



## EYE-CATCHING PRODUCTS

**Events** | At MakeUp in Paris this June 160 exhibitors showed their latest developments in packaging, full service offers and of course ingredients for dazzling colour cosmetics products and integrated skin care benefits.

For the show's **Innovation Tree** (IT), the competition launched in 2015, more than 80 products were submitted to be judged by the panel of professionals. In the **Formulations** category, more than 35 novelties were presented. In the **Full Service** and **Packaging** categories, more than 40 products were characterised by their new textures – oil- or water-based or with natural essences. New types of applicators and accessories make products easier to use and contribute to the personalisation

of the effect. The **selection committee** singled out 35 out of the submitted 80 which were displayed at the show in the **IT Products** area: 35 formulations, 22 packagings, 19 full service products and 9 accessories.

### **New container options**

**Albéa** presented 2 new additions to the **Onyx** family already composed of a L, M and S size compacts: **Onyx Face Trio** is a three-full-products-in-one for a complete face routine. With this product range, the company fol-

lows the known trends of multifunctionality and on-the-go usage. Adding to that, a nice beauty experience because, at the point of sale, the consumer just needs to choose the main colour she wants and it will be accompanied by two complementary shades. The compact is highly customisable with its à la carte surface treatment and decoration possibilities, as well as two filling options on the middle platform. The compact is presented with a high quality photo-like digital printing decora-



Albéa's on-the-go modular compact

More information at  
[www.cosma.com](http://www.cosma.com), web code 100031  
 Your access codes for July/August:  
 User name: **cosma8**  
 Password: **nature**

tion, which is perfect for animations and limited editions. It provides the option of a transparent or coloured top and a mirror whose position can adapt to both. The product is available in full service, designed for both cream and pressed powder formulas.

[www.albea-group.com](http://www.albea-group.com)

**Alkos Group** has partnered with the packaging supplier **RPC** to develop a product entirely made in France: **Jumbo Twist**, an airtight chubby with a 100% airtight packaging that is particularly suitable for long-lasting formulas based on volatile silicones and also for very fragrant formulas. Alkos also launched two new soaps: a very efficient **Solid Shampoo Bar**, nomad, with no plastic packaging and with a duration of use much longer than liquid shampoos, and travel-compatible **Solid Brush Cleanser**, which is easy to use on a day-to-day basis, hydrating and protecting the make-up brushes. Both of them are made by over 95% natural ingredients and are 100% vegan. After launch of the **Superstamp** liner at **Cosmoprof** in a black version, the company has now created colourful and scented versions: Pink heart, blue star, black moon. Thanks to its fragrant version, this fun product can reach a different public than the make-up and perfume brands. The **Mascaliner** is a 2-in-1 mascara and liner brush in a wide range of colours, an iridescent finish and matt metallic effects, all 100% vegan.

[www.alkos-group.com](http://www.alkos-group.com)

**Texen** presented the make-up collections **Nude** and **Kawaii**; a clever di-

gression around stick mechanisms (watertight, with a triangular section or with a bevelled chamber, for example) as well as a turnkey offer around eyeliner and brow applications.

[www.groupetexen.fr](http://www.groupetexen.fr)

**Full-service offers at a glance**

**Essentia** presented the six trends impacting the future of beauty: **Beautychondria**, **Fashion Addict**, **Green Lovers**, **Beautytech**, **Globe Trotters** and **Digital Make-up Artist**.

[www.essentia-beauty.com](http://www.essentia-beauty.com)

With the luxurious collection **The Countess' Classics**, a range of sophisticated and elegant products, **Faber-Castell Cosmetics** pays tribute to the company's 40 years of activity

in the field of cosmetics. The formulations and colours of these products are personal favourite of Countess Mary who has been in charge of the cosmetics division since 1997.

