

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.

# POST SHOW 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.

## JOY CLUSIVE

Black, empowered,  
and beautiful

## MICROBIOME FRONTIER

Next-gen microbiome  
skin care

## HAPPY FEW

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## EAU SO LUXE

The rise of eco-chic  
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## EAT YOURSELF BEAUTIFUL

The new wave of  
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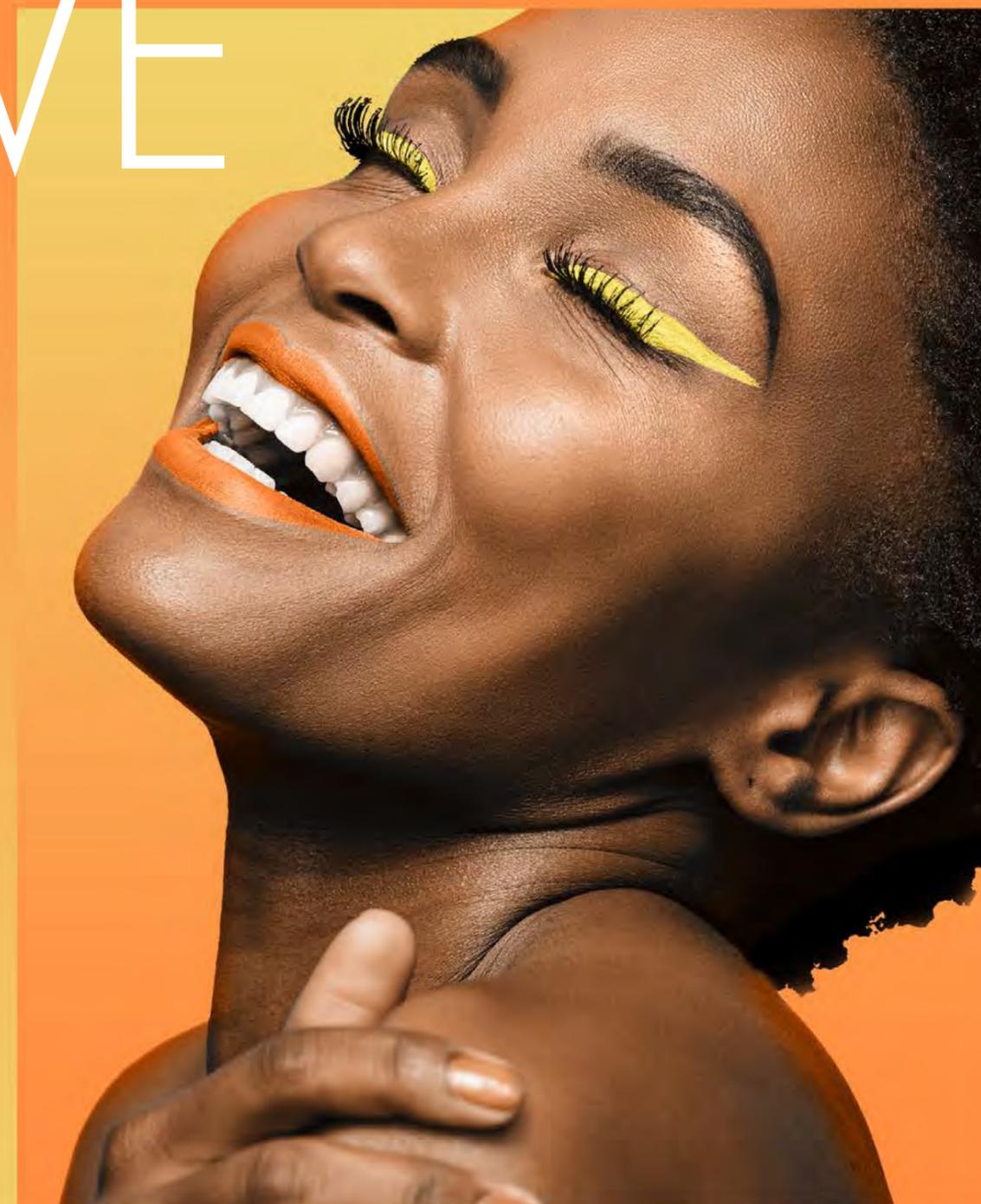
## MATCHY- MATCHY

Color-matching for your  
exact skin tone

# JOY-CLUSIVE

## Black, empowered, and beautiful

The spirit of inclusivity is strong, joyful, and empowered. The narrative around diversity and equity has evolved since the important wake-up call of 2020, even though progress still needs to be made. In the wake of the Black Lives Matter movement, there is greater awareness among retailers and consumers of the need to make intentional and conscious choices when it comes to supporting diverse and inclusive beauty brands. Black-owned, female-founded brands are increasingly resonating with a broader consumer base, with product ranges suited to all, including melanin-rich skin tones. The time is now to be joyfully inclusive!



