

COSMOPROF  
NORTH AMERICA LAS VEGAS

presents

COSMO  
TRAINING

Exclusive report curated by

**BEAUTYSTREAMS**

Beauty continues to push the boundaries, with increasingly advanced product formulations showcasing breakthrough technologies, while products excite with new directions in concepts and design, too. Spotlighting the most compelling innovations, Cosmoprof North America presents the latest edition of the CosmoTrends Report, in collaboration with renowned global beauty trend source BEAUTYSTREAMS.

The CosmoTrends Report is an essential trend guide for the beauty industry, highlighting product innovation and notable brands among the exhibitors at Cosmoprof North America 2023. For this report, Cosmoprof invited the show's exhibitors to submit their latest innovations. BEAUTYSTREAMS then analyzed the hundreds of online submissions to identify the most captivating trends. The resulting report highlights what's new and what's coming next, providing a vital perspective on where beauty is headed now.



PRE-SHOW  
TRENDS  
OVERVIEW

Today's consumers are more educated about beauty than ever before. Skin care tutorials abound on TikTok, and consumers have encyclopedic knowledge of ingredients, from niacinamide to ceramides to squalane. To cater to this exacting customer, brands are delivering products that captivate and excite on myriad levels. There's a recognition of the growing role of aesthetics treatments in the market, with formulations that soothe skin after procedures, while products also push boundaries with innovative delivery systems and breakthrough ingredients. The connection between skin and mind continues to come to the fore in skin care, while personal care products are getting an upgrade, too, from beautifying deodorants to filters that make tap water more skin-friendly. Beauty's influence, it seems, extends everywhere.



NIP-TUCK  
RELIEF

Innovations to soothe  
post-treatment skin



SKIN  
SHRINK

Formulations that play  
on the mind-body  
connection



FUNCTION  
UP!

Everyday personal  
care essentials get  
an upgrade



FRUITOPIA

Fruit-infused products  
that sound positively  
edible



HIGH-SCI

Advanced  
formulations take  
center stage

POST-SHOW  
TRENDS  
OVERVIEW

Beauty that appeals to all is the message for 2023. Whether it's targeted skin care solutions that address consumers' specific skin issues – from visible pores to deep hydration solutions – or effective products presented at an accessible price tag, brands are demonstrating that they don't want to leave any group of consumers out. Alongside this, products that transport those who use them – whether via storytelling about their ancestral ingredients, or the clear purity of their formulations – are coming to the fore. And fragrance now goes beyond the personal to elevate every aspect of a consumer's immediate environment. Discover an all-encompassing beauty.

PURITY  
PLUS

Leveraging the  
eternal, elemental  
appeal of water  
and air

LEGACY  
MARVELS

Formulations inspired  
by ancestral remedies

DEMOCRATIC  
BEAUTY

Quality that's accessible  
to all

SCENTS  
WITH  
BENEFITS

The advent of  
multi-dimensional  
fragrances

PORES  
NO MORE

Making a poreless  
appearance possible

HYDRA  
VITA

Hydrating the skin  
on myriad levels



# NIP-TUCK RELIEF

## Innovations to soothe post-treatment skin

Aesthetic treatments are on the rise – the medical aesthetics market is expected to grow at a CAGR of 12.2% between 2023 and 2030, Contrive Datum Insights reports – and beauty brands are responding with solutions that help to soothe skin that’s been irritated by “tweakments” or surgery. Whether for home use or targeted at professional salons, these products are infused with an array of advanced ingredients delivered in serums and hydrating masks that promise to calm skin after a procedure. And as tattoos become ever-more mainstream, dedicated products that care for consumers’ elaborate body art are popping up, too.

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# NIP-TUCK RELIEF

## SKIN CARE

### Bioyona by Tekho Marine Biotech Co., Ltd. (Taiwan region) Skin Activating Treatment Serum Ampoule

Bioyona notes that its Skin Activating Treatment Serum Ampoules can promote skin wound healing, making them ideal as “pre- and post-operative skin care.” The serum is formulated with Totipotent Prostembryona Factor® (TPF), an ingredient extracted from embryonic stem cells of a deep-sea fish species, which Bioyona says secrete multiple peptides. The brand claims that TPF is “more bio-friendly and more biocompatible” with the human body compared to extracts from fish roe or plants. Alongside its benefits pre-and post-procedure, the serum improves skin’s moisture, brightness, elasticity, and firmness.





# NIP-TUCK RELIEF

## SKIN CARE

RegenSkin LLC (USA)

### CellularMask™ Deep Hydrating Mask 4D Hyaluronic Acid

These full face and neck sheet masks are infused with glycerin and vitamin B, a combination that RegenSkin says helps to soothe skin after laser or micro needling treatments. The biodegradable masks also contain 4D hyaluronic acid which the brand says “helps to penetrate the serum deep within the layers of the epidermis and dermis.” Meanwhile, the addition of GABA, or gamma-aminobutyric acid, acts as a neurotransmitter that helps to relax the muscles in the face to reduce the appearance of fine lines and wrinkles. The masks restore moisture, repair skin, and boost cell turnover.



# NIP-TUCK RELIEF

## SKIN CARE

### BSG Aesthetics Solutions (USA) DN64 Glaciate Bio-Gel Mask

Acting to soothe and cool irritated skin, BSG Aesthetics Solutions says that the DN64 Glaciate Bio-Gel Mask is created to “combat the irritation and redness that accompanies invasive or abrasive skincare treatments.” The K-beauty-inspired mask is made from transparent hydrogel and infused with natural, calming ingredients, making it ideal for soothing the skin after micro needling treatments. (This chimes with BSG Aesthetics Solutions’ business supplying US beauty professionals with medical-grade aesthetics equipment primarily from South Korea.) The mask is intended for use by aestheticians and spas, to benefit skin while improving clients’ comfort levels post-treatment.





# NIP-TUCK RELIEF

## SKIN CARE

Mad Rabbit (USA)

### Enhance Tattoo Balm Stick

Formulated to be used on freshly inked tattoos (once a tattoo has healed) and existing body art alike, this balm stick is blended with shea and cocoa butters as well as sweet almond and calendula oils to enhance tattoos' appearance. The balm's ingredients work to restore skin's barrier to create brighter-looking tattoos, alongside hydrating the skin so tattoos appear more vibrant. According to the brand's own studies, 94% of users report that the balm helps preserve tattoos' depth, while 87% report that it makes tattoos appear more intense.



# SKIN SHRINK

## Formulations that play on the mind-body connection

Emotions don't just affect the psyche. Indeed, stress can also make itself felt in the skin's appearance, a phenomenon that a clutch of brands is seeking to address. They're responding to the tribulations of modern life with topical products that soothe the mind alongside the skin. This concept manifests as everything from ingredients that fight stress hormones' effects on the skin, to products that harness flowers' natural well-being benefits, to formulations that offer a multi-sensory, mindful experience. Get ready for beauty that goes more than skin deep.



