

COSMOPROF
WORLDWIDE BOLOGNA

presents

COSMOPROF
TRENDS

Exclusive report curated by

BEAUTYSTREAMS

Beauty is becoming both increasingly diverse and personalized, drawing on technologies like AI and biotechnology to push the boundaries of formulation, concept, and design. To shine a spotlight on some of the most exciting emerging innovations and trends, Cosmoprof Worldwide Bologna presents the latest edition of the CosmoTrends Report, in collaboration with renowned global beauty trend authority BEAUTYSTREAMS.

The CosmoTrends Report is an essential trend guide for the beauty industry, highlighting product innovation and notable brands among the exhibitors at Cosmoprof Worldwide Bologna 2025. For this report, Cosmoprof invites the show's exhibitors to submit their latest innovations. BEAUTYSTREAMS then analyzes the hundreds of online submissions to identify the most captivating trends. The resulting report highlights what's new and what's coming next, providing a vital perspective on where beauty is headed now.

PRE-SHOW TRENDS OVERVIEW

New territories of expression are leading the way for beauty in 2025. When it comes to the exhibitors at Cosmoprof Worldwide Bologna and Cosmopack 2025, they're demonstrating how broad the definition of beauty can be. Intimate care and sexual wellness continue to be a major trend, while groundbreaking formulations that boost well-being hormones via the skin are an area to watch. Meanwhile, the growing popularity of aesthetic treatments is translating into ultra-targeted beauty products that have visible lifting effects, for no-needle face-enhancing solutions, in an instant. Alongside this, the glass skin trend extends to nails, hair, and lips, while packaging becomes more minimal – and sustainable – than ever before. Discover the most exciting directions for this year's boundary-breaking beauty.



Glow Below

Intimate care and sexual wellness products continue to evolve and are now anything but taboo.




Liftoff

Tapping into the rising popularity of aesthetic procedures, these lifting topicals target ultra-specific facial areas.



Keep It Glassy

The trend for a glass finish now spans skin care, make-up, nails, and hair.



Happy Hormones

These neurocosmetic-powered formulas boost mood-lifting hormones while enhancing the skin.



Stripped

Packaging becomes ever-more minimalistic – and sustainable.

Glow Below

Intimate care and sexual wellness products continue to evolve and are now anything but taboo.

All of a sudden, intimate care and sexual well-being is the center of attention. Indeed, the market for sexual wellness products is on the rise. According to [Precedence Research](#), the global sexual wellness products market size surpassed US \$23.50 billion in 2023 and is estimated to increase from US \$25.29 billion in 2024 to approximately US \$52.71 billion by 2034, growing at a CAGR of 7.62% between 2024 and 2034. Along with sexual wellness products, intimate care solutions that treat issues in the genital areas are also on the rise, in tandem improving people's experience of sex and intimate wellness. More and more, these products are becoming part of a wider array of beauty offerings, with major beauty names like Sephora and Cult Beauty now carrying sex toys and sexual wellness products. Intimate care and sexual wellness have staked their place in mainstream beauty.

Copyright © 2025 BEAUTYSTREAMS



Glow Below

Facts

The global sexual wellness products market size is forecast to increase from US \$25.29 billion in 2024 to approximately US \$52.71 billion by 2034, growing at a CAGR of 7.62% between 2024 and 2034.

Source: [Precedence Research](#)

In 2023, Sephora began carrying sexual wellness products, with the launch of Maude in its stores.

Watch out for highly targeted intimate care, whether that's products that improve sex by relieving menopausal symptoms, to on-the-go sex toys, to pheromone-enhancing and moisturizing serums.

Glow Below

PERSONAL CARE

Planbio Cosmetics S.R.L. – Italy
UVIA - V-SERUM Vulvar Serum / Siero Vulvare
Hall: 14 Stand No.: G32

Improving the elasticity, longevity, and well-being of the vulva and perivulval area, this serum acts on myriad levels. Its three hyaluronic acids and patented grape pomace extract from Nero di Troia, a vine that's native to Italy's Apulia Region, soothe inflammation; its antiseptic action combats bacteria; and to address vaginal atrophy that can occur in perimenopause and menopause, the serum promotes a thickening of the vulvar tissue, alongside enhancing elasticity and hydration. This latter action also promotes sexual well-being. The patented grape extract included in the formula has been the subject of four academic studies on the treatment of tissue inflammation, proving the extract's "uniqueness and activity," the brand states. Additionally, a group of gynecologists have tested the serum's effectiveness on women experiencing menopause and sexual discomfort. After a few weeks of use, the serum is said to restore elasticity and firmness to the tissue of the vulva, reducing discomfort during sexual intercourse.



Glow Below

PERSONAL CARE

Havlíkova Přírodní Apotéka S.R.O. - Czechia

Venuše Intimate Serum

Hall: 21 Stand No.: D7

Alongside rejuvenating, hydrating, and firming the skin of the vulva, this serum acts to stimulate pheromone production, billed as elevating “sensuality.” Among the serum’s patented actives are SKINectura™, an organic flower extract derived from the Australian kangaroo paw flower, clinically proven to boost collagen and elastin for firmer, rejuvenated skin; HySilk®, a low molecular weight hyaluronic acid that deeply hydrates and restores elasticity; and Salixin®, a fermented purple willow extract that provides anti-inflammatory and antimicrobial benefits. The serum also contains five flower extracts, including chamomile to soothe, Indian lotus for elasticity, and vanilla as an aphrodisiac. The ingredients work in synergy to enhance elasticity, support intimate skin’s microflora and pH balance, and leave skin appearing plump, fresh, and youthful.



Glow Below

SKIN CARE / PERSONAL CARE

Anya Cosmetiques S.R.L. A SOCIO UNICO – Italy

Velvet Intima

Hall: 20 Stand No.: A37

Bringing the stick format to intimate care, the Velvet Intima stick is an anhydrous stick that moisturizes and soothes intimate skin, such as that of the vulva and the folds of the groin area. Among the stick's ingredients are a lipid complex whose structure resembles the lipid barrier of the stratum corneum; hyaluronic acid carried in liposomes; *Centella asiatica* extract, with an anti-inflammatory effect; and chamomile extract, to calm and soothe irritated skin. The formula is almost completely derived from ingredients of natural origin, and its silky, velvety texture offers a pleasant feeling on the skin, absorbing without leaving the skin feeling greasy.



Glow Below

DEVICE

LELOi AB – Sweden

Lelo – MIA™ 3

Hall: 14 Stand No.: F22-G23

The MIA™ 3 is a lipstick-shaped vibrator that reimagines the sex toy as an “on-the-go” solution. It is conceived with the idea of being “spontaneous yet discreet wherever you go,” Lelo says, with the toy fitting into bags, purses, or suitcases. The vibrator offers eight settings, “from a gentle murmur to an intense pulse,” with its sculpted tip molded to target the clitoris, “delivering fast and intense climaxes.” The product is made from body-safe silicone and ABS plastic and is certified under the international ISO 3533 certification for intimate product safety. Its design also incorporates a travel lock, so it can be carried without activating.



