

COSMOPROF
NORTH AMERICA LAS VEGAS

Presents

COSMO
TRENDS

Exclusive report curated by

BEAUTYSTREAMS

Cosmoprof North America and BEAUTYSTREAMS are pleased to present the CosmoTrends report. With its international team of beauty industry experts, renowned global beauty trend forecasting authority BEAUTYSTREAMS has reviewed submissions from the global beauty community to identify the key trends alongside the most notable brands and products.

All exhibitors of Cosmoprof North America were invited to submit their most innovative products for the CosmoTrends report, which resulted in hundreds of submissions. BEAUTYSTREAMS has analyzed them all to single out the most striking trends.

We are cautiously turning the page after more than one year of pandemic living, even as we retain many of the habits and behaviors necessary to stay safe. Our beauty expertise is at an all-time high, learned during long months of self-isolation, and ready to be applied IRL. Self-care and beauty are more intertwined than ever, a winning combination when it comes to nurturing our physical and mental well-being. Now is the time to reclaim our longed-for freedom, embrace the novel Roaring 20's, and revel in pure, unabashed beauty!

Trends Overview:

GREAT BARRIER RELIEF

Strengthening the skin barrier to safeguard skin

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CBD proliferates in the age of Covid-19

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Home-use devices & formulas rival professional treatments

GREAT BARRIER RELIEF

Strengthening the skin barrier to safeguard skin

More than a beauty buzzword, the skin barrier refers to the outermost layer of skin that crucially protects against environmental stressors such as bacteria, micro-organisms, and viruses. The newest, multifunctional formulas restore balance of the skin's microbiome, regulate water, support cell turnover, and help the skin barrier act as a shield against myriad irritants. At a time when hyper-diligent hygiene practices can lead to compromised skin (cue over-use of antibacterial soap), the solution is reinforcing the skin barrier, thereby promoting healthy, hydrated, and high-functioning skin.

SKIN CARE

Embryolisse (US)
Embryolisse Active Water
Booth DBS4

SKIN CARE

Acaderma (US)
The Oasis Barrier Booster
Booth DB40050

SKIN CARE

Trendsformers LLC/Fortify+ (US)
**Fortify+ Natural Germ-Fighting Skincare -
Facial Mist Travel Capsule**
Booth DBS1

GREAT BARRIER RELIEF

SKIN CARE

Embryolisse (US)

Embryolisse Active Water

Booth DBS4

More than thermal water and micellar water, Embryolisse Active Water is a multifunctional, protective face mist with water derived from a patented Japanese technology. The water has been deoxygenated, purified, and then enriched with negative ions via an electrolytic process, before being re-mineralized. When in contact with the skin, the abundance of negative ions coats and repels bacteria, impurities, and pollution particles. Active Water contains minerals (calcium, sodium, phosphorus, magnesium, and potassium) that strengthen, protect, balance, and energize the skin. It is 100% natural and free of preservatives. It wakes up the skin in the morning, and strengthens its barrier function.



GREAT BARRIER RELIEF

SKIN CARE

Trendsformers LLC/Fortify+ (US)

Fortify+ Natural Germ-Fighting Skincare - Facial Mist Travel Capsule

Booth DBS1

Fortify+ Natural Germ-Fighting Skincare gently cleanses the face from germs, bacteria, pathogens, and pollutants, while nourishing and caring for skin with skin-loving formulations. Natural Germ-Fighting Skincare is powered by zeolite, a volcanic mineral that has been clinically proven to slow the growth of germs, bacteria, pathogens, and microorganisms for extended periods of time. Non-toxic, non-irritating, and naturally derived, it provides clean beauty benefits that shield and purify skin without harsh chemicals. The mist freshens the face with a burst of hydration and helps to fight bacteria-causing germs that adhere to the face without drying or damaging skin.



GREAT BARRIER RELIEF

SKIN CARE

Acaderma (US)

The Oasis Barrier Booster

Booth DB40050

The Oasis Barrier Booster is an infusion serum that delivers an immediate soothing effect to the skin. It is used to strengthen the skin barrier, and repair skin barrier damage induced by dehydration and over-cleansing. The serum features SeH-Haw EX, a concentrate derived from kinkeliba (a plant grown in the Sahara that is traditionally used to brew herbal tea), known for its healing properties that are reportedly 20% more effective than resveratrol. It also boasts higher antioxidant levels than green tea. Combined with cactus extract, this botanical active not only calms skin more effectively than aloe vera, but also alleviates redness, reduces inflammation, and restores skin's delicate barrier.



