

n/Fr/)

n/)

(<https://www.premiumbeautynews.com/en/>)



### World class news for the beauty and cosmetics industries

**LexSolv™**  
Essential

Polyglyceryl-10 Heptanoate (and) Water (and) Glycerin  
**Water and Oil Do Mix!**  
100% Natural and EO-Free Solubilizer

LEARN MORE & SAMPLE TODAY

**Inolex**

(<https://www.premiumbeautynews.com/cgi-bin/advert-pro.cgi?type=clic&id=410&zone=14>)

#### Industry Buzz (En/Industry-Buzz/)

## IBG to showcase variety of new products and formulas at MakeUp in Los Angeles

Premium Beauty News

1 February 2024

SHARE: ([https://twitter.com/share?url=https://www.premiumbeautynews.com/en/ibg-to-showcase-variety-of-new,23290&text=IBG to showcase variety of new products and formulas at MakeUp in Los Angeles - Premium Beauty News&via=PremBeautyNews](https://twitter.com/share?url=https://www.premiumbeautynews.com/en/ibg-to-showcase-variety-of-new,23290&text=IBG%20to%20showcase%20variety%20of%20new%20products%20and%20formulas%20at%20MakeUp%20in%20Los%20Angeles%20-%20Premium%20Beauty%20News&via=PremBeautyNews))

om/) (<https://www.linkedin.com/shareArticle?mini=true&url=https://www.premiumbeautynews.com/en/ibg-to-showcase-variety-of-new,23290>)

(<https://www.facebook.com/sharer.php?u=https://www.premiumbeautynews.com/en/ibg-to-showcase-variety-of-new,23290>)

(mailto:?)

Subject=IBG%20to%20showcase%20variety%20of%20new%20products%20and%20formulas%20at%20MakeUp%20in%20Los%20Angeles%20-%20Premium%20Beauty%20News&Body=https://www.premiumbeautynews.com/en/ibg-to-showcase-variety-of-new,23290

n/Fr/)

n/)



IBG (Innovative Beauty Group) (<https://www.premiumbeautynews.com/en/albea-s-ibg-acquires-roberts,23221,en>), a provider of turnkey beauty solutions, is debuting a range of new products at the upcoming **MakeUp in Los Angeles** event, held February 14-15 at the LA Convention Center (<https://www.premiumbeautynews.com/en/makeup-in-losangeles-and-luxe-pack,23267>). IBG (<https://www.premiumbeautynews.com/en/albea-s-ibg-acquires-roberts,23221,en>) and its brands, Orchard Custom Beauty, Fasten Packaging and Roberts Beauty (<https://www.premiumbeautynews.com/en/albea-s-ibg-acquires-roberts,23221,en>), will showcase a variety of their latest cosmetic formulas, products, packaging, and tools that speak to emerging categories in the industry.

Highlighted products from **Orchard Custom Beauty** will include:

- ▶ **Hyaluronic Glow Self-Tan Serum:** A concentrated self-tanning serum created with a blend of HA, DHA and Ectoin®, a trending ingredient in skincare. Ectoin®, the 100% natural, single-molecule amino acid derivative, is formulated to naturally repair and improve damaged, aged, stressed or irritated skin, while also promoting skin barrier repair and long-term hydration. The serum leaves skin plump, refreshed and glowing without the typical self-tan development scent. It can be used alone as a serum or as a booster when combined with a moisturizer.
- ▶ **Berry Bounce:** A squishy sleep mask developed with a sensorial, playful and fun formula that is made to bounce back into shape after every application. The sleep mask nourishes, hydrates, and calms skin with a blend of Meadowfoam and Daikon Seed oils. The natural oils are enhanced by the powerful bioactive PENTAVITIN® to provide instant hydration that lasts for up to 72 hours.
- ▶ **Multi-Task Makeup Stick:** A versatile multi-stick designed to apply a blendable, creamy and pigmented hue to the eyes, lips and cheeks. Enriched with a trifecta of ingredients including BP-Triluronic® Aid, Meadowfoam Oil and Daikon Seed Extract, this makeup essential transcends conventional beauty by seamlessly blending skincare benefits with vibrant color.
- ▶ **Magic Micellar Dust:** Unleashes the power of Micellar technology in a portable powder form. The magic is activated by blending 14g of the granular powder into 200ml of water, and with a simple shake, it transforms into a velvety elixir. Crafted for sensitive skin, the micellar water powder calms the skin with aloe vera's moisturizing, restoring and soothing properties.
- ▶ **Naked Candle:** A vegan and clean-formulated candle with a sweet, woody aroma of Palo Santo made with a 100-percent non-toxic wood wick.