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# SKIN SHRINK

## SKIN CARE

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Goodier (USA)

### De-Stress Refresh Gel Serum

An anti-aging gel serum formulated to address what the company calls “skin stress” on an emotional, environmental, and physical level. Its ingredients include a peptide biomimetic to turmeric to improve skin’s resilience to environmental stress; a marine ferment that fights the effects of emotional stress by reducing cortisol levels in skin; and a bilberry fruit and rosemary leaf active which Goodier says “recharges the mitochondrial membrane” to combat physical stress on the skin. Infused with a stevia-derived active for anti-aging benefits, the gel has a sensorial effect on application, too.



# SKIN SHRINK

## SKIN CARE

Andrew International (USA)

### Fleurissant – Revitalizing Radiance Facial Cream Rose

Andrew International's brand Fleurissant says it draws on flowers' "topical benefits and their aromatherapeutic properties" to create formulas that benefit both skin and well-being. Its Revitalizing Radiance Facial Cream Rose is formulated with the brand's Fusion Florale 6, a blend of "the world's rarest flowers sourced from Grasse," including *Rosa centifolia*, *Rosa damascena*, white rose, French rose, peony, and lavender, which illuminates, hydrates, nourishes skin, and "promotes feelings of love and joy." Alongside this, the brand says the product "alleviates stress" with its 98%-99% natural and 40% active floral and botanical ingredients.



# SKIN SHRINK

## SKIN CARE

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ReSaltZ (South Korea)

### Salt Massage Cleansing Bar For Facial

Combining the ingredients of a salt-infused cleansing bar with the shape of a gua sha tool, this facial cleansing bar “relieves accumulated stress,” and “combats the strains of modern life,” its manufacturer says. The bar is shaped to stimulate over 10 lymphatic points in the face, reducing puffiness, and is infused with nine ampoules worth of skin care ingredients. It also contains Korean sea salt with a high mineral content, Korean immunity-boosting herbs, premium oils, and natural essential oils.





# SKIN SHRINK

## SKIN CARE

### Colep Consumer Products (Portugal) Sensory Reload Crackling Ice Leave-On Face Masks

This collection of three masks has been developed by Colep Consumer Products to “elevate skin care into a mindful self-care ritual.” The masks incorporate a trifecta of multi-sensory elements: a delicate fragrance; a “crackling” sound as they sit on the skin; and a tingling, cooling sensation. In tandem with these sensorial benefits, the foam format masks are each infused with actives to promote specific benefits: pro-aging for Age Lock, imparting glow for Glo Pro, and hydrating for Hydra Boost.





# FUNCTION UP!

## Everyday personal care essentials get an upgrade

While once upon a time consumers might have given little thought to workaday personal care products, several brands are now elevating these everyday essentials so they take on a more desirable, must-have allure. It might be deodorants that leverage pre, pro, and post-biotics to combat odor-causing bacteria, or refillable travel bottles that do double-duty as skin cleansing and massage tools. Even tap water is given a skin care slant, with water filters that improve its purity, and in turn its effect on skin. This movement illustrates just how deeply skinification is permeating multiple categories.

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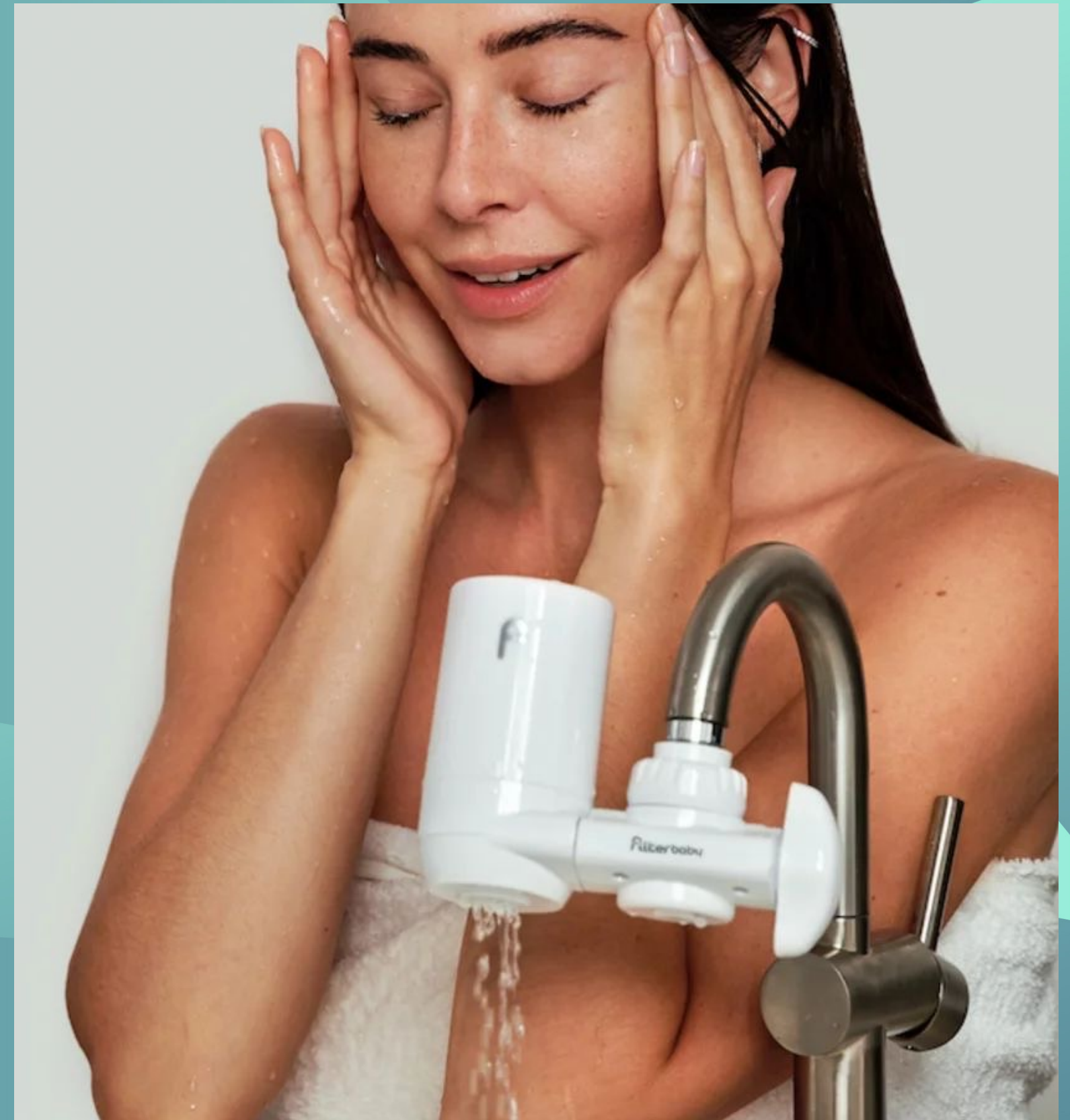
# FUNCTION UP!

## DEVICE

Filterbaby LLC (USA)

### Advanced Water Filter with PRODermis

The Filterbaby water filter upgrades the tap water that's used during a skin care routine, reducing its levels of chlorine, hard metals, rusts, micro-plastics, and contaminants by up to 99%, the company says. This action creates softer skin, enhanced skin radiance, and reduces skin irritation. The founder behind the filter is Xin Ma, a third-generation Traditional Chinese Medicine practitioner, who took the tradition's practice of getting to the root cause of skin problems as inspiration to create the filter.



