

COSMOPROF
NORTH AMERICA LAS VEGAS

presents

COSMO TRENDS

Exclusive report curated by

BEAUTYSTREAMS



Both style and substance are front and center at this year's Cosmoprof North America. On the one hand, advanced ingredients are in the spotlight, taking skin care, hair care, body care, and scalp care to the next level. Yet at the same time, sensorial and aesthetic benefits are in focus, too, as brands craft products that offer instant gratification, both in their results and in how they feel. Zeroing in on the key movements, Cosmoprof North America presents the latest edition of the CosmoTrends Report, in collaboration with renowned global beauty trend authority BEAUTYSTREAMS.

The CosmoTrends Report is an essential trend guide for the beauty industry, showcasing product innovation and notable brands among the exhibitors at Cosmoprof and Cosmopack North America 2026. For this report, Cosmoprof invited the show's exhibitors to submit their latest innovations. BEAUTYSTREAMS then analyzed hundreds of online submissions to identify the most captivating trends. The resulting report highlights the most exciting new directions, pointing to where beauty is headed next.

PRE-SHOW TRENDS OVERVIEW

The science-backed and the sensorial get equal billing at this year's Cosmoprof and Cosmopack North America Las Vegas. Advanced ingredients come to the fore in formulations that spotlight NAD+ and its precursors, known for powering the skin's cellular energy and its own repair mechanisms, alongside products that spotlight collagen and those ingredients that boost its production in the skin. Meanwhile, scalp care is very much in focus, with brands highlighting both this category's sensorial and functional benefits. Hair styling is set to become even more appealing to consumers, with innovation centered on products that give impactful aesthetic results while caring for the hair, too. And sun care continues to evolve, with formulations that are more elegant, advanced, and effortless to wear than ever before. Read on to discover the trends to know.

A surreal illustration featuring a large, glowing pink sphere with a complex, branching internal structure resembling a neuron or a molecular model. It is surrounded by soft, pink, cloud-like textures and smaller, translucent spheres. The background is a soft, hazy landscape with pink and orange tones.

**NAD+
BOOST**

Upping skin longevity.

A surreal illustration featuring a large, circular, sun-like object with a face, emitting rays of light. A figure in a long, flowing, light-colored robe stands in front of it, holding a large, circular, sun-like object. The background is a hazy, mountainous landscape with pink and orange tones.

**HAUTE
SUN**

Evolving UV
protection.

A surreal illustration featuring a woman's head with her eyes closed, resting on a pedestal. Her hands are placed on her temples, and a large, glowing, pink, circular object is positioned behind her head. The background is a hazy, mountainous landscape with pink and orange tones.

**SCALP
ZONING**

Spotlighting the scalp.

A surreal illustration featuring a woman's head with her hair styled in a large, dark, curly bun. A large, pink, ribbon-like object is tied around the bun. The background is a hazy, mountainous landscape with pink and orange tones.

**STYLE
& CARE**

Multi-taskers for hair.

A surreal illustration featuring a woman's head in profile, with a large, glowing, pink, circular object positioned behind her head. The background is a hazy, mountainous landscape with pink and orange tones.

**COLLA-
GENIUS**

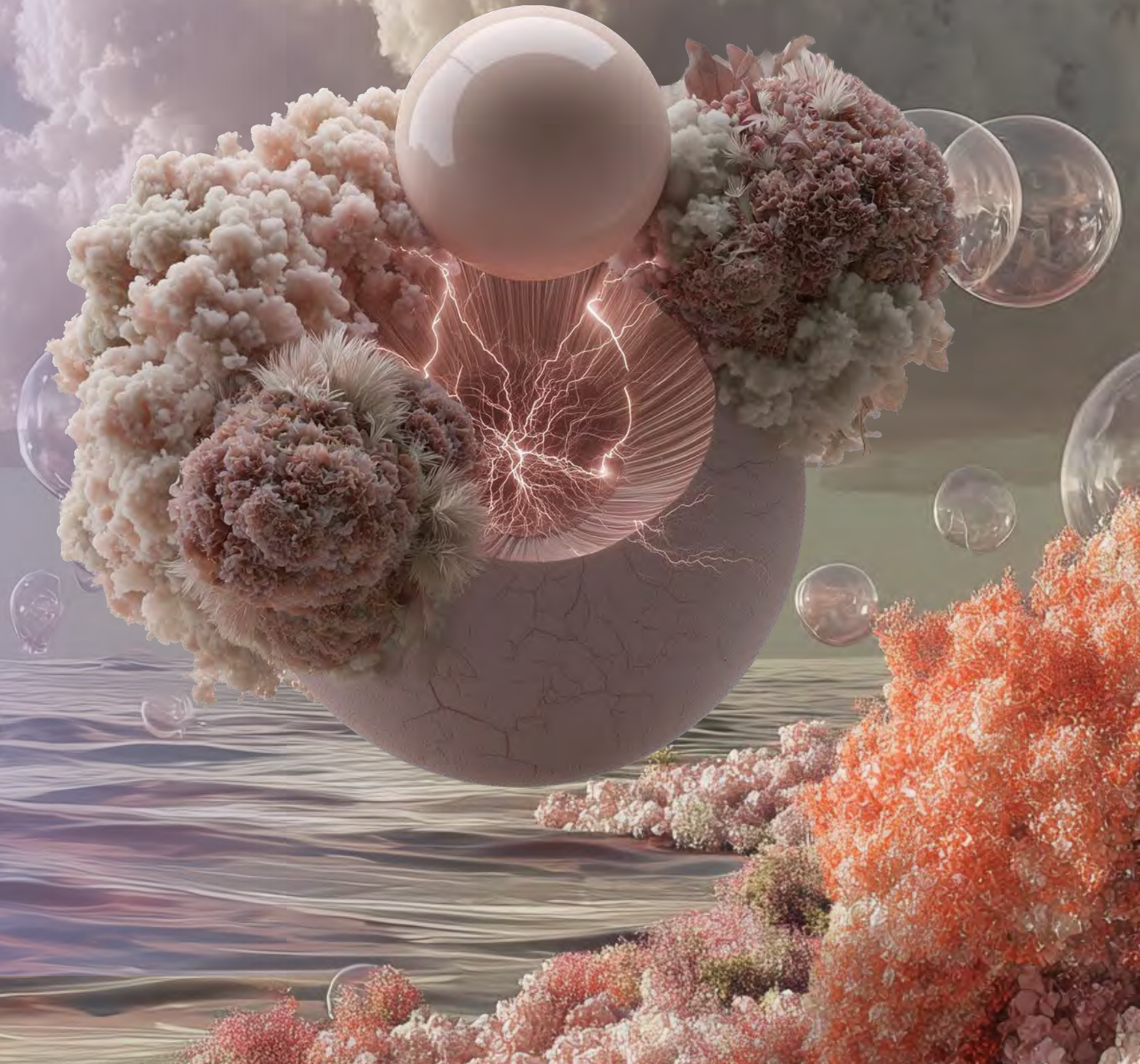
Cross-category
collagen.

