Introducing the COSMOPROF TRENDS report, curated by BEAUTYSTREAMS, renowned global beauty trend forecasting agency. The report showcases trends spotted among exhibitors of COSMOPROF ASIA and COSMOPACK ASIA 2018, and highlights key brands and products.

**AUSTRALASIA**

After K-Beauty and J-Beauty, Australasia Beauty is emerging as the next big thing with a wealth of benefit-packed natural ingredients sourced in Australia, New Zealand, and the surrounding islands in the Pacific region. With its unique flora and fauna, and farming practices that focus on authenticity and sustainability, Australia naturally takes the lead in the clean beauty movement and ever-growing trend in wellness and skin health.

**STEM CELL RENEWAL**

Stem cells continue to be a key area of focus for the body’s healing process. The introduction of new stem cells in the body shows promise in the treatment of medical conditions, first identified in recent years. In skin care, the regenerative properties of plants remain at the forefront of dermatological research. While this research is still in its infancy, some skin care brands are forging ahead by developing plant stem cell extracts to help skin repair and rejuvenate itself. Stem cells that are extracted from plants work much like powerful antioxidants to, helping skin look younger and promote healing.

**SKIN HERO: STABLE VITAMIN C**

Vitamin C, the powerhouse skin care ingredient, is having a moment in the sun thanks to new stabilized forms that maintain the ingredient’s antioxidant beauty benefits even in sunlight. Other benefits include producing firmer cells, preventing hyperpigmentation, and defending against free radicals. When vitamin C becomes unstable (the ingredient is especially sensitive to heat and light), it can no longer carry out its skin-healing benefits. Enter stabilized vitamin C that ensures skin receives all the support it needs — even when basking in the sun’s rays.

**THE OVERACHIEVERS**

Beauty products are keeping pace with the ever-demanding needs of our modern lifestyle, meaning they are packing in more benefits with every product use. These ‘overachievers’ are also becoming more specialized than ever; the multitasking products of the future are no longer one-size-fits-all. And just as we expect the personalized technology in our lives to keep delivering more efficiencies, so too we expect our products to be similarly efficient and hardworking. Multi-benefits in a single product save money, time and effort. With the growing trend towards nomadic living, multitasking beauty products spare travelers from carrying unnecessary weight.

**SENSORY ENCHANTMENT**

In our technological universe where so much time is spent behind the screen, and where we are increasingly disconnected from physical interaction and tangible experiences, beauty products that seduce the senses and deliver real, non-virtual pleasures will be increasingly in demand. Multisensorial products will engender love and loyalty: it’s all about making consumers feel good, including mind, body, and soul, and conferring a precious feeling of well-being. Products that deliver functional benefits are a given. Products that deliver beyond function, and speak beautifully to the senses also, will be memorable.

**TECH-ENHANCED ABSORPTION**

Various cutting-edge technologies, including nanotechnology, microneedling, and infrared technology, help improve permeability and deliver ingredients beyond the top layers of the epidermis, leading to enhanced cleansing, moisturization, brightening, and protection against environmental stressors and aging. This is an exciting and dynamic area that offers a myriad of potential benefits for skin care, with products and devices increasingly delivering powerful skin benefits from the comfort of one’s home. Beauty technology today is all about faster, better, and more effective.

**PRESERVING POTENCY**

In keeping with the naturally-derived, raw, well-being trend, preserving ingredient integrity is more important than ever, whether focusing on freshness (think farm-to-skin and small batch beauty), or special manufacturing processes that protect ingredient potency and naturalness. Cold-processed formulations maintain the natural goodness of plant and fruit extracts. Supercritical CO2 extraction involves little to no post-processing, and is a clean, safe method for extracting plants and organic crops. Natural steam evaporation is compatible with eco-friendly practices. What’s key with these various processes is maintaining the natural, untainted ingredient purity.
Introducing the **COSMOPROF TRENDS** report, curated by BEAUTYSTREAMS, renowned global beauty trend forecasting agency. The report showcases key trends spotted among exhibitors of COSMOPROF ASIA and COSMOPACK ASIA 2018, and highlights notable brands and products.

At this year’s show, the green mood was particularly prevalent, reflecting consumers’ growing desire for natural-based products and sustainable practices in line with their own values.

**BEE-UTIFUL INGREDIENT**

There are many unique and wondrous activities linked to the world of bees. In addition to pollinating a third of all that we eat, and sustaining our planet’s fragile ecosystem, bees create some of the most powerful active ingredients that heal and nourish the skin. Bee venom, propolis, honey (including manuka honey made by bees that feed on the New Zealand manuka bush), and royal jelly are just some of the bee-related ingredients making an appearance in skin care, serving to fight inflammation, stimulate collagen, soothe irritation, heal wounds, boost hydration, enhance skin elasticity, and deliver a multitude of other bee-utifying benefits.

**KRRAZY FOR KITSCH**

Instagram rules when it comes to social media beauty content. The fast-growing, visually-driven platform is practically a ‘must-have’ for today’s digitally savvy Gen Z and Millennial consumers who voraciously scroll, discover, and share new make-up looks. And the kitscher and more flamboyant the better, making for great photo ops. It’s all about what stops you in your tracks when you’re scrolling: memorable colors and packaging, special effects (eg. color and texture changes), and new ways of applying products. The insta-lifestyle is campy, fun, and absolutely contagious!

**NEW MAKE-UP BREEDS**

Cross-category products have been emerging in the past years (make-up/skin care, hair/fragrance, etc.) and these hybrids continue to evolve, creating opportunities for exciting new beauty categories.

