

COSMOPROF
NORTH AMERICA LAS VEGAS

presents

TO
TRENDS

Exclusive report curated by

BEAUTYSTREAMS

Welcome to the new normal, where product innovation is evermore indispensable. Cosmoprof North America is pleased to present a new edition of the CosmoTrends Report, a collaboration with renowned global beauty trend source BEAUTYSTREAMS.

The CosmoTrends Report is an essential trend guide for the beauty industry that showcases product innovation and notable brands among the exhibitors of Cosmoprof North America 2022. For this initiative, Cosmoprof invited all exhibitors to submit their latest product innovations. BEAUTYSTREAMS analyzed hundreds of online submissions and identified the most striking trends. The report that follows summarizes what is new and next, and provides a vital perspective on where beauty is headed.

TRENDS OVERVIEW

The definition of beauty has evolved so much in recent years that it is now practically synonymous with wellness – it has as much to do with how we feel as it does with how we look. We radiate true beauty when we are in peak physical, mental, emotional, and spiritual health. The evolution towards a more holistic approach to beauty also encompasses a recognition that no one size fits all. Beauty is as unique and individual as we are. It is all about discovering what helps us achieve a sense of ease in the world, as well as a feeling of connectedness and community. Beauty is balance, beauty is harmony.

FILL IT UP!



Refillable beauty is coming into its own

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FILL IT UP!

Refillable beauty is coming into its own

Refillable beauty is finally stepping into the sun, after years of hovering in the shadows, the overlooked stepchild of sustainability initiatives. Functional refillable packaging has been replaced by smarter, high-end refillables, allowing consumers to refill products beyond the standard shower gel or liquid soap, now including creams, serums, deodorant, color cosmetics, and even fragrance. Aspirational refillables enhance the look of bathroom shelves, biodegradable pouches can be inserted in sleek glass jars, while refill stations are becoming more widespread at beauty retailers. All part of the ongoing drive to banish single-use plastic, and innovate with Mother Earth front and center.



FILL IT UP!

COLOR COSMETICS

Dear Dahlia (South Korea)

Blooming Edition Paradise Jelly Single Eyeshadow

Booth: 31077

Blooming Edition Paradise Jelly Single Eyeshadow by Dear Dahlia boasts an innovative jelly-like texture with a bouncy wet formula that includes three velvety matte shades and three light-reflecting glittery shades. The eye shadow delivers opulent and sheer color payoff without creasing. The product features Dear Dahlia's signature octagonal packaging made with recycled plastic, and is refillable. The brand's products are infused with *Dahlia variabilis* flower extract that has skin-conditioning and antioxidant properties.



FILL IT UP!

