

COSMOPROF

ASIA HONG KONG  
亞太區美容展

2022  
SINGAPORE  
SPECIAL  
EDITION

presents

**TRENDS**

Exclusive report curated by

**BEAUTYSTREAMS**

In today's rapidly changing world, product innovation is evermore indispensable. Cosmoprof Asia is pleased to present a new edition of the CosmoTrends Report, an ongoing collaboration with renowned global beauty trend source BEAUTYSTREAMS.

The CosmoTrends Report is an essential trend guide for the beauty industry that showcases product innovation and notable brands among the exhibitors of Cosmoprof Asia 2022. For this initiative, Cosmoprof invited all exhibitors to submit their latest product innovations. BEAUTYSTREAMS analyzed hundreds of online submissions and identified the most striking trends. The report that follows summarizes what is new and next, and provides a vital perspective on where beauty is headed.

## TRENDS OVERVIEW

Beauty thrives during times of global uncertainty and economic downturn. It's not just about the swipe of lipstick or the swish of a mascara wand, even though those daily gestures are uplifting. Beauty today is about facing each day with a greater sense of well-being. The products we welcome into our lives transform everyday rituals into precious moments of mindfulness and self-care. At this year's show, the submissions for the CosmoTrends report were defined by a high level of quality, a testament to the resilient and evolving definition of beauty itself.

### BIOME MANIA

Microbiotic allies  
that support the  
skin's barrier

### HAIR M.D.

Luscious locks &  
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Switch on your skin's  
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# BIO ME MANIA

## Microbiotic allies that support the skin's barrier

This is the age of the microbiome, not a fad or a trend, but a scientifically-grounded field that is opening up new vistas of understanding about human health, and the importance of an inside-out approach. New fermentation processes are creating molecules such as variations of lactic acid, peptides and probiotics, in addition to enhancing the potency of tried and tested skin care ingredients. Together, they strengthen the skin's barrier, kick-start the production of ceramides, and supercharge skin care routines. The holy grail is achieving a diverse and balanced microbiome for calm, non-reactive skin.



# BIO ME MANIA

## SKIN CARE

Amtixbio Co., Ltd (South Korea)  
Ambling - Plant Probiotics Balance Ampoule  
Hall 5 – Booth C21

Ambling Plant Probiotics Balance Ampoule by Amtixbio is a deeply moisturizing antioxidant ampoule for healthy, shiny skin. The product's *Pediococcus* ferment extract activates bacteria beneficial to the skin while suppressing harmful bacteria, and improving the protective structure and microenvironment of the skin. The extract has a two-year shelf life without any need for chemical preservatives. It prevents skin aging with antioxidant effects similar to vitamin C. Acne-relief effects are supported by clinical testing.



# BIO ME MANIA

## SKIN CARE

Eldan Cosmetics Italia SRL (Italy)  
REBALANCE - Rebalancing Cream with Prebiotics PH.5.5  
Hall 4 – Booth H07

Rebalancing Cream with Prebiotics PH.5.5 by Eldan Cosmetics Italia contains prebiotic active ingredients that control excess sebum production, stimulate the skin's microbiome, and help keep it in a natural balance. The light and velvety emulsion also contains polysaccharides together with mandelic acid, lactic acid, and pink myrtle extract that additionally have an anti-wrinkle effect. The cream is applied morning and evening after cleansing the face.



# BIO ME MANIA

SKIN CARE

Ofi SpA (Italy)

Bottega di LungaVita - VITA AGE® Pre+Probiotic  
Hall 4 – Booth G03

VITA AGE® Pre+Probiotic by OFI is a revitalizing treatment for the face that restores the pH balance of the skin, keeps the loss of transepidermal water under control, prevents the thinning of the lipid barrier, and normalizes the composition of fatty acids. The formula contains prebiotic fibers of beta glucan and molecules of hyaluronic acid that work synergistically to maintain the correct degree of humidity and offer an anti-dryness action. A delicate fragrance makes the revitalizing treatment fresh and pleasant to use.