With consumers leading busy, hectic lives and needing multi-tasking products, there are more options appearing that offer them color cosmetics with convenient built-in skin care benefits. Now, skin care no longer begins the moment you wipe off your make-up. It works in tandem with make-up all day long for maximum effectiveness.

**SCALP DOCTOR**

Focus is increasingly on scalp care as trichologists point out that skin doesn’t stop at your forehead. A healthy head of hair starts with a healthy scalp. With increasing hair education, there is greater awareness that one’s scalp deserves proper skin care and attention. This includes treatment for dry, oily, sensitive, itchy or irritated scalps, anti-pollution care, products that nourish and revitalize the scalp, scalp masks that exfoliate the scalp and stimulate hair follicles, and treatments that deliver targeted scalp solutions. Because scalps deserve TLC too!

**THE VITALITY OF RED**

Red exudes vitality, energy, passion, life. In color cosmetics, red is omnipresent as an iconic lip color. Now, red pops up unexpectedly in skin care brands in the form of ingredients such as red algae, red seaweed, and exotic red berry complexes like Arctic berry and lingonberry, all densely packed with potent antioxidant benefits. Some product formulations are even tinged in an eye-catching reddish hue. This red ingredient trend is particularly noted among New Zealand brands. Recently, indie brands from New Zealand and Australia have been garnering attention with their unique approach to naturals (including red botanics) and health-driven lifestyles.

**PREMIUM BABY LOVE**

Today’s mothers are acutely aware of product safety, especially when it comes to the trustworthiness of brands they use on their precious offspring. These demanding consumers seek the highest quality brands. In turn, brands work hard to win the trust of hyper-cautious (and well-informed) mothers. A growing number of brands that pamper mother and baby today adhere to the strictest standards when it comes to ‘clean’, natural and organic ingredients, while also incorporating a desire for a luxurious, sophisticated product experience.
After K-Beauty and J-Beauty, Australasia Beauty is emerging as the next big thing with a wealth of benefit-packed natural ingredients sourced in Australia, New Zealand, and the surrounding islands in the Pacific region. With its unique flora and fauna, and farming practices that focus on authenticity and sustainability, Australia naturally takes the lead in the clean beauty movement and ever-growing trend in wellness and skin health.
SKIN CARE
Glacier Botanicals - NEW ZEALAND
Overnight Skin Rehab Duo
HKCEC 3G-B4F

This clinically validated New Zealand Merino wool-based Overnight Skin Rehab Duo enhances skin's moisture retention during its nightly restorative activities. The product ultra-hydrates, exfoliates, regenerates, and visibly brightens the complexion thanks to finely-milled New Zealand Merino wool and collagen, matcha & New Zealand Zealong Green Tea, New Zealand manuka honey, New Zealand avocado oil and butter, and New Zealand green algae and red seaweed.
SKIN CARE
Golden8 Skincare - AUSTRALIA
Anti Ageing Face Serum
HKCEC 3G-B4E

Golden8 anti-ageing face serum is a regenerative serum containing the super-healing properties of Australian crocodile oil intensified with seven other potent regenerative and skin healing ingredients. Crocodile oil has an abundance of Omega 3, 6 and 9, oleic and linoleic acid as well as Omega 7. These fatty acids decrease as we age, and it is vitally important we find them from other sources to provide the skin with optimum health.
Green Olive at Red Hill - AUSTRALIA

Olive Balm
HKCEC 3G-B4A

Green Olive at Red Hill is a natural, nourishing skin balm made with Australian extra virgin olive oil, and enriched with centella leaf extract, beeswax, calendula flower oil, and vitamin E. Olive Balm is the signature product of this Australian family business. Green Olive at Red Hill grows olives, grapes, herbs, and veggies, and turn this produce into a range of body products. The 27-acre farm is located one hour from Melbourne at Red Hill, where rich volcanic soils, cool climate and the between-the-bays location is the ideal place for growing quality produce.
100% pure Australian Melaleuca alternifolia is commonly known as tea tree oil, and historically known as Australia’s miracle oil. NATTo tea tree oil comes direct from Australian plantations in Bungalwalbin. The Bundjalung Aboriginal people native to this area have used tea tree oil in herbal remedies for thousands of years. From the pristine forests of Bungawalbin, NATTo is a brand that is founded on a passionate commitment to quality and authenticity in their oil. They cultivate, harvest and distill the oil onsite, ensuring perfection at every step of the process from the soil to your skin.
Stem cells continue to be a key area of focus for the body’s healing process. The introduction of new stem cells in the body shows promise in the treatment of medical conditions, first identified in recent years. In skin care, the regenerative properties of plants remains at the forefront of dermatological research. While this research is still in its infancy, some skin care brands are forging ahead by developing plant stem cell extracts to help skin repair and rejuvenate itself. Stem cells that are extracted from plants work much like powerful antioxidants, helping skin look younger and promote healing.