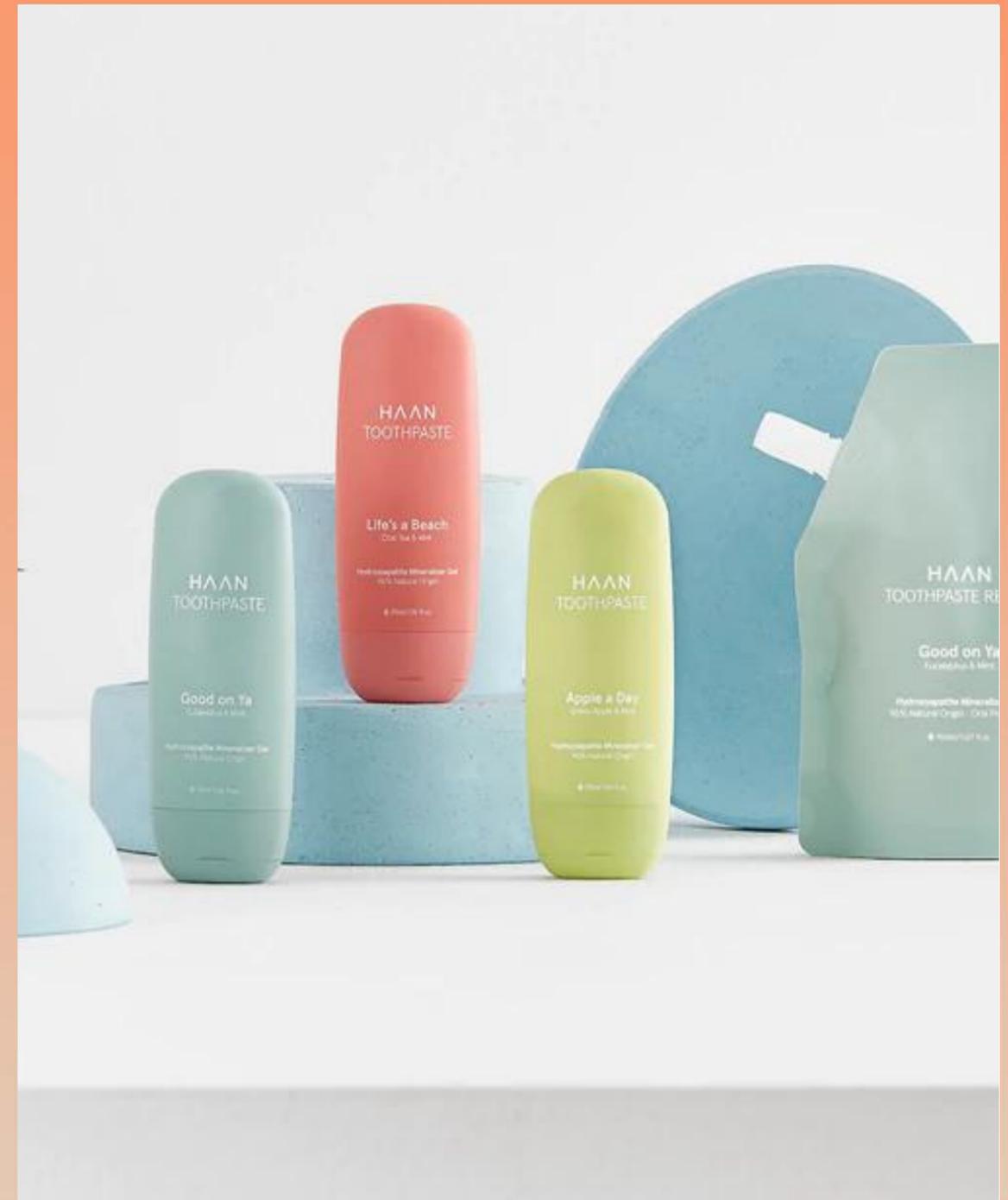
ORAL CARE

HAAN (Spain)

Toothpaste

Booth: DBS104

Toothpaste by HAAN is made with clean, vegan ingredients for cavity protection. The hydroxyapatite-based formulas include 96% natural ingredients, alongside prebiotic inulin and calcium to help support good bacteria in teeth by acting as a superfood for gums. The packaging, made from recyclable materials, can be refilled. Every refill pouch extends the life of the packaging by up to three times. 20% of HAAN's profits fund water projects in developing countries.



FILL IT UP!

PERSONAL CARE (Private Label)

Viva Healthcare Packaging (Canada)

IML Deodorant Stick

Booth: 54020

IML Deodorant Stick by Viva Healthcare Packaging features a cartridge refill that snaps easily into the barrel to refill it, and can be simply pulled out of the barrel to replace it. Sticks, caps, and cartridge refills include a mono-material polypropylene (PP) design that is compatible with the rigid PP recycling stream, and includes 100% post-consumer recycled material (PCR). The cartridge refill system is made in North America.



LET'S TALK ABOUT SEX

Sexual health is beauty's newest category

The dramatic growth of the sexual wellness market, expected to reach \$11 billion in the US in 2022, is a testament to the extent to which sexuality is considered essential to our well-being. Indeed, the desire for intimacy and connection is a basic human need, as expressed by a myriad of new products, devices and services, including the sextech boom, all aimed at elevating sexuality, maintaining vitality, and integrating it in our everyday lives. A key part of prioritizing pleasure is the emphasis on feminine care and destigmatizing the category, as championed by a number of brands.



LET'S TALK ABOUT SEX

INTIMATE CARE

Vella Bioscience (United States)

Women's Pleasure Serum

Booth: DB40058

Women's Pleasure Serum by Vella Bioscience is a pre-play topical serum for more frequent, intense, and satisfying orgasms for women of every age and life stage. The serum, which amplifies arousal, is a proprietary liposomal formulation designed by experts who helped develop Viagra and Cialis. In clinical studies, women aged 23 to 75 reported increased ease, intensity, and frequency of orgasm. The serum is compatible with condoms and toys.



LET'S TALK ABOUT SEX

INTIMATE CARE

conditionHER (United States)

conditionHER

Booth: DBOB7

conditionHER by conditionHer is a natural, daily-use moisturizing cream specially formulated for external intimate areas such as the vulva, inner thighs, and underarms. It helps reduce the appearance of ingrown hair, soothes irritation from chafing and hair removal, it nourishes skin, and softens hair if present, without disrupting healthy vaginal flora and pH levels. The product, which is manufactured in Istanbul by a female PhD biochemist, contains EU-approved ingredients.

