

COSMOPROF

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亞太區美容展

presents

COSMO  
TRENDS

Exclusive report curated by

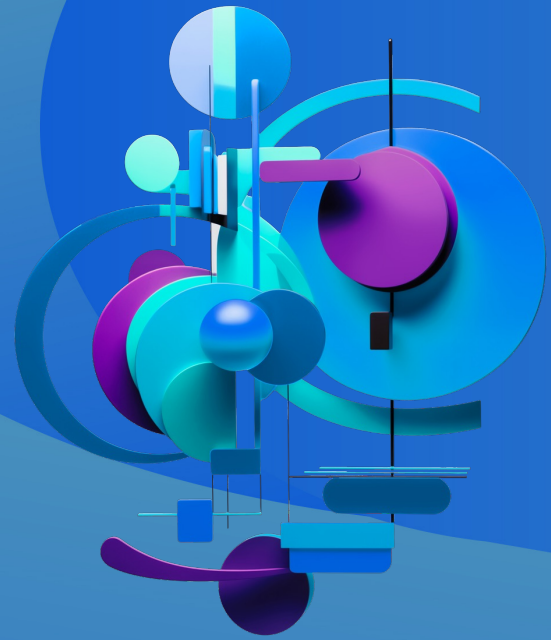
**BEAUTYSTREAMS**

In a changing world, in which consumers are ever-more educated and have high expectations of products, beauty innovation can't stand still. To celebrate those brands that are championing exciting product development, 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 2023. For this initiative, Cosmoprof Asia 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 captures what is new and next and provides a vital perspective on beauty's future directions.

# TRENDS OVERVIEW

Science and sensorial effects both have a role to play in beauty, as the latest launches from brands attest. In one direction, the boundaries of skin care are being pushed with formulations that employ advanced ingredients, from the skin-regenerating effects of epidermal growth factors and exosomes to tech devices that deliver LED care that goes beyond the face, to the hands or scalp. Meanwhile, as a flawless, clarified complexion is a perennial skin care goal for consumers – and with make-up trends zeroing in on a clean, glass-like skin aesthetic – products that banish blemishes, from dark spots to large pores, come to the fore. And to add an engaging element to the beauty experience, formulas with innovative heating and cooling effects are proving popular. This year, beauty breakthroughs abound.



