

COSMOPROF

ASIA HONG KONG
亞太區美容展

presents

COSMOTRENDS

Exclusive report curated by

BEAUTYSTREAMS

As beauty becomes more advanced than ever before, Cosmoprof Asia celebrates the brands that are showcasing some of the show's most exciting product developments in a new edition of the CosmoTrends Report. The report is an ongoing collaboration with renowned global beauty trend authority, BEAUTYSTREAMS.

This essential guide for the beauty industry highlights the most notable product developments and trends among the exhibitors of Cosmoprof Asia 2024. For this initiative, Cosmoprof invites all exhibitors to submit their latest product innovations. BEAUTYSTREAMS then analyzes hundreds of online submissions and identifies the most striking trends. The report that follows captures beauty's most compelling directions, highlighting what's new and next.

TRENDS OVERVIEW

From vibrant color to the height of tech, to skin care that zeroes in on targeted issues, a variety of trends are showcased at Cosmoprof Asia 2024. Innovation comes through in treatments – both topical and injectable – that focus on regenerating the skin’s youthful glow, boosting collagen production and cell turnover. AI-aided diagnosis, meanwhile, brings a new level of precision to skin and hair care, allowing practitioners to make more accurate product recommendations than ever before. Meanwhile, in topical skin care, sun care – in all its formats – is in the spotlight, as are formulations that combat the issues that acne-prone skin faces. And as for color cosmetics, blush continues to reign in innovative textures and luscious shades. Whatever the aesthetic concern, discover beauty concepts that inspire.



FOREVER YOUNG

Solutions for both professional and home use that spotlight skin rejuvenation.

DR. AI

Professional AI devices that take scalp and skin diagnostics to a new level of precision.



SUNNY SIDE UP

Sun care gets experimental with new, ultra-convenient formats and textures.

LET'S GET CHEEKY

Blush – in every form – continues to bring a pop of color to beauty.



ON THE SPOT

Targeted care for the different stages of acne-prone skin.

FOREVER YOUNG

Solutions for both professional and home use that spotlight skin rejuvenation.

In the quest for perpetually youthful skin, rejuvenation is a hot topic. At this year's Cosmoprof Asia, a plethora of products on show spotlight revitalizing, high-tech ingredients. Some are applied topically, some via semi-invasive procedures such as micro-needling, and others as injectable fillers that prompt collagen production from within. With "regeneration" deemed by Harper's Bazaar UK as one of the buzzwords for beauty in 2024, these treatments, which take a more natural, skin-boosting approach to anti-aging, illustrate regenerative beauty's potential.

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FOREVER YOUNG

FACTS

The skin rejuvenation devices market – which works in tandem with professional treatments – is forecasted to rise from US \$2.1 billion in 2023 to US \$3.9 billion by 2030.

Source: [ResearchandMarkets.com](https://www.researchandmarkets.com)

According to data from Guidepoint Insight, as of 2024, US Baby Boomers spent an average of US \$165 per visit to a salon on professional-grade skin care products, Gen X spent around \$156, Millennials spent \$139, and Gen Z spent \$120.

Source: [Cosmetics Design USA](https://www.cosmeticsdesign.com)

Key ingredients employed in these formulas include EGFs (or epidermal growth factors), stem cells, and collagen-stimulating injectable PDLLA.

FOREVER YOUNG

SKIN CARE

ProDermique (HK) Limited – Hong Kong SAR, China
Blue Lotus Intensive Rejuvenation Ampoules
Hall: HKCEC Hall 3E / Stand: 3E-D5D

Drawing on the power of blue lotus leaf cells, or *Nymphaea caerulea*, these ampoules rejuvenate the skin, with the blue lotus leaf cells helping to reduce free radical damage to cells in the epidermis. The active also reduces the physiological oxidation of proteins in the dermis, and fights against glycation, a chain reaction that's detrimental to collagen and elastin levels in the skin. The formula contains four-o'clock flower, or *Mirabilis jalapa*, to soothe skin and improve its texture, and hyaluronic acid, to revitalize and hydrate the skin. The ampoules are positioned both as an intensive treatment to boost the skin regeneration cycle, and for use after aesthetic treatments to calm and soothe skin. At home, users apply the ampoules every day for a week, every two months. Alternatively, a professional applies the ampoule after a treatment, with the consumer applying the remaining doses in the pack at home. The ampoules are 100% vegan and cruelty-free.



