

Fascinating facets of colour cosmetics

MakeUp in Paris 2015

New developments that enhance the beauty of the eye, as well as new colour trends and ingredients, are the main focus of the review of this year's MakeUp in Paris.



Innovations hang like ripe fruit from the innovation tree

photo: MakeUp in Paris

photo: Rusi



The Maskajal is a duo concept that combines a mascara with a khol pencil

Rusi's Maskajal is a new duo concept combining anybody's need for a smokey-eyes style. The Khol Kajal cone, which is filled at the top of the bottle and protected by a gradient varnished cap, creates a precise contour, but can also be used to shade the lids easily. The mascara bottle helps to use the Khol Kajal as easily as a pen. After closing the cap, the packaging is opened as usual in order to apply the mascara.

Geka's Marsala Summer in a pouch from Geka Accessories featured the following products: with the wedge-shaped fibre ends of the mascara, SmoothPassion separates lashes; while the two-component fibre design of SensitiveFiber provides volume. MissCurl, with its curved moulded

brush makes every lash form an upward curve. SexyLips shapes lips with its soft, flexible applicator with precision due to the controlled formula dosage. The bottle's four-edge base flows seamlessly into a rounded design. The flocked DefinitionLiner for precise lines is as soft as a brush and as precise as a tip. The new 1K applicator MiniPerfector, for convenient application, defines brows in one stroke and fixes them in place with the transparent formula.

The new Permanent Eyeliner by Bomo Trendline was selected by the jury for the Innovation Tree (see box). Its ball tip creates both a thick or fine line as desired. Although long-lasting, the eyeliner, which lasts up to 24 hours, is



The long-lasting permanent eyeliner is easily removed with an eye makeup remover

photo: Bomo Trendline



Ergonomically designed mascara packaging

photo: Mktg Industry

easily removed with eye makeup remover. The product is available in three different textures: ultra black with shea butter, standard with chamomile, and waterproof with high-shine finish. Just a few drops of the Compact Derma Liquid Foundation, Cushion Airtight with its air ventilation system are enough to create a lightweight film and a silky satin finish.

Mktg Industry presented Starlight – a new packaging for mascara with an ergonomic design. Its shape allows precise application during usage. The minimum order quantity for this mascara packaging is 5,000.

Faber-Castell Cosmetics presented Power Eraser in a PVC-free, airtight Jumbo Plastic Pencil. This solution to complexion correction visually blurs



photo: Faber-Castell Cosmetics

Convenient make-up solutions

out skin imperfections for an even, soft-focus look. The colour-coordinated liner and lipstick **Iconic Lips** ensures a frustration-free lip make-up. **Scoop Eye Styler** and **Art & Graphic** are 2 new tips from the company's broad range of liquid eyeliners. The Slim Capillary System – with a paddle tip – draws thick or thin lines that accentuate the lash line, or build a bolder cat-eye. **Art & Graphic** – with its broad, angled 3D-tip in the chubby Modular Capillary System – is designed for sharp graphic shapes in one simple stroke.

The innovation tree

As many exhibitors unveil their innovations, the show – with its 34 exhibitors (and 73 innovations) – participated in the innovation tree displayed at the show. This new concept showcases research and innovation in make-up. The event's team of specialists chose 22 products to be displayed by hanging them from a tree during the show. Among the selected products were: 9 formulations, 6 packagings, 4 full-service products and 3 accessories.

Arcade Beauty (the result of the merger of Arcade and Bioplan) presented its wide range of samples for foundation. **Beautipod** – manufactured in the US and launching in France at the end of this year – contains a good dose of product for a real testing experience. A spout facilitates the application process, no matter what its position. With **Lipspop**, consumers can test

the shade or a new texture directly on the lips in a single gesture. For powder, **ShadeSeal** allows the presentation of up to 4 shades of foundation, blush or eyeshadow on a single card, which can be applied with a finger or an applicator. A transparent film both protects the formula and highlights the shade inside. Other solutions include the nail polish, and blister makeup palette with applicator for the lips or eyes. The mini-mascara – a thermoformed version or tube on which the brush (the same as on the product for sale) is twisted on.

Formulations and ingredients

Merck's workshop – The immersion in the world of colours – demonstrated the versatile possibilities for using the company's **RonaFlair Functional Fillers**. They have an impact on luster, coverage and sensoric properties, as well as creating matte colour or metallic effects. The workshop – **These lips are made for kissing!** – provided insights into the shades and effects of the company's effect pigments. Each example shown in the **Feel & Touch Session** was designed to obtain extreme effects. As innovative lip cosmetics deserve a revolutionary packaging, Merck presented a unique design concept combining a new virtual embossing technology with high value effect pigments. The presentation **Smart Effects – Go extreme** provided a preview for a combination of colour effects with additional benefits that result in a unique performance. It also presented the **RGB printing technology** for creating photo realistic, or even 3D effects, for packaging.



photo: Arcade Beauty

4 shades of foundation, blush or eyeshadow can be presented on a single card

MakeUp in Paris 2015 at a glance

With more than 3,200 visitors in two days, this sixth edition of **MakeUp in Paris**, which took place from June 18 to 19 at the Carrousel du Louvre, has beaten all records in terms of attendance. The percentage of foreign visitors amounted to 28% and a total of 1,200 people attended the conferences. The first edition in 2010 gathered only 30 exhibitors and 700 visitors. The event, which focuses on the world of colour cosmetics, this year had more ingredients, formulations and packaging than ever in the spotlight. The next shows taking place are **Makeup in New York** on 9–10 September and **Makeup in Sao Paulo** on 8–9 December 2015.

www.makeup-in-paris.com



photo: BASF/Magnus Winter, 2013

A new generation of gold synthetic mica caters to a pure white gold shade and a shimmering glow

BASF's expanded portfolio of gold pearls includes **Chione Celestial Gold** – a new generation of gold synthetic mica. It helps create a pure, white shade of gold and a shimmering glow and shine in various cosmetics. The **Color Trends 2017** anticipates that metallic shades of gold will continue to be relevant, but with the focus shifting to bronze, platinum and champagne. Harnessing the latest pigment technology, the **Refects MultiDimensions** and **MultiReflections** ranges create an impressive sparkle effect and visual dimensionality, and make eye-catching colour travel effects possible. AM

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