakapamp is part of active ingredients that will provide your lips with the benefits of a rejuvenating skin care treatment.

- It first works on the natural glow and nutrition of the lips to make them more hydrated.

- Then it improves lip’s architecture to redefine their contours and boost their volume.
Light Blurring Blusher
This nude blush pressed powder has been designed to meet the growing popularity of consumers for the 100% natural trend and titanium dioxide free.

Souffle Like Eyeshadow
This eyeshadow whose texture is so smooth and coverage so high is a technological feat. The innovative “SFL” treatment shows the advantages of the back-injection process with a simple dry pressing process.

Natural Velvet Poured Foundation
A silicon-like without silicons! This 100% natural origin poured foundation is based on the use of a glycolipids treatment “SMS”.

Holographic Lipstick 3-In-1
This three-layers lipstick has been developed to match the holographic trend!
At this year’s in-cosmetics, DSM reveals an inspiring tone-up formulation blurring the boundaries between skincare, make-up and suncare.

Tone-up creams represent new, emerging format in the facial cream segment, sparked by innovation from South Korea. They contain active ingredients, mainly for ‘whitening’ and ‘hydration’, and provide an ‘instantaneous tone-correction’ function, working like a make-up base.

DSM upgraded its tone-up cream by including sun protection providing a transparent but corrective face product with an amazing touch without silicones. Visit us at booth C70 to experience this new make-up sensation.
Imerys Minerals presents ImerCare® Matte, a new mattifying agent derived from naturally white kaolin. Thanks to its unique morphology, ImerCare® Matte absorbs sebum immediately, neutralises shine and reduces pore visibility.

Control your complexion with two skin perfectors for oily and mixed skins:

- First, apply soothingly comfortable Pure Matte BB cream for an immediate matte effect and a flawless, natural complexion.

- Then, use Infinitely Matte pressed powder to fix the BB cream. This cloud of powder is also ideal for retouches as it imparts an immediate matt effect and controls shiny zones all day long.
LexFeel® Vibrant is a sensory modifying polymeric wax, optimized to improve vibrancy of color pigments, and the sensorial and texture attributes of emulsions and anhydrous systems.

- Eliminates sweating, improves stability and prevents pigment precipitation
- Provides superior coverage and brighter and cleaner colors

**SHIMMERING BRONZER:** This demo-set shows the superior coverage, pay-off and enhanced skin-feel of the bronzer with LexFeel® Vibrant.

**RADIANT LIP COLOR:** This demo-set clearly shows the pay-off benefits during application and the improved skin feel as a result of LexFeel® Vibrant.

Vibrant brilliant colors, lightweight coverage and unique textures are possible for all colour formulations with LexFeel® Vibrant.
Interpolymer presents long-lasting formulations.

The O/W BB cream formula, based on a patented SYNTRAN technology, does not transfer. It illuminates your skin, applies smoothly and has a light texture.

The extreme long wear eyeliner is formulated with a new sulfate-free material for unique water-proofing and non-smearing properties.

The adhesive make-up product glues glitter to your skin for a guaranteed sparkling effect. The formula holds the glitter and dries to non-tacky film.

The water-based nail polish is perfumed for a radical new application experience. Your nails will be able to breathe and stay healthy with this permeable varnish.
100% natural lipstick is now available with our specialty fractionated natural Wax “De-resinated CARNAUBA WAX T-1” and natural high viscosity oil “FLORA GREASE” and selected physically stable Oils (except colorant).

Our paste type wax binder “FILLER WAX BINDER CBR35” and its composited powders contain fine crystals of waxes as physical filler, it enables the powdery and soft and enough tolerance compaction products without using solvent during production process.
VITACEL® CS 4 FM is the perfect additive for anti-wrinkle. As a smoothing agent and white colour wrinkle filling powder, it is the ultimate natural ingredient for all of your anti-wrinkle products.

Aside from decreasing visible wrinkles by -11% (VISIA) with the application of the serum containing 2%, VITACEL® CS 4 FM is environmentally friendly, vegan, halal, kosher and non-GMO certified.

- High water absorption
- Instant effect
- Smooth skin feel
OILKEMIA™ 5S polymer is a multifunctional oil soluble rheology modifier for skin care, sun care and colour cosmetic formulations that enhances the alchemy between cosmetic ingredients and active oil components to create enchanting textures.

- Superior viscosity and/or emulsion stability with flexibility to create diverse forms, from thin oil gels, through mild emulsions, to solid sticks

- Superb clarity in a wide range of emollients and suspension of particles in polar and medium polarity oils, maximizing visuals in oil systems

- Sensory enhancement with a pleasant soft afterfeel
We developed a kit containing the “basics of make-up” including liquid foundation, mascara and eyeliner, guided all along by NATURALITY.

We paid particular attention to the choice of raw materials, that’s why you will find in these 3 formulas the greenest ingredients of our catalog in terms of Soft Focus materials, treated pigments and film-former agents. The same approach was followed when choosing all ingredients in the formulas.

Test the formulas - they are as efficient as natural products, then come to our booth to find out more!

• Focus on Naturality
• Focus on Efficiency
• Focus on Sensoriality
NAGASE Personal Care

Long Lasting Soft Matte Concealer Stick
Stand P80

Free from Palm oil, Isoparaffin, and Volatile Silicones – Are you ready for innovation in your development?!