# JOY-CLUSIVE

## COLOR COSMETICS

Bossy Cosmetics (USA)

### Bossy Gloss

Bossy Gloss by Bossy Cosmetics is a plumping lip care product that creates shine and volume. Variants are named to fit the theme of empowerment including Feisty, Purposeful, Unapologetic, and Empowered. The Bossy Gloss formula is enriched with Maxi Lip™, a compound known for its volumizing and moisturizing effect, and MagNut sense oil, and vitamin E that leaves lips feeling soft and smooth. Bossy Gloss has a sheer, lightweight, non-sticky, creamy texture. The 3D formula delivers color and shine while giving lips a fuller profile. Bossy Gloss contains no fragrance and is vegan. It comes with zero parabens, nano materials, microplastics, BHT, and BHA.



# JOY-CLUSIVE

## PERSONAL CARE

Joy of Beauty (USA)

### Poppyseed and Kokum Whipped Body Butter Scrub

Poppyseed and Kokum Whipped Body Butter Scrub by Joy of Beauty is an alternative to sugar and salt body scrubs, and is especially suited for people with diabetes and sensitive skin. The scrub's seeds lack jagged edges that cause tiny fissures on the skin, leaving the skin clean, fresh, and energized. The scrub contains no artificial fragrances, artificial dyes, and parabens. Joy of Beauty is a body care and lifestyle brand that caters to diabetics and sensitive-skin prone individuals. The brand's founder decided to specialize in the diabetic community because it affects the African-American community at a disproportionate rate when compared to other ethnic groups.



# JOY-CLUSIVE

## SKIN CARE

Beauty Done Right (USA)

### Unicorn Ice Dice

There are two recommended usages for Unicorn Ice Dice by Beauty Done Right. The Chill Mode eliminates puffiness, especially around the eyes. It also helps acne products penetrate more efficiently and is used before applying acne serums and creams. Simply place the ice dice in the fridge or freezer to achieve a chill effect. For the Warm Relaxing Mode, submerge the ice dice into warm water. Warm Ice Dice helps to relax the skin, and prepare it for deep cleansing and extractions. Beauty Done Right is founded on the notion that true beauty is inclusive of state of mind: all beauty is “done right” if it makes you look good and feel good.



# JOY-CLUSIVE

## COLOR COSMETICS

Estate (USA)