NAD+ BOOST

Upping skin longevity.

Just call it a skin care powerhouse. NAD+, the active form of nicotinamide adenine dinucleotide, and its precursors, are on the rise in cosmetic formulations. This molecule, which occurs naturally in the body, is prized for boosting skin's cellular energy and its ability to repair itself. The nicotinamide adenine dinucleotide market – driven by increased customer demand for anti-aging products and growing knowledge of NAD+'s advantages in enhancing metabolism, [Insight Analytic reports](#), is forecast to grow to US \$2149.59 million by the year 2034, at a CAGR of 13.02%. This ingredient is particularly apt considering that longevity is now among consumers' primary skin care goals. At this year's Cosmoprof North America Las Vegas, discover how brands are employing the ingredient to reignite skin's youthfulness.

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NAD+ BOOST

FACTS

The NAD+ market size was valued at US \$627.75 million in 2024 and is predicted to reach US \$2149.59 million by the year 2034, growing at a 13.02% CAGR during the 2025 to 2034 forecast period.

Source: Insight Analytics

NAD+ precursors – such as NMN – are key to the skin longevity trend for 2026, UL Prospector reports.

In skin care, NAD+ is being infused into formats such as masks and serums, and paired with ingredients spanning NMN, collagen, and PDRN to enhance skin's longevity.

NAD+ BOOST

SKIN CARE

KIKIGLOW – South Korea
**GRAPE 70 NMN NAD+ PDRN MOISTURE BARRIER
HYDROGEL MASK**
Booth: Main Hall/40203

This hydrogel mask, whose blue shade turns transparent when its active ingredients have been delivered into the skin, is infused with the slow-aging ingredients NMN and NAD⁺ to support skin regeneration and improve firmness. Alongside this, niacinamide, ceramide, and panthenol help brighten the complexion, strengthen the skin barrier, soothe sensitivity, and provide hydration. And rather than purified water, the mask is infused with 70% grape water which delivers antioxidant protection and moisture retention. The formula's color-changing effects are thanks to its temperature-reactive technology that responds to body temperature, changing color as the actives absorb into the skin. The mask also delivers a cooling sensation as the hydrogel reacts to skin temperature, while a fresh grape-inspired scent enhances the experience, and the skin is left with a glass-skin finish. After use, the remaining hydrogel mask structure can be dissolved in warm water to use as a body serum.



NAD+ BOOST

SKIN CARE

STANDARD SEOUL (XATION CO., LTD.) – South Korea COLLAGEN PURE AURORA VEIL™ - FIRMING GLOW TRUE LIGHT SERUM

Booth: Main Hall/30190

NADBIOME – a form of nicotinamide adenine dinucleotide – is among the ingredients in the brand's COLLAGEN PURE AURORA VEIL™ complex, which powers this multi-tasking serum, whose formula improves skin tone, texture, elasticity, and radiance. Among the serum's collagen ingredients is Reallagen™ GAE, a recombinant type III human-like collagen liquid obtained from yeast fermentation, with RHC (or recombinant human collagen) purity not less than 99.0%, which offers anti-aging, anti-wrinkle, moisturizing, skin firming, and skin repairing benefits. The collagen ingredients support elasticity and firming care, while alongside this, glutathione supports brightening and a clearer-looking skin tone; hydrolyzed pearl extract creates radiance; PHA helps refine rough skin texture; and PDRN reinforces elasticity. Niacinamide – another NAD+ precursor – and adenosine provide brightening and anti-wrinkle care, and chia seed extract, artichoke leaf extract, edelweiss callus culture extract, bioflavonoids, and *Lactobacillus* ferment lysate offer nourishment and skin conditioning.



