

A close-up photograph of a woman's face and neck. She has bright red, glossy lipstick and is wearing a thin gold chain necklace with a small gold tooth-shaped pendant. Her hair is blonde and pulled back. The background is blurred, suggesting an outdoor event.

**CEW**  
**BEAUTY INSIDER**

**Cosmoprof North America:  
The **Trends** You Missed**

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Beauty's biggest trade show, Cosmoprof North America, was busting at the seams with innovation July 23-July 26 at The Mandalay Bay Convention Center in Las Vegas.

Innovation, newness and savvy entrepreneurs were found down every aisle and in every special section of the show, looking for U.S. distribution or to expand internationally.

Some things that appeared again and again were powder to liquid formulas, biodegradable masks, products for feminine wellness and skin care solutions for multi-ethnic consumers. *Beauty Insider* scoped the trade show floor for the most exciting things.

# KOREAN BEAUTY

New Korean beauty brands were prominent at Cosmoprof, with a continued focus on skin care solutions for the American consumer. Whitening remained a big trend, as did natural formulas that honed in on fermentation of a key ingredient for results, i.e. olive leaf, rose petals. Unlike the U.S., water is being downplayed as a hydrating fix.

***Days by Airvita:*** There's no excuse for not having a clean makeup brush. Airvita, best known for its air purifiers, is getting in on the beauty market with a DIY brush sterilizer that emits negative ions and heat to purify a makeup brush in less than an hour. Good for toothbrushes, too! Sells for \$45.

***Landing International:*** This new California-based Korean beauty product distributor was founded in March 2016 and already has 20 brands as part of its portfolio. At CPNA, founder Sarah Chung was showing six brands, each with a different positioning to target various consumer needs. One standout was Thank You Farmer, a natural line that's ingredient-focused, and offers everything from a Back to Iceland Cleansing Water made from 98 percent Icelandic moss (not water). The brand is making a splash in the US: it's already on a six-foot shelf at Belk's within its Korean beauty section. Another hit was Whamisa, with its Organic Flower Ferment Rose Leaf Mist, which is 90 percent organic and relies on natural fermented organic flowers and organic rice extract to clean and brighten skin.

***Magic Snow Vita:*** This whitening kit includes a powder-to-liquid face wash that uses a highly enriched, ultra-fine Vitamin C essence to brighten and whiten skin. (The woman manning the booth was nearly transparent.) The formula also targets wrinkles, elasticity and skin texture. To use, the powder is shaken onto a red heart applicator (included in the kit), which is used to rub the powder onto skin. The powder turns into a liquid, and is then washed off. To be followed by Magic Snow Vita Essence, along with TS Cream. Used twice daily, a kit sells for \$130.

***Sponpia:*** What's better than a sponge on a stick? A makeup sponge on a stick, for sure. Blending sponge tips come in all shapes and sizes and makes getting fingers messy with makeup a thing of the past. So chic.



# MEN'S GROOMING

Beards and bodies were the focus of men's products, with strong, masculine names and dark, angular packaging to back up their effectiveness.



***Big Boy:*** This men's grooming range includes face, skin and hair care products such as an After Shave Balm, a Shaving Gel, a Moisturizing SPF 20 Cream, a Moustache Wax and a Beard Balm. All items hail from Sicily (yes Sicily!) while the company is based in the UK, and uses ingredients such as argan oil, olive oil, almond oil, calendula and shea butter.

***Blackwood for Men:*** The new men's brand held a launch party at The Cosmopolitan Hotel that included cocktails and a sit down dinner to spread word about the line, which has been sold in Japan since 2009. Reformulated and rebranded to fit the American market, products include a Cooling Clay Mask, Pure Moisture Body Wash, HydroBlast Moisturizing Shampoo and Hair Hydrator. [Click here](#) to see a recent campaign in Times Square that shows how the brand is lasering in on ladies in its marketing efforts.