### Resort Pigment Palette

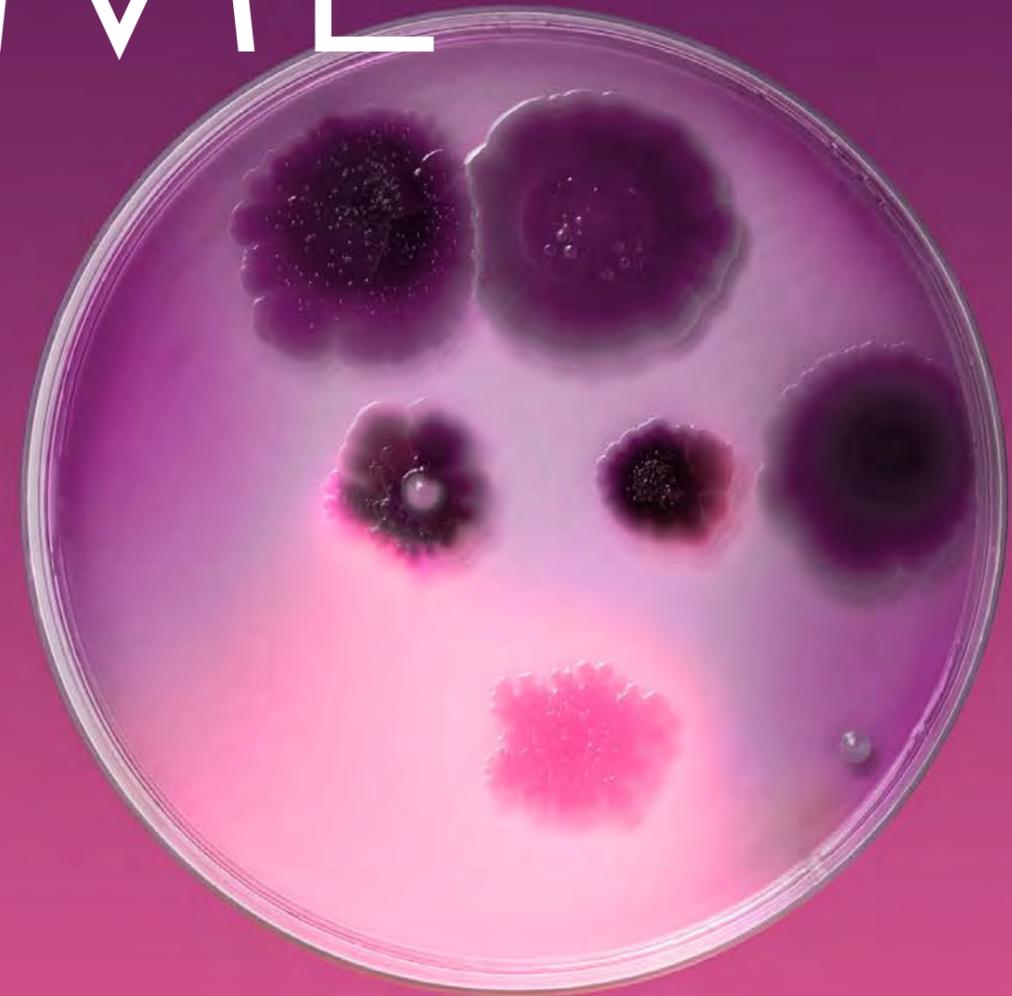
Resort Pigment Palette by Estate is a vibrant, ten-pan palette featuring highly pigmented colors including vibrant mattes, rich neutrals, velvety shimmers, and multi-dimensional shimmers. The all-inclusive palette suits all skin tones, and was created to inspire fun looks for all! Estate is cruelty-free and vegan, and Leaping Bunny-certified.



# MICROBIOOME FRONTIER

## Next-gen microbiome skin care

The microbiome continues to garner immense buzz thanks to a greater understanding of the interconnectedness and complex role between skin health and the ecosystem of symbiotic microorganisms living on the skin's surface. Brands are tapping into advanced microbiome research in order to deepen their knowledge of how ingredients such as prebiotics, probiotics, and postbiotics can benefit the well-being of the microbiome. They are also collaborating with tech companies to analyze individual skin, scalp, and oral microbiomes, and develop targeted products tailored to specific needs. Microbiome-based beauty is just getting started!



# MICROBIOME FRONTIER

## SKIN CARE

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NanoSpun Skincare (Israel)  
**NanoSpun UltraBio**

NanoSpun UltraBio by NanoSpun Skincare is based on proprietary and advanced industrial bio-printing technology, and delivers active, natural, fresh, and preservative-free skin care. Enhanced with supporting nutrients and superfoods, NanoSpun's "Probiotic Second Skin" (cue live probiotic tissues done with 3D structure technology) improves and modulates the health of skin, whether applied alone or combined with other regimens. NanoSpun uses live and active cells.



# MICROBIOME FRONTIER

## SKIN CARE

Nuebiome (USA)

### The Biotic Glow™ Ferment Essence

The Biotic Glow™ Ferment Essence by Nuebiome purifies and conditions the skin microbiome with its triple probiotic bioferment blend that softens fine lines, and delivers lasting hydration. The essence combines grape seed, African whitewood, kelp, and glycolic acid to help tighten pores and enhance radiance. Glycolic acid and *Saccharomyces cerevisiae* ferment increase cell turnover and cellular oxygen uptake in order to eliminate dull skin. Antioxidant superfood Tasmanian pepperberry, African whitewood, and panax ginseng leave skin feeling revived and oil-free.



# MICROBIOME FRONTIER

## SKIN CARE

### Sequential Skin (USA) Biome Mask

Biome Mask by Sequential Skin is a biodegradable mask designed to balance the skin's microbiome and increase the overall health of skin. The line consists of five formulas. Each is infused with serums that target specific skins concerns using prebiotics and postbiotics. All masks have been tested in vivo.



