



TRADE SHOWS

MakeUp In Paris

16-17 June 2022

BEAUTYSTREAMS

MakeUp In Paris at a Glance

MakeUp in Paris returns to the Carrousel du Louvre for its 12th edition, gathering and inspiring the international beauty community to co-create and to find future solutions to the major challenges of the sector, including excessive waste, a growing demand for vegan and clean formulations, as well as the hybridization of skin care and make-up. 3,580 participants visit the show, up from 3,150 last fall, with some 120 suppliers of ingredients, formulation, packaging, accessories, full service, and digital make-up devices displaying their products and showcasing their innovations.

At the heart of the event, new animations encourage exchanges and connections between brands, influencers, and cosmetics suppliers, as seen at a new laboratory allowing visitors to make their own beauty products. In playful thematic workshops, 30-minute sessions explore the concept of "green" formulation in skin care and make-up, touching on topics such as plant pigments, plant oils, and upcycled ingredients.

2022 also offers the opportunity to celebrate the centenary of Victor Marguerite's novel, *La Garçonne*, which in 1922 made headlines. Considered a literary and social phenomenon, whose publisher Flammarion readily admitted that it was "the most scandalous novel ever written," it was an almost immediate success achieving record sales. In partnership with the *À La Carte Museum*®, MakeUp In Paris presents for the first time a private selection of heritage objects of fashion and beauty from the 1920's Art Deco period, showing how this artistically rich period influenced brands and beauty manufacturers in terms of formulation, packaging, behavior, and even rituals.



IT Awards

22 new skin care and make-up products have been nominated for the 2022 MakeUp In Paris Innovation & Trends (IT) Awards, among more than 80 products presented by the exhibitors this year. The competition spans the following categories: accessory, formulation, full service, and packaging.

The 2022 IT Award winners are :

Full Service: Chromavis Fareva – Flexxy Palette

Packaging: Aptar Beauty + Home – Private Refill

Formulation: Pharma Cos Srl – Ageless Serum

Accessories: RAPHAËL Makeup Brushes – The Ocean Brush

New this year, the jury has granted three additional Jury's "Favorite Awards" (or "Coup de Cœur"), in the following three categories:

Formulation Favorite: Daito Kasei Europe – Teens Cosmos Watery Foam Foundation

Full Service Favorite: OPAC – Fullcycle Anti-Ox Booster

Packaging Favorite: FR&Partners – Kerami

Find more details on a selection of these products below.



Daito Kasei Europe – Teens Cosmos Watery Foam Foundation



Pharma Cos Srl – Ageless Serum

SUSTAINABLE TOOLS

Tools at this year's edition shine the spotlight on sustainable materials with a creative touch. Cue Leonard Brushes' brushes made with the consumers' own waste, which has been upcycled to create a playfully speckled aesthetic on the brushes' handles mirroring the trend of marbleized and terrazzo patterns we are seeing in object design. The new material was developed by the company ZONE K and is composed of a minimum of 70% recycled material from industrial cosmetic waste coming from the customers or brands of Bullier SAS.

Ocean waste serves as the base material for Raphael Brushes' Ocean Brush, which scooped the show's IT Award for Accessories. The head here is made of 65% recycled fiber from PET bottle waste and 35% raw fiber, while the brush handle boasts 50% shell and 50% bioplastic recovered from the castor plant that grows in semi-arid environments and requires little water and nutrients. The shell comes from oyster waste collected along the Atlantic coast, which would normally be thrown away, but here transforms the handle into a handsome gray hue and speckled look conceived in partnership with Authentic Material, making it 100% natural and recyclable. The brand notes that 8 million tons of plastic waste are thrown into the sea each year, the equivalent of one truckload of waste dumped into the sea every minute, where it remains for up to 450 years, with the exception of microplastics which never really disappear.

Elsewhere, Taiki Cosmetics propose their Mix & Match Ecobrushes, a minimalist and easy-to-use set of 10, 15 or 20 brushes with only 3 wooden handles and interchangeable head pieces that simply snap on and off, thereby reducing the set's total material weight. The company uses FSC-certified beech or birch wood, and fibers containing 60% bio-sourced material, and has calculated that a full set of 10 brushes needs only 3 handle and requires 40% less material. The brushes are vegan and the handles are customizable.

