

## Cosmoprof Worldwide Bologna

■ ■ ■ US-based **Anisa International** highlighted its latest synthetic alternatives to animal hair brushes. Its new, patent-pending SQ Plus collection is designed to mirror Japanese-inspired brushes, as well as the delicate fibers and quality associated with squirrel hair. Anisa International says that it will no longer use animal hair in its brushes by the end of 2017.



France-based **Albéa** showed a new three-step way of applying mascara to create a voluminous, false lash effect. Called Excess Lashes, it consists of applying mascara with the Excess brush. The user then applies loose fibers using either the company's Ecstasy or Spice brush. According to Albéa, these fibers stick to the lashes without irritating the eyes. Another coat of mascara is applied over the fibers to fix them in place.



German group **Geka** presented its new sweetCANDY collection, which comes in a pouch with five products. They include a dual-ended lipgloss, which is designed to provide a matte texture for the top lip and a glossy formulation for the lower lip (an on-trend look, according to Geka). The classicLIPS applicator claims to adapt to all shapes of lips, while the flexiKISS is said to help create streak-free results. The outer packaging of flexiKISS features a marble effect.



Italy-based **Chromavis** (Fareva group) showed its products in an off-site, dream-like exhibition space. There, the company presented New Vision Eyes & Lips, a new round palette with a circle of lip color in the center, surrounded by an outer ring of face or eye powder. The palette's design means there is no physical barrier between the lip color and the powder, which is intended to cut down on packaging waste.



France-based **Alkos** presented a travel-friendly make-up removing stick called Stick With Me Travel Cleanser. Also shown was Sundrops Tinted Lotion (pictured), a lotion designed to create a glow without streaks. This can be worn alone or blended with moisturizer or foundation.



Subcontracting company **IL Cosmetics** showed its Meringa line, nail polish designed to give a crackled texture like a meringue or macaroon. A matte color is first applied, followed by a top coat, which creates the cracked effect. The company says that the nail polish market is recovering, and that high-color products are in demand.



Germany-based **Faber-Castell Cosmetics** showed its Magic Lips crayon. The crayon looks blue, but is pink when applied and changes shade according to the user's skin pH level. The company also added two new textures in its Slim Plastic Pencil range: matte in the form of the True Velvet eyeliner, and metallic with the Metallic Bling eyeliner and lipliner. ■