# MICROBIOME FRONTIER

## SKIN CARE

GlowOasis (USA)

### Probiotics + Triple Peptide Refreshing Eye Cream

Probiotics + Triple Peptide Refreshing Eye Cream by GlowOasis is an all-in-one eye cream that illuminates, improves, and invigorates the area around the eyes. The product is powered by triple peptides, vitamin C, niacinamide, and xylitol to firm, brighten, and hydrate the eye area. It supports the skin's natural collagen production in order to minimize fine lines and dark circles. The combination of vitamin C and niacinamide helps brighten and balance the skin tone. Xylitol boosts hydration to reduce puffiness, while vegan probiotics promote a healthy skin barrier and firm the skin.



# HAPPY FEW

## Smart and minimal skin care solutions

In beauty, “less is more” refers to pared-down ingredient lists that spotlight the potency of nutrient-dense ingredients. According to minimalist thinking, active ingredients become less bioactive in inverse proportion to the number of ingredients in a formulation. Instead of product-intensive skin care routines, which some dermatologists believe contribute to the erosion of the skin barrier (where multiple ingredients increase the risk of irritation and inflammation), minimalist formulations feature a higher concentration of active ingredients, and zero fillers. Streamlining the number of products used also minimizes waste for a win-win outcome: mindful formulations that are mindful of the planet.



# HAPPY FEW

## SKIN CARE

### Apothecarus (USA) Virgin Pistachio Oil

Virgin Pistachio Oil by Apothecarus is supercharged with antioxidants, and features a distinct pistachio fragrance that is released upon contact with the skin. The oil absorbs rapidly to nourish, rejuvenate, and balance the skin without any greasiness. The oil features a multitude of acids including palmitic acid that naturally softens and cleanses the skin, oleic acid known for its nourishing and protective properties, and linoleic acid that combats severe skin dryness. Apothecarus invites its customers to be “plant-curious.”