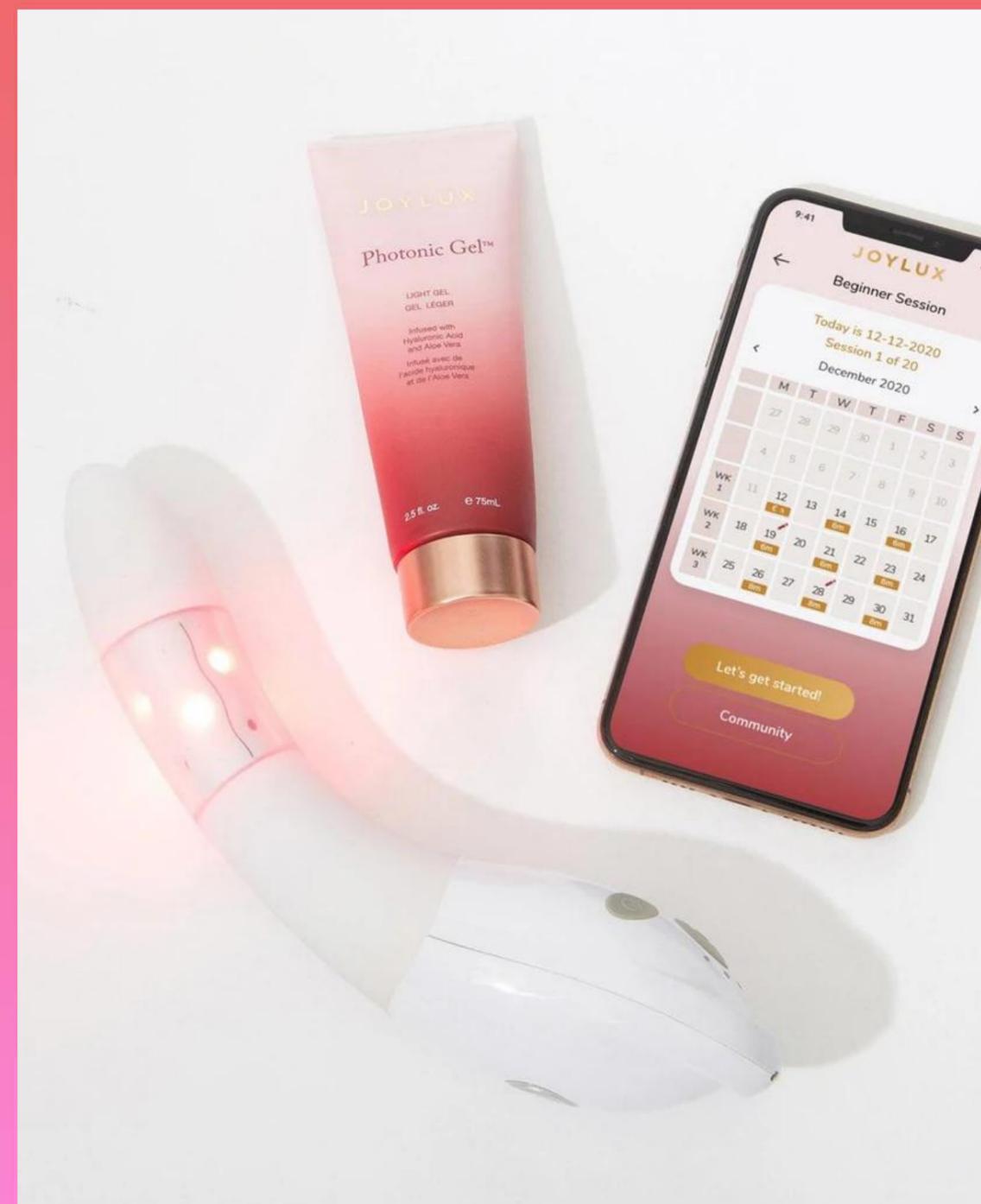


LET'S TALK ABOUT SEX

INTIMATE CARE

Joylux (United States)
vFit® Gold Device
Booth: DBS137

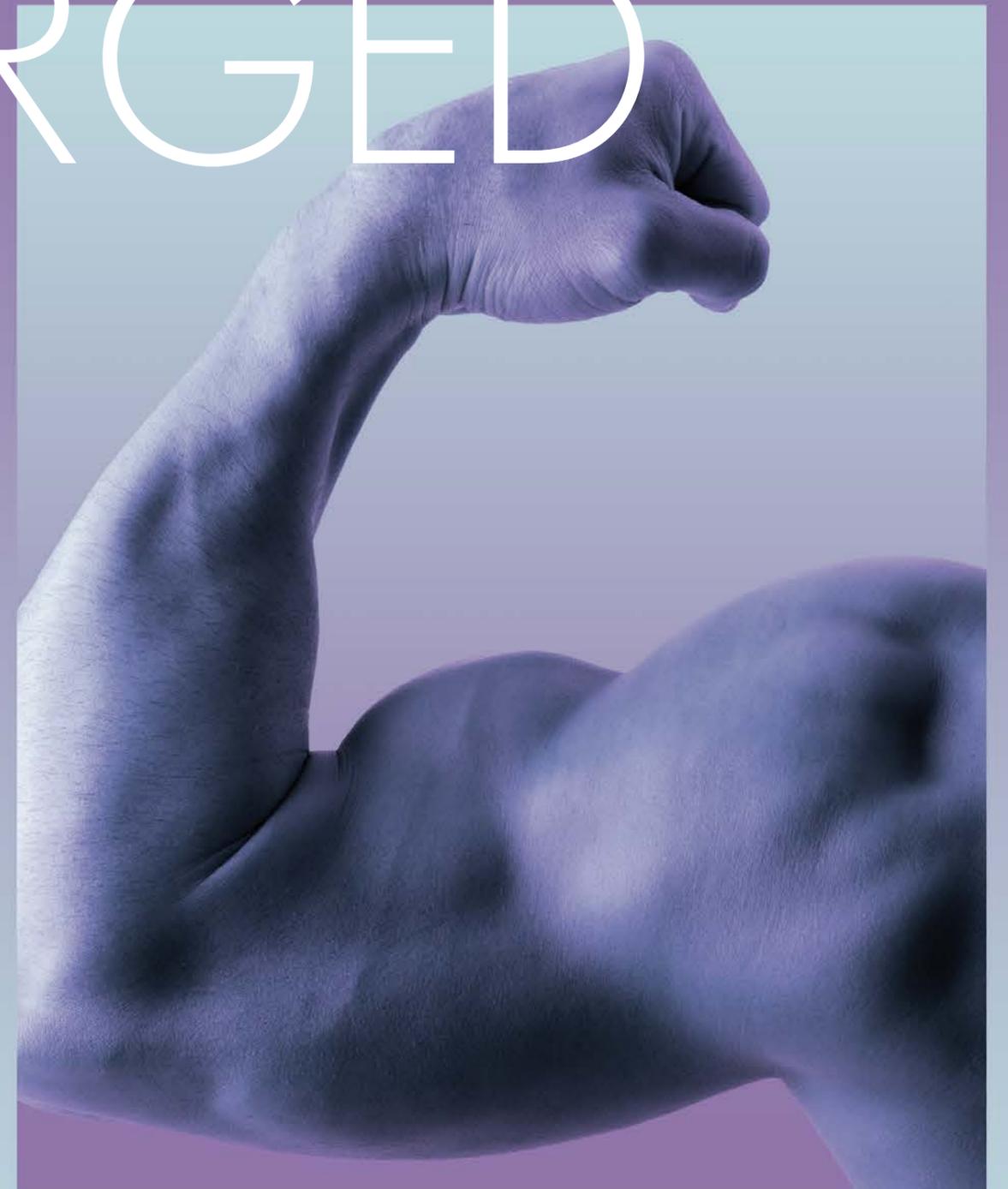
vFit® Gold Device by Joylux is an OBGYN-designed device for postpartum and menopausal women that improves vaginal wellness and sexual function. Six UV-free stimulating LED lights stimulate vaginal tissue, improve pelvic floor strength, and promote hydration and sensation, all in the privacy of one's home. Gentle heat warms the tissue and encourages blood flow, which in turn aids in natural lubrication and overall sexual function. The device is paired with a Joylux Gold app that helps track changes.



SUPERCHARGED SERUMS

Brands are reinventing the role of serums

Consumers are seeking solutions and treatments for an ever increasing array of skin concerns, the relic of pandemic stress, and at the same time they are looking to streamline their beauty routines. Enter supercharged serums, multi-tasking formulation wonders that are loaded with highly concentrated active ingredients, from natural extracts to lab-engineered molecules, that pack a punch, one precious drop at a time. The newest serums protect the skin from age-accelerating environmental stressors such as pollution and blue light, maintain a healthy skin barrier, and deliver a luxurious skin feel.



SUPERCHARGED SERUMS

SKIN CARE

Earth & Halo (United States)

Blue Crystalline Face Serum

Booth: BV16

