



## MakeUp in Paris IT AWARDS 2022

Our famous innovation contest (ex IT Products) is back in 2022 **with a new name and new features!**

More than a selection of innovative products, the new IT Awards competition will reward 4 winners among **the skincare and make-up innovations presented by our exhibitors.**

The IT Awards are awarded by a **two-round vote** in which all members of the jury participate. In order to guarantee a representative panel of skincare and makeup innovation, the competition is open free of charge to all our exhibiting suppliers, who can submit up to three innovations.

The first step of the selection process is based on a video pitch and an in-depth questionnaire. Exhibitors describe the added value of their innovations compared to existing products on the market, regarding: **sensory experience, utility, components and/or materials used, environmental/sustainable impact, color rendering, lighting, texture, design and processing.** At the end of this evaluation, there are four nominations in each of these categories: Formulation, Turnkey service, Accessories and Packaging

Second step: the Jury, composed of **a dozen international experts in cosmetic innovation**, meets for a whole day to test and evaluate the new products.

At the crossroads of the expertise and experience of each member, the list of winners is drawn up through passionate exchanges and debates to grant an IT Award to the most innovative product of each category.

**22 new skincare and make-up products and 3 "Coup de coeur"** have been nominated this year for the MakeUp Paris Innovation & Trends (IT) AWARDS, among more than 80 products in the competition in the following categories: Accessory, formulation, turnkey service and packaging.





## MakeUp in Paris IT AWARDS 2022

### ACCESSORIES NOMINATED



#### TAIKI COSMETICS EUROPE - MIX&MATCH ECOBRUSHES

A minimalist and easy to use 10, 15, 20 brushes with only 3 wooden handles and interchangeable head pieces that simply snap on and off.

**Booth K13**



#### TAIKI COSMETICS EUROPE - DUAL DENSITY BLENDING SPONGE

A dual-density sponge designed to be a complete makeup tool for the complexion: the low-density side provides great comfort, and the other, denser side allows precise application of different textures (fluid, pressed powder).

**Booth K13**



#### LEONARD BRUSHES - INNOVATIVE BRUSHES MADE WITH "OWN CLIENT'S WASTE"

Handle made with a new material developed by the company ZONE K composed of a minimum of 70% recycled material from industrial cosmetic waste coming from customers or brands of Bullier SAS.

**Booth K44**

### ACCESSORY IT AWARD ATTRIBUTED TO



#### RAPHAËL MAKEUP BRUSHES THE OCEAN BRUSH

**Booth K44**

Brush whose handle is made of 50% shell and 50% bioplastic recovered from the castor plant. The head is made of 65% recycled fiber from PET bottle waste and 35% raw fiber.





## MakeUp in Paris IT AWARDS 2022

### FORMULATION NOMINATED



#### AIRCOS, GROUPE ANJAC - SOPHISTI-MATE

Talc-free foundation powder formulated primarily from rice used in the form of oil, powder and rice bran wax.

**Booth J32**



#### TRENDCOLOR - Metal-ONE e/s

A bold and shimmering effect obtained from a formula combining a new generation of polymers with an emollient from renewable plant sources.

**Booth K20**



#### B. KOLORMAKEUP & SKINCARE - VITALITY CO-CREATION CHANGING OIL

A hyper fluid oil formula designed to cover all the different stages of the beauty routine by transforming into a cream or serum as needed.

**Booth A24**



#### GOTHA COSMETICS - WATERDROP DAZZLE STICK

This stick refreshes the skin while illuminating it with a veil of color, shimmering and reflecting. Its hydrogel-like texture is obtained through an innovative blend of crystals and special gelling agents. Its formula is enriched with a sugar complex identical to that of the skin, to better preserve it.

**Booth K36**





## MakeUp in Paris IT AWARDS 2022

### FORMULATION NOMINATED



#### SICA F, GROUPE ANJAC - BRIGHTNESS WHIPPED CREAM

A 98% natural air texture that renews the sensory experience while providing a hybrid benefit: it gives radiance and comfort to the complexion and cares for the skin by moisturizing and nourishing it.

**Booth J32**



#### CHROMAVIS FAREVA – CRESCENDO – Hydra-Activated Foundation

A hybrid foundation with a hydro-activated formula that releases a boost of benefits when removed with warm water. This removal care property is based on the presence of micelles that lock in the removed color and activate the moisturizing and anti-oxidant qualities of a sage concentrate.

**Booth A34**

### FORMULATION IT AWARD ATTRIBUTED TO :



#### PHARMA COS SRL AGELESS SERUM

**Booth J2**

A solid texture that glides onto the skin and transforms into a nourishing serum. An easy-to-use and portable skin care product designed to promote healthy aging of the skin, improving its appearance.







## MakeUp in Paris IT AWARDS 2022

FORMULATION NOMINATED

FORMULATION FAVOURITE



**DAITO KASEI EUROPE**

**TEENS COSMOS WATERY FOAM FOUNDATION**

**Booth D25**



A two-phase formulation that combines the properties of a foundation with a very natural finish, particularly suited to young skin, and a moisturizing serum. It is easy to blend thanks to the use of silica-treated pigments (COSMOS certified) that allow for very good dispersibility in water. Without propellant, its airy foam texture is obtained from surfactants of vegetable origin.



## MakeUp in Paris IT AWARDS 2022

### TURNKEY SERVICE NOMINATED



#### **FABER-CASTELL COSMETICS - MAORI GOLD EYELINER & KAJAL**

An ultra-long lasting pencil formulated with carefully selected natural and vegan ingredients from sustainable sources: free of palm oil derivatives, micro-plastic particles and preservatives.