# FUNCTION UP!

## PERSONAL CARE

Biotic Beauty (USA)

### Brightening Probiotic Deodorant

This deodorant offers “full spectrum microbiome care,” Biotic Beauty says, elevating its action from merely functional to beneficial to skin. Prebiotics in the solid deodorant help friendly bacteria in the armpits fight off odor-causing bacteria; probiotics help to balance the skin’s microbiome; and postbiotics maintain a healthy environment for good bacteria. Also among the product’s ingredients are kojic acid to help brighten discoloration, tapioca starch to absorb moisture, yogurt extract to balance skin’s pH, and sage oil to support microbiome balance.





# FUNCTION UP!

## PACKAGING

Tantuc Asia Ltd. (Taiwan region)

### CoziLife Travel Bottle

This set of travel bottles features three vessels, each with a different skin-enhancing function incorporated into its design, transforming a skin care routine into a self-care moment. The Facial Brush Bottle has a facial brush at its end, whose silicone bristles gently cleanse the skin. The Facial-Lifting Scrub Bottle has soft silicone exfoliating “blades” at its end, that are flexible for ease of use. And the Acupoint Massage Roller Bottle features six rolling balls that each move in a 360-degree motion to target pressure points. Refillable, the leak-proof bottles, all in appealing pastel tones, deliver their contents to the skin via their attachment, whether it’s the brush, blades, or massage roller, thanks to a patented flow control valve.



# FUNCTION UP!

## HAIR CARE

ART.kg (USA)

### Therapeutic Shampoo Treatment

Enhancing the shampoo experience so it benefits the scalp, ART.kg's Therapeutic Shampoo Treatment is infused with a blend of natural botanicals and topical probiotics, to treat the scalp while washing the hair. The two-in-one shampoo and scalp serum is formulated with quinoa protein, red clover, green tea extract, and *Bacillus* ferment probiotics. The brand says the shampoo "improves scalp health," addressing issues such as dry, itchy scalp, and is infused with a gender-neutral fragrance.





# FRUITOPIA

## Fruit-infused products that sound positively edible

Health-giving, vitamin and mineral-rich fruit extracts have long been a mainstay of beauty products, prized for their nourishing appeal. And fruits' affinity with beauty doesn't show any sign of waning, with brands showcasing formulations that draw on the skin and hair-enhancing properties of fruits. From the moisturizing qualities of avocado and melon, to papaya, prized for its gentle exfoliating action, to even chili's plumping action, these products conjure a colorful, abundant mood.



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# FRUITOPIA

## HAIR CARE

Mielle Organics (USA)

### Avocado & Tamanu Anti-Frizz Slip & Seal Leave-In Conditioner

Avocado oil is the fruit ingredient spotlighted in this leave-in conditioner, which Mielle Organics says helps reduce frizz. The product is also infused with tamanu seed oil, derived from the fruit of the tamanu nut tree, to nourish the scalp. Playing on the product's food-inspired ingredients, this conditioner is intended to be kept in the refrigerator, with the brand saying that its Cold Application Technology™ helps to close hair cuticles and reduce frizz while styling.





# FRUITOPIA

## SKIN CARE

Glowoasis (USA)

### Probiotics + Papaya Enzyme Exfoliating Powder

Papaya enzymes are infused into this exfoliating powder to “delicately break down dead skin cells without scrubbing,” Glowoasis says. This makes the powder’s action gentler, so it’s suitable for those with sensitive or acne-prone skin. The powder also contains the brand’s proprietary vegan probiotics, niacinamide, and Jeju volcanic ash, all of which work to maintain a healthy skin barrier. The product is formulated with a patent-pending liposome technology, which delivers the probiotics deeper into the dermis for better product absorption to result in a more balanced skin microbiome.



# FRUITOPIA

## SKIN CARE

Sensalia Labs (Spain)

### Iroha Nature – Repairing, Calming, and Hydrating Aftersun Face Sheet Mask with Melon, Chamomile, and 9% Aloe Vera

Melon within this sheet mask hydrates and refreshes skin, which the brand says stimulates cell regeneration, soothes skin damage, and helps prevent the appearance of wrinkles and expression lines. The mask also contains chamomile with a soothing, anti-inflammatory action, and aloe vera, which calms skin while stimulating the synthesis of collagen and elastin. Treating skin in 15 minutes, the mask reduces skin redness and helps to repair skin suffering from sun damage.





# FRUITOPIA

## MAKE-UP

### Manifest Beauty (USA) Plump Pout Chili-Infused Lip Plumper

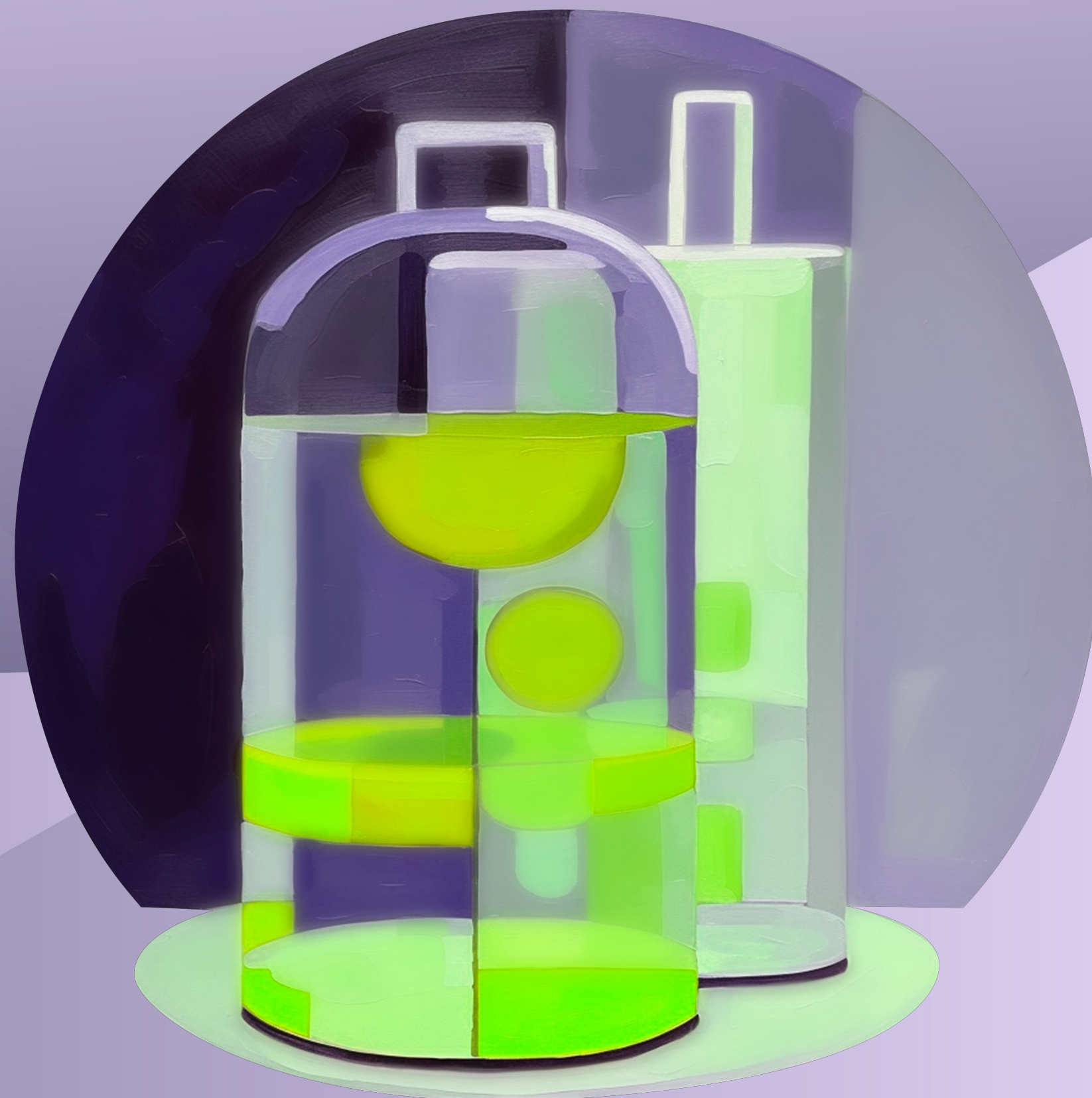
This lip gloss is spiked with Colombian chili pepper extracts, which combine with cinnamon extracts to have a plumping, tingling effect on the lips. The brand says that the product plumps lips while hydrating, thanks to jojoba oil, leaving a glossy finish that emphasizes lips' contours. The product can be worn alone, layered over lipstick, or applied at night to achieve a fuller lip look in the morning. Manifest Beauty says that its mission is to “empower women,” and donates 3% of its net sales to “causes that help women thrive.”