**SKIN CARE**

BeautyDJ Company Limited  
HONG KONG  
Bamboo Age Corrective Masque  
HKCEC 3G-D1F

Essentiq Ltd  
SLOVENIA  
MAGIC 40+ Plant Stem Cells Facial Cream  
HKCEC 3G-E3B

J.C People Co., Ltd.  
KOREA  
When Mini Cream Mask Set  
HKCEC 3F-E2F

BWX Brands  
AUSTRALIA  
CannaCell Dreamy Night Cream  
HKCEC 3G-A4A
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SKIN CARE
BeautyDJ Company Limited - HONG KONG
Bamboo Age Corrective Masque
HKCEC 3G-D1F

This age-repairing mask uses anti-aging technology in natural and organic skin care to dramatically firm and tighten skin. Ingredients like PhytoCellTec™ Swiss Green Apple Stem Cells and a Natural Retinol Alternative work to firm and tighten skin, while improving elasticity, hydration and moisture. Wrinkles are smoothed from the inside out thanks to increased collagen production and cell regeneration. PhytoCellTec™ Swiss Green Apple Stem Cells is a plant stem cell concentrate that promotes elasticity and delays the visible signs of aging.
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**SKIN CARE**

Essentiq Ltd - SLOVENIA

MAGIC 40+ Plant Stem Cells Facial Cream

HKCEC 3G-E3B

The formulation of organic certified MAGIC 40+ facial cream addresses the increasing severity of skin issues that skin faces from age forty thanks to plant stem cells (ancient comfrey stem cells). These plant stem cells are additionally empowered via synergy obtained through a combination with other ingredients, including extract of leaves from the Alpine rose, phytosterols, peptides, and rosehip lipophilic extract. The facial cream re-densifies the dermal extracellular matrix, increases epidermal thickness, and speeds up the regeneration of damaged skin.
STEM CELL RENEWAL

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SKIN CARE
J.C People Co., Ltd. - KOREA
When Mini Cream Mask Set
HKCEC 3F-E2F

When Mini Cream Mask set contains three different types of mask: When Berry Dual Gel & Cream Sleeping Mask is made with a special dual gel and cream texture containing a super anti-oxidant berry complex and Swiss edelweiss stem cells. The creamy texture formula contains shea butter, adenosine, and vegfruit 6 complex. When Rose Coconut Gentle Exfoliating Scrub Mask is formulated with natural coconut powder, French rose extracts and essential oil, and calamine. When Creamy Mud Pore Clarifying & Minimizing Mask is made with pure Amazonian clay, natural peppermint essential oil, and tannin pore complex.
STEM CELL RENEWAL

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SKIN CARE

BWX Brands - AUSTRALIA
CannaCell Dreamy Night Cream
HKCEC 3G-A4A

Andalou Naturals’ CannaCell collection delivers the antioxidant benefits of hemp by way of the brand’s proprietary hemp stem cells. CannaCell’s Dreamy Night Cream is a nourishing botanical facial cream featuring hemp stem cells, organic hemp seed oil, and pure plant essential oils. The cream is made with 100 percent vegan ingredients, and is non-GMO project verified, as well as being gluten-free. It is formulated to be gentle and effective for all skin types.
Vitamin C, the powerhouse skin care ingredient, is having a moment in the sun thanks to new stabilized forms that maintain the ingredient’s antioxidant beauty benefits even in sunlight. Other benefits include producing firmer cells, preventing hyperpigmentation, and defending against free radicals. When vitamin C becomes unstable (the ingredient is especially sensitive to heat and light), it can no longer carry out its skin-healing benefits. Enter stabilized vitamin C that ensures skin receives all the support it needs – even when basking in the sun’s rays.
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Oro Rosa is a natural hypoallergenic emulsion specifically formulated for the delicate eye contour area, containing stabilized vitamin C which reduces wrinkles and collagen degradation caused by free radicals, and improves skin hydration and elasticity. Oro Rosa also drains under-eye bags and reduces eye circles, and is enhanced with anti-inflammatory and tonic action thanks to the phyto-complex obtained from oak bark, green tea, and citrus peel. The product also contains Albizia julibrissin, the Asiatic plant known as ‘silk flake’, as well as Pracaxi oil from the Amazonian forest. It is 100 percent made in Italy, and certified ‘Vegetarian Quality’. 
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SKIN CARE
Laboratoire Sintyl S.A - SWITZERLAND
Methode Physiodermie Recovery Night Mask
HKCEC 1E-P3A

Antioxidant and radiance-booster cream mask contains a high concentration of stabilized vitamin C, low and high molecular weight hyaluronic acids, and the latest micro-encapsulated peptides. Backed by 40 years' research on skin and active ingredients, Laboratoire Sintyl's R&D team has successfully managed what many have thought to be impossible: To formulate a high concentration of stabilized vitamin C in a creamy and ultra-comfortable texture. Their unique compound Steady C+, a liposoluble stabilized form of vitamin C, is born.
**SKIN HERO:**

STABLE VITAMIN C

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**SKIN CARE**

Botany Essentials Pty Ltd - AUSTRALIA

Botany Naturals Refining Night Crème

HKCEC 1E-H3E

Botany Naturals Refining Night Crème is an antioxidant-enriched night cream with stabilized vitamin C (ascorbyl glucoside), crown of gold, frangipani, rosehip, manuka honey, and cacay oil, which provide intense hydration and moisturization. This skin care product is built upon multifunctional native Australian extracts and plant extracts that contain powerful antioxidants and bio-actives, and assist in reducing the appearance of fine lines and smoothing the complexion. Botany Naturals Refining Crème is perfect for those with sensitive skin and gents who have perhaps been a little relaxed with their skin care regime.
Beauty products are keeping pace with the ever-demanding needs of our modern lifestyle, meaning they are packing in more benefits with every product use. These ‘overachievers’ are also becoming more specialized than ever; the multitasking products of the future are no longer one-size-fits-all. And just as we expect the personalized technology in our lives to keep delivering more efficiencies, so too we expect our products to be similarly efficient and hardworking. Multi-benefits in a single product save money, time and effort. With the growing trend towards nomadic living, multitasking beauty products spare travelers from carrying unnecessary weight.