# BIO ME MANIA

## SKIN CARE

J.C. People Co., Ltd (South Korea)

When - Wheat-y-Polish Enzyme Powder Wash with FerMi™ Meal

Hall 3 – Booth D20

When Wheat-y-Polish Enzyme Powder Wash with FerMi™ Meal by J.C People is a gentle, gluten-free, vegan daily powder wash derived from traditional Korean wheat containing proteases (proteolytic enzymes) and Korean rice powder that help to remove dead skin cells, reduce sebum, and promote cell renewal by accelerating cell metabolic activities for a luminous, glass-like complexion. This non-abrasive, water-activated exfoliating wash transforms into a creamy foam and thoroughly cleanses the face without stripping the skin barrier.





# HAIR M.D.

## Luscious locks & not losing locks

Temporary hair loss and thinning hair is an ongoing after-effect of pandemic-related stress and anxiety. However, a spate of hair care innovations is helping ailing manes with a variety of supplements, serums, leave-in treatments, and new technologies that deliver proprietary blends of ingredients deep into the follicular layer, activate hair follicles, strengthen the structure of weakened hair, encourage regrowth, and restore fullness. Scalps, too, are receiving some TLC with solutions for itchy, flaky scalps that can exacerbate follicle damage. The good news: stress-related shedding is reversible. Hair M.D. to the rescue.



# HAIR M.D.

HAIR

Nuggela & Sulé (Spain)  
F11 Treatment  
Hall 3 – Booth J14

F11 Treatment by Nuggela & Sulé is a high-performance capillary treatment that consists of a kit with Premium No.1 Shampoo with red onion extract and Hair Regenerator Serum that has been clinically demonstrated to accelerate hair growth by 41.2%. The treatment is indicated for all hair types, especially thin or weakened hair, and helps regenerate bald areas. F11 Treatment also increases hair thickness by 17.9%, and hair density by 11.6%. Results are seen after 56 days of use.



# HAIR M.D.

SUPPLEMENT

Collagen Lift Paris (France)

HAIR

Hall 3 – Booth G03

HAIR by Collagen Lift Paris is a daily supplement that decreases hair loss, stimulates the regrowth of healthy hair, and prevents greying. Ingredients include champagne grape seed extract to prevent hair loss, keratin and biotin to strengthen hair, bamboo powder (silica) to prevent thinning, and nettle leaves and zinc sulfate to stimulate new hair growth. Copper gluconate prevents greying. The product is vegetarian, gluten-free, and GMO-free.



# HAIR M.D.

HAIR

Morgan Pharma Srl (Italy)  
IMMUNO XIDIL® for Man  
Hall 4 – Booth G25

IMMUNO XIDIL® for Man by Morgan Pharma is a topical treatment that uses microtechnology for the treatment of androgenetic alopecia and telogen effluvium. The microemulsion format (medium particle size 70nm) enables the product to reach the deepest layers of the scalp. Active ingredients include enoxolone that reduces microinflammation of the scalp, Kopexil that stimulates microcirculation, extracts of *Serenoa repens* and *Pygeum africanum* that reduce the level of DHT, and melatonin and rosemary oil that deliver antioxidant benefits. The efficacy of the product has been clinically proven on 60 patients.



# HAIR M.D.

HAIR

Ossome Pte Ltd (Singapore)  
Exosome+ Hair Regrowth Tonic  
Hall 6 – Booth K30

Exosome+ Hair Regrowth Tonic by Ossome Hair reactivates hair follicles by encouraging hair growth thanks to Exosome™, a proprietary blend of proteins and triple-peptides developed in Ossome's laboratories. State-of-the-art nanoliposome encapsulation delivers proteins and peptides deep into the follicular layer of the epidermis, providing 24-hour UV defense and urban protection, and 72-hour deep hydration with added Pentavitin. This vegan health system was developed with clean technology and has been approved by clinicians.



# SKIN RESET

## Derma-therapy for stressed-out skin

While the idea of a “skin reset” might seem like a derma-fantasy, a breadth of scientific innovations is tackling the myriad and changing ways in which stress manifests itself on the skin, including inflammation, redness, cellular aging, dryness, and dehydration. The emphasis is on identifying, and addressing, a variety of skin states and personalized needs with the safest active ingredients underpinned by rigorous clinical testing. Natural ingredients, too, are meeting new levels of safety with greater transparency when it comes to sourcing and traceability. Trust, as ever, is paramount for consumers.

