SEEN AT COSMOPROF WORLDWIDE BOLOGNA 2016
COSMOPROF WORLDWIDE BOLOGNA partners with global beauty trend forecasting company BEAUTYSTREAMS to highlight key product innovations spotted at this year’s show. Discover what the editors selected...
Editors’ Picks
2016

Color Cosmetics
Nail Care
Hair Care
Skin Care
Packaging & Formulation
Fragrance

Cosmoprof Worldwide Bologna
LUSH LIP OIL

Oil-based products have been making their way into prestige color cosmetics, and now are recently emerging in the mass sector as well. Danish cosmetics brand Gosh presents Lip Oil, a mix of macadamia, argan, moringa, and raspberry pip oils. It offers conditioning, hydrating, and healing properties, and leaves a non-sticky gloss finish. Available in two shades, the product is lightly tinted and is more nourishing than a lip balm.
Quirky British brand Wunder2, founded a year ago, is another first-time exhibitor. At Cosmoprof Worldwide Bologna, the company introduces Wunderkiss, a two-phase customized instant lip plumper with a 24-hour effect. It comes in a visually impactful syringe packaging. “Inject” the booster into the gloss to the plumping level desired. The more you add to the concentrated complex of collagen and hyaluronic acid, the more plumping effect and tingling sensation you achieve. No needles. No discomfort.
France-based Khadija is a line of halal-certified make-up products offered through direct sales, in an effort to offer Muslim women empowerment, by offering them financial independence and community integration. Its make-up line includes lipsticks, lip glosses, eye shadows, eye liners, and mineral powders. All are 100 percent natural and produced in factories with no risk of contamination from non-halal ingredients, right down to the cleaning products used. The brand will introduce a line of men’s skin care later this year to cater to what it sees as a gap in the market.

Khadija

PURELY HALAL

COLOR COSMETICS
Italian start-up Meley presents I’mUp, a patent-pending hybrid of make-up palette + USB/mini-USB charger for mobile phones. The upper make-up compact is rechargeable, contains a separate compartment for brushes and a mirror, and also features a light. It is available in three different shades for on-the-go use.
From Spanish firm Phergal Laboratorios comes Volumax, a pioneering, dermo-cosmetic line that provides color, care, and volume to your lips. The highly enriched formula helps to protect, moisturize, define, volumize, and prevent aging effects. It is formulated with hyaluronic acid, shea butter, wild mango, jojoba, and mimosa.
Cosmoprof’s Green Pavilion provides a showcase for Halal-certified cosmetics products for the first time, in line with the boom for such products, especially in Southeast Asia and the Middle East. The initiative is part of the Halal Beauty Care & Spa project, developed in partnership with and under the supervision of the Italian halal certification body WHAD (World Halal Development). Among the exhibitors in this area, South Korea’s Daeduck Lab Co. Ltd has developed a dedicated halal skin care line called JNH Halal, certified by Turkey’s GIMDES. The premium line includes essences, serums, and creams incorporating prestigious ingredients like gold, royal jelly, pearl extract, and ginseng.
In step with the current trend for personalized skin care, Spanish company Advanced Medical Genetics presents its genetic testing process which provides personalized dermatological diagnoses. Consumers buy a kit with a swab and send it to the company. After analysis of the sample, Advanced Medical Genetics sends the user their diagnosis. The company studies the specific fragments of DNA where genetic variants are located, allowing it to determine the consumer’s likelihood to suffer from factors including premature aging, itching, eczema, and dry skin. The diagnosis contains lifestyle recommendations like foods to avoid. The company also offers a range of targeted skin care products.
Spanish company Laboratorios Diet Esthetic offers a range of products based on jellyfish venom. The products – a gel cream, an eye contour product, and intensive treatment ampoules – are infused with DBS (Deep Blue Sea) Complex, a cocktail of marine ingredients whose main active is jellyfish extract, a rich source of fibrillin and glycoprotein. The products are intended to improve the skin’s elasticity and volume, giving a plumping effect, as well as promoting cell renewal.
The trend for DIY products is reaching new levels with the latest developments from Asia, machines with which the user can make his or her own face mask using fruits, vegetables, yogurt or even wine. China-based Honghai offers two machines (one standard, one mini) in which the user places a fruit, vegetable or other food product of choice with a peptide solution and water; waits six minutes; and presto - a fruit mask ready for application!
“Your skin care with character” – it is under this slogan that Die Kosmetikbude GmbH (a young Austrian start-up) developed a line of natural and sustainable skin care products together with their partners Donau Kanol Company. Registered with the vegan society, as well as PETA, the products contain natural fruit and plant ingredients from local farmers. They do not contain parabens and silicones. 100% cruelty-free and vegan.
Based in Austin, Texas, and Barcelona, Haute Custom Beauty claims to offer the first 100 percent tailored 30-day beauty ritual - personalized according to the consumer’s skin type, lifestyle, and skin care goals. The company has developed a proprietary algorithm in order to segment its customers according to 600 different profiles. The brand’s Tailored Beauty Ritual includes a collagen tonic, a moisturizer, and elixir ampoules for 30 days’ usage, put together for each consumer in Barcelona after an online questionnaire. The label also offers what it calls a “ready-to-wear” collection including elixirs, moisturizers, eye products, cleansers, and toners.
Several exhibitors are tapping into contouring by pitching treatments that shape the face, building on the ongoing trend for make-up in this segment. Japanese company Slim Cera, exhibiting in the Extraordinary Gallery space, offers a range of facial massage tools, which incorporate germanium-infused minerals in the plates and magnetic pads of its facial rollers. Its new Slim Cera Plus tool has a solar panel to provide micro currents that speed up blood circulation and improve product penetration.
Hong Kong-based MiLi is channeling the trend for monitoring skin care devices, offering MiLi Skinmate, which detects UV levels, and MiLi Pure, which determines hydration levels in the skin. The firm’s mini-devices are designed for on-the-go use and connect with an app to be used on a smartphone to tell users when they need to reapply products. MiLi hopes to team with brands, for example, to sell the products as part of kits with skin care and sun care products. It has already partnered with skin care brand Swissline, with a kit sold on board airlines.
HAIR CARE
HAIR TAKES A SKIN CARE APPROACH