**Multi-Use Conditioning Bar:** A new hair care product that contains both dry hair and scalp care ingredients to help reduce dryness and scalp irritation for unparalleled softness. The bars are crafted with sweet almond oil, Daikon Radish Seed Oil and Meadowfoam Seed Oil.

**Fasten Packaging** will highlight its bespoke packaging capabilities, including one of its latest innovations named **Sympatisk**, a Luxury Perfume Diffuser with a mono-material polypropylene (PP) pump. The all-in-one diffusing soap dispenser features a perfume ring around the top of the bottle which houses an infused gel formula for a long-lasting scent.

n/)

Eventually, **Roberts Beauty** (<https://www.premiumbeautynews.com/en/albea-s-ibg-acquires-roberts,23221,en>), recently acquired by IBG (<https://www.premiumbeautynews.com/en/albea-s-ibg-acquires-roberts,23221,en>), is set to showcase its latest proprietary packaging designs and innovative turnkey solutions in its "Spirit & Soul Revival" themed booth. Drawing inspiration from the nostalgic essence of Woodstock and the contemporary flair of modern music festivals, the collection aims to revive the joyous spirit of past eras while embracing cutting-edge, nature-positive technologies. Roberts Beauty (<https://www.premiumbeautynews.com/en/albea-s-ibg-acquires-roberts,23221,en>)'s **Refillable Luxe Lock Jar**, a finalist in the IT (Innovation & Trends) Award, will be on display too. In addition, Roberts Beauty will highlight its **Precision Tip Tube**, as well as its partnership with **Oceanworks** for sustainable packaging solutions.



### Portfolio

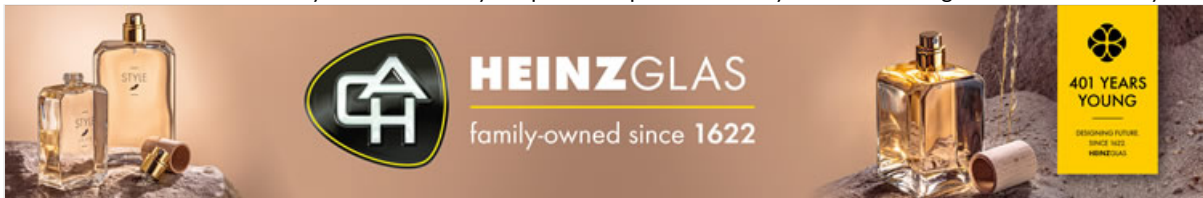


(IMG/jpg/600x600\_ibg\_rb\_refillable\_luxelockjar.jpg)



(IMG/jpg/900x600\_robertsbeautyprecisiontipubes.jpg)

om/) SHARE:  (<https://twitter.com/share?url=https://www.premiumbeautynews.com/en/ibg-to-showcase-variety-of-new,23290&text=IBG%20to%20showcase%20variety%20of%20new%20products%20and%20formulas%20at%20MakeUp%20in%20Los%20Angeles%20-%20Premium%20Beauty%20News&Body=https://www.premiumbeautynews.com/en/ibg-to-showcase-variety-of-new,23290>)  (<https://www.linkedin.com/shareArticle?mini=true&url=https://www.premiumbeautynews.com/en/ibg-to-showcase-variety-of-new,23290>)  (<https://www.facebook.com/sharer.php?u=https://www.premiumbeautynews.com/en/ibg-to-showcase-variety-of-new,23290>)  (mailto:? Subject=IBG%20to%20showcase%20variety%20of%20new%20products%20and%20formulas%20at%20MakeUp%20in%20Los%20Angeles%20-%20Premium%20Beauty%20News&Body=https://www.premiumbeautynews.com/en/ibg-to-showcase-variety-of-new,23290)