NAD+ BOOST

SKIN CARE

V-OLA (CELFIT BEAUTY) – South Korea
NAD+ Gold Thread Lifting Serum
Booth: Main Hall/30053

This serum is formulated with NADSOME, a nano-liposome delivery technology, to deliver encapsulated NAD+ efficiently into the skin, helping to improve the look of firmness, radiance, and create resilient-looking skin. In tandem with the NAD+, ingredients including PCL – or polycaprolactone, a collagen stimulator – colloidal gold, atelocollagen, and natural seaweed-derived components are formed into the thread-like fibers, to create a visual appeal. Alongside this, the formula's Self-Crosslinking Technology allows the fibers to maintain their structure in the serum and melt smoothly with gentle rubbing during application. The serum also incorporates an active ingredient stabilization system designed to help protect light- and air-sensitive ingredients within the fiber structure. Supporting its benefits are ingredients including a 91-12GF complex; Fiber Gold-3; Aphilcap PN, an antioxidant; peptides; panthenol; betaine; hydrolyzed collagen; and HS PG, a humectant.



NAD+ BOOST

SKIN CARE

Metamorphosis Light Therapy – USA
Metamorphosis Energize Red Light Activator Serum
Booth: Main Hall/BV10085

5% niacinamide, which supports NAD+ pathways in the skin, is among this patent-pending serum's ingredients to enhance the effects of red and near-infrared light therapy. This action helps to prepare skin for red light therapy, so it's primed to respond to the therapy's activation of skin cells' mitochondria. Also key to the formula is PhotoActiv8™, a proprietary patent-pending technology that delivers mitochondrial primers to the skin. They include ubiquinol, the active reduced form of CoQ10, which participates in the mitochondrial electron transport chain activated by red and near-infrared light. Alongside this is astaxanthin, which protects mitochondria during the brief reactive oxygen species response triggered by light therapy; adenosine, the precursor to ATP, the cellular energy molecule that red-light therapy increases; and GHK-Cu, a copper-binding peptide that signals skin to produce collagen and elastin. The serum contains no oils, silicones, or fragrance, creating no barrier to light penetration.



NAD+ BOOST

FUTURE OPPORTUNITIES

Interest in NAD+ - and NAD's precursor ingredients – speaks to how consumers are now prioritizing boosting their skin's own innate processes to ensure its longevity and a youthful appearance. Indeed, [Spate's 2026 Ingredients report](#) found that NAD, or nicotinamide adenine dinucleotide, was the third-placed ingredient driving year-on-year growth in popularity in skin care ingredients based on U.S. Google, TikTok, and Instagram searches in the year from March 2025 to February 2026. Searches for NAD rose by 2.2K% over the year.

More Than Skin Care

Like all advanced beauty ingredients, there's potential for NAD+ and its precursors to go beyond skin care and into adjacent beauty categories.

Implications:

- Brands could experiment with this ingredient in advanced facial make-up formulations, such as foundations, CC creams, or concealers.
- Scalp care too could draw on NAD+ and its precursors, to boost scalp longevity.
- In advanced body care solutions, the ingredient could be positioned as a youth-boosting active.

Superpower Supplements

While NAD+ supplements are already well-established, they could be associated more directly with a beauty point of view as opposed to their current holistic health positioning.

Implications:

- Brands could bill NAD+ supplements as promoting skin health and longevity and present them in easy-to-take formats, such as gummies or strips.
- Work with dermatologists to educate consumers on how exactly NAD+ can impact skin's appearance.
- NAD+ precursor NMN has also [been found](#) to have a positive effect on hair growth, creating opportunities around hair supplements.

HAUTE SUN

Evolving UV protection.

Sun care is no longer a utilitarian product. GW magazine reports that the skinification of sun care is a “baseline” expectation among consumers in 2026. Indeed, it’s becoming a key pillar of skin care routines, as Mintel data finds that in Canada, 57% of sunscreen users apply it more often due to concerns about aging. This is reflected in the sunscreen formulas on show at Cosmoprof North America Las Vegas, which span sunscreen targeted at the scalp; elegant, serum-like formulations that can be effortlessly re-applied throughout the day; and textures that glide on the skin for a weightless, velvety finish. As sunscreen becomes a skin care non-negotiable, brands are responding with formulations that seamlessly fit into skin care and scalp care routines.

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HAUTE SUN

FACTS

Global sun care sales are forecast to increase from US \$15.5 billion in 2025 to US \$19.4 billion in 2030, registering a CAGR of 4.7%.

Data from Circana finds that in the U.S., the prestige sunscreen market outpaced the mass sunscreen market in 2025. Dollar sales of prestige skin care sunscreens increased by 11% in the two weeks leading up to Memorial Day in 2025, while mass skin care sunscreens dipped 2%.

Sun care ingredients at Cosmoprof North America include zinc, witch hazel, *Centella asiatica*, aloe vera, and niacinamide.