FOREVER YOUNG

SKIN CARE

SAISEICO Limited – Hong Kong SAR, China SAISEICO EXCELLENE Exosome Rejuvenating Booster

Hall: HKCEC Hall 5G / Stand: 5G-G1A

This booster is formulated to penetrate the skin deeply to optimize cell metabolism and accelerate the regenerative process, and to visibly reduce signs of aging. Among its ingredients are adipose-derived mesenchymal stem cells, or ASC; nine types of highly concentrated EGFs; Fullerene, a Nobel Prize-winning ingredient that maximizes skin rejuvenation; and Nahlsagen®, a patented Japanese beauty ingredient that activates skin's fibroblasts and improves collagen and hyaluronic acid production. The formula also incorporates a nano delivery system, to deliver the actives into the skin cells and encourage regeneration. The booster is intended to be used as part of a professional salon treatment, such as microcurrent or microneedling, to deliver anti-aging and wrinkle-smoothing effects. The formula is manufactured in Japan, using 3D cultivation technology.



FOREVER YOUNG

SKIN CARE

Fillerina Distributed by Australia Health Products Central Pty. Ltd. – Australia

Fillerina 12HA Densifying Treatment

Hall: HKCEC Hall 1E / Stand: 1E-H1F

Fillerina is an at-home treatment that's formulated with 12 different types of hyaluronic acid molecules with varying molecular weights and sizes that are readily absorbed by the skin, to replenish and plump it. Also within the formula are collagen molecules of three different molecular weights, which act together with the hyaluronic acid for a re-densifying and replenishing effect on skin. Two molecular weights of elastin help restore skin's elasticity and plasticity. The formula is composed of a Densifying-Replenishing Gel, which should be applied to skin first with the syringe-like applicator and left to work for ten minutes, followed by the Nourishing Film, to bring moisturizing and nourishing actives to the skin. The treatment should be used every day for 14 days.



FOREVER YOUNG

SKIN CARE

Genèse Labs & EG Bio Co., Ltd. – South Korea
Proluma PDLLA Collagen Stimulator
Hall: HKCEC Hall 3E / Stand: 3E-M4E

This injectable treatment is billed as an advanced collagen stimulator, promoting skin elasticity and firmness by encouraging collagen production. This, the brand says, offers “a non-surgical solution for enhancing skin structure and reducing signs of aging over time.” Proluma is a biostimulatory filler made from PDLLA, or poly-DL-lactic acid, which gradually stimulates the body's natural collagen production. This, the brand says, leads to long-lasting, natural-looking skin rejuvenation. Compared to immediate fillers, Proluma's effects can last months or years, depending on the individual. Rather than just filling in wrinkles or adding volume, the formula improves skin's texture and elasticity by boosting the body's own collagen. This, the brand says, means the results look more natural and subtle over time, as the skin's health is gradually restored. Proluma is an injectable treatment, for professional use only.



DR. AI

Professional AI devices that take scalp and skin diagnostics to a new level of precision.

As consumers become increasingly interested in exactly how to personalize their skin care and scalp care to get optimal results, AI diagnostics become ever more present. Combining diagnostic cameras that magnify images with AI's capabilities to recognize skin and scalp conditions, these innovations put diagnostics at the center of the retail experience. With some innovations even recommending personalized formulations following the diagnosis, get ready for skin and scalp consultations that break barriers in precision.



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DR. AI

FACTS

The AI in beauty and cosmetics market size is forecasted to grow from US \$3.97 billion in 2024 to US \$8.1 billion in 2028.

Source: [The Business Research Company](#)

In the medical sphere of skin care, AI can help clinicians diagnose skin cancer more accurately, a [Stanford study published in 2024](#) found.

When shopping online, a [2023 study](#) from checkout technology company Bolt found that 75% of consumers would pay more for beauty and skin care products if they got a personalized online shopping experience, which AI can provide.

