



NEW IDEAS FOR COLOURFUL MAKE-UP

Colour cosmetics | These were the key trends at the show MakeUp in NewYork: sophisticated and changing textures in formulations, and nomadic and environmentally-friendly ideas in packaging.

For this year's **MakeUp in New York**, which took place from September 7–8, 2016, 29 participating exhibitors submitted 63 products for the tree of innovation. The 24 selected products included 11 formulations, 5 packaging ideas, 5 full service concepts and 3 accessory ideas.

www.makeup-in-newyork.com

Winning formulations

The **Countless Effect Eyeshadow**, presented by **Aircos**, with pearlescent coated binder, is easy to inject and modulate to create infinite surface effects. The back-injection technology creates a silky and airy texture.

www.aircos.fr

The **Baked Eyeshadow Quilted Collection** by **Cosmetic Group USA** are

baked powders that do not require an airtight container and will not shrink in the jar. The surface decoration can be any chosen design. The company's **Baked Highlighter Collection** has metallic highlights all the way through to the bottom of the jar. The company's **Baked Special Effects Collection** has high-contrast metallic highlights that swirl throughout the entire jar.

www.cosmeticgroupusa.com

The **Bouncy Foundation** by **Italcosmetici** is a creamy, elastic texture that melts on the fingertips when applied, almost turning into a liquid and providing a cool feeling. The company's **Natural Mat Foundation** is a soft, silky cream foundation easily applied and suitable for all skin types. This formulation is the result

of much research, with the final aim being to satisfy a wide range of consumers who do not want silicone and mineral oil derivatives, but still want the same final effects of these ingredients: a good coverage and lasting on the face, hiding all the imperfections.

www.italcosmetici.com

Colorup Lipgloss by **Pascual Cosmétiques**, with its 99.8% natural ingredients, is a "green"-inspired lip gloss. It coats the lips with a colour that becomes gradually more and more intense. This development combines performance technology with the reliability of nature.

www.pascualcosmetiques.com

4 in 1 Lip Topping by **S & J International** means that four looks can be achieved by only one lip colour. **Go**

photos: Kalmar, Suzhou Ante Cosmetics, S&J International, Unipack, Anna Subbotina, Shutterstock.com

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www.lonzaconsumercare.com

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Kolmar's spongy texture is a water-free, bronzer



The lip balm by Suzhou features a flower and real 24K gold chips inside the lip balm



Instead of opening and closing the lid of Unipack's Dial Palette, it has to be rotated



S & J's solution for four looks with only one product

Shine is liquid glossy lustre that can be worn on the lip and provides the mirror-like shine of a gloss. **Go Matte**'s creamy texture for a satin mattified look can also be worn on the lips. **Go Glam** is a liquid luminiser that provides a luminous and metallic look. **Liquid Lip Color** is a weightless and smooth cream-to-powder formula and has the intensity of a stain.

www.snjinter.com

The easy-to-apply **Food Grade Lip Gloss** by **Step Cosmetics** is hydrating and nourishing. The company's **Pre-Baked Hybrid Eyeshadow** is based on the new patent-pending **Knead Tech Technology**, which uses high speed and the increase of temperature to pre-bake the pigments. This is to create a special hybrid eye shadow texture which is very sensorial and has very good writing properties.

www.stepcosmetics.com

24 PRODUCTS WERE SELECTED THIS YEAR FOR THE TREE OF INNOVATION

Prize-winners in full service

Perfume Touch Up by **Alkos Group** is an invisible skin fragrance for on-the-go usage. This transparent solid fragrance, to be used any time during the day or night, delivers a subtle scent. Its very light texture glides smoothly and effortlessly on skin and its portable pencil packaging is the convenient solution for easy touch-ups. The soft texture melts onto the skin, leaving it comfortable, luminous and smelling nice. It is simply applied on the pulse points, such as wrists, neck and cleavage.

www.alkos-group.com

24 Flower Lip Balm by **Suzhou Ante Cosmetics** features a beautiful flow-

er inside the lip balm and on top of this, real 24K gold chips to make it even more attractive.