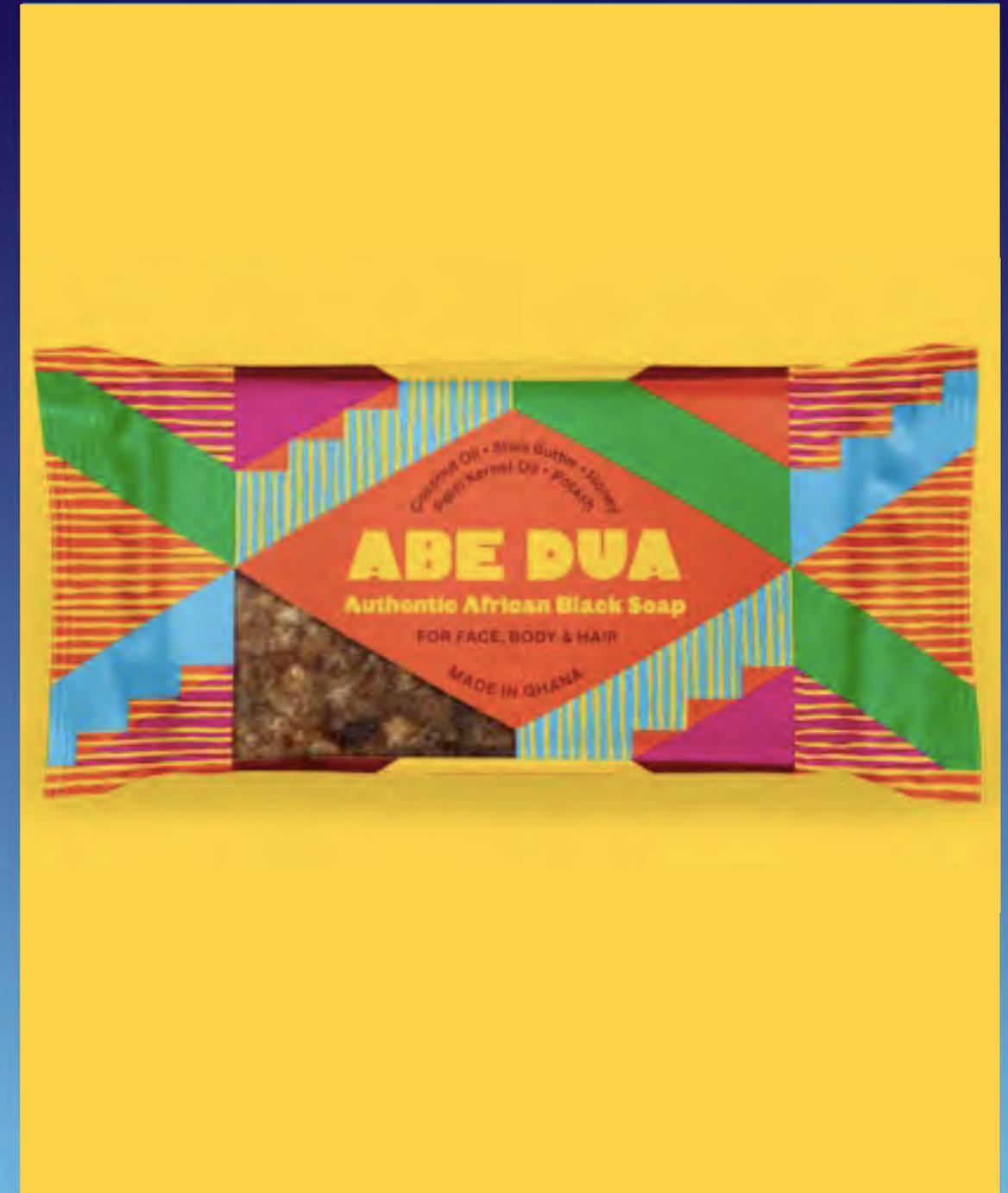
# HAPPY FEW

## PERSONAL CARE

Abe Dua (Ghana)

### Authentic African Black Soap

Authentic African Black Soap by Abe Dua is 100% vegan and organic, and originates from West Africa. The soap is made with only two to five locally harvested ingredients including potash, shea butter, palm oil, coconut oil and honey, and benefits the skin and hair. It is free from fragrances, dyes, or any other additives. Abe Dua's certifications include RSPO (attesting that its palm oil is produced according to sustainable standards), USDA Organic and Organic Agriculture Europe, Rainforest Alliance, and Ecocert.



# HAPPY FEW

## SKIN CARE

JNJ Bio (Korea)

### aDROP – Broccoli Extract

aDROP – Broccoli Extract by JNJ Bio features 100% plant extracts, and brightens and calms the skin. Broccoli extract is a genus of plant in the mustard family that includes kale and cabbage, and is abundant in vitamins A and C that strengthen the resilience of the skin mucous membrane. The product is vegan and cruelty-free.



# EAU SO LUXE

## The rise of eco-chic fragrance

Luxury in the world of fragrance reconciles precious raw materials with eco-conscious business practices. Consumers want to smell good, and they want to know that the brands they are buying into are doing right by the planet. That means finely crafted fragrances featuring natural and organic ingredients that have been ethically sourced, in addition to boasting sleek, sustainable packaging. More than ever, luxury fragrances are intertwined with nature, and crafted to elicit positive and uplifting emotions. Sustainable fragrance formulations are also incorporating safe synthetics in order to preserve the Earth's resources.



# EAU SO LUXE

## FRAGRANCE

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Váhy (Australia)

**Perfume – Bohème**

Váhy is a boutique natural fragrance house based in Australia inspired by a desire for balance and simplicity. Váhy's genderless collection of fragrances are 100% natural. The brand's ethos is centered around creating premium and bespoke natural products with transparent practices. Fragrances such as Bohème, a floral woody fragrance that speaks to the free-spirited vagabond in everyone, contains no synthetics. The fragrances come without denatured alcohol, mineral oil, petrolatum, animal by-products, parabens, phthalates, PEG, polycyclic musks, and other "nasties."



# EAU SO LUXE

## FRAGRANCE

Fulton & Roark (USA)

### Solid Fragrance - Perpetua

Each Fulton & Roark fine fragrance is designed to evoke a distinct sense of atmosphere and occasion using a blend of naturally-sourced essential oils and premium ingredients. The brand looks to new ingredients, which it sources safely and responsibly, as well as new formulation methods and formats to make its mark. Fulton & Roark's solid fragrances, including Perpetua, a fresh and woody blend of Atlas cedar, neroli, and amber, are highly-concentrated and wax-based fine fragrances.