**SKIN CARE**
001 Skincare London
UNITED KINGDOM
Alpha-Glow Flash Facial
HKCEC 3G-C1D

**SUN CARE / SKIN CARE**
Biotulin by MyVitalSkin GmbH & Co.KG
GERMANY
Biotulin UV30 Daily Skin Protection Creme
HKCEC 1E-N4E

**SKIN CARE**
Borlind GmbH
GERMANY
3-in-1 Anti Blue Light Facial Oil
HKCEC 1E-N5F
SKIN CARE

001 Skincare London - UNITED KINGDOM

Alpha-Glow Flash Facial
HKCEC 3G-C1D

Designed to be the next generation, multifunctional anti-aging serum for the time-poor and ‘always-on’ lifestyle. A 3-in-1 serum, primer and mask, this advanced daily super facial mimics what power facials can do: intensely hydrate and bind moisture within the skin, repair and reconstruct collagen and elastin, inhibit melanin production, brighten skin tone, and protect against chronic inflammations caused by the effects of stress, pollution and free radicals. With sodium hyaluronate (lower molecular size than hyaluronic acid, more compatible to skin), phospholipids, alpha arbutin and stable vitamin C 3, retinyl palmitate and salicylic acid, and rose stem cells, aloe, and vitamin E.

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SUN CARE / SKIN CARE
Biotulin by MyVitalSkin GmbH & Co.KG - GERMANY
Biotulin UV30 Daily Skin Protection Creme
HKCEC 1E-N4E

Biotulin UV30 Daily Skin Protection Creme is a dermatologically-tested skin care product that combines both active wrinkle reduction and sun protection. The cream naturally relaxes facial features in a targeted and direct manner, while also protecting the skin from damaging UV rays. Biotulin UV30 gives protection when one is sunbathing, and also from the everyday, negative effects of the sun’s rays. In addition to the UV protection that it delivers, Biotulin UV30 allows skin to receive a light, healthy, fresh tan.
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SKIN CARE
Borlind GmbH - GERMANY
3-in-1 Anti Blue Light Facial Oil
HKCEC 1E-N5F

3-in-1 Anti-Blue Light Facial Oil is an anti-aging dry oil that leaves skin relaxed and regenerated. Nourishing oils such as Inca omega oil, Kahai oil, and Himalayan cherry oil fortify the skin’s natural barrier and add suppleness. Marigold protects against blue light radiation that damages cells and contributes to skin aging. Lutein, a type of carotenoid and an ingredient that filters out blue light, is derived from marigold. The chemical structure of lutein enables it to neutralize harmful rays found in blue light. Products containing lutein also increase skin elasticity, hydrate the skin, and strengthen its natural barrier. The product is free of mineral oil derivatives, and is vegan.
SENSORY ENCHANTMENT

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MAKE-UP
Art Cosmetics S.r.l.
ITALY
Beauty Custard - Creamy Foundation
AWE 3-B02

SKIN CARE
Tae Rim Household & Health Care Co., Ltd
KOREA
Milky Dress Black Luster Mask
HKCEC 1E-E1F

SKIN CARE
Dafne Italian Philosophy S.r.l.
ITALY
Silky Day Cream
HKCEC 1E-D2C
An ultra-creamy foundation and innovative texture, both in terms of formula and sensoriality. Beauty Custard melts immediately into skin, leaving it smoothed and blurred. The foundation is an extremely creamy poured emulsion that feels rich and luxurious in application, with a natural luminous finish and a buildable medium coverage. The hybrid texture is rich and nourishing as a butter, and gives an immediate moisturizing feeling upon application. It seems like a solid poured product, but becomes a soft cream under the fingers, with unexpected creaminess and softness. Based on film-forming natural biopolymers that carry a high concentration of hydrating substances. A creamy custard to delight the skin!
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SKIN CARE
Taeirim Household & Health Care Co., Ltd - KOREA
Milky Dress Black Luster Mask
HKCEC 1E-E1F

Milky Dress Black Luster Mask delivers a unique experience consisting of mud, a spatula, and a magnet. After lathering the black mud on the face, a magnet is used to draw out sebum and facial impurities, leaving the skin glowing. No need to wash the mud off. The luminous mud mask is packed with 24 kinds of natural minerals and essential ingredients from the Dead Sea that moisturize, soothe, and deliver anti-wrinkle benefits. Milky Dress Black Luster Mask also contains plant-derived extracts like Borago officinalis seed (borage) oil and oenothera biennis (evening primrose) oil that provide hydration, natural radiance, and nutrition to the skin for a smooth and supple appearance.
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SKIN CARE
Dafne Italian Philosophy S.r.l. - ITALY
Silky Day Cream
HKCEC 1E-D2C

The Silky Day Cream delivers results, and also elicits emotions, with a triple ‘wow!’ effect. The first ‘wow!’: from sight and touch, and surprise in the sensory, cloud-like texture. The second ‘wow!’: the usage and interaction with skin. The active oxygen treatment becomes a regenerating effervescent mousse. The third ‘wow!’: wonder stemming from revived skin, day after day. The ‘shield cream’ has an anti-pollution action (moringa) that revives cellular activity. The anti-fatigue active ingredients (micro-algae + veronica flower extract) reinforce skin, bringing out its radiance.