www.antecosmetic.com

Invisible Brow Fix by **Faber-Castell Cosmetics** is a precise styling tool with a non-sticky feel to fix, groom and style unruly brows. The clear brow gel allows for precise, smooth styling, leaving a comfortable, non-sticky feel. The micro-bristles ensure blending in a continuous track.

www.fc-cosmetics.de

Lock Your Lips by **Mascara Plus** is neither a lipstick nor a lip gloss. It is a lacquer for lips that combines colour, lightness and freshness. It is made with a mixture of soluble colourants and film-forming polymers that dry quickly, leaving a smudge-free and long-lasting intense colour on lips.

www.mascaraplus.com

The **Glimmer Silk Sponge Cream** by **Kolmar Laboratories** with its mouldable texture in the form of a silky, spongy cream creates a water-free, shimmering face and body. It is GMO-, gluten-, oil- and animal content-free. The company's patented filling process paired with an unusual blend of elastomeric gels and

THE 2ND PACKAGING CONTEST IN NEW YORK

For the second year, **MakeUp in NewYork** hosted a **competition** open to both **American and overseas universities** focused on **packaging**. Out of the seven universities solicited, four were successfully selected for the second stage (Wisconsin, Rutgers and Houston Universities and Esepac in France). Juries from the brands, the digital universe and also the formulation have selected **four winning student** groups based upon the practicality, aestheticism and general presentation of their projects: the first prize went to the team of Aaron Hernandez, Jessica Hedge and Erin Lew from the University of Houston. The second prize went to Esepac's team Manon Blanc, Amélie Morin and Corentine Trostel. Brian Loja from Rutgers University scooped the third prize and an honourable mention went to Esepac's team Tanguy Audergon, Fanny Chambon and Alex Mostier. The video of their project can be seen at www.youtube.com/watch?v=hBVXIXNSJhs.

powders create a sheer, buildable system that glides on effortlessly, blending like a cream but leaving a satin, powder-like finish on the skin.

www.kolmar.lookchem.com

The winners in packaging

Artist Bubble by **Albea** meets the trend of nomadic packaging. It offers precision, ease of use and practicality. Due to its portability, it facilitates fast touch-ups of makeup. The company's **Parisian Kiss** combines the elegance of an stylish pack with its Baystick technology, the best guided mechanism for lipstick on the market. This mechanism is specifically designed for creamy and melting formulas. The stick remains intact throughout the life of the lipstick. The airtight packaging protects the formulation.

www.albea-group.com

Bamboo Cosmetic Container by **Cosmei** is made of bamboo, a weed that grows very fast and needs to be cut to avoid environmental damage. The material is 100% natural and recyclable. The formulation contains bamboo powder, PLA, corn starch and organic pigments.

www.cosmei.it

One Touch by **Qualipac America** is an airtight container whose standard mechanism releases the cap with one press. The flexible design can easily be customised for various makeup product applications such as liquid makeup, lip gloss, mascara, eyeliner, concealer, nail polish, etc.

www.groupe-pochet.fr

Dial Palette by **Unipack Korea** has an unusual easy-to-use mechanism. Instead of opening and closing the lid, the lid just needs to be rotated. It can contain five colours and five different makeup formulas such as eye shadow, lip balm, lipstick and so on.

www.unipac.co.kr

Winners in accessories

Extra Soft&Full Fibre by **Pennelli Faro** is a 100% animal-free brushes collection designed for brands positioned in the top-end. The percentage of filaments normally gathered in the metallic part of a brush, the ferrule, has been dramatically increased in the Soft&Full brushes to get incredibly full, dense tufts, with a particularly high performance.

www.pennellifaro.com

2-In-1 Multi Brush by **Asadal Beauty** seems like just one brush when the cap is closed, but the bottom contains another small brush. The cap protects the hair and keeps it clean.

www.asadalbeauty.com

The idea of **Pennelli Faro's Murano Makeup Brushes** is to match tradition with innovation. A meeting in a craft shop in Murano, the city of glass, led to the idea of a collection of masterpiece brushes. Each piece is the result of an artistic concept, of the thought-out direction of manual cutting a sheet of glass, created using an ancient and unique technique handed down for generations. The coloured fibres are merged and pearlescent woven materials dive into the transparent glass. Each brush is a collector's masterpiece.

www.pennellifaro.com

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