

Products & Ingredients

Cosmoprof

Trade Shows 2018



Foreo

Bologna — March 2018

The key product and ingredients trends from the latest edition of Cosmoprof Bologna

Overview

CREATIVITY, RESEARCH AND INNOVATION MEET THE NEEDS OF CONSUMERS PAYING INCREASING ATTENTION TO SAFETY AND SUSTAINABILITY.

Fabio Rossello

President of Cosmetica Italia



Cosmoprof



Eco Gruppo



Philemon

2018 marked the 51st edition of Cosmoprof Bologna, with over 2,800 exhibitors from 70 countries presenting their wares to more than 250,000 attendees. With a reported average growth rate of 7.5% – 3% in the last year alone – the show covers an area of more than 140,000sq-m, featuring 27 National Collectives from 24 countries, including Australia, Belgium, Poland, Israel, Indonesia and, for the first time, Sweden.

Key growth areas include Cosmopack – the dedicated packaging area – which has grown by 6% and features 464 exhibitors from 31 countries. The expansion of the green sector is of particular note, with 130 companies promoting natural, organic and sustainable practices. Three areas were focused on this growing sector: the Extraordinary Gallery – the Green Selection played host to indie brands developing according to the principle of 'slow cosmetics'; the Green Prime sector featured brands specialised in masstige and prestige products; and the Green Area, dedicated to mass-market brands.

Special events at the show included 18 Cosmo Talk panel discussions and the new Relax Zone, which offers free treatments to buyers.

Trend Checklist



Subtil



Tommy G



Aquaqu

Sustainability rules: brands seek certification from external boards to give their products authentication, in a market that is becoming more and more concerned with environmental impact.

Super quick: products that enable consumers to cut down on their skincare and make-up regimes gain ground, with products designed to be used on the go and taking just seconds to work.

Colour changing: brands put new colour-changing technology to use for both haircare and make-up, from hair colour that changes hue in the heat to encapsulated pigments in skincare.

Environmental beauty: skincare that protects us from our ever-changing environment becomes more popular, offering protection against extreme climates.

From the fingers to the toes: sheet masks pay special attention to the hands and feet, with gloves and socks infused with product for a moisturising and healing effect.

The pot resurgence: cannabis plant ingredients, in the form of hemp oil, are popular elements. Brands grab attention with hemp leaf imagery.



Skin Regimen



Naveen



Naobay



Natrue



Bottega Organica



Vivaiodays



Proverb



Madara Cosmetics

Proudly Certified

As highlighted in the recent [Sustainable Certifications](#) report, products that can be certified as sustainable by independent organisations are taking the spotlight. At Cosmoprof 2018, a wealth of brands, and not just those in the green section, proudly touted their certifications across packaging and stands. Popular stamps include Cosmos Organic and Cosmos Natural, as well as Ecocert, the Leaping Bunny Cruelty Free stamp and EWG Verified. A number of sustainable certification boards also hosted their own stands, such as Natrue.



Naturella Laboratorium



Depot



Barwa



YOPE

Home Care Meets Beauty

Beauty brands are sidestepping the personal care market with new product lines that target the home. Products in the same fragrance as skincare offerings are important here, with Polish brand Yope pushing three key scents throughout its entire line, including hand cream and shower gel, through to bathroom cleaner and washing-up liquid. Only Eco, also from Poland, offers a similar approach, but with a far more extensive selection of home cleaning products, including toilet and glass cleaners. Perfect House considers everything from floor cleaners through to special detergents for leather and sprays to help when ironing.