## FULL CELL AHEAD

Tapping into the skin-regenerating properties of epidermal growth factors



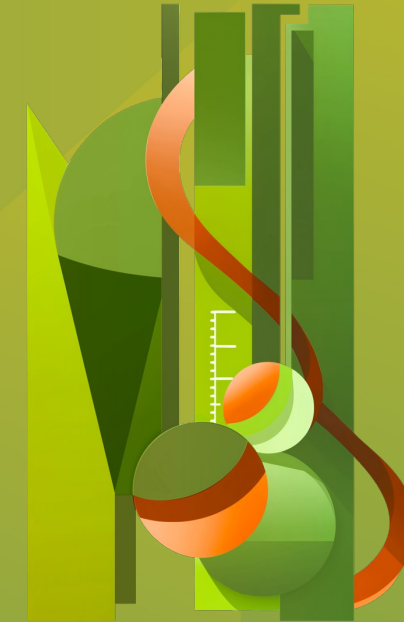
## EXO-MAX

Harnessing the skin-healing powers of exosomes



## ALL CLEAR!

Products that promote skin clarity



## TEMP SETTERS

Upping the sensorial factor with heating and cooling effects



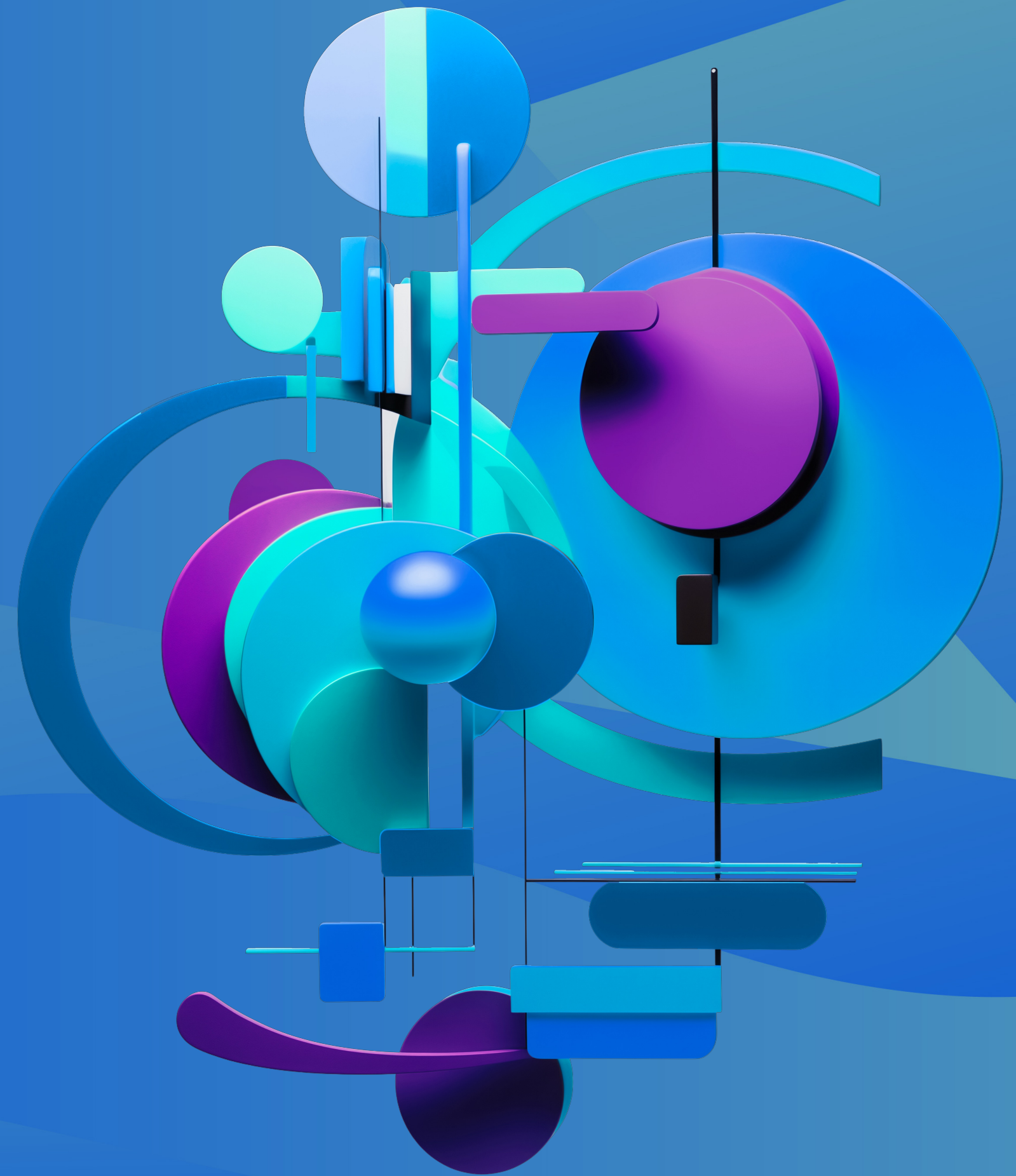
## TECH, STRETCHED

High-tech devices that treat the body and scalp

# FULL CELL AHEAD

## Tapping into the skin-regenerating properties of epidermal growth factors

Epidermal growth factors are polypeptides developed to speed wound recovery and stimulate skin growth. Derived from human, animal, or plant cells, EGF is being touted in formulations as a silver bullet to help skin regenerate to combat the effects of aging; after aesthetic treatments; or to recover from sun damage. It's also being used to benefit the skin on the scalp. With consumers continuing to be captivated by skin products that draw on advanced innovation, EGFs are the latest compelling chapter in science-led skin care's story.



