

**COSMOPROF**

WORLDWIDE BOLOGNA

presents

**COSMOTRENDS**

exclusive report curated by

**BEAUTYSTREETS**

*The Global Beauty Industry Reference*

Introducing the  
**COSMOTRENDS**  
report, curated by  
BEAUTYSTREAMS,  
renowned global beauty  
trend forecasting agency.  
The report showcases  
key trends spotted among  
exhibitors of  
COSMOPROF  
WORLDWIDE BOLOGNA  
2019, and  
highlights notable brands  
and products.

## ***THE CINDERELLA EFFECT***

Beauty products that have 'The Cinderella Effect' deliver instant gratification, whether in the form of immediately visible skin care results or insta-glam. These products have a powerful transformative effect and obvious photogenic appeal, worthy of being captured on millennial livestreams and videos. However, like the fairy-tale name suggests, these fast-acting beauty boosts and visual effects only last a few hours. At the stroke of midnight, the results vanish. No matter! The products are fun to use and play with, they inspire self-expression, and offer irresistible sensorial experiences.

## ***HYPERACTIVE NATURALS***

As consumers become ever-more skilled at reading ingredient labels, they are rejecting toxic ingredients and fillers, and gravitating towards clean, natural ingredients that offer super-concentrated doses of skin care benefits. These highly active formulations are packed with high-performing, active naturals that deeply nourish the skin, repair its natural moisture, and boost skin's renewal cycle. Waterless products, in particular, are more highly concentrated as they are not filled and diluted with water, which is inactive. Eliminating H<sub>2</sub>O also removes the need for preservatives and parabens as bacteria breeds in water, so the formulas are also cleaner.

## ***INTIMATE CARE***

Intimate care, up until now a largely untapped market, is emerging as a new category in beauty and wellness, with products designed for external and internal use, and incorporating luxurious formulas, sensorial experiences, and high-quality natural ingredients. Benefits include personal cleansing, intimate skin care, maintaining a healthy pH level, and grooming regimens. Far from being a source of shame or stigma, intimate care, or 'self-care', occupies an elevated positioning on par with premium skin care, boasting elegant packaging and aesthetics that encourage display on bathroom shelves.

## ***SKIN DEFENSE WARRIORS***

Just like sun protection creams defend against UV exposure, environmental skin defenders protect the skin from damage and premature aging caused by pollutants, free radicals, and digital overexposure. Prevention is the name of the game. Anti-pollution ingredients and complexes, such as protective antioxidants, act as invisible barriers, shielding and detoxifying the skin long before environmental toxins and aggressors wreak havoc on skin cells. Their barrier-supportive properties act as physical shields. These defenders are skin care warriors in the daily warfare against pollution.

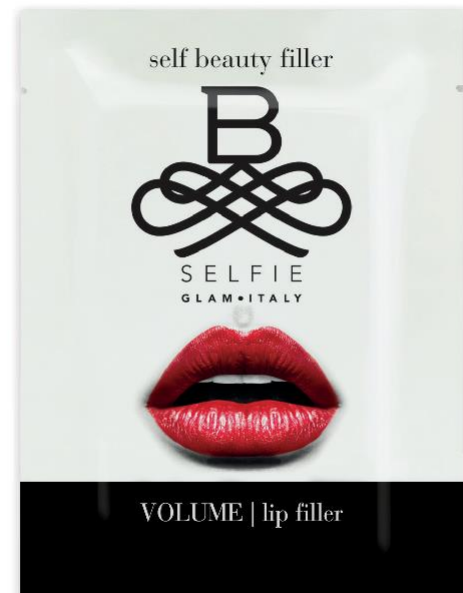
## ***REDEFINING MASCULINITY***

As beauty becomes ever more inclusive, we are moving beyond basic male grooming to a new era that incorporates sophisticated offerings for men that bring out their masculinity and beauty. Long-held attitudes that beautifying is inherently 'feminine' are dissolving. The rise of male beauty communicates that beauty is for all, and that men (like women) can be themselves, but better. The profusion of products aimed at male skin and scalps, and make-up that boosts appearance and self-esteem, are tools for men to feel good and put their best face forward.



