

COSMOPROF
WORLDWIDE BOLOGNA



Official Partner

A large, complex geometric network of green lines and dots, resembling a molecular structure or a web, centered on the page. The dots are of varying sizes, with some being larger than others, and they are connected by thin green lines. The overall shape is roughly circular but with many internal connections.

COSMOPROF **TRENDS** OFFICIAL SHOW REPORT 2018

EXCLUSIVELY CURATED BY:

BEAUTYSTREAIIS
INSIGHT INSPIRATION INTELLIGENCE

Introducing **COSMOPROF TRENDS** curated by BEAUTYSTREAMS, renowned beauty trend forecasting source. The report showcases selected products exhibited at COSMOPROF WORLDWIDE BOLOGNA 2018, and analyzes the latest beauty trends they represent.



COLOR SORCERY

The alchemy of beauty products able to change, release or hide color upon application is a new source of fascination. Not merely a gimmick, these novel formulations are also multi-tasking in their ability to provide a vast spectrum of skin care benefits combined in one recipe.

BODY-LICIOUS

The global wellness trend is influencing what we eat, how we exercise and what we put on our skin. No wonder the focus rests no longer exclusively on facial products, but a full-body experience, mimicking the benefits of spa treatments and pushing the agenda for the use of natural ingredients.

HYALURONIC ACID 2.0

Hyaluronic acid is getting an upgrade with a series of new products, putting this moisture-boosting ingredient to the fore. Special formulations targeting men, higher concentrations developed for home-use, and novel cross-category products are allowing this timeless classic to reinvent itself.

ALL THAT GLITTERS

In tune with today's Instagram culture, incessantly looking for ways to shine online, glitter is having a major revival. Visible particles, adding sparkle to any part of the face or body, once popular in the 70's, are now considered cool again by younger girls. The trend is reflected in novel formulations from professional make-up artists, social media stars, and influencers.

QUICK FIX

Fast, easy, efficient - a new set of tools helps consumers perfect their beauty routines with zero fuss and time-saving application techniques. These quick-fix, on-the-go products are an ideal fit for the fast-paced, versatile lifestyles of the Millennial generation.

TREND: COLOR SORCERY

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SKIN CARE

EYRA COSMETICS - ITALY

BLUE VENOM

Hall 19PC (L15)



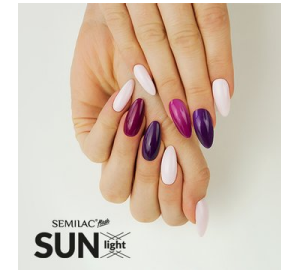
COLOR COSMETICS

ITALCOSMETICI - ITALY

JELLY HYDRATING

MAKEUP CREAM

Hall 18 (D36-E21)

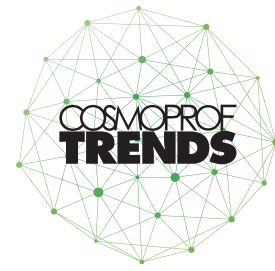


NAILS

NESPERTA - POLAND

SEMILAC FLASH SUNLIGHT

Hall 36 (N18-O17)



SKIN CARE

EYRA COSMETICS - ITALY

BLUE VENOM

Hall 19PC (L15)

This naturally blue formula is as exotic as it looks. With scorpion, viper, and bee venoms as its principal ingredients, the cream is an anti-aging powerhouse, with an absorption potential of up to 350 %, thanks to an enzyme which in nature helps the venom to penetrate faster into the victim. Upped with hyaluronic acid, vitamin E, argan oil, panthenol, beta carotene, and ascorbic acid, it reduces wrinkles and speeds up wound healing, without transferring its color onto the skin.