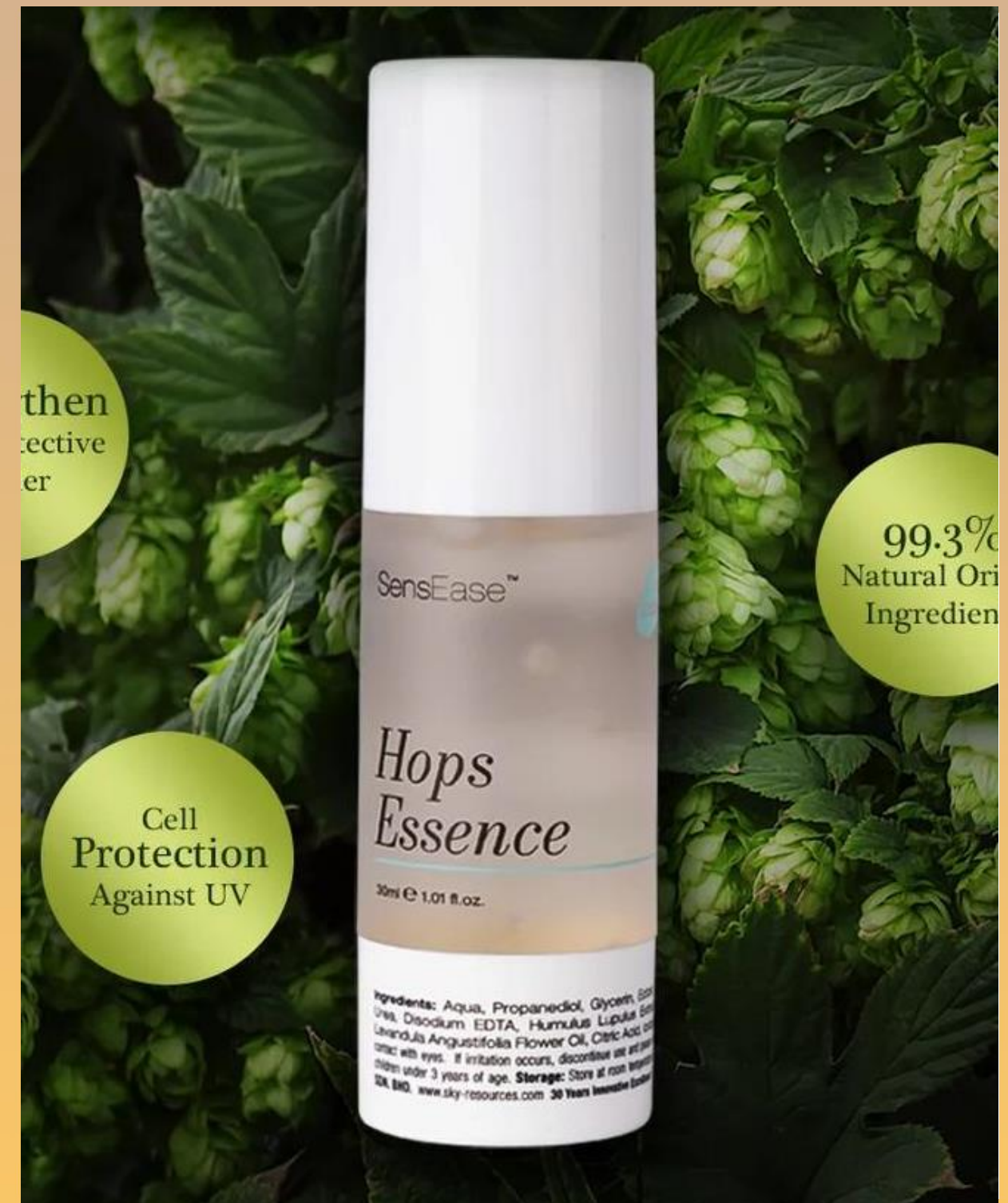


# SKIN RESET

## SKIN CARE

Sky Resources Sdn Bhd (Malaysia)  
SensEase - Hops Essence  
Hall 4 – Booth K24

Hops Essence by Sky Resources activates, strengthens, and sustains the protective skin barrier. It features a naturally bitter ingredient, *Humulus lupulus* (hops) extract, a compound that exists in nature and helps to activate the “bitter” sensors in the skin. The product soothes sensitive skin and boosts the skin’s natural defense immunity against bacteria, pollutants, and chemicals. The formula also includes ectoin which acts as a powerful warrior to protect the skin against environmental stress and deliver superior moisturizing benefits.



# SKIN RESET

## SKIN CARE

Wideal International Trade Limited (Hong Kong SAR, China)  
Jennifer Young - Itchy Body Oil  
Hall 5 – Booth L13

Jennifer Young - Itchy Body Oil by Wideal International Trade was co-created by the NHS in the UK, and developed to meet the needs of people with varying levels of sensitive skin. This gentle, multi-tasking oil is formulated with a blend of five natural oils including calendula, as well as vitamin E to moisturize and reduce skin irritations. It soothes allergic skin and repairs inflammation, leaving skin feeling hydrated and revitalized. The product treats people with delicate skin and eczema sufferers. It also aids cancer patients who are undergoing, or recovering from chemotherapy and radiotherapy, and whose skin is very sensitive.





# SKIN RESET

SKIN CARE

HWCOSCOCO (South Korea)  
Medipair Calming Booster  
Hall 4 – Booth J15

Medipair Calming Booster by HWCOSCOCO is a serum that delivers anti-inflammatory and immune-boosting benefits. It contains vegan-certified MultiEx BSASM® Plus that comprises patented ingredients from seven plant extracts to calm irritated skin. It also has a texture that is heavier than water but lighter than an ampoule. The severity and degree of atopic eczema showed a 76.5% improvement upon application, with suppression of inflammation and calming effects. The product's safety and effectiveness has been proven through clinical evaluation.