Cosnova



Vitayes



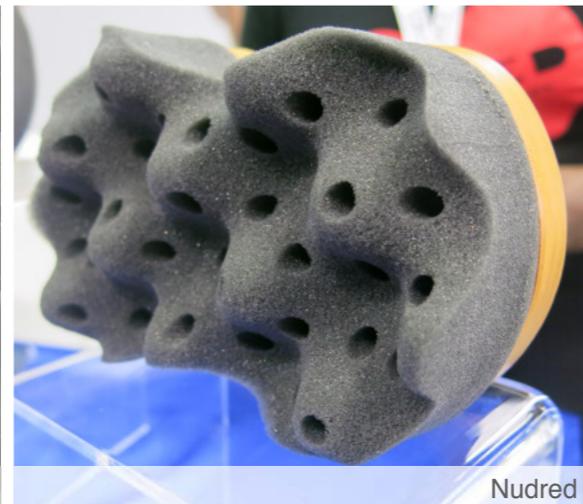
Full Brow



Foreo



Davines



Nudred



Andmetics

Need for Speed

One resounding message from Cosmoprof 2018 is that consumers are looking for quick fixes. From Cosnova, the new Nailfix & Chill is touted as the first nail polish remover cream on the market free from the unpleasant odours of traditional nail polish remover, making it extra-easy to use on the go. Foreo's UFO device speeds up the sheet mask process, offering the benefits of a mask and light therapy in a quick 90-second treatment. Vitayes' Instant Ageback is said to reduce the appearance of fine lines and wrinkles in just five minutes. Full Brow's soon to be launched 3-in-1 Brow Fibre adds hair fibres to lacklustre brows, filling and thickening without the need for painstaking pencil work.



Alfaparf



Alfaparf



Celeb Luxury



Alfaparf



Italcosmetici



Nesperta

Colour Sorcery

Colour comes into its own for 2018, with new products playing with the power of colour-changing technology. Italcosmetici's new Jelly Hydrating Make-Up Cream incorporates micro-encapsulated pigments that release colour during application. Nesperta's Semilac Flash Sunlight range is a series of nail powders that can be applied with a sponge over any nail paint, transforming nail colour into a multi-hued chrome finish. Celeb Luxury's Colorwash is a cleansing shampoo that also adds instant colour to the hair. Morphing Colour from Alfaparf is "temporary thermochromic make-up for the hair", which will change colour when the hair is exposed to different temperatures.



The New Straighteners

A range of new hair straighteners were on show across Cosmoprof, blending temperature, humidity and product to ensure faster and better straightening. Toxx's Frozen Flat Iron uses technology to freeze damaged hair. The straightening plates are placed in the freezer for two hours, cooling to -5 degrees, and then are run over each section of hair three times, freezing any damaged hair to remove it. Agave's Healing Vapor Iron includes a compartment in which the brand's Vapor Infusion is placed. Pressing the iron closed releases vapour infused with this product through tiny holes in the plates, conditioning the hair. Stylers from Jean Louis David and Demeliss act in a similar way.



The Essence of Nature



FAU



Laboratorios Válquer



Pink Frogs



Emma

Fire & Ice

Products with heating and cooling functions come to the fore. Pink Frogs' Warm & Cold Program is a two-step masking product. The 'hot effect' mask, containing volcanic lava powder, opens the skin's pores and detoxifies, and the 'cold effect' mask, using menthol, closes the pores and hydrates. The Ice Mask from Laboratorios Válquer is designed for hair, using cooling technology to open up the follicles so that product can penetrate deeply and be sealed in for maximum effect. The Snow Cooler is a metal device that cools to minus-zero degrees and is used on the face to help push products deeper into the skin, while also counteracting puffiness and signs of fatigue.

Blue light protector for screens

powerful skin defense system

- ✓ prevents darkspots
- ✓ prevents redness
- ✓ prevents premature wrinkles



LOOKX



Elgon



Vprove



Lesielle Cosmetics



Petite Amie Skincare

Adaptive Beauty

Products designed to protect us from our environment are a strong trend. As the climate changes – with temperature extremes becoming commonplace – and skins are increasingly **exposed to digital devices**, it's becoming imperative to protect the skin against daily aggressors. Look X's Smart 4-in-1 protection primer tackles UV, pollution, blue light and infrared light. V Prove's Rhodiola Power Cream is described as a temperature-resistant moisturising cream, protecting the skin from sudden temperature changes. Lesielle's Adaptive Skincare is a custom kit that users mix treatments with on a daily basis, adding actives such as an anti-pollution formula when needed.