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Various cutting-edge technologies, including nanotechnology, microneedling, and infrared technology, help improve permeability and deliver ingredients beyond the top layers of the epidermis, leading to enhanced cleansing, moisturization, brightening, and protection against environmental stressors and aging. This is an exciting and dynamic area that offers a myriad of potential benefits for skin care, with products and devices increasingly delivering powerful skin benefits from the comfort of one’s home. Beauty technology today is all about faster, better, and more effective.
SKIN CARE
MUB Bio-Technology Corporation Ltd. - TAIWAN
Functional Silicone 3D Mask
HKCEC 1E-P6D

Made from silicone, tourmaline powder, and nutritious ingredients, this 3D mask stimulates blood circulation upon contact with skin, and the underlying muscles of the face and eye area. It not only enhances absorption, but also effectively refines skin texture and improves firmness. With far-infrared micro particles, the 3D mask emits negative ions without electricity. According to permeation principles, negative ions effectively draw nutritious ingredients into the dermis layer and tissue in order to enhance skin absorption of skin care products, and achieve whitening, skin repair, smoothness, and elasticity.
SKIN CARE DEVICE
Shenzhen Yashicoral Technology Co., Ltd. - CHINA
Nano Micro Needle Pen for Skin Care
HKCEC 1E-T7B

Nano Micro Needle Pen uses high purity silicon carved by micro and nanotechnology, penetrating the skin barrier, and delivering skin care ingredients safely and more effectively. The Nano Micro Needle Pen raises skin absorption by a factor of 10 to 20. Each nanotip is less than 80nm and is only one thousandth of a strand of human hair.
SKIN CARE
Nihon Beauty Co., Ltd. - JAPAN
Powder Essence CO
HKCEC 3E-L3D

Powder Essence CO is an anti-aging, nano-collagen powder that penetrates the skin surface at a deep level. When combined with the essence that is typically used, Powder Essence CO stimulates the dermis, promotes metabolism, and rejuvenates the skin. Powder Essence CO contains nano size (60 ~ 600 nm) collagen powder. It is recommended that Powder Essence CO is used twice a day, in the morning and evening, and for approximately two months for optimal results.
PRESERVING POTENCY

In keeping with the naturally-derived, raw, well-being trend, preserving ingredient integrity is more important than ever, whether focusing on freshness (think farm-to-skin and small batch beauty), or special manufacturing processes that protect ingredient potency and naturalness. Cold-processed formulations maintain the natural goodness of plant and fruit extracts. Supercritical CO2 extraction involves little to no post-processing, and is a clean, safe method for extracting plants and organic crops. Natural steam evaporation is compatible with eco-friendly practices. What’s key with these various processes is maintaining the natural, untainted ingredient purity.
SKIN CARE

Aithai Corporation Limited - THAILAND

iThai Virgin Coconut Oil EXTRA Scrub
HKCEC 1E-G2L

iThai Virgin Coconut Oil Extra Scrub offers 4-in-1 benefits. The USDA certified oil is extracted from cold-press processing of coconut. Certified organic coconut oil has antioxidant, anti-inflammatory, and anti-bacterial benefits. A high percentage of coconut oil and shea butter helps protect loss of skin moisture, and is especially suited for dry skin. The natural finely-ground coconut shell beads eliminate dead cells and promote cell regeneration. Natural shea butter prevents the skin’s barrier from losing moisture. The product is eco-friendly.

PRESERVING POTENCY

In keeping with the naturally-derived, raw, well-being trend, preserving ingredient integrity is more important than ever, whether focusing on freshness (think farm-to-skin and small batch beauty), or special manufacturing processes that protect ingredient potency and naturalness. Cold-processed formulations maintain the natural goodness of plant and fruit extracts. Supercritical CO2 extraction involves little to no post-processing, and is a clean, safe method for extracting plants and organic crops. Natural steam evaporation is compatible with eco-friendly practices. What’s key with these various processes is maintaining the natural, untainted ingredient purity.
SKIN CARE
Teana Laboratories - RUSSIA
Skin Support During Physical Activity
HKCEC 1E-P4C

Skin Support During Physical Activity contains a high concentration of herbal essences obtained via supercritical CO2 extraction. It is packed in pharmaceutical glass ampoules, intended for one-time use. This translates into zero preservatives, so that a fresh product is used with each new ampoule. The bio essences, processed via supercritical CO2 extraction, allows real biological ‘copies’ of living plants to be obtained, providing maximum skin care benefits. These pure phyto essences are 100 percent natural, clean, and free from impurities and additives, and are vegan friendly. Skin Support During Physical Activity gives skin the support it needs during sports and workouts.
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SKIN CARE
Pestle & Mortar - IRELAND
Superstar Retinoid Night Oil
HKCEC 3G-E3C

Superstar Retinoid Night Oil is blended with two types of retinol, and packed with the highest quality, steam-distilled, organic, and cold-pressed ingredients. The two sources of retinoic acid are combined in a base of nutrient-rich, cold-pressed, and steam-distilled oils to ensure that Superstar feels light and ultra-soothing. Suitable for all skin-types, this lightweight yet luxurious formulation marries science with nature to nourish and repair skin while you sleep. Superstar also reduces pore size, evens out skin tone, and reduces fine lines and wrinkles. Oil production is balanced, and the skin’s surface is refined.
SKIN CARE
Easttheory Inc - SOUTH KOREA
Metronome Steam Melon Gentle Wash
HKCEC 3G-A3H

Metronome Steam Melon Gentle Wash is a pH 5.5 sub-acid, dermatologist-tested facial cleanser for healthy skin balance, containing 4.5 percent cantaloupe melon water extracted by natural steam evaporation method using eco-friendly substances. This natural steam distillation process avoids chemical substances. The gel-type cleanser contains 93 percent naturally-originated components. It generates high-density foam upon contact with water. Skin is moist, not dry, after product use.