# EAU SO LUXE

## FRAGRANCE

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DefineMe (USA)

### Crystal Series – Rami Clear Quartz

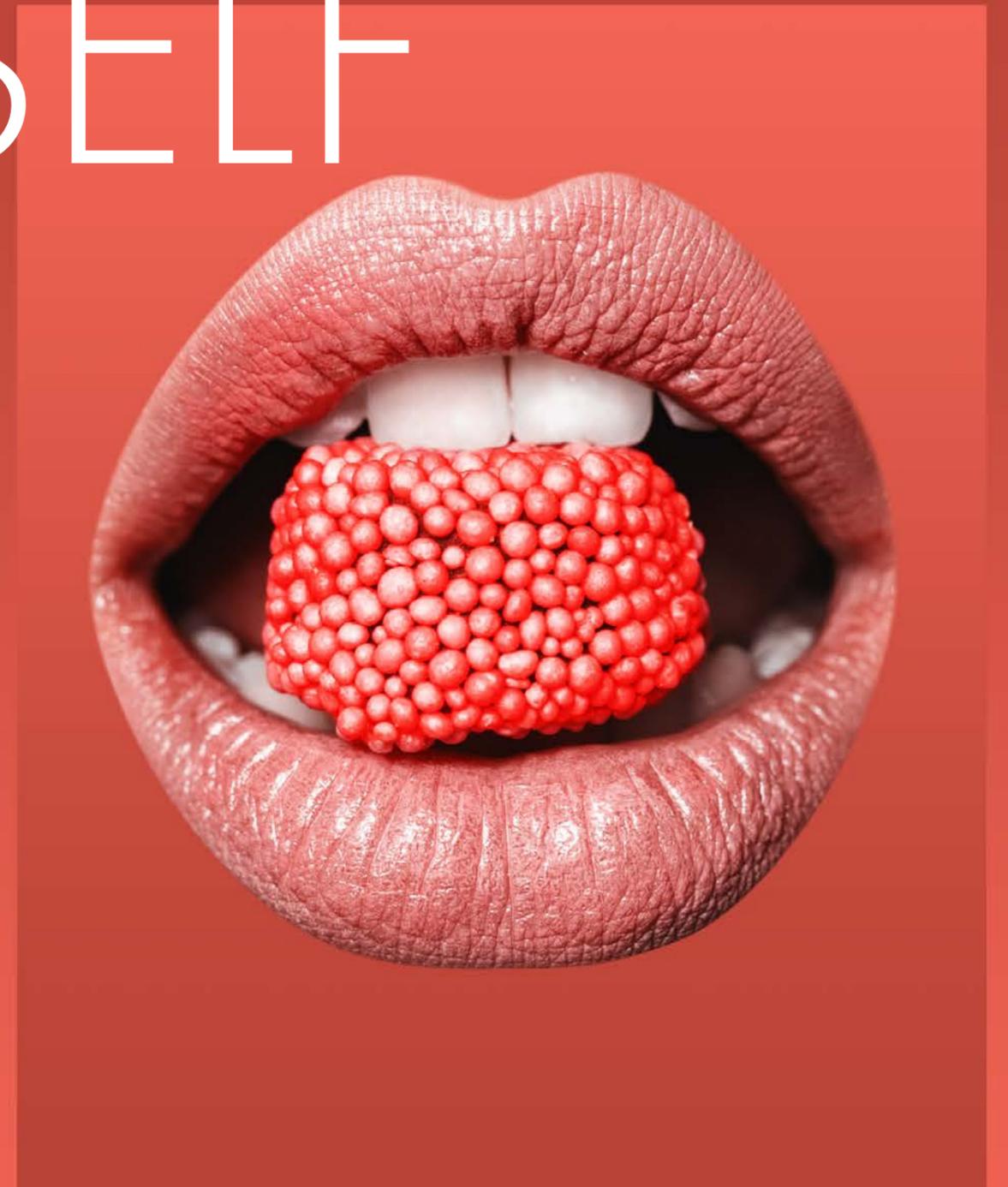
DefineMe's Crystal Series combines the beauty of crystals with natural perfumes to create a blend of scent, wellness, and luxury. The series includes three handcrafted fragrance and crystal combinations whose meanings are aligned to create a supercharged dose of wellness to the wearer. The newest fragrance, Rami – Clear Quartz, is infused with natural clear quartz crystals. Clear quartz is known for having a high vibration. It is used for healing and spiritual growth. DefineMe uses clean, natural, organic, vegan, and cruelty-free ingredients.