Esterol 26D and 26F (INCI: Ethylhexyl Polyhydroxystearate) are the state-of-art liquid wax which provides excellent semi-matte stick type concealers.

To achieve stick-type concealers with mattifying effect, Isoparaffin, Volatile Silicones or high levels of pigments are commonly used. However, Esterol 26D/26F provides various advantages to improve the conventional formulations as follows:

- Long lasting effect
- Excellent semi-matte appearance
- Good skin protection with anti-dehydration properties
- Better slip
- Better fluidity

Please visit NAGASE Personal Care at P80 for further information!
‘Cosmetic Bioglitter™ Pure’ is an innovative, plastic free, aluminium free, antimony free and naturally biodegradable glitter.

The latest product range to join the Bioglitter™ family in Ronald Britton’s drive to offer a range of environmentally friendly glitters that are both plastic free and biodegradable in the natural environment.

- Compliant with the new UK Cosmetics Microbeads Regulations 2017, currently the most demanding legislation of its kind
- FDA and EU Cosmetic Compliant, including FDA cosmetic compliant for use on lips – Aluminium free
- Naturally Biodegradable – not only industrially compostable, it also biodegrades in the natural environment
Consumers are looking for bold, glittering effects. With the classification of plastic glitters as bioaccumulative microplastics, cosmetic formulators need a suitable alternative. Natural mica in cosmetics is restricted to a particle size of 150 microns but synthetic mica does not face such restrictions and is cleaner in colour with lower residual heavy metals.

SunSHINE Ultra Glitters have a particle size range of 75 – 730 microns, providing captivating sparkle in white, iridescent, and metallic colours. Please visit us at Booth A60 to see our latest innovations in Ultra Glitter Effects.
2020/2021 key beauty macro trends with Beautystreams
On the following pages discover BEAUTYSTREAMS Key Macro Trends for 2020/21. They take into consideration main consumer movements as well as beauty industry market trends that are expected to influence product development in the upcoming years:

#1: REALITY ZAPPING
#2: HYPER-SEGMENTATION
#3: TRANS-CATEGORY
#4: POWERED BY NATURE

ABOUT BEAUTYSTREAMS:

BEAUTYSTREAMS is the only innovation & strategy trend source solely dedicated to the beauty industry. Our content inspires marketing, product development, and consumer insight teams at cosmetics & fragrance companies worldwide.

Our team of 200+ global experts on 5 continents streamlines information specific to the following sectors:
COLOR COSMETICS / HAIR CARE & COLOR / NAILS / SKIN CARE / PERSONAL CARE / FRAGRANCE / MEN’S GROOMING / STRATEGY & CONSUMER INSIGHT / RETAIL / PACKAGING

For more information about our online subscription or customized services, please reach out to contact@beautystreams.com - www.beautystreams.com
REALITY ZAPPING

Constantly connected, young Millennials are steadily zapping from the virtual to the real world. To differentiate between online and offline, they seek haptic experiences that reconnect to the body and the senses on the one hand, and extreme visual effects on the other hand. While storytelling remains key for online communication, unique product experiences become more important than ever.

BEAUTY IMPLICATIONS

SHINE ONLINE
- Holographic effects
- Light reactive pigments
- Hair & skin care formulations including effect pigments offering instant results

SENSORIALISM
- Multi-step wellness treatments
- At-home spa treatments
- Tingling and highly sensorial textures

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HYPER-SEGMENTATION

As consumers become savvier, simple “promises in a jar” are not enough anymore. Cosmetics users will increasingly demand for results targeting their individual needs based on their very personal backgrounds and lifestyles. Formulas have to take into consideration the majority of ethnically mixed consumers and their respective environments, including climate and air quality.

BEAUTY IMPLICATIONS

PRECISE CONSUMER TARGETING

Claims targeting skin particularities rather than ethnicities
- Formulations specifically created for older consumers
- Customizable product concepts

BODY IS THE NEW FACE

Products dedicated to specific zones of the body such as thighs, breasts, bottom, etc.
- Effect pigments to visually sculpt the body such as décolleté contouring, pearlescent body bronzers, etc.

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#3

TRANS-CATEGORY

As lifestyles become increasingly hectic, consumers will seek for time-saving yet effective products. All-in-one formulations can be one of the solutions. Mainstream-product believers, on the other hand, will expect star ingredients such as hyaluronic acid or squalene oil to be present throughout their entire beauty product lines routine, blurring lines between make-up, skin care and hair care and putting the ingredient at the center.

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POWERED BY NATURE

As sustainability enters the mainstream, communication about natural ingredients and less invasive formulations becomes increasingly important. While the primary reason to buy a premium or luxury make-up product remains self-indulgence as well as a high-color and texture experience, natural claims become a positive side effect rather than the main motivation behind a purchasing choice. Consumers do not want to compromise on results, but embrace the idea that modern formulations can now be less harmful. They understand highly effective formulations cannot be 100% natural, but appreciate partially natural alternatives.

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BEAUTY IMPLICATIONS

HAPPY ECO

Natural pigments in vivid colors such as fruit and root pigments -

100% natural effect pigments such as eco-sparkle

GREEN EFFICIENCY

Pharmacognosy (the study of medicinal drugs of natural origin) -

Inspired by ancestral traditional medicine -

Probiotic claims
in-cosmetics® global