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THE BEAUTY NEWSLETTER

Live from MakeUp in LosAngeles 2024: What’s new on the formula & packaging front?

EDITORIAL TEAM

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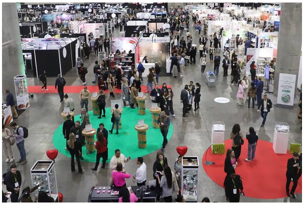

What’s new at MakeUp in LosAngeles?
© MakeUp in LosAngeles

Exhibitor novelties are out in force at MakeUp in LosAngeles 2024. These run the gamut from “clean” formulas and upcycled ingredients to filling technologies used to create visual effects, as well as airless aluminum eyeshadow pens and make-up brushes made from corn.

FORMULATION

Lip and eye formulas on show at IL Cosmetics

Make-up and nail polish subcontractor and manufacturer IL Cosmetics presented its latest innovations in the lip and eye area. It has applied its Spice N’Hot technology–a plumping formula made with two lip-volumizing ingredients–to a matte lipstick for the first time. Dubbed Plumping Creamy Matte, the liquid formula is high-pay-off, and long-lasting – the proportion of plumping ingredients can be customized. The supplier claims that once dry, the product is non-transferable and lasts up to 8 hours.

PLUMPER
CREAMY MATTE

The Plumping Creamy Matte is the supplier's first matte lip formula with a plumping effect ©IL Cosmetics

Also on show is Plumping Tint & Glow, a lip-gloss featuring a hybrid gloss-oil texture with the customizable Spice N'Hot technology. Designed to give the effect of fuller lips, the product is formulated with a pH reacting agent, meaning that the initial color transforms into a pink shade according to the individual pH of the skin.

In the eye segment, IL Cosmetics’ latest volumizing formulation is BUILDIN’ LASHES, a creamy-textured mascara made with vegetable wax and a high percentage of shea butter. The formula contains up to 96% natural ingredients. It is available with four different brushes.

Croda expands ingredient portfolio

Specialty chemicals manufacturer Croda presented its new emulsifying and conditioning system for personal care products, Crodafos CES. Its high emulsifying properties allow for characteristics that differ from traditional emulsifying waxes: a

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KEY FIGURES

€71bn

The contribution of France’s cosmetics and fragrance industry to the French economy in 2023. The sector’s exports totalled €23.4bn between the fourth quarter of 2022 and the third quarter of 2023, positioning France as the world’s biggest exporter of cosmetics, followed by the US with €15bn, and Germany with €8.9bn. Source: Cosmetic Valley & Asterès greater oil deposition, progressive decrease in viscosity (thixotrophy) and fast simultaneous release of oil and water-based actives from emulsions. It is a phosphorous compound, plant and petrochemical derived, and can be used in sun protection and after-sun care, hair shampoo and conditioner, color cosmetics and hair removal products.

Chemicals manufacturer Croda added Crodafos CES, Syncrowax HRC, ChromaPur CV2 and CV7 to its ingredient portfolio ©Croda

Among other innovations are the supplier's latest additions to its natural ingredients' portfolio: ChromaPur CV2 and CV7 powders. Developed from a patented technology, the spheroidal cellulose powders are derived from upcycled black spruce tree, certified natural, vegan, and biodegradable. They are designed as an alternative to plastic microbeads–as they can result in microscopic skin scarring–in skincare and color cosmetics applications. Both ingredients are used for properties including skin blurring, pore minimizing, enhanced color intensity, payoff and coverage.

Syncrowax HRC has joined Croda's wax portfolio, designed for stick formulations. Due to its non-crystalline structure, it can modify the properties of other waxes by reducing crystallinity and rigidity, allowing for a softer structure of the finished stick formulation. Its applications include antiperspirants and deodorants, body, face and lip care, sunscreen sticks and styling creams.

Microfluidic formulas & indoor plant culture at Capsum

MakeUp in LosAngeles marks French formulation specialist Capsum's return to the trade show circuit for the first time since 2016. The company's new launches include a lip offer with one care product and three lip tints made using its microfluidic technology for novel visual and sensorial effects. Also on show are Swirls, where double-filling blends microfluidic and classic formulas. And in facial make-up, Capsum presented products including bronzers and skin perfectors made with microfluidic formulas offering different coverage and effects.

The supplier's Swirls system blends microfluidic and classic formula s©Capsum

Capsum's booth features a fairground-style claw machine with its latest creations in transparent bubbles, as well as a demonstration unit for its Precision Indoor Farming activity. This indoor plant culture enables the growing environment to be fine tuned to optimize plants' production of active molecules, the company explains. The resulting active ingredients that are said to be efficient and long-lasting are produced on demand at its site in Austin, Texas.

Weckerle USA launches Skin Care Box

Tapping into the trend for waterless cosmetics, Weckerle USA has launched Skin Care Box, a set of four skin treatments. The single-dose tablets span hand soap, facial exfoliator, facial cleanser and an anti-acne product containing water-activated active ingredients.

The Skin Care Box includes hand soap, facial exfoliator, facial cleanser and an anti-acne product ©Weckerle USA

Colep Consumer products innovates in micellar water

My Stellar Micellar Water from Colep Consumer Products is said to combine "the cleansing power of micellar water with the benefits of a skincare formula". It comes in a 100% recycled aluminum container with nitrogen-powered aerosol nozzle that delivers a fine, enveloping mist and ensures controlled dosage.

