

What's new in make-up & skincare innovations? Live from MakeUp in NewYork

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Make-up & Skincare
Superstars
Trade show



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More than 100 make-up and skincare entrants were competing for a coveted MakeUp in NewYork IT Award this year. *Luxe Packaging Insight* spotlights the winners across the four categories of Packaging, Accessories, Formulation and Turnkey Service.

During its 18th edition taking place on September 14th and 15th at Javits Center's River Pavilion, MakeUp in NewYork awarded IT Awards to the most innovative products on the first day of the show.

Korean-based manufacturer **Tesloop** scooped the Packaging award with its **100% PP Mono Material Airless** range. Made of 100% polypropylene, the range is said to have passed the leakage test with the same standard as existing airless bottles. The supplier offers a 0.5cc dosage, ideal for creamy cosmetic formulas.



Raphael Makeup Brushes took the Accessory award with its **Ocean Brush**. The brand collaborated with **Austriac Biological** on the brush handle, which is made of 50% shell and 50% castor-derived bioplastic. The oyster shells used to manufacture the handle are sourced mainly from Brittany in France. In line with the eco-design of the product, the brush head contains 65% recycled PETwaste fiber and 35% virgin fiber.



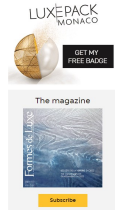
The Formulation award went to **OPAC's Beauty pills**, a fast-dissolution system formulation technology (patent pending), which allows for a 0.1kg solid tablet to transform into a 2.2ml cream-gel with a light and velvety texture. A few drops of water or serum will suffice for formula activation. The supplier uses water-free manufacturing, zero preservatives and offers full customizability in terms of active ingredients.



The Turnkey service winner was the **ASTE Royal Balm** from cosmetic manufacturer **R&D Color Srl**. Housed in a bio-based material stick pen, the lip balm has a pumping-effect formula. It reacts with the skin's pH levels, allowing for a unique pink hue despite its transparent appearance.



The Jury Favorite prize was awarded to Italian **Regi SRL** and its **Cherry Snack** in the Formulation category. With a formula based on organic cherry extract (48%), glycerin and phytosterols, the emulsion comes in stick lipstick form, retaining the benefits of a cream or serum. The formula uses a low pigment load of 3%, while still ensuring high coverage.



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KEY FIGURES

51%
The percentage of luxury brands - from 75 brands - planning the creation of IT (Innovation) departments by 2025. The main drivers behind these technology developments are to reach younger demographics, create innovative color to meet filler and multiply consumer touchpoints. Source: Bain & Company v. Corinne Colbert

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