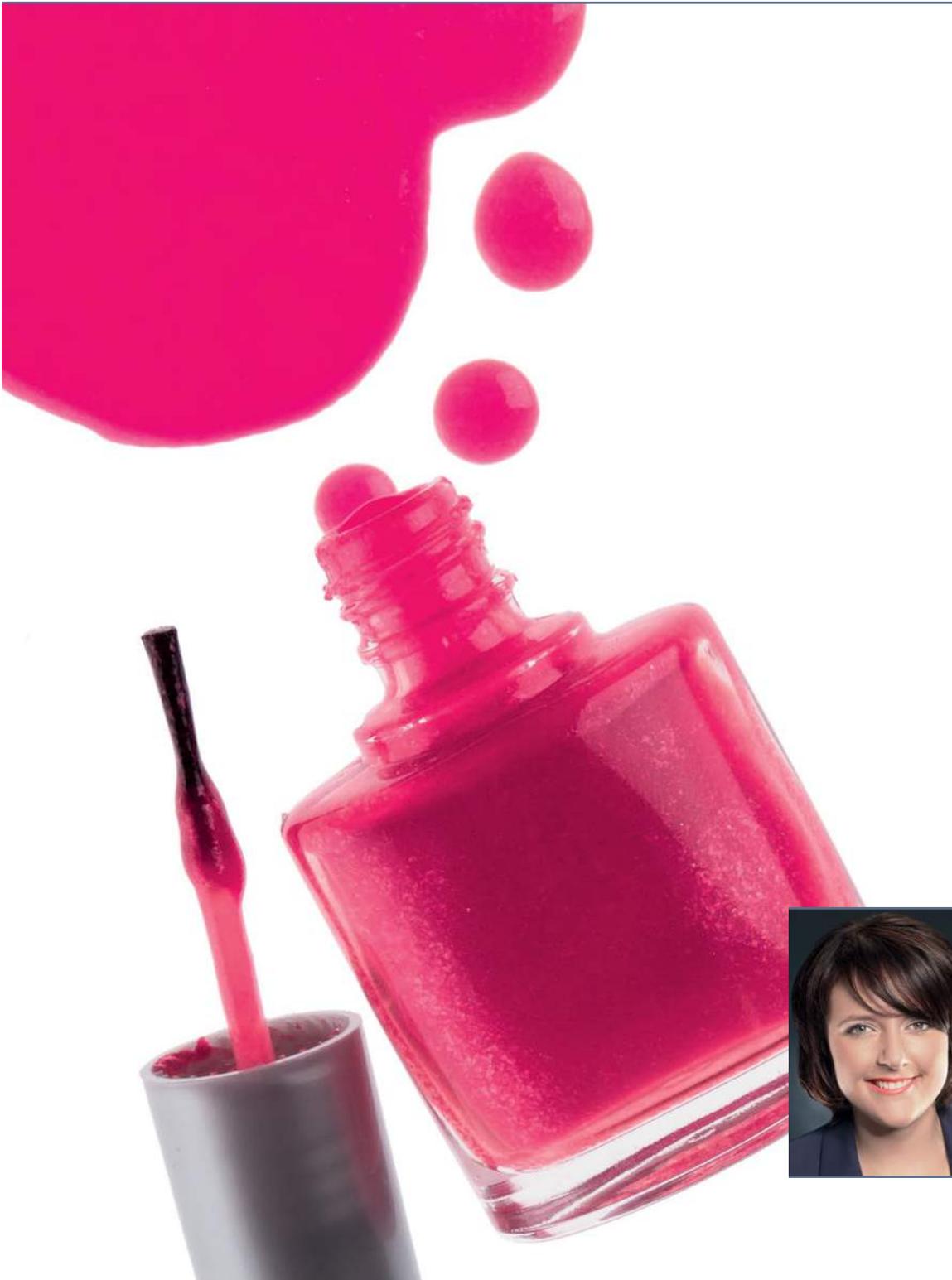


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Exploring new avenues for colour cosmetics

Markets

Concise analysis of the ingredients market and future outlook

Packaging

Tube of the Year: Novel applications and closures lead the way

Events

Luxe Pack 2015: Inspiring avant-garde solutions on show

VIP of the Month



Anne-Kathrin Thom from Leco Instrumente about the challenges in assessing MOAH content

Focus: Colour + style

10/2015

www.cossma.com



Current trends pointing the way



There is no denying the fact that colour cosmetics is a personal care category that does really well. If we take a look at its global development, the sales of this segment have increased from 43.7M USD in 2009 to 56.9M USD in 2014. This constituted a year on year increase of no less than 30 per cent. Yet even more impressive were the year on year growth figures in Latin America with 87.3 per cent and in the Middle East and Africa with 83.9 per cent.

