

Innovation & New Products

Who are the nominees and winners of MakeUp in Paris's awards in 2022?

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MakeUp in Paris' new IT Awards competition rewards 4 winners among the skincare and make-up innovations presented by companies exhibiting in the show.

The competition is open free of charge to all exhibitors, who can submit up to three skincare and makeup innovations. The IT Awards are awarded by a two-round vote in which all members of the jury participate [1].

This year, 22 new skincare and make-up products and 3 "Coup de cœur" have been nominated this year for the MakeUp Paris Innovation & Trends (IT) Awards, out of more than 80 products in the competition in the following categories: Accessory, Formulation, Turnkey Service and Packaging.

ACCESSORIES CATEGORY

Winner

- **The Ocean Brush, by Raphaël Makeup Brushes.** A brush whose handle is made of 50% shell and 50% bioplastic recovered from the castor plant. The head is made of 65% recycled fibre from PET bottle waste and 35% raw fibre.

Finalists

- **Mix&Match Ecobrushes, by Taiki Cosmetics Europe.** A minimalist and easy to use set of 10, 15, 20 brushes with only 3 wooden handles and interchangeable heads that simply snap on and off.
- **Dual Density Blending Sponge, by Taiki Cosmetics Europe.** 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).
- **Innovative Brushes Made With "Own Client's Waste" by Leonard Brushes.** 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.

FORMULATION CATEGORY

Winner

- **Ageless Serum by Pharma Cos Srl.** 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.

Jury's favourite

- **Teens Cosmos Watery Foam Foundation by Daito Kasei Europe.** 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.

Finalists

- **Sophisti-Mate, by Aircos, Groupe Anjac.** Talc-free foundation powder formulated primarily from rice used in the form of oil, powder and rice bran wax.
- **Metal-ONE e/s by Trendcolor.** A bold and shimmering effect obtained from a formula combining a new generation of polymers with an emollient from renewable plant sources.
- **Vitality Co-Creation Changing Oil by B. Kolormakeup & Skincare.** 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.
- **Waterdrop Dazzle Stick, by Gotha Cosmetics.** 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.
- **Brightness Whipped Cream by SICAFA, Groupe Anjac.** 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.
- **Crescendo Hydra-Activated Foundation, by Chromavis Fareva.** 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 colour and activate the moisturizing and anti-oxidant qualities of a sage concentrate.

"TURNKEY SERVICE" CATEGORY

Winner

- **Flexxxy Palette, by Chromavis Fareva.** 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.

Jury's favourite

- **Fulleyce Anti-Ox Booster, by OPAC.** 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.

Finalists

- **Maori Gold Eyeliner & Kajal, by Faber-Castell Cosmetics.** 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.
- **Crystal Soap, by Ancorotti Cosmetics.** 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.
- **Kajal Oak Pencil, by Anya Cosmetics s.r.l.** 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.
- **Try-On Safe (I.T.O.S.), Lipstick Tester Single Use, by Anya Cosmetics s.r.l.** 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.

PACKAGING CATEGORY

Winner

- **Private Refill, Aptar Beauty + Home.** A 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.

Jury's favourite

- **Kerami, by FR&Partners.** 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.