Glow Below

20 - 22 MARCH

COSMOPACK

INGREDIENTS & RAW MATERIALS, PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING, MACHINERY

20 - 23 MARCH

COSMO HAIR&NAIL&BEAUTY SALON

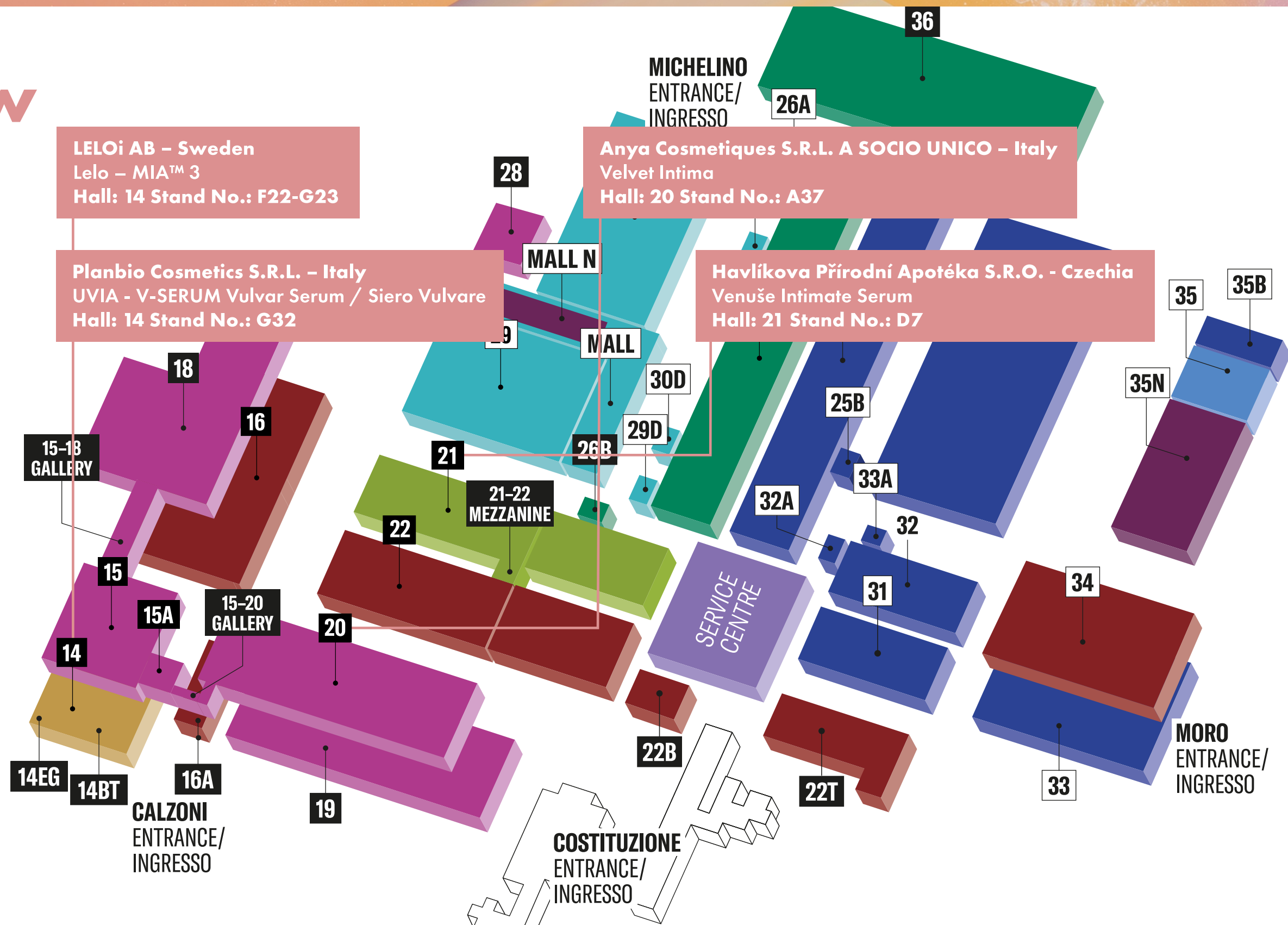
PROFESSIONAL HAIR

BEAUTY & SPA

NAILWORLD

COSMOSHOP

COUNTRY PAVILIONS



Liftoff

Tapping into the rising popularity of aesthetic procedures, these lifting topicals target ultra-specific facial areas.

Get ready for skin care that zeroes in on the most specific lifting, tightening, and reviving claims. As the popularity of aesthetic treatments booms – the American Association of Plastic Surgeons said in February that minimally invasive procedures accounted for 80% of U.S. aesthetic procedures in 2024 – this is trickling down to skin care, with brands helping consumers to achieve similar targeted lifting effects without needles. From products that employ cupping massages to lift lips, to formulas whose peptides visibly lift the eyelids, to patches that address lax skin and lines between the eyes or around the lips, lifting skin care is entering a targeted new era.

Copyright © 2025 BEAUTYSTREAMS



Liftoff

Facts

The American Association of Plastic Surgeons said that minimally invasive procedures accounted for 80% of the total number of U.S. aesthetic treatments in 2024.

The organization also said that facelift patients are becoming younger, with patients aged 35-55 rising and representing as high as 32% of all U.S. facelift patients in recent years.

Skin care products that mimic aesthetic procedures' effects have a micro-focus on targeting different areas of the face, such as the forehead, crow's feet, laugh lines, and eleven lines.

Liftoff

SKIN CARE

Bellabaci International – South Africa
Plump Up the Volume Ritual
Hall: 21 Stand No.: R12

The lips get a targeted lifting and plumping treatment with this massage cup and serum set. The serum is composed of both instant and long-term plumping actives, to enhance the lips while offering hydration and smoothness. The serum also targets fine lines and wrinkles around the mouth, while its antioxidants protect lips from environmental damage. To use, the serum is applied to the lips, and then the cup is glided over the lips, with its massaging and lifting effect enhancing the serum's plumping effects. It's billed as a "natural and effective solution" to amplify the lips' volume.



Liftoff

SKIN CARE

Dermosfera S.R.L. – Italy

Rhea Cosmetics – The_Lifter – Forehead and Eyelid Lifting Effect Treatment

Hall: 29 Stand No.: A6-B5

Zeroing in on the eyelids and the forehead, this product offers what's billed as a "Botox-like" lifting and firming effect for these facial areas. The formula targets these areas' low volume of adipose tissue and concentration. Among its ingredients is a biomimetic – StretchPeptide – which emulates melatonin's antioxidant and regenerative properties to combat protein glycation and lipid oxidation, thus promoting collagen production and encouraging elasticity and tone. MicroHyalu, a low-weight hyaluronic acid, improves elasticity and hydration, and helps tighten skin while preventing wrinkles caused by dehydration. Alongside this, shea and cocoa butters offer emollient and nourishing properties. According to the brand's efficacy tests, when applied on volunteers twice daily for 30 days, the product demonstrated a 20% increase in skin elasticity and a visible lifting effect on the eyelids as well as smoothing of forehead wrinkles. It also acts to minimize descending eyebrows and eyelid heaviness.