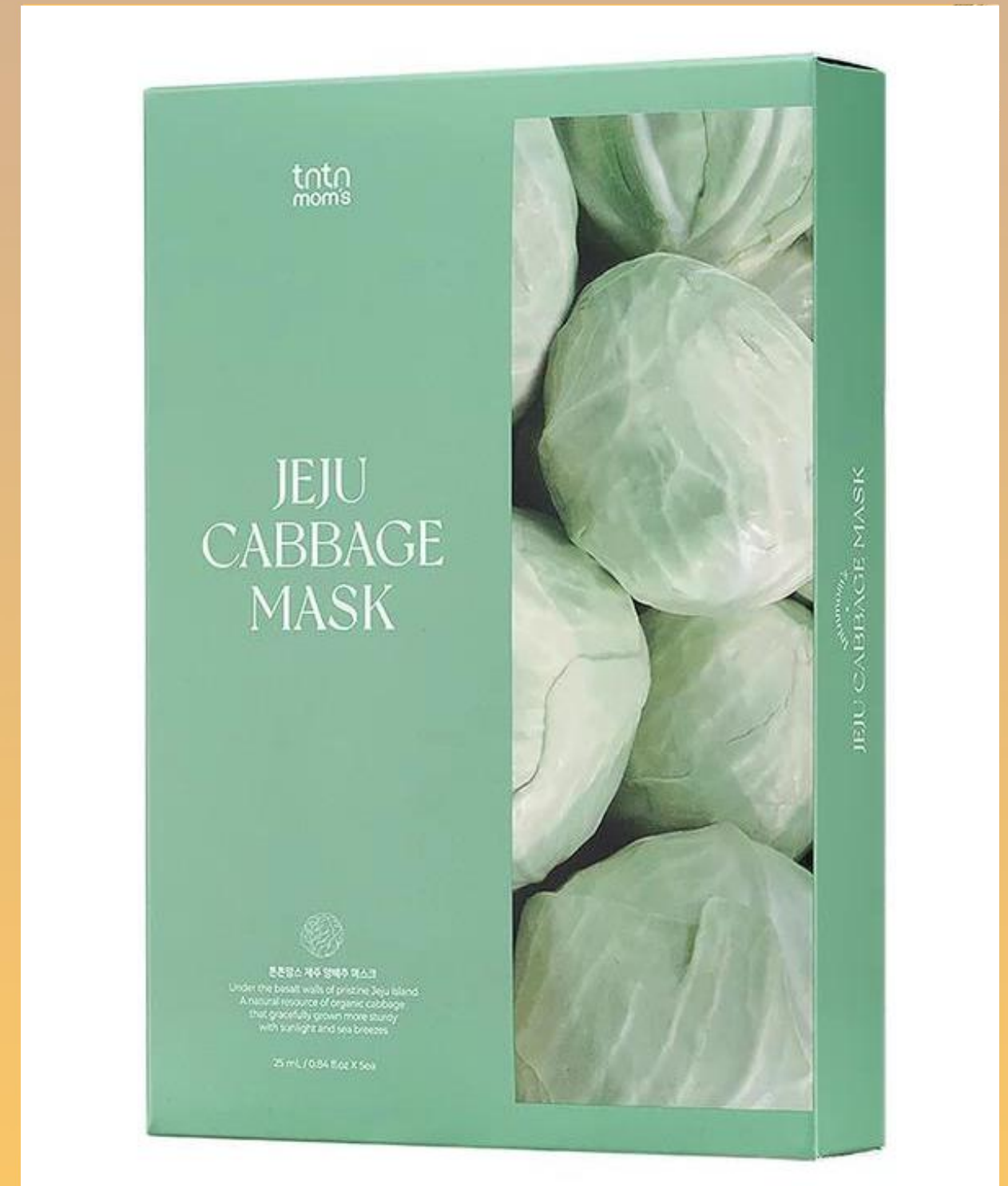


# SKIN RESET

## SKIN CARE

Tenbox Corp. (South Korea)  
tntn mom's Jeju Cabbage Mask  
Hall 5 – Booth L23

tntn mom's Jeju Cabbage Mask by Tenbox Corp features organic cabbage extract from the volcanic soil of Jeju Island in South Korea. This vegan-certified, EWG Green-grade product has been dermatologically tested for suitability for highly sensitive skin. It delivers facial detox, anti-inflammation, and antioxidant benefits. The product is safe for use by pregnant women.



# PLUMP UP THE VOLUME

## Minimally-invasive treatments gain popularity

In the pursuit of rejuvenated skin, why endure invasive procedures if you don't have to? Non-invasive or minimally-invasive procedures have the added benefit of yielding a more natural-looking outcome compared to more extreme procedures that require undergoing the scalpel. "Slow" plastic surgery, as it has sometimes been called, covers the gamut from the newest generation of dermal fillers and Botox alternatives, to cosmeceutical-grade serums and at-home products that refresh the face and body with zero downtime. Skin refining reaches new heights with high-performing proprietary molecules and patented technologies.



# PLUMP UP THE VOLUME

## SKIN CARE

Tegor Group (Spain)  
Tegoder Cosmetics - Deluxe Rejuven Booster  
Hall 5 – Booth A16

Inspired by three of the most in-demand medical aesthetic facial treatments (infiltrations of hyaluronic acid, Botox and collagen), Deluxe Rejuven Booster is a firming and rejuvenating facial booster active concentrate that enhances, activates, and reinforces both professional and personal facial treatments. The product is a new concept of facial firming and rejuvenation featuring active ingredients that serve to increase the efficacy of anti-aging products that are subsequently applied. It is most suitable for Asian skin types and environmental conditions.



# PLUMP UP THE VOLUME

SKIN CARE

Egfology Co., Ltd (South Korea)  
EGF Program MTS Ampoule  
Hall 5 – Booth F10

EGF Program MTS Ampoule by Egfology, the result of K-biotechnology, is a highly purified active EGF ampoule that strengthens the skin against visible signs of aging, and enhances skin resilience. It penetrates the skin, boosts skin cell regeneration and cellular metabolism for a firmer, lifted look. The product, which has been presented at medical congresses and used in clinics, is safe for all skin types. It is fragrance-free and preservative-free.



