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The Cosmeeting & Creative Beauty trade shows in Paris drew more than 21,500 buyers, brands and distributors from the industry to seek out innovations in cosmetics, ingredients and applications from over 250 exhibitors. Stylus highlights the key themes driving beauty in Europe.

SUMMARY

UPDATE ON NATURAL Brands launching natural, eco-friendly and sustainable products update the green, natural aesthetic to colourful, design-conscious packaging to entice a younger consumer.

TAILORED OFFERINGS Time-constrained consumers require innovation from brands in adaptability. New product launches boasting multiple benefits, travel-friendly applications and changeable products affirm this.

ASIAN INNOVATIONS Japanese and Korean brands commanded much of the trade-show floor, promoting obscure ingredients and innovative application techniques to a new European market.

GEL NAILS ADAPT Nail brands cater to the on-the-go, urban consumer with innovation in at-home, salon-inspired gel nail experiences.

BATTLING THE ELEMENTS Hardwearing ingredients from alpine climes provide inspiration for regenerating products. Elsewhere, the benefits of water and oxygen in skincare are being promoted by new biochemical products.

FROM SKINCARE TO HAIRCARE 'Anti-ageing', 'Protection', and 'Multi-beneficial' are claims being touted by new haircare brands and launches. Taking the lead from skincare ranges, haircare brands are able to evolve products to meet consumer needs and expand market share.

Natural Made Cool

The drive for products boasting natural, eco-friendly and sustainable ingredients and properties dominated much of the new launches, with a growth in paraben and sulphate-free claims. Product launches move away from the stereotypical green, natural aesthetic in favour of colourful, design-conscious, high-end packaging in an effort to introduce their ethos to a younger consumer market.

- New Belgian brand **JYB** appeals to a youth market through spunky, teen-targeted packaging. Based on the sea buckthorn berry, which is rich in vitamins and omegas, and a key ingredient to emerge in 2014, products are 100% natural and biodegradable, and boast the addition of anti-oxidant-rich tomato for radiance – an underappreciated ingredient.
- **Und Gretel** is a soon-to-launch organic make-up brand by Berlin-based make-up designer Christian Roth, who saw a gap in the market for organic, “healthy” make-up that maintained the consistency and pigmentation of high-end products.

“It was almost impossible to create a make-up range without the necessary evils that contribute to luxury textures, application and staying power, but we managed to produce something really pigmented and wearable that is good for your skin,” she said. Packaging is inspired by Bauhaus designs and colours and attracts a design and fashion-conscious urban consumer.

- French skincare range **Nougatine** is designed specifically for kids in candy flavours and colourful packaging. It includes face cleansers and moisturisers free from alcohol, parabens and silicones and is more than 95% natural.

While body and hair products designed for kids is not a new concept, this is the first time we've seen in-depth development for cleansing and moisturising products – a controversial move that may struggle to translate outside the European market.

The range is based on an investigative study by the French biomedical research lab **Peritesco** to better understand the needs of children's skin from various ethnic groups for the best universal care. Maple syrup is used as an ingredient for its nourishing and protective properties, which shield the skin from the wind and the sun.



Und Gretel



JYB Cosmetics



JYB Cosmetics



Nougatine cosmetics for kids

Tailor It For Me

Consumers looking for customisable and tailored experiences from their beauty products are inspiring brands to assess the adaptability of their products. New and established brands are offering products that can be adapted or adapt themselves, depending on the daily shifting needs of consumers' skin and hair. This consumer need for choice and adaptability will continue to rise over the coming years, with brands innovating in this direction establishing a loyal following.

- French brand **oOlation** markets its products as adjustable to the daily changing needs of your skin. After a free skin consultation online, consumers can choose which of the four products on offer are most appropriate for them. Each product contains more than 65 active ingredients, providing a healthy "diet" for skin to absorb what it needs to be healthy and supple.
- According to global consumer insights agency Mintel, 29% of French women express an interest in buying customised hair products designed specifically for their hair needs. Touting itself as the first customisable shampoo, British brand **Concoction**'s Customisable Shampoo allows users to create their own product with different fragrances and a combination of 'shots', which provide for different needs.
- French luxury brand **Clarins** innovates in self-tanning with the launch of Radiance Plus Golden Glow Booster. Users can drop varying amounts of the product into a regular day or night cream for a made-to-measure tan effect.
- Similarly, for hair, Brazilian brand **Bio Extratus** released a kit containing four booster shots which can be added to regular shampoo and conditioners, boasting 10 benefits in each one. The **BB Kit Multifuncional** allows users to mix and match based on their hair needs.



oOlation cosmetics



Concoction hair products



Clarins Radiance Plus Golden Glow Booster



Bio Extratus' BB KIT Multifuncional

Japan Focus

A host of established and fledgling Japanese brands commanded much of the trade-show floor, representing a big push to bring the country's rich skincare innovations and obscure ingredients to a new European market.