Liftoff

SKIN CARE

Laboratorios Phergal S.A. – Spain

Atashi – K-Bioferment Instant Blur Magic Eyes

Hall: 21 Stand No.: H4e

This treatment has been formulated to lift, tighten, and open up tired-looking eyes, for those with both young and mature skin. Among its ingredients are X-melt®, a complex of caffeine, artichoke extract, and polysaccharides, which stimulates lymphatic circulation to reduce dark circles and puffiness; pharmaceutical-grade illuminating micro-pigments that correct imperfections and provide radiance; *Ganoderma lucidum*, or reishi, which rejuvenates the skin; and ectoin to protect and calm sensitive skin. Also within the formula is *Centella asiatica* E.P., niacinamide, organic fermented golden millet, and Ecoskin®, which all improve elasticity, cell regeneration, and strengthen the skin barrier. The brand's consumer tests on 20 volunteers following 28 days of application demonstrated a 100% reduction in dark circles, a 95% lifting effect, 90% more energized skin, and an 85% reduction in milia.



Liftoff

SKIN CARE

CSM S.R.L. – Italy

Cosmi Milano – Patch Smile and Thinker Patch

Hall: 26 Stand No.: A67-B68

Designed to be used on different areas of the face, these hydrocolloid patches reduce the appearance of expression lines while hydrating and firming the skin. The result is a more youthful, radiant look. The patches are designed to be applied around the mouth and the eyes, while the accompanying Thinker Patch targets eleven lines between the brows. The patches are infused with squalane and *Vitis vinifera*, or grape seed oil, acting to soften skin and smooth targeted areas for an anti-aging effect. The patches are targeted at younger consumers looking for a non-invasive solution to addressing expression lines. They can be worn day or night but are especially recommended for overnight application.



Liftoff

SKIN CARE

Ancorotti Cosmetics S.P.A. – Italy

Keep it between us...

Hall: 15 Stand No.: D19

These jelly brow patches are intended to be used after brow treatments such as microblading or waxing and have been designed to leave the skin around the brows hydrated, relieved, and firmer looking. The reusable patches are composed of 98% naturally derived ingredients, including a red algae and rice blend, which acts as a natural moisturizer and skin barrier enhancer, and stimulates skin's own hydration process as well as the ability to generate its own ceramides. Within the patches is also a blend of five molecular weights of hyaluronic acids to deeply hydrate, smooth, and rejuvenate the skin, enhancing elasticity and reducing wrinkles. Alongside this, upcycled mandarin extract – a soothing and rejuvenating active derived from upcycled organic mandarin peel paste – calms skin, reduces redness, and boosts skin firmness with soothing and anti-inflammatory properties.



Liftoff

20 - 22 MARCH

COSMOPACK

INGREDIENTS & RAW MATERIALS, PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING, MACHINERY

COSMO PERFUMERY & COSMETICS

COSMOPRIME

GREEN & ORGANIC

COSMETICS & TOILETRIES

20 - 23 MARCH

COSMO HAIR & NAIL & BEAUTY SALON

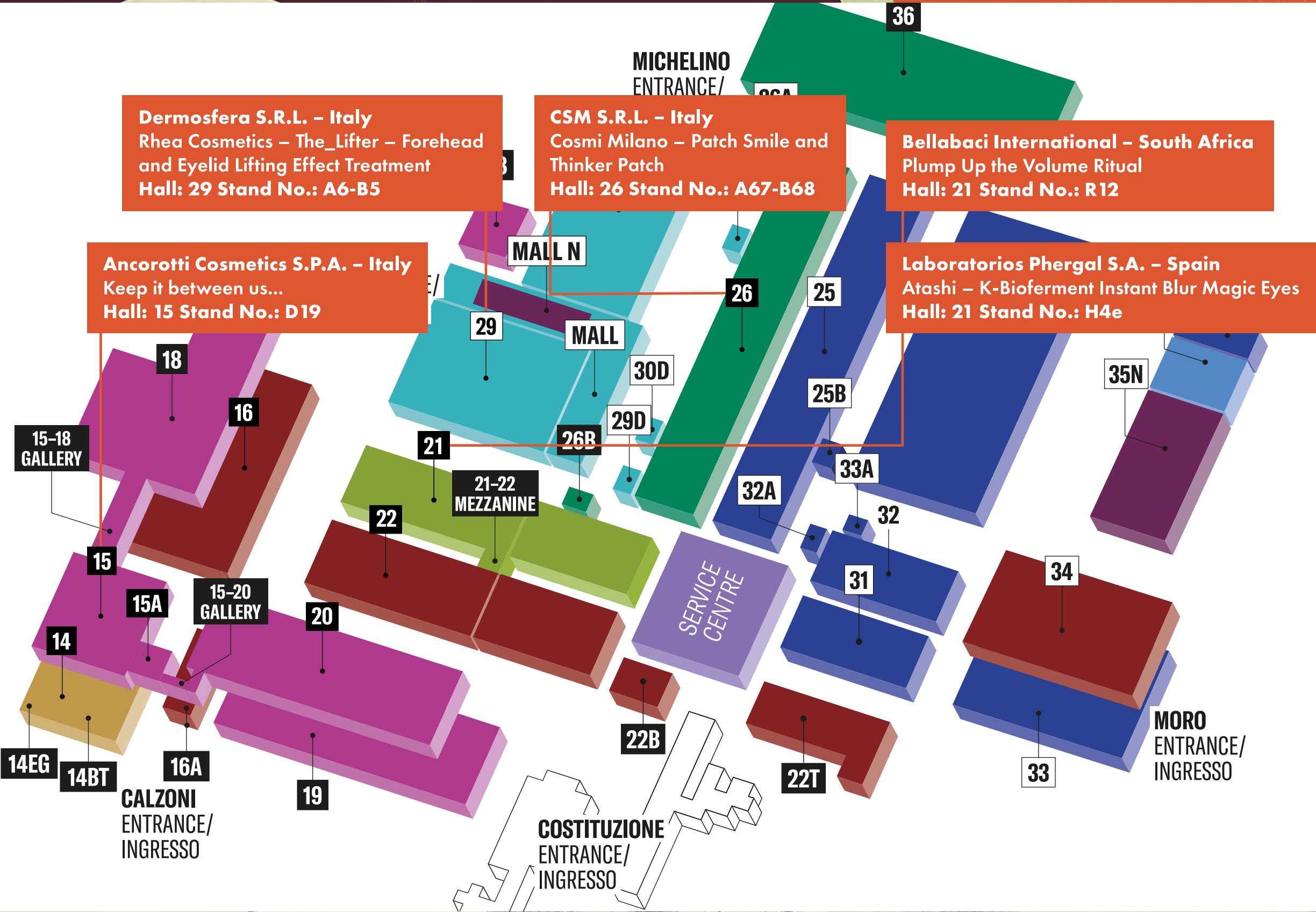
PROFESSIONAL HAIR

BEAUTY & SPA

NAILWORLD

COSMOSHOP

COUNTRY PAVILIONS



Keep It Glassy

The trend for a glass finish now spans skin care, make-up, nails, and hair.

