



16 | 17 [02] 2023 LA Convention Center

The Glo.Cal BtoB event boosting Beauty Innovation

## MakeUp in Los Angeles IT AWARDS 2023

**More than 120 new skincare and makeup products have been submitted** to the Innovation & Trends (IT) AWARDS 2023 competition by exhibitors at MakeUp in Los Angeles.

After a first selection by the 9 international experts members of the Innovation & Trends jury, 23 of these new products are finalists in the following categories: accessories, formulation, full service and packaging.

These finalist products were tested by the jury which met last December and gave an IT Award to the most innovative and trendy formula, full service and packaging. There was no accessory prize awarded this time but two "favorites", a formula and a full service product that seduced the jury members despite not being the most innovative.

### ACCESSORIES FINALISTS



#### BIODEGRADABLE BLENDER SPONGE - ACT BEAUTY

93% degradable in 105 days in a household compost, this bio-polyurethane sponge offers the same feel, flexibility, application and resistance as traditional mixed sponges.

Booth C13



#### THE WONDER GUA SHA - ACT BEAUTY

As part of the lithotherapy trend, this massage stone is made of rose quartz known for its virtues in the fight against skin aging. Its design and its different sculpted faces, allow a double use for the face and the body.

Booth C13



## MakeUp in Los Angeles IT AWARDS 2023

### FORMULATION FINALISTS

#### 3D HYDRANGEA MULTI-HIGHLIGHTER POWDER COMPACT - A&H COSMETICS



Compact powder vegan and without talc obtained from an innovative industrial process that allows to manufacture a product with a hybrid active formula and an attractive design, all in one container. The qualities of the active ingredients of the formula are guaranteed thanks to a patented technology of dehydration at low temperature.

Booth E29

#### EYE-CONIC MATTE EYESHADOW – AIRCOS, ANJAC HEALTH & BEAUTY GROUP



EYE-CONIC MATTE EYESHADOW

This eyeshadow offers an exceptional matte finish in a formula that is talc-free and usually shimmers, with the talc replaced by mica. Made with 90.8% naturally based ingredients, the formula is infused with coconut oil for a colorful effect, along with nourishing properties and a comfortable feel.

Booth E36

#### MATTIMIZER Anti-Sebum Polarizer & SHUTTLE - B.KOLORMAKEUP & SKINCARE S.P.A. SB BENEFIT CORPORATION



Two treatment boosters that even out the skin's luminosity. The first, Mattimizer, is a serum that treats excessive sebum production with a "liquid to powder" formula based on organically grown lemon water. The second, Shuttle, is a moisturizing concentrate that contains vegetable squalane derived from olive oil with a fresh, light texture for users who need deep hydration.

Booth E01



## MakeUp in Los Angeles IT AWARDS 2023

### FORMULATION FINALISTS



#### INCEPTION - CHROMAVIS FAREVA

Powder made from a new generation of thermosetting technology with a consistency similar to the feel of porcelain. It provides a solid-fluid feel when applied to the skin. Its formula is based on a blend of low melting point waxes obtained with a temperature gradient as well as a particular ventilation rate and a controlled drying time.

Booth E09



#### THE WAY YOU MAKE (UP) MY SKIN - ITALCOSMETICI

A universal hybrid product containing micro-encapsulated pigments that unify the complexion of all skin types. With active ingredients with anti-aging, anti-inflammatory, anti-pollution and moisturizing properties, it comes in two versions that can be mixed: one blue to moisturize, and the other purple to slow down cell aging and restore elasticity.

Booth E53



#### SUPERNOVA Green - MS BEAUTILAB

Injectable powders formulated with 99% natural ingredients, and exclusively certified natural cosmos raw materials. While eliminating microplastics, talc, silicones and synthetic film-forming agents, they have an ultra-sensory and creamy texture that offers a high-performance finish and a high level of shine.

Booth G43



## MakeUp in Los Angeles IT AWARDS 2023

### FORMULATION FINALISTS



#### NEXT LEVEL INJECTION - NUCO E. I G. KOSYL SP JAWNA

A 4-in-1 formula that does not release any color but refreshes, smoothes and evens out the complexion. It can be used both as a primer and as a setting powder. It contains 30% water and a cooling agent, derived from a new generation of hyaluronic acid powder that stimulates microcirculation.

Booth E25

#### SKIN REFINER - PASCUAL COSMETIQUES, ANJAC HEALTH & BEAUTY GROUP



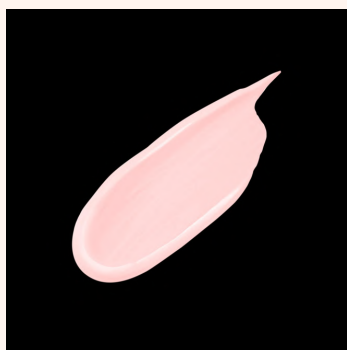
A universal primer with a 99.7% natural formula that blurs small imperfections and evens out skin tone. Its light, non-greasy texture melts on contact with the skin and spreads slowing or flaking.