Blue Crystalline Face Serum by Earth & Halo features a blend of five organic extracts together with peptides, hyaluronic acid, and tranexamic acid, in addition to patented micro-emulsion technology that delivers collagen-boosting, anti-acne, brightening, and moisturizing benefits, amongst others. The technology also delivers active ingredients to the deepest dermal layer. Blue Crystalline Face Serum includes lotus, Japanese indigo, edelweiss, rock samphire (sea fennel), and sea-grapes. The product is vegan.



SUPERCHARGED SERUMS

SKIN CARE

Amazon Silk (Peru)

Incanta Super Serum

Booth: DG30079

Incanta Silk Super Serum by Amazon Silk contains the oil of *Plukenetia huayllabambana*, a recently discovered nut found solely in the Amazon cloud forest of Peru that reportedly contains the highest levels of omega 3 on the planet. This is combined with 4% cross-polymer hyaluronic acid, niacinamide, skin peptides, vitamin complexes, and other clean, green ingredients, to produce a powerful, all-in-one serum. The serum increases the skin barrier function, and enhances cell wall integrity, giving it a powerful moisturizing and humectant effect. It also inhibits “inflammaging” through protection from free radicals, stimulates collagen production, and reduces hyperpigmentation.



SUPERCHARGED SERUMS

SKIN CARE

Ona New York (United States)

Firming Serum

Booth: DBS107

Firming Serum by Ona New York is a supercharged serum with a melting texture that protects the complexion from environmental aggressors, minimizes signs of aging, and leaves skin smooth and glowing. It contains a signature infusion of acai berry, aloe vera, birch tree juice, *Centella asiatica*, and camellia oil that nourishes, firms, and plumps the skin. Other ingredients include magnolia berry, an adaptogenic berry native to Siberia, mulberry root, and hawthorn.