With glass skin being TikTok's top beauty trend of 2024, with 718,000 posts, [Professional Beauty reports](#), it looks like this sheening skin effect isn't going anywhere. And now it's not only about glass skin – the mirror-like effect is trending for hair, nails, and lips, too. From glassy blushes to gloss-giving hair masks and nail scrubs that leave nails gleaming, the “glass” trend is a signifier of youthful, healthy beauty. Indeed, according to Circana U.K. data published in [The Guardian](#) in November, sales of skin care products that promise “hydration” and “moisture” – promoting a glassy finish – rose 15% compared to the previous year. Discover a glass glow, for everywhere.

Copyright © 2025 BEAUTYSTREAMS



Keep It Glassy

Facts

Glass skin was TikTok's top beauty trend of 2024, with 718,000 posts.

Source: [Professional Beauty](#)

"How to get glass skin" was among Google's top beauty searches for 2024.

Source: [GCI Magazine](#)

Emerging glass-giving products bring a glass look to blushes, nail care, lips, hair masks, and skin care alike.

Keep It Glassy

MAKE-UP

iTiT Cosmetics S.R.L. – Italy

Glass Glow Lip Stylo

Hall: 20 Stand No.: B53-C54

This lipstick formula creates a “glass-like glow finish,” combined with intense, high-impact color. The formula blends oils, esters, and butters to deliver nourishment and comfort. It also incorporates a “bionic” tripeptide that boosts collagen and mucopolysaccharide synthesis. This helps to plump and volumize the lips, making them appear fuller, more hydrated, and smooth. The ingredient also improves the appearance of lip wrinkles, leaving lips looking more youthful, while the formula’s bold color imparts long-lasting lip color.



Keep It Glassy

HAIR CARE

D'Difference – Estonia

Fast & Glorious Liquid Hair Mask

Hall: 16 Stand No.: D18

Promising to deliver “glass hair” with “extreme shine,” this mask claims to leave hair looking mirror-like. The rinse-out liquid mask is formulated with cloudberry extract to hydrate the hair and soothe the scalp; biotin to strengthen hair, accelerate growth, and inhibit hair loss; niacinamide to nourish hair and add shine and brilliance; and a plant-based alternative to keratin that strengthens hair, provides elasticity and shine, and reduces frizz. The mask also reduces drying time. It is intended for color-treated, chemically processed, or dry hair, acting to smooth porosity, close cuticles, and leave hair looking flawless and mirror-like. To use, it is applied to damp hair after washing, left for a few seconds, then rinsed out.



Keep It Glassy

NAIL CARE

Londontown Inc. – United States

Mani Bright Nail Scrub

Hall: 22 Stand No.: B39-C40

Bringing “brilliance” to nails, the Mani Bright Nail Scrub is infused with brightening actives, deep cleansing agents, and a nourishing Florium Complex to lift stains and leave nails sparkling. Among the ingredients, Florium Complex is Londontown’s proprietary botanical blend of rapeseed flower oil, cucumber extract, garlic extract, evening primrose oil, chamomile extract, and vitamin E. The tube of scrub comes with a double-sided brush, with the product brushed onto nails like toothpaste. The formula also contains sodium carbonate to boost whiteness, calcium carbonate to remove stains and discoloration, and citrus extract to brighten.



Keep It Glassy

SKIN CARE

Arganour S.L. – Spain

D-Glow – Illuminating Facial Cream

Hall: 16 Stand No.: I25d

Providing what the brand describes as “an instant glass skin effect,” among this cream’s ingredients is a cellular nectar derived from *Lithops*, a type of succulent, which activates vitamin D synthesis by optimizing the microenvironment in the deepest layers of the skin, leaving the skin smooth, hydrated, and illuminated. Fructooligosaccharides and beet extract together increase the production and activation of vitamin D receptors to increase levels of natural moisturizing factors, leaving skin softer and more hydrated. A corn-derived sugar complex improves barrier function and keeps the skin hydrated, while ferulic acid’s antioxidant properties protect the skin from sun damage by neutralizing free radicals responsible for aging. The product is also formulated with high and medium molecular weight hyaluronic acid to improve skin hydration levels and elasticity. Alongside enhancing skin’s natural radiance, the product provides intense and long-term hydration and minimizes signs of aging. The cream is certified as COSMOS Organic.



Keep It Glassy

MAKE-UP

ANJAC Health & Beauty – France

Aircos Pascual - Icy Glow Blush & Highlighter

Hall: 15A Stand No.: A8-B7

Offering “a next-level glass skin effect,” this blush and highlighter duo is formulated with ultra-fine textures, that glide onto the skin delivering luminous, buildable color. The formulas incorporate the brand’s “Ice-Skating” texture technology, providing an ultra-smooth and long-lasting finish while infusing the skin with translucent light. Ingredients include plum and silver pearls in the blush, which diffuse light to create a “halo” effect; silver, gold, and ivory pearls in the highlighter to create an icy halo of light; sheer pigments; and mica for sensoriality, luminosity, and intense payoff. Alongside this, sensory and film former agents deliver high shine, an ultra-gliding and lightweight texture, and a soft, non-powdery touch that optimizes glitter pick-up and deposit on skin. Alongside this, these agents improve the skin barrier, water resistance, and skin adhesion while silica provides a mattifying effect.



