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Account Product Reviews

Texen and Libo Cosmetics among MakeUp in Paris IT Awards winners

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An adjustable make-up brush, a refillable aluminum lipstick and innovative make-up formulas were among the winners of the MakeUp in Paris Innovation and Trends Awards for the 2023 show. We take a closer look.

The victors of the [MakeUp in Paris IT Awards](#) were announced on the first day of the makeup and skincare show, which is taking place at Paris' Carrousel du Louvre on June 14th-15th, 2023. Some 31 makeup and skincare innovations were selected from 117 submissions across four categories: Packaging, Accessory, Formulation and Full Service. The winning products were selected by a jury of 10 experts, who also awarded two Special Mention prizes this year. And the winners are...

Packaging - Libo Cosmetics

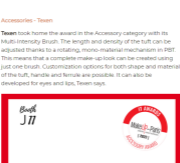
Taiwanese cosmetics packaging company **Libo Cosmetics** received the Packaging award for its Venus Refillable Aluminum Lipstick. Made of 100% aluminum, including the mechanism, the refillable pack can be customized with matte, satin and gloss finishes, as well as double anodization for a two-color effect. "We already offer aluminum lipsticks and refillable lipsticks, by combining the two we hope to offer an even more sustainable option to customers," Libo Cosmetics SVP Chloé Lin tells *Formes de Luxe*.



Libo Cosmetics' Venus Refillable Aluminum Lipstick @MakeUp in Paris

Accessories - Texen

Texen took home the award in the Accessory category with its Multi-Intensity Brush. The length and density of the tuft can be adjusted thanks to a rotating, mono-material mechanism in PBT. This means that a complete make-up look can be created using just one brush. Customization options for both shape and material of the tuft, handle and ferrule are possible. It can also be developed for eyes and lips, Texen says.



Texen's Multi-Intensity Brush @MakeUp in Paris

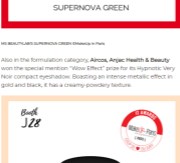
Formulation - MS Beautilab

MS BEAUTILAB won over the jury in the formulation category for its SUPERNOVA GREEN top injection powders. Boasting a creamy, sensorial texture, the "high-performance and high-shine" powders are made with 99% natural origin ingredients and "exclusively certified natural Cosmos raw materials". They do not contain any synthetic film-forming agents, silicones, talc or microplastics.



MS BEAUTILAB'S SUPERNOVA GREEN @MakeUp in Paris

Also in the formulation category, **Aircos, Anjac Health & Beauty** won the special mention "Wow Effect" prize for its Hypnotic Very Noir compact eyeshadow. Boasting an intense metallic effect in gold and black, it has a creamy-powdery texture.



Hypnotic Very Noir from Aircos, Anjac Health & Beauty @MakeUp in Paris

Full Service - Trendcolor

The Full Service Award went to Italian makeup contract manufacturer **Trendcolor** for its coCOOLmelon blush. The Belotti-designed case resembles a watermelon, with "pigments and active ingredients floating inside the base like watermelon seeds". CoCOOLmelon blush has a hybrid, skincare-make-up formula containing watermelon pulp and seed oil. It combines a creamy texture with a watermelon fragrance.



Trendcolor's coCOOLmelon blush @MakeUp in Paris

Also in Full Service, **Chromavis Fareva** scooped a special mention for Technical Innovation for its Maya hot-poured multicolor relief technology. Presented in a cast texture, it is formulated with 94% natural ingredients.



Chromavis Fareva's Maya relief technology @MakeUp in Paris

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Projected CAGR of the global fragrance market between 2023-2030, totaling over \$0.37tn at the end of the forecast period. Key drivers behind the growth are novel scents, rising demand for lighter-scented, luxury and exotic fragrances, and rising influence of social media and celebrity endorsements. Source: Market Research Future