Taiki's Dual Density Blending Sponge meanwhile is a dual-density sponge made of hydrophilic polyurethane designed to be a complete make-up tool for improving the complexion: the low-density side (70% PU and 30% of plant powder to reduce petrochemicals) is ideal for applying fluid foundation, whereas the hard-density side allows precise application of compact blush or highlighter. The combination of different densities can be adjusted, and the shape, size, color, and logo can be customized.



Leonard Brushes



Taiki Cosmetics - Mix & Match Ecobrushes



Raphael Brushes - Ocean Brush

NO MORE FORMULA WASTE

One of the most innovative products at this year's edition comes from CTK Cosmetics, and is called Bottoms Up Stick. The South Korean company has found a way to eliminate the substantial amount of formula waste which typically remains inside the bottle. In a standard stick, the formula part retained by the inner cup cannot be used, i.e. goes to waste and requires large amounts of water to be washed out when the stick is recycled. CTK's patented component, on the other hand, allows the remaining contents to be used in a second compulsion cycle, pushing out the content completely without any residue. No rinsing or scraping is required when refilling the stick. Though developed with lipsticks in mind, the packaging is suitable for any solid formulation that requires a stick format, according to the brand.



MS Beutilab - 50UP

50+ SKIN CARE

A rare sight at any trade show is skin care developed specifically for women over 50 who are going through menopause. At MakeUp In Paris, MS Beutilab presents not one item but a whole skin care regime dedicated to this often overlooked demographic – accounting for 1 billion customers by 2025, according to the brand. Menopause at different stages has psychological, physiological, and physical impacts. Among other things, the skin becomes looser, the complexion duller, hot flashes occur, emotions change.

MS Beutilab's 50UP is a clean, vegan, and sensorial range that consists of a face serum, two creams (one focused on peri-menopause, the other on post-menopause), a refreshing and soothing spray, and a serum for the scalp to combat hair loss. The line, which focuses on killing off zombie cells that spread inflammation and accelerate skin aging, contains a skin- and mood-uplifting complex based on *Sphingomonas* ferment extract, which smooths, awakens, and tightens, while *Pistacia lentiscus* gum redefines contours. Other carefully chosen ingredients include hydrating sodium hyaluronate, collagen-stimulating peptides, and anti-inflammatory *Salvia miltiorrhiza* root extract. Textural enhancers provide an enveloping touch and silky-satin finish, while color also plays a role. The pink cream provides a healthy glow, while another cream in purple tones brings an immediate radiance by counterbalancing the yellow tones of the skin. Each product contains a minimum of 97% of natural ingredients with no compromise on sensoriality or efficacy.

A REFILL PLEASE

Refillable options are getting more sophisticated with every edition, and this year is no exception. Cue Aptar Beauty + Home's Private Refill solution, which scooped the IT award in the Packaging category, as it proposes a lipstick mechanism for both 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. This solution is ideal for brands which do not want their refill be used with another lipstick mechanism.



Aptar Beauty + Home - Private Refill

PLAYFUL SOLIDS

Ancorotti Cosmetics is back with another solid innovation this year dubbed Crystal Soap. This playful and practical solid cleanser made of a vegan gel and formulated with 97% ingredients of natural origin looks like a real crystal, boasting light-green luminous hues. A care and wellness product with a pigment-free texture that contains moisturizing polysaccharides, oligo-elements (a mineral complex and malachite), and an oxygen booster, it improves skin oxygenation to make skin healthier and happier imparting a yoga-like effect. Its liquid foam removes make-up and impurities, while also brightening and smoothing skin.

Chromavis Fareva brings to the show the Flexxy Palette, a novel make-up concept that combines an extra-flexible packaging and disc-shaped formula with a high degree of flexibility and resistance to deformation that makes it virtually inert to any stress during use. Perfect for on-the-go use, this waterless and refillable product with a soft, leather-like look and feel bends without breaking and activates with the simple addition of water. The formula dries immediately and can be put back into the case. Patent-pending, the formulation works like a reversed make-up remover pad, and is best suitable for highlighters, according to the brand. There is no pan and no formula waste left behind, since the reusable formula can be rubbed into skin and put back into the case until nothing is left.