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# FULL CELL AHEAD

## SKIN CARE

CIESKIN (U&B) (South Korea)

**Skin Derma G Essence**

HKCEC Hall 1E/ Booth: 1E-E4C

Derma G Essence employs G9 growth factors within its formula, which the company states combine with peptides to offer “skin regeneration.” To help the product penetrate the skin’s layers, spicules – microneedle-like structures derived from sponges – are blended into the formula, allowing the product to address skin problems at “a cellular level,” the brand says. The formula works in the skin for approximately 72 hours, acting to facilitate cell division and the removal of dead skin cells, to “treat and rejuvenate the dermal layer of the skin by itself.” Its ingredients include growth factors EGF, IGF-1, PGF, VGEF, SOD-1, BFGF, acetyl hexapeptide-8, HGH, KGF-1, SOD-1; glutathione, antimicrobial peptides; beta-glucan; *Centella asiatica*; niacinamide; and spicules.



# FULL CELL AHEAD

## SKIN CARE

Egfolgy (South Korea)

**EGF R3 Ampoule Mist**

HKCEC Hall 1E/ Booth:1E-E7A

Designed for professional use, Egfolgy's EGF R3 Ampoule Mist contains T-EGF™, the company's own ingredient which Egfolgy describes as "an innovative active ingredient that matches 99% of the structure and function of human EGF" – or epidermal growth factors, which activate skin regeneration. The T-EGF™ ingredient is also, Egfolgy says, the only certified active EGF recognized by Korea's Ministry of Food and Drug Safety, with double functional cosmetic certification for wrinkle improvement and whitening. The regenerating mist is intended to be used after aesthetic or laser treatments to calm sensitive skin and restore the skin barrier's resilience, Egfolgy says.



# FULL CELL AHEAD

## HAIR CARE

HansPharma Co., Ltd. (South Korea)  
**klardie Scalp-repair Cellup Ampoule**  
HKCEC Hall 3E/Booth: 3E-B2B

The star ingredient in klardie's Scalp-repair Cellup Ampoule is USF 71™, an ingredient developed by Hans Pharma Co. which contains "various growth factors that can provide rich nutrition for hair, making newly grown hair more solid," the company says. The ingredient is a patented human umbilical stem cell culture that the company says "contains more than 71 complex growth factors that are valid for skin improvement." Alongside USF71™, the ampoule features ectoin; the SCALPFREE-05™ complex, which conditions the scalp and leaves it comfortable; and salicylic acid, menthol, and panthenol. Together, these ingredients strengthen the hair follicle, enhance the growth of new hair, and nourish the hair and scalp. The formula is applied to the scalp via an innovative, roll-on pen-like applicator.



# FULL CELL AHEAD

## SUN CARE

Dermaesthetics Beverly Hills (USA)

**UV Shield: EGF FGF DNA Sun Protection**

HKCEC Hall 1E/ Booth:1E-J5E

Epidermal growth factors within this facial sunscreen offer “defense against aging and cell damage,” Dermaesthetics Beverly Hills says. Alongside EGF, the product contains FGF, or fibroblast growth factors, which offer multi-chain amino acid and nutrient delivery throughout the skin’s layers, as well as sodium deoxyribonucleic acid (DNA) for cell recovery and rehabilitation. This all adds up, the brand says, to a formula that “not only shields skin but also repairs it.” With SPF 47+ broad-spectrum/PA+++ protection, the facial sunscreen feels light on the skin and is non-comedogenic, and suitable for wearing under make-up. Founded by Dr. Ann Lee in 1988, Dermaesthetics describes itself as having a Korean-American formulation philosophy.





# EXO-MAX

## Harnessing the skin-healing powers of exosomes

Exosomes are described as “emerging bioactive substances involved in multiple biologic and cellular activities of the skin,” with “enormous potential as therapeutic and cosmetic ingredients.” Acting as messengers in the body, in skin care exosomes are said to promote cell regeneration, enhancing the skin’s innate healing capacity, while their small size means they help other actives to penetrate the skin’s layers. So it’s no surprise that this ingredient is popping up in myriad advanced skin care formulations. Among them are exosomes derived from the rose and cica plants, with these ingredients promising to address skin issues such as dark spots, wrinkles, and even repair for acne-prone skin. Get ready for next-gen skin regeneration.