SUPERCHARGED SERUMS

SKIN CARE

NUDA Canada (Canada)
Hyaluronic Self Tanning Serum
Booth: DB38050

Hyaluronic Self Tanning Serum by NUDA Canada is a lightweight, refreshing, white-tea fragranced serum with hyaluronic acid, antioxidants, raspberry seed oil, coconut oil, jojoba oil, fruit extracts, beetroot, and vitamin E that nourishes and soothes the skin while providing a radiant, sun-kissed glow. It is made from 95% natural ingredients, and is 100% vegan and cruelty-free. The serum is formulated without gluten, parabens, sulfates, mineral oil, and alcohol.



TEXTURED TRESSES

TLC for textured hair

Care for textured hair is finally catching up with the straight hair brigade. The hair industry, from indie to mainstream brands, is addressing the needs of the wavy, curly, and coiled hair community with broader, more inclusive, and diverse offerings in a market that has been underserved for too long. Brands are innovating with ingredients that strengthen breakage-prone curly hair, hydrate natural curls, reduce frizz, and enhance shine. They are also developing products and devices that effortlessly style textured hair. It's all about celebrating the beauty of textured hair, and continuing to disrupt the category with targeted offerings.



TEXTURED TRESSES

HAIR CARE

Black Panther Strong (United States)

Edge & Braid Control Pomade

Booth: DBOB 34063

Edge & Braid Control by Black Panther Strong is a pomade for edges with biotin that smoothes and defines braids while conditioning the hair. The vegan pomade, which contains food-grade ingredients, holds edges for more than 24 hours and gives a polished, non-flaky finish. It rinses out easily.



TEXTURED TRESSES

HAIR CARE

HiBAR (United States)

Solid Shampoo Curl & Solid Conditioner Curl

Booth: DBS109

Solid Shampoo Curl & Solid Conditioner Curl by HiBAR is a salon-quality shampoo and conditioner for textured hair made with babassu butter and pracaxi butter to add definition and lock in moisture. HiBAR has excluded water from its formula, thereby eliminating the need for a plastic bottle. All the brand's packaging is 100% recyclable and compostable. The formula is free from parabens, phthalates, silicone, sulfates and cruelty.



TEXTURED TRESSES

HAIR CARE

Seppic (United States)

Curly Headed Cutie Regimen

Booth: 55029

Curly Headed Cutie Regimen from Seppic is a kit created with natural, curly hair in mind. As curly hair is prone to dryness and breakage, Seppic created a selection of prototypes that allow the creativity and flexibility to fit every curly-headed person's needs. The kit includes a pre-shampoo hair oil that prepares the hair for the gentle cleanser. There is also a deep moisturizing hair butter that is followed by a detangling spray, defining curl custard, and balancing scalp serum.



ETHICALLY SOURCED

Conscious about people and planet

Ethical sourcing ensures that people and the planet are prioritized when selecting ingredients. Full transparency extends to the safety, quality, and ecological and ethical profile of every ingredient, with recognized certifications providing all-important reassurance that products are ethically manufactured. Consumers are also scrutinizing ethical correctness when it comes to business practices. They are looking to brands that align with their values. It's not just what goes into products, but how they are made. The entire supply chain is under the spotlight, including workers' rights and social impact, helping farmers overcome inequality and be fairly compensated.



ETHICALLY SOURCED

SKIN CARE

AllWell Beauty (United States)

Beauty Botanical Hydrating Moisturizer

Booth: DBS123

Beauty Botanical Hydrating Moisturizer by AllWell Beauty provides weightless, all-day hydration. It is formulated with proprietary, upcycled antioxidant-rich *Acer rubrum* extract (red maple) for a moisturizing, matte finish along with other powerful actives including ceramides, antioxidant peptides, hyaluronic acid, and vegan collagen. AllWell Beauty's patented Plantrose® Technology provides a clean and fast method for turning plants into ingredients that have potent skin care benefits. The clean and green technology only uses water, heat, pressure, and time (no harsh chemicals).



ETHICALLY SOURCED

SKIN CARE

Rozuri by Maya (United States)

Anti-Aging Super Oil

Booth: DBS108

Anti-Aging Super Oil by Rozuri by Maya is an all-in-one face oil formulated with ethically-sourced botanical ingredients that provide anti-aging benefits. It is rich in vitamins A, C, and E which help to repair damaged skin and reduce lines and wrinkles. Rosehip seed oil contains high amounts of trans-retinoic acid which promotes hydration and restores balance to the skin. Rozuri by Maya's rosehip seed oil is hand-harvested and cold-pressed in Africa, then blended in the brand's facilities in France.