Keep It Glassy

20 - 22 MARCH

COSMOPACK

INGREDIENTS & RAW MATERIALS, PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING, MACHINERY

COSMO PERFUMERY & COSMETICS

COSMOPRIME

GREEN & ORGANIC

COSMETICS & TOILETRIES

20 - 23 MARCH

COSMO HAIR & NAIL & BEAUTY SALON

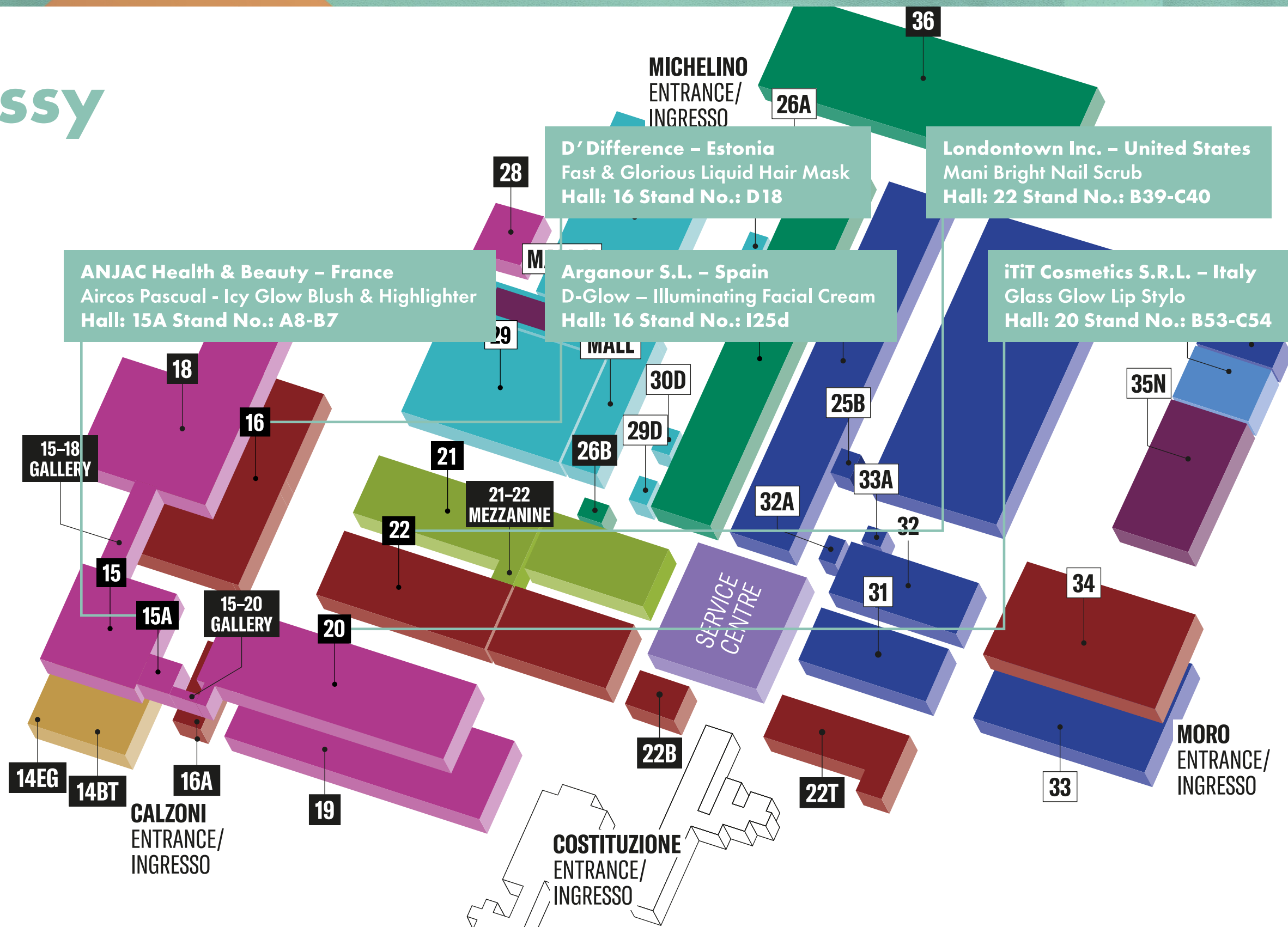
PROFESSIONAL HAIR

BEAUTY & SPA

NAILWORLD

COSMOSHOP

COUNTRY PAVILIONS



Happy Hormones

These neurocosmetic-powered formulas boost mood-lifting hormones while enhancing the skin.

Formulas claiming to create a rush of well-being are on the rise. Indeed, the global neurocosmetics market size was estimated to stand at US \$1.8 billion in 2023 and is expected to grow at a CAGR of 8.3% between 2024 to 2030, according to [Grand View Research](#). Alongside this, *Happy* cites [YPulse](#) data that claims that 72% of Gen Z and millennials have engaged in or are interested in beauty and self-care activities to combat stress and anxiety. Among the mood-boosting ingredients brands are drawing on? Japanese indigo extract, claimed to stimulate beta-endorphin release; a phytofermented jasmine extract that boosts oxytocin; and greentech plant extracts that promote well-being hormones while offering anti-aging benefits. Now, the dopamine hit of cosmetics goes beyond the thrill of a purchase.

Copyright © 2025 BEAUTYSTREAMS



Happy Hormones

Facts

The global neurocosmetics market size was estimated to stand at US \$1.8 billion in 2023 and is expected to grow at a CAGR of 8.3% between 2024 to 2030.

Source: [Grand View Research](#)

Happy cites YPulse data that claims that 72% of Gen Z and millennials have engaged in or are interested in beauty and self-care activities to combat stress and anxiety.

Source: [YPulse](#) via *Happy*

New formulas claim to boost levels of oxytocin and beta-endorphins on application, creating an instant feel-good effect, with this mood-boosting effect spanning categories from skin care, to sun care, to fragrance.

Happy Hormones

SUN CARE

Marzia Clinic – Italy

Golden Vibes

Hall: 30 Stand No.: B12-C11

This self-tan spray includes an ingredient the brand calls Neuro Sun, which claims to stimulate the release of melanin, oxytocin, beta-endorphins, and vitamin D production in the skin, “mimicking the psychological and physiological benefits of sun exposure without its harmful effects.” Neuro Sun is derived from *Persicaria tinctoria*, or Japanese indigo, sustainably cultivated in Provence. The plant-based extract enhances melanin production, protects DNA, and reduces skin inflammation, while its optimized cultivation process means the ingredient complies with organic and COSMOS standards. As the formula activates melanin production it creates a tanned effect without sun exposure. The formula also protects skin against environmental stressors, reducing UV and heat-induced inflammation, and raises vitamin D levels, enhancing skin resilience and vitality. Meanwhile, its mood-boosting properties stimulate beta endorphin release for a feeling of well-being. The AI-developed formula also contains botanical oils such as sweet almond, moringa, carrot, and watermelon seed oil for deep hydration and antioxidant protection.



Happy Hormones

SKIN CARE

Art Cosmetics S.R.L. – Italy
Slow E-Motion Face Serum
Hall: 15 Stand No.: A14-B9

To create a feeling of well-being, this facial serum formula is infused with a phytofermented extract derived from fresh and organic jasmine flowers, which activates Piezo1 touch sensors, stimulating oxytocin to enhance skin resilience, smoothness, and luminosity. It is claimed that this active reduces emotional stress by 24% and improves skin radiance, hydration, and barrier function. Also within the formula is a vegetable-based collagen alternative, derived from soy, corn, and wheat, which replicates the amino acids found in animal collagen to increase skin moisture and skin barrier function. A naturally derived emulsifier ensures a light feel, while naturally derived glycol offers humectant properties, and a film former gives a lifting effect. The formula has an ultra-fluid, milky consistency for rapid absorption while providing a luxurious application experience.