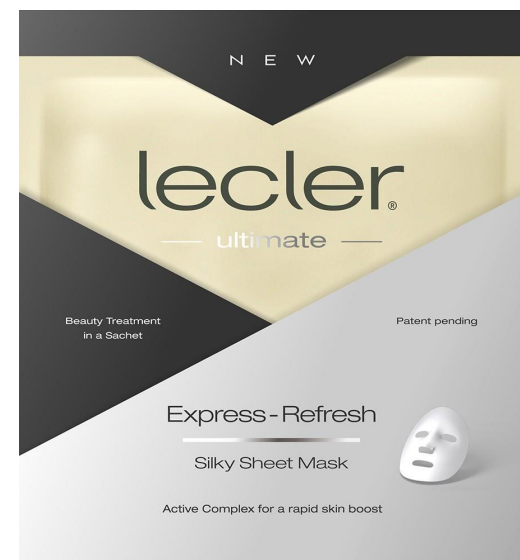
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**SKIN CARE**  
B-SELFIE  
ITALY

***B-Selfie Volume Lip Filler***  
Hall 29 (B26)



**SKIN CARE**  
PharmaDIA  
LITHUANIA

***LeCler Express Refresh  
Face Sheet Mask***  
Hall 22 (C40)



**MAKE-UP**  
Temptu  
USA

***Temptu Air and Perfect  
Canvas Airpod***  
Hall 14 (E20)



**MAKE-UP**  
iTiT Cosmetics  
ITALY

***Ultra Color Jelly Eyeshadow***  
Hall 20 (B57 - C54)

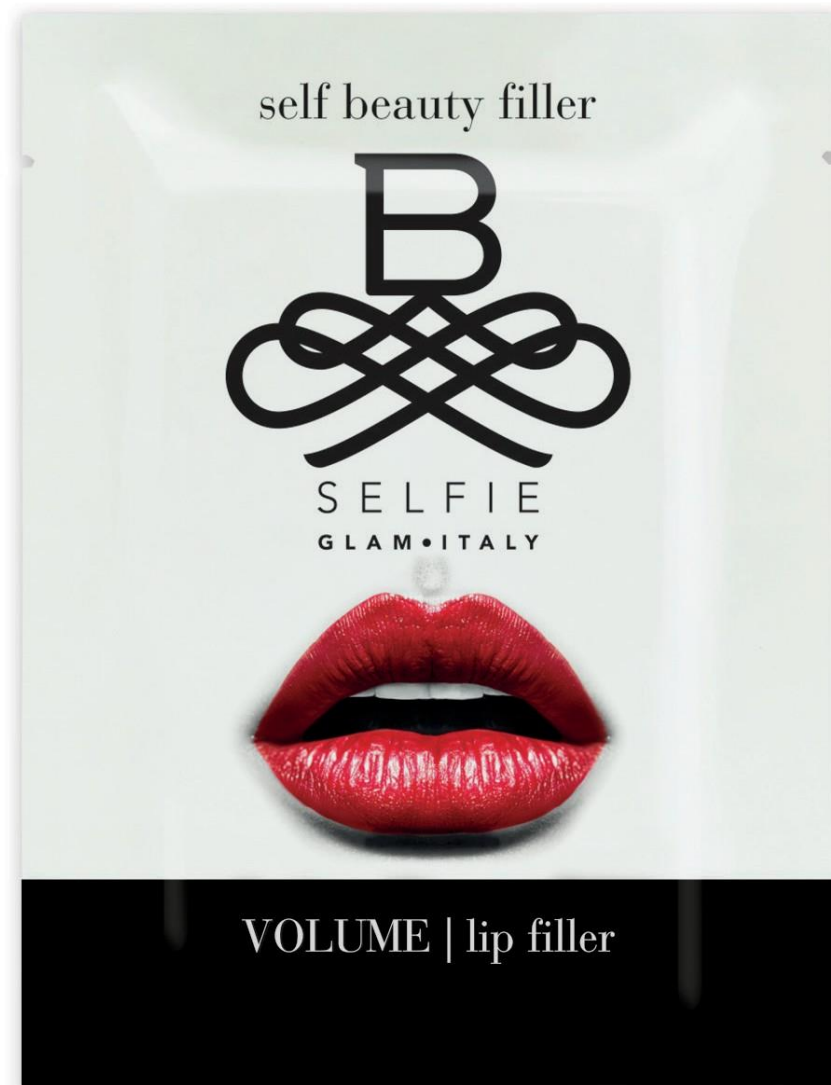


**SKIN CARE**  
Cazcarra Image Group  
SPAIN

***Chromatic Gels***  
Hall 29 (D1B)

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## SKIN CARE

B-SELFIE - ITALY