HAUTE SUN

FORMULA

Solésence Beauty Science – USA
Scalp Screen Dry Shampoo SPF 45+ Sunscreen
Booth: Main Hall/40351

The scalp becomes the focus of sun protection thanks to this dry shampoo formula. The powder formula is powered by Solésence Klear™ technology, a non-nano, mineral-based, broad-spectrum SPF 45+ sunscreen that protects the skin from 97%+ of UV radiation, while reducing pollution-induced free radicals by over 85%. The ingredient can also be combined with an antioxidant complex that works with Solésence Klear™ to boost antioxidant activity by as much as 200%. Also among the ingredients are zinc oxide made using a water-free production process; binchotan white charcoal and microzest bamboo which absorb excess oil and perspiration; 2% niacinamide for skin soothing, reducing itchiness and irritation; natural chickweed herb to soothe redness and inflammation; and witch hazel leaf extract to soothe inflammation, regulate oil production, and deodorize. The formula comes in one universal shade to suit multiple hair colors and types.



HAUTE SUN

FORMULA

OTCM by SUNJIN BEAUTY SCIENCE – South Korea
UnseenPlus Sunscreen SPF50 Broadpectrum
Booth: Main Hall/46358

An innovative sun care formula that takes organic UV filters and encapsulates them inside natural mineral silica – an innovation known as a UV Capsule. This means the formula doesn't rely on oil, thus achieving clear, silicone-free, and ultra-lightweight SPF 50 broad-spectrum protection. The formula is shaped around a Skin Base Building Technology, which sees three synergistic systems work as one. These systems are composed of the UV Capsule, a patented porous silica encapsulation that houses sticky organic filters, eliminating tackiness while maximizing film uniformity; the TexFix Formula, a silicone-free 3D network that blurs pores and refines texture for a primer-like finish; and the OilZero Powder, which absorbs three times its weight in sebum to maintain a fresh, velvety matte finish and a stable UV film. The result on the skin is silicone-free SPF protection combined with a perfected, velvety-matte finish.



HAUTE SUN

SUN CARE

THANK YOU FARMER Co., Ltd. – South Korea
**Sun Project Silky Calming Sun Stick Broad Spectrum
SPF 50**

Booth: Main Hall/33041

A sunscreen stick formulated with a silky matte texture, to make applying sunscreen throughout the day – and over make-up – effortless. The formula glides smoothly on the skin and is breathable to wear, either on bare skin or over make-up. Alongside SPF 50+ protection, tested using FDA-recognized methods, the stick is composed of a skin care-meets-sun care formula, with actives including a *Centella asiatica* complex, hyaluronic acid, and tea tree leaf water to support skin comfort and hydration. The stick is designed to minimize greasy residue, sticky after-feel, and a visible white cast. The product is water-resistant for up to 80 minutes, and can be used during daily wear, travel, and outdoor activities.



HAUTE SUN

SUN CARE

TIMESAVVY® (ProBetter USA., Inc.) – USA
Hybrid XL Cushion Sun Serum
Booth: Main Hall/31179

This product transforms sun care into a cushion formula, combining SPF 50 UV protection with a lightweight serum texture. The cushion format means that the sunscreen can be re-applied effortlessly throughout the day, encouraging more consistent use. The cushion's ingredients include a hybrid sunscreen formula combining mineral and UV filters for SPF 50 protection that's wearable with a reduced white cast, alongside skin care ingredients niacinamide, *Centella asiatica* extract, aloe vera leaf extract, hydrolyzed collagen, and adenosine. The oversized design of the cushion offers a faster, more even application, while the cooling puff technology delivers a refreshing feel during use. The cushion format – which can be applied over make-up – also makes the product easier to carry throughout the day.



HAUTE SUN

Sun care is now infiltrating every beauty category, as consumers are aware of how important sun protection is both in terms of guarding against skin cancer and preserving their skin's longevity. For the future, those brands that win at sun care will combine elegant, wearable formulas with reliable protection proven under rigorous testing – that meets different countries' requirements – in formats that fit seamlessly into the everyday.

Enhanced Textures

Now that it's expected that sunscreen will leave no white cast on any skin tone, to take the category to the next level brands should create sun care textures and formats that feel positively sensorial to use.

Implications:

- Serum-like textures would make applying sunscreen feel more sensorial and less of a chore.
- Infuse sunscreen into sheer make-up formulas while providing reliable protection.
- Translucent powder, stick, and cushion formulas that don't disturb make-up mean there's more likelihood of sunscreen being applied.

FUTURE OPPORTUNITIES

Longevity in Focus

As longevity is such a central concern for beauty consumers today, storytelling should focus on how SPF is key to skin's longevity and staving off signs of aging.

Implications:

- Position SPF as being key to longevity topicals, so consumers are aware it should form a key pillar of a skin care routine.
- Include SPF in less expected categories, such as lip and eye care, protecting areas that can be highly susceptible to UV damage.
- Make hair and scalp a focus of SPF and UV protection, both to protect the scalp and preserve hair's longevity.

SCALP ZONING

Spotlighting the scalp.

Beauty's focus on scalp care is only intensifying. According to [Coherent Market Insights](#), the scalp care market was valued at US \$15.81 billion in 2026 and is forecast to reach US \$25.88 billion in 2033, growing at a CAGR of 7.3% between 2026 and 2033. There's a growing realization among consumers that caring for the scalp equates to enhanced hair quality. Indeed, the crop of scalp-first products at Cosmoprof North America Las Vegas spotlights formulas that prime the scalp to enhance hair fullness and growth. Leveraging ingredients such as exosomes, cooling actives, peptides, and niacinamide, these formulas position the scalp as a skin care category in its own right.

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SCALP ZONING

FACTS

The scalp care market was valued at US \$15.81 billion in 2026 and is forecast to reach US \$25.88 billion in 2033, growing at a CAGR of 7.3% between 2026 and 2033.