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While the sales of lip products increased by 27.4 per cent in this time period, the growth was less pronounced in Europe. Here the sales figures only grew by 4.5 per cent to 13.6M USD.

But this growth rate for a market as saturated as Europe is still quite noteworthy indeed. If we look at the most recent developments in Germany, colour cosmetics continued its success story in the first half of 2015 and with a sales increase of 5 per cent; this was the segment with the highest growth. According to Sabine Heffer, Director Premium Cosmetics from **Information Resources**, consumers were particularly keen on spending their money on lipsticks and foundations. In the field of mascara it was not only new developments that met their interest but also established products proved popular. In contrast to this, sales of nail polish in perfumeries decreased – for the second time.

After the cost-effective small nail polish bottle trend in 2014, no new developments were launched which spurred consumer interest to indulge in nail polish.

On a more global level, small packaging is on the rise in general and even more so in the field of colour cosmetics. According to Nicole Tyrimou, Beauty and Personal

Care Analyst at **Euromonitor International**, it was **Tom Ford's** Christmas launch of 50 pocket size lipsticks that initiated this trend. For the summer holidays, colour cosmetics brands looked at ways to capitalise on the idea of smaller packaging in beauty with e.g. **YSL Rouge Pur Couture Travel Selection** and thus tapped into the recent growth in lipstick sales. Lipsticks grew by 8 per cent in 2014, outpacing the total colour cosmetics industry, which grew by 6 per cent. Lip care also emerged as a fast-growing category, with an increase of 5 per cent in 2014, on the back of the success of beauty bloggers' favourite lip balm, **EON**.

While new launches of smaller packaging suitable for travel have mainly been centred on the fast-growing lipstick category, it has been filtering into other colour cosmetics categories as well, such as **OPI's Nail Polish Travel Sets**. One brand is even using smaller packaging as its key differentiating factor. The beauty products created by **Stowaway Cosmetics** are portable, convenient and reasonably priced. The brand claims that the smaller packaging prevents product waste, as consumers will not have more than they can use before its expiry date.

There are many facets to the fascinating world of colour cosmetics – and quite a few of these are covered in this issue to inspire you and create tomorrow's trail-blazing products.

Sincerely yours



Angelika Meiss
Senior editor, COSSMA

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MakeUp in New York 2015

The latest fashion in colour cosmetics

Take a closer look at what was on show at MakeUp in New York from September 9–11 and get to know the innovative products selected for the Innovations Trees presented in New York and also at the show in Paris in June.

Two make-up palettes in one case to be opened from the front or the back



photos: MakeUp in Paris, MakeUp in New York

Geka, who will soon be producing standard packs in the US, presented the American-Style Set, which comprises three mascara brushes, a lip gloss applicator, and a comb for brows combined with formulations. The helix-shaped **CatwalkLashes** 1K-brush which combines bristles and discs provides an open surface for formula while catching every lash. **MissCurl** has a finely curved moulded brush which lifts lashes into an upward curve. Due to the creamy textured bulk, application is easy. The **Smooth-Styler** brush is paired with an intense jet-black formula. The brush combines the company's **Hypno-cut** technology for optimal mascara distribution and the **Sepa technology** for lash separation as well as the new 2-component **SensitiveFiber** for an extending effect for volume. The wedge-shaped fibres prevent the bulk from clumping. The easy to use brow tamer **MiniPerfector** with its 1K-applicator combs and defines brows with one stroke, while the clear gel which can easily be dosed keeps them in place all day. **GentleLips** has a very smooth flocked 2K-applicator and a saturated matte formula in

red. It is encased in the new stock lip gloss packaging.
www.geka-world.com

The new beauty buzz all over the world has become: how to comb, shape and coat eyebrows. **Albéa** introduced a selection of eyebrow shaping solutions: **Magnify & Prettify Brushes** and the **Eyebrow Designing Kit**, all developed by the company's **Tips Studio Program***. **Magnify** is a smart and ergonomic two-faced nano brush which, due to its miniature size, offers a very precise gesture. Its two different sides allow two uses: The flat side with stiff short bristles is good for coating, and the butterfly-shaped side is suitable for extra combing and brow design. The fibre mix of the nano brush **Prettify**, which is for shaping brows, is an extra mini brush with a thin tip, creating fuller brows but also permitting a polished, well-groomed brow look.