On trend with the rage of make-up and skin care hybrids (BB cream, cushion compact, etc.), now comes a hair care line that takes a skin care approach. Spain’s Phergal Laboratorios presents the Naturtint aftercare range with four innovative formulation products: shampoo, Protective conditioner, Anti-Ageing CC cream, and Serum. Enriched with organic plant and seed oil extracts, the products have been specifically designed to promote healthy, lustrous hair with long-lasting color.
Created from an ancient Ayurvedic recipe, Kama Ayurveda presents their special Bringadi Intensive Hair Treatment. Bringadi oil is one of India’s best-kept secrets for lush, glossy hair. The formula prevents hair loss, dandruff, and premature graying. In addition, it is a natural conditioner for hair growth. Made from a blend of herbs, pure sesame oil, and milk, this herbal product cools the scalp and has an earthy, meditative scent that is calming and balancing for the mind and soul.
Israeli brand Jenoris bases its products on a unique mixture of pistachio and borage oils, to provide a complex of omegas 3, 6, and 9. Their products are sold in salons and intended to give professional results at home. Founded three years ago, the brand’s products are now sold in nearly 15 countries. The brand’s bestseller is Pistachio Oil, a non-sticky treatment oil. At the show, it presents Oil Cream, a new-generation texture in the now saturated oil market, that is somewhere between a gel and a cream. The brand also offers a range of hair care and styling products, as well as intensive treatment ampoules.
Mexican brand Moco de Gorila, or Gorilla Snot, targets teens with these fun styling products, which have gooey, mucus-like textures and lurid colors. Owned by hair care specialist Nattura Labs S.A. de C.V., the mass-market brand launched eight years ago, and is now expanding to Europe. Its packaging references body fluids, with bottles shaped like bogeys, while a cartoon gorilla features on every pack. The line consists of four different main references – Galan (handsome), Sport, Rockero (rocker), and punk, while one of its most recent launches is Earwax – a styling product with a texture between a wax and a gel.
Mineral make-up is widespread, but the concept of mineral hair care remains something of a novelty. Israeli-based Saphira is seeking to change this with a line of professional products based on the healing properties of Dead Sea minerals. The brand was launched four years ago, is sold in salons across the U.S, and is now looking to expand into Europe. Its bestsellers are Mineral Mud, a multi-tasking mask based on mud from the Dead Sea that can be used for hair, scalp, and body; and The One, a leave-in spray mask.
An exclusive shampoo powder from Sweet Hair Professional in Brazil, the Dust Wash formula creates hydrogen bonds in keratin chains, thereby turning damaged hair into strong, soft, and lightweight hair. The presence of Açai extracts (rich in minerals) and plant polymers makes this an extremely moisturizing and emollient shampoo. It allows more than 400 washes.
Discover Fairy Silk Premium from Ibecosmetica Srl’s Nika Beauty Excellence, a professional salon treatment for all types of hair which gives a smooth "sublime silk effect" for over 3 months. Containing an Amino Bond Complex, it not only creates smoothness, but also an extraordinary frizz-free effect.
Italian company Medavita presents the Wonderplex system. When added to bleaching products, it protects and repairs the hair. Bleaching can be performed and repeated in perfect tranquility. Wonderplex's key molecule prevents the cuticles from lifting during technical treatments and helps them to adhere to the hair shaft, forming a protective barrier that preserves it from structural weakening and breakage.
The Split-Ender PRO is a split end and damaged hair end trimmer by Talavera Hair Products, Inc., from the USA. It can trim a 1/4 inch off the ends of 150,000 hair strands in 30 minutes or less, while preserving the length of the customer's hair. It's easier, faster, and safer than scissors. With this device, salons can offer split end trimming without compromising the length of the hair.
The power of heat on the hair needs no introduction, but cold treatments are gaining more interest. Italian professional hair care company WakeUp introduces Criokure cryogenic hair irons for in-salon use, with frozen plates that fix nutrients or color into the hair shaft. The irons, use ice to lower the hair’s PH levels to promote hair thickness.
Golden Hair from the UK presents Golden Curl, a compact, portable straightener-curler that accompanies you on-the-go! With two powerful rechargeable batteries, it is gives you the ultimate flexibility - you don’t need to look for a socket nor worry about international electrical adapters!
A NEW CULT

