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Uncovering global beauty trends

SPOTLIGHT: CAPS & CLOSURES

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Dr Rainer Wohlfart, formerly Kneipp

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PATENTS: AU2010326651; EP2461786; US 8,247,003; NZ598630; EA20368;
US 9,498,423; NZ600307; EP2695603; JP6064274

www.sabinsacosmetics.com | www.saberry.net



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Front cover picture: Kneipp

Immaculate nail polish starts with the right brush.



HIGH-EFFICIENCY SOLUTIONS FOR NAIL POLISH BRUSHES

Fast and economic: The Z.TUCAN from ZAHORANSKY produces up to 300 brushes per minute, and is therefore the expert and specialist machine for nail polish brushes.

According to statistics, German women own an average of four bottles of nail polish, and dozens of millions of Euros are spent every year on these small bottles. But what is the difference between a high-quality product and a mediocre one? When choosing nail polish, it comes down to the content, and the brush is important because it makes all the difference. Brushes must be processed in a high quality, should not shed bristles and must apply the polish

with precision. The Z.TUCAN ensures a high level of performance in nail polish brush production and is an excellent choice owing to its high cost efficiency and compact design.

The automatic supply of brush bodies intake and integrated quality control save both time and money with every sample change – simply pure Black Forest quality from ZAHORANSKY. It can also adapt to the current production requirements, because the Z.TUCAN can be

upgraded with profile trimmers for brushes with a contour cut or a filament coating unit and drying tower.

www.zahoransky.com



Z.TUCAN:
The fully automated machine can produce around 430,000 nail polish brushes a day.

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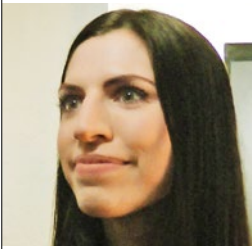


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CHARLOTTE LIBBY
Global Beauty Analyst, Mintel

provides a snapshot of the four major trends set to impact global beauty



HELGA HERTSIG-LAVOCAH
Trend Watcher, Hint Futurology

explores how the latest global trends are dominating beauty packaging



THOMAS KEISER
Managing Director, IKW

explains what personal care categories in Germany were particularly successful in 2017



CHRISTOPH KNOKE
Managing Director, IRI Information Resources

talks about the main drivers in personal care online retail



PROF DR CORNELIA M. KECK
Professor for Pharmaceuticals, University of Marburg

talks about future visions for anti-ageing ingredients

COSSMA DOWNLOAD TIP IN MARCH

The new ISO for natural cosmetics (ISO 16128) – does it represent true natural cosmetics? Sven Gehrig from Wala gives all the details and shines some light into the confusing jungle of private NOC labels and checks if the ISO indeed meets consumer expectations.



The definition used by the ISO – has it hit the mark?

DOWNLOADS

Additional information at





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-  **COMPANIES:** Rimpler Cosmetics
-  **REFERENCES:** Tools for sun care development
-  **FORMULATION:** Anti-Pollution Gel Cream (Croda)

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On the COSSMA web site we post lots of additional information related to the topics covered in the magazine. You will find **MORE THAN 1,000 USEFUL ADDITIONAL ITEMS** to extend your knowledge and understanding: more information on the ingredients and finished products that we cover, market data and statistics, supplier listings, literature references, scientific articles, product formulations and useful base informations. Take a look right now, at www.cossma.com/download



NEWS



A choice of ingredients for more radiant skin

Glow boosters

GREENTECH | The company's glow boosters for radiant skin include **Biotilys**, a probiotic active that increases the commensal bacteria on the skin for a more radiant complexion. **Urbalys** is a global anti-pollution skin protector inspired by nature. New in vivo studies show an improved skin condition and a reduction of grey skin. **Somitine** is a radiance booster that increases energy and cell activity and hence restores the skin's radiance.

www.greentechgmbh.de, www.greentech.fr

NEW BRAND

SEPPIC | Wesource

is the new brand under which all of the company's cosmetics actives from plant-based chemistry, marine biotechnologies and botanical extraction are to be available.