The company's **Eyebrow Designing Kit** features the **Trilogy** compact and a 3-in-1 numbered applicator, designed as a make-up lesson for brows with a step-by-step guide to applying the right colour in the right place with the right applicator. The ergonomic appli-

cators allow users to change applicator, as tips can be changed by just rotating the tool between two fingers.

Galaxy, the company's new mascara family developed in the **Tips Studio**, has multifunctional fibre brushes in futuristic design. These brushes combine two technologies of the company: **Multi-Zones** consists in using different fibres and creating separate zones on the brush, and **Da Vinci** cuts and over-twists the brush for a special effect. The duo shape brush **Eclipse** was inspired by the solar eclipse. The sequence of zones catches lashes and coats them from root to tip. The brush **Stellar** can be used for all types of formulas including waterproof. The brush **Aurora** with its comb fan design inspired by the Aurora Borealis provides separation at lash tips.
www.albea-group.com

The autumn novelties of **Faber-Castell Cosmetics** include: **Crème Lips** is a mini chubby lipstick with propel-repel mechanism. This hydrating lipstick with shea and mango butter has a semi-matte finish. **Velvet Delight**, a pigment-rich lipstick lasts for 6 hours. The non-feathering and transfer-proof for-



photo: Sleever

The first mascara decorated with a Skinsleeve



photos: MakeUp in Paris, MakeUp in New York

The viscosity and the choice of raw materials was adapted to the special packaging

Provides a specially calibrated dose of powder by turning the jar



New mascara family with multifunctional fibre brushes in futuristic design



photo: Albéa

Helix-shaped 1K brush combines bristles and discs and provides an open surface for formula

photo: Geika

mula is enriched with emollients, film forming polymers and a mattifying and cushioning agent. The shiny lipstick **Lip Sorbet** with an illuminating silver shimmer is enriched with plumping ingredients such as **Maxi Lip**, cool mint for a fresh feeling and hot ginger for flushed lips. **Brow Tint**, also suitable for men, has a slanted tip to sculpt and fill in with lasting water-based tint to create a natural, refined brow styling.

www.fc-cosmetics.com

Sleever International developed a laser-focused market application: **SleeverMakeUp**. It is supported by exclusive inks to achieve a perfect colour match and give access to a wide range of special print effects for premium products: metallics, silver, gold, iridescent and matte varnishes. The sensorial world of 3D with the **Skinsleeve** provides a design finish which imitates textured material effects such as skin, wood, metal, stone and fabric. The **Scandeyes** line from **Rimmel** is the first mascara decorated with a Skinsleeve. New **Eyeliners** and **Nail Cares** by **Sephora** is a limited edition designed by Craig and Karl.

www.sleever.com

Innovative products at MakeUp in New York

The **Innovation Tree** is a feature first introduced in Seoul and after that in Paris, and which has premiered at

the show **MakeUp in New York** from September 9–11. The 26 products featured on this tree were selected by a professional jury** as the most innovative in the categories **Formulation, Packaging, Full Service** and **Accessories** from the 62 product entries in total.

These were the winning products in the category **Accessories**:

Lock In Your Look Retractable from **Anisa International** is a retractable brush which is adjustable on 3 different levels and thus a multi-purpose brush for several types of coverage.

HCT's 2-in-1 brush Double Down Brush Set for **Sephora** can be assembled into a double-ended brush by removing the larger brush head and attaching it to the handle of the smaller brush. The smaller brush head is thus protected and kept clean for eye area contact.

Livcer's Fill'N'Go allows four shades of lipstick or eyeshadow to be sampled in an extra thin format.

Pennellifaro's Tip and Blend Brush Collection has been developed by studying how foundations are applied. It has a rounded shape with a central tip in relief and is made from dermatologically tested and registered synthetic hair. Due to its shape, a small amount of liquid or cream foundation can be poured straight onto the tip without having to put it on the back of your

hand first. Thus no product is wasted or contaminated by bacteria.