Dineh Mohajer first made waves in the nails world in the 90’s, when she founded the cult nail color line Hard Candy. Now, she’s back on the scene with a new lip and nail brand, Smith & Cult. The collection stands out with its unusual packaging – a short glass bottle with a molded, irregular shaped gold top. The colors all have quirky names. Kundalini Hustle is a striking poppy red; Cut the Mullet is a pastel blue; Bitter Buddhist a dulled pistachio green; and Shattered Souls is a glittery gold. The line also comprises lip lacquers, blush, and a nail top coat and base coat. The nail colors are all formulated to be free of dibutyl, phthalate, toluene, formaldehyde, formaldehyde resin, and camphor.
These nail products put the focus on naturally-derived ingredients, at a time when consumers are concerned about the potentially harmful effects of chemicals in cosmetics. Italian brand LadyLya Biologica says its products are formulated with up to 85 percent natural ingredients, which include plant stem cells. Its nail products also dry to provide UV filters and a non-occlusive film, that allows oxygen to the nail, so the nails are less likely to break. Professional nail company LCN debuts its Bio Glass Gel, a product formulated with what it calls bioactive ingredients – L-Cystein, an amino acid, and Chitosan, a biopolymer with antibacterial and fungicidal qualities – which helps to bond gel nail polish to the nails and regenerate damaged nails.
Andreia Professional is a Portuguese nail polish company known chiefly for its salon products, but with a growing offering for consumers. Among its range are Hypoallergenic Nail Polish, which is formulated without toluene, formaldehyde, camphor, and DBP, and comes in 150 different shades and two sizes. The company also produces a Halal nail polish, also formulated without toluene, formaldehyde, camphor, and DBP, which is permeable to water and oxygen, allowing the nails to breathe; while its Extreme Care Effect line offers treatments such as a nail hardener and a whitening mask.