**Booth C3**



#### **ANCOROTTI COSMETICS - CRYSTAL SOAP**

A playful and practical solid cleanser made of a vegan gel formulated with 97% ingredients of natural origin. A care and wellness product with a pigment-free texture, it improves skin oxygenation to make it healthier and happier with a yoga-like effect.

**Booth A23**



#### **ANYA COSMETIQUES S.R.L. - KAJAL OAK PENCIL**

The wood-plastic composition of this waterproof pencil is based on bio-cellulose fibers, bio-polyethylene made from cane sugar and lignin. Formulated with sustainable charcoal powder, it gives a semi-matte finish.

**Booth L31**



#### **ANYA COSMETIQUES S.R.L. - TRY-ON SAFE (I.T.O.S.) - LIPSTICK TESTER SINGLE USE**

Designed for a phygital experience: it allows you to test the lipstick directly on your lips and contains a QR code linking the tested product to e-commerce sites, tutorials or other media.

**Booth L31**



## MakeUp in Paris IT AWARDS 2022

### TURNKEY SERVICE NOMINATED

#### TURNKEY SERVICE IT AWARD ATTRIBUTED TO



#### CHROMAVIS FAREVA FLEXXXY PALETTE

Booth A34

A novel make-up concept based on flexibility and water that combines an extra-flexible packaging and a disc-shaped formula with a high degree of flexibility and resistance to deformation that makes it virtually inert to any stress during use.



#### TURNKEY SERVICE FAVOURITE



#### OPAC FULLCYCLE ANTI-OX BOOSTER

Booth C10

A 100% recycled emulsion, from the formulation matrix to the active ingredients, associated with an ecological packaging system. The matrix is composed of raw materials with a common aspect: they are derived from the transformation into functional cosmetic ingredients of essentially discarded food by-products.





## MakeUp in Paris IT AWARDS 2022

### PACKAGING NOMINATED



#### CTK COSMETICS - BOTTOMS UP STICK

A large part of the contents of a lipstick is wasted, as the part retained by the inner cup cannot be used. This component allows the remaining contents to be used in a second propulsion cycle. Avoiding waste and reducing the use of water when recycling the containers, it becomes more ecological.

**Booth E9**



#### BRIVAPLAST GROUP - THIS MY SECOND LIFE! CLICK 'N GO MASCARA

A PCR recycled material version of a mascara with a one-handed "click" system for opening and closing that replaces the traditional two-handed cap screwing. Initiating a fun, quick and easy gesture, it is also useful for people with physical disabilities.

**Booth M4**



#### INTOPS CO., LTD. - CACTUS LEATHER CUSHION FOUNDATION TABLET

Use of a cactus leather obtained from harvested leaves washed, crushed, then pressed with materials necessary for their fibering. The sensory pleasure of the material is reinforced by a pattern in relief.

**Booth D9**



#### WORLD SPONGE - SCALP COVERAGE HAIR POWDER CONTAINER

Scalp covering powder container that allows you to spray the contents onto the thinning area without fear of it flying away. It adds volume and fluffiness to hair without rushing it. Includes a comb attached to the container, it is very easy to carry and use comfortably anywhere.

**Booth E13**



## MakeUp in Paris IT AWARDS 2022

### PACKAGING NOMINATED

#### PACKAGING IT AWARD ATTRIBUTED TO



**APTAR BEAUTY + HOME**  
**PRIVATE REFILL**

**Booth L30**



Lipstick mechanism for smart and aesthetic refills. It connects with a single click to a specific lipstick base and features a patented security key unique to each client and project. Brands can be assured that their refill cannot be used alone or with another lipstick mechanism.

#### PACKAGING FAVOURITE



**FR&PARTNERS**  
**KERAMI**

**Booth L34**



A range in ceramic, a timeless material contributing to a new sustainable approach to luxury in the world of beauty favoring a refined design while maintaining a prestigious appearance.



## MakeUp in Paris IT AWARDS 2022

### SPECIAL THANKS TO OUR EXPERT COMMITTEE MEMBERS!

**We would like to express our deepest thanks to the members of the IT AWARDS jury.  
We are highly proud to work with the best international beauty experts!**

**Dany Sanz**

Brand creator, Make Up for Ever, consultant in product development and formulation.

**Luisa Oliva**

Founder of LO Consulting specialized in the design of make-up and skin care product formulation.

**Jean-Louis Mathiez**

Expert in packaging, Founder of the agency Cinqpats.

**Charlotte Marion**

Beauty product and innovation specialist (Yves Rocher, Dior, Chanel) and project management.

**Charles-Emmanuel Gounod**

Expert in B2B international trade in the beauty sector.

**Florence Bernardin**

Founder of Asia Cosme Lab, specialized in the analysis and deciphering of the Asian market trends.

**Jean-Claude Le Joliff**

Biologist, President of the Cosmétothèque, a conservatory of the sciences and techniques behind the creation of beauty product.

**Julia Cornière**

FashionSnoops Europe Account Executive for consumer insights & trends forecasting.

**Philippe Bonneyrat**

Packaging and Plastics Engineer, founder of Lion Vert Création agency.

**Aurélie Banco**

Founder of CO-LAB-ORA, an ethical and collaborative cosmetic laboratory.

**Daniel Saclier**

Expert in product development and packaging sourcing (L'Oréal, Guerlain, LVMH).

**Aurélie Ducardonnet**

Freelance and texture expert.