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There are many unique and wondrous activities linked to the world of bees. In addition to pollinating a third of all that we eat, and sustaining our planet’s fragile ecosystem, bees create some of the most powerful active ingredients that heal and nourish the skin. Bee venom, propolis, honey (including manuka honey made by bees that feed on the New Zealand manuka bush), and royal jelly are just some of the bee-related ingredients making an appearance in skin care, serving to fight inflammation, stimulate collagen, soothe irritation, heal wounds, boost hydration, enhance skin elasticity, and deliver a multitude of other bee-utifying benefits.
SKIN CARE
Beenigma Skincare - AUSTRALIA
All-In-One Face Cream
HKCEC 3G-B4L

Beenigma’s All-In-One Face Cream contains a high concentration of pure quality New Zealand bee venom that causes the skin to act as if it has been very lightly stung, increasing the production of wrinkle-smoothing collagen and elastin. The result is an anti-aging and rejuvenating effect that can be seen and felt. Beenigma includes over 20 additional ingredients, all sustainably extracted, including medical-grade manuka honey that is clinically proven to deliver superior age defense, as well as natural proteins, peptides, amino acids and key enzymes.

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SKIN CARE
Grahams Natural Alternatives Pty Ltd - AUSTRALIA
Grahams Natural C+ Eczema & Dermatitis Cream
HKCEC 1E-H4F

Grahams Natural Alternatives’ C+ Eczema & Dermatitis Cream aims to reduce redness and inflammation caused by eczema and dermatitis. The cream includes propolis whose valuable resins are hugely beneficial to the skin, and also act as a germicide. Manuka honey is another key ingredient, made by bees pollinating the native manuka bush in New Zealand. Clinical evidence demonstrates that manuka honey assists in wound maintenance and care, as well as inflammation and redness caused by chronic scratching.
SKIN CARE
Abellie - FRANCE
Éclat Royal Day Cream
HKCEC 1E-F3H

Éclat Royal Day Cream is formulated to fade dark spots and reveal a luminous complexion. The cream contains bee venom whose main component is melittin, a peptide consisting of numerous amino acids that increases blood circulation, and promotes the production of elastin and collagen. Abellie’s Éclat Royal Day Cream also includes butterfly lavender (for an anti-wrinkle effect), blue everlasting flower (which protects the skin against photo-aging), and sea fern (reduces age spots).

BEE-UTIFUL INGREDIENT

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Instagram rules when it comes to social media beauty content. The fast-growing, visually-driven platform is practically a 'must-have' for today’s digitally savvy Gen Z and Millennial consumers who voraciously scroll, discover, and share new make-up looks. And the kitschier and more flamboyant the better, making for great photo ops. It's all about what stops you in your tracks when you’re scrolling: memorable colors and packaging, special effects (ex: color and texture changes), and new ways of applying products. The insta-lifestyle is campy, fun, and absolutely contagious!
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COLOR COSMETICS
Glossy Pops LLC - USA
Glossy Pops Lollipop in Lights
HKCEC 1E-H6A

Glossy Pops’ Lollipop in Lights is a lip balm and gloss inspired by the sweet treats one can find under the bright lights of Times Square in New York. Flip open the Glossy Pop top for a lip balm that delivers sassy gloss, long-lasting hydration, and a flavor that is as sweet as it smells. Unscrew the gemstone handle for a clear and shiny lip gloss. Lollipop in Lights comes with a decorative lollipop charm. The insta-cute lip product is phthalate-free, sulphate-free, as well as vegan and cruelty-free.
SKIN CARE
BK LOHWELL - KOREA
Namchini Message Mask Sheet Pack
HKCEC 5C-J3D

BKLOHWELL’s mission is to ‘make cosmetics as good as laughing’. The Namchini Message Mask Sheet Pack features cute, cartoon-like designs on its masks so that skin is simultaneously moisturized, and playfully selfie-ready. The sheet pack features whitening, calming and hydrating benefits, with natural essences that deliver a fresh glow. The fun message designs on the masks take the seriousness out of skin care.
Kiss dry, chapped lips goodbye with Kocostart Lip Mask, a hydrogel mask that provides moisture and nourishment to dry, chapped lips. The highly adhesive hydrogel mask is infused with various botanical ingredients and moisturizing agents. The patch simply sits on lips for ten minutes. Discard the patch and any excess essence. The lip-shaped container can be recycled and reused as a cute jar.
Red exudes vitality, energy, passion, life. In color cosmetics, red is omnipresent as an iconic lip color. Now, red pops up unexpectedly in skin care brands in the form of ingredients such as red algae, red seaweed, and exotic red berry complexes like Arctic berry and lingonberry, all densely packed with potent antioxidant benefits. Some product formulations are even tinged in an eye-catching reddish hue. This red ingredient trend is particularly noted among New Zealand brands. Recently, indie brands from New Zealand and Australia have been garnering attention with their unique approach to naturals (including red botanicals) and health-driven lifestyles.