Taiki's Flex Applicators are flexible applicators made of TPE. In contrast to the standard nylon flexor, they provide a very flexible and durable application. With a mitt they are suitable for make-up uses, and without for pinpoint skin-care applications.

These are the winners of the category **Full Service**:

Eyebrow Gel Volume from **ABC Texture** is a formulation enriched in fibre. With the 30° angled brush, the product can be applied very accurately.

Fusion des Teintes from **Aircos** turns colour into a masterpiece with the help of a random injection, which creates a design at lower cost as it does not require specific equipment.

Liquid Like Gel Sensation EL from **Alkos Group** is a gliding gel texture which combines the precision of a liquid liner with the easy application and the professional result of a pencil.

Art of Contouring from **Faber-Castell Cosmetics** is a natural face lift in 3 steps in a modern twist pack.

The **Dewy Light Eye Serum** from **Mascara Plus** reduces the appearance of fine lines and wrinkles.

Cushion Liner from **Pascual Cosmetics**, another derivative of the 'cushion' trend, is a fluid eyeliner captured in a foam. This product also featured

photos: Albéa



Eyebrow shaping solutions: 2 brushes and Eyebrow Designing Kit



photo: Faber-Castell Cosmetics



Brow Tint, also suitable for men, has a slanted tip to create a natural brow styling

Due to its shape, a small amount of product can be poured straight onto the tip



A fluid eyeliner – another derivative of the ‘cushion’ trend



photos: MakeUp in Paris, MakeUp in New York



Eyebrow gel applied with the 30° angled brush



on the Innovation Tree presented at MakeUp in Paris.

Taiki's Triangle Shaped Eyebrow Pencil ensures precise application with its bevelled mine and adjustable brush. The aluminium components make the pencil luxurious. Anodising in order to match the aluminium components in target colour of the pencil – in particular matching the gun metal or brownish colour – was a challenge.

These were the winners in the Packaging Category:

The closure system of Albéa's Attraction protects the compact form and makes handling more comfortable. What is innovative about this solution with a reduced weight is the fully plastic, pinless hinge and that there is no need for neodymium magnets to close the compact.

EFA Packaging Industrial is an expert in vacuum metallisation with UV varnish. Their Blue & Love Story Powders were selected due to the quality of their decoration

Fusion Packaging's Curved Tip & Single Rollerball Airless Direct Applicators accurately dose products.

Jih Hsin Glass developed a special acid etching for glass, creating a unique pattern on a glass surface. The pattern embedded on the glass will not come off.

Lumson's APP Green PE made of an eco-friendly material derived from sugarcane is an airless system with a

pouch and has a restitution rate of more than 95%.

The Powder Lifter and Eye Lifter from Roberts Cosmetics provides a specially calibrated dose of powder. To activate it, the jar is turned upside once and returned to normal position before the lid is opened.

These were the winners in the category Formulation:

BASF's water-based Gilded Forest Green Watercolor Eyeshadow that dries to an ultra-soft finish.

The natural Aqua Power Foundation by Pascual Cosmetiques resembles a 'water foundation'. It covers the face with freshness and gives it a powder-like comfortable effect.

Wax'up by Strand Cosmetics creates a new gesture when removing long-lasting make-up.

ICC's Liquid Metal Coloured is a very fast drying nail polish with a metallic effect which dries in less than 60 seconds.

The silky texture of the water-resistant Luminous Eye Shadow from CSR Cosmetic Solutions is applied with a finger or a brush and has a metallic finish.

The Cream To Powder Blush from Pascual Cosmetiques changes into powder on the cheeks.

ICC's BB Cream for men is a nail product for men to reactivate the nail barrier and protect nails from breakage and from flaking due to dehydration caused by the nails' exposure to solvents and surfactants. The special base

is lightly coloured but not glossy and gives a natural look to nails.

Matistick from Strand Cosmetics is a matte lipstick with long-lasting properties.

Innovation Tree Winners at MakeUp in Paris

For the 22nd Innovation Tree Products presented on the occasion of the MakeUp in Paris show in June this year, 34 exhibiting companies joined the contest with a total of 73 products.

These were the winners in the category Formulation:

The long-lasting texture of the Matte Lipstick from ABC Texture's enriched with vitamin E and F feels like a second skin. As it has no volatile silicone it does not require a sealed pack.