DR. AI

DEVICE / TOOL

Chowis Co., Ltd.– South Korea

DermaSmart Viso V3

Hall: HKCEC Hall 3E / Stand: 3E-Q6E

Designed for professional use, this compact device provides skin, hair, and scalp analysis, powered by AI. To shift between different diagnostic modes, the practitioner simply needs to change the lenses. The device supports various magnifications — 20x, 50x, and 200x — allowing for high-definition image capture and precise evaluation of skin conditions. For diagnosis, the device uses a hydration sensor, plane polarized light, UV light, and cross polarized light. The device connects with Chowis' Dermobella Hair 2 EVO and Dermobella Skin 2 EVO apps, to analyze skin across ten parameters, from wrinkles to hydration levels, and across up to seven hair parameters, from sensitivity to hair density. Between uses, the device is sanitized using a UV sterilization feature on the device's cradle.



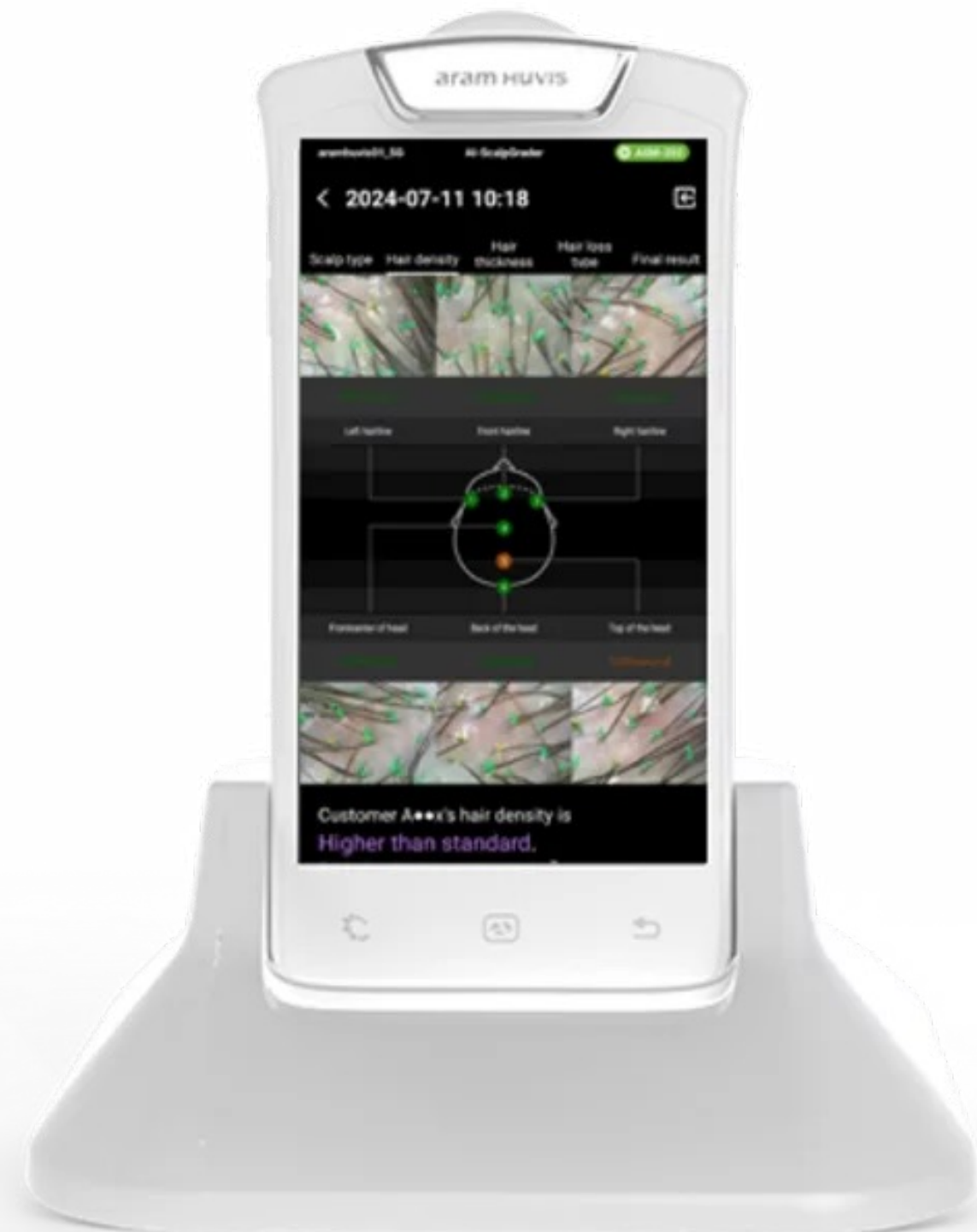
DR. AI

DEVICE / TOOL

Aram Huvis Co., Ltd. – South Korea
AISG (AI-ScalpGrader)