# PLUMP UP THE VOLUME

SKIN CARE

Invity Pte Ltd (Singapore)  
Youth Activating Instant Filler  
Hall 4 – Booth K28

Youth Activating Instant Filler by Invity is a non-invasive treatment that boosts hydration levels and increases the rate of collagen production in the skin. It is formulated with a scientifically-proven combination of patented HA technology, NAD, and collagen-boosting botanical extracts. This advanced, cosmeceutical-grade serum instantly lifts the skin and reduces the appearance of fine lines and wrinkles. A 28-day consumer study of 23 participants aged 30 and above showed that 96% found the product has a skin-firming effect.



# PLUMP UP THE VOLUME

SKIN CARE

Labo Cosprophar Suisse (Italy)

OXY-TREAT

Hall 4 - Booth G09

OXY-TREAT by Labo Cosprophar Suisse is dermo-cosmetic therapy for at-home use. It combines the regenerative properties of active oxygen with functional transdermic molecules to reduce the number and depth of wrinkles, and solve specific skin problems. OXY-TREAT also boasts a luxurious, eye-catching design.



# ILLUMINATORS

## Switch on your skin's inner light

Healthy, glowing skin that looks “lit from within” is easier to achieve thanks to powerful new brightening ingredients, technologies, and professional-level at-home devices that boost the skin’s repair process, improve uneven skin tone, protect skin cells from free radical damage, and boost luminosity. The newest innovations aim for gentler, less abrasive brightening, with a cocktail of active, skin-loving ingredients that cause minimal irritation and achieve maximum results. They also deliver a boost to the senses, transforming the daily skin care routine into welcome moments of wellness.





# ILLUMINATORS

## SKIN CARE

Banobagi Co., Ltd (South Korea)  
Alpha Radiance Serum  
Hall 4 – Booth H14

Alpha Radiance Serum by Banobagi is formulated with a high concentration of alpha arbutin, a powerful skin brightener known for being ten times more powerful than beta arbutin, and gentler than its counterparts. It also targets discoloration and dullness. Glacial water and niacinamide, in synergy with alpha arbutin, replenish the skin's moisture levels to brighten, hydrate and even out skin tone, achieving a radiant glow. The serum is hypoallergenic and dermatologist-tested.



