

COSMOPROF  
NORTH AMERICA LAS VEGAS

presents

COSMOPROF  
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



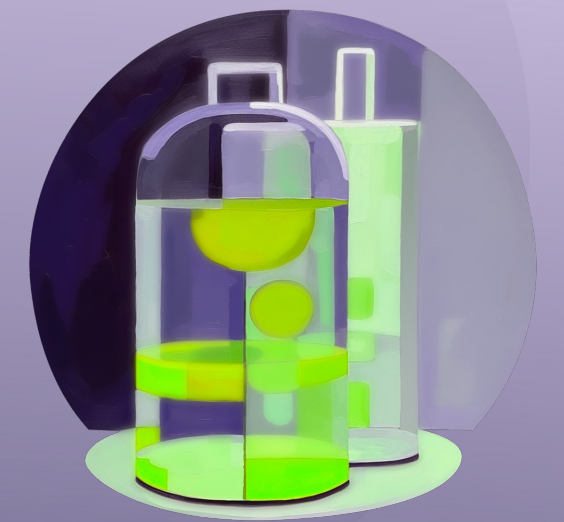
## FUNCTION UP!

Everyday personal care  
essentials get  
an upgrade



## FRUITOPIA

Fruit-infused products  
that sound positively  
edible



## HIGH-SCI

Advanced formulations  
take center stage

# 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**  
Booth #3550

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**

Booth #1629

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**

Booth #2510

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**

Booth #DBS 2249

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

Goodier (USA)

**De-Stress Refresh Gel Serum**

Booth #1948

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**

Booth #DG 2547

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

ReSaltZ (South Korea)

**Salt Massage Cleansing Bar For Facial**

Booth #5025

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**  
Booth #1729

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**

Booth #2932

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**

Booth #BVS 2945

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**

Booth #3436

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**

Booth #BVH 4243

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

Booth #MR W205

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**

Booth #3501

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**

Booth #4922

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**

Booth #BVS 2952

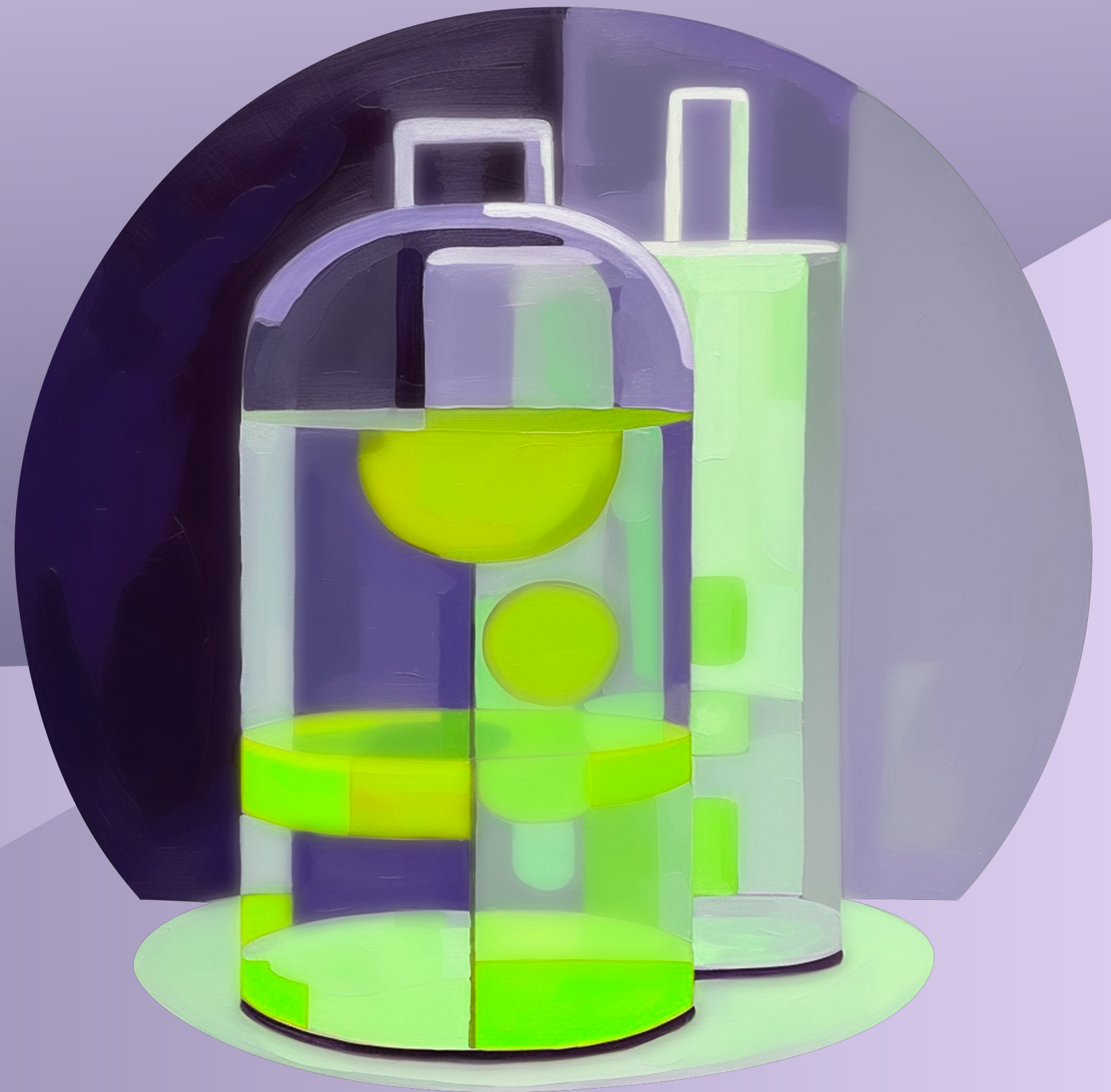
This lip gloss is spiked with Colombian chili pepper extracts, which combine with cinnamon extracts to have a plumping, tingling effect on the lips. The brand says that the product plumps lips while hydrating, thanks to jojoba oil, leaving a glossy finish that emphasizes lips' contours. The product can 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**  
Booth #DBS 2242