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# EXO-MAX

## SKIN CARE

Eleven Huesday (TMC KOREA) (South Korea)

**Despot Exo-Bright Corrector**

HKCEC Hall 1E/ Booth: 1E-F6E

This serum, intended to correct dark spots around the eyes and wrinkles around the mouth, employs *Rosa damascena callus* extracellular vesicles obtained via exosome technology, TMC Korea says. This, the company notes, creates a “high-purity exosome separated and refined directly from damask rose,” whose small particles mean they can penetrate the skin to improve wrinkles’ appearance. With its syringe-style packaging emphasizing its targeted care, the serum also contains tranexamic acid, niacinamide, and PDRN to promote cell regeneration, milk protein to improve elasticity, and ceramides for moisture.



# EXO-MAX

## SKIN CARE

DERMAFIRM® (South Korea)

CICAA.C Range

HKCEC Hall 1E/ Booth:1E-C1B

Exosomes derived from *Centella asiatica* (otherwise known as cica), alongside *Centella asiatica* leaf extract, power the CICAA.C line, which targets acne-prone skin. The *Centella asiatica* exosomes, extracted with Dermafirm's patented technology, have anti-inflammatory effects on the skin, Dermafirm says, while also helping the products' active ingredients to penetrate the skin "quickly and deeply." Meanwhile, the *Centella asiatica* leaf extract also imparts soothing and regenerative effects. The five products in the range are intended to be used in synergy with one another, and they are suitable for use on sensitive skin. The line comprises a cleansing foam, an essence toner, a serum, a tone-up cream, and a spot cream.



# EXO-MAX

## SKIN CARE

LECELIQUE (Salty Family Group Co., Ltd) (South Korea)

### Intensive Facial Cream

HKCEC Hall 1E/ Booth:1E-G6C

This cream is formulated with a blend of saxiline exosome, derived from the alpine plant saxifrage, and pro-xylene, a sugar-derived ingredient that's said to rebuild the skin's extra-cellular matrix, which the company says "constitutes a breakthrough, synergistically enhancing skin's resilience, promoting elasticity, and diminishing wrinkles." Created to address aging concerns, from promoting skin firmness to restoring elasticity, the cream also contains Swiss glacier water, for a hydrating and stress-protecting effect on the skin. In addition, its Alps Gold Lock Complex, composed of Alprose O, marigold flower extract, and horse chestnut bark bio extract, brings antioxidant and anti-inflammatory benefits. And the ingredient Black Bee Ome is a black bee honey ferment that restores skin's natural microflora and its skin barrier.



# EXO-MAX

## SKIN CARE

RADKIN (South Korea)  
Subtle Point Aquasome  
HKCEC Hall 3E/ Booth: 3E-D4E

This treatment has an exosome base, to create a formula that “provides instant moisture,” Radkin says, while improving the skin barrier, strengthening skin’s extra-cellular matrix, improving skin resilience, and improving skin tone. Also among this topical serum’s ingredients is *Arnica montana*, a healing plant with anti-inflammatory, antibacterial, antifungal, and antioxidant activity; colloidal gold for improved ingredient delivery and antioxidant effects; and senolytics, ingredients that selectively promote the death and clearing, or apoptosis, of senescent, or “zombie” cells that are stuck in the cell cycle and secrete inflammatory factors, creating an aged-looking skin. The ingredients are encapsulated in “a modified Spherosome [encapsulation technology] that protects active ingredients in hot temperatures, and enhances skin delivery of active ingredients,” Radkin says. This in turn enhances the product’s skin cell-revitalizing qualities.