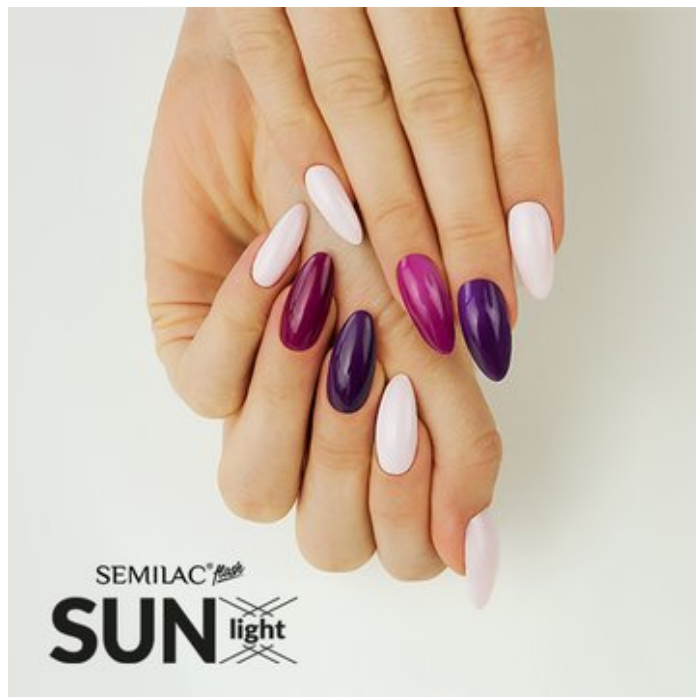
COLOR COSMETICS

ITALCOSMETICI - ITALY

JELLY HYDRATING MAKEUP CREAM

Hall 18 (D36-E21)

At the core of this make-up cream are microencapsulated pigments that release color during application, smoothing the complexion. The result is a more even skin tone and finer pores. Due to a combination of active agents, this jelly-textured formula also comes with anti-aging benefits: champagne and grape extracts spur antioxidant action and protect against UV rays, while hyaluronic acid and baobab oil provide moisture and emollients.



NAILS

NESPERTA - POLAND

SEMILAC FLASH SUNLIGHT

Hall 36 (N18-O17)

Keeping up with the diverse schedules of today's women, this series of six nail powders comes with a high level of flexibility, quickly changing color under the influence of sunlight. It gives the wearer an opportunity to remain low-key in a professional environment, while showing more character in a private or more relaxed setting.

TREND: BODY-LICIOUS

The global wellness trend is influencing what we eat, how we exercise, and what we put on our skin. No wonder the focus rests no longer exclusively on facial products, but a full-body experience, mimicking the benefits of spa treatments and pushing the agenda for the use of natural ingredients.



SKIN CARE
HELAN S.R.L. - ITALY
FIRMING CREAM INTENSE ANTI-SLACKENING
Hall 21N (F2-G1)



SKIN CARE
THEOPHILE BERTHON - FRANCE
THE BODY SERUM WITH 6 NATURAL ACTIVE INGREDIENTS
Hall 19PC (J9)



SKIN CARE
ALMA K - ISRAEL
RESHAPE DEAD SEA MUD SCRUB
Hall 19PC (C12)



SKIN CARE
HEMP CARE - ALLEGRINI - ITALY
HEMP CARE - DRY BODY OIL
Hall 19PC (I10)



SKIN CARE
D'ALCHEMY - POLAND
NECK & DÉCOLLETAGE WRINKLE REFILL
Hall 19PC (L3)



SKIN CARE

HELAN S.R.L. - ITALY

FIRMING CREAM INTENSE ANTI-SLACKENING

Hall 21N (F2-G1)

Dieting, hormonal imbalance, and pregnancy can cause skin slackening. To counteract that, Helan proposes a targeted formula bringing back tonicity and elasticity to the inner arm, inner thigh, belly, and buttocks. The cream limits water loss, re-normalizes the skin's barrier, and re-enforces intra-cellular cohesion via essential sugars. Pomegranate extracts and *Bulbine frutescens* aid in the formation of natural collagen, while nourishing the skin is a mix of argan, avocado, passionflower oils, and Ucuúba butters, which are rich in fatty acids.



SKIN CARE

**THEOPHILE BERTHON -
FRANCE**

THE BODY SERUM WITH 6 NATURAL ACTIVE INGREDIENTS

Hall 19PC (J9)

This all-in-one action serum is suitable for body, hair, and skin. Formulated without any water or conservatives, its power comes entirely from a set of 100% natural, active ingredients, which include olive, macadamia, sweet almond, sunflower oil, and organic camelina oil, along with tocopherol (vitamin E). These offer strong softening and moisturizing benefits, protect cells, and nourish skin. When applied during a massage, the dry-oil formula also smooths out cellulite and enhances microcirculation.