Color is a focus for the company, with around 20 new shades launching each year. Its latest collection is Les Macarons, a collection of gel polish shades in pretty pastel colors inspired by those of a Parisian patisserie.
BalbCare emollient gloves and socks help make nail salon care easier and faster, while providing a cleaner, safer alternative for customers. Instead of the traditional manicure bowl for hands and feet used to soak the nails, BalbCare completely eliminates the use of water, reducing the risk of contamination by fungi, unwanted mycoses, or other diseases.
Color Club’s punchy collection of nail lacquers are aiming squarely for the youth vote. Among the products that the New York-based company has on show at Cosmoprof this season are Nailmoji - clear, glittery varnishes with sequins in the shape of emojis such as smiley faces, hearts, and lips. Other products with Millennial appeal include their limited edition Glow gel polish, which glows in the dark in shades of blue, green, or lilac, along with a plethora of shades in pop colors. The company also showcases its Matte Rouge line of polishes, a collection of both bright and rich colors with a matte finish. Added to that are its range of catchily-named nail care products, such as Nama-Stay, a breathable base coat, Smooth Operator, a nail primer, and Stuck on You, a top coat.
Another brand targeting millennials with their playful packaging is Italian company Clarissa. Their ‘Oh My Gel’ products are designed to prolong the life of a gel manicure. The various formulations come in white pots branded with a bold paintbrush stroke-style font. Similarly, the Lei gel nail varnishes are each designed with a different cartoon character on the bottle, representing the various nail colors inside.
FRAGRANCE
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HYBRID: SCENT + HAIR CARE

Fragrance and hair care come together in French company Mimesis’ Le Matin du Monde Serum de Parfum. Natural active ingredients in the fragrance offer benefits for your hair. The combined action of petitgrain essential oil and tocopherol gives the hair the energy it needs. Bergamot essential oil protects hair against the effects of aging, and works in conjunction with Vitamin E, which shields against free radicals. Meanwhile, lemon essential oil restores hair’s shine. With 5% fragrance in the formula, this serum also delicately perfumes the hair.
AROMATHERAPY ON THE GO

Irish brand Petalwell, created by two sisters three years ago, has reinvented the aromatherapy diffuser with a patented portable device that is attractive yet practical. With its elegant floral design, the diffuser is intended to be used with any essential oils to procure well-being, is rechargeable via USB, and has an automatic timer. The user adds six to eight drops of their chosen essential oil into the detachable well on the top of the device and presses a button to start its inbuilt heater. The brand also offers a range of accompanying essential oils for different situations, called Lovewell, Sleepwell, Breathewell, Travelwell, Livewell, and Relaxwell.
Crossing the barrier between household product and fragrance, Texan company Poo-Pourri offers a novel concept of prettily packaged fragrances to be used in the bathroom. With the tagline “Spritz the bowl before you go, and no-one else will ever know”, the product is designed for on-the-go, as well as home use. It works by creating a film on the water with essential oils that traps odor below the surface, preventing it from being released, and claims to be the only natural solution of its kind on the market. Poo-Pourri is available in 13 different scents, all with elaborate floral packaging.
Fragrance is moving from skin to object. Within the Extraordinary Gallery space, Italian start-up Armida Touch offers a bracelet crafted out of DuPont's resin Surlyn, with a silver or gold central panel containing a hidden mini-flacon that can be filled with the consumer’s fragrance of choice. The product is available in various colors and finishes, including a version set with Swarovski crystals. Another fragrant jewelry company, Flo Accessories from Israel presents Scento, a range of perfumable jewelry, for people who do not want to apply fragrance directly to their skin. The brand’s exclusive Slow Release Technology uses a special polymer sponge, which is impregnated with fragrance and designed to release the scent over several days. For its most recent developments, the polymer is infused with metal, allowing for more design possibilities.
PACKAGING & FORMULATION
This year there’s a plethora of innovative new skin care and make-up formulations at Cosmopack. Sinerga (Italy) and Quadpack (Spain) join forces for a line of “Hyperforming Skincare” packaging and formulation solutions. Their VX Rotate packaging is aimed at mixing two different formulations - previously kept separated in two different chambers. This system allows the ingredients to be freshly mixed at each application with an activation twist. Benefits of this system include less contamination, maximum protection from air oxidation, and long-lasting shelf life for sensitive ingredients.
French company Albéa, presents its latest innovation, Lip Kiss, a portable lip balm. With its playful packaging design and convenient one-handed system, the consumer just needs to twist the cap, bite into the lip balm, and lips are made up in one go. Quick and very easy-to-use, the Lip Kiss format is perfect for today’s consumer who requires fast, on-the-go application.
An innovation in the nail segment, this “Do It Yourself” spray by Chromavis allows consumers to change nail color, add reflections, and create designs with clean, crisp lines or gradients of color. Its super fine texture adheres as if by magic to the polish but not to the skin. Once dry, any film remaining on the fingers can be easily rinsed away with soap and water.
ARTIST PALETTE