# ALL CLEAR!

## Products that promote skin clarity

Achieving flawless, clear skin is a wish that spans generations. Whether it's dealing with hyperpigmentation and dark spots, red patches, or acne and large pores, the holy grail for consumers is skin that's ultra-refined. Enter products that employ myriad ingredients to counter common skin blemish concerns. Whether it's epidermal growth factors or bio-mimetic peptides to treat dark spots, tranexamic acid to brighten the skin, or natural ingredients to minimize pores, these products all play into the current beauty trend for allowing one's clear complexion to shine.



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# ALL CLEAR!

## SKIN CARE

REBLOCELL Co., LTD (South Korea)

**Glossom Serum**

HKCEC Hall 1E/Booth:1E-L6H

Formulated with EGF, or epidermal growth factors, this serum is intended to combat “freckled and blemished skin,” the brand says. Containing four ppm EGF, and composed of just nine ingredients, the serum “stimulates skin cell generation and enhances skin elasticity,” the company says. It also acts to reduce moisture loss by a factor of 2.2 and reduce pore volume by a factor of 16.9. Rebloccell says its products are targeted at professional spas and clinics.



# ALL CLEAR!

## SKIN CARE

Cos Therapy Ltd (Hong Kong region)

**LHA LALA Peel**

HKCEC Hall 3E/ Booth:3E-C4B

This peeling product, intended for use in salons, not only promotes epidermal renewal, improving “melanin, antibacterial, and anti-acne functions,” the company says, but it acts to “fill” and strengthen the skin. Calling itself a “fourth-generation peeling product,” the formula contains LHA, or lipo hydroxy acid, which is gentler on the skin than other commonly used acids, reducing irritation and redness and skin’s recovery period. This combines with HP-Sol, an alkaline ingredient extracted from olive and coconut oils, that helps to activate fibroblasts and “normalize the skin cells’ cycle by remodeling collagen and elastic fibers in the dermal layer,” the company says. Alongside this are phospholipids, which have “skin-protecting” properties.





# ALL CLEAR!

## SKIN CARE

YOUTH LAB SA (Greece)

**Dark Spot Remover Serum**

HKCEC Hall 1E/Booth: 1E-D2D

This serum works to prevent and reduce the look of dark spots, the brand says, spanning “stubborn brown patches and post-acne marks, discoloration, and uneven tone.” Its ingredients include a bio-mimetic peptide that treats melasma, which “breaks down (...) melanosomes [while] at the same time inhibiting melanosome uptake into keratinocytes [the epidermis],” Youth Lab says. The formula also contains tranexamic acid, which regulates melanin synthesis and boasts anti-inflammatory qualities; stabilized vitamin C, an antioxidant that inhibits melanogenesis, or the production of melanin; glycolic acid to fade discoloration; and turmeric root extract to brighten the skin and provide protection from UV damage. According to a clinical study on the serum conducted at the University of Athens, 70% of those who used it saw a reduction of the look of dark spots in one month, with dark spots reduced by 35%.



# ALL CLEAR!

## SKIN CARE

Lira Clinical (USA)

**PRO Brite-Plus Serum**

HKCEC Hall 1E/ Booth: 1E-J3Gc

Managing pigmentation “throughout the melanin production process,” this serum combines tranexamic and ferulic acids with the ingredient MASQ-tech™, to brighten the skin tone while preventing future dark spots that could result from aging, acne, and environmental damage. Together, the ingredients “target skin malfunction, minimize pore appearance, manage melanin production, and protect against oxidative stress,” the company says. The formula also contains stabilized vitamin C to improve skin’s barrier function and reduce the signs of aging. The serum is intended to be used twice daily, after cleansing. Lira Clinical, a line developed for professional distribution, notes that it specializes in brightening formulas, with “almost every product” in its range providing lightening agents and brightening botanicals to even the skin tone.



# ALL CLEAR!

## SKIN CARE

Returnu (WFROM Co., Ltd.) (South Korea)

**Pore Shooter Toner**

HKCEC Hall 1E/ Booth: 1E-F6B

Patented “backflow” sebum care ingredients in this toner reduce sebum secretion by 116.03% after two weeks of use, the brand says, which in turn helps to reduce the appearance of large pores. The formula also contains persimmon tree leaf, which Returnu claims minimizes pores’ length, creating the appearance of smoother-looking skin. Alongside this, niacinamide brightens and softens skin, and hyaluronic acid moisturizes, to counteract the drying effects that can be associated with pore treatments. The product is vegan-certified by PETA and is made with EWG Green-grade ingredients.