SKIN CARE

ALMA K - ISRAEL

RESHAPE DEAD SEA MUD SCRUB

Hall 19PC (C12)

Reshape Dead Sea Mud Scrub combines Phytoless (a plant-based, skin-firming complex that has been clinically proven) with mineral-rich mud from the Dead Sea. While Phytoless fights cellulite, the nutritive mud boosts microcirculation when applied with massage action. Made of 100% natural oils, extracts, and genuine Dead Sea minerals, including apricot seed powder, argan oil, and Shea butter, the scrub exfoliates and reshapes fat cells, leaving a smooth appearance and preparing skin for the brand's toning anti-cellulite gel.



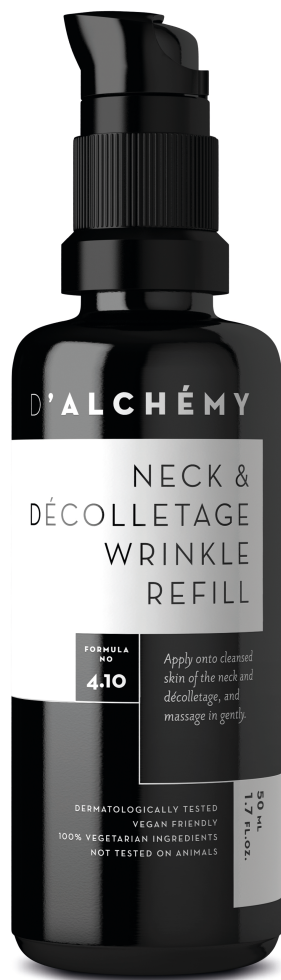
SKIN CARE

HEMP CARE - ALLEGRINI - ITALY

HEMP CARE - DRY BODY OIL

Hall 19PC (I10)

Made with organic hemp oil grown in Italy, alongside a combination of other organic ingredients such as almond oil, this dry-oil formula brings radiance and softness to skin, without making it greasy. Naturally rich in vitamins as well as omega-3 and omega-6, hemp is considered an elixir of youth, able to improve the quality and strength of skin thanks to its moisturizing, nourishing, and antioxidizing properties.



SKIN CARE

D'ALCHEMY - POLAND

NECK & DÉCOLLETAGE WRINKLE REFILL

Hall 19PC (L3)

This thoughtful anti-aging formula is designed to fill in and even out wrinkles on the neck and décolleté, brighten hyperpigmentation, and stimulate the production of beta-endorphins, which eliminate the effects of stress. It comes in a biophotonic glass bottle offering maximum UV protection to preserve its natural, botanical ingredients and contains plant hydrosols (instead of ordinary water) obtained directly from plants making this product particularly rich in nutrients. Pure damask rose essential oil is used instead of synthetic fragrance.

TREND: HYALURONIC ACID 2.0

Hyaluronic acid is getting an upgrade with a series of new products, putting this moisture-boosting ingredient to the fore. Special formulations targeting men, higher concentrations developed for home-use, and novel cross-category products are allowing this timeless classic to reinvent itself.



SKIN CARE

66°30° - FRANCE

**HYPER-HYALURONIC ANTI-AGING
ORGANIC SERUM FOR MEN**

Hall 19EG (41)



SKIN CARE

HBW TECHNOLOGY - FRANCE

SKIN FACE 50 SERUM

Hall 38 (A33)



HAIR

MAXXELLE - ITALY

HAIR RECOVERY SERUM

Hall 35 (B70)



COLOR COSMETICS

MADARA COSMETICS - LATVIA

**CITYCC/HYALURONIC ANTI-POLLUTION
CC CREAM SPF15**

Hall 21N (C14)



SUPPLEMENT

ENZYMPRO - SWITZERLAND

REGULATPRO® HYALURON

Hall 22 (A71)



SKIN CARE

66°30 - France

HYPER-HYALURONIC ANTI-AGING ORGANIC SERUM FOR MEN

Hall 19EG (41)

This serum has been specifically formulated for men. It is alcohol-free and boasts an unusually high concentration (10 to 50 times higher than standard products on the market) of vegetal, low molecular-weight sodium hyaluronate, imbuing the item with strong anti-inflammatory action, capable to soothe razor burns and deliver anti-aging benefits. The product is also certified organic.