(<https://www.premiumbeautynews.com/cgi-bin/advert-pro.cgi?type=clic&id=424&zone=17>)

### RELATED NEWS

We use cookies to give you a better browsing experience. By continuing your visit to this site, you accept the use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>

n/Fr/)

n/)



(en/beautycare-brazil-takes-44,23447)

om/)

Beautycare Brazil takes 44 companies to Cosmoprof WorldWide Bologna 2024 (en/beautycare-brazil-takes-44,23447)



(en/french-antitrust-authority-to,23444)

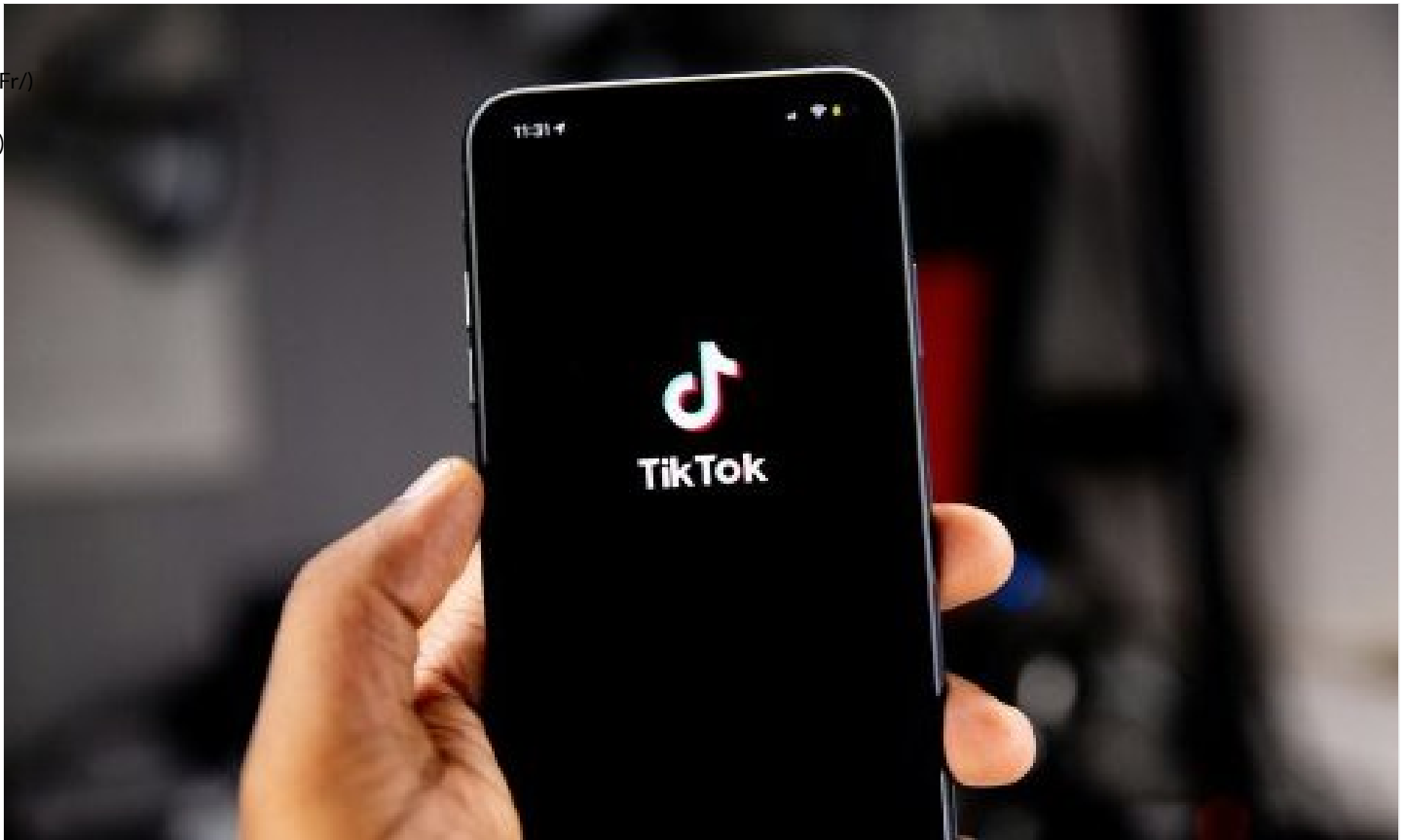
We use cookies to give you a better browsing experience. By continuing your visit to this site, you agree to our use of cookies. (en/ibg-to-showcase-variety-of-new,23290#)