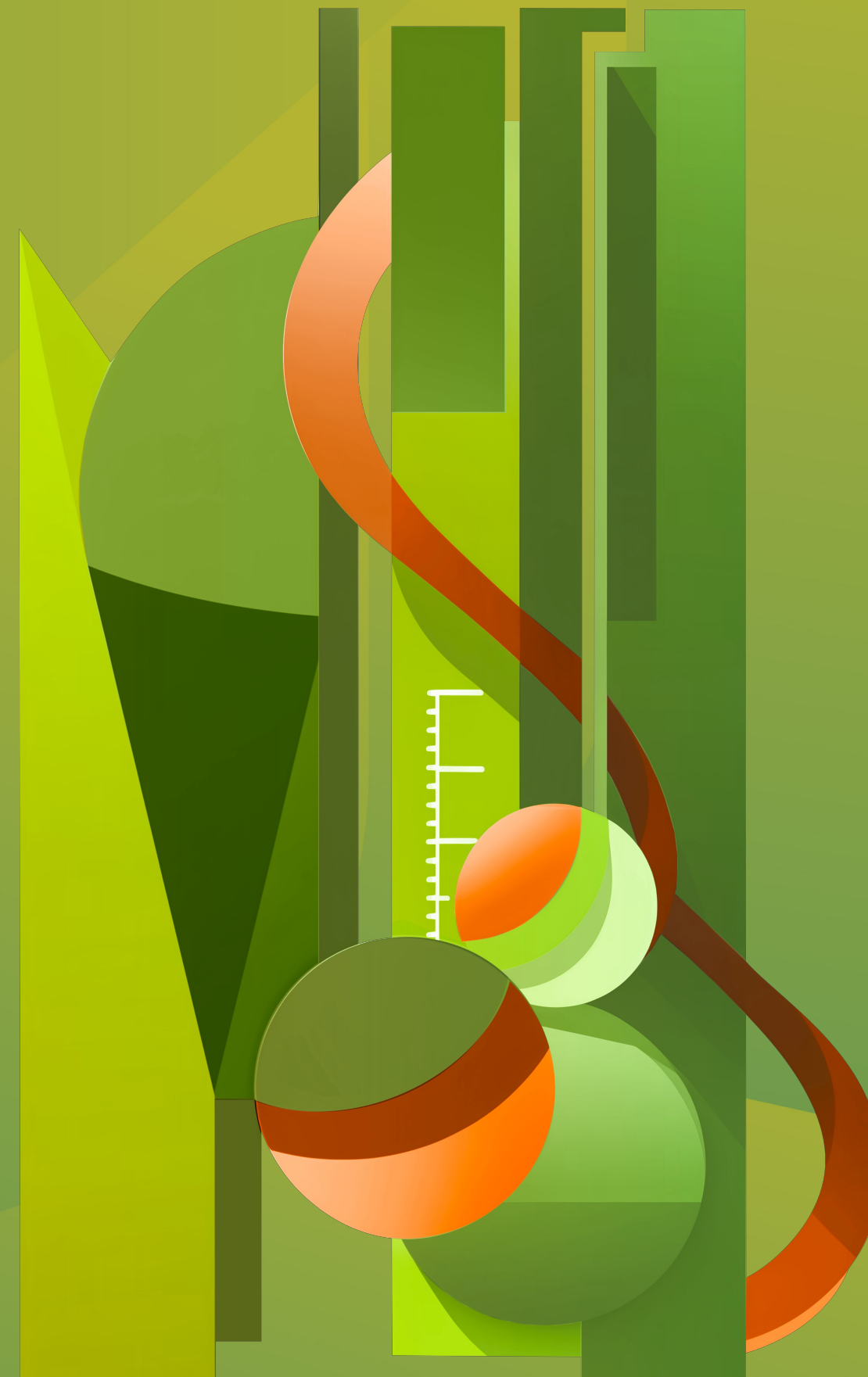


# TEMP SETTERS

## Upping the sensorial factor with heating and cooling effects

Much of a product's appeal comes from the experience of using it. To enhance the positioning of skin care as a self-care moment, brands are crafting formulations that impart heating and cooling effects to create a product that's enticing to use. Whether it's a stick that heats on contact with the skin, or masks that enhance their active ingredients' effect with heating or cooling qualities, these are innovations that encourage consumers to experience skin care as an indulgence.

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# TEMP SETTERS

## SKIN CARE

TECHNATURE (France)  
**Heating Cleansing Stick**  
AWE Hall 6/ Booth: 6-G18

Captured in this stick formulation, composed of just eight ingredients, is a warming sensation that creates a soothing effect on the skin. Alongside creating a sensorial experience, this warming effect also opens the pores for deeper cleansing, the company says. Composed of an anhydrous, or water-free, formula, this stick is intended to both remove make-up and cleanse the skin. After the stick is applied to the skin, the product is rinsed, creating a milky emulsion that hydrates the skin as it cleanses. The stick is a creation from French private label manufacturer TechNature, which says it specializes in “skin care inspired by nature.”



# TEMP SETTERS

## SKIN CARE

Skindaum Co., Ltd (South Korea)

**Real Heating Eye Mask**

HKCEC Hall 1E/ Booth:1E-G4B

This eye mask is composed of two separate eye-shaped sheets, one of which creates a heating effect. The heated layer, which sits over a hydrogel eye mask, allows the hydrogel mask's active ingredients to be delivered to the skin more effectively, the company says. Among the hydrogel mask's ingredients are *Betula platyphylla Japonica*, or Japanese white birch juice, sodium hyaluronate, acetyl hexapeptide-8, and a seven-berry extract complex, with blueberry, blackberry, strawberry, raspberry, and cranberry. The heating patch contains natural volcanic soil from Korea's Jeju island, to promote blood circulation around the eyes. Overall, the mask is meant to supply moisture, reduce dark circles and wrinkles, as well as being effective against dry eye syndrome.