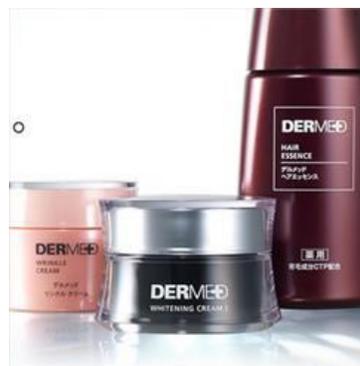
- Wacca, a new essential oils brand by **Nakamura Co.**, harvests and produces more than 20 essential oils in Japan, with rich benefits for the cosmetics industry. Currently its line includes oil from the Sugi (Japanese cedar) tree, which boasts an antiseptic effect, and Getto, which boasts anti-ageing and cellular rejuvenation properties and contains 30 times more polyphenols than grapes. Also promoting Getto (which is also known as shell ginger) is **Ruhaku**, the first Ecocert certified and organic anti-ageing skincare brand from Okinawa, Japan.
- **Dermed**, another anti-ageing brand from Japan, promoted a whitening cream that features kojic acid, which helps fight age spots and skin darkening. The anti-ageing benefits of kojic acid were originally discovered by the makers of sake in Japan, who found their hands were soft and wrinkle-free with no pigmentation after handling the mushroom extract during the alcohol's fermentation process.
- Kyoto-based natural skincare brand **Black Paint** bases its product line on enterobacteria, which is the healthy bacteria essential to gut and overall skin health. The brand's products – which are rich in fermented ingredients such as soybeans – are reactive to and promote the health of hormones produced by these bacteria. Black Paint is one of many brands stressing the importance of healthy eating and water intake as a precursor to its beauty rituals. We expect this focus on nutrition working alongside product to increase.



Black Paint by MYYUKI cosmetics



Ruhaku cosmetics



DERMED cosmetics



Black Paint by MYYUKI cosmetics

Sheet Masks Expand

A Korean innovation, sheet masks were developed to better deliver products to the skin. New launches in France and Asia boast more complex materials and ingredients than the typical cotton or fibre sheets, and set a standard for expansion into Europe and the UK.

- “There is an increasing demand for masks in Europe, we’ve gone from a sale of 35,000 boxes to over 45,000 in just under a year,” said Karine Taieb-Finet, sales manager for French brand **Collagena**. Its masks are made from hydrogel and collagen and target a range of skin concerns such as dry skin, sunburn and dark spots. In France, high-performance masks like these are gaining in popularity thanks to backing from actresses who wear them to combat the drying and clogging effects of dense stage make-up.
- Korean brand **When** produces bio-cellulose masks made from fermented coconut cream. Based around lifestyle routines and different skin needs, the masks target the pressed-for-time urban consumer (see **Battling Busyness**) – as evident in the inclusion of travel-specific and late-night products.
- Unlike other masks on offer, **Biomaty** from Korea produces a natural bio-cellulose mask, which is used in cosmeceutical treatments to better absorb products into the skin. Made up of ultra-fine fermented bacteria fibres, Biomaty's masks improve pores and blood circulation.



Collagena face masks



When face masks



When face masks

Nails: Gel Innovations

Nail brands seek to bring the upmarket salon experience into the home at an attractive price point, with innovations in easy-to-use manicure kits. Women-on-the-move is a consumer market nail brands are keen to attract, as executive women work longer hours and travel more. See [Batting Busyness](#) for insight into this new consumer trend.

- Luxury French nail brand **Marinho Paris** promoted its new travel-friendly LED gel nail kit which features a USB chargeable LED wand. The kit comes with base and topcoat and a seasonally styled range of colours that are free from harmful solvents and nail hardeners. The entire manicure process can be executed in 20 minutes and the results last up to three weeks. "I've designed this product for the busy executive woman who travels," said founder Véronique Marinho.
- Northern Irish brand **Fabb Nails** has launched a line of gel nail polishes in a travel-friendly, easy-application brush pen with a portable, battery-operated LED nail light. The home manicure lasts up to two weeks, and the brand has plans to launch nail-art pens featuring the same gel formula.



Marinho Paris



Fabb Nails

High-Altitude Benefits

There was a rise in cosmetics brands focusing on high-altitude plants, barks and extracts that are able to evolve and thrive in extreme conditions, making these extracts ripe for anti-ageing cosmetics.

- Based on the Edelweiss flower and other anti-oxidant-rich mountain plants that handle extreme weather conditions, such as the Hawthorn and Valerian flowers, French brand **Pure Altitude** produces effective combination products boasting regenerative properties for the skin.
- Wild herbs and flowers from Siberia form the basis of all of Russian brand **Natura Siberica**'s products. Highly protective, active plants and oils are used, such as those from the cedar tree (rich in anti-oxidants and regenerative molecules) and the sea buckthorn.



Pure Altitude cosmetics



Natura Siberica

Water & Air: Key Elements

The importance of water and oxygen in beauty was highlighted by brands launching products with these main elements at the core of their delivery. Elsewhere, packaging with aqueous and airy aesthetics help to sell the benefits of hydrating and oxygenating products.