# HIGH-SCI

## Advanced formulations take center stage

It seems that now every consumer is a “skintellectual,” with in-depth knowledge of active ingredients and exactly how they can benefit their skin. In response, several beauty brands are making pushing the boundaries of beauty science their USP. Innovation comes in the form of high-tech delivery systems that impart active ingredients to different layers of the skin; forward-thinking actives derived from bacteria from the human microbiome; to hair color that boasts encapsulated pigments. Whether they protect skin from the ever-present environmental aggressors or deliver visible anti-aging results, these products promise to take beauty to new heights.



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# HIGH-SCI

## SKIN CARE

### ALBA 1913 (Poland) La Dolce Vita Serum

This serum boasts a “niosomal” formulation. Alba describes niosomes as “tiny bubbles made of soap-like substances that can hold both water and oil-based ingredients.” These niosomes aid in delivering active ingredients to deeper layers of the skin. In the Alba 1913 La Dolce Vita Serum, this allows the formula’s CBD molecules to be delivered deeper into the skin and for their effects to remain for longer. The CBD, the brand says, has anti-inflammatory, antioxidant, and anti-microbial properties, helping to reduce inflammation. The serum also contains 15% ATP vitamin C, with the formula brightening skin and protecting from environmental stress.



# HIGH-SCI

## SKIN CARE

Yuni Beauty (USA)

### Ameva – Multipotent Serum

Ameva's Multipotent Serum is powered by mevalonic acid, which the brand claims it's using for the first time in skin care, to result in a product that offers "optimum skin health." Skin cells, the brand states, use mevalonic acid to produce CoQ10, squalene, vitamin K, and skin lipids, all elements that are critical to skin repair and renewal. The active also helps to support skin cells' metabolism. In addition, the formula contains lactic acid to gently resurface skin; bakuchiol to address hyperpigmentation and wrinkles; and the amino acid lauroyl lysine and the emollient sunflower seed oil to boost skin radiance and softness.





# HIGH-SCI

## SKIN CARE

### Clinisoothe+ (USA) Skin Purifier

Clinisoothe+ Skin Purifier employs a hypochlorous technology to “soothe and calm the skin on the face and body, balancing redness and promoting rapid skin recovery,” the brand says. The hypochlorous technology has an oxidizing activation method, which cleanses the skin and provides antimicrobial protection, while protecting the skin’s fragile outer layer. A fluid formula designed to be sprayed or applied to cleansed skin, it acts to “combat the effects of the exposome on the skin,” by balancing the skin microbiome, protecting skin from pollutants and impurities, and promoting recovery from redness, irritation, and acne.