**GOODBYE DARK CIRCLE HEATING EYE MASK**

RECOVERY OF EYE FATIGUE  
STEAM MASSAGE EFFECT

- Contains Volcanic Soil
- Skin temperature increase effect

**GOODBYE WRINKLES HEATING EYE MASK**

NUTRITION PROVISION FOR EYE RIM  
INTENSIVE MOISTURIZATION

- Hydrolyzed collagen
- 7 berry complexes

PATENT REGISTRATION COMPLETED

# TEMP SETTERS

## SKIN CARE

AMOREVE, INC. (South Korea)

Jelly Pop Mask

HKCEC Hall 1E/Booth:1E-A2A

Made from the company's Naked Bio Cellulose material, derived from coconut using fermentation technology, this sheet mask lowers the skin's temperature by five to seven degrees upon application, for a soothing effect. Presented in capsule packaging, which the company says preserves the mask's beneficial ingredients, the mask both delivers nourishment to the skin and absorbs pollutants and excess sebum. The mask is available in soothing, brightening, clarifying, hydrating, and firming formulations. Among the range's ingredients are salicylic acid and eggplant fruit extract in the clarifying formula, as well as snail secretion filtrate in the firming mask.



# TEMP SETTERS

SKIN CARE / BODY CARE

MESAbue (KOWIN BIO CO., LTD.) (South Korea)

**Refreshing Blue Gel**

HKCEC Hall 3E/Booth: 3E-R1C

Formulated for facial and body skin, this gel cools the skin, the company says, with this anti-inflammatory effect making it ideal for use after aesthetic treatments, or for soothing sunburnt skin. Among its ingredients are guaiazulene, offering soothing and moisturizing properties. This combines with the brand's Active-C ingredient, whose small molecules, Kowin Bio Co. claims, increase oxygen to the skin and stimulate micro-currents to promote nutrient metabolism, strengthening skin's self-renewal, while relieving heat and irritation. Alongside this is *Centella asiatica* to soothe; and ceramides and vitamin B5 derivatives to moisturize.