CULT OF CBD

CBD proliferates in the age of Covid-19

The skyrocketing of CBD continues unabated, together with ongoing consumer demand for health and wellness products. More people are seeking natural alternatives to pharmaceuticals in order to address such ailments as pain, anxiety, depression, inflammation, and insomnia. While the CBD landscape in the US is complex with regard to FDA approval, and regulations can be stringent, the legalization of CBD around the world is further boosting the market. Growing clinical trials and R&D investments point to even more innovative blends and extracts on the horizon, in addition to the fact that the legalization of recreational marijuana in the US is fast gaining momentum.

BODY CARE

Hemp + Sport (France)
Cooling Balm
Booth 44094

SEXUAL WELLNESS

High On Love (Canada)
Stimulating Sensual Oil
Booth DB37011

HAIR CARE

The Luck Company (US)
**LUCKCBD Revitalizing
Shampoo**
Booth 44193

BODY CARE

Purple Raina Self Care (US)
**Purple Raina Self Care –
Hemp CBD Balm Wand**
Booth TOB2

SUPPLEMENTS

Shaman Productions /
Abeytu' Naturals (US)
CV Well Immune Boosting Tincture
Booth 44111

SKIN CARE

KÖVO Essentials (US)
Probiotic + CBD Hydrating Toner Mist
Booth DB39010

CULT OF CBD

BODY CARE

Hemp + Sport (France)

Cooling Balm

Booth 44094

Muscles are eased after exercise with CBD Cooling Balm, which contains 1000 mg of CBD in a 50-gram balm. The combination of a variety of active ingredients, together with the natural benefits of CBD, help the body's recovery process. The balm is applied directly to the skin, and delivers a cooling effect that immediately relieves muscles and joints. Essential oils and peppermint combine to soothe, cool, and leave a naturally minty scent on the skin. Cooling Balm is non-greasy, and requires no drying time.



CULT OF CBD

HAIR CARE

The Luck Company (US)
LUCKCBD Revitalizing Shampoo
Booth 44193

LUCKCBD Revitalizing Shampoo contains USA-farmed CBD, pea shoot extract, and essential oils, all of which combine in a clean formula to help revitalize damaged, dry or aging hair. The shampoo also contains wheat and soy amino acids that have been shown to help fortify and strengthen hair. The essential oil blend of rosemary and lavender provides an appealing aromatherapy experience. LUCKCBD does not contain harsh chemicals, sulfates, waxes, parabens, or other unnecessary ingredients. The product's CBD is farmed in the USA, and has been tested to be free of THC.



CULT OF CBD

SUPPLEMENTS

Shaman Productions / Abeytu' Naturals (US)

CV Well Immune Boosting Tincture

Booth 44111

CV Well Immune Boosting Tincture was formulated to help cells deal with oxidative stressors, in addition to addressing four key aspects of aging: immunity, metabolic, liver, and kidney. The tincture aids cellular conductivity, and reinforces cellular defense. CV Well assists in the homeostasis regulation of a functional immune response of the body's endocannabinoid system in order to suppress cellular damage and aging. Just five drops of the tincture (sublingual) are needed, twice daily.



CULT OF CBD

SEXUAL WELLNESS

High On Love (Canada)
Stimulating Sensual Oil
Booth DB37011

A sensuous fusion of all-natural oils and premium-grade cannabis seed oil, Stimulating Sensual Oil was designed to be transformative for people experiencing vaginal dryness, discomfort, and a decreased libido. The oil is 100% natural, and made in small batches to guarantee the highest quality. Pure aromas awaken the senses.



CULT OF CBD

BODY CARE

Purple Raina Self Care (US)

Purple Raina Self Care – Hemp CBD Balm Wand

Booth TOB2

Purple Raina is a collection of Hemp CBD-infused self-care and grooming products that deliver skin care and aromatherapy benefits, while helping to soothe sore muscles. Hemp-CBD is an anti-inflammatory plant compound known to provide pain relief when consumed topically or orally, regenerate the skin's natural collagen production for more supple skin, alleviate dryness, and calm minor skin irritations. The brand's Hemp CBD-infused Balm Wand hydrates the skin, soothes sore muscles, “de-ashifies” dry areas like hands, elbows, knees, and feet, and nourishes irritated skin as well as tattoos.