Source: [Coherent Market Insights](#).

Sensoriality is a key feature of scalp care formulas, with some positioning caring for the scalp as a spa-like experience.

Use of GLP-1s is another key factor driving scalp care, as hair loss can be caused by the drugs' appetite suppression, the [*Wall Street Journal*](#) reports.

SCALP ZONING

HAIR CARE

ASCEplus (ExoCoBio Inc) – South Korea
EXOMIST Platinum HR
Booth: Main Hall/28222

This product infuses exosome regenerative technology into an easy-to-use daily scalp mist. Inspired by regenerative scalp protocols, the formulation is centered around ExoCoBio's proprietary RSCE™, or rose stem cell-derived extracellular vesicles technology combined with ingredients including niacinamide, biotin, copper tripeptide-1, sodium hyaluronate, and amino acids designed to support the scalp microenvironment. To maintain the freshness of its ingredients, the mist is composed of two components: a lyophilized EXO CAPSULE-H and a Dew-Formula mist, which are mixed by the user before use. After four weeks of use, EXOMIST Platinum HR resulted in hair shedding count decreasing by 58%; scalp hydration improving by 29%; and scalp soothing parameters improving by 17%. The formula is designed as a non-sticky daily scalp maintenance formula and is suitable for post-procedure scalp care routines.



SCALP ZONING

HAIR CARE

HUFS AS – Norway
Arctic Conditioner
Booth: Main Hall/20191

Targeting the scalp, this conditioner acts to rebalance, refresh, and restore the scalp area while delivering lightweight conditioning to the hair, too. Its lightweight texture means the conditioner can be applied to the scalp without creating any build-up. The formula's ingredients include cooling agents for a refreshing sensation, helping soothe the scalp and enhancing the sensorial experience; a clinically supported anti-dandruff technology that targets the root cause of scalp imbalance by inhibiting the growth of microorganisms associated with flaking and irritation; humectants including betaine and glycols to maintain moisture balance, hydrating both scalp and hair; and lipid-rich oils, including jojoba and coconut oil, for nourishment, softness, and improved hair manageability without heaviness. In tandem, a multifunctional active complex supports the structural integrity of the hair and scalp, reinforcing hair fibers, protecting against environmental stressors, and improving hair resilience and quality.



SCALP ZONING

HAIR CARE

SONIMEDI – South Korea
Hyalferrin™ Biogen Pore Grab Shampoo
Booth: Main Hall/42222

Formulated with a chewy, gelato-type texture with ultra-adherent cream technology, this shampoo is intended to maximize scalp contact for improved delivery and absorption of active ingredients. Those ingredients include Kerabiom™_PGA and the patented Biotinoyl Tetrapeptide-51™ – combining biotin with a silk-derived tetrapeptide, GSGA – which together with caffeine and niacinamide support scalp balance, strengthen hair anchorage, and help protect against hair loss, oxidative stress, photoaging, and microbial imbalance. Alongside this, the formula's ionic bonding technology combines amino acids and bio-minerals to optimize scalp conditions and enhance ingredient performance. The formula is silicone-free and leaves zero residue to deeply cleanse pores and remove build-up while leaving hair soft, smooth, and tangle-free without the need for conditioner. In tests on 30 adults, 93% reported improved scalp comfort up to 48 hours after application, aligning with claims of reduced scalp stress and a gentle cleansing experience.



SCALP ZONING

HAIR CARE

K-Headspa – USA
Scalp Cooling Serum
Booth: Main Hall/33179

Designed to introduce a new category of scalp skin care, the Scalp Cooling Serum is intended as a daily scalp wellness ritual, packaged in an integrated brush-applicator device that delivers red light and vibration therapy. Among the serum's ingredients is a Cooling Active Complex™ that combines niacinamide for scalp conditioning and hydration; caffeine for a refreshing sensation; panthenol for moisture and soothing; zinc PCA; ectoin and beta-glucan for scalp conditioning; and a peptide complex for scalp wellness. In addition, menthol and peppermint extracts deliver a cooling sensation. The product is applied using the washable applicator with a hygienic on/off function. It can also be used with its integrated red LED and vibration functions to enhance the self-care ritual, taking inspiration from professional Korean head spa treatments. The product can be used daily, morning or evening, as part of scalp skin care routines.



SCALP ZONING

Advances in scalp care are creating a host of new opportunities for a category that's captivating consumers. Indeed, Beth Labrecque, beauty and well-being R&D engagement and activation manager at Unilever tells Yahoo that there's "a deepening consumer shift toward holistic hair health, where scalp care is no longer a secondary routine but an integrated part of the hair-care ritual." And given the importance consumers attach to addressing and staving off hair loss, this is an area forecast to grow.

DNA-Powered Care

Launches such as the Strand IQ System from Happy Head – a scalp care system informed by DNA-testing from a cheek swab – recommend scalp care based on one's genetic profile. There are many ways such precision formulating could be realized in the future.

Implications:

- Scalp care ranges could be informed by DNA testing or scalp microbiome testing, to provide truly personalized care.
- Brands could include online consultations with dermatologists and trichologists in their offering to provide more targeted care.
- Explore launching ranges that are developed according to common genetic profiles that influence hair loss.