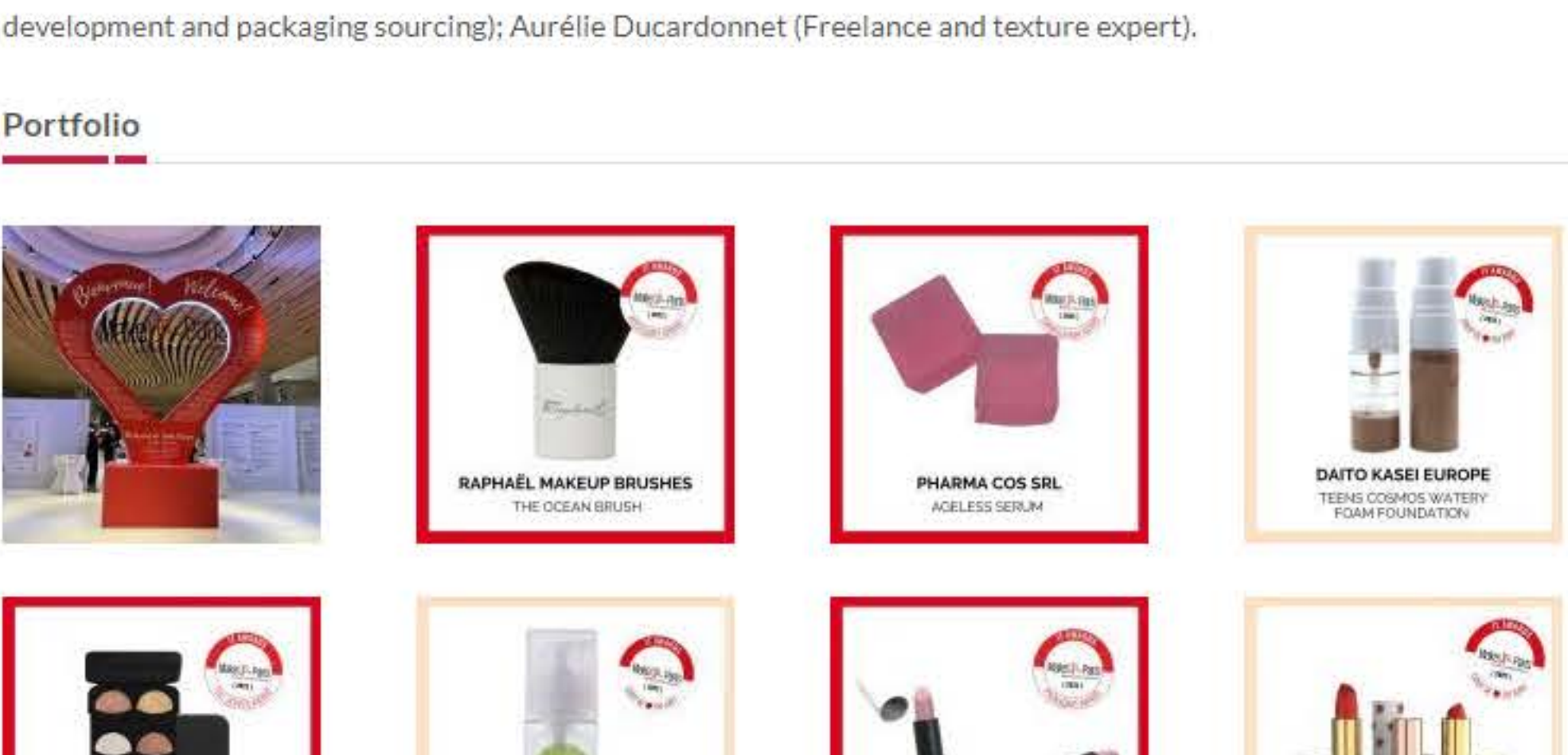
Finalists

- **Bottoms Up Stick, by TK Cosmetics.** 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.
- **This My Second Life! Click 'N Go Mascara, by Brivoplast Group.** 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.
- **Cactus Leather Cushion Foundation Tablet, by Intops Co., Ltd.** 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.
- **Scalp Coverage Hair Powder Container, by World Sponge.** 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.