SKIN CARE

HBW TECHNOLOGY - FRANCE

SKIN FACE 50 SERUM

Hall 38 (A33)

Targeting mature women, this “better-aging” serum blends three types of hyaluronic acid (low, medium, and high molecular weight) with 11 vitamins and five cell growth factors (IGF1, acid FGF, basic FGF, VEGF, EGF), allowing aging cells to send signals of distress, which diminish with age. The action is said to relax skin, stimulate cellular growth, and increase the biosynthesis of collagen. Part of the company’s home care line, it allows to achieve results similar to professional cabin treatments.



HAIR

MAXXELLE - ITALY

HAIR RECOVERY SERUM

Hall 35 (B70)

While hyaluronic acid has been long neglected as an active ingredient in hair care products, this filler serum for hair mixes the moisturizing agent with hydrolyzed keratin and apricot kernel oil, providing an intensive reconstruction of the hair fiber. It is billed to restore damaged hair's water balance, protect it from stress, while adding body. Free of SLES, parabens, and silicone, this item further delivers on its natural promise with a certified compostable packaging that biodegrades without toxic residue.



COLOR COSMETICS

MADARA COSMETICS - LATVIA

CITYCC/HYALURONIC ANTI-POLLUTION CC CREAM SPF15

Hall 21N (C14)

Organic skin care brand Madara introduces a new approach to UV protection, developed specifically for the urban dweller. Its new color-correcting (CC) cream combines beautifying action with an anti-pollution formula and the hydrating properties of hyaluronic acid. While shielding skin from urban toxins that are known to clog pores, disturb the skin's microbiome, and cause inflammation, this sunscreen product instantly improves complexion, provides lasting hydration, and gets rid of dullness as well as dark spots.



SUPPLEMENT

ENZYMPRO - SWITZERLAND

REGULATPRO® HYALURON

Hall 22 (A71)

In this anti-aging beauty drink, the ingestion of hyaluronic acid is helped by a vegan and organic concentrate produced by so-called cascade fermentation. This patented process breaks down active ingredients into a bioavailable form, making it easier for the body to absorb them and have them penetrate deeper. Tested by independent parties, the drink improves skin moisture and elasticity, while also giving a boost to nail, hair, and connective tissue.

TREND: ALL THAT GLITTERS

In tune with today's Instagram culture, incessantly looking for ways to shine online, glitter is having a major revival. Visible particles, adding sparkle to any part of the face or body, once popular in the 70's, are now considered cool again by younger girls. The trend is reflected in novel formulations from professional make-up artists, social media stars, and influencers.



COLOR COSMETICS
INTERCOS GROUP - ITALY
DRAMABLAST
FIREWORKS LIPSTICK
Hall 15 (C10-D9)



COLOR COSMETICS
PHARMACOS - ITALY
3D METAL EYESHADOW
Hall 15 B22-C30



COLOR COSMETICS
CLARE BLANC - POLAND
MAGIC DUST - PURE SILVER
Hall 19EG (15)



COLOR COSMETICS

INTERCOS GROUP - ITALY

DRAMABLAST FIREWORKS LIPSTICK

Hall 15 (C10-D9)

This lipstick marries comfort with 3D special effects, thanks to the company's recipe based on color dimension technologies and long-wear polymers, which produce pearlescent effects that are almost self-illuminating. A metallic concentrate descends on the lips like loose glitter, while melting softly for a full-color effect. The result is a three-dimensional sparkle but with a velvety texture.