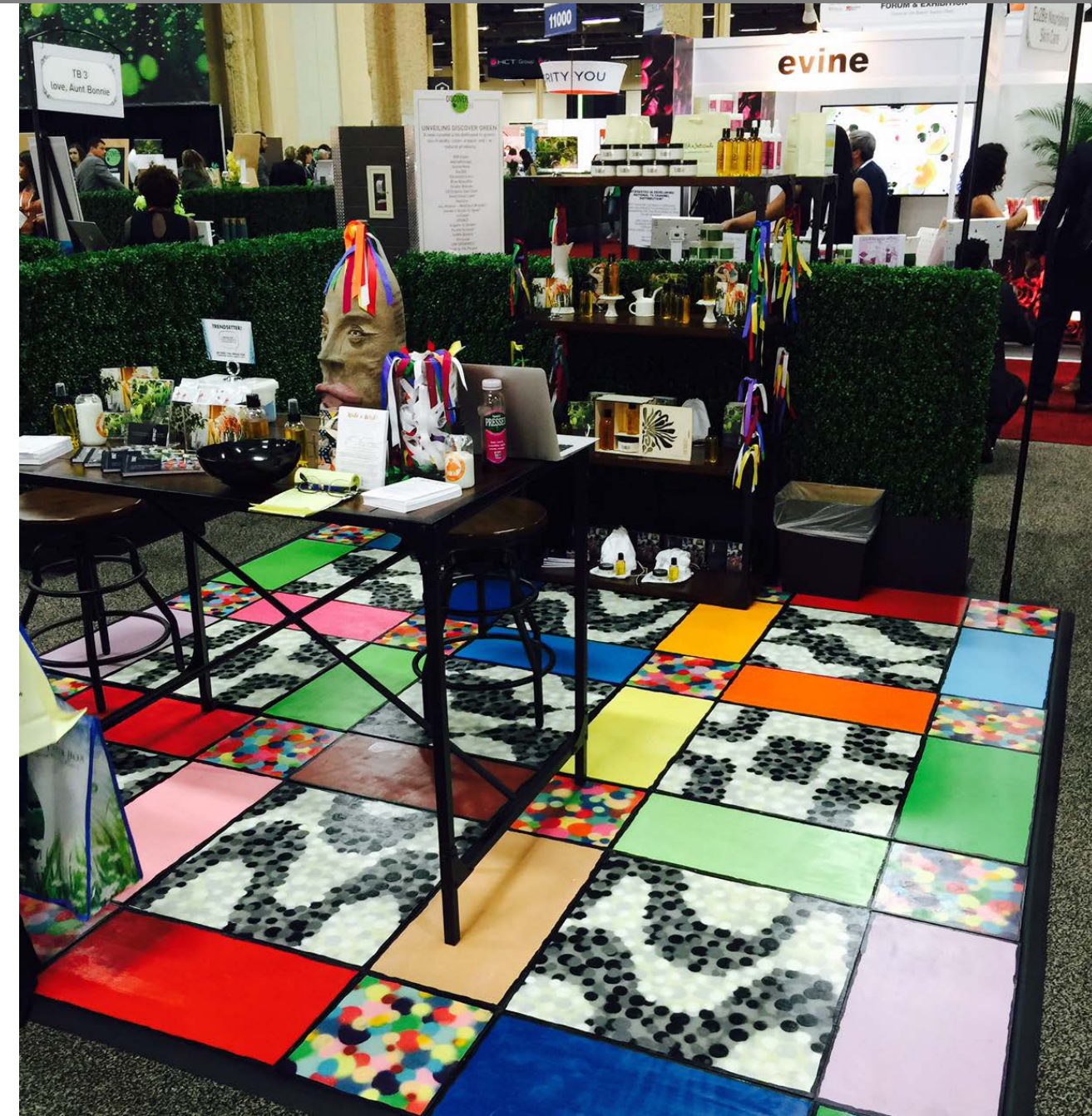
***Gatsby:*** The men's grooming brand from Japan made its second appearance at Cosmoprof, this time talking up its Moving Rubber Collection, a hair wax line. Moving Rubber has a 74 percent market share in Japan with 140 million sku's sold since 2005. The brand is looking for mass market distribution in the US and is willing to reformulate its products for the America market to do so.

# MULTI- CULTURAL

Smoothing ashy skin and targeting ethnic-specific derm needs were all found in Tones of Beauty.

