



MakeUp in Paris IT AWARDS 2023

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 FINALISTS



ACT BEAUTY - BLENDER BIO-BASED

93% degradable in 105 days in a household compost, this bio-polyurethane sponge offers the same feel, flexibility, application and resistance performance as traditional mixed sponges.

Booth J19



RAPHAËL & LÉONARD BRUSHES - PIMP MY BRUSH

Artistic customization of makeup brush handles, by Dany Sanz, make-up artist, to create unmissable, unconventional, emotional and unique objects.

Booth L41



MakeUp in Paris IT AWARDS 2023

ACCESSORIES FINALISTS



TAIKI COSMETICS EUROPE - BIO BLENDERS

Made with 50-70% plant-derived ingredients, this 3D makeup sponge offers the same softness, bounce and application performance as standard sponges.

Booth K11

ACCESSORY 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.



Booth J11



MakeUp in Paris IT AWARDS 2023

FORMULATION FINALISTS



B. KOLORMAKEUP & SKINCARE - HYDRA-FLARE OLEO MILK PRIMER

A creamy, liquid milk formula that transforms on application into a rich, oily texture that glides lightly under the finger like an emulsion. Its formula contains a high percentage of raw materials derived from organic farming to comply with COSMOS BIO standards.

Booth A26



CHROMAVIS FAREVA - DAZE TRIP – PH REACTIVE NAIL POLISH

This nail polish base goes from colorless to pink on application, reacting to the natural pH and moisture of the nail plate. Its pH-reactive colorant-infused formula is made up of 88.4% (in compliance with ISO 16128) of a blend of plant-derived ingredients enriched with Aloe Vera oil.

Booth A32



MAPRECOS - SILAZINC ECO

Made in France, SILAZINC ECO is a non-Nano zinc oxide, 100% natural origin according to ISO 16128 and COSMOS approved. It can be used in skin care, sun care, baby care and make-up formulas.

Booth L49



MakeUp in Paris IT AWARDS 2023

FORMULATION FINALISTS



MERCK - RONAFLUX® PEACOCK, SPECULAR BLUE, FOXY RED

New series in the RONAFLUX® range with 3 metallic pigments free of minerals, Prussian blue or other colorants. Highly stable and easy to incorporate, they can be applied to all kinds of color and care cosmetics.

Booth K50



PHARMA COS SRL - PHUSION AIR BLUSH

The formula of this blush, made from 98% natural raw materials, has nourishing and moisturizing properties. Its puffed texture glides on smoothly and fuses with the skin, revealing its velvety smoothness and giving a natural burst of color thanks to the presence of a PH-reactive pigment.

Booth J2



GOTHA COSMETICS - COSMIC EYESHADOW

Composed of 10 minimalist ingredients, this eyeshadow's formula is a tailor-made blend of vivid pigments, changing pearls and high-performance filmogens. Its texture melts onto the eyelids with dazzling color impact.

Booth K32



MakeUp in Paris IT AWARDS 2023

FORMULATION FINALISTS



SICAF, ANJAC HEALTH & BEAUTY - QUEER CLEANSING CREAM

A non-gendered, pearly, airy cream formulated with natural ingredients and a technology that gives it a creamy, whipped texture that's very comfortable to wear. The introduction of glitter gives it a healthy, rosy sheen and an almost sparkling color.

Booth J28



SP LABS - SHINY BUBBLE INK LIP

A liquid lipstick with a non-sticky, comfortable and easy-to-apply texture that smoothes the lip surface and provides a long-lasting color effect. Its formula is based on the five-phase Bubbling Lip system, including LLWP (low level water phase) pigments and colorants, pure PFCs and enriched oxygenated air.

Booth B12



SP LABS - MASCARA SPF 50+

Gives mascara a new functionality by protecting lashes, whose keratin is delicate, against possible photons (SPF and UVA).

Booth B12



MakeUp in Paris IT AWARDS 2023

FORMULATION FINALISTS

FORMULATION IT AWARD



MS BEAUTILAB **SUPERNOVA GREEN**



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



Booth A31

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.



Booth J28



MakeUp in Paris IT AWARDS 2023

FULL SERVICE FINALISTS



ANCOROTTI COSMETICS - CHARCOAL SQUASH

An intense black formula made from nano-pigment-free vegetable charcoal powder. It is packaged in an ergonomic, soft, squeezable sachet-bottle that allows users to load more volume onto the brush.

Booth A25



OPAC - DIY WHIPPED BODY CREAM

A lipophilic gel that transforms into a nourishing body cream in minutes: a teaspoon and a few drops of water are all that's needed. Its inverted emulsion formula comes in minimalist packaging. Preservative-free, it contains a post-biotic active ingredient derived from lactobacillus, which moisturizes and smoothes the skin, as well as almond oil. 50ml of this lipogel is equivalent to around 300ml of reconstituted body cream.

Booth K37



SCHWAN COSMETICS INTERNATIONAL GMBH - PURE ON-THE-GLOW CONCEALER

100% vegan concealer whose moisturizing, smoothing and anti-puffiness effects have been scientifically proven over a 28-day period by 30 female testers aged 42 to 64. Its liquid formula is easy to use, with an applicator that delivers just the right amount of product.