CULT OF CBD

SKIN CARE

KÖVO Essentials (US)

Probiotic + CBD Hydrating Toner Mist

Booth DB39010

Probiotic + CBD Hydrating Toner Mist is a youth-boosting mist formulated to balance and strengthen the microflora of the skin's surface. A rich blend of pre-probiotic extracts, peptides, and CBD brightens, plumps, and protects the skin from free radicals. The formula incorporates nano-encapsulated CBD. Coconut water and gotu kola refine the look of pores to provide a smooth, radiant complexion. Peptide proteins reinforce the skin's texture and resilience. The product is plant-based, THC-free, vegan, paraben-free, EWG, sulfate-free, and animal cruelty-free.



RETURN OF PLAY

Time to have fun and glam up

After foregoing the joys of make-up (and socializing IRL) at the height of the pandemic, it's time to rediscover fun and amp up the play! The pandemic has not only changed the way consumers wear make-up, it also provided a behind-the-scenes outlet for experimentation with trends. Now, freed from the constraints of social distancing, people are craving an outlet, to "catch up" on good times, and let go. They are trying out the new skills they acquired from watching countless beauty tutorials, taking creative risks, and reveling in it all!

MAKE-UP

Crease Piece (US)
Cut Crease Creation Kit
Booth BV14

MAKE-UP

Meloway (US)
Your Way Mascara
Booth DBS35

MAKE-UP

Luna Magic (US)
Luna Magic x Boxycharm Va-Va Pink Lash Primer
Booth BV12

RETURN OF PLAY

MAKE-UP

Crease Piece (US)

Cut Crease Creation Kit

Booth BV14

Cut Crease Creation Kit helps beauty lovers of all skill levels create the perfect cut crease. The brand's founder, Brittney Foley, found a void in the beauty industry when her "spoon cut crease" hack video went viral with nearly 1.7 million views. Each kit includes three sets of custom, reusable silicone crease shapes, including Round, Almond, and Wing-shaped creases. Apply eye shadow over the top edge and remove the crease piece to reveal an Instagram-worthy cut crease.



RETURN OF PLAY

MAKE-UP

Meloway (US)
Your Way Mascara
Booth DBS35

Your Way Mascara is a vegan mascara featuring a patented, adjustable brush, and an ultra-pigmented formula that adds maximum volume, length, and curl. The lash-hugging brush delivers a clump-free application that separates and defines each lash for a falsie-like look, and the wand is fully adjustable to make it easy to reach corner and bottom lashes. The mascara is available in Super Black, Cherry Cola, and Mint Crème. The paraben-free formula contains ingredients such as keratin, argan oil, and red algae extract that condition lashes. The fully adjustable wand allows easy application, and the formula is easy to remove.



RETURN OF PLAY

MAKE-UP

Luna Magic (US)

Luna Magic x Boxycharm Va-Va Pink Lash Primer

Booth BV12

Luna Magic partnered with Boxycharm to create a pink lash primer that gives lashes an XXL boost. With just one sweep, the primer mascara glides on, and evenly coats and smooths lashes to maximize a favorite mascara. A natural wax provides creaminess to the texture along with an emulsifier that adds volume, extra length, and a long-lasting effect. A texturizing agent helps with combability and spreadability, creating well-defined and separated lashes. Pink in color, the lash primer allows the black pigments to stand out from the clean base with more intensity than traditional mascaras.



GO WITH THE GLOW

Glowing up signifies health and well-being

Goodbye sallow skin, hello glowy vibe! After more than a year of lockdown restrictions, luminous skin that looks like it glows from within is more desirable than ever - an instant signifier of radiant health and well-being. More people are aware of how lifestyle factors, including sleep quality, and stress levels, contribute to overall skin health and appearance. As face masks gradually come down, the new glow is about reenergizing skin and letting natural skin texture shine through. Consider it a backlash of the cakey, contoured complexions of recent years. Glowing skin has nothing to hide.

