

# MakeUp in Paris 2022: discover the IT Awards winners

**DOLORES DAMADE**

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Twenty-five makeup and skincare products were nominated for this year's Innovation & Trends (IT) award at the MakeUp in Paris trade show. The competition rewards winners in the four following categories: Accessory, Formulation, Full service and Packaging.

More than 80 makeup and skincare candidates were competing in MakeUp in Paris' IT Awards competition this year, with only 22 products and three Jury Favorites being shortlisted for the award. After a two-round vote by a jury of industry experts, the victors were revealed during the IT Awards ceremony on the first day of the show.

The Accessory award went to **Raphaël Makeup Brushes** for its **Ocean Brush**. The handle, created in collaboration with [Authentic Material](#), is made of 50% shell and 50% castor-derived bioplastic, while the brush head contains 65% recycled PET bottle fiber and 35% raw fiber. The oyster shells are sourced mainly from Brittany in France.



Italian makeup manufacturer **Pharma Cos** took home the Formulation award for its **Ageless Serum**, which comes in a solid format - achieved thanks to natural emollients - and gradually transforms into a nourishing serum. The waterless serum (the water content was replaced by mandarin orange juice) was formulated using marine active ingredients.



The first Jury Favorite prize went to **Daito Kasei Europe** and its **Teen Cosmos Watery Foam Foundation** in the Formulation category. Designed for young consumers, its airy, foam-textured formulation combines pigmented foundation and a moisturising serum.



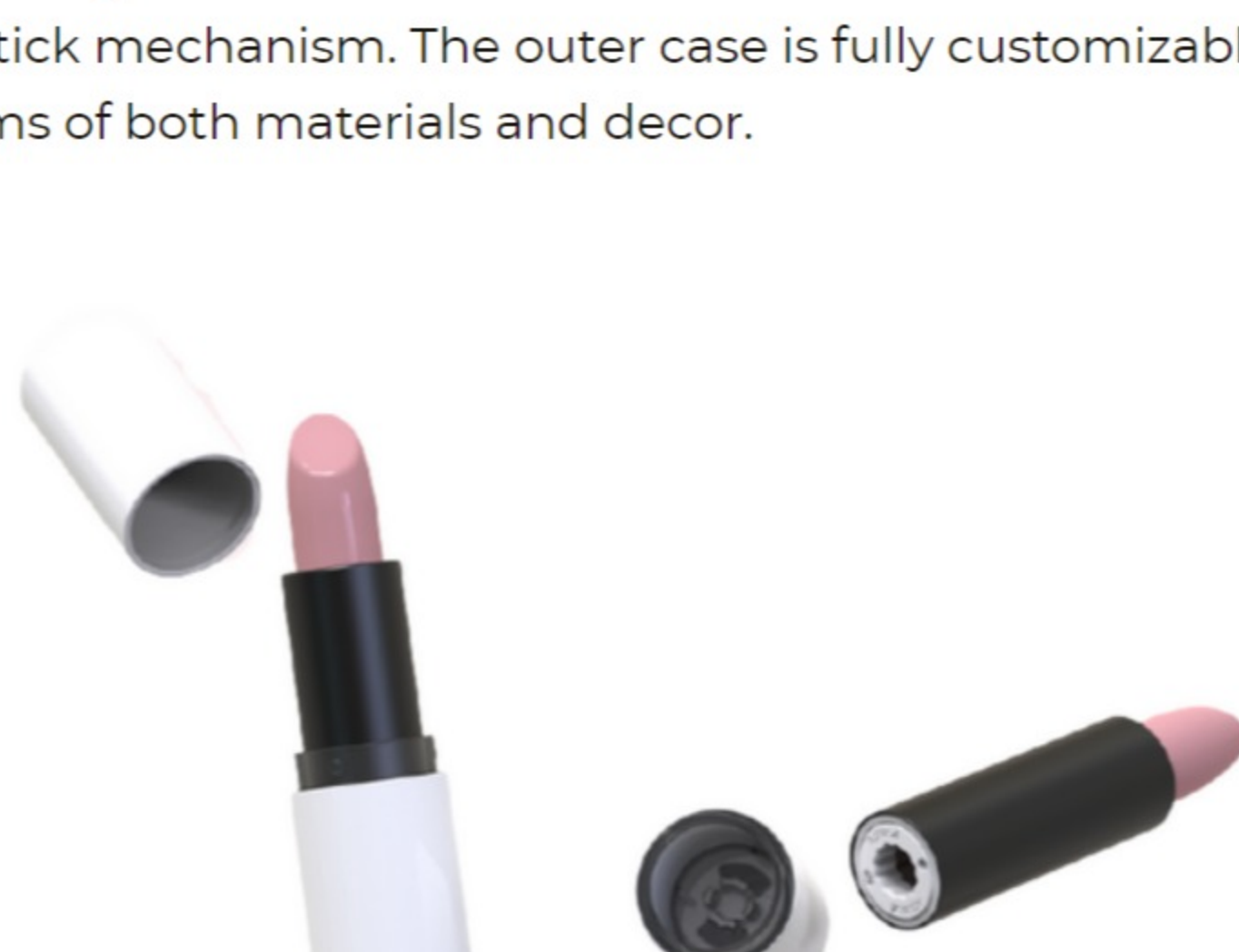
**Chromavis Fareva** scooped the Full Service award for its **Flexxy palette**. Created to withstand stress during use, the makeup palette is an extra-flexible silicone container, where the formula is directly inserted, meaning the packaging doesn't necessitate the inclusion of pans. The disc-shaped formula inserts are waterless, which allows for a flexible and durable texture. The pigments are activated by using a damp brush. The palette can be customized using techniques including screenprinting and embossing.



The Jury Favorite in the Full Service category was awarded to **Opac** and its **Fullcycle anti-ox booster**, a 100% recycled emulsion. The raw materials used in the formula are derived from discarded food by-products; the manufacturer opted for bergamot and lime as the two main active ingredients.



**Aptar Beauty + Home's Private Refill** won the Packaging award. The aluminium lipstick refill connects to a specific lipstick base and features each client's unique security key, ensuring that the refills can't be used alone or with another lipstick mechanism. The outer case is fully customizable in terms of both materials and decor.



And the final Jury Favorite award was scooped by a Swiss packaging specialist **FR & Partners** in the Packaging category for its rechargeable ceramic lipstick range **Kerami**. The refill comes in materials including aluminium or plastic, while the ceramic case supports different types of decoration techniques, such as water transfer, screen printing and labelling. Due to the porous nature of ceramic, the case is finished with a matte glaze.