***Eu2Be:*** This smart and sassy beauty line is stepping up its aesthetic with new brochures that better tell the brand's sweet story, which talks about how it was inspired by founder Charla Jones' Aunt Eugenia. Items aim to clean (Shower + Soak Soap), nourish (Nurture + Nourish Lotion) and protect (Enrich and Radiate Oil). Eu2Be also showed how to step up a booth's aesthetic: a tile floor was commissioned in Boston especially for Cosmoprof, then shipped to Las Vegas where Charla pieced together the tiles for major booth impact.

***Urban Skin Rx:*** This line was one of the most innovative and exciting lines at Cosmoprof, hands down! Founded by licensed medical aesthetician and certified laser technician, Rachel Roff, the idea for a skin care line for women of all shades came during Rachel's time as owner of Urban Skin Solution, a day spa in Charlotte, North Carolina. Educated and trained in skin color and pigmentation, Urban Skin Rx's line includes 30 items targeting its 90 percent African-American consumer base. There's an Even Tone Cleansing Bar that targets melasma and hyperpigmentation (\$33), and three sku's of skin care with SPF for darker skin tones include an Age Defying Mineral Moisturizer SPF 45 fortified with peptides and cucumber to combat ashy looking skin. The line was created five years ago but has only been sold online at the company's website for two years. This is a brand to watch!



# COLOR, COLOR COLOR

Ingredients are front-and-center in color cosmetics as consumers read and research labels like never before. Vegan, gluten free and non-GMO formulas are popular, but there's room for a brand that takes technology to the next level, too.



**Velvet 59:** Based in Los Angeles, Velvet 59 personifies vintage glamour while sourcing 100 percent sustainable, vegan ingredients. Sacha Inchi oil, a cold pressed plant seed from Peru, for example, has made its way into the lipstick, which is smooth and slick—yet matte. Founded by British-born Paris Manning, new items include Rose Metals Palette, a hybrid, as formulas can be used as eyeshadow, blush and highlighter for the face and lips. The palette is not only conveniently streamlined in a kit, but it's also incredibly luxe with Rose Silver, 22k Gold, Persian Pink, Metallic Rose, Sun Stone, Moon Landing, Shakudo and Passion Flower as shades.

**CLE Cosmetics:** Perhaps one of the most interesting brands at the show was CLE [Creative Lass Esthetics] Cosmetics, which launched five months ago in Los Angeles and showed, among other things, a Melting Lip Powder. Available in four shades, the formula uses a micro capsule technology, which applies as a powder but with rubbing turns into a liquid. CLE also showed a CCC [Color Control Change] Cream SPF 45 that applies white but after rubbing adapts to your skin tone, and is available in five shades. Formulas are made in Korea but CLE is not a Korean brand, it is made for Westerners. Their site, [www.clecosmetics.com](http://www.clecosmetics.com), features cute video how-to's and touts ingredients such as hydrolyzed hyaluronic acid, niacinamide, coconut oil and natto gum, a Japanese fermented soybean.



**MoYou London:** Stamping nail art is made easy with MoYou London's 60 different stencil collections. Kits include a specially formulated stamping nail polish (white), themed image plates with about 14 designs, a stamper and a scraper. Kits sell for about \$20 and offer kitty, princess, Arabian nights and peacock themes, among others. Meow.

# FOR THE SKIN

With all the makeup that's being applied to skin, keeping it fresh and healthy will soon return as a focal point for consumers.

***Skin Yoga:*** This 100 percent natural line hails from India and consists of all powder formulations, which require only water to activate. Founded by sisters Rhadika, Jagriti and Deepika Choudhary to clean and calm the skin, products include a Marigold Foot Scrub for \$23, Oats & Roses Face Wash for \$22, Almond Orange Face Scrub for \$18 and Coffee Body Scrub for \$27.

***The Brush Guard:*** Did you know a dirty makeup brush can cause acne? This stretchable breathable slide-on brush guard and brush care system looks out for the bristles of your makeup brush—and your skin. The Brush Guard Cleaning Kit includes one variety pack of brush sleeves, a blotting cloth, a washing cup, a drying vase and a Squeaky Clean Brush Shampoo, all of which sells for around \$20.