- The Black Paint range from Japan's **Myyuki** cosmetics company includes a Water Cream, which transforms into water droplets on contact with the skin. The rest of the line is also applied with a "wet dressing" method, which requires consumers to mix essential oils with Damascus rose water to optimise the product's delivery.
- Korean electronics brand **LG** has launched a line of "Ice Cosmetics" in Korea called Frostine, which require refrigeration between 0-10 degrees celsius to prevent the ingredients from deteriorating. The Ice hydrating Oil In-Serum contains refrigerated oil with oxygen drops to promote the absorption of hydrating ingredients and aid the growth of keratinocyte and epidermal cells in the skin.
- Brands such as **Aquafolia** from Canada feature a brand identity and packaging that relies on water visuals to market the hydrating properties of its products. Portuguese nail brand **Andreia Professional** similarly uses an aqueous design to promote its line of "breathable" nail polishes, which harness advanced oxygen technology to create a film more permeable to oxygen.



Frostines cosmetics by LG



Andrea Professional breathable nail polish



Aquafolia cosmetics

Haircare: Multiple Benefits, Diverse Forms

European consumers are looking for more diverse benefits from their haircare, and they want them in a diverse range of economical, chemical-free, and time-saving forms. Haircare brands are launching innovative new ways of dispensing products rich in innovative ingredients.

- British brand **Equip+** has launched a waterless range that allows users to wash their hair without rinsing. The Waterless Shampoo Cap releases shampoo and conditioner when massaging the head, and does not require rinsing post use.
- From an ethical and economical standpoint, consumers are seeking alternatives to traditional shampoo products that are produced with water, which require costly preservatives.

Sustainable French brand **Guayapi** promoted its 100% natural Camu Camu & Palo Santo powder shampoo, which features an exclusive formula inspired by native Amazonian tribal rituals. The ingredient combination is high in vitamin c, polyphenols and anti-free radicals. Similarly, **Lorcos** from France launched a series of solid, soap-like waterless shampoos, which boast an economical 80 washes.

- Hybrid and all-in-one hair products are taking cues from skincare and catering to a demanding market. American brand **Sexy Hair**'s Soya Want It All 22-in-1 Leave-In Treatment features 22 key benefits, including humidity resistance, colour protection and damage prevention. Elsewhere, German brand **Schwarzkopf**'s Gliss Kur BB 11-in-1 Beautifying Hair Treatment is described as a beauty balm for all hair types, with 11 similar benefits.



EQUIP+ waterless wash



Guayapi powder shampoo



Sexy Hair Soya Want It All 22-in-1 Leave-In Treatment

Anti-Ageing for Haircare

As seen in the [European](#) and [North American](#) editions of Cosmoprof, ageing hair is a concern for consumers. According to Mintel, 46% of UK consumers are interested in haircare with anti-ageing ingredients. An additional 19% would pay more for them. Brands launching further lines with anti-ageing properties are keen to provide for this increasing market.

- Anti-ageing claims take three main approaches: preventing ageing (UV protection and hydration), repairing the effects of ageing (dull, lifeless, brittle, porous hair), and preventing and remedying hair loss.
- US haircare brand [Live Clean Professional](#)'s Age Resist Shampoo contains thick-bond protein to mend hair's lipid layer, increase fullness and improve texture, while the anti-oxidant fruit blend of goji berry, pomegranate and blueberry extract helps restore the hair's natural vitality.
- Youth Renewal Rejuvenating Elixir from US haircare brand [Nexus](#) is claimed to be an advanced leave-in treatment that rebuilds strength and combats eight visible signs of ageing hair.



Live Clean Professional Age Resist shampoo



Nexus Youth Renewal Rejuvenating Elixir

FUTURE INSIGHTS

FREE-FROM NECESSITIES Beauty launches are increasingly boasting the exclusion of harmful chemicals such as parabens, sulphates and silicones to cater to sustainability-savvy consumers. With natural products launching boasting ethical production processes, and ever-more-attractive price points, consumers are more likely to be enticed by products waving the 'free-from' flag. Brands need to reconsider their ingredients, production, and marketing approaches accordingly.

ALLURE OF ASIA As witnessed by the number of Asian brands exhibiting, cosmetics, obscure but breakout ingredients and innovative application methods from Korea, Japan and China are infiltrating the European market. Consumers looking to be dazzled by new skincare novelties will increasingly look to Asia for inspiration.

THE ON-THE-GO CONSUMER Brands developing their products in innovative ways to provide for a picky, time-constrained, and constantly travelling consumer will come out on top. As we detail in [Battling Busyness](#), a new growing trend for counteracting busy work lives requires brands to adapt their products accordingly. Take inspiration from nail and haircare brands diversifying their offerings to include more delivery options, on-the-go applicators, and adaptable products.

HAIRCARE FOLLOWS SKINCARE Beauty consumers now expect the same benefits awarded by their skincare in their haircare. A driver for launches in these trade shows as well as [Cosmoprof North America](#), [Cosmoprof Worldwide](#), and [In-Cosmetics](#), anti-ageing properties, protection against the elements, and multiple concern-busting benefits are key to sell-out haircare products.

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