Hall: HKCEC Hall 3G / Stand: 3G-B1B

This AI-powered system uses big data to analyze scalp conditions and provides personalized care recommendations for targeted treatments. To develop this system, the company worked closely with professors at Seoul National University Bundang Hospital to collect 100,000 data points and identified a total of 10 scalp conditions: good, dry, oily, sensitive, atopic, seborrheic, troubled, dry-dandruff, oily-dandruff, and hair loss. The AI system suggests customized shampoo and serum formulas tailored to the severity of the scalp condition after having analyzed the user's scalp. Additionally, the brand's own shampoo, Ellapiel, has been tested with a 93% satisfaction rate, delivering a 50% improvement in scalp health in just four weeks. In the future, AISG will allow stores using the device to input their own recommended products for each scalp condition. The device is also targeted at salon professionals, dermatology clinics, and wellness centers looking to enhance their scalp services.



DR. AI

DEVICE / TOOL

Sentra Smart Technology Inc. – Taiwan region
Scalp / Skin All in One AI Detection System
Hall: HKCEC Hall 3E / Stand: 3E-F5H

Created to be used by both professionals and at home, the Sentra Smart Scalp / Skin All in One AI Detection System uses a hand-held camera device with a light source paired with a display unit, which assesses the scalp and skin across various parameters. For the scalp, the system can detect issues spanning sebum, dandruff, sensitivity, hair diameter, hair volume, and pore size. And for the skin, it assesses sebum, hydration, sensitivity, skin tone, pigmentation, and pores. The AI system then analyzes the test results, to make targeted product recommendations for hair and skin care. The system is able to assess the scalp and skin in under a minute and can be used without extensive training.



SUNNY SIDE UP

Sun care gets experimental with new, ultra-convenient formats and textures.

With up to 90% of skin aging attributed to the sun, according to the United States' [Skin Cancer Foundation](#), sun care is now becoming an integral part of anti-aging skin care. No longer just relegated to the summer months, consumers want to wear sun protection year-round, and brands are responding with new, skin-friendly formats that won't block pores, provide a seamless veil of sun protection, and can be applied over and under make-up. With [Fortune Business Insights](#) forecasting that the global sun care products market size is forecasted to rise from US \$14.90 billion in 2024 to US \$22.28 billion by 2032, this is an area of beauty innovation to watch.



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SUNNY SIDE UP

FACTS

Responsible for 90% of visible changes to the skin, photoaging is a direct result of cumulative sun damage.

Source: [Skin Cancer Foundation](#)

The global sun care products market size is forecasted to rise from US \$14.90 billion in 2024 to US \$22.28 billion by 2032.

Source: [Fortune Business Insights](#)

Sun care cushions, lotions infused with skin care ingredients, and formulas with brightening properties are all qualities coming to the fore in this new generation of sun care.

SUNNY SIDE UP

SKIN CARE / SUN CARE

Bunio – South Korea

BU:NiO Calming Cool Tone Up Sun Cushion

Hall: HKCEC Hall 1E / Stand: 1E-N5D

This calming cushion is formulated to cool and soothe UV-stimulated skin and provide SPF50+ PA++++ protection. To soothe the skin, the cushion contains a calming oil that rapidly reduces the skin's temperature. It also contains an over 50% concentration of a moisturizing, firming, and soothing essence, alongside phyto collagen, aloe vera extract, niacinamide, and molokhia leaf extract, which all provide whitening, wrinkle improving, and deep moisturizing properties. The product can be used by all ages and provides UV protection, hydration, and skin correction. With its pink-beige tone, the cushion leaves skin with a pink glow and cool sensation.



