

PREVIOUS ARTICLE

NEXT ARTICLE

FOCUS, FRENCH TECH, INNOVATION & SAVOIR-FAIRE

MAKEUP IN PARIS 2022: RAPHAËL MAKEUP BRUSHES AWARDED FOR ITS INNOVATIVE ECO-FRIENDLY ACCESSORY

[+]

BY LUXUS + 30 JUNE 2022



- f
- 🐦
- p
- ✉

The 2022 edition of the BtoB MakeUp in Paris trade show, which ended on June 17, rewarded four winners among the make-up and skincare innovations presented during the "Innovation & Trends Awards". But one of them turns out to be as innovative as eco-responsible...

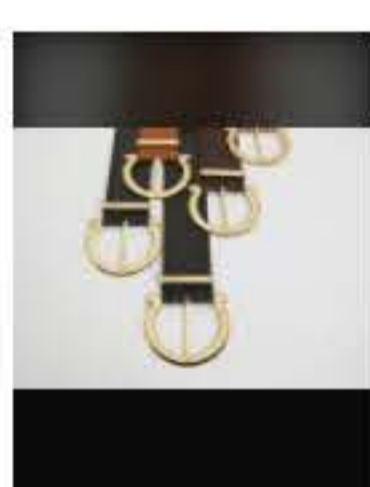
Open to all exhibitors at the show, this competition made a pre-selection of 22 new skincare and make-up products and 3 favorites among more than 80 entries. In fine, **four innovations** were nominated by the members of the jury and ended up as winners, divided into four distinct categories: **Accessories, Formulation, Full Service and Packaging.**

The "Ageless Serum" by Pharma Cos Srl was voted best innovation in the "Formulation" category, as was the "Flexxy Palette" by Chromavis Fareva in the "Full Service" category, while "Private Refill" by Aptar Beauty + Home was named best innovation in the "Packaging" category, for its intelligent lipstick refill mechanism.

While these three winners stood out from the rest, **there is one innovation that stands out as both innovative and committed to the planet.**

Focus on "The Ocean Brush", by Raphaël Makeup Brushes

SEE ALSO



FRENCH TECH, INNOVATION & SAVOIR-FAIRE
AMAZON AND FERRAGAMO JOIN FORCES AGAINST COUNTERFEITING

[...]

This article is reserved for subscribers.

Subscribe now !

Get unlimited access to all articles and live a new reading experience, preview contents, exclusive newsletters...

I SUBSCRIBE !

Already have an account ? [Please log in.](#)

Featured photo : © Makeup in

READ NEXT



FERRARI COLLABORATES WITH NEXT LEVEL RACING TO BRING E-SPORT CAR RACING TO AUSTRALIA



SIGN UP TO OUR NEWSLETTER

Get notified about exclusive offers every week!

YOUR E-MAIL

SIGN UP

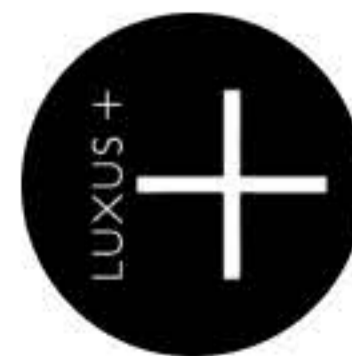
I would like to receive news and special offers.

WHAT'S YOUR REACTION?

