

FRAGRANCE AND PERSONAL CARE

4 trends in beauty from Cosmoprof 2019

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LAS VEGAS, NV Cosmoprof North America (CPNA), the largest business-to-business beauty exhibition in the Americas, hosted its 17th edition July 28-30 at the Mandalay Bay Convention Center in Las Vegas.

Fresh from the floor at CPNA, here is the CosmoTrends pre-show report curated by BeautyStreams, a global beauty trend forecasting agency.

The report showcases key trends spotted among exhibitors of Cosmoprof North America 2019 and highlights notable brands and products.

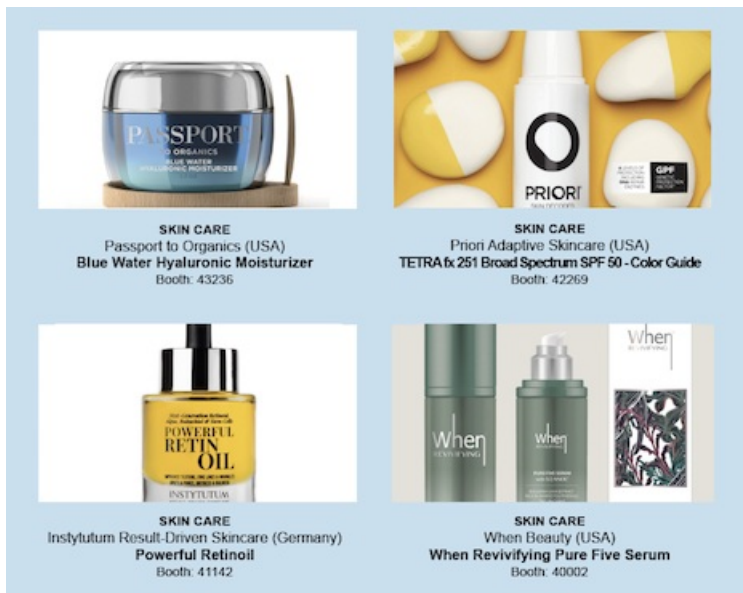
Beauty with a conscience is a key driver for innovation today.

From zero-waste practices to ethical ingredient sourcing and clean formulations, brands know that consumers are seeking to live ever more mindfully, while still delighting in the user experience.

If eco-living is the price of entry for brands today, holistic innovations across multiple touch points will be the key differentiators.

Here are the top four trends in beauty for 2019:

Trend #1: Blue-green algae



Blue-green algae

Step aside, marine-based skincare. Blue-green algae is stepping into the limelight as a strong defender against air pollution and environmental aggressors.

Also known as blue algae and spirulina, blue-green algae boasts a rich blend of amino acids, minerals and antioxidants that protect against daily interaction with pollutants, including the blue light and nitrogen dioxide typically found in car exhausts and power plant emissions.

Red and brown algae, with their ability to thrive in the harshest of conditions, are also natural born defenders against tough pollution elements.

Trend #2: Smart adaptogens



Smart adaptogens

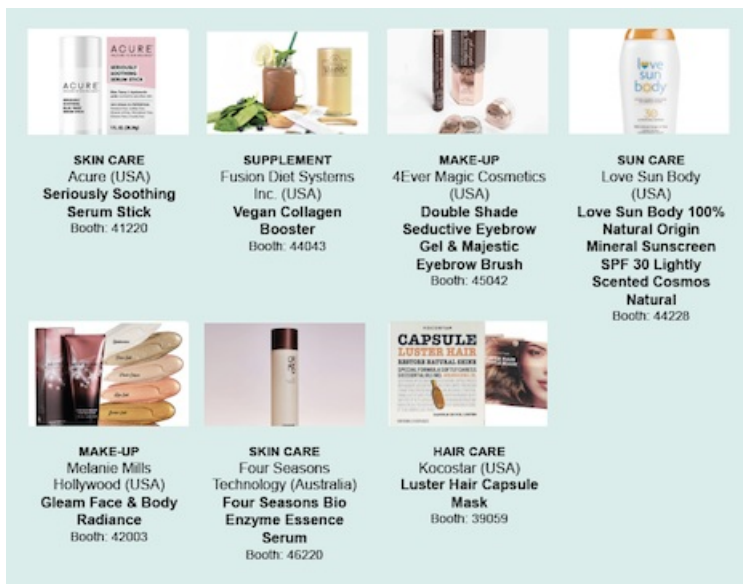
Call these herbs and mushrooms the smart kids of nature.

With the wellness movement transforming our approach to beauty, and incorporating a holistic view that combines physical, mental and emotional wellbeing, it is no wonder that age-old adaptogens are suddenly in vogue.

Used in Chinese and ayurvedic medicine for centuries, adaptogens are plant-based substances that help the body adapt to specific needs by normalizing the adrenal system and fine-tuning energy levels.

Adaptogens boost the body during periods of low energy and have a calming effect.

Trend #3: Viva vegan



Viva vegan

Conscious beauty is founded upon intention making ethical beauty choices with every product purchase.

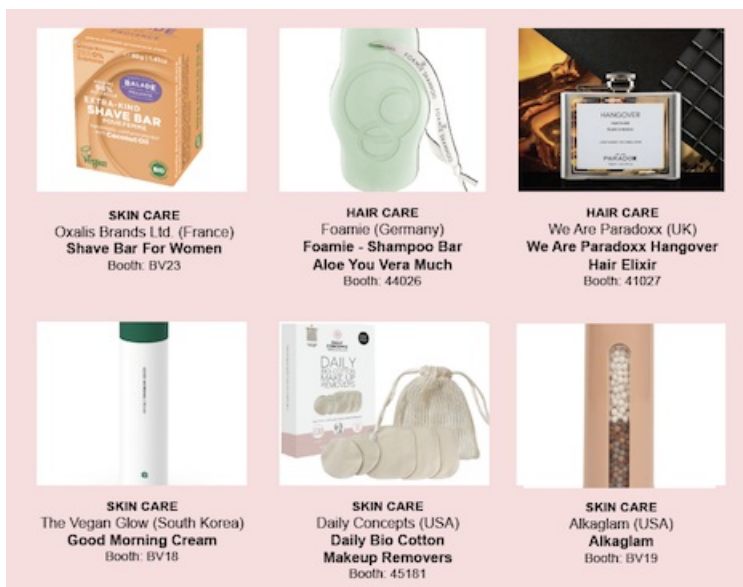
A key part of this movement is vegan beauty, which is growing by leaps and bounds.

A quarter of U.S. consumers ages 25-34 say they ran online searches for "vegan beauty," with such searches increasing exponentially each year.

This once-niche market of cruelty-free, non-toxic products made without any animal byproducts including lanolin, honey, beeswax and gelatin is taking off with more vegan products than ever harnessing phytonutrients combined with high-performance.

Consumers are gravitating towards vegan products in a range of categories, even if they themselves are not vegan, because they consider vegan to be "cleaner."

Trend #4: Going zero-waste



Zero waste

The zero-waste lifestyle aims to send nothing to a landfill an ambitious mission and one that inspires a growing number of consumers to reduce what they consume, reuse, recycle and compost.

The goal is to move to a circular economy where trash is eliminated from our everyday lives.

As beauty consumers pay more attention to their impact on the planet, brands are responding by reducing their packaging, repurposing wherever possible, offering refillable options, finding innovative ways to transform waste into a valuable commodity, and even dispensing with packaging altogether.

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