# ILLUMINATORS

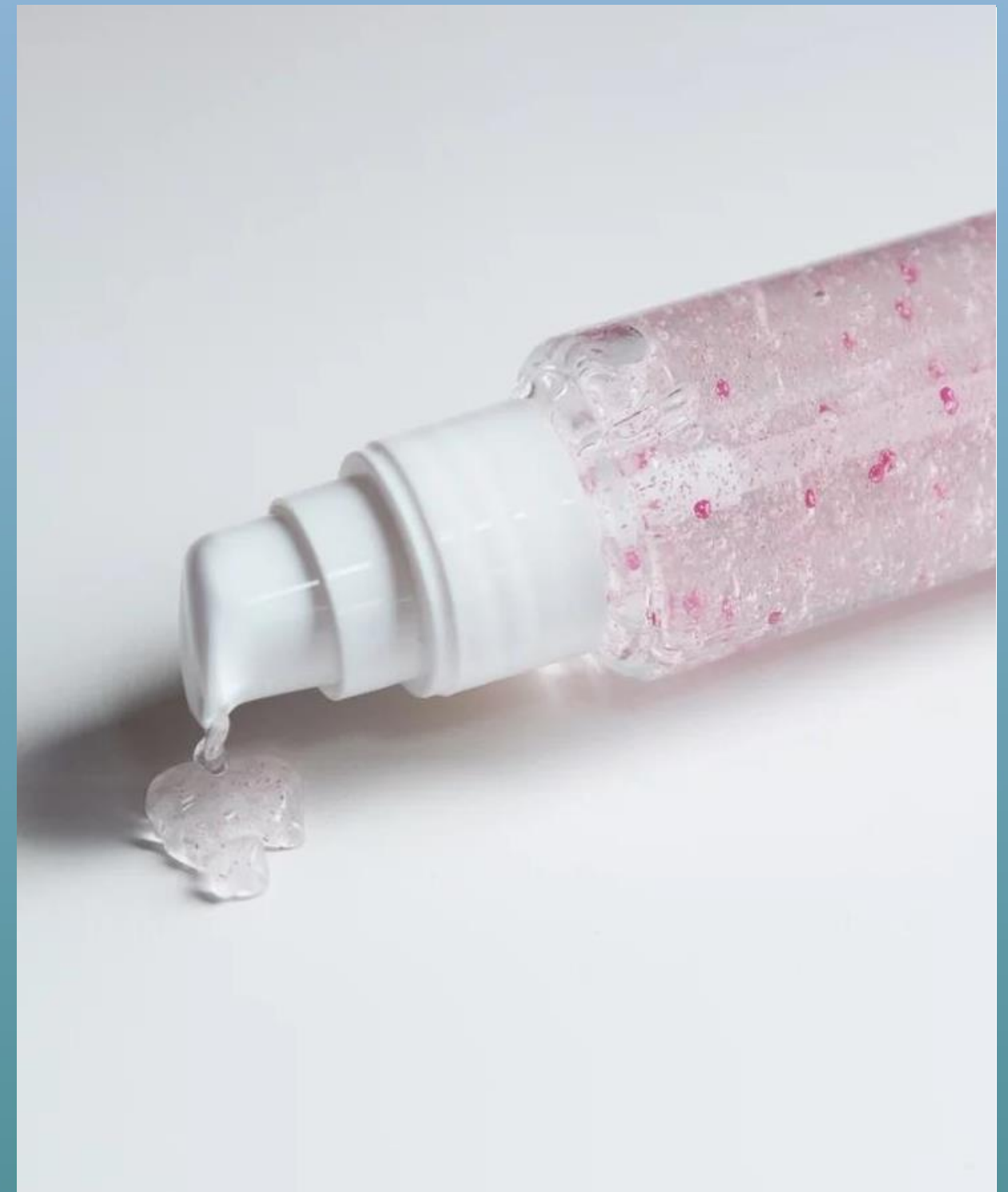
SKIN CARE (Private Label)

Cosmewax (Spain)

Instant Radiance Pearls Primer

Hall 3 – Booth J10

Instant Radiance Pearls Primer by Cosmewax, a contract manufacturer, is a transparent gel that prepares the skin for smooth make-up application, in addition to providing hydration and radiance. This vegan, lightweight clear gel primer is made of 94% ingredients of natural origin. It includes Kakadu plum for brightness and luminosity, hyaluronic acid to retain moisture, and inulin which protects and balances the skin microbiome. Instant Radiance Pearls Primer has a sensorial texture thanks to two types of pink beads: smaller encapsulated titanium dioxide for a blurring effect, and encapsulated vitamin E.



# ILLUMINATORS

## SKIN CARE

Lustre Skin (United Kingdom)  
LUSTRE® ClearSkin Renew Pro Facewear  
Hall 5 – Booth F15

LUSTRE® ClearSkin Renew Pro Facewear by Lustre Skin is a fully flexible, wireless, and app-operated LED mask for use on four facial zones. The mask harnesses the power of red, infrared, and blue light to energize and revitalize the skin, and reveal a glowing complexion. The mask's efficacy is supported by clinical tests.



# ILLUMINATORS

## SKIN CARE

N&B Natural is Better (Italy)

VIT C+ Ultra Mask Intensive Radiance – Overnight Face Care

Hall 4 – Booth G16

VIT C+ Ultra Mask Intensive Radiance – Overnight Face Care by N&B Natural is Better is an overnight treatment that helps the restructuring and rejuvenating skin process with an immediate and brightening effect. The nutrient-rich organic formulation transforms the skin with a blend of vitamin C, aloe vera, olive oil, vitamin F, fructo-oligosaccharides, beetroot, bakuchiol, caper, and prickly pear. The cream-gel texture promotes skin wellness while reducing the signs of spots and uneven skin tone. Wake up with a smoother, radiant, and velvety complexion.



# BEAUTYSTREAMS

For more expert insights and trends in the beauty sector, visit:

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