Happy Hormones

SKIN CARE

Cosmewax – Spain

Mindfulness Serum-to-Oil

Hall: 18 Stand No.: D22

Among this serum-to-oil formula's ingredients is cherimoya fruit extract, which "[significantly reduces] cortisol levels and psychological stress," to enhance skin health while contributing to mental well-being. And to amplify these feel-good effects, the serum-to-oil texture transforms upon application, for a sensorial and relaxing experience. Also within the formula is Argireline® hexapeptide, which has a fast-acting effect on reducing wrinkles' appearance and improving skin firmness, as well as trehalose and Pentavitin®, which moisturize and strengthen the skin's natural barrier, enhancing the skin's resilience against environmental stressors. In addition, *Lactobacillus* ferment boosts skin's defenses and enhances barrier function. The formula is intended to tap into the growing market for "emotional skin care," Cosmewax says.



Happy Hormones

SKIN CARE

Essentia Beauty S.R.L. – Italy

SereniGlow Perfumed Microemulsion

Hall: 18 Stand No.: B27

A hybrid fragrance-body care formula, SereniGlow is infused with a greentech active ingredient – *Andrographis paniculata* leaf extract – that has been shown in in vitro tests to boost endorphin and oxytocin production, while providing anti-aging, radiance, and smoothing benefits. The formula is alcohol-free, and contains only 3% fragrance, making it suitable for sensitive skin. It is intended for use on the neck and décolleté and combines functional skin care with perfumery. The formulation feels velvet-like on the skin and is composed of 96% natural-origin ingredients.



Happy Hormones

SKIN CARE

B.Kolormakeup & Skincare S.P.A. SB – Italy
SOLARESQUE Beauty & Mind Boosting Cream
Hall: 15 Stand No.: A2-C1

Billed as capturing “the power of sunlight in a jar,” this formula contains an extract of indigo plant, which combines gradual self-tanning capabilities with the sun’s positive emotional effects. Indeed, the formula’s active promotes the release of beta-endorphins, vitamin D, and oxytocin, enhancing mood and skin vitality. Also in the formula is vitamin B12, lending it a pink hue while supporting a healthy skin microbiome, soothing inflammation, and promoting a radiant, healthy-looking complexion over time. The formula additionally creates an “ASMR-like” sensorial effect, as it combines a natural wax-based emulsifying system with a next-generation gelling agent, for a hydrated sensation with a silicone-like touch. Intended to be used with SPF products, the formula fuses emotional well-being with healthy, glowing skin.



Happy Hormones

SKIN CARE

PDT Cosmetici S.R.L. – Italy
Relax and Soothing Face Drops
Hall: 18 Stand No.: B23

Combining exosomes with neurocosmetic technology, this serum has been formulated to fuse visible skin care benefits with mental well-being. The exosomes within the formula act as cellular messengers, stimulating skin regeneration, reducing inflammation, and supporting nervous system interactions. Meanwhile, the serum's nutricosmetic actives promote relaxation, reducing the effects of stress-induced aging. The formula boosts hydration, improves elasticity, and restores a natural glow to the skin, while reinforcing the skin's protective barrier. And formulated with gentle, natural ingredients, the formula cares for sensitive skin while supporting overall well-being.



Happy Hormones

20 - 22 MARCH

COSMOPACK

INGREDIENTS & RAW MATERIALS, PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING, MACHINERY

20 - 23 MARCH

COSMO HAIR&NAIL&BEAUTY SALON

PROFESSIONAL HAIR

BEAUTY & SPA

NAILWORLD

COSMOSHOP

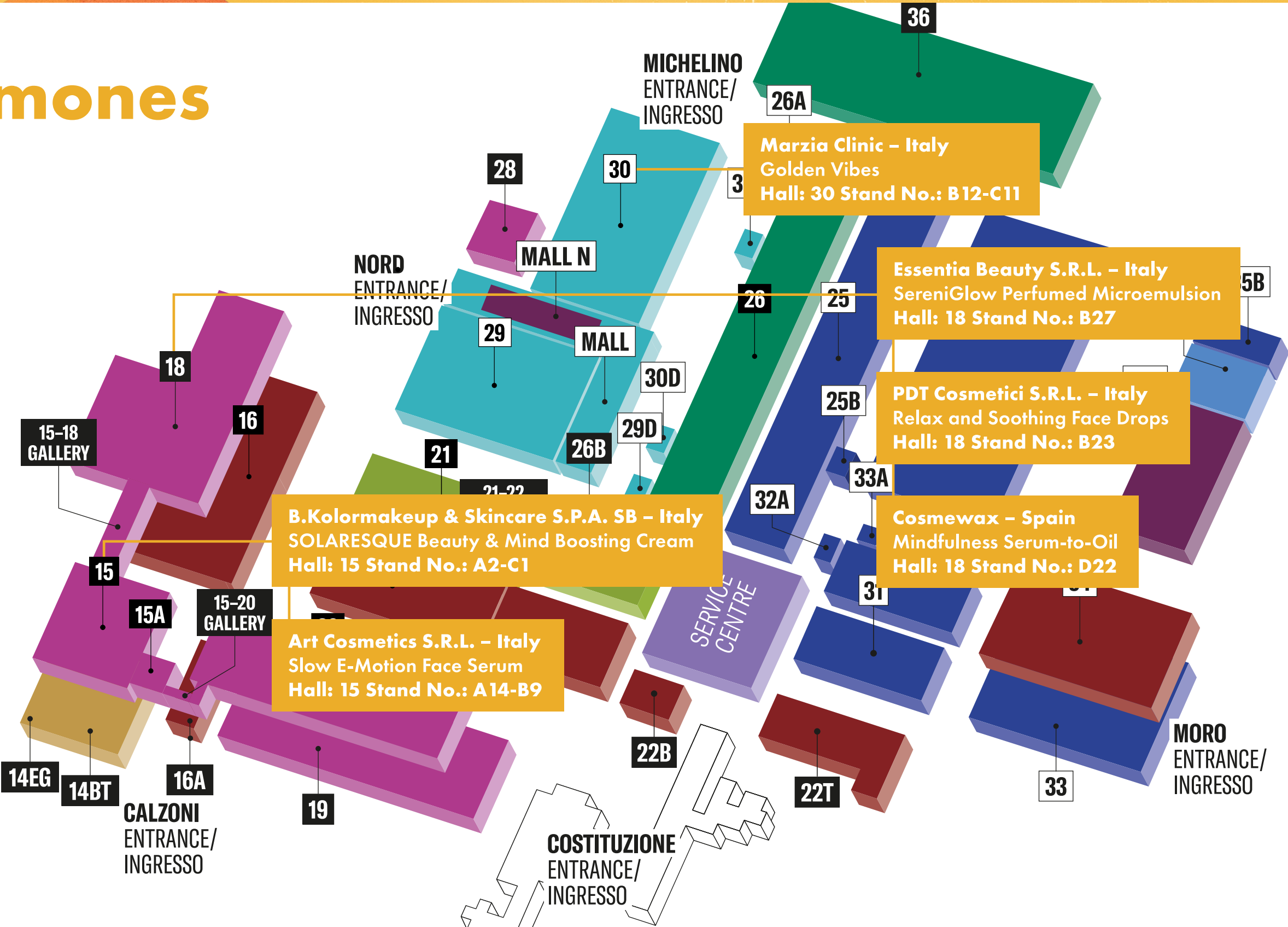
COUNTRY PAVILIONS

COSMO PERFUMERY&COSMETICS

COSMOPRIME

GREEN & ORGANIC

COSMETICS & TOILETERIES



Stripped

Packaging becomes ever-more minimalistic – and sustainable.

