

Home > Events > MakeUp in Paris, here all the beauty winners

Events Highlight News

## MakeUp in Paris, here all the beauty winners

By Redazione - 15 June 2023



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A total of 31 fresh skincare and makeup products have been selected as nominees for the prestigious MakeUp in Paris Innovation & Trends (IT) AWARDS of this year.

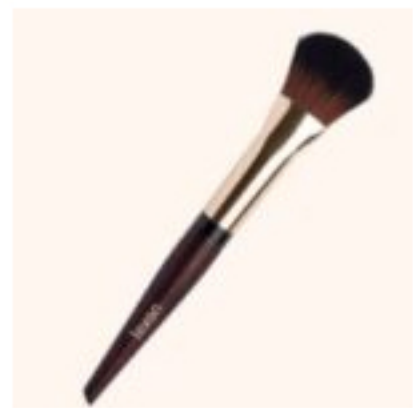
These exceptional products were chosen from a pool of over 117 contenders in various categories. Among them, 7 products were nominated in the accessory category, 56 in the formulation category, 21 in the full service category, and 33 in the packaging category.

To determine the winners, a panel of 10 international experts, who form the jury, convened last May.

They thoroughly tested these nominated products and bestowed IT Awards upon the most innovative and trend-setting products in the accessory, formula, full service, and packaging categories.

### ACCESSORIES IT AWARD

**TEXEN**  
*MULTI-INTENSITY BRUSH*



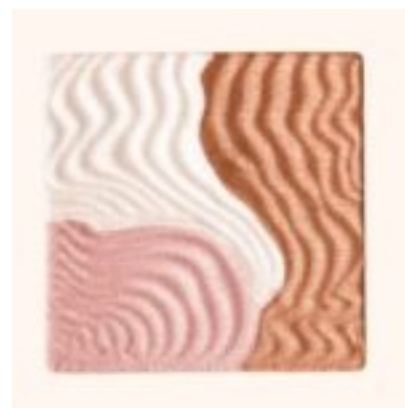
Innovative rotating mechanism allows you to adjust the length and density of the tuft to create a complete face make-up look with a single brush.

In addition to this single-material (PBT) mechanism, the brush's tuft, handle and ferrule can be customized in terms of shape and material.

### FORMULATION IT AWARD

**MS BEAUTILAB**  
*SUPERNOVA GREEN*

Injectable powders formulated with 99% ingredients of natural origin, and exclusively certified natural cosmetic raw materials. While eliminating microplastics, talc, silicones and many synthetic film-forming agents, they have an ultrasensorial, creamy texture that offers high-performance rendering and a high level of shine.



### SPECIAL MENTION WOW EFFECT!

**AIRCOS, ANJAC HEALTH & BEAUTY**  
*HYPNOTIC VERY NOIR*

Compact eyeshadow with an ultra-sensorial creamy powdery texture and a surprisingly intense, golden-black metallic effect.



### FULL SERVICE IT AWARD

**TRENDCOLOR**  
*coCOOLmelon blush*



This blush offers an immersive sensory experience, from its hybrid formula between skincare and make-up, based on watermelon pulp and seed oil, to its case that evokes the freshly picked fruit. When you open the Belotti-designed case, pigments and active ingredients float inside the base like watermelon seeds. Dispensing a pleasant watermelon fragrance, its creamy texture is

easy to blend.

### SPECIAL MENTION FOR TECHNICAL INNOVATION

**CHROMAVIS FAREVA**  
*MAYA*



Maya is a new technology enabling multi-color heat-cast visuals with high relief and definition down to 1 centimeter. It is presented in a cast texture formulated with 94% natural ingredients, extra slippery, creamy and enveloping, contrasting with the vibrant, deep colors and 3D relief.

### PACKAGING IT AWARD

**LIBO COSMETICS CO., LTD.**  
*VENUS REFILLABLE ALUMINUM LIPSTICK*

Venus lipstick is made exclusively from 100% aluminum, including the cap and shell, without creating plastic waste. Its refillable mechanism further enhances the ecological aspect of the design. The lipstick case is customizable with a range of luxurious finishes, including matte, satin and gloss metallic finishes.



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