Booth D6



MakeUp in Paris IT AWARDS 2023

FULL SERVICE FINALISTS



TAIR JIUH ENTERPRISE CO., LTD. - ULTRA CLEAN LIQUID POWDER COMPACT

A clean formula that eliminates over 3,000 potentially harmful/toxic ingredients. Liquid, it's easy to handle in a variety of colors and textures. It is poured in a single injection into a compact 100% PET single-material packaging, with no metal parts.

Stand E25



TECHNATURE - CLEANSING PEARLS

Freeze-dried, solid make-up remover beads: 2 are all you need to remove your make-up. Their formula is based on active ingredients with moisturizing and anti-oxidant properties, including a Bioecolia® prebiotic, as well as starch and rice extract.

Stand J49



MakeUp in Paris IT AWARDS 2023

FULL SERVICE FINALISTS

FULL SERVICE IT AWARD



TRENDCOLOR coCOOLmelon blush



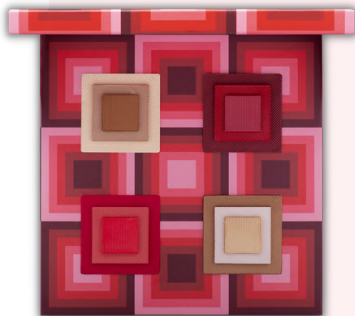
This blush offers an immersive sensory experience, from its hybrid formula between skincare and make-up, based on watermelon pulp and seed oil, to its case that evokes the freshly picked fruit. When you open the Belotti-designed case, pigments and active ingredients float inside the base like watermelon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

Booth K20

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.

Booth A32



MakeUp in Paris IT AWARDS 2023

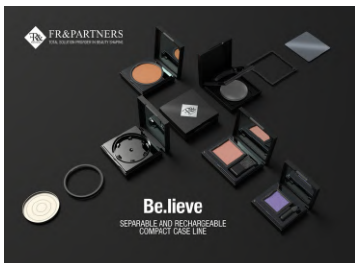
PACKAGING FINALISTS



BRIVAPLAST - REFILL MASCARA

Renews the design of the mascara tube with an ergonomic, rounded outer shell containing a soft inner refill. All plastic parts can be molded from recycled PCR materials. Reusable shell parts and refill pouch are customizable.

Booth K8



FR&PARTNERS SA - BE.LIEVE - SEPARABLE AND RECHARGEABLE COMPACT CASE LINE

A new collection of compact, separable and refillable cases with a matte finish. It is designed in 4 different product typologies: eyeshadow, blush, face powders and foundation with a dedicated space for the sponge. All elements can be separated simply and intuitively, including the mirror and pan.

Booth L34



GEKA GMBH - SHADOW PRINTING

Decorating technique combining matte and glossy surfaces, enabling the application of complex personalized elements and patterns to bottles and closures without additional foil or ink.

Booth J20



MakeUp in Paris IT AWARDS 2023

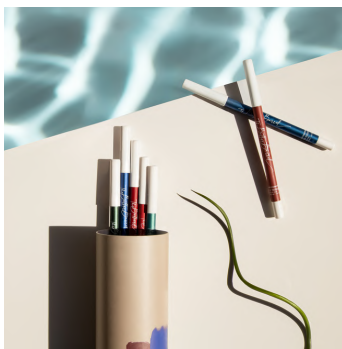
PACKAGING FINALISTS



LIBO COSMETICS CO., LTD. - MIA AIRLESS CUSHION STICK

Airless stick applicator interchangeable with a choice of 2 brush models and 3 different sponge applicators. It can be used for various make-up products such as concealer, liquid blush, bronzing powder, highlighter and contour. Lightweight and easy to carry for touch-ups, it also features a "click" sound system that allows users to regulate the amount of product released with each turn.

Booth D12



SCHWAN COSMETICS INTERNATIONAL GMBH - THE BETTER BARREL

A cosmetics line based on lip pencils and eye pencils, with hermetically sealed eco-packaging adapted to maintain the formula's sensitive ingredients. Barrel-shaped, it is made from 72% bio-sourced materials, with wood chips on the sides and natural binders.

Booth D6



PIBIPLAST SPA - DUE

Two-piece mascara tube instead of four. The bottle doesn't have the usual wiper, as the neck acts as a wiper that cleans the brush and leaves just the right amount of product to apply to the lashes. Cap and stem are molded in a single piece. Single-material, all-PP, for greater recyclability.

Booth K42



MakeUp in Paris IT AWARDS 2023

PACKAGING FINALISTS



NV INTERNATIONAL (ASIA) LIMITED - REFILLABLE LIPSTICK

Refillable and made entirely of aluminum, it combines aesthetics and functionality, and makes it easy to replace a new ball in the case.

Booth L57



WORLD SPONGE MANUFACTURING CO., LTD. - PUSH & PULL COSMETIC PENCIL

This cosmetic pencil facilitates make-up application by opening with one hand, simply by pressing on the back of the pencil. If the formula runs out, this pencil can be reused by removing the applicator part and replacing it with a screw-on brush, silicone brush, sponge pad or blending brush.

Booth C23

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.

Stand D12