***B-Selfie Volume Lip Filler***

Hall 29 (B26)

B-Selfie Volume Lip Filler is a lip-plumping self-beauty filler. The product's microneedles, made of pure hyaluronic acid and epidermal growth factor (EGF), penetrate under the superficial skin layer, releasing their effect more deeply into the skin. The result is visible after just two hours. This makes B-Selfie Volume Lip Filler the perfect solution for any last-minute beauty need. The effect can be extended through a cycle of four daily applications.

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## SKIN CARE

PharmaDIA - LITHUANIA

### *LeCler Express Refresh Face Sheet Mask*

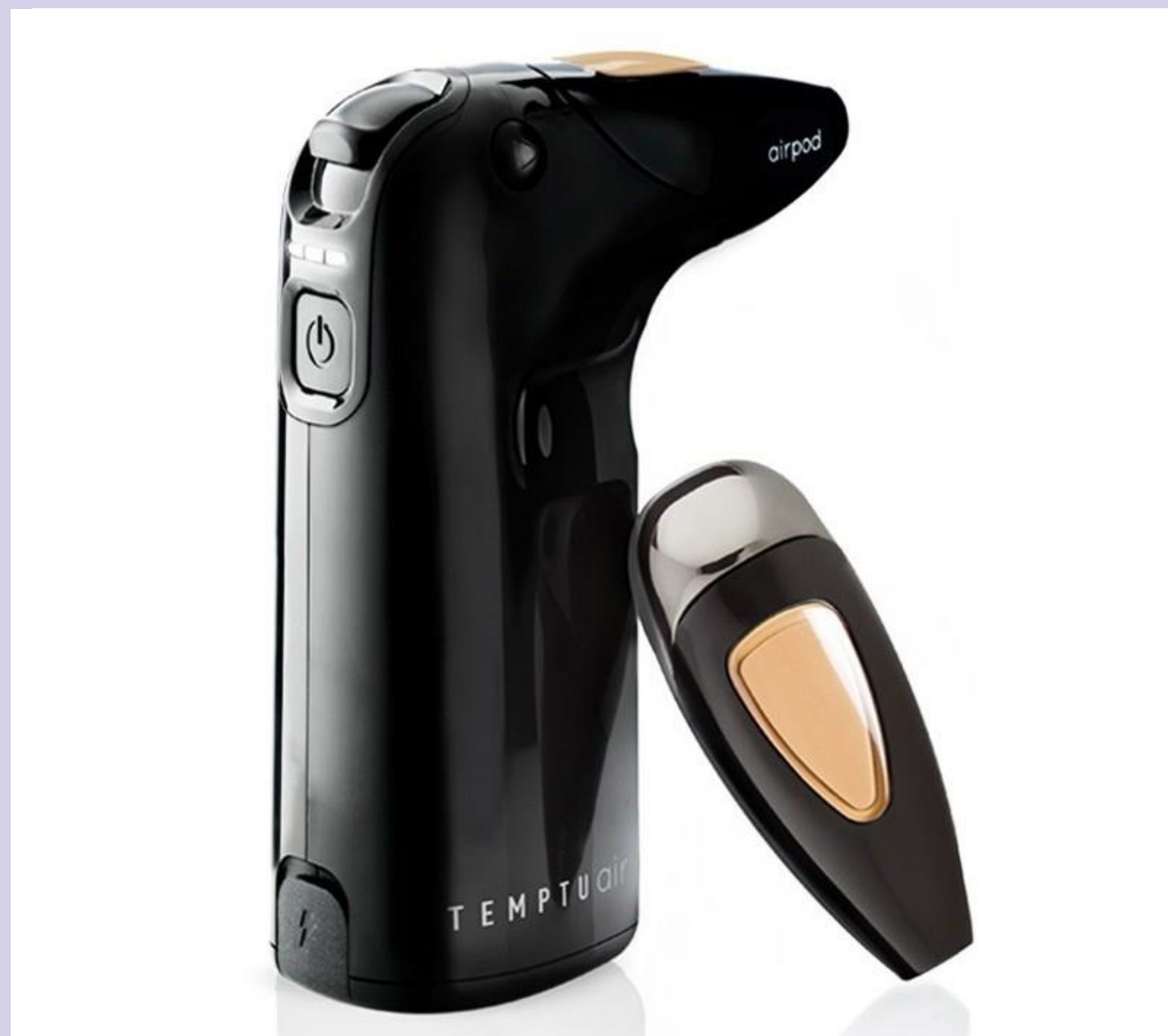
Hall 22 (C40)