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**

Booth #DG 2551

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**

Booth #BVS 2949

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

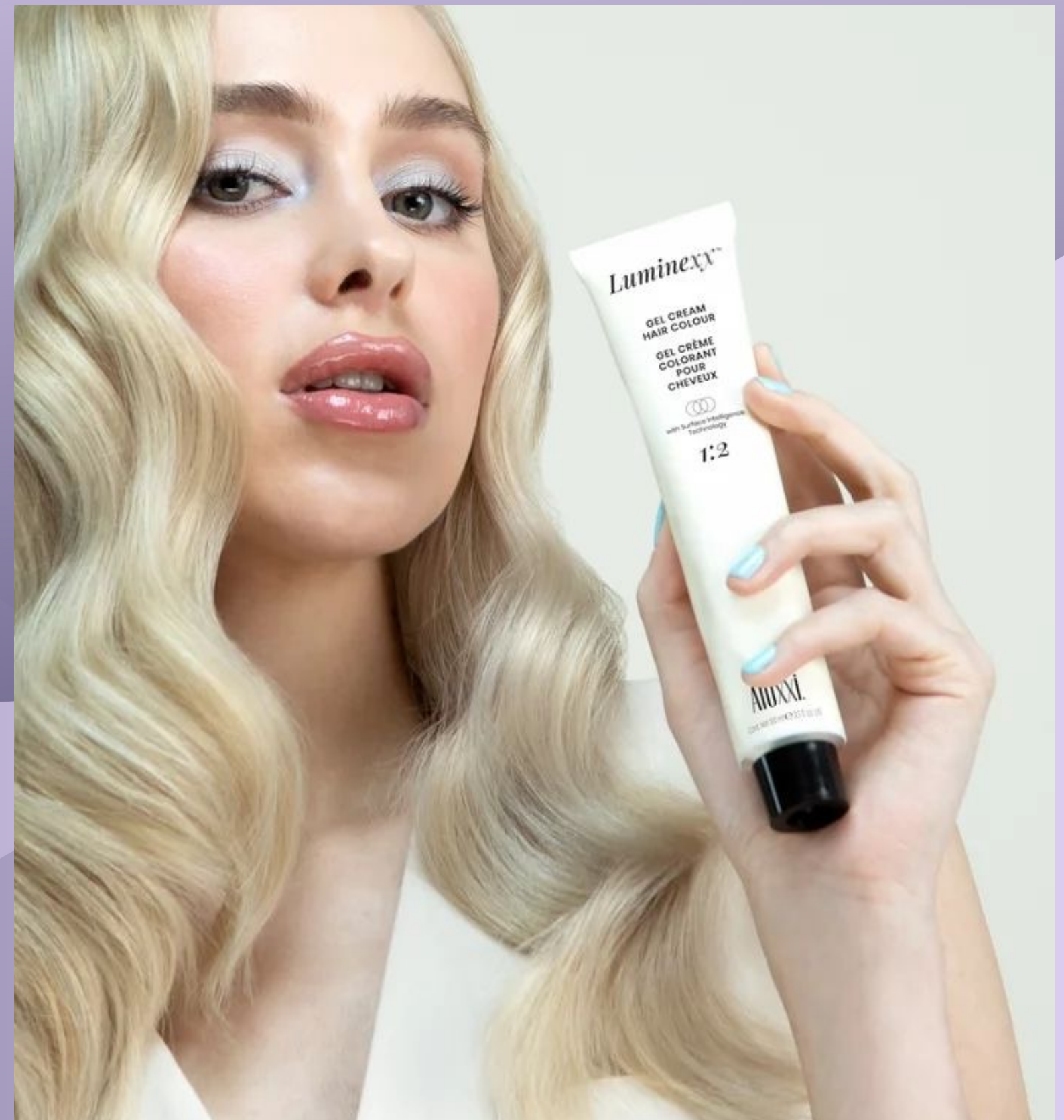
## HAIR CARE

Aloxxi International (USA)

Luminexx™ - Gel Cream Hair Colour

Booth #4901

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

Booth #BVS 3052

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*  
7 ml / 0.23 fl. oz. X 5 ea

MADECA DERMA



# HIGH-SCI

## SKIN CARE

Labo International SRL (Italy)

**Collagenina**

Booth #2715

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.



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