ETHICALLY SOURCED

SKIN CARE / BODY CARE

Boto Botanicals (United States)

Brazilian Body Butter

Booth: BV22

Brazilian Body Butter by Boto Botanicals is a premium blend of potent botanicals from the Amazon Rainforest featuring four tropical Brazilian butters from murumuru, cupuaçu, mango, and ucuuba seeds, combined with acai and buriti oil. The easily absorbed formulation seals in moisture to provide all-day hydration that leaves the skin soft and nourished. Brazilian Body Butter is 100% natural, vegan-friendly, cruelty-free. It is handmade in Brazil in small-batch production.



ETHICALLY SOURCED

SKIN CARE (Private Label)

FusionPKG (United States)

Press Perfecting Pulp Brightening Serum

Booth: 57025

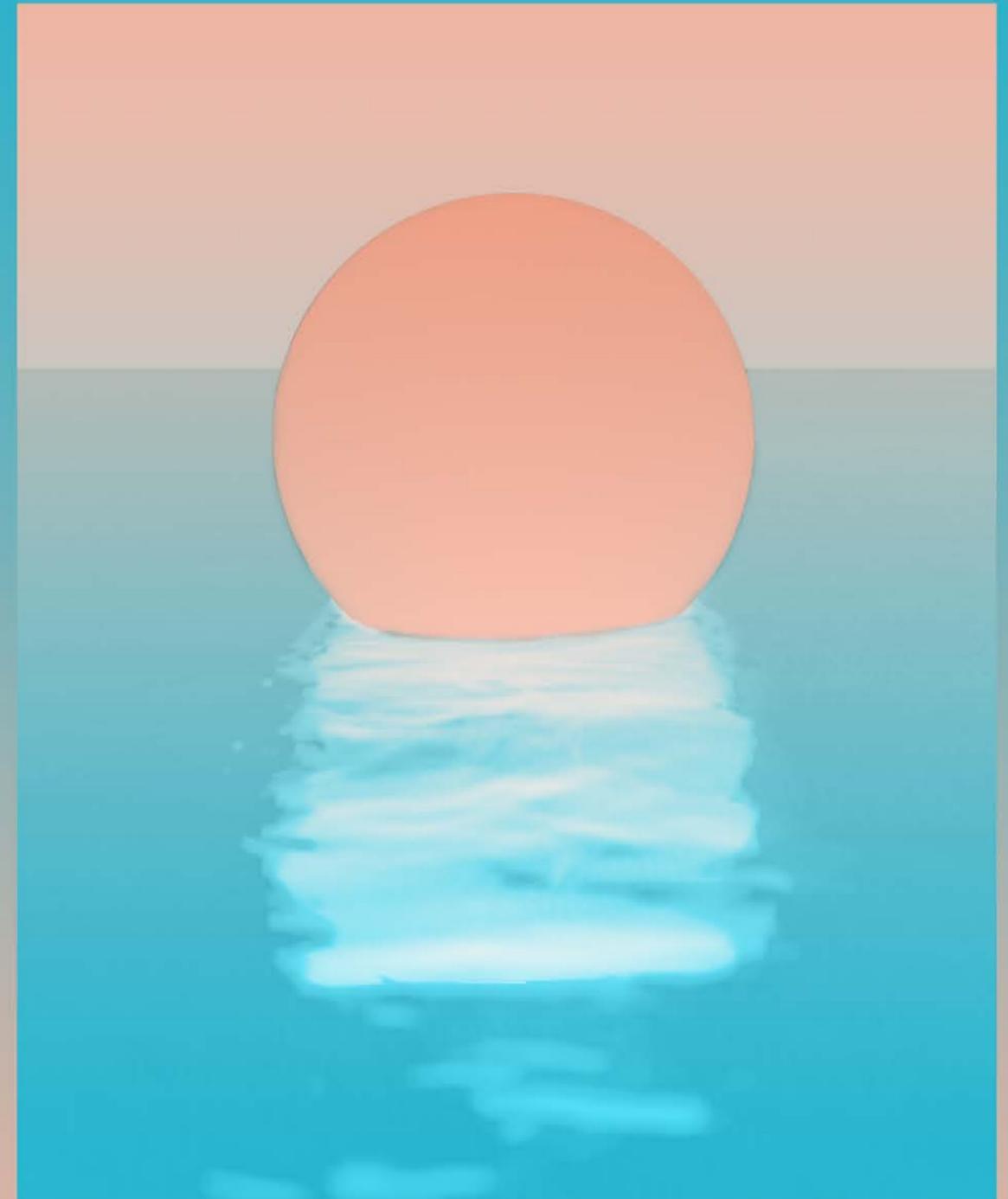
Press Perfecting Pulp Brightening Serum by FusionPKG gives the complexion an even glow and refined skin tone, and reduces visible signs of pigmentation thanks to reanimated willow bark waste that soothes and increases skin's elasticity, upcycled orange fruit extract waste that hydrates the skin, and upcycled white pine tree bark extract that illuminates and evens out skin tone. With a jelly-like texture, the serum is suitable for all skin types.