# TEMP SETTERS

## SKIN CARE

Lindsay&Cos Inc. (South Korea)  
**Cool Tea-Tree Modeling Mask Pack**  
HKCEC Hall 1E/ Booth:1E-R2B

The Tea-Tree formulation, part of Lindsay&Cos's Modeling Mask Pack range, has cooling properties, the company says. Each of the masks is intended to maintain skin health over the year, providing moisture in dry, winter weather and an "intense cooling experience" to skin in the hot summer months. The mask is composed of alginate extracted from seaweed, which is combined with diatomaceous earth clay, among other ingredients. To use, the mask is mixed with water or a gel essence inside the pouch and applied to the skin, whereupon it "blocks air" between the skin and the mask, to create a vacuum. This helps the mask's ingredients to be absorbed by the skin.



# TECH, STRETCHED

## High-tech devices that treat the body and scalp

Why should the face get all the attention? Manufacturers of beauty devices are now turning their hand to innovations that care for the skin on the body and scalp. They span LED treatments that treat wrinkles on the hand (a skin area that's notorious for being exposed to sun damage), IPL hair removal devices whose action is tailored to different skin tones, and brush-like gadgets that can treat scalp conditions. Get ready for beauty tech that goes beyond the face.



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# TECH, STRETCHED

## DEVICE

VITAMIN LED (South Korea)

**Cell-Regen LED**

HKCEC Hall 1E/ Booth:1E-L6G

The Cell-Regen LED device brings the benefits of light therapy to hand care. It employs several different types of LED rays, among them 660nm red LED and 850nm near-infrared, chosen as they are best absorbed by the body, to promote a healthy, radiant appearance for the skin on the hands. Activated by being plugged into a C-type port on a computer, the Cell-Regen LED device's light therapy penetrates into both the dermal layer and subcutaneous tissue, improving the appearance of wrinkles on the hands and promoting "glowy" skin. Vitamin LED notes that the device has passed domestic electromagnetic wave safety KC certification for Korea, alongside international UL certification and International Electrotechnical Commission standards.



# TECH, STRETCHED

## DEVICE

T.I.P. International Co., Ltd. (South Korea)

Dr. Mallife

HKCEC Hall 1E/ Booth:1E-E6A

The scalp is the focus of the Dr. Mallife device, which the brand notes “prevents hair loss caused by seborrheic scalp inflammation to maintain a healthy scalp and hair.” The device encompasses three modes – violet LED, which addresses seborrheic scalp inflammation caused by *Malassezia* yeasts, which can result in itchy skin; micro-current technology to strengthen hair follicle cells; and cooling technology which reduces “scalp fever.” The brush-style device makes the product intuitive to use. The user chooses between which of the three modes they wish to use – violet LED, micro-current, or cooling – depending on their scalp’s condition.



# TECH, STRETCHED

## DEVICE

eosika (Skinscience Co., Ltd.) (South Korea)

**IPL Hair Removal SIPL-22X**

HKCEC Hall 3E/ Booth:3E-D4F

IPL (intense pulse light) hair removal on darker skin tones requires specific care, as darker skin retains heat for longer, and there is a risk of the treatment inducing hyper-pigmentation. However, the eosika device is created with an “auto skin tone sensor” which adjusts the IPL’s energy levels automatically, to suit each unique skin tone. The device employs AMP, or advanced multi-pulse technology, traditionally used in a professional environment. Skinscience Co. says it has “miniaturized” this technology, for safe use at home. The AMP technology means the IPL light flashes three separate times, so the temperature of the hair remains high, while the skin cools, reducing the potential for skin damage. The device’s light irradiation speed also makes hair removal “faster and more convenient,” Skinscience Co. says.



# BEAUTYSTREAMS

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