Biacre



Proverb



Bad Weather



Triumph & Disaster



Philemon



Hommer



Depot

Male Grooming Reinvented

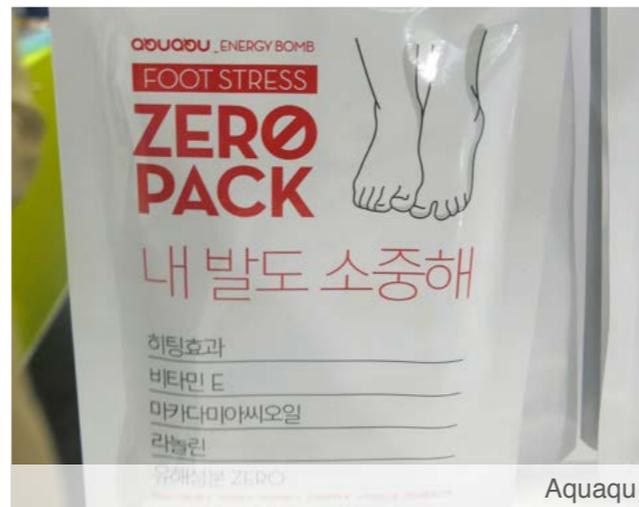
The men's grooming market is undergoing a revolution, with brands tackling this sometimes elusive consumer in new ways. Proverb is a skincare line from rugby star Thom Evans and pro-athlete Luke Sherriff. It takes the understanding of elite sports nutrition and applies it to skincare with a range of natural and active products. The aim of the brand is to get consumers to think about their skincare regime in the same way they consider their diet and workout. French brand Philemon targets men using humour, while Triumph & Disaster has changed from a men's brand to a unisex one – after realising that 25% of its consumer base was made of up of women buying for themselves.



Adwin Korea Corp



Patchology



Aquaqu



EZ Costec



EZ Costec



Aquaqu



The Essence of Nature



Breo

Hands & Feet

Sheet masks for the hands and feet prove to be a popular new approach. From 10 Minds comes a range of hand masks that target four skin issues: brightening, hydration, wrinkles and elasticity. Its soon-to-launch iFoot, resembling a trainer, uses air pressure to massage the feet, while allowing the user to walk around. The Forest Sap Patch from The Essence of Nature is worn on the sole during the night and is said to help draw toxins out of the body. Patchology offers a foot mask that, unlike others, requires the user to pour in the product. This ensures the treatment is focused on the sole of the foot and can allow the wearer to target particular problem areas such as the heel.



Huini



Biovene



Delfy



Oyuna

Magnetic Cleansing

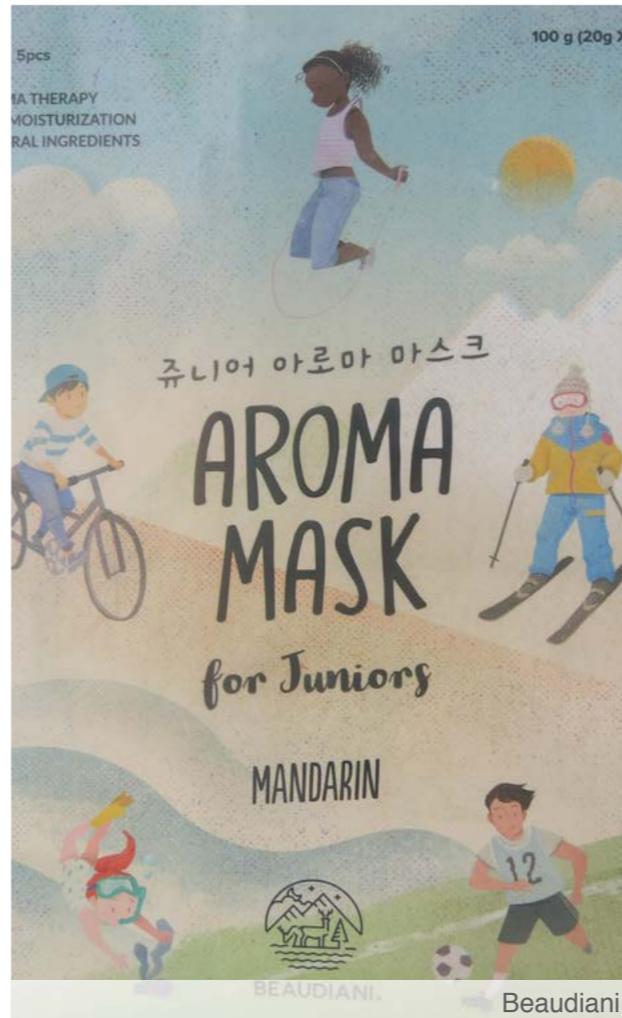
Magnetic cleansing is emerging as the latest cleansing trend, designed to draw dirt and toxins from deep within the pores. Oyuna's Magnetic Face Mask is formulated with magnetic hematite particles that stimulate and strengthen the skin barrier thanks to their antioxidant properties. Biovène's Magnet Mask uses the power of charcoal to absorb toxins, and pairs it with magnetic particles so that the act of removing it helps to further pull detritus out of the skin.