www.seppic.com



A brand for actives

PROVEN ANTI-POLLUTION EFFECT

CLARIANT | RedSnow has been relaunched as a skin defender against pollution and ageing, after tests have demonstrated its efficacy in combating the negative effects of air pollution on skin. RedSnow, extracted from the red Camellia japonica flower, has positive broad spectrum anti-oxidant properties against the impact of PM2.5 and PM10, heavy metals and PAH. Another study looked at the impact on the NOX pathway. In a further clinical study with people in the high-pollution area of Seoul, a 19% reduction in roughness, a 10% reduction in the appearance of wrinkles and improvements in dermal density of 5.6% and hydration of 8% were shown.

www.clariant.com/activeingredients



The camellia japonica blooms in the snow

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THE BIGGEST FRAGRANCE TRENDS

Fragrances | Industry experts give inside information about current and future fragrance trends.

According to the Germany-based company **Bell Flavors & Fragrances EMEA**, the upcoming years will provide a wide range of fragrances reflecting people's desire for authenticity and regional products. This trend, coming from the food industry, is now developing in fragrances.

The nativeness of Northern European landscapes delights consumers. They hold countless fragrance treasures such as wildflowers, seabuckthorn and cloudberry, and will inspire fragrance interpretations in

both personal and household care products.

Another key theme that also reflects the demand for nature-inspired scents is tea. The traditional beverage which promises well-being and balance is expected to get another push in the context of the detox trend. Also, citric notes make up interesting fragrance directions in combination with tea.

Despite consumers' quest for authenticity and tradition, another trend is the yearning for the exotic. Examples for fragrances following

this attitude are new citric notes. These trends, along with ultra violet as the colour of the year, will shape personal care and household care products until 2020.

New fragrance usages

Corentin Le Men, Co-founder of **Mimesis Parfums** sees that after the Oud trend which had its origin in the niche market and has cascaded down to the prestige market, new ingredients such as tiaré flower and sunny notes will be more dominant in the next few years. While these

notes have been under-represented for a long time, several houses are now launching or working on launches with them. Le Men is convinced that the “gourmande” or “sugary” trend which was very much **en vogue** in the past few years is evolving into sugary/spicy notes. Indeed, many launches now are downplaying the round notes to spice them up and electrify them, such as **Twiggy** from **Hermès**.

Mimesis Parfums’ core concept is to innovate in the fragrance field by offering new uses and routines. The company developed a holistic olfactory ritual that brings together fragrance and hair care. The raw materials of this fragrant ritual serve as hair care actives. Corentin Le Men’s vision for the future is: “There is a need for a more holistic approach for fragancing, not only in body fragrance but also home fragrance, olfactive signatures in public spaces and new fragrance tools such as concretes, milks and alcohol free fragrances.”

Superfoods and naturals inspire perfumery universes

Carla Romagosa, Marketing Manager from **Cosmo Fragrances**, is convinced that personal care brands are driving towards a “premiumisation”, especially in segments with lower growth rates. Hair care and body care are focusing on new packaging, targets and segments (men, organic, specific treatments). According to Romagosa, new active ingredients around superfoods and natural organic approaches inspire most of the latest perfumery universes.

Healing aromatic herbs notes, detoxifying citrus with a hint of sparkling spicy ginger, fresh airy fruits for colourful fragrances, green watery coconut notes or ayurvedic plants are currently some of the main fragrance trends in personal care products.

Natural fragrances for the removal of pollution odours

Bhuvana Nageshwaran, Director F & F from **Ultra International**, believes that the most recent trend in

the field of fine fragrance is a unisex line inspired by oriental notes. The company’s latest development has been vegan fragrances. Nageshwaran is convinced that the perfumes and fragrances of the future will be developed to remove dangerous odours created by pollution.