When it comes to packaging, less is now more. Myriad regions are introducing legislation to incite companies to produce more sustainable packaging – and to take more responsibility for their packaging's lifecycle. To wit: in 2024, the European Parliament approved a law to ban single-use packaging in hotels from 2030, and from 2025 Extended Producer Responsibility is set to come into force in the U.K. As a result, brands are responding with some ingenious solutions. What to watch for at this year's Cosmoprof Worldwide Bologna? Wax packaging that's completely biodegradable; sachets and spheres that seamlessly dissolve in water; and compacts made entirely from aluminum, for easy recyclability.

Copyright © 2025 BEAUTYSTREAMS



Stripped

Facts

Extended Producer Responsibility is set to come into force in the U.K. from 2025, which will see larger companies pay a fee to manage their packaging waste.

In 2024, the European parliament approved a law to ban single-use packaging in hotels from 2030.

Packaging producers are now putting a focus on recyclable, waste-free, and dissolvable packaging solutions.

Stripped

PACKAGING

Omnicos Group S.R.L. – Italy

All in All

Hall: 15 Stand No.: A16-B15

In this concept from Omnicos Group, candelilla wax is infused into the All in All formulation while also serving as the material from which the pack is composed. Using candelilla wax, a sustainable alternative to beeswax, thus creates packaging that is an extension of the formula and is biodegradable and disposable directly in the compost, reducing its environmental impact. This is billed as offering a “zero waste” alternative to traditional packaging.



Stripped

SKIN CARE

Biofactoria Naturae Et Salus S.A. – Spain
Naturae Cosmetic – Aloe Vera Cubes
Hall: 21 Stand No.: H4a

Presenting the consumer with aloe vera that's as pure as possible, these cubes of aloe vera are treated and coated with wax, to create a product that's akin to experiencing the juice from an aloe vera plant. Composed of just *Aloe barbadensis* leaf, citric acid, potassium sorbate, and sodium benzoate, the product is composed of the pulp of aloe vera, without added water. The cubes hydrate, soothe, and help to repair skin, and provide anti-aging benefits. Customers can adapt the aloe vera cubes to their needs, using the aloe vera as a moisturizer, a mask, an under-eye treatment, to target inflammation or treat sunburns, to offer skin regeneration, and to treat skin post-depilation and shaving.



Stripped

PERSONAL CARE

Deardot. – South Korea

Deardot. Face Cleanser Sheet With Water-Soluble Sachet

Hall: 22B Stand No.: 22B-9

A zero-waste solution, this product presents solid cleanser sheets in water-soluble sachets, which completely dissolve after use to eliminate plastic waste and microplastic pollution. The wash-off cosmetic sheet is formulated with biodegradable, plant-based ingredients. PVA-free, the solid sheets contain gentle surfactants, moisturizing agents, and botanical extracts, so they are suitable for all skin types. The INCI list, Deardot. says, includes naturally derived cleansing agents, free from sulfates, parabens, and synthetic fragrances. The sachets, meanwhile, dissolve cleanly, leaving no pollutants. And while the concept reduces packaging waste and carbon emissions, the production process also minimizes water usage and energy consumption, to make the product more sustainable.



Stripped

PERSONAL CARE

CAHM Europe S.A. – Romania

QPearl 100% Plastic-Free Shampoo | Shower Gel

Hall: 21 Stand No.: D10

With a biodegradable pearl outer shell, these plastic-free shampoo and shower gel pearls are designed for hotel amenities. On contact with warm water, the outer shell dissolves and delivers a single dose of shampoo or shower gel that can be applied to skin and hair. The shell dissolves in water within a minute, minimizing waste. The pearls are crafted using CAHM's pearl-shaped encapsulation, which is billed as both enhancing the sensory experience and offering accurate dosage control. They are 100% plastic-free, with their outer shell composed of a biomaterial. The formulation within is 92% water-free and preservative-free and is billed as being in line with the UN's sustainable development goals regarding water-free biomaterials and cosmetics.