Italian company Gotha presents the Avantgarde Color Palette. Using primary colors, the palette once mixed, allow endless possibilities to create individual looks and customize the make-up. Excellent coverage can be obtained with a very small amount of product. Technically innovative, the product has a transparent base that enhances the purity of colors, while not affecting the extreme long-wear properties.
Natural materials and packaging details are prevalent at this year’s Cosmopack. Due to the growing focus on sustainability, the use of real wood and stone for packaging design is increasing in popularity. From Italy’s Eurovetrocap is the Wood Collection - a special range of wood accessories (caps, lids, pumps and droppers) made by a numerical control lathe. This technology allows the production of different rotation shapes with an elegant, refined quality.
This Polka Dot Lipstick from German company Weckerle is fully interspersed with 2-3mm deep dots that gradually appear with every use. The elaborate formula offers a brilliant, uniform payoff, even if the dots are in a different color than the rest of the bullet. Therefore, beautiful, vibrant color combinations can be created without compromising the evenness of the application. The formula delivers a wonderful long-lasting shimmering glow and contains a nourishing hydro vitamin complex to perfectly moisturize lips.
From Italian manufacturer Pink Frogs is a Two-Phase Technology for skin care. A soft gel heart structure is designed for versatile, multifunctional use - for example, a face and eye cream can be used together or separately. A face cream and gel booster can be used as a mask, etc.. Since only the gel phase has to be protected, fewer preservatives are needed.
Italcosmetici presents a creamy foundation that offers multi-protection benefits for urban living. The product contains a new active ingredient which is a natural cell protector, discovered in the study of bacteria that are capable of surviving in extreme situations. Benefits include protection from the damaging effects of UV rays, free radicals, and pollution, so that the skin is kept young and radiant. Paraben and fragrance-free, the formulation stabilizes the skin barrier, reduces the TEWL, and increases the hydration and moisture level of the skin.
From Italian maker Pennelli Faro comes the Tip & Blend Brush with a rounded shape and a raised central tip. It is made with dermatologically tested and registered synthetic hair. Given its shape, a small amount of liquid or cream foundation can be poured straight onto the tip, not having to put it first on the back of the hand, thus avoiding product waste and potential bacterial contamination. The tip allows the user to put the foundation only on the desired areas of the face, even very limited ones, making it easier to create light and shade effects for various contouring techniques. The domed part of the brush is ideal for spreading the product evenly on the skin, blending without leaving streaks.
For Guerlain’s Abeille Royale Eye Sculpting Serum, packaging company HCT developed a luxurious tube with a custom 22 karat gold tip designed to mimic the fingertip, as well as a golden cap in the shape of a honeycomb. The tip is injection molded using the metal alloy ZAMAC, then protected by a fine layer of palladium, and finally finished in 22 karat gold. The pale gold-metallized cap and neck are custom components that allude to Guerlain’s adoration of bees and give the piece a very exclusive look. The tube is embellished with a pearlized sleeve and hot stamped gold lettering.
Primary packaging manufacturer Lumson is the Winner of Cosmopack’s The Wall ‘Packaging Skin Care Award’. Their skin care packaging is embedded with a special microchip, developed so that the consumer can track and trace a product through a digital communication app. The microchip also monitors product tampering, as well as giving detailed information about ingredients, advice on application/usage, and instructions how to recycle the container. Another main benefit is that the information no longer needs to be printed on a label; it is now accessed with a quick scan of the chip. This landmark project shows how creative packaging and technology are successfully coming together to generate innovative solutions.