SKIN CARE
Glacier Botanicals
NEW ZEALAND
Ocean Mist Glow Activator
HKCEC 3G-B4F

SKIN CARE
Aura Beauty Hong Kong Limited
HONG KONG
Flow Cosmetics
Lingonberry Enzymatic Peeling Mask
HKCEC 3G-FIA

SKIN CARE
BeautyDJ Company Limited
HONG KONG
Eminence Organic Skin Care
Arctic Berry Peptide Radiance Cream
HKCEC 3G-D1F
THE VITALITY OF RED

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SKIN CARE
Glacier Botanicals - NEW ZEALAND
Ocean Mist Glow Activator
HKCEC 3G-B4F

Glacier Botanicals' Ocean Mist Glow Activator is an ultra-refreshing, fast-acting mist that delivers New Zealand’s red seaweed, green algae, and black fern, rich in naturally-occurring peptides, and essential sugars, vitamins and minerals, offering immediate rehydration, long-lasting glow, and invigorating lackluster skin.
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SKIN CARE
Aura Beauty Hong Kong Limited – HONG KONG
Flow Cosmetics Lingonberry Enzymatic Peeling Mask
HKCEC 3G-FIA

Flow Cosmetics’ Lingonberry Enzymatic Peeling Mask reveals brighter, more radiant skin with a 100 percent vegan mask that is packed with the rejuvenating benefits of Arctic lingonberries and strawberries, boosting skin’s collagen production. The mask also includes papaya and pineapple fruit enzymes that exfoliate dead skin cells. Simply add water to the powder mask for an easy-to-apply beauty solution.
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SKIN CARE
BeautyDJ Company Limited - HONG KONG
Eminence Organic Skin Care Arctic Berry Peptide Radiance Cream
HKCEC 3G-D1F

This collagen-boosting, regenerative, and age-defying peptide cream features a blend of four antioxidant-rich plants and berries that give the product its unusual deep purple-red hue. These ingredients include cloudberry seed, arctic roseroof, arctic meadowsweet (from the rose family), and juniper sprouts, all of which help prevent the signs of aging. Lingonberry seed oil replenishes the skin’s moisture with its blend of vitamins, minerals and omega 3 fatty acids. A peptide illuminating complex, featuring a mix of hibiscus seed botanical peptides, gardenia stem and yellow plum extract, help reduce the appearance of inflammation and promote elasticity in the skin.
NEW MAKE-UP BREEDS

Cross-category products have been emerging in the past years (make-up/skin care, hair/fragrance, etc.) and these hybrids continue to evolve, creating opportunities for exciting new beauty categories. With consumers leading busy, hectic lives and needing multi-tasking products, there are more options appearing that offer them color cosmetics with convenient built-in skin care benefits. Now, skin care no longer begins the moment you wipe off your make-up. It works in tandem with make-up all day long for maximum effectiveness.

COLOR COSMETICS
Verona Products Professional Sp. z.o.o.
POLAND
Ingrid Cosmetics Mineral Matt
Make Up Foundation
HKCEC 1E-Q4A

COLOR COSMETICS
Paese Cosmetics
POLAND
Foil Effect Eyeshadow
HKCEC 1E-K5B

COLOR COSMETICS
Robanda International
USA
Bodyography Professional
Inner Glow Stick
HKCEC 1E-K4L
Ingrid Cosmetics, owned by a Polish multi-brand cosmetics company, features a line of premium make-up that straddles skin care benefits. Ingrid’s Mineral Matt Makeup Foundation features a synergistic combination of three minerals – copper, zinc and magnesium – that regenerates the secretion of sebum, and protects against free radicals. The formula, enriched with a natural moisturizing agent, creates a film that protects skin from dehydration and drying out. Thanks to modern pigments, the foundation adapts to the color of the complexion by masking fatigue and stress. The creamy formula does not block pores, and allows skin to breathe.
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**COLOR COSMETICS**
Paese Cosmetics - POLAND

**Foil Effect Eyeshadow**
HKCEC 1E-K5B

Foil Effect is an eyeshadow rich in active ingredients, the most important of which is CeraFluid, a natural liquid ceramide with antioxidant, anti-wrinkle, and moisturizing benefits. The eye shadow has a creamy formula that can easily be applied with fingertips or a brush, either wet or dry. Foil Effect delivers an intense glow and deep color to lids, creating a dazzling ‘foil effect’.
NEW MAKE-UP BREEDS

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COLOR COSMETICS
Robanda International
USA
Bodyography Professional Inner Glow Stick
HKCEC 1E-K4L

Bodyography’s Inner Glow Stick is a dual-ended highlighter and essence stick that gives a wet look to the skin, creating delicate ‘glass skin’. Swipe the essence onto the high points of the skin for fresh, moist-looking luminescence, or apply the highlighter to accentuate bone structure and impart a shimmering glow. Each end can be worn alone or layered together for elevated radiance. Inner Glow Stick is oil-free, vegan, paraben-free, and gluten-free.
Focus is increasingly on scalp care as trichologists point out that skin doesn’t stop at your forehead. A healthy head of hair starts with a healthy scalp. With increasing hair education, there is greater awareness that one’s scalp deserves proper skin care and attention. This includes treatment for dry, oily, sensitive, itchy or irritated scalps, anti-pollution care, products that nourish and revitalize the scalp, scalp masks that exfoliate the scalp and stimulate hair follicles, and treatments that deliver targeted scalp solutions. Because scalps deserve TLC too!