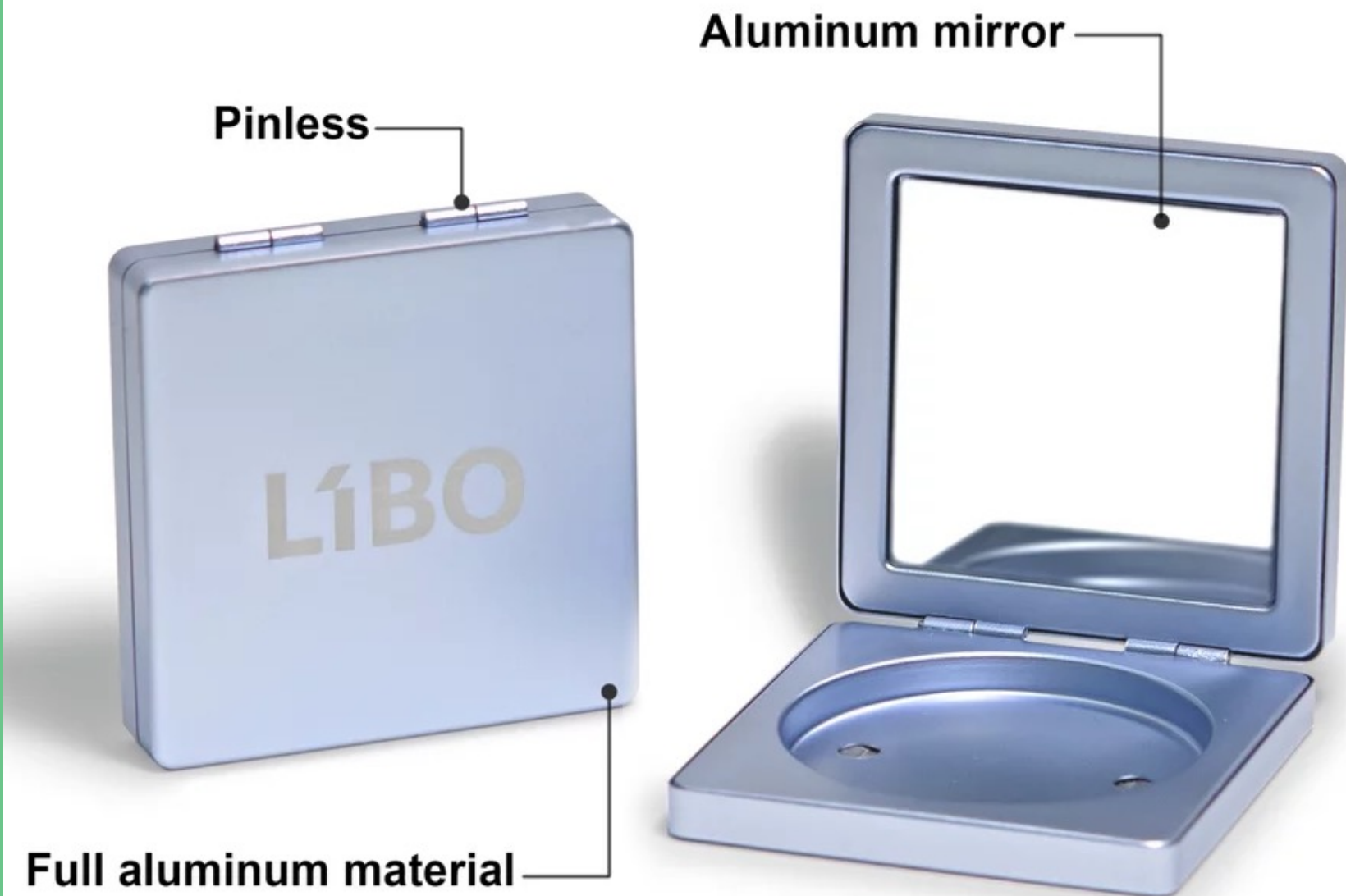


Stripped

PACKAGING

Libo Cosmetics Co., Ltd. – Taiwan
Aluminum Compact
Hall: 18 Stand No.: G12

As it's crafted from 100% aluminum – including the mirror – this compact can easily be recycled after use. The monomaterial design includes a seamless aluminum hinge, and the branding is laser-engraved for a premium-looking finish. Additionally, the compact is anodized to enhance its durability and resistance to wear, ensuring a long-lasting, high-quality finish. Anodization is an electrochemical process that creates an aluminum oxide coat on the surface of the aluminum product to protect against wear. The anodization process is billed as adding a level of sheen, further elevating the product's luxurious look. The design meets environmental standards while offering sleek, modern aesthetics, combining both functionality and sustainability.



Stripped

20 - 22 MARCH

COSMOPACK

INGREDIENTS & RAW MATERIALS, PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING, MACHINERY

20 - 23 MARCH

COSMO

PERFUMERY & COSMETICS

COSMOPRIME

GREEN & ORGANIC

COSMETICS & TOILETRIES

COSMO

HAIR & NAIL & BEAUTY SALON

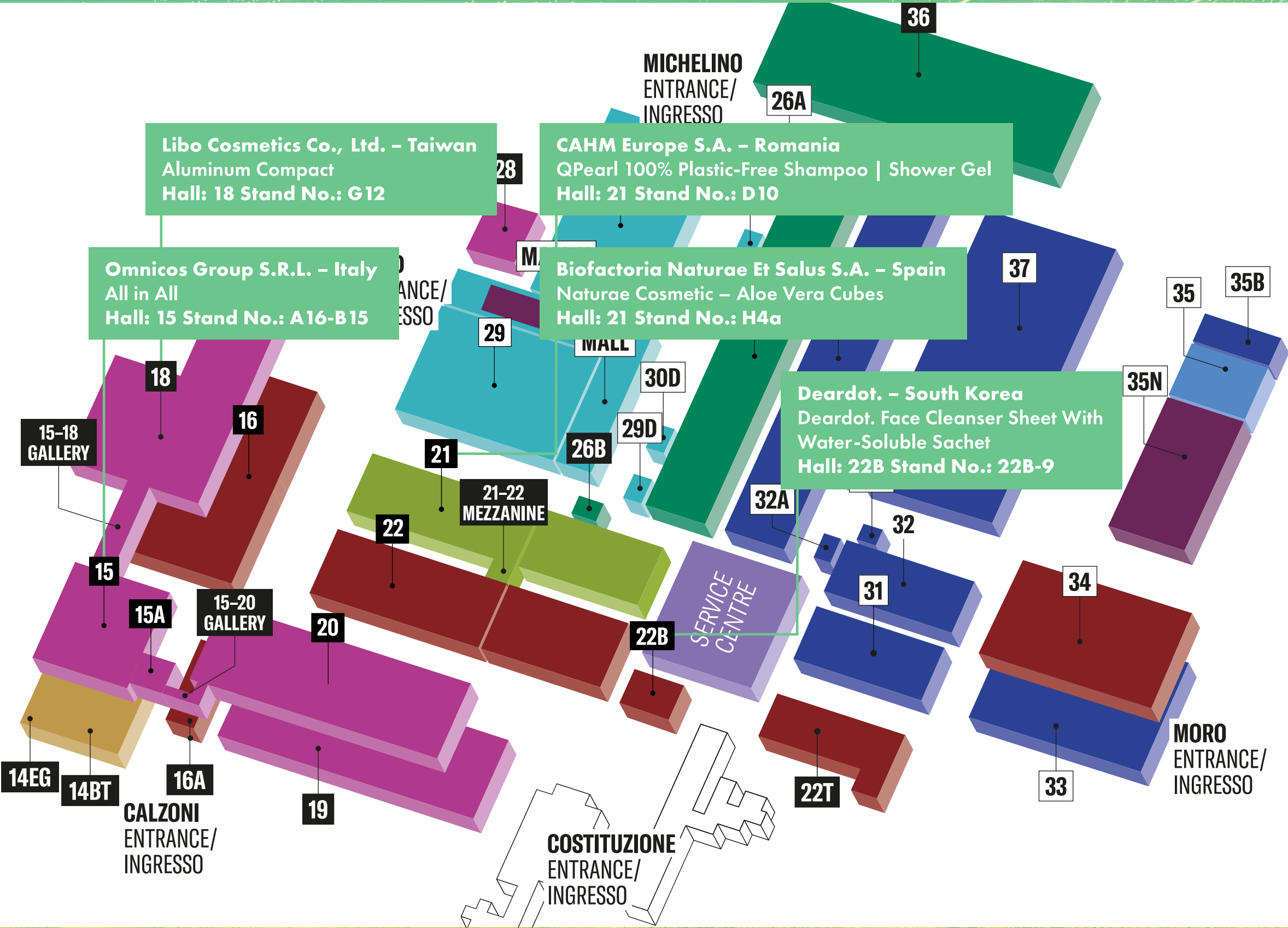
PROFESSIONAL HAIR

BEAUTY & SPA

NAILWORLD

COSMOSHOP

COUNTRY PAVILIONS



BEAUTYSTREAMS

For more expert insights and trends in the beauty sector, visit:

www.beautystreams.com



@beautystreams_official



BEAUTYSTREAMS



contact@beautystreams.com



beautystreams.com
beautystreamslifestyle.com
openstreamsfoundation.org

Thank you !

BEAUTYSTREAMS

X

COSMOPROF
WORLDWIDE BOLOGNA