MY STELLAR WATER
Micellar Water
NATURALLY PROPELLED

My Stellar Micellar Water comes in an aluminum aerosol container ©Colep Consumer Products

Art Cosmetics bets on waterless and natural formulas

Italian formulator Art Cosmetics is showing UNSTOPPABLE Brow & Hair Wax, a styling gel in a sold format housed in an egg-shaped pack. The waterless formula made with a "high content of natural origin ingredients" combines waxes with different melting points and is enriched with castor seed oil. Some two versions are available: transparent or containing multi-reflecting pearls.

SHAPE SHIFT
artcosmetics

The supplier's hair gel comes in an egg-shaped container ©Art Cosmetics

LIGHTKISSED is a fluid powder highlighter designed for face and body. Its creamy texture transforms into a powder finish upon application. The waterless formula contains a high proportion of natural-origin ingredients; creamy powders are blended with a plant-derived emollient ester, and pearls of different dimensions provide a sparkling effect. Free from talc, silicones, PEGs and phenoxyethanol, it meets the Clean guidelines of retailers Sephora and Ulta Beauty. LIGHTKISSED comes in a tube with an ophthalmic tip and is available in gold, diamond or rose gold finish.

SHAPE SHIFT
LIGHTKISSED
FLUID POWDER
HIGHLIGHTER
artcosmetics

The fluid powder highlighter contains a high proportion of natural-origin ingredients ©Art Cosmetics

PACKAGING

Cosmetics Atelier brushes up on mascara packaging

In the Conscious Beauty area, product and international business development agency Cosmetics Atelier is showing its latest novelties across "clean" makeup and skincare. Its two-tones gradient blush is designed to create textured cheeks and is formulated with argan oil, fruit extracts and shea butter for their anti-oxidant properties, as well as moisturizing plant extracts and natural mineral pigments. The clean and vegan formula is also said to be anti-allergenic.

The new two-toned blush is designed to create a textured effect on the cheeks ©Cosmetics Atelier

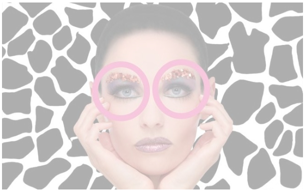
On the packaging front, Cosmetics Atelier is highlighting its mascara packs with different brushes. The packaging can be in PP for the cap, bottle and stem, while a full PET option is available, as are PCR materials. The company’s personalization capabilities and its ocean bound plastic offer were in the spotlight across its accessories offer. For its ocean bound plastic, the entire supply chain is Ocean Bound Plastic (OBP) certified by NGO Zero Plastic Oceans, says Cosmetics Atelier.

The mascara packs are available in PP, PET and PCR materials ©Cosmetics Atelier

Chromavis Fareva shows detailed relief effects and novel packaging formats

A patented filling technology from Chromavis Fareva, C-FULL allows for highly detailed reliefs on the lateral surface of a cosmetic stick core. The base formula of the intricately detailed core is encapsulated in a transparent shell that "serves both as a protective layer and a magnifying lens".

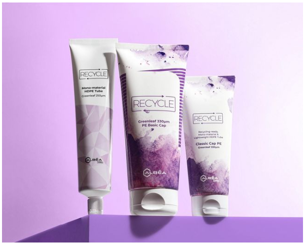
Chromavis Fareva's HELIX tape dispenser-style packaging won the Ambassador's Favorite prize in the MakeUp in LosAngeles IT Awards at the show. The pack contains the flexible formula in a roll shape. Water-activated, the formula is both a highlighter and eyeshadow. Consumers simply detach small pieces and apply them directly to the skin.



Chromavis Fareva added C-FULL and HELIX to its portfolio ©Chromavis Fareva

PCR tubes, monomaterial caps & refillable jars at Albéa

Albéa Tubes is showing tubes made with between 30% and 100% PCR derived from mechanical and chemical recycling. It is also introducing a range of made-in-USA recycling ready caps, including the HDPE Basic & Classic caps and the Fez flip-top caps that enable a monomaterial HDPE pack. The monomaterial caps can combine with the supplier's Greenleaf tube that has been labeled recycling-ready by RecyClass and the Association of Plastic Recyclers (APR).



The supplier introduced a range of recycling ready caps ©Albéa Tubes

Albéa Cosmetics & Fragrance is putting the spotlight on its Twirl range of 100% PP/PET refillable jars, as well as Ella, an extrusion blow-molded bottle in recyclable PP designed for skincare, bodycare and haircare. The supplier showed a collection of mascara brushes with different fiber types–including cotton–with up to 60% PCR content.

RECYCLE
ELLA
BOTTLE
200ml

Albéa's Ella bottle is an extrusion blow-molded bottle in recyclable PP ©Albéa Cosmetics & Fragrance

With Aura collection, Texen Beauty Partners bets on tubes

Texen Beauty Partners' Aura collection comprises eight flexible tubes for make-up, skincare and scalp-care products. Curated with personalization in mind, they range from 8ml to 15ml in size. The applicators (either dip format or affixed to the tube) include sponge or silicone applicators or injected and synthetic bristle brushes. The soft-touch packaging is said to be free from ABS, styrenes, POM and POK.

The Aura collection comprises eight flexible tubes designed for different type of products ©Texen

Pennelli Faro innovates in the make-up brushes segment

Italian brush and make-up applicator specialist Pennelli Faro is highlighting its Segno brush, created in collaboration with make-up artist Diego Dalla Palma. The ultra-precise pocket-size make-up brush can be worn on the wrist thanks to its flexible cord or hung around the neck. The stopper at the end of the cord is available in different shapes. The supplier offers an array of different brush heads, all compatible with Segno. The Segno brush was awarded an IT Award in the Accessory category at MakeUp in NewYork.