SKIN CARE

Kusum Cosmetics (US)
Glow Face Massage
Booth DG24

SKIN CARE

House of M Beauty (US)
Saffron Miracle Serum
Booth DB35012

MAKE-UP

Caley Cosmetics (US)
Beach Babe Cream-to-Glow
Booth DG4

GO WITH THE GLOW

SKIN CARE

Kusum Cosmetics (US)

Glow Face Massage

Booth DG24

Glow Face Massage helps skin look younger by stimulating skin muscle tone and collagen, and improving the skin's blood circulation and lymphatic drainage. It is rich in organic pomegranate and cucumber oils, as well as skin-friendly essential fatty acids and naturally-sourced vitamins. The product is 99% organic, and 100% plant-based.



GO WITH THE GLOW

MAKE-UP

Caley Cosmetics (US)
Beach Babe Cream-to-Glow
Booth DG4

Powered by probiotics to preserve and protect skin's natural beauty, Beach Babe Cream-to-Glow is a multi-tasking duo for eyes, cheeks, brows, and lips formulated with lactobacillus to strengthen the skin's natural barrier. The creamy sun-kissed duos feature a tropical botanical blend that drenches skin with rich hydration, so skin feels healthy and smooth, with probiotics that protect and defend the skin's barrier. This nourishing mineral makeup hydrates and soothes all skin types, and contains a moisturizing blend of watermelon, pineapple, hibiscus, jasmine, and mango for a healthy glow. There are no artificial colors, dyes or synthetic fragrance. Beach Babe Cream-to-Glow is made responsibly in a family-owned and operated green beauty facility in Texas.



GO WITH THE GLOW

SKIN CARE

House of M Beauty (US)
Saffron Miracle Serum
Booth DB35012

An all-in-one skin savior, Saffron Miracle Serum contains one of the most antioxidant-rich ingredients in the world, saffron. Tested for purity and richness, this rare and expensive spice helps protect the skin against free radicals and combat environmental pollutants. The formula is packed with vitamin C, 100% vegan squalane, Collageneer®, neroli essential oil, and rosehip oil, that promote an instant glow and nourish the skin. In all, the product contains more than 150 compounds known for targeting blemishes, reducing redness, soothing irritated skin, minimizing the appearance of fine lines, and restoring radiance to the skin.



JUST COMPOST IT

Biodegradable packaging is gaining traction

The drive towards conscious consumerism is inspiring beauty brands to challenge their supply chains and make the leap towards biodegradable packaging. Many bio-plastics degrade when they are composted, following a circular economy whereby sustainable plastics are manufactured from renewable resources before returning back to nature. The term “certified compostable” is, in fact, more accurate as it denotes products that will degrade 90% in 180 days under specific conditions. Other materials, such as paper, sugar cane, mushroom, agar (obtained from red algae), seaweed, and food waste by-products break down into harmless particles and contain no micro-plastics – all of which are earth-friendly alternatives to plastic.

SKIN CARE

Flora Beauty (US) /
Mind Naturals & Ô
CBD Rich Moisturizer
Booth 44187

BODY CARE

Shapemetics UAB (Lithuania) /
Solidu Cosmetics
It's Thyme Solid Body Butter
Booth DG10

JUST COMPOST IT

SKIN CARE

Flora Beauty (US) / Mind Naturals & Ô
CBD Rich Moisturizer
Booth 44187

Each jar of CBD Rich Moisturizer contains 250mg of hemp extract (<0.3 percent THC), designed to nourish, repair, and protect the skin, leaving it soft and hydrated thanks to a natural formula and antioxidant properties. The formula is preservative, dye, and paraben-free, and contained in biodegradable packaging. The bio-jar biodegrades completely and rapidly in carbon dioxide, water, and biomass, leaving no microplastics, and ensuring a minimal carbon footprint.



JUST COMPOST IT

BODY CARE

Shapemetics UAB (Lithuania) / Solidu Cosmetics
It's Thyme Solid Body Butter

Booth DG10

It's Thyme Solid Body Butter removes unnecessary ingredients, such as water, to create a concentrated product, including murumuru and black cumin, where a little goes a long way to moisturize and soften the skin. An essential oil blend with thyme provides an antibacterial benefit as well as a soothing herbal aroma. The body butter conveniently fits in the palm of the hand. It is packaged in 100% backyard-compostable packaging, consisting of only starch, bamboo, and charcoal, and doubles as a storage container for the body butter until it is finished.