SUNNY SIDE UP

SKIN CARE / SUN CARE

Tenbox Corp. – South Korea

**Dr. Cabbage Jeju Cabbage Vegan Sunscreen 50ml
SPF50+ PA++++**

Hall: HKCEC Hall 1E / Stand: 1E-E6D

Formulated for pregnant women, this sunscreen calms and soothes sensitive skin with its cabbage extract, derived from cabbages grown on Korea's Jeju Island. The sunscreen contains the brand's EWG green-grade ingredient Snow Ice, which provides the cooling sensation. The product is light and non-sticky, and can be used by anyone with sensitive skin, including pregnant women. The product is part of Tenbox Corp.'s Dr. Cabbage range, which draws on how breastfeeding mothers use cabbage leaves to soothe engorgement. The range is formulated with the brand's patented raw material, Jeju Volcanic Soil Cabbage™, derived from organic cabbage grown in clean Jeju volcanic soil, an ingredient known for its nourishing and revitalizing properties.



SUNNY SIDE UP

SKIN CARE / SUN CARE

Elroel – South Korea

Elroel Pang Pang Tone Up Sun Cushion

Hall: HKCEC Hall 1E / Stand: 1E-D5A

In tandem with its SPF50+ PA++++ UV protection, this cushion brightens and evens out dull, uneven skin. Among its ingredients are panthenol and ceramide to help restore damaged skin barrier, and eight types of hyaluronic acid, spanning low to high molecular weights, which deeply hydrate skin, providing a moisturized feel and a smooth application. The formula is gentle on skin and eyes, making it safe for consumers with sensitive skin. This is in addition to its tone-correcting effect and provides clinically proven improvement for dull skin.



SUNNY SIDE UP

SKIN CARE / SUN CARE

Goongbe – South Korea

**GOONGBE Waterful Sun Lotion Mild SPF50+
PA++++**

Hall: HKCEC Hall 1E / Stand: 1E-C1A

Conceived for children's delicate skin — especially those aged six months to three years — this waterproof sunscreen lotion combines sun care with skin care functions. Its Royal Oji Complex™, composed of barrier-strengthening ceramides, moisturizing amino acids, and skin-soothing polyphenols, strengthens skin and provides a soothing effect, with the lotion composed of 81% natural ingredients. It also contains hyaluronic acid, *Centella asiatica*, and panthenol. The watery formula spreads easily and absorbs quickly, and the clean mineral sun protection is 100% non-nano zinc based. Providing what's billed as “five layers” of protection, the sunscreen protects both indoors and outdoors. The formula is vegan and evaluated for infant and toddler skin safety.



SUNNY SIDE UP

SKIN CARE / SUN CARE

May Flower Co., Ltd. – Japan

M-Dear Glowveil UV Cushion

Hall: HKCEC Hall 1E / Stand: 1E-B6J

Combining sun protection with glow and sebum absorption, this sunscreen cushion is intended to be easy to re-apply throughout the day, both protecting the skin and enhancing its luster and tone. The formula offers SPF 50+ PA+++ sun protection, while acting as a make-up base to hold make-up in place throughout the day. Among its skin care ingredients are EGFs to condition skin; Phyto MF7*2, a moisturizing ingredient composed of tea leaf extract, tsuboksa extract, chamomile flower extract, itadori root extract, rosemary leaf extract, and augon root extract; and water-soluble collagen to moisturize. The cushion can be re-applied throughout the day and imparts a pearly shine to skin.



LET'S GET CHEEKY

Blush – in every form – continues to bring a pop of color to beauty.

Blush is more on trend than ever. Described by Vogue Business as “make-up’s comeback kid,” blush represented revenues of US \$58.9 million on Amazon between July 2023 and July 2024, WWD reported. It’s been such a trend that the term #blushblindness is going viral on social media, with influencers contemplating whether they’ve overdone bold blush hues. Yet the flushed, healthy effect that blush offers is here to stay for the near future, judging by the exhibitors at Cosmoprof Asia. Look out for jelly textures infused with skin care ingredients, blurring cheek balms, and hydrating liquid blushes.

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LET'S GET CHEEKY

FACTS

Blush generated revenues of US \$58.9 million on Amazon between July 2023 and July 2024.

Source: [WWD](#)

The global liquid blush market size stood at US \$2 billion in 2023 and is expected to rise at a CAGR of 8% between 2023 and 2030.