# EAT YOURSELF BEAUTIFUL

## The new wave of ingestibles

Move over, multivitamins! Ingestible beauty is growing apace, with an array of supplements offering targeted nutrition to promote healthy skin, hair, nails, and holistic wellness. Our changing lifestyles and greater health awareness, combined with technological advancements and increased consumer knowledge of ingredients, is driving this growth. The focus is on vegan, plant-based supplements, and personalized beauty supplements formulated according to consumers' individual biology. As people continue to spend more time at home, they are investing in supplements in order to prioritize their wellness, especially those with clean labels.



# EAT YOURSELF BEAUTIFUL

## HAIR

Imaraïs Beauty (USA)

### Grow

Grow by Imaraïs Beauty is a sugar-free, hair care gummy powered by organic-certified functional mushrooms including chaga, reishi, and snow mushroom to promote healthy hair growth, nourish the scalp, and support healthy-looking hair. Chaga mushroom helps with hair growth by stimulating and strengthening hair follicles, reishi mushroom helps to encourage blood circulation, and snow mushroom helps boost skin and body health via cell hydration. Imaraïs Beauty represents the intersection of health, inclusivity, self-care, and sustainability.



# EAT YOURSELF BEAUTIFUL

## SKIN CARE

Aishitoto (Japan)

### **Aishitoto NMN Goldo**

Aishitoto NMN Gold by Aishitoto is formulated with high-quality NMN and added resveratrol for skin-beautifying effects. The first human clinical study for NMN began in Japan in 2016, and was published in 2020, making NMN an innovative trend supplement with multiple health benefits. These include fueling cells with energy, promoting vascular health and blood flow, improving muscle endurance and strength, protecting against heart disease, lowering the risk of obesity, enhancing the maintenance of DNA repair, increasing mitochondrial function, and rejuvenating the skin. Aishitoto NMN Gold is manufactured under GMP-certified conditions by Aishitoto.



# EAT YOURSELF BEAUTIFUL

## SKIN CARE

### BEAUTYbits (USA) Spirulina

Spirulina by BEAUTYbits contains high protein, high chlorophyll, high antioxidants, essential fatty acids, and forty vitamins and minerals that help build skin, hair and nails, prevent wrinkles and blemishes, reduce inflammation, stop cravings, and increase energy. The spirulina algae tablets are especially helpful for people who follow a plant-based diet, and desire a fast and easy solution for their nutritional needs.



# MATCHY- MATCHY

## Color-matching for your exact skin tone

In this age of inflationary options when it comes to color cosmetics (skin tone, undertone, preference for coverage level, skin type), precise color matching has become more important than ever, compounded by the ongoing surge in online shopping. Thanks to technological innovation, including AR, AI, and VR, finding the perfect color match is becoming easier with skin analysis tools powered by deep learning and computer vision that deliver a hyper-personalized experience. In the absence of trying in-store samples, the newest tools and devices are revolutionizing the way consumers discover beauty products.



# MATCHY-MATCHY

## DEVICE

Digispectro (Australia) – Private label  
**Complexion**

Complexion by Digispectro is a spectro-photometer facial scanning wand, designed for the cosmetic industry, that simplifies color matching of cosmetics to customers' skin tone, especially foundation. The device accurately captures the true color of the individual in all lighting conditions, ensuring a perfect color match from bright sunlight to indoor lighting. Spectro-photometers measure transmittance and reflection of light as a function of the wavelength of light. Unlike alternative colorimeter technologies, wavelengths measured with a spectro-photometer extend beyond the visible range into infrared and ultraviolet regions of the electromagnetic spectrum, ensuring a truly accurate match.