FUTURE OPPORTUNITIES

Elevated Sensoriality

The scalp care category has a natural affinity with sensoriality, given the holistic benefits of scalp care and scalp massages. Brands could amplify this in various ways.

Implications:

- Present scalp care products alongside complementary scalp care routines and massages, for a complete ritual.
- Essential oils or botanical fragrances within scalp care formulations could add to the experience, turning it into something of a micro-escape.
- Tools such as massagers would both enhance scalp care formulas' results and provide a relaxing experience.

STYLE & CARE

Multi-taskers for hair.

As BEAUTYSTREAMS called out in our Category Convergence Beauty Movement for the 2026 to 2029 period, categories in beauty are moving ever-closer together, with consumers expecting multiple benefits in a single product, alongside ease of use and simplified routines. This trend is encapsulated at Cosmoprof North America Las Vegas in how hair styling products are infused with caring ingredients, so that as consumers style their hair, it becomes better cared for and more resilient over time. It's a trend that sees nourishing ingredients meet impressive aesthetics.

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STYLE & CARE

FACTS

The global hair styling products market size was valued at US \$10.04 billion in 2026 and is forecast to rise to US \$12.47 billion by 2031, growing at a CAGR of 4.43%.

Source: [Mordor Intelligence](#)

Ingredient manufacturer [Croda Beauty](#) says that for 2026, hair products should be “multifunctional...and low maintenance” and offer “versatility, cost-efficiency, and efficacious performance with minimal effort.”

Ingredients in the spotlight for styling products at this year’s show include hydrolyzed plant proteins, copper peptides, and botanical extracts.

STYLE & CARE

HAIR CARE

MNQA BY Q - Kuwait
butter+ - Cloud Sealing Water
Booth: Main Hall/DB14084

This leave-in conditioner both lends hair an immediate aesthetic appeal while offering structural benefits, as it targets the cuticle layer to smooth the hair and lock in moisture, for visibly improved hair structure. The formula's ingredients include polysilicone-29 and silicone quaternium-18, which provide film-forming and smoothing action, supporting cuticle alignment; UV filters which protect hair from UV-induced damage; a multi-level hyaluronic acid complex which hydrates the hair fiber at different depths for lasting moisture; hydrolyzed rice protein to support strength, elasticity, and improved texture; and a ferment complex which contributes to a scalp-friendly formulation and product stability. Alongside this, orchid extract and botanical emollients shea butter and shorea butter enhance softness, nourishment, and shine. Suitable for both styling and treatment regimes, a small amount is sprayed onto damp or dry hair and combed through. The hair can then be styled as desired, with heat or without.



STYLE & CARE

HAIR CARE

Bephor (GOOPPA Co., Ltd.) – South Korea
Oil-Blend Reviving Hair Mist [Glow Care]
Booth: Main Hall/32065

Designed for coily and textured hair, this dual-layer formula is shaken before use, whereupon the formula micro-shatters and water and oil particles are bound together. This delivers an ultra-fine moisture layer that first penetrates the hair shaft to relieve dryness, while the nutrient-rich oil layer tames frizz and improves chronic breakage. A protective lipid barrier forms over the hair's surface to deliver a "lock-in" effect that prevents moisture from evaporating. The mist's ingredients include batana oil and rosemary water alongside traditional Korean botanicals such as *Forsythia suspensa* fruit extract and *Glycyrrhiza uralensis*, or licorice extract. The formula can be applied before styling to dry hair or to wet hair as heat protection. Meanwhile, the shake-to-activate texture is intended to capture an interactive appeal, allowing the user to experience the moment the water and oil elements mix.



STYLE & CARE

HAIR CARE

SKYBOTTLE (Haneul Damda Co., Ltd.) – South Korea
Naked Pear - Perfumed Silky Hair Spray [Damage Care]
Booth: Main Hall/41218

A double-layer formula that delivers nourishment, hydration, and fragrance in a single application, as it smooths frizz and flyaways. Before use, the formula separates into an oil cream layer and a perfume essence layer, and when shaken and sprayed, the two layers blend together. The product's ingredients include a greens protein complex, composed of nine plant-derived hydrolyzed proteins – including hydrolyzed oat, wheat, sweet almond, lupine, soy, pea, and sesame – formulated in micro-sized particles which deliver strand-by-strand reinforcement and provide soft, smooth care for frizzy and damaged hair. Added to this are six keratin-based actives: hydrolyzed elastin, keratin, collagen, silk, silk amino acids, and cocoon extract, which smooth rough, damaged hair and deliver sleek, soft results, adhering to dry, frizzy strands without any sticky build-up. The formula is infused with a Naked Pear scent that deepens with each layer applied, capturing a sensorial appeal coupled with the spray's visible shine.



STYLE & CARE

HAIR CARE

Be Care Love Believe (Bio Creative Labs) – USA
Speak Volumes Mousse
Booth: Main Hall/15109

This volumizing hair mousse lifts fine, flat hair and boosts long-lasting body without any stiffness, thanks to its caring ingredients. Designed to be used for either air drying or heat drying, the mousse imparts flexible hold without crunchiness, giving hair natural movement, amplified fullness, and long-lasting shape. The mousse's key ingredients include copper peptides for scalp support, helping to energize and optimize the scalp environment for healthier-looking, fuller hair over time; caffeine for root activation, stimulating and refreshing the scalp and helping support visible lift at the roots; and biotin for hair strength, supporting hair's natural structure, so hair appears thicker, stronger, and more resilient. The mousse is applied to towel-dried hair, with a particular focus on the roots.