Source: [Cognitive Market Research](#)

Blush textures trending at Cosmoprof Asia include jelly tints, skin care-infused liquid blushes and balms, silky powders, and blurring, watery textures.

LET'S GET CHEEKY

MAKE-UP

Taeyoung Cosmetics Co., Ltd. – South Korea
PLUSH Peptide Water Jelly Lip & Cheek Tint
Hall: HKCEC Hall 5C / Stand: 5C-J2B

This blush and lip tint puts the focus on caring for skin, with the formula and its variations infused with peptides and SPF 50+. Composed as a jelly stick formula, the tint is infused with Volufiline, a patented peptide that brings anti-aging benefits to the lips and cheeks, alongside hydration and a fresh finish. The sunscreen blushers, meanwhile, are infused with SPF 50+ sun protection. The formulations are lightweight, with shades created to work on a range of skin tones.



LET'S GET CHEEKY

MAKE-UP

Karmarts Public Co., Ltd. – Thailand
Cathy Doll Give Me Museums Blur Cheek Balm
Hall: HKCEC Hall 1E / Stand: 1E-G2-10

Part of Thai beauty brand Cathy Doll's collaboration with Thai artist Give.Me.Museums, this Cheek Balm is infused with ingredients including meadowfoam seed oil, *Rosa damascena* flower oil, and camelia seed oil, to create a moisture-rich cheek balm with a skin-blurring effect. The shades also offer a vibrant color payoff, with tones spanning Baby Fox, a soft peach, to Butterfly, a sheer mauve. The blush is presented in a case adorned with a painterly floral design in a flower shape, created by Give.Me.Museums.



LET'S GET CHEEKY

MAKE-UP

Osean's Int'l Co., Ltd. – South Korea
Back Filling Type Blush / Wander Beauty — Blush
All Day Hydrating Powder Blush
Hall: AWE Hall 8 / Stand: 8-D19

This powder blush formula, which Osean's Int'l Co. has created for US brand Wander Beauty, applies with a weightless effect without “clumping” on the skin. Among its ingredients are hyaluronic acid, squalane, and aloe leaf extract, which deliver a buildable, natural flush while providing hydration and a silky finish. The pigmentation in the blush allows for the user to customize their application to the desired level of intensity. It also provides a blurring effect, to minimize fine lines and wrinkles. Available in four shades, it is intended to be applied with a fluffy brush and then blended. The company notes that the “back filling” manufacturing process means that the powder doesn't flake when applied to the face, and the encapsulation of the raw materials ensures the actives' efficacy.



LET'S GET CHEEKY

MAKE-UP

Guangzhou Okatu International Trade Co., Ltd. – China
O.TWO.O - Liquid Blush
Hall: HKCEC Hall 1E / Stand: 1E-P7B

From Guangzhou Okatu International Trade Co.'s O.TWO.O brand, this liquid blush creates a marbled effect in the tube. The blush is formulated with a watery texture that spreads easily on the face and melts into the skin. Added to this is its liquid-to-powder technology, which creates a matte effect on the skin once the blush has set. In six colors, from Bean Paste to Sunset Red, the blush imparts a light veil of color to the cheeks, leaving what the brand calls a “soft mist finish.”



ON THE SPOT

Targeted care for the different stages of acne-prone skin.

Acne cases are on the rise around the world. According to a study published in the British Journal of Dermatology in September, over the 1990 to 2021 period, rates of acne have risen in almost all 204 countries studied, except New Zealand. The highest burden of acne was observed in Western Europe, while North Africa and the Middle East experienced the largest increase over the three decades analyzed. In response to acne being a global concern, brands are innovating with products that cater to every stage of blemishes, from calming active blemishes, to preventing new ones, to helping to heal the marks that acne leaves behind. Discover an all-encompassing approach to acne, that protects skin, too.



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ON THE SPOT

FACTS

Between 1990 and 2021, rates of acne have risen across 204 countries, except New Zealand.

Source: [British Journal of Dermatology](#)

An estimated 9% of people worldwide are affected by acne.

Source: [National Library of Medicine](#)

Acne products are beginning to focus more on caring and soothing skin affected by acne, rather than just zapping spots. Ingredients to watch are succinic acid, tranexamic acid, and niacinamide.