LeCler Express Refresh Face Sheet Mask is enriched with a hyaluronic acid complex, a peptide complex, and an antioxidant complex. The hyaluronic acid effectively moisturizes the skin, sodium hyaluronate works on the outer layers, and low-molecular-weight Hyalo-Oligo® penetrates the deeper skin layers. Aloe vera and beta carotene lighten and brighten the skin's surface. Peptide acetyl hexapeptide-8 relaxes the muscle movement that causes 'mimic' lines, while antioxidants protect skin cells from free radicals.



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## MAKE-UP

Temptu - USA

***Temptu Air and Perfect Canvas Airpod***

Hall 14 (E20)

The Temptu Air and Perfect Canvas Airpod is the first cordless, patented airbrush make-up system, and the backstage secret of top Hollywood make-up artists working in film, television, and on the red carpet. This patented airbrush tool delivers high-performance results with ease. It is skin care and make-up in one, delivering age-defying, skin-nourishing, natural ingredients that hydrate the skin. This product is the gold standard in airbrush make-up coverage. Instant, effortless skin perfection.

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## **MAKE-UP**

iTiT Cosmetics - ITALY

***Ultra Color Jelly Eyeshadow***

Hall 20 (B57 - C54)

Ultra Color Jelly Eyeshadow is an innovative formula based on water that provides intense color with a single swipe. The jelly eyeshadow delivers high color and transforms every make-up look. Soft from the first touch, and with easy application straight from the pot, the product is available in all the rainbow shades. These jelly eyeshadows are fun and cool, enriched with pearls and glitter for a sparkling, metallic effect. The long-wearing formula is perfect for day and night. Once the product dries, it won't transfer or crease.



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## SKIN CARE

Cazcarra Image Group - SPAIN

### *Chromatic Gels*

Hall 29 (D1B)

These rapidly-absorbed moisturizing gels contain a high concentration of active moisturizers like glycerin and propylene glycol. The gels include: RED which regenerates tissues, promotes the recovery of damaged tissue, and gives energy. YELLOW balances cells and moisturizes, giving brightness, removing spots, psoriasis, and dermatitis, and also dilates pores, and relieves dryness. GREEN (blue + yellow) disinfects, helps heal scars, and eliminates toxins. BLUE oxygenates and beautifies skin, mobilizes body fluids, and gives freshness, while delivering decongesting and relaxing benefits.