cookies (https://www.premiumbeautynews.com/en/legal-notice-085)

French antitrust authority to investigate product rating systems (en/french-antitrust-authority-to,23444)

n/Fr/)

n/)



(en/a-minority-of-tiktokers-produce,23439)

om/) **A minority of TikTokers produce the vast majority of content, research finds** (en/a-minority-of-tiktokers-produce,23439)



(en/ysl-beauty-names-dua-lipa-as,23437)

We use cookies to give you a better browsing experience. By continuing your visit to this site, you accept the use of cookies. (en/ibg-to-showcase-variety-of-new,23290#)

cookies (https://www.premiumbeautynews.com/en/legal-notice-085)

**YSL Beauty names Dua Lipa as global makeup ambassador** (en/ysl-beauty-names-dua-lipa-as,23437)

n/Fr/)

n/)



(en/growing-by-24-in-2023-amouage,23436)

om/) Growing by +24% in 2023, Amouage surpasses the USD 210 million mark (en/growing-by-24-in-2023-amouage,23436)



(en/general-elections-ctpa-calls-for-a,23429)

We use cookies to give you a better browsing experience. By continuing your visit to this site, you agree to our use of cookies. (en/ibg-to-showcase-variety-of-new,23290#) cookies (https://www.premiumbeautynews.com/en/legal-notice,085)

### General Elections: CTPA calls for a UK strategy to support the beauty industry (en/general-elections-ctpa-calls-for-a,23429)

n/Fr/)

n/)



(https://www.premiumbeautynews.com/cgi-bin/advert-pro.cgi?type=clic&id=349&zone=18)

#### FOLLOW US



## Beauty Partners - Innovations (En/Supply-Chain-Innovations/)

### Semi-permanent gel polish in retail: a revolution in the nail industry

(en/semi-permanent-gel-polish-in,23370)

om/)



### Prevention: The new strategy to soothe the effects of time

(en/prevention-the-new-strategy-to,22763)



(https://www.premiumbeautynews.com/cgi-bin/advert-pro.cgi?

We use cookies to give you a better browsing experience. By continuing your visit to this site, you agree to our use of cookies. (en/legal-notice,085) type=clic&id=400&zone=19)

FOCUS

n/Fr/)

First edition of Cosmoprof North America Miami welcomed 19,000 visits (en/first-edition-of-cosmoprof-north,23339)



(en/first-edition-of-cosmoprof-north,23339)

Cosmoprof North America Miami concluded its inaugural edition with what the organizers described as a “resounding...