Ancorotti Cosmetics - Crystal Soap



Chromavis Fareva - Flexxy Palette

UPCYCLED: FROM A TO Z

A standout at the show is Opac's Fullcycle Anti-Ox Boost, a 100% recycled emulsion – from the formulation matrix to the active ingredients, all raw materials are derived from the transformation of essentially discarded food by-products into both active as well as functional ingredients, which according to the company was a real challenge and took one year of research to make both the architecture and the performance stick. The minimalist formula based on just 10 ingredients, draws its strength from upcycled bergamot and lime for their antioxidant properties; the texture is achieved with leftover apple seeds; sunflowers function as rheological modifiers, and even the formula's fruity fragrance is upcycled. An eco-friendly packaging with pouch system rounds off the formulation.

Looking at the *bright side of waste*

FULL CYCLE
100% upcycled
skincare treatment

- A 100% upcycled formulation matrix
- Second life to Bergamot, Lime, Sunflower and Apple
- An innovative recycled airless packaging system
- A must-have within sustainable skincare



OPAC
I CREATE TO INNOVATE

Opac - Fullcycle Anti-Ox Boost

HYPER-HYBRID

Chromavis Fareva gives a whole new meaning to hybrid formulations with its CRESCENDO – Hydra-Activated Foundation. When removed with warm water, this foundation turns into a skin care product thanks to the presence of micellar water which locks in the removed color and activates the moisturizing, rebalancing, anti-inflammatory, and antioxidant qualities of a sage concentrate hidden inside the formula, which the brand compares to the qualities of an anti-aging night cream. The foundation itself is infused with hyaluronic acid, making this versatile hybrid a truly multitasking skin care-cum-make-up regimen.



Chromavis Fareva - CRESCENDO

POWERFUL PENCILS

With graphic eyeliner top trending on TikTok in 2022, brands are well-advised to propose more sophisticated and eco-friendly options to this coveted make-up staple. Faber-Castell Cosmetics for one has come up with the Maori Gold Eyeliner & Kajal, an ultra-long lasting pencil formulated with carefully selected natural and vegan ingredients from sustainable sources. It is free of palm oil derivatives, micro-plastic particles, preservatives, and isododecane. The German color pencil giant has developed a texture for wood packaging that is not only billed as clean but also long-lasting. The brand has looked at new, unique ingredients that interact with selected waxes and oils that are plant-based and vegan, claiming this combination of oils and volatile components is unique in the cosmetics industry. The production process specially developed for this texture, supplemented by special protectors, makes the pencil unique and durable for up to 16 hours.

The wood-plastic composition of the waterproof Kajal Oak Pencil by Anya Cosmetiques S.R.L, meanwhile, 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. The formula is 100% of natural origin, and is therefore suitable for vegans. The pigments are obtained from the fronds of the Ubake oak, present in the Kishu area, in Japan. Body, cap, and end-cap of the pencil are made from naturally derived plastics, and no ingredient in the formula falls within the definition of microplastics, thus reducing the environmental impact.

Upped with 5 active ingredients (rosehip oil, sweet almond oil, jojoba oil, mango oil with moisturizing and emollient effects, and vitamin E with an antioxidant effect), the Kajal pencil is creamy, ductile and gives a precise, intense, and long-lasting stroke, resistant to smudging, water, and humidity. The presence of vegetable and sustainable pigment makes it unique, according to the brand, which in addition carries out tests for the monitoring of heavy metals, including nickel, lead, arsenic, cadmium, mercury, antimony, and chromium.



Faber-Castell Cosmetics - Maori Gold Eyeliner & Kajal



Anya Cosmetiques S.R.L. - Kajal Oak Pencil

100% NATURAL ISODODECANE

Billed as unique on the market, Global Bioenergies comes to the show with the world's first isododecane from natural origin, manufactured entirely in France, dubbed Isonaturane® 12. While isobutene is traditionally derived from oil and has a global market of around 15 million tons, Global Bioenergies has developed a process for converting plant-based feedstocks into isobutene, thereby reducing greenhouse gas emissions by around two-thirds compared to the oil-based equivalent and eliminating the industry's dependency on petro-chemicals. This means, brands can now claim their longwear products are more than 90% natural.

Longwear make-up currently sells around a billion units annually, a market worth some €10 billion, according to Global Bioenergies. Isododecane has two other uses in the cosmetics industry, as an emollient – to make skin softer and more supple – or as a solvent – to dissolve other substances or the main active ingredients. This means, it is present in very many face creams and hair products, including shampoo. In these applications, it does the same job as silicon.