EXCITED	HAPPY	IN LOVE	NOT SURE	SILLY
0	0	0	0	0

LUXUS +

[EN] CLAIRE DOMERGUE, A SPECIALIST IN COMMUNICATION IN THE LUXURY SECTOR, HAS SURROUNDED HERSELF WITH EXPERTS TO CREATE THE FIRST MEDIA DEDICATED TO THE ECONOMIC NEWS OF LUXURY AND FASHION. THE LATTER DRAWS THE ATTENTION OF ITS READERS TO ALL THE MAJOR PLAYERS IN THESE SECTORS WHO SHARE THEIR EXPERIENCES, VISIONS AND KNOW-HOW. MORE THAN A SPECIALIZED WEBZINE, LUXUS PLUS IS A MULTI-SECTOR INFORMATION SYSTEM, WHICH HAS BECOME THE REFERENCE MONITORING TOOL FOR LUXURY AND FASHION PROFESSIONALS. OUR NEWSLETTERS CONTRIBUTE TO MAKE OUR READERS AWARE OF THE CHANGES AFFECTING THE LUXURY INDUSTRIES. THANKS TO AN INCREASED WATCH AND AN EXCELLENT KNOWLEDGE OF THE SECTOR, WE ARE INTERESTED IN THE MAIN ECONOMIC AND TECHNOLOGICAL STAKES OF FASHION, FINE WATCHMAKING, JEWELRY, GASTRONOMY, COSMETICS, PERFUMES, HOTELS, PRESTIGIOUS REAL ESTATE...*****[FR] Claire Domergue, spécialiste de la communication dans le secteur du luxe, s'est entourée d'experts pour créer le premier média consacré à l'actualité économique du Luxe et de la mode. Ce dernier attire tout particulièrement l'attention de ses lecteurs sur l'ensemble des acteurs de ces secteurs qui y partagent leurs expériences, visions et savoir-faire. Plus qu'un webzine spécialisé, Luxus Plus est un système d'information multi-sectoriel, devenu l'outil de veille de référence pour les professionnels du luxe et de la mode. Nos newsletters de veille contribuent en effet à sensibiliser nos lecteurs aux mutations qui touchent les industries du luxe. Grâce à une veille accrue et à une excellente connaissance du secteur, nous nous intéressons aux principaux enjeux économiques et technologiques de la mode, la haute horlogerie, la joaillerie, la gastronomie, des cosmétiques, parfums, de l'hôtellerie, l'immobilier de prestige...



f SHARE

🐦 TWEET

p

✉

DIGITAL + PRINT SUBSCRIPTION

ENJOY 25% OFF + GET A FREE MAUBOUSSIN PERFUME



I subscribe

POPULAR POSTS



BRAND STRATEGY & COMMUNICATION

AUDEMARS PIGUET ENTERS THE HOTEL BUSINESS IN THE VALLÉE DE JOUX [+]

11 JULY 2022 · 3 MINS READ · 0 SHARES



CSR

HOW DO FRENCH CHEFS COMBINE SUSTAINABLE GASTRONOMY AND FINE FOOD AT THEIR TABLES? [+]

11 JULY 2022 · 4 MINS READ · 0 SHARES



FRENCH TECH, INNOVATION & SAVOIR-FAIRE

MAGNUM AND IRIS VAN HERPEN JOIN FORCES TO CREATE THE WORLD'S FIRST VEGAN HAUTE COUTURE DRESS

11 JULY 2022 · 2 MINS READ · 0 SHARES



ECONOMY & FINANCE

SWATCH GROUP MID-YEAR FORECAST : THE MOONSWATCH WATCH BOOSTED OMEGA SALES

8 JULY 2022 · 2 MINS READ · 0 SHARES

ARTICLES POPULAIRES



BRAND STRATEGY & COMMUNICATION

AUDEMARS PIGUET ENTERS THE HOTEL BUSINESS IN THE VALLÉE DE JOUX [+]

11 JULY 2022 · 3 MINS READ · 0 SHARES



CSR

HOW DO FRENCH CHEFS COMBINE SUSTAINABLE GASTRONOMY AND FINE FOOD AT THEIR TABLES? [+]

11 JULY 2022 · 4 MINS READ · 0 SHARES



FRENCH TECH, INNOVATION & SAVOIR-FAIRE

MAGNUM AND IRIS VAN HERPEN JOIN FORCES TO CREATE THE WORLD'S FIRST VEGAN HAUTE COUTURE DRESS

11 JULY 2022 · 2 MINS READ · 0 SHARES



ECONOMY & FINANCE

SWATCH GROUP MID-YEAR FORECAST : THE MOONSWATCH WATCH BOOSTED OMEGA SALES

8 JULY 2022 · 2 MINS READ · 0 SHARES