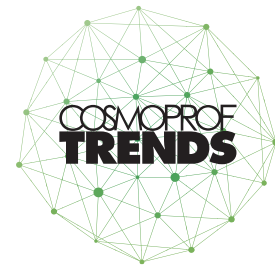
COLOR COSMETICS

PHARMACOS - ITALY

3D METAL EYESHADOW

Hall 15 B 22-C30

Conceived as a “cream-to-powder” blend, this talc-free eye shadow is easy to apply with a firm yet creamy texture, which fixes instantly and lasts longer. Pigments melt in a novel mix of resins, waxes, and oils producing a multidimensional, yet weightless finish that illuminates the eye and leaves no volatile components.



COLOR COSMETICS

CLARE BLANC - POLAND

MAGIC DUST - PURE SILVER

Hall 19EG (15)

This multi-use product can be applied as an eye shadow as well as a highlighter to the face and body. When added to other cosmetics, such as powders, lip glosses, and foundations, it gives products a fresh glow. Made of 30 % pure silver, the shimmery, highly light-reflective dust is available in four pigmented shades: pure silver, cold beige, warm gold, and golden rose.

TREND: QUICK FIX

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PERSONAL CARE

TREDA - TURKEY

REMOVE RETOUCH PEN

Hall 22 (A37-B38)

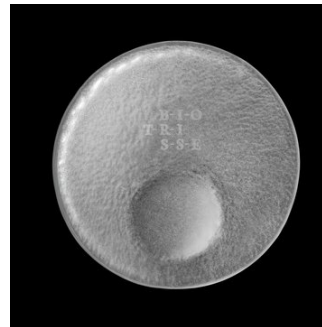


SKIN CARE

FOREO - SWEDEN

UFO

Hall 19PC (D4-E3)



SKIN CARE

BIOTRISSE AG - SWITZERLAND

CRYSTAL PEELING LENS

Hall 38 (A49)



NAILS

THE SIGN TRIBE BY COSNOVA – GERMANY

NAILFIX & CHILL

Hall 19PC (H18-I19; H24-I25)



PERSONAL CARE

TREDA - TURKEY

REMOVE RETOUCH PEN

Hall 22 (A37-B38)

With eyebrow grooming products trending, this retouch pen is tapping into the zeitgeist with a little extra. The 100% liposoluble wax formula, packed into an ergonomic applicator, is an easy way to reshape eyebrows on the go and get rid of facial hair where needed. Produced from real beeswax, it requires no heat before use and fits into every pocket.



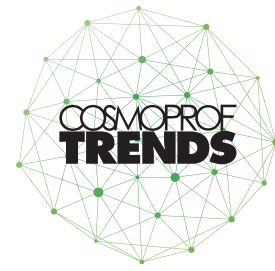
SKIN CARE

FOREO - SWEDEN

UFO

Hall 19PC (D4-E3)

Here is a device designed to turn a lengthy 20-minute sheet mask treatment into a 90-second treat. It combines Hyper-Infusion Technology (heating, cooling & T-Sonic pulsations) with red (anti-aging), green (brightening) and blue (anti-acne) LED light therapy. To be activated, masks are attached to the app-controlled device, which then glides across the face. Heat opens the pores, pulsations help transport active ingredients into the skin, while the cold locks them inside.



SKIN CARE

BIOTRISSE AG - SWITZERLAND

CRYSTAL PEELING LENS

Hall 38 (A49)

This natural peeling device comes with a patented abrasive surface made of quartz, said to stimulate cell activity, remedy imperfections, and improve penetration of skin care products, while gently exfoliating and cleansing skin. The crystal lens is adjustable, allowing to regulate the depth of dermabrasion. It can be used with or without additional cosmetic products, and is also suitable for sensitive, dry and problematic skin.



NAILS

THE SIGN TRIBE BY COSNOVA – GERMANY

NAILFIX & CHILL

Hall 19PC (H18-I19; H24-I25)

Billed as the first nail polish eraser cream on the market, this formula is free of the unpleasant smells of regular nail polish removers, making it possible to use it in social settings without upsetting anyone. A minute following application, the cream can be removed with a cotton pad. Infused with a nourishing complex, including macadamia, sweet almond, argan, and sesame oils, as well as vitamin E, the item also leaves nail and cuticles well hydrated and healthy.



Exclusive Report Curated by:

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