# HYPERACTIVE NATURALS

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**SKIN CARE**  
Henua Organics  
FINLAND  
*Recharging Moisturizer*  
Hall 14GG (9)



**HAIR**  
BioPharma Laboratories  
BULGARIA  
*Brave New Hair Repairing & Nourishing Candy Hair Set*  
Hall 21 (S2)



**HAIR**  
Beauty-Lab GmbH  
GERMANY  
*Dry Shampoo Foam*  
Hall 32B (32B)



**SKIN CARE**  
Agenov Cosmetics  
ITALY  
*Face Oil*  
Hall 14GP (F23)

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## **SKIN CARE**

Henua Organics - FINLAND

***Recharging Moisturizer***

Hall 14GG (9)

Recharging Moisturizer is a high-end 24-hour anti-aging cream that contains organic and only active ingredients. No water, no fillers. This luxurious moisturizer is formulated to make the skin look exceptionally healthy and vital. The product gets its strength from top-quality naturals like birch sap, sea buckthorn, and pine bark chosen for their ability to help renew the skin, enhance moisture retention, and restore suppleness and radiance. This sustainable moisturizer, rooted in simple Nordic luxury and ecological standards, is manufactured in Finland.

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## HAIR

BioPharma Laboratories - BULGARIA

***Brave New Hair Repairing & Nourishing Candy Hair Set***

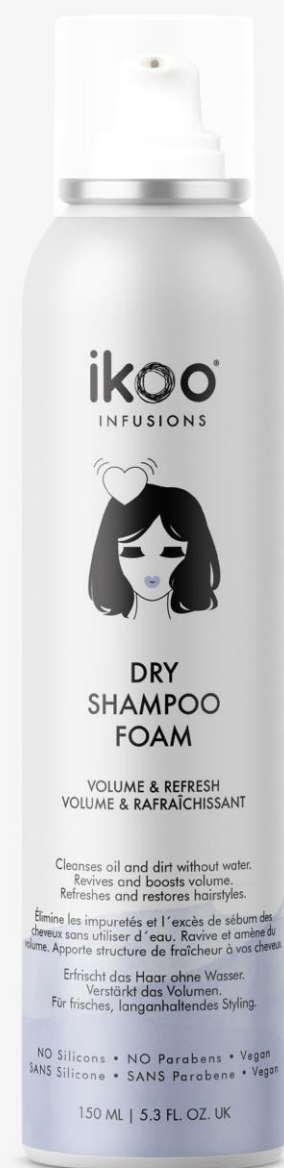
Hall 21 (S2)

Brave New Hair Repairing & Nourishing Candy Hair Set can be used as a hair strengthening and nourishing treatment during the coloring/bleaching process in order to protect hair from harsh chemicals. The product contains a glucose-based, deep-repairing serum that interacts with hair at a molecular level, penetrating deeply into the hair fiber to create new bonds that support its damaged internal structure. The deep-conditioning hair mask is enriched with specially-selected fruit oils, including raspberry, cranberry, blackcurrant, fig, and plum oils. These oils enhance the effect of the serum, nourishing and softening hair.



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## HAIR

Beauty-Lab GmbH - GERMANY

**Dry Shampoo Foam**

Hall 32B (32B)

Dry Shampoo Foam deep cleanses hair from oils and dirt without the need for water, and no need to rinse. It comes in three long-lasting formulas, each targeting specific hair needs: Hydrate & Shine, Color Protect & Repair, Volume & Refresh. Dry Shampoo Foam can be used as a styling product, adding more grip to hair. The product is cruelty-free and vegan, and does not contain any silicone, paraben or mineral oil. The foam texture does not leave any white residues, and spreads better and more deeply into hair than spray.

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## **SKIN CARE**

Agenov Cosmetics - ITALY

**Face Oil**

Hall 14GP (F23)