The importance of influencers in product development

Mireille Wick, Marketing Manager of **Azur Fragrances**, thinks that the biggest trend in personal care is natural beauty care, largely fuelled by the Millennials and their quest for transparency in the brands they adhere to. Mainstream brands, and just not Indie brands, are going natural. The second trend, perhaps even craze, is the role of beauty-vloggers in product development, as seen with **FA Shower Secrets**, the **Impulse** deodorant and shower line, the growing success of **EcoLab** or again **Zoella Beauty**. Because consumers are actively looking for other people’s opinions about products, the beauty-vloggers take on a status of influencer, and the products are seen as more credible when recommended by another user, the beauty-vlogger.

Fine fragrance continues to be influenced by the fashion world. Couture brands go back to Gabrielle Chanel’s famous words “Fashion changes but style endures”. The industry has become more subdued in packaging and bottle design with a return to what counts: the fragrance inside. This is influenced by Indie brands who view fragrance as the most important aspect of the product, hence their use of one bottle design for their entire range of fragrances. Floral fruity fragrances were popular in 2017, however oriental fragrances continue to feature on the top of the pops of sales. Interestingly, women’s fragrances are woodier than before.

Ingredient stories inspired by Australia and the Amazon

Selena Thomas, Marketing Manager UK from **CPL Aromas** says that product personalisation has been a big

trend in fragrances. There is a strong trend for products that enhance well-being, and fragrance can play a vital role in these products by utilising aromas to help trigger an emotion. On-trend destinations also influence the latest fragrance trends, for example Australia and the Amazon are inspiring interesting ingredient stories.

www.cplaromas.com

The tuberose shakes off its image of an outdated flower

Ulrich Jensch, Managing Director Germany & CEE Markets, **Robertet Group**, is convinced that consumers’ highly digitalised and often stressful lifestyles make focusing on the essential ‘less is more’ a key trend. This minimalistic trend is reflected by element-inspired fragrances: water (aquatic or fresh), air (marine accords or clean musks), fire (aldehydic or woody amber) and earth (woody).

Fine fragrances currently represent the image of a confident, powerful woman with florals such as tuberose or edible notes. For many years, little attention was paid to the tuberose as a key fragrance ingredient. Recent launches, however, highlight its noble multi-faceted character, in contrast to its former image of an outdated, heady flower. As the tuberose offers a refined and sophisticated accord, perfumers now take advantage of its softness. Most importantly, the recognisably enchanting scent of the tuberose remains a symbol of sensuality. □

www.azur-fragrances.com, www.bell-europe.com
www.cosmo-fragrances.com, www.cplaromas.com
www.mimesisparfums.com, www.robertet.com
www.ultrainternational.com



Buddha’s hand, an unusual citrus fruit from Asia

NEWS



BIODEGRADABLE

SULAPAC | The Finnish cosmetics company **Naviter** chose **Sulapac's** fully biodegradable packaging for its new **Atopik** range of natural cosmetic products. Sulapac packaging material is made from renewable raw materials and wood from sustainably managed Nordic forests.

www.sulapac.com, www.naviter.fi



Made from renewable raw materials and wood



A special technology creates an asymmetrical distribution of glass

ASYMMETRIC INTERIOR

VERESCENCE | With its **Sculpt'in** technology, the glass bottle manufacturer has produced the bottle for **Arizona**, the first fragrance by fashion brand **Proenza Schouler** under a license agreement with **L'Oréal**. The special glass-forming process features an asymmetric distribution of glass. The bottle is magnified by complex pad-printing in a coral colour that emphasizes the faceted angles and the design.

www.verescence.com

FUTURISTIC LOOK

GEKA | The woman-shaped brush **GalacticEyes** is made of the company's two-component EOS2K fibre with a stiffer fiber core and softer outside material for an enhanced mascara application. Seven different shades produce a multi-coloured metallic marble effect on the bottle and cap, creating a futuristic look intensified by silver hot foil printing.



Brush with a stiffer fibre core and softer outer material

www.geka-world.com

photos: DuPont, Geka, L'Oréal, Pochet, Sulapac, Verescence

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