GMT Beauty



Hyacell



Beudiani



Vivaiodays



Naturella Laboratorium

Mother & Baby

The mother and baby skincare category is growing and represents a relatively untapped market. This year's show hosted a number of brands that are targeting this consumer group. Vivaiodays from the US is a sustainable and natural line of skincare for babies and children, with the latest line inspired by different cultures. For gift sets, the brand has partnered with toy companies that offer safe and sustainable playthings. Beudiani offers sheet masks designed for children aged 5 to 15, using specially picked ingredients such as mandarin and chamomile that will be gentle on skin. **GMT Beauty** and HC+ both offer new lines for expectant mothers, targeting stretch marks and swelling.



Oliorito



Tommy G



The Organic Hemp Line



Biacre



Hemp Care

Cannabis Beauty

As outlined last year, cannabis is becoming a popular ingredient in the beauty market, with imagery of the hemp plant helping to draw attention to products. Oliorito's Thesan body oil contains camphor, marjoram and hemp oil, and is designed to be used after exercise to relieve tired muscles. Hemp Care offers an entire skin, hair and body line infused with high-grade hemp oil. The Organic Hemp Line, which is Ecocert-certified and packaged in bamboo boxes engraved with a hemp leaf, uses hempseed oil, which contains all 21 amino acids to create a healthy and natural glow.



Verdan



Oyuna



Clarco

Gemstones

Gemstones and minerals become focal ingredients. Oyuna's Absolute Ritual body care line includes extracts of ruby, diamond and quartz to tone, smooth and remineralise the skin, helping it appear more luminous. From Verdan comes the new Xtrn deodorant, which harnesses the natural power of alum stone – a mineral that typically occurs as encrustations on rocks and helps stop the formation of bacteria under the arms, thereby preventing odours. The new spray deodorant is made with fresh Swiss Alps water. Deo Diamant's Alum Deo Spray is similar, and is the brand's first liquid version of its classic mineral deodorant stick.



66 30



MAXXelle



Madara Cosmetics



Noah



Callys

Hyaluronic Acid 2.0

High-performing hyaluronic acid emerges as a key trend for 2018, seen as an ingredient in products beyond skincare. Madara's new City CC Cream offers light coverage for the face, while also incorporating hyaluronic acid to moisturise and protect against pollution. Maxxelle's Cura Biotherapy Hair Recovery Serum uses hyaluronic acid to create a protective film on the hair, as well as restoring follicles and having a filling effect for added volume. Noah's new Yal hair line uses bioengineered hyaluronic acid. The four products are designed to provide a filling and anti-ageing effect, and consist of shampoo, conditioner, hair mask and a filler serum that acts as an anti-breakage treatment.

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Vivaiodays



Foreo



Hemp Care

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Proverb



Philemon



YOPE