However, in 2018, the European Commission decided to heavily restrict the silicon content of wash-off products because of the risks they posed to the environment, particularly the aquatic environment. The restriction on volatile silicones, which took effect in 2020 for wash-off products and should eventually be extended to other product categories, is driving substantial growth in the isododecane market. A 2019 consultants' report commissioned by Global Bioenergies suggests the market will grow fourfold by 2025.

In June, L'Oréal, a leading shareholder of Global Bioenergies via cosmetic giant's BOLD (Business Opportunities for L'Oréal Development) investment fund, snapped up several tons of the product to deliver on its commitments to achieve 95% bio-based ingredients, derived from abundant minerals or circular processes in its formulas by 2030.

In 2021, the Group entered the market with the launch of LAST®, its own longwear cosmetics brand with formulas based on the key ingredient produced via its technology.



Global Bioenergies - LAST®

NEW TESTERS: FROM GREEN TO PHYGITAL

Sampling is getting more refined, digital, and green. To wit: Anya Cosmetiques S.R.L.'s TRY-ON SAFE (I.T.O.S.) is a single-use lipstick tester designed for a clean and phygital experience, allowing users to test the lipstick directly on their lips and containing a QR code linking the tested product to e-commerce sites, tutorials or other media. It comes in a waste-not format, as one slice of 300mg equals 2-3 applications, and is therefore perfectly suited as a sample. The diameter is exactly that of a sale product (12.7mm) to repeat the same application action, and made in a drop shape to be able to draw the contour with precision.

Elsewhere, Livcer has committed to its products being 100% recyclable-ready or based on recycled packaging by 2025. The company offers various solutions for eco-friendly packaging including eco-friendly mono-doses made of FSC-certified cardboard that is made from sugar cane waste and printed with water-based ink. The labels here are solvent-free, while the lid part contains an aluminum-free seal and a single material based on recycled plastics. The thermoformed part is also single-material and based on recycled laminate. The company employs new-gen machinery, which slashes material waste by 30%, consumes less energy, and allows thermoforming of bio-sourced packaging.



Anya Cosmetiques S.R.L. - TRY-ON SAFE (I.T.O.S.)



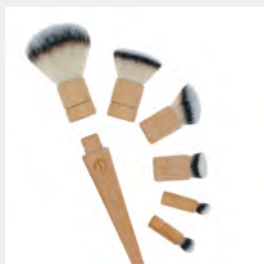
Livcer – Eco-friendly mono-doses

PRODUCT BANK

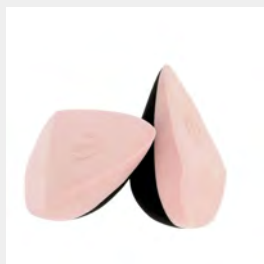
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Ocean Brush
Raphaël Brushes - France



Mix & Match Ecobrushes
Taiki - Japan/France



Dual Density Blending Sponge
Taiki - Japan/France



Bottoms Up Stick
CTK Cosmetics - South Korea



50UP Range
MS Beautilab - France



Crystal Soap
Ancorotti Cosmetics - Italy



Flexxy Palette
Chromavis Fareva - Italy



Fullcycle Anti-Ox Boost
OPAC - Italy



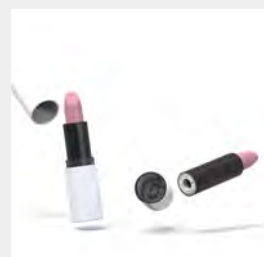
CRESCENDO –
Hydra-Activated
Foundation
Chromavis Fareva - Italy



Maori Gold Eyeliner & Kajal
FABER-CASTELL COSMETICS - Germany



KAJAL OAK
PENCIL
ANYA COSMETIQUES - Italy

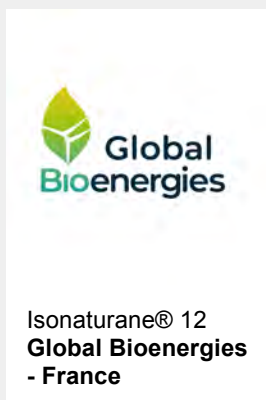


Private Refill
Aptar Beauty + Home - USA

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INGREDIENTS MENTIONED

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