**Soft Brow Tint** shapes and fills for a natural, lasting look. **Sensual Eyes** is an 8-hour cream-to-sheen jumbo eye-shadow for on-the-go usage. **Hybrid Lipstick** is a wooden jumbo pencil which unites the precision of a liner with the convenience of a lipstick. The retractable **Intense Eyeliner** with its rich finish and a metal smudger lasts for 24 hours and is waterproof. **Medium Lipliner** is a wooden triangular pencil. With its blend of natural waxes and oils it contours the lips and provides good coverage. In addition, these summer highlights were presented as ready-to-market concepts: **Ethereal Touch-Up** is a fluid-like waterproof formulation in pencil shape, available as a **Nude Stick** and a **Shimmer Stick**. Both retouch the skin and provide up to 8 hour hold. **Magnetic and Mystic Eyes** is a kohl eyeliner which lasts ▶



Alkos's 2-in-1 mascara and liner brush in a wide range of colours





Texen's Nude collection features a triangular lipstick



Schwan's Perfect line with its strong-lock cap and creamy formulas in natural wood barrels

up to 12 hours and the Eyeliner up to 24 hours. The sharpenable slim plastic pencil **Magnetic** is available with a smudger for easy blending. **Accessorize-Me** is a 24-hour eyeliner infused with sparkling pearls with

an additional smudger for blending. **Velvet Delight** is a 6-hour lasting pigment-rich jumbo-sized lip pencil with a velvety, matte finish.

[www.fc-cosmetics.com](http://www.fc-cosmetics.com)

**Geka's** new collection **NomadicTreasure** includes two mascaras, an eyebrow unit and a lip gloss: The packaging of the first mascara is decorated with a high-grade master batch with a special new type of pigments for a luxurious liquid gold effect. The **SunnyEyes** brush in conical shape combines two special fibres of the company. The white part of the brush is made of the volume boosting **SunshineFiber**. The fibre cross-section is reminiscent of the sun. With 10 grooves between the sun rays, this fibre has a higher amount of formulation reservoirs than other volume-enhancing fibrer. The fibre's angled surface facilitates easy pick-up and transport of the formulation. For the pointed tip, the in-house manufactured EOS fibre is used, which ensures perfect separation.

The second mascara's two-component brush **Lash Divine** is produced with **Geka's 2K Sandwich Technology**. This technology is characterised by a harder brush core to separate the eyelashes and very flexible bristles for soft application. With alternative rows of shorter and longer bristles, the new two-component brush is designed for extreme volume due to its extra bristles at the tip.

Brows get brushed upwards with the new twisted-wire brush **BrowGlam**. Made of the **DeltaFiber** with triangular-shaped fibre edges for improved definition, the brush's conical shape is ideal for flawless eyebrows.

The diamond-shaped lip gloss applicator **JewelKiss** ensures precise contouring and an even distribution of the gloss.

[www.geka-world.com](http://www.geka-world.com)

**Mktg Industry's Roll To Glow** is an on-the-go roll-on glass bottle offered in full service. Thanks to the smart roll-on application, the intensity of the product can be controlled. **Metal Drops**, its illuminating natural-based make-up formula, combines the trendy metal effect with the emerging need to have safe, natural, vegan, free of toxic ingredients and without animal ingredients or derivatives. A natural-based formula that guarantees the same top performance of traditional recipes with synthetic ingredients.

[www.mktgindustry.com](http://www.mktgindustry.com)

**Schwan Cosmetics** launched their **Perfect** line of sustainable pencils, made of renewable wood and designed to hold high performing ingredients never used before in a wooden pencil, enabling long lasting and waterproof formulas. The high concentration of pure pigments creates an intense colour pay-off. A main highlight of the new line is the new worry-free safety-lock cap: its special design makes it possible to close a wooden pencil airtight. A first! The cap will never come off and will keep the formula fresh. The range includes the soft eyeliner **I Perfect** with intense and vibrant colours, the waterproof brow liner **I PerfectB** with gel-gliding and soft application and the lipliner **I PerfectL** with good colour pay-off, lasting up to 12 hours. The Perfect packaging means no more messy make-up bags thanks to the strong-lock cap, natural wood barrels filled with lusciously creamy, highly blendable formulas and an endless range of designs and shades for eyes, lips, brows.

[www.schwancosmetics.com](http://www.schwancosmetics.com)

In order to tap market demand, **Texen** developed eight winning combinations of brush, wiper and formula after extensive sourcing work and thorough consumer tests in collaboration

## MAKEUP IN PARIS AT A GLANCE

More than 4,000 visitors from 57 countries out of which 1,255 were from abroad, came to the 9<sup>th</sup> edition of **MakeUp in Paris** to be inspired by the diversity of the 160 exhibitors, and the 28 speakers of the event's 10 conferences and 12 workshops. The latest programme, **Work in MakeUp**, showcased 50 job offers for the exhibiting companies. The three designated **Millennial FavoriTes**, an award attributed by students from the **Morgane Hilgers Academy** amongst the 35 IT Products selected by a jury of experts, were **Polychromatic**, **World Sponge Manufacturing** and **Paristy Prisma Beauty**.