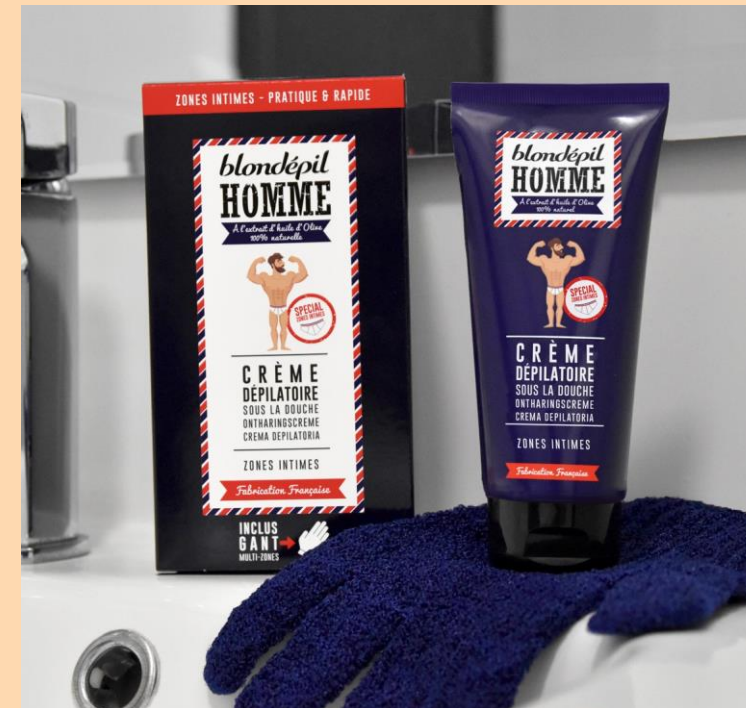
This highly sophisticated oil is smooth in texture and feels light on the skin, combining a rich fusion of oils from the Amazonian forest including acai, brazil nut, and buriti, as well as apricot and almond oils, and an algae complex. Face Oil promotes a nourishing and antioxidant action, moisturizing, nourishing, lightening, and regenerating the skin with antioxidant properties, and preventing the formation of free radicals. The product gives the skin an effect of splendor and beauty.

# INTIMATE CARE

Intimate care, up until now a largely untapped market, is emerging as a new category in beauty and wellness, with products designed for external and internal use, and incorporating luxurious formulas, sensorial experiences, and high-quality natural ingredients. Benefits include personal cleansing, intimate skin care, maintaining a healthy pH level, and grooming regimens. Far from being a source of shame or stigma, intimate care, or 'self-care', occupies an elevated positioning on par with premium skin care, boasting elegant packaging and aesthetics that encourage display on bathroom shelves.



**SKIN CARE**  
Luxury Intimate  
SLOVENIA  
*Li Quandisa*  
Hall 14GP (H9)



**PERSONAL CARE**  
Groupe Parfums Berdoues  
FRANCE  
*Blondépil Homme In-Shower Hair  
Removal Cream for the Genital  
Region*  
Hall 21 (I2 - L1B)



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## SKIN CARE

Luxury Intimate - SLOVENIA

*Li Quandisa*

Hall 14GP (H9)

Li Quandisa is a natural intimate oil that nourishes and keeps intimate parts healthy. The product eliminates vaginal dryness, controls pH flora, neutralizes unpleasant odors, improves muscle tone, eliminates unpleasant itching, and also prevents unpleasant secretions. This is a 100 percent natural, and even edible, product that is formulated for the body's most intimate parts. Li Quandisa is suitable for men and women, and helps promote intimate relationships.

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## PERSONAL CARE

Groupe Parfums Berdoues - FRANCE

***Blondépil Homme In-Shower Hair Removal Cream for the Genital Region***

Hall 21 (I2 - L1B)

Blondépil Homme In-Shower Hair Removal Cream For The Genital Region is designed for the depilation of male hair, easily and painlessly. The formula is enriched with nourishing and soothing olive oil, leaving skin feeling smooth, soothed, and nourished. A multi-zone glove is used to remove the cream quickly, easily and conveniently in the shower.



# SKIN DEFENSE WARRIORS

Just like sun protection creams defend against UV exposure, environmental skin defenders protect the skin from damage and premature aging caused by pollutants, free radicals, and digital overexposure. Prevention is the name of the game. Anti-pollution ingredients and complexes, such as protective antioxidants, act as invisible barriers, shielding and detoxifying the skin long before environmental toxins and aggressors wreak havoc on skin cells. Their barrier-supportive properties act as physical shields. These defenders are skin care warriors in the daily warfare against pollution.