WFH SPA

Effective skin-tech devices for the home

Our WFH (work from home) era is accompanied by a desire for professional-grade treatments that can be done from the convenience of one's home, and that also have multi-generational appeal. Beauty technology is responding with devices that simplify and streamline regimes for the face, body, and hair, including LED light masks and facials, micro-current technology, vibration therapy and radiofrequency therapy, many of which are accompanied by apps that help users track and personalize their treatment. With price tags that are becoming more accessible, skin-tech devices are making the quest for healthy skin a reality.



WFH SPA

DEVICES

LA LUER (United States)

La Luer® Facial Treatment System

Booth: DBS136

La Luer® Facial Treatment System by La Luer combines many at-home skin care tools in one compact machine. The device makes technology-infused facials quick, accessible and effective due to six advanced technologies across four comprehensive treatments. Each treatment (Detox, Tone, Lift, Infuse) contains a specific set of technologies. The device combines red, blue, and green LED light technology, EMS, ultrasound, radio frequency, ion infusion, and sonic pulsations in one tool. There are treatments for all ages and skin concerns.



WFH SPA

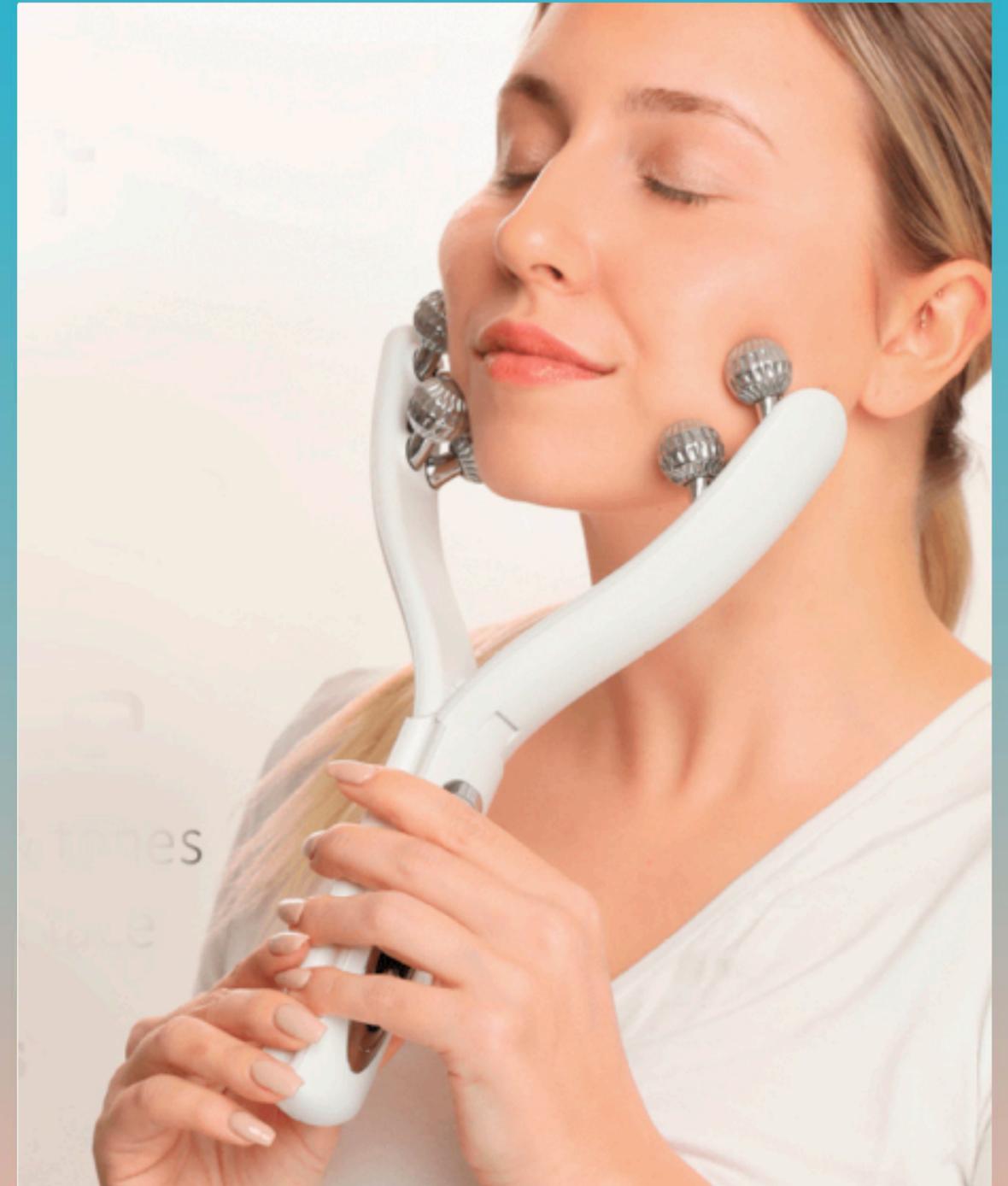
DEVICES

Lumina NRG (United States)

Rollift

Booth: DB40070

Rollift by Lumina NRG slims, sculpts, and tones the jawline while helping reduce fat deposits in the neck area, all without surgery or downtime. Symmetrical facial contouring and lifting is just a five-minute treatment. Micro-currents tone, firm, and sculpt the jawline. RF technology shrinks fat cells and reduces fat deposits from the chin area. With its two symmetrical wands and identical diamond rollers, the device treats both sides of the face simultaneously for even results.