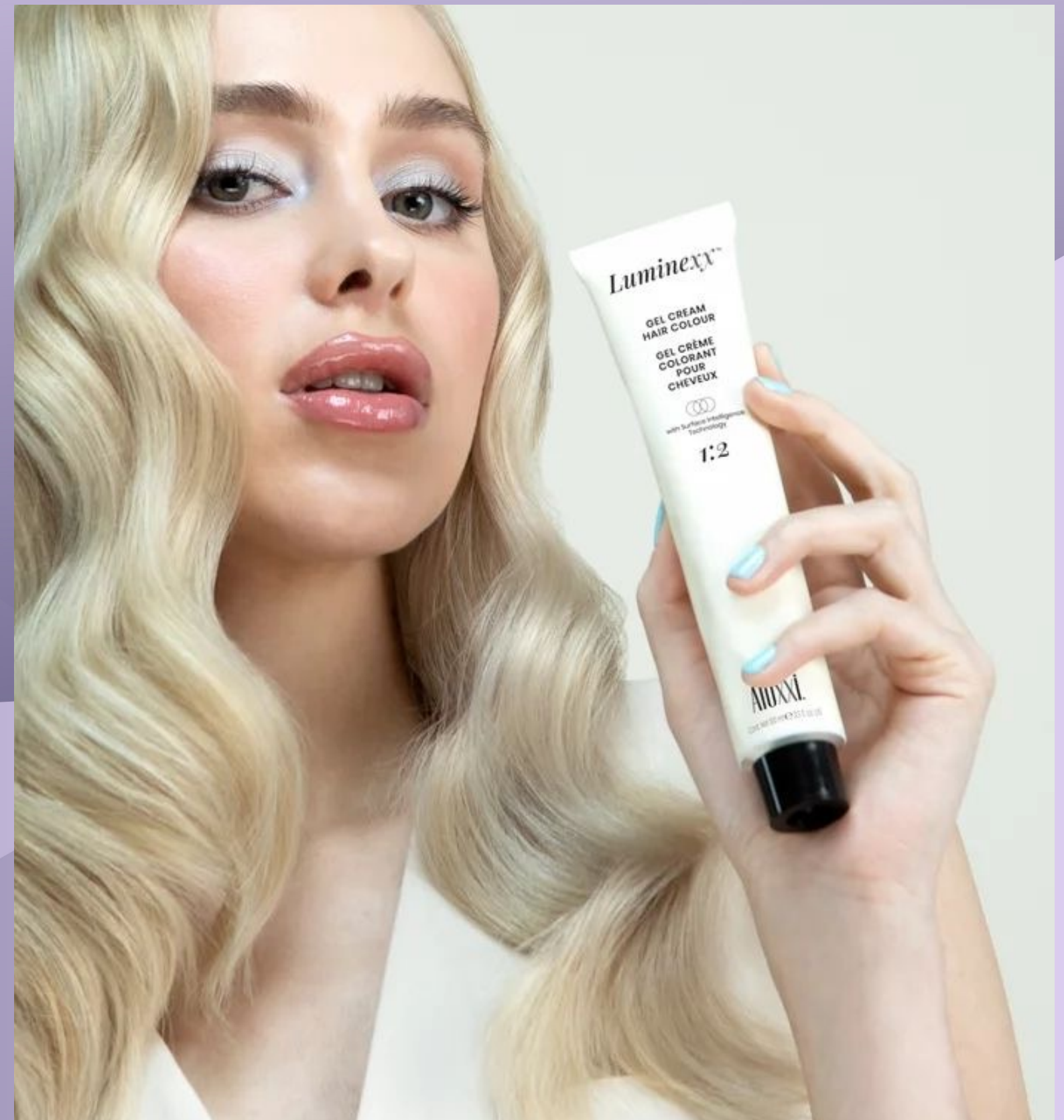
# HIGH-SCI

## HAIR CARE

Aloxxi International (USA)

### Luminexx™ – Gel Cream Hair Colour

Encapsulated pigments within Luminexx™ Gel Cream Hair Colour mean this hair color's pigments are released precisely when the gel-cream formula is mixed with the developer, to create “fresher” color and a more even result. Aloxxi International calls this action Surface Intelligence Technology, which it says delivers vibrant, long-lasting color with superior gray coverage. This hair color is free of PPD and resorcinol and is formulated with skin care-grade ingredients to protect the scalp and prevent staining, to result in strong, healthy hair with shine.





# HIGH-SCI

## SKIN CARE

Besselco (USA)

### Madeca Derma – Elastic Firming Microbiome Ampoule

An "elasticity-biome" extracted from a CFU (colony-forming unit) of *Epidermidibacterium keratini*, a bacterium that's derived from human skin flora, powers the serum within these ampoules. Each bottle contains a 700,000 ppm hyaluronic acid solution and 125,000 ppm elastic firming biome ball, which the brand says act together to "restore [...] skin's youth." Among its actions are improving skin elasticity recovery with a single use, and skin irritation caused by external aggressors after one week of use.

## REVITALIZE FOR A FIRM AND SMOOTH SKIN WITH MICROBIOME

*Elastic Firming  
Microbiome Ampoule*  
7ml / 0.23 fl. oz. X 5 ea

MADECA DERMA



# HIGH-SCI

## SKIN CARE

### Labo International SRL (Italy) Collagenina

The Collagenina treatment combines a preparatory gel, a face pack, and an emulsion intended to be used over a 14-day period, that together deliver six types of collagens deep into the skin, thanks to Labo International's patented transdermic technology. These six collagens boast different molecular weights, which act deeply in the skin to increase the density of skin tissues and the thickness of the epidermis and dermis. The brand notes that these results have been proven in instrumental, in-vivo tests by ultrasound.





# PURITY PLUS

## Leveraging the eternal, elemental appeal of water and air

The global anti-pollution skin care market is expected to grow at a CAGR of 7.3% between 2023 and 2033, to a value of US \$15,247 million, Future Market Insights states. This consumer yearning for a sense of purity in beauty products is being interpreted by brands in everything from water-inspired, clear formulas to skin care products that actively protect the complexion from pollutants and irritants. These products might draw on natural elements drawn from the earth, or be in color-free formats, making their message of purity crystal-clear.

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# PURITY PLUS

## SKIN CARE

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### Banobagi (South Korea) Alpha Radiance Serum

Underlining its pure-sounding appeal, this serum is composed of 49.1% Alaskan glacial water, which the brand says delivers “deep hydration” to the skin while helping it to absorb other active ingredients. Alongside providing hydration and improving skin’s moisture retention, the serum brightens the skin, reducing signs of discoloration and improving clarity, for a radiant result. To brighten, the serum is infused with 2% alpha-arbutin – derived from the leaves of the bearberry plant – which Banobagi says is 10 times more brightening than beta-arbutin. Alpha-arbutin, the brand notes, blocks activity of the enzyme tyrosinase in the skin, thus reducing and inhibiting melanin synthesis. The product also contains 2% niacinamide to illuminate skin.





# PURITY PLUS

## BODY CARE

### Nuda Canada (Canada) Self Tanning Water Mousse

Inspired by “clear oceans and gentle waves,” this lightweight, water-based formula hydrates skin as part of its self-tanning process. Heightening its clean-sounding appeal, the formula is fragrance-free and dye-free, and contains natural antioxidants including organic white tea, strawberry, green tea, and blueberry extracts. The product is available in two shades: light to medium and medium to dark, and can be rinsed after two hours, or left on longer for a deeper effect. Additionally, the formula doesn’t transfer onto sheets or clothing.





