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MakeUp in Paris 2024 IT Awards: Sneak peek at the Full Service nominees

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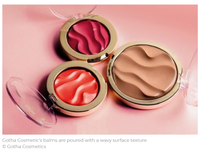
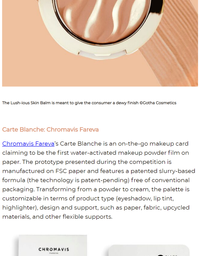


Gotha Cosmetic's balms are poured with a wavy surface texture
© Gotha Cosmetics

On the heels of the first two categories competing for a MakeUp in Paris IT Award, Accessories and Formulation, we continue our focus with the Full Service segment. Just six nominees were chosen from the 23 products submitted. The winner will be unveiled on the morning of the first day of the show on May 29th. Stay tuned.

Lush-lous Skin Balm: Gotha Cosmetics

Gotha Cosmetics' Lush-lous Skin Balm is designed to impart a dewy, porcelain-like finish on the skin. Based on an anhydrous and creamy formulation, the tinted balm provides low to medium buildable coverage. Containing over 90% natural ingredients, the formula is alcohol, silicone, mineral oil, petrolatum, and PEGs free. The supplier's ThermoShape pouring system technology allows for customization of the formula. The balm features a wavy design on its surface and is housed in an ABS-Free compact, which is said to be recyclable after the mirror and pan are removed.



The Lush-lous Skin Balm is meant to give the consumer a dewy finish ©Gotha Cosmetics

Carte Blanche: Chromavis Fareva

Chromavis Fareva's Carte Blanche is an on-the-go makeup card claiming to be the first water-activated makeup powder film on paper. The prototype presented during the competition is manufactured on FSC paper and features a patented slurry-based formula the technology is patent-pending free of conventional packaging. Transforming from a powder to cream, the palette is customizable in terms of product type (eyeshadow, lip tint, highlighter), design and support, such as paper, fabric, upcycled materials, and other flexible supports.

Carte Blanche is said to be the first water-activated makeup powder film on paper ©Chromavis Fareva

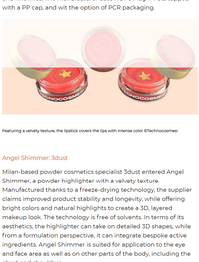
Blooming Beauty Butter: Mktg Industry

Blooming Beauty Butter, from Italian makeup and cosmetics full service specialist Mktg Industry is a gentle cleansing butter with a vegan formula comprising 99.6% ingredients of natural origin. Housed in a rotative PP jar (up to 50% PCR PP), the butter-like texture transforms into milky cleanser when mixed with water. By rotating the top of the jar, the formula is dispensed in single-dose petal form in order to avoid product waste or contamination. The formula is enriched with organic shea butter, coconut oil and blueberry as well as emollient oat extracts and ginger.

The PCR-PP jar dispenses the product by rotating the top ©Mktg Industry

Bubble Gum Family: Gotha Cosmetics

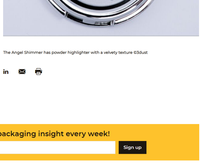
Gotha Cosmetics is presenting its Bubble Gum Family range with a hybrid formula said to be light as powder and melts like a cream. The line includes blush, bronzer and highlighter with a bubble gum-like texture and an array of finishes. Gummy and elastic, the formulas are infused with color pigments and oils. Meant to be applied with either a finger or a brush, the products are waterproof and buildable. Pans range in size from 36mm to 80mm. Customization including logos, debossed effects on the pan and a variet of shapes are also available.



The powder formula is described as melting "like a cream" ©Gotha Cosmetics

Starkiss: Tecnocosmesi

Color cosmetics and skincare manufacturer Technocosmesi's Starkiss lipstick features a hybrid formula whose soft texture glides on the lips to resemble a powder. Thanks to a silicone resin, the texture coats the lips with intense color and a long-lasting matte finish. The formula is enriched with retinoic acid esters, enhancing lip firmness, smoothness and reducing the appearance of wrinkles and fine lines. The manufacturer uses HCP's Magni Pots topped with a PP cap, and wit the option of PCR packaging.



Featuring a velvety texture, the lipstick covers the lips with intense color ©Technocosmesi

Angel Shimmer: 3dust

Milan-based powder cosmetics specialist 3dust entered Angel Shimmer, a powder highlighter with a velvety texture. Manufactured thanks to a Freeze-drying technology, the supplier claims improved product stability and longevity, while offering bright colors and natural highlights to create a 3D, layered makeup look. The technology is free of solvents. In terms of its aesthetics, the highlighter can take on detailed 3D shapes, while from a formulation perspective, it can integrate bespoke active ingredients. Angel Shimmer is suited for application to the eye and face area as well as on other parts of the body, including the chest and shoulders.

The Angel Shimmer has powder highlighter with a velvety texture ©3dust

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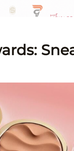

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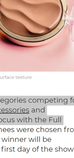

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