**SKIN CARE**  
Essentia Beauty Srl  
ITALY  
**Multi Protection Beauty  
Mist**  
Hall 18 (B53)



**SKIN CARE**  
Perderma  
ITALY  
**Antipollution Blue Peel-off  
Mask & Revitalizing and  
Nutritive Cream**  
Hall 22 (B52)



**SKIN CARE**  
Equalan Pharma Europe  
POLAND  
**Urban Sunblock SPF50+  
Sensitive Skin**  
Hall 16 (I21)



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**SKIN CARE**  
Qiriness  
FRANCE  
**Caresse Soleil Suprême**  
**Corps SPF50+**  
Hall 14 (B4)



**SKIN CARE**  
Anubis Cosmetics Group  
SPAIN  
**Urban Detox Line**  
Hall 29 (D4E)



**SKIN CARE**  
Sarantis Group  
GREECE  
**Bioten Detox Face Care Line**  
Hall 26 (A81 - B80)

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## SKIN CARE

Essentia Beauty Srl - ITALY

***Multi Protection Beauty Mist***

Hall 18 (B53)

Multi Protection Beauty Mist delivers all-day skin protection that refreshes, hydrates and defends against the harmful effects of blue light and atmospheric contaminants. The product uses an innovative fine-misting system, combining efficiency with pleasure. Ideal for use throughout the day, the water-based spray acts as a shield that prevents the skin from all kinds of pollution thanks to an innovative formula based on powerful natural active ingredients. The mist also acts as a make-up refresher with emollient, revitalizing, and toning benefits.

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## SKIN CARE

Perderma - ITALY

***Antipollution Blue Peel-off Mask & Revitalizing and Nutritive Cream***

Hall 22 (B52)

Antipollution Blue Peel-Off Mask & Revitalizing and Nutritive Cream contains green tea, Korean red ginseng extracts and vitamin C that help fight the signs of aging. The product removes all the impurities that are deposited on the pores during the day that contribute to accelerated skin aging. This revitalizing and nourishing cream is also enriched with tiger herb, a well-known ingredient with restorative properties, giving skin a brighter and more radiant appearance.



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## SKIN CARE

Equalan Pharma Europe - POLAND

**Urban Sunblock SPF50+ Sensitive Skin**

Hall 16 (I21)

Urban Sunblock SPF 50+ Sensitive Skin provides protection against harmful UVA/UVB and IR radiation emitted from mobile phones and other electrical devices. Active ingredients include aloe vera extract and Hydromanil that help protect sensitive skin. This fast-absorbing formula does not leave any white or greasy film on the skin. It is perfectly formulated for sensitive skin, leaving it feeling soft, smooth and protected.

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## SKIN CARE

Qiriness - FRANCE

**Caresse Soleil Suprême Corps SPF50+**

Hall 14 (B4)

Caresse Soleil Suprême Corps offers active protection to the skin while detoxifying it. Qiriness has integrated a specific active ingredient complex, the QD-3 SUN® Complex (patent pending) that provides defense and detoxifying benefits. The product acts in two steps: it fights against free radicals, and activates cellular detoxification mechanisms. During sun exposure, Caresse Soleil Suprême Corps SPF50 gradually eliminates free radicals and toxins, limiting damage to the skin.

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## SKIN CARE

Anubis Cosmetics Group - SPAIN

**Urban Detox Line**

Hall 29 (D4E)

Urban Detox Line acts as a protective shield against the harmful effects of pollution. This antioxidant collection creates a 3D matrix that protects against microparticles caused by pollution, UV rays and blue light. Anti-Pollution Scrub is a facial gentle exfoliator made of natural volcanic hydrated crystal pearls, moringa, and active charcoal. Anti-Pollution Mask is a facial mask with Pollustop®, plantsil, and activated charcoal that absorbs impurities and removes microparticles.