Booth E36

### FORMULATION IT AWARD



#### SKIN BARRIER LOTION SPF 50 MANA PRODUCTS



Lotion for sensitive skin with a tendency to breakouts. Its 5-in-1 mineral formula provides broad-spectrum UVA and UVB protection, soothes breakouts, moisturizes and plumps skin. It can be used as a moisturizer and/or primer, and transforms upon application into a powder that blends from transparent to clear with a matte finish without a white streaking or flaking.

Booth F57



### FORMULATION FINALISTS

#### FORMULATION "COUP DE COEUR" ❤️



#### SNOWGLOBE CHROMAVIS FAREVA

Lip product in stick format with a novel patented rigid structure that combines liquid and solid textures in a single transparent ball and can incorporate three different types of liquid core: a fluid hybrid core infused with water-soluble actives, a liquid gloss or an anhydrous liquid lipstick.

Booth E09

### FULL SERVICE FINALISTS

#### THE GLOBES – ANCOROTTI COSMETICS



A collection of solid face cleansers designed to transform the beauty routine into an emotional journey: gummy textures, playful shapes, relaxing colors and fruity or exotic flavors actively engage the senses and stimulate the limbic system - where emotions are generated.

Booth E17



## MakeUp in Los Angeles IT AWARDS 2023

### FULL SERVICE FINALISTS

#### FULL SERVICE IT AWARD



#### SKIN FUSION MS BEAUTILAB

A 100% biodegradable packaging and a formula based on a dermofusion technology that allows an optimal concentration of active ingredients and merges the advantages of anhydrous and aqueous cosmetics in a new "care veil". Under the effect of massage, the texture changes from solid to liquid and fuses with the skin, offering an immediate well-being effect.

Booth G43



#### FULL SERVICE "COUP DE COEUR"



#### MAKE-UP SNACKS ITIT COSMETICS

Single-dose makeup products in different colors and for different types of use (eyeshadows, lipsticks, eyeliners, kohl, lip contours, lip balms, glosses, highlighters). The format is ideal for air travel as well as for creating make-up testers at points of sale with a guarantee of maximum safety and hygiene

Booth F11





## MakeUp in Los Angeles IT AWARDS 2023

### PACKAGING FINALISTS

#### SOFT SQUARE COLLECTION- ASQUAN LIMITED



A collection with a minimalist design for a complete skincare line with a 50ml airless pump, a 50ml jar and a 100ml dip tube bottle. Made primarily of PP, it is styrene-free and has refillable units (50mL airless and 50mL jar). It is fully recyclable with some disassembly.

Booth H33

#### OPTIMO WIPER – GROUPE POCHE



Patented dispensing solution for liquid or viscous lipstick, lip gloss, concealer or serum formulas that protects the product from contamination, prevents waste and leaves the package, applicator and stick clean with each use.

Booth C23

#### FENTY SKIN WATCH- HCT BY KDC/ONE



Serum dropper with a flexible, recyclable polypropylene refill with a wrinkled effect at the tip that allows it to be compressed and drained without the addition of silicone or other soft material. A j-lock at the bottom of the outer bottle allows for easy attachment of the inner refill with one simple movement.

Booth G47

#### DOUBLE BLOW (LAYER)- HOUSES OF TAEJIN



A process offering a wide range of decors and colors with a gradation effect. The customer can choose different resins for the interior and exterior. The double-blow bottle of the pocket type is very functional due to the use of an airless pump. When the customer presses the pump, the inner PP bag retracts and the inner volume can be seen.

Booth E05



## MakeUp in Los Angeles IT AWARDS 2023

### PACKAGING FINALISTS



#### XPAPER - AIRLESS PAPER PACKAGING – LUMSON

Cardboard bottle combined with a plastic airless pump and a PP / PCR PP top cap. The bottle contains a multi-layer pouch technology that ensures maximum protection of the formulas from external sources. After use the components are easily separated for proper recycling.

Booth C39



#### PAPERFOAM GODET HOLDER - TOLY

Foam paper cup with a hinge and closure that highlights the unique ability of this material made from industrial starch, fiber and water to be molded into intricate details. Easy to compost and recycle, this material has an energy efficient and low carbon manufacturing process.

Booth C05



#### NEW DUOMIX 2.0 – VIROSPACK SLU

Powder dispensing system for two-component extemporaneous products. Its new design renews the sensory experience and allows an intuitive, easy and comfortable use.

Booth C29





## MakeUp in Los Angeles IT AWARDS 2023

### PACKAGING FINALISTS

### PACKAGING IT AWARD



### CREME TOPIALYSE SVR ALBÉA

This new TOPIALYSE tube combines a 350 micron PE sleeve with the Ecofusion opening and closing system. It reduces the overall use of fossil plastics by more than 50% compared to standard tubes. The packaging is made entirely of PE and is therefore ready to be recycled as part of the existing recycling streams for HDPE bottles.

Booth C53