The texture of BASF's Luminous Skin Serum To Oil transforms from a light serum to a rich oil, and is suitable for massage, beauty rituals or as a drop on specific zones. The highly transparent gold effect pigment, a new synthetic mica substrate, leaves a natural glow on the skin.

The formulation of Bonne's long-lasting rich Watercolour Tint with vibrant shiny colours has a water-containing formula which provides a synergy between oil content and low viscosity.

Coson's skin-protecting Marbling Pack also protects from the sun. It covers up the skin and adheres close to the skin.

photos: MakeUp in Paris, MakeUp in New York



The cushion protects the formulation, its fluidity and the freshness effect during application

A jelly eye shadow with a gum-like network structure



Lightweight texture gives the sensation of an elastic jelly and a silky powder

Wax creates new gesture when removing long-lasting make-up



Water in the formulation of Aqua Lip Balmy Colour from Mascara leaves a sensation of hydration once applied. Enriched with oils with a high refraction, it results in a film with a brilliant effect. Once the water evaporates, the product stays on the lips with an emollient feeling.

Coson's chewy Jelly Shadow is an eye tint with a gum-like network structure and crystal pearls.

The Mattifying Stick from S & J International with its lightweight formulation contains a new silicone powder.

The new lightweight texture of the high shine Elastic Eyeshadow from S & J International gives the sensation of an elastic jelly and a silky powder.

The long-lasting formulation of the Cooling Stick Blusher from S & J International refreshingly melts into the skin. It can be easily mixed with a formulation comprising a high moisture ingredient.

These were the winners in the category Packaging:

Due to the new film lamination, the haptics of Nars Lipstick from Homer Colour Printing correspond to the product inside.

Easy Cushion from Easy Powder protects the formulation, its fluidity and the freshness effect during application.

Reverso 3 from LF Beauty holds two make-up palettes in one case, e.g. one for day and one for night colours. Depending on the selected side of the

case, the system can be opened from the front or the back.

PPB: Petite Boite à Beauté from MKTG Industry is a new collection of compact cases and palettes by Italian designers.

Oekabeauty's Beauty Stylist applicator with its unique shape was developed with the international make-up artist Max Herlant. This multi-benefit cosmetic make-up tool creates thin or thick lines.

The bulb of the Virospack dropper can be produced in different materials to either serve compatibility or aesthetics requirements. In injection the mould determines the finish of these, whereas in the spraying process there is no limit on the finish.

These products were the winners in the category Full Service:

The waterproof eyeshadow Jumbo Twist with its creamy texture and intense colour from Alkos in an airtight packaging has a pen-like tip and lasts up to 15 hours.

Bomo Trendline's Permanent Eyeliners have a thin applicator for precise application. UltraBlack has a waterproof, paraben-free and FDA-approved formulation with shea butter, and the Waterproof one in carbon black provides a shiny result.

Rouge Passion Baume Passion from Orléans Cosmetics is a range of lipsticks and coloured balms focusing on two active ingredients and a per-

fume. The viscosity and the particular choice of raw materials were first selected as they had to be adapted to the suggested pack. The clean applicator doses the product which protects the formulation. The system operates in all positions, regardless of the degree of filling.

These were the winners in the category of Accessories:

Lancôme's Triangle Zone Brush created by Cosmogen is a brush stick developed specifically for the fluid foundation Lancôme Blanc Expert. The length of the brush is adjustable according to the desired coverage: short for high coverage and to erase and cover imperfections, and long for light cover and stretching the material on the face.

Taiki's Style Brush Collection with synthetic CosmeFibre is an alternative to conventional brushes. The angular brush head position facilitates a more ergonomic application of powders, liquids or emollient-based products while the balanced handle provides control.

Jelly Collection from LF Beauty provides a 3D effect by superimposition of textiles. AM

* The Albéa Tips Studio is a programme which brings together all the company's applicator know-how in fibre and plastic mascara brushes, gloss applicators, eyeliner and other beauty tips, and develops and produces applicator solutions.

** Florence Bernardin, Founder of the market research agency Information & Inspiration, Hélène Capgras, Manager of Brain for Beauty for the Martine Leherpeur Conseil, Charles-Emmanuel Gounod, Founder and Manager of Beautyworld Connections, Jean-Louis Matthiez, Founder and Manager of Cinqpat, Luisa Oliva, International Consultant with expertise in formulation, Serge German, Director of the Ecole Supérieure Européenne de Packaging (ESEPAAC).