WFH SPA

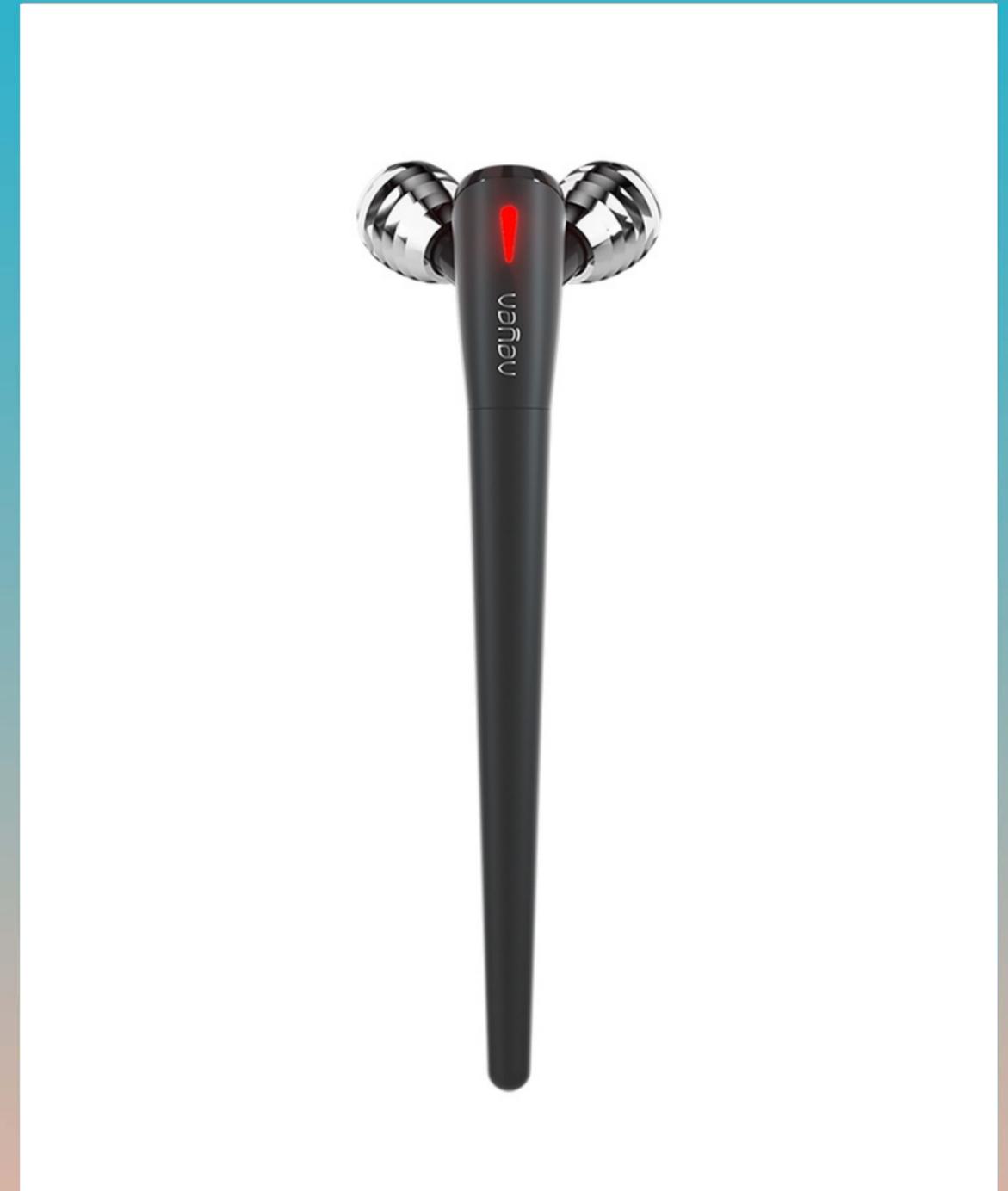
DEVICES

DOCTORS TECH (South Korea)

VANAV Rolling Up

Booth: 36043

VANAV Rolling Up by Doctors Tech is a face roller that requires no batteries. The device uses frictional electricity to generate the micro-current and turn on the red LED to enhance collagen production. The acupuncture point massage helps improve blood circulation. The ergonomically-angled head maximizes the kneading massage technique. This eco-friendly device is made from skin-friendly titanium.



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