AT-HOME TWEAKMENTS

Home-use devices & formulas rival professional treatments

Advances in beauty device technology, skin care formulations, and ingredients are rivaling professional cosmetic treatments performed in-office – no needles required. Since lockdown, many people became aware of their real or perceived imperfections thanks to endless time spent in front of the camera (the “Zoom Effect”), and they are investing in high-performing DIY skin care that is both safe and easy to use. As devices become ever smarter, especially when used in tandem with supercharged formulations, the results will minimize the need for costlier, and more invasive, plastic surgery procedures down the road.

SKIN CARE

Fresh Faced Skin Care (US)
**Eyebrations Triple Action
Eye Serum**
Booth DBS19

BODY CARE

DERMAdoctor (US)
**KP Duty Dermatologist Formulated
Body Scrub Exfoliant for Keratosis
Pilaris and Dry, Rough, Bumpy Skin
with 10% AHAs + PHAs**
Booth 38135

SKIN CARE

La Luer (US)
**La Luer® Facial
Treatment System**
Booth DBS2

SKIN CARE

Kelemata (Italy)
**Perlier Royal Elixir Nectar
Serum with Drone Technology**
Booth 35110

AT-HOME TWEAKMENTS

SKIN CARE

Fresh Faced Skin Care (US)

Eyibrations Triple Action Eye Serum

Booth DBS19

Eyibrations Triple Action Eye Serum is an anti-aging eye product that combines sonic technology with a proprietary peptide formulation that reduces the effects of aging around the eyes. The effects mimic injectables, but work naturally, and without needles. The product's compounds are designed to treat the delicate eye area by penetrating beneath the skin using 10,000 vibrations per minute to help infuse the serum deeper into the skin layers. Ingredient highlights include a proprietary blend including neuropeptides, niacinamide, vitamin K, caffeine, green tea extract, and hyaluronic acid.



AT-HOME TWEAKMENTS

BODY CARE

DERMAdoctor (US)

KP Duty Dermatologist Formulated Body Scrub Exfoliant for Keratosis Pilaris and Dry, Rough, Bumpy Skin with 10% AHAs + PHAs

Booth 38135

Combining time-honored dermatologist remedies with the latest skin care science, KP Duty Dermatologist Formulated Body Scrub for Dry, Rough, Bumpy Skin with 10% AHAs + PHAs features the benefits of a chemical peel and microdermabrasion into a single, easy-to-use formulation. This clean, clinical, and cruelty-free product is supercharged with clinically-beneficial AHAs, PHAs, BHA, as well as soothing and calming botanicals such as evening primrose, black currant seed, and borage oils. Together, these ingredients help reveal soft and healthy skin. Enhanced exfoliation also helps prepare skin for self-tanning and post-bathing treatments.



AT-HOME TWEAKMENTS

SKIN CARE

La Luer (US)

La Luer® Facial Treatment System

Booth DBS2

La Luer's Facial Treatment System makes technology-infused facials quick, accessible, and highly effective. Featuring six advanced technologies across four comprehensive treatments, La Luer offers a complete facial routine in less than five minutes. Each treatment (DETOX, TONE, LIFT, INFUSE) contains a specific set of technologies, delivering efficiency and customization. Treatments stimulate the skin's natural ability to regenerate, resulting in visibly firmer, smoother, and healthier-looking skin. The product integrates red, blue, and green LED light technology, EMS, ultrasound, radio frequency, ion infusion, and sonic pulsations in one tool. La Luer's patented technology delivers high-performance results akin to professional facials, but from the comfort of home. There are treatments for all ages and skin concerns.



AT-HOME TWEAKMENTS

SKIN CARE

Kelemata (Italy)

Perlier Royal Elixir Nectar Serum with Drone Technology

Booth 35110

The drone technology in Perlier Royal Elixir Nectar Serum with Drone Technology is like a “cosmetic drone,” releasing the serum’s active ingredient exactly where it is needed, and maximizing its effectiveness. The product is powered by fresh, ultra-concentrated royal jelly, the protein responsible for skin firmness, and is the highest dose ever used by Perlier. The serum also contains anti-aging peptides and releases them at the base of wrinkles for a targeted, anti-wrinkle plumping benefit.



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contact@beautystreams.com



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