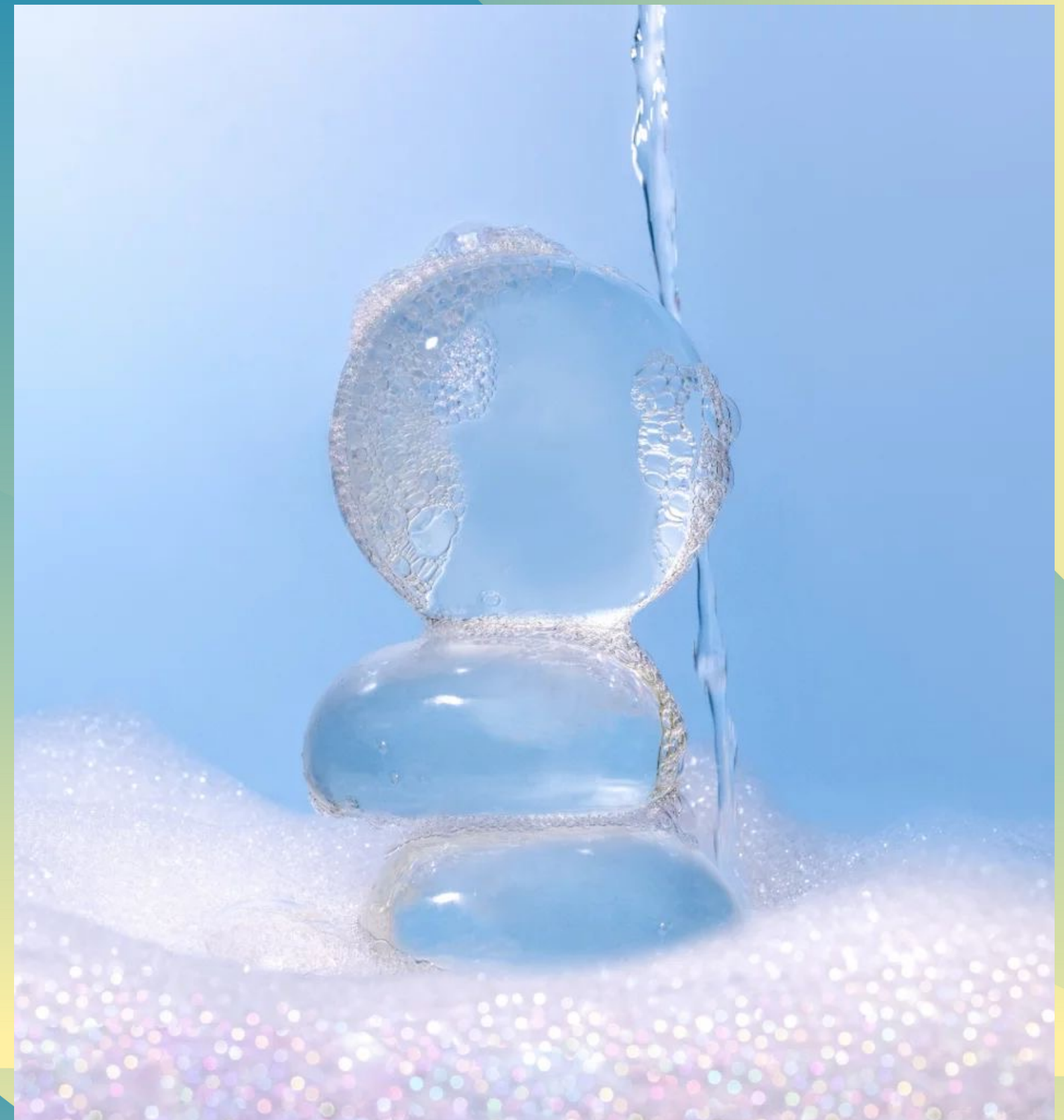
# PURITY PLUS

## BODY CARE

Voesh New York (USA)

### Crystal Clear Head-To-Toe Cleansing Soap

Presented as a smooth, clear, pebble-shaped cleansing bar, this soap creates an instant visual impression of purity. Created by Voesh, which produces vegan spa care products, the bar is soap-free, fragrance-free, and dye-free, and intended for use on hair, face, and body. The formula contains a nourishing blend of 17 amino acids and seven hyaluronic acids to repair and hydrate skin and hair, the brand says. The soap is also pH-balancing, with a pH range of 5.5-6.5, and is microbiome-friendly. The soap, its wrap, and its packaging are all biodegradable.





# SCENTS WITH BENEFITS

## The advent of multi-dimensional fragrances

As homes are increasingly seen as an extension of one's self, the boundaries between personal and home fragrances are becoming more blurred. Enter fragrances that are intended for both the person and their environment, in scents that span the fresh and uplifting to the warm and inviting. Meanwhile, caring skin care, hair care, and body care formats infused with distinctive fragrances present new ways in which consumers can layer and play with scent, while nourishing their hair and skin. In short, scents have become multi-dimensional.

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# SCENTS WITH BENEFITS

## FRAGRANCE

W. Dressroom (USA)  
Dress & Living Clear Perfume

From W. Dressroom come these multi-use, hypoallergenic, and deodorizing fragrances. Intended to be used on the skin or fabric – to freshen clothes or the home – the fragrances have a 99% antibacterial formulation that eliminates odor-causing bacteria on contact, leaving a fresh, clean scent behind. The water-based formula comes in myriad scents, including April Cotton, Chic Amber, Green Apple, and Very Berry.





# SCENTS WITH BENEFITS

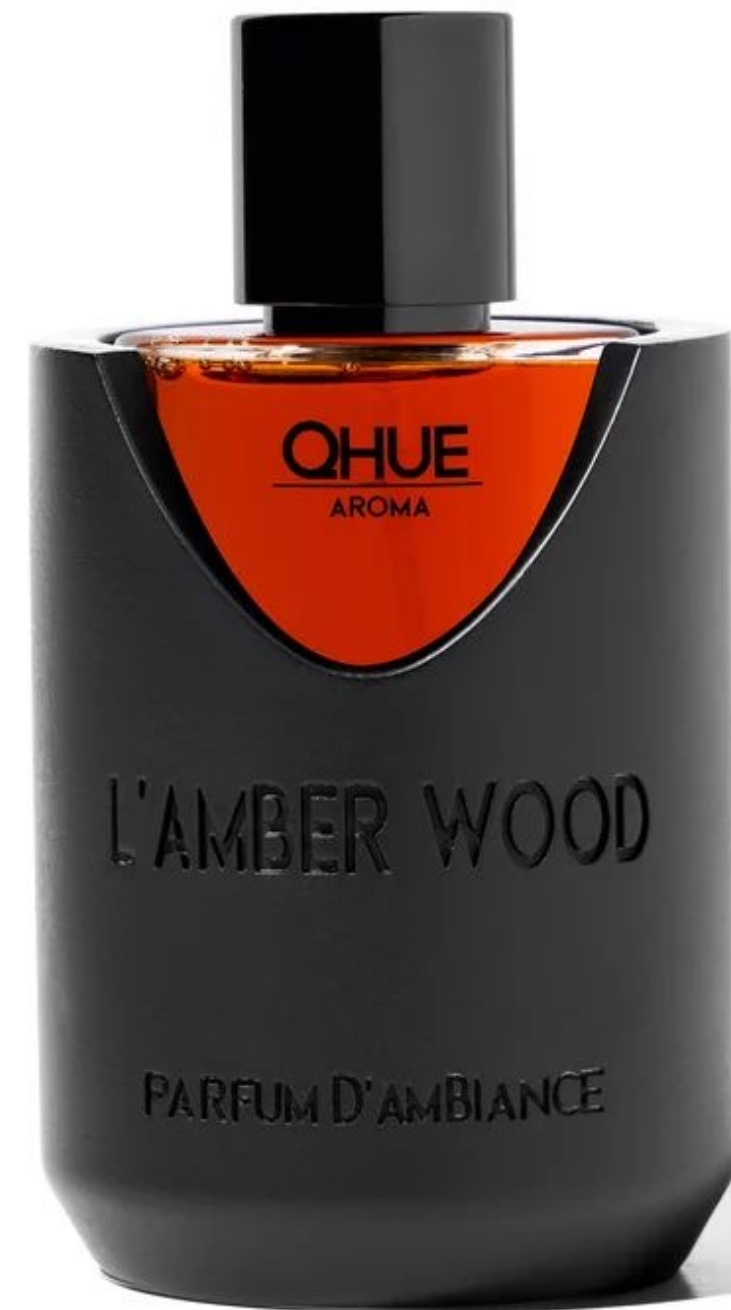
## FRAGRANCE

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Qhue (USA)

### Parfum D'Ambiance – L'Amber Wood

US brand Qhue's Parfum D'Ambiance is intended for both “your home or your personal ambiance,” the company says, with the scent used to either scent the home or applied to the person as a fine fragrance. The L'Amber Wood fragrance blends notes of rich amber with noble woods and boasts a long-lasting scent. Presented in a bottle encased in a matte black, embossed sleeve, the fragrance can be used by both men and women.



# SCENTS WITH BENEFITS

## HAIR CARE / FRAGRANCE

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Fulton & Roark LLC (USA)

### Lost Man Formula 5 Oil

This fragranced oil can be used as a hair oil, shave oil, beard oil, or dry skin treatment, the US brand says. With a formula that includes sunflower seed oil, apricot kernel oil, and lychee fruit extract, the product is infused with Fulton & Roark's The Lost Man scent. Drawn from the brand's range of American fine fragrances, it combines top notes of grapefruit zest, elemi, and mandarin; heart notes of geranium, leather, and clary sage; and base notes of vetiver, Siberian pine, and cedarwood. The unisex product comes in a striking, matte black bottle, chiming with the brand's functional yet elegant aesthetic.





