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MakeUp in Paris 2024 IT Awards: Sneak peek at the nominees for Formulation

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Bubble Jam from R&D Color has a jelly-like texture and a domed top © R&D Color

After delving into the products nominated within the IT Awards Accessories category, we move into Formulation. From 65 entrants, only 7 have made the cut to compete for the main prize, which will be revealed on May 29th, MakeUp in Paris' first day.

The Innocent Clear Lip: Cosmax

Cosmetics manufacturer Cosmax entered its novel Innocent Clear Lip tint, characterized by its clear shine. The formula contains two of the supplier's new trademarked technologies, Hipdexy and Devilise, said to create an intense shine. It features a 4-step moisture-retention system and nine types of hyaluronic acid aiming to remedy dry and chapped lips. Fast-drying, the lip tint is oily and without stickiness. The lipstick is designed to minimize pigment settlement and oil separation, ensuring consistent color (for the pigmented version) and optimal viscosity.

The Innocent Clear Lip ensures high shine due to the supplier's new trademark technologies Hipdexy and Devilise ©Cosmax

Bubble Jam: R&D Color

Italian cosmetics contract manufacturer R&D Color developed a color cosmetics product which can be used on lips, eyes and cheeks. Dubbed Bubble Jam, the product features a gummy like, soft texture allowing for buildability and a luminous finish. Meant to be applied in a tapping or dragging motion, the product is scented with a mango aroma and has a domed surface reminiscent of jelly. Bubble Jam contains 95% natural origin ingredients and is formulated with hyaluronic acid, fragraria vesca juice and a blend of hydrating ingredients. It comes in a round, 100% PP pack.

Bubble Jam can be used as a lip or cheek product ©R&D Color

Motif Addictive Bare Foundation: Chromavis Farewa

Designed for consumers who avoid traditional foundation, the Motif Addictive Bare Fondation from Italian cosmetics manufacturer Chromavis Farewa comes with a dual sensory experience. Its powder-to-cream, suede-like texture allows for a smooth application offering a natural finish and full coverage. The formula is composed with a new generation of delaminated filler (for smoothness and a blur finish). It contains spherical beads with hexagonal multilayered flakes (texture) and is enriched with HydraLipid ceramide complex in a functional dose (wrinkle reduction and improved skin elasticity).

Motif Addictive Bare Fondation is a powder-to-cream compact foundation ©Chromavis Farewa

Photobrightening Cream: Cosmotec

Swiss cosmetics subcontractor Cosmotec unveiled its Photobrightening Cream, which stimulates the skin's natural microbiota barrier to combat photoaging (skin aging due to sun exposure). Delivered in a gel form, the cream has active ingredients composed of two fused phyto plant stem cell cultures- phyto pomegranate lipids fraction and prebiotic polyphenolic fraction. It is rich in plasma in protective cotton cell factors, including a blend of plant chromophores and polyphenol antioxidants, anti-inflammatories and photoprotectants.

Cosmotec developed its Photobrightening Cream to combat skin aging due to UV exposure ©Cosmotec

Gelegant Water Whip Moisturizer: B. Kolormakeup & Skincare

Lightweight but deeply moisturizing, B. Kolormakeup & Skincare's Gelegant Water Whip Moisturizer is a whipped gel cream that becomes emulsion-like upon application. The cooling gel has a light and silky texture with a matte look, moisturizing the skin in preparation for makeup application. Its main moisturizing properties are due to the medium molecular weight hyaluronic acid. The liquid extract of melochia stone allows for the gel-like texture and its turquoise color. It has aloe gel and aloe water for their moisturizing and refreshing properties, combined with a blend of humectants.

The product's unique texture and color comes from the liquid extract of melochia stone ©B. Kolormakeup & Skincare

Graffiti Luminous Spray: B. Kolormakeup & Skincare

A second entrant from Italian cosmetics manufacturer B. Kolormakeup & Skincare is a moisturizing liquid blush spray that offers consumers a new way of applying make-up. Dubbed Graffiti, the luminous spray is designed as a colorful mist meant to sculpt and illuminate the face. It can be sprayed onto a sponge or brush, then blended onto the cheeks, giving the consumer a bright finish. It is formulated with natural esters combined with a multifunctional emollient, micronized mica pigments and a blend of natural color pearls.

Graffiti luminous spray is a liquid blush ©B. Kolormakeup & Skincare

Air-Light Encapsulated Loose Powder: ITT Cosmetics

Italian company ITT Cosmetics presented its novel Air-Light Encapsulated Loose Powder designed to reduce shine, providing a matte natural finish throughout the day. It is a translucent, colorless loose powder with a soft, matte, blurred effect. The formulation uses active ingredients derived from upcycling and has microencapsulated hyaluronic acid for hydration and skin smoothing, microencapsulated retinol which enhances elasticity and promotes overall skin health, and microencapsulated vitamin C. The formula is infused with mint essential oil, providing a refreshing, invigorating sensation. The powder is housed in a plastic, airtight pack, with PCR plastic an option.

The Air-Light Encapsulated Loose Powder is designed to reduce skin shine ©ITT Cosmetics

The Air-Light Encapsulated Loose Powder is designed to reduce skin shine ©ITT Cosmetics

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6.7%
The global oral care market's forecast compound annual growth rate (CAGR) from 2024 to 2030, estimated $58.9bn. The pace of growth is accelerating, with Asia Pacific the fastest growing region, with a share of 40.7% in 2023. This is attributed to the rising population and growing awareness regarding dental hygiene. Source: Grand View Research.

Aptar Beauty claims market first with Color Code PCR fragrance pump

Color Code PCR from Aptar Beauty is an all-plastic perfume pump made using post-consumer recycled resin—a first-to-market, according to the beauty packaging supplier. The company also recently unveiled NeoCropper, a dispenser designed for...

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