### Experts (En/Experts-Views/)

#### BEAUTYSTREAMS

#### BEAUTYSTREAMS

Beauty trends agency

(en/beautystreams/)



#### Sarah Rutland

Development Manager for Filtrona Tapes

(en/sarah-rutland/)

We use cookies to give you a better browsing experience. By continuing your visit to this site you accept (en/ibg-to-showcase-variety-of-new,23290#) cookies (https://www.premiumbeautynews.com/en/legal-notice,085)



n/Fr/)

n/)



(https://www.premiumbeautynews.com/cgi-bin/advert-pro.cgi?

type=clic&id=548&zone=20)

### JOBS (EN/JOB-OPPORTUNITIES/)



Arthur Edward  
 Sales & Education Manager (AE590512) (en/sales-education-manager-ae590512,23396)  
 Field based - United Kingdom

(en/sales-education-manager-ae590512,23396)



Arthur Edward  
 Research & Innovation Technical Lead, Powders (AE590805) (en/research-innovation-technical-lead,23394)  
 Toronto - Canada

(en/research-innovation-technical-lead,23394)



Arthur Edward  
 National Account Manager (AE582560) (en/national-account-manager-ae582560,23393)  
 Greater London - United Kingdom

(en/national-account-manager-ae582560,23393)



### VIDEOS | PODCASTS (EN/VIDEOS-PODCASTS/)

n/Fr/)

n/)



(en/luxe-pack-los-angeles-the-future,23321)

on Luxe Pack Los Angeles: The future of premium packaging at your... (en/luxe-pack-los-angeles-the-future,23321)



(en/meiyume-sets-their-pioneering,23177)

We use cookies to give you a better browsing experience. By continuing your visit to this site, you agree to our use of cookies. (en/ibg-to-showcase-variety-of-new,23290#) **Meiyume sets their pioneering vision for the future of beauty (en/meiyume-sets-their-pioneering,23177)**

n/Fr/)

n/)



(en/the-sustainable-silicone,22913)

om**The sustainable silicone alternative that feels sooo soft** (en/the-sustainable-silicone,22913)



### EXPERTS' VIEWS (EN/EXPERTS-VIEWS/)

**Beautystreams' top beauty innovations in review 2023** (en/beautystreams-top-beauty,23215)

We use cookies to give you a better browsing experience. By continuing your visit to this site, you accept the use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>

n/F/)

n/)



(en/beautystreams-top-beauty,23215)

2023 was marked by novelty across the beauty industry. As we count down to the end of the year, revisit some of the most notable...  
om/)



**BEAUTY PARTNERS - INNOVATIONS (EN/SUPPLY-CHAIN-INNOVATIONS/)**

**Semi-permanent gel polish in retail: a revolution in the nail... (en/semi-permanent-gel-polish-in,23370)**

We use cookies to give you a better browsing experience. By continuing your visit to this site, you accept the use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>

n/Fr/)

n/)



(en/semi-permanent-gel-polish-in,23370)

In the world of nail makeup, a major trend has emerged in the last 10 years, shaking the very foundations of the traditional nail...



**SPECIAL ISSUES (EN/SPECIAL-ISSUES/)**

**Fragrance Innovation - January 2024 (en/fragrance-innovation-january-2024,23257,en)**

We use cookies to give you a better browsing experience. By continuing your visit to this site, you accept our use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>

n/Fr/)

n/)



(en/fragrance-innovation-january-2024,23257,en)

Every year in Paris, the Fragrance Innovation Summit brings together key players in the world of fine perfumery (composition houses,...

only)



**COSMOPROF**  
WORLDWIDE BOLOGNA

**BOLOGNA, ITALY**  
FAIR DISTRICT

**21 - 24 MARCH 2024**

**PURCHASE**  
**YOUR TICKET**

(https://www.premiumbeautynews.com/cgi-bin/advert-pro.cgi?type=clic&id=343&zone=15)

### MARKETS & TRENDS (EN/MARKETS-TRENDS/)

**Trend: 'looksmaxxers', these men ready to do anything to look their best (en/trend-looksmaxxers-these-men-ready,23398,en)**

We use cookies to give you a better browsing experience. By continuing your visit to this site, you accept the use of cookies. [Learn more](#) [Accept](#) [Decline](#)

n/Fr/)

n/)



(en/trend-looksmaxxers-these-men-ready,23398,en)

om/)