***Noxidoxi:*** Targeting consumers who are concerned about the effects the environment has on one's skin is Noxidoxi (no oxidants + detoxify), a line born and made in France, looking to enter the US. The six-item line, founded by former Johnson & Johnson and Procter & Gamble executive, Soumya Tahiri, utilizes a specific enzyme for cell renewal in all of its products, which include a Pollution Face Mist, Pollution Blocker Hair Mist, Detox Cleanser & Makeup Remover, Pollution Blocker Lightweight Serum and Radiance Booster Detox Cream. Each product looks to **detoxify** and eliminate dead skin cells, **reboot** the cell's natural regeneration and hydration process and **protect** and shield skin from everyday pollutants, preventing the creation of new dead skin cells.



# FOR THE SKIN

With all the makeup that's being applied to skin, keeping it fresh and healthy will soon return as a focal point for consumers.



**Biobelle:** This six-item mask line uses biodegradable fibers from trees and natural ingredients to make and fortify its masks. The brand is also philanthropic: 1 percent of sales from every mask sold is donated to the foundation, Plant a Billion Trees. The charity partnership makes sense since Biobelle uses TENCEL, the fiber made from the pulp of wood from entirely sustainable forests, in its masks. Biobelle entered Ulta stores as well as the retailer's website three months ago. A primer mist is also available.

**EQ Organic Sun Care:** Founded by Franck Bywalksi in 2011, the Ecocert-certified sun care line only uses an organic mineral sunscreen and does not include any chemical filters in its SPF, nor parabens, phenoxyethanol, silicone, PEG, perfumes or synthetic colorants. Items include a CombiStick Sunscreen SPF 50 & Stick SPF 50, a Sunscreen SPF 50, Sun Stick Green SPF 50+ and Lipstick SPF 30. Active ingredients include organic apricot seed oil, safflower oil, olive oil, shea butter and sunflower oil.

**Chin Up:** Surely one of the most video-worthy products launching at CPNA was Chin Up, a 30-minute non-surgical 'face lift' mask that claims to tighten and firm the neck of dreaded drooping skin. Chin Up uses 'skintronics' technology along with a patented formula that warms and tingles when applied to the face. The mask straps onto both ears with earholes with the strap fitting snugly under the chin, and is held firmly in place with Velcro. Diary of a Beauty Blogger said while testing it out that she "could actually feel the heat of the serum taking effect on my skin with it's tingly, warm sensation. The mask smells great and the band sits tightly in place holding my jaw and face in alignment." Chin Up is sold in Selfridges and Harvey Nichols, and would be an ideal fit for a Kardashian or Jenner social media platform.



# HAIR BIZ

While most of the excitement was in color and skin, hair had some winners too, with brands looking to grow, make waves and stimulate the scalp.

**SoCozy:** The kid's hair care brand co-founder, Cozy Friedman, is also the entrepreneur behind kid's salon Cozy's Cuts for Kids, and is celebrating its 21<sup>st</sup> year in business and one millionth hair cut in 2016. In addition to a successful partnership with Target, Cozy talked about some of SoCozy's newest retailers including Old Navy, CVS, Walgreens, HEB, Hi-V and Weiss Markets. Cozy remains the company's majority owner, along with partner Scott Gurfein.

**Spoolies:** These heatless curlers promise beach waves in just 10 minutes. Founded by Jeanne James, Spoolies are made from 100 percent pure hypoallergenic silicone that's soft and flexible but strong, and will stretch over the wrapped hair without cracking or breaking. Just wrap a section of dry hair around the curler and fold the top piece down to secure. The longer you leave the curlers in, the tighter the curl. Spoolies can be warmed with a dryer for indirect heat to the hair, without deforming or melting. New Jumbo Spoolies hold twice as much hair. Launches in 2015, Spoolies are currently sold on the brand's website, Amazon.com and have appeared on eight shows on Evine. Made in the USA!