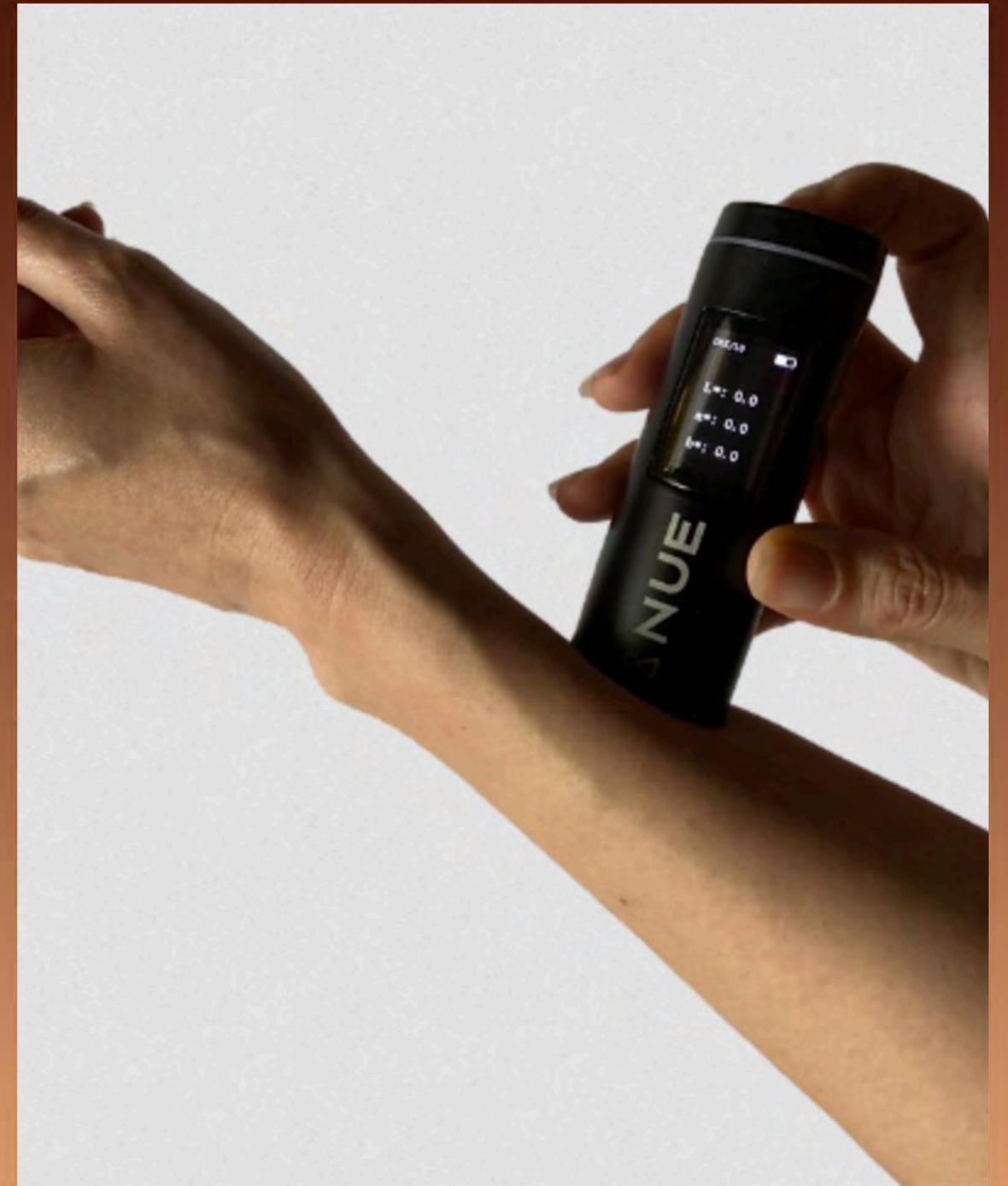
# MATCHY-MATCHY

## DEVICE

Nue Conceal (USA)

### Nue Reader

Nue Reader by Nue Conceal removes the guesswork around skin tone matching by finding the closest pigment. The device blocks out all ambient light. Measurements can be taken in bright sun or pitch dark. The Nue device provides its own highly calibrated LED light source, making sure users get a consistent, accurate scan under any conditions. Once the reflected light from the skin is measured, it is collected by Nue's proprietary high-resolution sensor for processing and automatic error detection. The results of the scan are instantly transmitted to a smart device via Bluetooth where the colometric data is converted to digital values. The app integrates the device's color sensing technology, providing a color communication tool for paramedical tattoo artists and professionals, among others.



# MATCHY-MATCHY

## COLOR COSMETICS

### Whats Up Beauty (USA) Geodes Collection

Whats Up Beauty makes matching eye shadow shades to nail polish effortless. The Geodes Collection offers color normally locked away in the crust of the earth. Like cracking open a real geode, the collection delivers on a crystalline finish of shimmers and earth-toned mattes for both eyes and nails. It includes an eye shadow palette with five duo-chromes, two iridescents, and five creamy mattes, plus six matching colors of nail polish.



# BEAUTYSTREAMS

For more expert insights and trends in the beauty sector, visit:

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