STYLE & CARE

HAIR CARE

Curl Keeper® (Curly Hair Solutions) - Canada
HydraLift™ Volumizing Foam
Booth: Main Hall/27199

A mousse offering flexible curl definition, airy volume, and softness, without the stiffness, crunch, or heaviness associated with traditional volumizing mousse. The product achieves this via ingredients including lightweight volumizing polymers to help create airy lift and flexible body; glycerin and panthenol to help support hydration, softness, and curl flexibility; polyquaternium-11 which helps to enhance curl definition and style longevity; and a humidity-support styling system which helps minimize frizz while maintaining natural movement. The product is billed as ideal for fine or flat curl types and is layerable with other styling products as part of daily styling routines. To use, the product is applied to clean, damp hair and distributed through curls from roots to ends, before scrunching or diffusing.



STYLE & CARE

HAIR CARE

HUFS AS – Norway

Ocean Foam

Booth: Booth: Main Hall/20191

Ocean Foam combines the texturizing effect of salt-based styling with advanced conditioning and protective technologies, all in a lightweight foam format. Offering texture without the dryness and rigidity associated with salt sprays, the product's ingredients include salt, which provides natural texture and grip allowing for volume and movement; flexible styling polymers for long-lasting hold with softness and flexibility; conditioning agents, including plant-derived polymers, to improve manageability and reduce frizz; and humectants such as glycerin and glycols which help maintain moisture balance, preventing the drying effects of salt. The formulation also includes a multifunctional active complex to support hair and scalp integrity, which works through a biomimetic approach, helping to reinforce hair structure, protect against external stressors, and improve hair resilience and quality. Antioxidants also contribute to healthier-looking hair over time. The product can be applied to hair before air drying or heat drying.



STYLE & CARE

Hair styling that doesn't damage hair is now becoming woven into the hair category. Looking ahead, brands can innovate by both tailoring styling products that care to specific hair types, alongside infusing products with ever-more advanced actives.

Targeted Style & Care

As different regions of the world become more diverse – for instance, the European Black hair care market is projected to reach US \$977.99 million by 2034, registering a CAGR of 4.2% over the 2025 to 2034 period – tailoring styling and care products to different hair textures will be key.

Implications:

- Create styling products that target different curl types and textures, infused with active ingredients that protect this delicate hair type from heat and friction.
- As cleansing and conditioning form an important part of the styling result, conceive complete ranges for textured hair that prioritize style & care goals equally.
- A range of finishes – from glossy through to more matte and textured – could be explored.

FUTURE OPPORTUNITIES

Next-Level Repair

Styling products don't have to only be about aesthetic finish or surface care, with biological repair systems one interesting area of innovation. Manufacturer Meiyume points to “enzymatic and biomimetic technologies [that] actively weld broken disulfide and peptide bonds inside the hair fiber, offering permanent structural restoration.”

Implications:

- Brands could explore how leave-on products such as hair sprays and serums could be infused with innovative bond repair technology, repairing while providing aesthetic benefits.
- Infusing such products with fragrances would lend an added appeal.
- Think lightweight textures to make these products inviting and intuitive to apply.

COLLA-GENIUS

Cross-category collagen.

Topical collagen – and ingredients that boost collagen production in the skin – are gaining traction in 2026. These products spotlight collagen to plump the complexion, with *Harper's Bazaar* reporting that the ingredient can act as a humectant, while peptides such as copper tripeptide-1 stimulate collagen synthesis in the skin, aiming to counteract the loss of collagen that can occur from one's mid-20's onward, and that intensifies during menopause and perimenopause. Indeed, Dr. Dendy Engelman tells *Porter* magazine that “encouraging the skin to produce its own collagen, elastin, and hyaluronic acid is now considered the gold standard for resilient skin that ages well.” Brands are responding by infusing products with both collagen and collagen boosters, for skin that appears to glow from within.

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COLLA-GENIUS

FACTS

The global skin care collagen market size is projected to grow from US \$7.4 billion in 2025 to US \$11.8 billion by 2032, exhibiting a CAGR of 6.8% during the forecast period.

Source: Stats Market Research

The category is continually innovating. In April, BASF launched SkinNexus™ Collag3n, a recombinant collagen III fragment that demonstrated improvements in skin tonicity, sagging, and visible reduction in the appearance of fine lines and wrinkles after four weeks of topical use.

Collagen is no longer just for skin care; it's making its way into body care and make-up, too.

COLLA-GENIUS

MAKE-UP

mixsoon (Parket Inc) – South Korea
PDRN Collagen Tinted Moisturizer
Booth: Main Hall/39178

French collagen is combined with rice PDRN and peptides in this tinted moisturizer's 74% skin care formula, which delivers plumping, brightening, and anti-wrinkle benefits while providing a weightless veil of color. The product comes in ten adaptive shades, which harmonize to each person's undertones to create a healthy-looking glow. Added to this, the formula's easy-wearing technology allows for a seamless application using the fingertips, so the product melts into the face's contours for a natural finish with no harsh lines. Clinical trials from February 2026 proved the formula's 24-hour longevity, finding that it maintains a vibrant tone without oxidation, alongside an instant blurring effect which refines the appearance of pores and texture by 32%.