**Magic Scalp:** Brought to the US by Evosonics comes an LED scalp massager that generates natural sonic waves through 19 bumps on the handle head. Designed to improve blood circulation and a healthier scalp overall, Magic Scalp looks to take the place of current scalp massagers that make a racket while turned on—the technology in this handle allows for it to be as quiet as a whisper and deliver curated music while you perform the treatment. It will sell for \$150.



# SCENT TRAVELS

There's a renewed interest in scent again with long-lasting solutions for prolonged wear, and options to scent yourself with jewelry. But the Ivy League set is getting in on the game, too.

***XSense:*** It's not often you run into a neuroscientist at a beauty trade show but the exception was at the XSense booth, where its Columbia University-educated founders were talking about the three scents they created to enhance performance at work (WorkSense), play (PlaySense) and rest (RestSense.) Formulas in WorkSense use natural scents scientifically found to help learning, retention, memory, and accuracy (by up to 40 percent); in PlaySense, speed and endurance increases by up to 5 percent, and in RestSense stress reduction and improved relaxation increases by up to 50 percent. Products have been thoroughly tested for safety through ISO-certified laboratories working with the FDA. The founder said they are constantly contacted by athletes who claim they run faster and longer, by professionals who work more efficiently and productively, and by fatigued people who are able to rest easier after using the products. Items sell for \$48 apiece.

***Lisa Hoffman:*** Inspired by Victorian jewelry, Lisa Hoffman's fragrant bracelets, necklaces and earrings are no secret to the beauty world. Available in precious metals, items emit a curated scent from the same points where one would apply fragrance: the décolletage, behind the ears and on the wrists. Her latest scent is Hawaiian Plumeria, inspired by vacations on the Big Island. While Lisa works with several fragrance houses, including Givaudan, she is the brand's 'nose' and works one-on-one with the houses to perfect each of her fragrances, a process that can sometimes take more than a year.

***ScentInvent:*** Co-founders Abby Wallach and Caroline Fabrigas wanted to disrupt the fragrance category with an item that would make a scent last longer by creating an invisible shield to preserve skin's moisture. Linger Lasting Fragrance Primer aims to do just that with 70 percent of consumers saying their fragrance lasted longer with Linger and 66 percent saying their fragrance lasted between three and five times longer. It sells for \$30 on the brand's website.



# BEAUTY SUPPLEMENTS

It may be that beauty supplements are finally having their moment in the US. With wellness, nutrition and lifestyle being so closely related to beauty, consumers may now be ready to take ingestibles as seriously as their skin care.

**NutriWomen:** All the way from South Africa is the newest supplement company targeting women, NutriWomen, with multi-vitamins for three different needs. The Beauty, Health & Fitness Pack includes L-carnitine (a natural, non-stimulant fat burner). There's also a pack for 50+ women and a pack for teens. The company also makes skin care items parallel to its supplement demographic targets and is setting up a manufacturing plant in Union City, NJ this year as it readies to take on the US market.

**BeautyWorksWest:** The supplements created by UK's top wellness experts (Dr. Daniel L. Sister and Susie Rogers) are designed to target youth, energy and sex. Described as an anti-aging cream for the inside, only naturally sourced supplements with bioactive ingredients are used in its three supplement lines, aptly named Youth, Energy and Sex. Meant to be taken twice a day, Youth is a potent combination of amino acids, vitamins, minerals and plant extracts. Energy combines natural ingredients along with caffeine for a pick-me-up without the jitters. Sex contains the brand's Oxystorm complex—a proprietary blend of ingredients designed to improve physical activity by increasing the body's natural nitric oxide production to encourage healthy circulation and enhance the libido. Each 120-capsule jar sells for \$110 and lasts for a month.

**Miracle Gyn:** It's no secret that Manhattan is home to spas that cater to well, vaginas, so it makes sense that a supplement with this area in mind would follow. Hailing from Korea is Miracle Gyn, an FDA registered nighttime supplement that is inserted vaginally to balance PH systems and serve as a "natural feminine cleanser." Presented as a healthy alternative to douching, Miracle Gyn uses aloe, cactus, peppermint and angelica root to freshen this delicate area. It sells for \$50 for 10 pills.





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