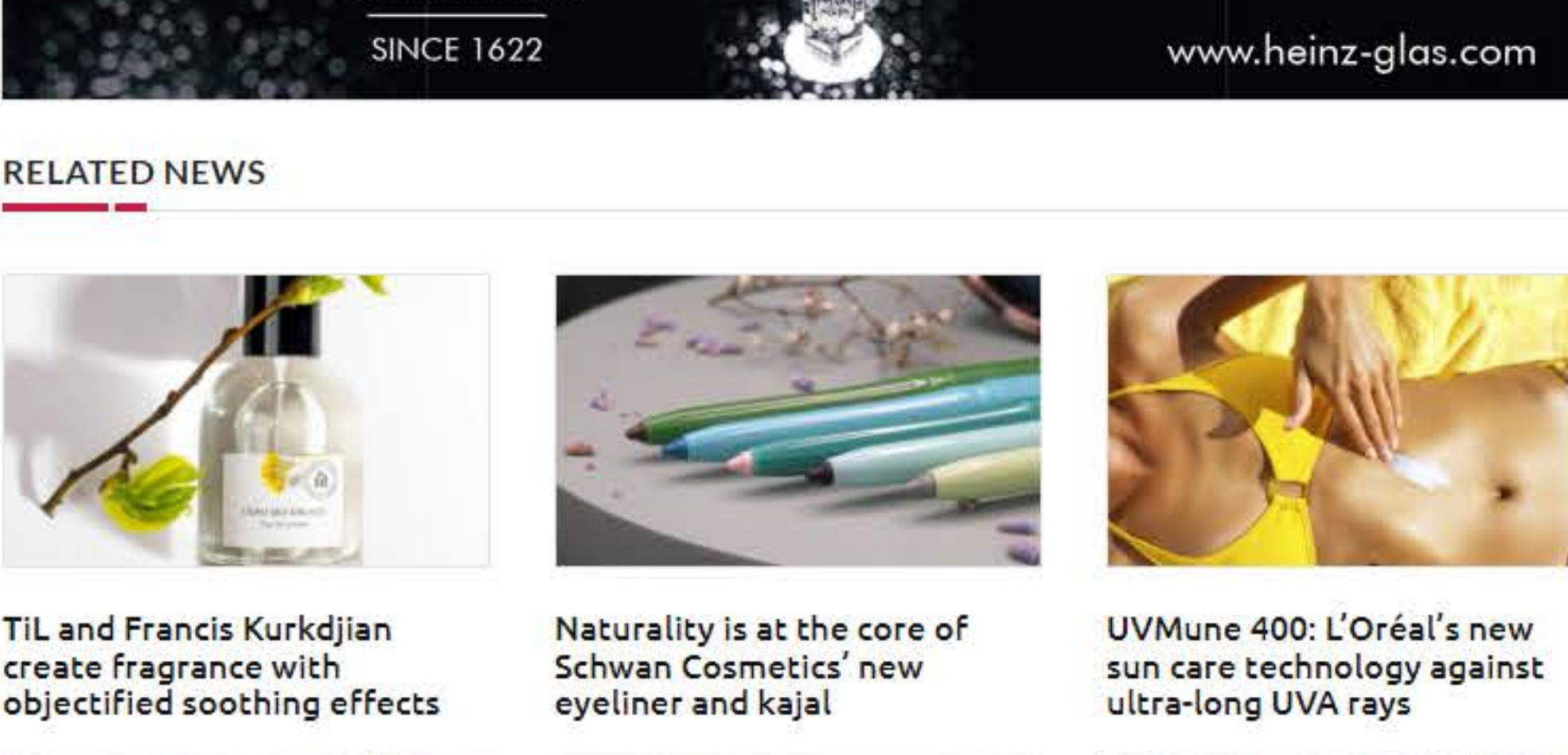
Footnotes

[1] Jury: Dany Sans (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 Cingots); Charlotte Marion (Beauty product and innovation specialist and project management); Charles-Emmanuel Gouand (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 Cosmétique, 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); Aurélie Ducardonnet (Freelance and texture expert).

Portfolio



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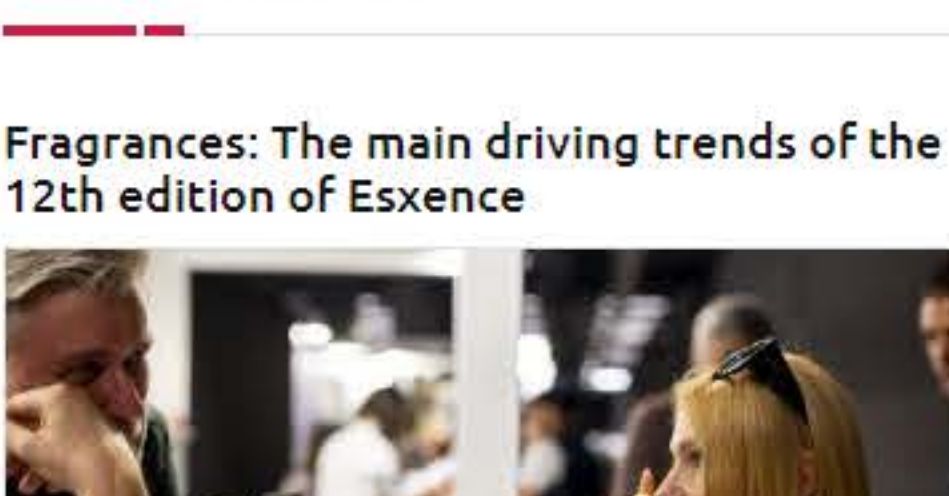