COLLA-GENIUS

SKIN CARE

Havyn - USA

Comforting Collagen Hand Cream - Hope

Booth: Main Hall/BV9076

Collagen comes to hand cream in this indulgent product, which combines scent and care in a single formula – while excluding all 82 EU-listed fragrance allergens. Among the formula's ingredients are marine-derived vegan collagen to support skin elasticity; ectoin to help restore the skin barrier and reduce roughness; and snow mushroom extract for lasting hydration and nourishment. This creates a rich yet elegant cushion cream texture that absorbs without any greasy residue. As for the formula's Hope fragrance, it combines notes of peony, pomelo, and rose. The cream deeply hydrates and nourishes dry, stressed skin on the hands, leaving skin softer, smoother, and more supple-looking.



COLLA-GENIUS

SKIN CARE

Pure & Cimple LLC – USA
superPeptide GHK-Cu + HA Pro-Collagen Serum
Booth: Main Hall/BV8076

Designed to treat women's skin during perimenopause and menopause, this serum employs copper tripeptide-1 (GHK-Cu) at 1% – the full clinical strength – to reactivate the skin's natural collagen and elastin repair signal, addressing the collagen loss that can occur post-menopause, alongside a loss of skin density and firmness. The formula combines GHK-Cu with palmitoyl tripeptide-5, a "builder" peptide that mimics the body's mechanism to boost collagen synthesis. This ingredient works synergistically with GHK-Cu to remodel skin's architecture, restore density, and visibly firm. The serum also includes multi-molecular hyaluronic acid which creates a moisture channel for peptide penetration and delivers plumping and deep hydration; cica to calm redness, reduce reactivity, and support the skin barrier so the actives can work without irritation; ectoin to create a "hydration shell" around skin cells; and *Bifida* ferment lysate, a probiotic-derived microbiome shield to support skin microbiome integrity and strengthen barrier function.



COLLA-GENIUS

SKIN CARE

Guangzhou Cenkon Biochemical Products Co., Ltd –
China

CENTELLA ASIATICA SMOOTHING COLLAGEN MASK

Booth: Main Hall/44085

Within this sheet mask, ceramide and collagen-inspired lipids help support the skin barrier and maintain moisture balance. The mask's translucent blue gel collagen matrix system boasts light-reflecting minerals that provide an instant cooling sensation and improve skin comfort, for a sensorial experience that reflects the mask's calming properties. The mask is infused with a *Centella asiatica*-based botanical complex, dubbed the CalmYang® 7-Plant Complex, which helps comfort and calm the skin, reducing visible signs of redness; a peptide complex – M3000 – which supports skin renewal and improves the appearance of stressed skin; and a probiotic-inspired ECOSKIN complex that helps maintain a balanced skin environment for healthier-looking skin. The mask is free from parabens, harsh irritants, and synthetic fragrance and can be used by those with sensitive skin. The mask helps soothe, support skin barrier recovery, and maintain skin stability over time.



COLLA-GENIUS

SKIN CARE

MiGlow (Luxurious Personal Care Ltd) – UK
Rice + Collagen – Rice Ferment Facial Serum + Eye Serum
Booth: Main Hall/36128

Formulated for both the face and the under-eye area, this serum combines 10% rice ferments and extracts with hydrolyzed collagen to support smoother, softer, and healthier-looking skin while helping to improve the appearance of hydration, glow, and overall skin texture. The rice ferments are billed as containing naturally occurring amino acids, vitamins, minerals, polyphenols, and polysaccharides to support skin hydration, improve the appearance of brightness, and contribute to smoother-looking skin. And the collagen element supports skin firmness, elasticity, and smoothness. The formula is created with an encapsulated bead technology for a distinctive appearance that enhances both its appeal on the shelf and for the consumer as they use the formula.



COLLA-GENIUS

FUTURE OPPORTUNITIES

Collagen is an ingredient that consumers associate with preserving aging. Indeed, the term “collagen banking” is gaining traction, which the American Association of Plastic Surgeons describes as striving to “build, support and maintain crucial biological structures by boosting [the] body’s natural collagen production.” The organization recommends both collagen-stimulating treatments and topical retinoids as a way to do this. And while it might be debated how well collagen molecules penetrate the skin, it’s clear that the ingredient is creating buzz among consumers.

Powering Up Collagen

Low molecular weight collagen could be paired with complementary actives to help collagen both penetrate the skin and stimulate the body’s own collagen synthesis, while education helps consumers understand how to preserve collagen in the skin.

Implications:

- Ingredients such as retinoids, vitamin C, and antioxidants are all said to boost collagen production in the skin and could be infused into collagen serums.
- The concept of “banking” collagen for the future could appeal to younger consumers, to chime with Gen Z’s preventative approach to skin care.
- Storytelling should also focus on how antioxidants and SPF help preserve skin’s existing collagen reserves.

Beyond Skin Care

As skinification infiltrates every beauty category, brands could explore how collagen – and collagen-boosting ingredients – could be incorporated beyond facial skin care.

Implications:

- Scalp treatments could be promoted for boosting collagen. Indeed, Spate notes that in the year to February 2026, searches for collagen as a hair care ingredient rose 30.8% over the year.
- As body care too becomes more advanced, and consumer expectations rise, this is another area to push high-performance actives that encourage skin’s collagen synthesis.
- Brands could also experiment with next-generation, more palatable ingestible collagen supplements to deliver benefits to skin, hair, and nails.

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