**LAWS & REGULATIONS (EN/LAWS-AND-REGULATIONS/)**



**New Zealand's EPA updates regulation on cosmetic products to ban PFAS (en/new-zealand-s-epa-updates,23293)**

We use cookies to give you a better browsing experience. By continuing your visit to this site, you accept our use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>

n/Fr/)

n/)



(en/new-zealand-s-epa-updates,23293)

om/)

SCIENCE, R&D (EN/SCIENCE-RD/)



**Study: Could wrinkles be partly linked to the skin microbiota diversity? (en/study-could-wrinkles-be-partly,23220)**

We use cookies to give you a better browsing experience. By continuing your visit to this site, you accept our use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>



n/Fr/)

n/)



(en/study-could-wrinkles-be-partly,23220)

om/)

**INGREDIENTS & FORMULATION (EN/INGREDIENTS-AND-FORMULATION/)**



**“Perfume innovation comes from new ingredients”, Isaac Sinclair, Symrise (en/perfume-innovation-comes-from-new,23432)**

We use cookies to give you a better browsing experience. By continuing your visit to this site, you accept our use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>

n/Fr/)

n/)



(en/perfume-innovation-comes-from-new,23432)

om/)

PACKAGING & DESIGN (EN/PACKAGING-DESIGN/)



**“Business should be brisk at the end of the year”, Didier Bourguin, Augros (en/business-should-be-brisk-at-the,23446)**

We use cookies to give you a better browsing experience. By continuing your visit to this site, you accept our use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>

n/Fr/)

n/)



(en/business-should-be-brisk-at-the,23446)

om/)

ENVIRONMENT (EN/ENVIRONMENT/)



One in 10 premature births in the U.S. linked to plastic chemicals: study (en/one-in-10-premature-births-in-the,23330)

We use cookies to give you a better browsing experience. By continuing your visit to this site, you agree to our use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>

n/Pr/)

n/)



(en/one-in-10-premature-births-in-the,23330)

om/)

**INNOVATION & NEW PRODUCTS (EN/INNOVATION-NEW-PRODUCTS/)**



**Aloha, an innovative micro-encapsulation system to perfume any materials (en/aloha-an-innovative-micro,23442)**

We use cookies to give you a better browsing experience. By continuing your visit to this site, you agree to our use of cookies. (en/ibg-to-showcase-variety-of-new,23290#) cookies (https://www.premiumbeautynews.com/en/legal-notice,085)

n/Fr/)

n/)



(en/aloha-an-innovative-micro,23442)

om/)

**COMPANIES & INDUSTRY (EN/COMPANIES-INDUSTRY/)**



**ISDIN banks on daily sun protection to accelerate its growth (en/isdin-banks-on-daily-sun,23450)**

We use cookies to give you a better browsing experience. By continuing your visit to this site, you agree to our use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>

n/Fr/)

n/)



(en/isdin-banks-on-daily-sun,23450)

om/)

**INDUSTRY BUZZ (EN/INDUSTRY-BUZZ/)**



**Beautycare Brazil takes 44 companies to Cosmoprof WorldWide Bologna 2024 (en/beautycare-brazil-takes-44,23447)**

We use cookies to give you a better browsing experience. By continuing your visit to this site you accept the use of cookies. <https://www.premiumbeautynews.com/en/legal-notice,085>

n/Fr/)

n/)



(en/beautycare-brazil-takes-44,23447)

om/)



(https://www.premiumbeautynews.com/cgi-bin/advert-pro.cgi?type=clic&id=2&zone=16)

- [About Us \(En/About-Us,83\)](#)
- [Contact Us \(En/Contact-Us,17\)](#)
- [Advertising Opportunities \(En/Advertising-Opportunities,84\)](#)
- [Newsletter \(Sip.Php?Page=Weekly-Newsletter&Lang=En\)](#)
- [Legal Notice \(En/Legal-Notice,85\)](#)

© 2024 Premium Beauty Media



We use cookies to give you a better browsing experience. By continuing your visit to this site, you agree to our use of cookies. [Accept](#) [Decline](#) [Learn more](#)

cookies (https://www.premiumbeautynews.com/en/legal-notice,085)