HAIR CARE
Hair O’right International Corporation
TAIWAN
O’right Caffeine Botanical Scalp Revitalizer
HKCEC 5G R6A

HAIR CARE
AROMASE & JuliArt
TAIWAN
Aromase 5α Juniper Scalp Purifying Liquid Shampoo
HKCEC 5G-B1A

HAIR CARE
Glamour Salon System
SINGAPORE
Follizin Intensive Follicle Energizer
HKCEC 5G-B3B
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SCALP DOCTOR

HAIR CARE
Hair O’right International Corporation - TAIWAN
O’right Caffeine Botanical Scalp Revitalizer
HKCEC 5G-R6A

O’right’s Caffeine Botanical Scalp Revitalizer is a scalp treatment for hair loss, as well as being the brand’s signature product. Infused with natural caffeine extracted from coffee varieties grown in Taiwan using ultrasonic extraction technology, this botanical scalp revitalizer is rich in natural active ingredients and essences to revitalize scalp cells, and penetrate hair follicles for intensive repair. Precious plant extracts help balance scalp’s natural oils, prevent bacterial growth, relieve scalp discomfort, strengthen hair, and stimulate hair follicles. The result is a healthier scalp and fuller hair.
Aromase considers the scalp to be ‘like our second face’, commanding attention and care by way of natural and plant-based ingredients. The brand’s 5α Juniper Scalp Purifying Liquid Shampoo is designed for the daily cleansing of dandruff, psoriasis, and dermatitis. The shampoo cleanses and regulates the sebum gland, soothes and conditions the scalp for healthy hair growth, and maintains a healthy scalp ecosystem. The formula balances scalp sebum and oil production, and relieves scalp itchiness. It is free from artificial colorants, preservatives, dimethicone, SLS, and soap.
Follizin’s research reveals that the skin on our scalp ages almost 20 times faster than the skin on our face. The brand’s Intensive Follicle Energizer contains AFS Technology - a clinically proven breakthrough peptide technology – that stimulates the production of Type 1 and Type 3 collagens, the two essential collagens for skin-firming. AFS Technology also stimulates the connective tissues in the dermis layer of the skin to ensure the papillary layer stays firm and healthy. This leads to reduction in hair loss, increase in hair thickness after 12 weeks, and increase in hair regrowth rate, also after 12 weeks.
Today's mothers are acutely aware of product safety, especially when it comes to the trustworthiness of brands they use on their precious offspring. These demanding consumers seek the highest quality brands. In turn, brands work hard to win the trust of hyper-cautious (and well-informed) mothers. A growing number of brands that pamper mother and baby today adhere to the strictest standards when it comes to ‘clean’, natural and organic ingredients, while also incorporating a desire for a luxurious, sophisticated product experience.
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**PERSONAL CARE**

Vatea Pty Ltd - AUSTRALIA  
Vatéa Dreamy Baby Wash  
HKCEC 3G-B3D

Vatéa’s organic, gentle Dreamy Baby Wash has added plant extracts and oils of aloe vera, coconut and moringa to nurture and gently cleanse sensitive skin. Named after a Polynesian god, the brand’s soap-free wash is allergy-safe and non-irritative. It has been formulated to remove milk solids remaining on the skin after feeding, plus keeps a baby’s bottom clean without removing skin’s natural oils. The wash is suitable for newborns and children throughout the toddler years. All Vatéa’s products are ethically made from Australian certified organic ingredients sourced to soothe baby into their own beautiful, small world of dreams.
SKIN CARE
Areumco Co., Ltd. - KOREA
Mamas Control Care Cream
HKCEC 3F-C3F

Wowmom’s Mamas Control Care Cream is a hypoallergenic cream that delivers intensive hydration for stretch marks during pregnancy. Wowmom is a premium skin care brand bearing the EWG (Environmental Working Group) certification. Mamas Control Care Cream contains centella asiatica extract (also known as Asiatic pennywort) which promotes skin regeneration and moisturization, and also prevents stretch marks. The product prevents dryness and itching during the hormonal changes that occur during pregnancy. Wowmom recommends applying the cream at approximately the thirteenth week of gestation.
Lovekins Baby Sunscreen SPF 15 is natural zinc-oxide based, providing non-chemical face and body protection from harmful UVA and UVB rays. The sunscreen is also enriched with Kakadu plum, a rich source of vitamin C, and quandong (wild peach) for antioxidant protection. Calming chamomile extract soothes young skin, especially extra-sensitive baby skin. Lovekins' sunscreen is free from sulphates, parabens, mineral oil, synthetic fragrance, artificial colors, phthalates and EDTA (a stabilizer), making it totally safe for babies who suffer from eczema.
Momme’s Mild Washing Gel 2-in-1, suitable ‘from the first day of life’, protects against cradle cap, makes hair teasing easier, and washes and moisturizes baby gently. The product, sweetly described as ‘for little urchins’, is hypoallergenic, and made with ingredients derived from organic farming. The richness of Momme ingredients includes isolated derivatives of olive oil (that have an affinity with natural skin, enhancing the penetration of active substances), earth almond milk (hypoallergenic plant milk with strong nutritional and moisturizing properties), a plant biolipid complex (close in composition to the lipid layer of human skin), and macadamia oil (nourishing, soothing and calming).
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**SKIN CARE**  
Rocami Ltd - UK  
**Baby Kingdom Baby Powder**  
HKCEC 1E-D4E

Baby Kingdom Baby Powder is a velvety, silky soft, talc-free powder that sinks easily into the skin. The powder’s nettle extract absorbs unwanted moisture, while vitamin E fights off bacteria that can irritate delicate skin. Aloe vera and chamomile additionally provide soothing benefits. The product’s airless pump distributes powder evenly. Baby Kingdom Baby Powder is paraben free, vegan friendly, and made with natural and organic ingredients.
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BEAUTYSTREAM

The Global Beauty Industry Reference