# SCENTS WITH BENEFITS

## HAIR CARE / FRAGRANCE

Zodica Perfumery (USA)

### Zodiac Hair Perfume Serum

Fragrance and hair care combine in this perfumed hair serum. The formula is infused with 100% pure argan oil that's sustainably harvested by a Moroccan Berber women's cooperative, with the ingredient providing hair with a natural UV filter. It also contains vitamins to nourish dry hair and can be used as a body oil. The oil comes in a range of fragrances each inspired by the twelve astrological signs, with the brand claiming that there is an 80% chance of liking one's own sign's fragrance. Aries blends notes of cinnamon, tobacco flower, and vanilla, while Pisces spotlights neroli, cyclamen, and sheer musk. The formula scents hair without drying and complements the brand's range of zodiac-inspired fragrances.





# SCENTS WITH BENEFITS

## FRAGRANCE

### Lead the Integral (Japan) Have a Great Day Fragrance

Lead the Integral is a fragrance brand launching in September 2023, which creates home scents designed to elicit certain emotions. The brand says it has collaborated with a university to “visualize what kinds of aromas make us feel good, comfortable, relaxed, and refreshed.” Inspired by this, Lead the Integral has created ten fragrances, numbered 1 to 10. Those numbered between 1 and 5 are synthetic fragrances, while those from 6 to 10 are naturals. Among the range is 2 – Have a Great Day, with notes of bergamot, lavender, and musk, intended to leave those who experience it feeling awake and refreshed. The range also features 4 – No Rain, No Rainbow, with bergamot, clary sage, and orchid notes, to offer reassurance when “things are not going so well,” and 6 – All is Well, is an orange-based scent designed to make the wearer feel confident.





# LEGACY MARVELS

## Formulations inspired by ancestral remedies

Traditional, natural ingredients have long had a place in skin care. But what sets this new crop of product concepts apart is that they draw on different cultures' remedies, bringing a captivating element of storytelling to their skin care. From acorn oil sourced from Native American Indian tribal land to products inspired by African and Pacific Islander traditions, brands present these natural ingredients in sleek, contemporary packaging. Together, they're introducing the benefits of centuries-old remedies to a new, 21st century audience.

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# LEGACY MARVELS

## SKIN CARE

N8iV Beauty (USA)

### Starlight Regenerative Cream

N8iV Beauty is a skin care brand founded by Ruth-Ann Thorn, a tribal member of the Rincon Band of Luiseño/Payómkawichum Indian people in Southern California. The brand's philosophy is based on the skin-regenerating nutrients within the acorn, with its products the first to be created with acorn oil sourced from Indian tribal land, N8iV Beauty says. The Starlight Regenerative Cream contains acorn oil to eliminate fine lines and revitalize skin, with the ingredient a source of essential fatty acids, including oleic, linoleic,  $\alpha$ -linolenic, and palmitic acids, allowing for improved cell turnover. It also contains copper peptides extracted from the earth to promote collagen and elastin production, and plant stem cells to repair and renew the skin.





# LEGACY MARVELS

## SKIN CARE / HAIR CARE

AcARRE (USA)

### Beauty Refresh Multi Use Bioactive Clay Mask

AcARRE is a brand based on modernized African and Pacific Islander ancestry traditions, employing natural ingredients in multi-use products, created to “work in sync with the skin,” the brand says. The Multi Use Bioactive Clay Mask is a nutritive silt composed of more than 60 minerals and rare earth elements that can be applied to the face, hair, and scalp to enrich the scalp and skin microbiome. The brand notes that it acts as a purifying and detoxing face mask that draws out dirt and irritants for a brighter complexion, while as a hair and scalp mask it adds moisture and removes toxins to rebalance the scalp microbiome.





# LEGACY MARVELS

## HAIR CARE

Global Beauty Secrets (India)

### Baha Hibiscus Revitalising Hair Dew

This hair serum has been formulated with Ayurvedic ingredients to “capture the ancestral beauty rituals of the House of Mayurbhanj.” The House of Mayurbhanj refers to India’s Bhanja dynasty, which had ruled what was once one of India’s princely states. Today, members of the Mayurbhanj dynasty have transformed the house’s palace into a heritage hotel, the Belgadia Palace. And as what the brand calls “a tribute to the Royals of Mayurbhanj and their elegant royal residence,” Mrinalika Bhanjdeo, of the Bhanj dynasty’s 48th generation, has created the Baha Hibiscus Revitalising Hair Dew as part of a range of products with Global Beauty Secrets. The hair serum’s ingredients include the Ayurvedic plant ingredient gotu kola, known for stimulating hair growth; aloe vera to nourish the scalp; and hibiscus oil to revitalize. The hair is left deeply conditioned, shiny, and with breakage reduced.





# LEGACY MARVELS

## HAIR CARE

### Unibell SAC (Peru) Sumaq Hair Care Range

The Sumaq hair care range draws on its native Peru's indigenous ingredients. The company notes that the country's 30 different microclimates foster the development of "natural crops of high nutritional value and exceptional composition." These superfoods, the brand states, have been used since Inca times, and are infused into the Sumaq product range. Among them is maca, which provides nutrition and vitality to dry hair, which powers the brand's Maca Shampoo, Conditioner, and Hair Mask. Also within the range are hair products fortified with black quinoa, sacha inchi, kiwicha, and cat's claw.





# PORES NO MORE

## Making a poreless appearance possible

With visible pores among US Gen Z's top three skin care concerns, according to beauty technology company Revieve's 2021 report, brands are doubling down on products that unclog pores and reveal skin and its brightest and best. Naturally derived ingredients remain a favorite method of clearing pores, whether it's Korean chestnut extract, papaya and grapefruit enzymes, or pore-minimizing cucumber extract. These formulations also promise to care for and hydrate skin while clearing pores, showing skin care consumers that they can have it all.

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# PORES NO MORE

## SKIN CARE

Molvany (South Korea)

### Hypoallergenic LHA CIS Gel Cleanser

Korean brand Molvany's Yulpi Pore Care line is formulated around yulpi, a term that refers to the inner shell of chestnuts. This chestnut extract is prized in South Korea for drawing impurities from pores and improving skin elasticity. The cleanser contains chestnut extracts sourced from Gongju, an area in South Korea renowned for producing chestnuts. The cleanser promises to help shed dead skin cells, remove impurities in pores, improve skin texture and improve pores' appearance. It also cleans without irritation, with a pH that is similar to the skin's, with the LHA ingredient, a derivative of salicylic acid, acting gently on the skin's upper layer to help it shed dead skin cells. And the formula's eight-fold hyaluronic acid complex leaves the skin nurtured, smooth, moisturized, and more resilient.