ON THE SPOT

SKIN CARE

OU International Co., Ltd. – South Korea
One-Day's You – S.O.S! Spot Clearing Ampoule Serum

Hall: HKCEC Hall 1E / Stand: 1E-R5E

This ampoule serum is infused with 60% Jeju fish mint extract and tea tree extract, whose skin-calming and anti-inflammatory properties help to combat acne while calming the skin. The ampoule acts to remove surface oil from the skin while replenishing moisture, to promote a balanced complexion. This in turn prevents dryness or an overproduction of oil. The product has undergone testing for acne-prone skin, skin sensitivity, and has been dermatologist-tested in Germany, to ensure its safety, the brand notes.



ON THE SPOT

SKIN CARE / BODY CARE

PDT Cosmetici S.R.L. – Italy

Physio Natura – Tranexamic Acid Active Concentrate

Hall: HKCEC Hall 1E / Stand: 1E-1DA03

Formulated to combat the discoloration and hyperpigmentation that can occur when acne has healed, this serum is designed to be used on both the face and body. Its ingredients include tranexamic acid, which counteracts skin discoloration and hyperpigmentation, and niacinamide, which prevents and improves the appearance of skin blemishes. The formula is also created with an encapsulation technology, for maximum absorption of the actives. The serum can be used by those with both youthful and mature complexions and should be followed with sunscreen. The formula is dermatologically tested on sensitive skin and is composed of 96% natural ingredients.



ON THE SPOT

SKIN CARE

Firstmarket Co., Ltd. – South Korea
KOCOSTAR Yellow Cream Patch
Hall: HKCEC Hall 1E / Stand: 1E-E5B

Targeting early-stage blemishes and helping to prevent future breakouts, this solution is conceived as a cream-to-patch formula. When applied to the skin, it transforms from a cream to a patch, forming a thin, breathable barrier that delivers the blemish-clearing ingredients. If applied at the first sign of a blemish, it's claimed the formula will make it disappear by morning. The “patch” effect is created with a patented marine cellulose that forms the film on the skin. The biofilm is flexible and breathable and made from naturally derived cellulose, a material commonly used in medical applications to protect wounds from contaminants and promote an optimal healing environment. Acting as an occlusive dressing, it also aids in dermal medication delivery. This helps in the delivery of actives in the cream including betaine salicylate, capryloyl salicylic acid, sulfur, niacinamide, tea tree leaf extract, and seaberry oil. The formula can be applied before make-up and worn throughout the day.



ON THE SPOT

SKIN CARE

CARELIKA – Latvia

CARELIKA BHA & Amber Acid Renewal Booster

Hall: HKCEC Hall 3E / Stand: 3E-E1A

Caring for blemish-prone skin on many levels, this serum regulates sebum production, reduces pigmentation, and improves skin texture. It also hydrates and soothes the skin, so it appears refreshed and rejuvenated. Among its ingredients are succinic acid, which prevents the growth of acne-causing bacteria, regulates sebum production, and stimulates cell metabolism; salicylic acid to regulate sebum production; Gatuline® Spot-Light, an active derived from plant extracts that diminishes dark spots and evens out skin tone; and vitamin C, to promote collagen synthesis and hydrate the skin. It also contains orange flower water to soothe and refresh skin. The product is formulated to be massaged into the skin after cleansing, before following with other products.



ON THE SPOT

SKIN CARE

2MV (Moonseal) – South Korea

SingGreen – Moonseal Pure Pore Pad 200ml (80 pads)

Hall: HKCEC Hall 1E / Stand: 1E-E3A

Among this product's properties, these pads deeply cleanse pores, remove dead skin cells, and control excess sebum. The essence infused into the pads is formulated with a number of patented natural ingredients, including green apple, green grape, green plum, and green papaya extracts, all rated EWG Green and prized for their gentle exfoliation. The pads are crafted with a dual-sided design, with an embossed side that removes dead skin cells and impurities, while the smooth side provides a soothing, hydrating effect. The brand says that the pads have been clinically proven to reduce pore area, volume, and density by more than 20%, while controlling sebum levels by 69.5%. The formula also improves skin elasticity by over 10%, leaving skin visibly smoother and firmer.



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