



# LATEST COLOUR COSMETICS TRENDS

**Events** | We have selected the most convincing innovations presented at this year's MakeUp in Paris and MakeUp in New York. Apart from interesting new green concepts, there were some new approaches to applications, formulations and ingredients.

**E**nvironmentally friendly solutions are being presented at all the relevant suppliers show for cosmetics this year. Among the green options, this is what was new in the field of colour cosmetics.



Seipatec's substitution for traditional tufted eyeliner brushes

## **Environmentally-friendly solutions**

**APR Packaging** showcased their wooden compact with 100% wooden living hinge, sourced from a FSC-certified forest. The water transfer printing on the compact is also special: the compact is submerged in water to transfer a film to create the decoration and a film is transferred to add the decoration. This method requires neither harmful sprays nor toxins being released as is the case in other printing processes.

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

**Geka's** collection **VertTentation** presents the company's new green mascara development. The bottles are made of 100% food conform PCR-PET, produced from post-consumer PET-A

bottle scraps by extrusion with high vacuum degassing, melt filtration and SSP. Caps are made of 100% PCR-PP, produced out of post-consumer PP scraps, often yoghurt cups or detergent bottles. The brushes included with the mascara bottles are made of bio-based fibres of **Geka's GreenLine** fibre that consists of 100% renewable raw materials derived from the castor oil plant. The corresponding wiper is made of LLDPE with a bio-based content of 84%, derived from sugar cane. The collection consists of three mascaras which are all paired with a vegan mascara formula free of parabens, allergens and black carbon for a clean product in terms of material and texture. The **CuteGiant** brush is made of bio-based **GreenLine** fibres.

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



### Solutions for colour cosmetics

**Albéa's Aquarius** thick fibre mascara brush for volume and length reaches every eyelash from the base to the corners of the eyes. Lashes are lengthened in a single stroke which instantly results in a more open look. The **Gemini** dual-shaped brush grabs every lash to provide curling and volume effects. The shape of the brush changes from one side to another, creating a new type of make-up applicator.

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

**Asquan Group's** latest innovation is the **Pylote Added Makeup Brush & Mascara**, developed in partnership with the company **Pylote**. The brush fibre provides natural bacterial and viral protection giving their make-up brushes and beauty accessories a high level of safety and hygiene. Adding the patented **Pylote** technology extends the shelf-life of the product and successfully maintains a high level of microbiological hygiene during the period of use.

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

**Essentia's** new palette **On the Go**, which the company claims reinvents the design of a palette, has received several patents. A concept available in different designs and functionalities offered in a re-fill version with an eco-friendly and customisable approach.

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

**Faber-Castell Cosmetics' Privil'age** is a collection of seven different colour cosmetic pencils with high performance and rich pigments. Each formula is enriched with a mix of active natural oils, hydrating and regenerating ingredients or special powders for a silky-smooth application. The **Coral Rose Hydration 2-in-1 Formula with Shea Butter for Lips and Cheeks** is a colour-rich, creamy 2-in-1 formula based on natural waxes & oils and enriched with Shea butter, vitamin E and hyaluronic acid. The company's **AmericanBeauty** collection consists of 10 high performance cosmetic pencils inspired by the land of opportunity with five different formulas and

a brand-new packaging. The mini pencil is retractable and dressed-up in a fresh colourful mix.

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

**Geka's Tentation** is a high-end make-up collection, characterised by metal components, integrated weights, metallisation and lacquering finish and includes a mascara, a liquid concealer, a liquid lipstick, a liquid highlighter, a concealer sponge and a sophisticated make-up bag. The **IntenseLashes** brush is made of the company's exclusive **Eosbombyx** fibre. The special fibre surface enables fast absorption and immediate transportation of the formula onto the lashes. The notches in the fibre's surface act as a bulk reservoir, providing great volume results. The elegant new standard packaging **FantasticRuby** comes with a flocked applicator with a large application surface. The **JewelKiss** applicator in diamond shape has a large application zone. The 4-edged heavy walled packaging has a debossed pattern on top of the deep red metal cap. Additional weight in the cap gives an extra impression of quality to the packaging.

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

**Schwan Cosmetics** offers compact powder for the first time.

The collection **Fruity** is a product range full of colours, celebrating the beauty of youth with super-glossy, yet moisturising effects. **Artistique** is a luxury make-up line for very precise contours with velvety matte finishes in exciting colours. The **Lagom** product range combines sustainability and luxury with high-end textures and packaging. For the eyes, the company offers a range of compact eye shadows in four colours and three different effects (fluid, powdery, creamy) in a sustainable paper packaging. The brow product line consists of a brow soap in a recyclable aluminium jar, a brow liner, and a compact highlighter.

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

**Seipatec**, in cooperation with **Total Partners**, has developed a substiti-



Schwan's Lagom range with compact powder and brow soap



Geka's collection VertTentation presents the company's new green mascara development



Pharmacos' Crazy Crayons won this year's Innovation Tree Award in New York

tion for traditional tufted eyeliner brushes, with a fine eyeliner application technique to create very light effects.

Single stamped and double stamped brushes are available with tapered PBT filaments for higher production capacities and cost efficiencies.

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