# PORES NO MORE

## SKIN CARE

### Spa Sciences (USA) Enzymatic Scrub

This scrub is infused with ingredients including papaya extract and grapefruit extract, whose enzymes act to exfoliate the skin, while pineapple and pomegranate enzymes help to clear congested skin and reduce the appearance of enlarged pores, the brand says. The scrub also contains aloe vera extract to rejuvenate skin, and agar agar powder to improve moisture retention. Spa Sciences notes that exfoliating the dead layer of skin reveals a brighter complexion, reduces the appearance of hyperpigmentation, and improves overall skin texture. Known for its at-home skin care devices, Spa Sciences also offers a full skin care range addressing targeted skin care concerns. The scrub is intended to be used once a week and can be used by those with all skin types.





# PORES NO MORE

## SKIN CARE

La Maxime (Australia)

### Antioxidant Youthful Glow Toning Milk

Australian brand La Maxime says that its multi-tasking, skin-brightening toning milk “minimizes pores, brightens [the] complexion, improves elasticity, reduces dark spots, and smooths fine lines.” Among its ingredients are Australian organic cucumber extracts and rose hydrosol, which help to minimize pores and balance the skin’s pH. And its extracts of cucumber, kiwi, Kakadu, and Lilli Pilli hydrate the skin, too. The formula is composed of 100% plant-based ingredients and antioxidants, and is suitable for those with dry, oily, acne-prone, or sensitive skin, leaving no greasy residue after application. Like all La Maxime products, the Toning Milk spotlights native Australian ingredients, among them kiwi; the Kakadu plum, an antioxidant-rich fruit; Lilli Pilli extract, a berry extract; and cucumber extract.



# DEMOCRATIC BEAUTY

## Quality that's accessible to all

Effective beauty products shouldn't be limited to those with the deepest pockets. That's the message from a clutch of beauty brands, who are showcasing product ranges that positively impact the hair and skin, while being affordable, too. Elegantly packaged, these ranges speak to consumers who are concerned about rising inflation and the increasing cost of living, offering personal care that is uplifting to use, without an inflated price tag.



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# DEMOCRATIC BEAUTY

## HAIR CARE

Common Care (Canada)

### Common Care Hair Product Range

Common Care says it is “on a mission to make clean hair care accessible to all.” The range comprises the Nourishing Shampoo and Conditioner, both with argan oil and vitamin E; and Argan Hair Elixir to add shine and tame frizz. With each product priced at US \$9.99, the line is presented in sleek white packaging with simple black lettering. The brand says its key pillars are “quality, affordability, and sustainability.” It states that “by eliminating unnecessary costs and focusing on efficient production processes, we are able to offer our customers premium hair care at a price that won't break the bank.”



# DEMOCRATIC BEAUTY

## HAIR CARE

### SHHY Beauty (USA) **BOUNCE Curl Defining Cream**

SHHY Beauty founder Shylynn Oubre's aim is to "create a community to empower individuals to be unapologetically themselves." Priced at US \$15, the BOUNCE Curl Defining Cream is intended to maintain natural movement and flexibility for curly hair, so curl definition lasts longer. The cream is formulated with rice amino acid to strengthen hair roots, repair damaged hair, and protect it from further damage; avocado oil to moisturize, repair, and strengthen hair while adding shine; and sea buckthorn to aid collagen production, protect against oxidative stress, and promote hair strength and elasticity. The cream should be applied to damp hair, after washing and before styling.





# DEMOCRATIC BEAUTY

## MAKE-UP

### Kara Beauty (USA) Essential Lip Oil

Kara Beauty aspires to offer “budget-friendly prices without sacrificing quality or creativity.” Chiming with this goal, the brand’s new collection of Essential products showcases targeted make-up and skin care solutions that are affordably priced. Among the range is the brand’s Essential Lip Oil, formulated to offer both high shine and hydration, thanks to its infusion of shea butter and vitamin E. The shea butter smooths dry and chapped lips, while leaving lips with a non-sticky, shiny finish coupled with a supple, hydrated sensation. In three translucent shades - Rose Glow, Garden Glow, and Lilac Glow - the lip oil is priced at US \$8. Also among the range is the Essential Face Primer, Essential Setting Spray, Essential Eye Primer, Essential Micro Brow Pencil, and Essential Setting Powder.



# HYDRA VITA

## Hydrating the skin on myriad levels

Hydrated skin continues to be one of skin care's holy grails, with several product launches infusing hydration into every step of the skin care routine, from cleansing to moisturizing. Some brands employ technology such as various weights of hyaluronic acid to ensure hydration is delivered to the deepest layers of the skin, while others deliver their products in single-use sachets to ensure the ingredients' freshness. And to retain that hydration, improving the skin's barrier function is key to these formulas, too. Dehydration, begone.



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# HYDRA VITA

## SKIN CARE

### Strip MakeUp (USA) Caviar Jelly Makeup Remover

This cleanser claims to hydrate, balance the skin's pH, and reduce all visible signs of aging while “melting away dirt, make-up, and impurities.” The bi-phasic cleanser has been formulated using a microfluidic technology developed at Harvard University. It contains the prebiotic-enriched Rosaliss Active Complex, extracted from the *Rosa centifolia* flower, which the brand says reduces the appearance of fine lines and wrinkles, while improving hydration recovery and plumping skin. Alongside this is acai berry extract, a concentrated antioxidant that balances skin pH and revives dull, irritated, and rough skin; pomegranate extract, whose collagen peptides help keep skin supple and elastic; and hyaluronic acid to replenish dehydrated skin while restoring the skin's moisture barrier. The brand says that in clinical trials, users saw a 75% boost in hydration after one use, and after 15 days of use a 20% increase in skin firmness as well as a 27% decrease in fine lines.



# HYDRA VITA

## SKIN CARE

### LightWater Skin (USA) PM Replenishing Cream

“Super hydrators” are among the ingredients in LightWater Skin’s PM Replenishing Cream, including glycerin, ceramides, squalane, phytosphingosine, sweet almond oil, sweet cherry oil, and olive oil. The cream also contains replenishing nutrients, such as goji berry extract and omega-3 fatty acids, and the probiotic *Lactobacillus* ferment. Packaged in supplement-like sachets, so the cream’s ingredients remain potent and fresh for each use, the company says that the cream hydrates, strengthens the skin’s barrier, and supports skin repair and renewal as one sleeps. The brand says that its skin care is “as fresh as whole foods,” with its individual packaging making it “more effective,” as the ingredients don’t degrade with exposure to light and air.





# HYDRA VITA

## SKIN CARE

KYC LLC (USA)

### REVIVYou – Hydra+ Serum Face Cream

The REVIVYou Hydra+ Serum Face Cream contains REVIVYou's triple hyaluronic acid compound and a sodium hyaluronate cross polymer. This technology, the brand says, has the potential to provide skin with "constant hydration." When the skin is hydrated, it can better protect itself from free radical damage, and absorb active ingredients more effectively, REVIVYou says. The three types of hyaluronic acid in the product act on multiple levels in the skin: the first acts as a "sponge," pulling the cream's beneficial ingredients – including squalene and collagen – into the skin; the second encapsulates the ingredients, ensuring they impact the lower dermal layers; and the third has a higher molecular weight, allowing the ingredients to "sink" to the lower dermal layers.



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# Thank you !

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