The 10<sup>th</sup> MakeUp in Paris will take place 20<sup>th</sup> to the 21<sup>st</sup> of June 2019

with a network of experts. Due to this time-saving ready-to-wear mascara offer, product development time can thus entirely be dedicated to packaging personalisation.

[www.grouperexen.fr](http://www.grouperexen.fr)

**New ingredients to refresh colour cosmetics**

BASF introduced the **Proud to be you** theme and their latest addition to the **Flamenco Summit** family, **Indigo**, which delivers high quality chroma and brilliance that create a richer effect in the blue-violet colour space. Featured in the **Proud to be regal** theme, **Indigo** is a natural mica-based interference pigment, sourced safely and responsibly from BASF's wholly owned mine in Hartwell, Georgia, USA.

[www.basf.com](http://www.basf.com)

Croda presented their **Moonshine Effect Pigments** range, which embodies interference, single colour, metallic, and colour travel effects. The borosilicate substrate gives the effect pigments vibrancy, intensity, and colour transmission to ensure eye-catching results in cosmetic formulations. Within the new pigments range, the **Astral Effect** series features interference effect pigments with a very thin borosilicate substrate. This 350nm borosilicate substrate is currently the thinnest on the market,

allowing these pigments to provide superior sensory and suspension properties to final products. The four effect pigment series that make up the **Moonshine range** are: **Moonshine Astral Effect** series, the **Moonshine Effect** series, the **Moonshine Ultra Effect** series and the **Moonshine Colour Travel** series.

[www.crodapersonalcare.com](http://www.crodapersonalcare.com)

**Daito Kasei's Makipure White** is an alternative to titanium dioxide pigments, and **SFL** is a surface treatment for pigments which helps to obtain all the advantages of a back-injection process with a single pressure.

[www.daitokasei.com](http://www.daitokasei.com)

**Stéarinerie Dubois** presented **Dub Estoline**, a new concept with a gourmand golden honey-like look that combines comfort with a second-skin protection thanks to its new polymer ester, which is obtained by means of a green chemistry process. This ester is appreciated for boosting the sensoriality and efficiency of make-up and skin care formulas. A good cohesive agent for powders, it enables perfect dispersion of pigments and intensifies colours. The 87% natural raw material is 100% biodegradable.

[www.stearinerie-dubois.com](http://www.stearinerie-dubois.com)

**Summit Pharmaceuticals Europe** showcased the portfolio of the **Kuncai** Company, comprising more than 250 references of nacres, including a new red on synthetic mica from the **Aurora** carmine-free, range, and extremely fine nacres for mat effects. On behalf of the **Presperse** Company, they presented new make-up formulas focusing on the **Optical Wow** or **Soft Focus** concept. The **Arcoppearl**



The Countess' Classics are personal favourite of Countess Mary



With the help of Mktg Industry's roll-on glass bottle the intensity of the product is easily controlled

**FEHD** effect pigments or the **Luxsil** microspheres, cosmetic functional fillers and several sericites will be highlighted in new formulations.

[www.summitpharmaeurope.com](http://www.summitpharmaeurope.com)

**Sun Chemical** presented their **Intenza** pigments with intense chroma and unique interference effects. Each shade is crafted to achieve maximum synergy between FDA certified colourants and pearlescent pigments. Synthetic mica substrates produce intensity and colour travel to achieve remarkable cosmetic effects. The need for complex grinding or milling is eliminated, allowing for maximum freedom in formulation. The pigment line is free of additives and preservatives with heavy metal specifications that surpass global regulatory requirements. The **SunShine** range offers different particle sizes, which are an alternative to plastic glitters

[www.sunchemical.com](http://www.sunchemical.com)

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\* A Web TV interview with Charlotte Libby from Mintel on the new trends and influences in colour cosmetics is available on the Internet, see Internet panel



Geka's brush and applicators for the collection Nomadic Treasure