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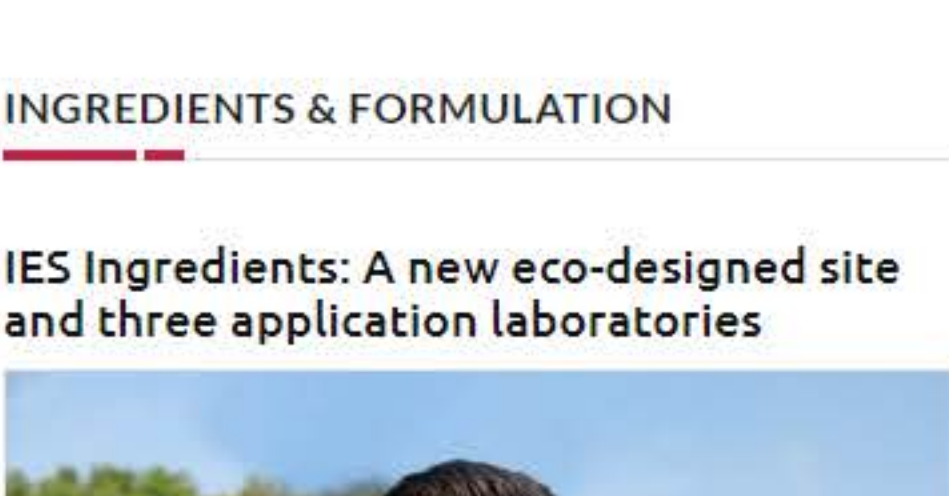
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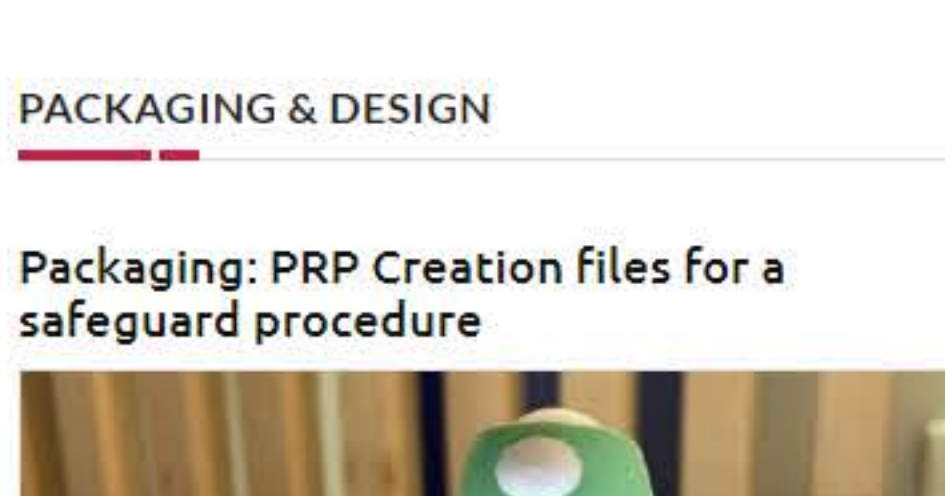
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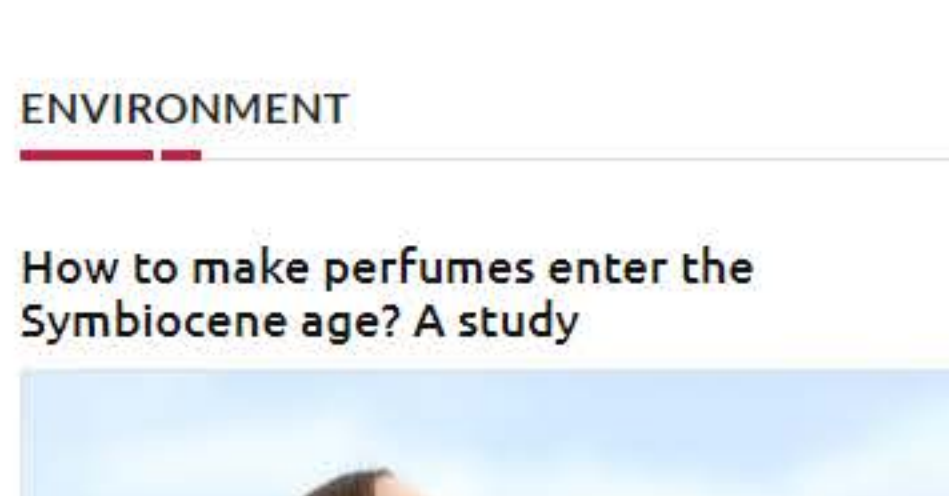
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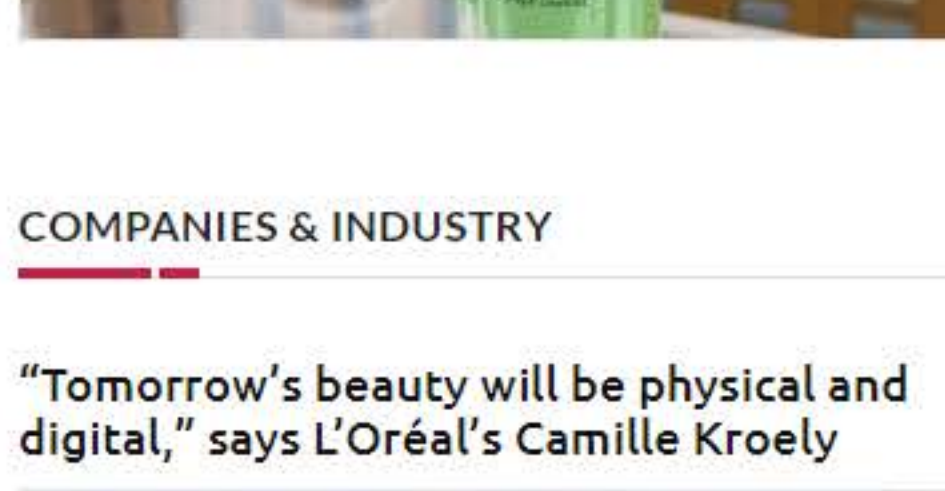
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