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## SKIN CARE

Sarantis Group - GREECE

***Bioten Detox Face Care Line***

Hall 26 (A81 - B80)

Bioten Detox Face Care Line is enriched with innovative active ingredients that clean the skin from harmful substances, and creates a shield of protection against environmental aggressors. The line is formulated with Pollu Block, an innovative complex that works on multiple levels to revive skin's energy, preventing oxidative stress, and acting like a shield against pollutants. The complex activates skin's anti-stress proteins and stimulates endorphin production. Active charcoal acts like a magnet, helping to trap pollutants and dirt.

# REDEFINING MASCULINITY

As beauty becomes ever more inclusive, we are moving beyond basic male grooming to a new era that incorporates sophisticated offerings for men that bring out their masculinity and beauty. Long-held attitudes that beautifying is inherently 'feminine' are dissolving. The rise of male beauty communicates that beauty is for all, and that men (like women) can be themselves, but better. The profusion of products aimed at male skin and scalps, and make-up that boosts appearance and self-esteem, are tools for men to feel good and put their best face forward.



## MAKE-UP

Carl&Son Skincare  
SWEDEN  
**Spot Fighter**  
Hall 16 (D18 - E21)



## HAIR

Kaaral  
ITALY  
**Black Toning Shampoo**  
Hall 31 (A1)



## FRAGRANCE

Lise London Ltd.  
UK  
**An Ideal Lover**  
Hall 14EG (29)



## HAIR

Hemp Care  
ITALY  
**Beard Wash**  
14GP (F13)



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## MAKE-UP

Carl&Son Skincare - SWEDEN

***Spot Fighter***

Hall 16 (D18 - E21)

Spot Fighter is skin care-infused make-up. Simply target the area on the face where coverage is desired. The product can be either used overnight to eliminate spots and imperfections, or under make-up during the day. Active ingredient salicylic acid reduces skin impurities and deeply cleanses pores. Simply blend the edges easily for smoother and healthier-looking skin. The waterproof, sweat-resistant, long-lasting formulation absorbs excess oil, leaving a matte finish. Spot Fighter can be applied as often as required.



# REDEFINING MASCULINITY

As beauty becomes ever more inclusive, we are moving beyond basic male grooming to a new era that incorporates sophisticated offerings for men that bring out their masculinity and beauty. Long-held attitudes that beautifying is inherently 'feminine' are dissolving. The rise of male beauty communicates that beauty is for all, and that men (like women) can be themselves, but better. The profusion of products aimed at male skin and scalps, and make-up that boosts appearance and self-esteem, are tools for men to feel good and put their best face forward.



## HAIR

Kaaral - ITALY

### ***Black Toning Shampoo***

Hall 31 (A1)

Black Toning Shampoo revives color, and regenerates hair and scalp. It is for men who do not want to dye their hair, but want to enhance grey reflections. The formula is rich in minerals and antioxidants, including black carbon, zeolite and blackberry vinegar, which maintain the brightness of color over time. The shampoo has a revitalizing effect on grey and white hair, combating undesired yellow reflections, and helping to intensify natural or cosmetic tones. Blackberry vinegar leaves hair exceptionally shiny and strong, while zeolite has excellent detox properties.

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## FRAGRANCE

Lise London Ltd. - UK

*An Ideal Lover*

Hall 14EG (29)

An Ideal Lover promises a better life for its wearer. The fragrance embodies the poet who knows how to seduce through his charm, intelligence, elegance, and savoir-vivre. An Ideal Lover is a hypnotic sensual floral aromatic scent, with a bergamot and mandarin start, enhanced by a delicate rose and lavender heart, with a vetiver, sandalwood, and amber base. The elegant vibe makes it the most divine of male fragrances, ideal for when "in the mood for love". Made in France, in the best tradition of master perfumers, this perfume is composed of the most noble natural ingredients.



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## HAIR

Hemp Care - ITALY

**Beard Wash**

14GP (F13)

This no-rinse beard cleanser removes impurities and odors, making beards soft, shiny and fragranced. It contains organic ingredients such as Italian hemp oil, aloe vera juice and calendula extract, enabling the wash to carry out a toning and regenerating action on facial skin. Beard Wash removes impurities and odors, leaving beards soft, shiny and fragranced.