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BOLOGNA, ITALY
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20 - 22 MARCH 2025

COSMOPACK

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20 - 23 MARCH 2025

COSMO HAIR & NAIL &
BEAUTY SALON

**COSMOPROF &
COSMOPACK AWARDS
CELEBRATES
EXCELLENCE IN THE
COSMETICS INDUSTRY**

COSMOPROF
WORLDWIDE BOLOGNA

March 22, 2025 – Cosmoprof Worldwide Bologna celebrated the best beauty products of 2025. Yesterday, Friday, March 21, the awards ceremony for the 7th edition of the Cosmoprof & Cosmopack Awards took place—often referred to as the "Oscars of Beauty"—in collaboration with the international agency BEAUTYSTREAMS. This prestigious recognition, increasingly sought after by stakeholders in the cosmetics industry, highlights the most innovative products and services presented at Cosmoprof Worldwide Bologna, forecasting the most impactful market solutions for the coming months across all sectors, from the supply chain to the finished product.

Among the more than 800 products submitted for the 2025 edition—divided into 17 categories representing the full range of Cosmoprof Worldwide Bologna's offerings—a panel of industry-leading experts carefully analyzed ingredients, formulation, packaging, circularity, and the environmental impact of production processes. Over the past months, they have worked to select the finalists.

These are the players who collaborated for the technical jury:

- Fernanda Pigatto - Global Partnerships Director, BEAUTYSTREAMS
- Benedetta Suardi - Technical & Scientific Director, Eurocosmetic FineFoods S.p.A.
- Sushil Iyer - Head of Global Packaging, R&D, Kenvue
- Thomas Hammond, MPS - Sr. Director, Package Development and Engineering for Skincare, Fragrance, Promotions, and AP Deo, Revlon
- Jeffrey Rosevear - Head of R&D, Trinny London
- Alain Mavon - VP R&D and Sustainability, LUMENE Group
- Margherita Nicoli - R&D and Innovation Consultant for Hair & Skin Care Products and Projects, NICOLI CONSULTING S.a.S
- Lorne Lucre - Founder, Quiet Coyote Consulting, LLC

A multidisciplinary jury of opinion leaders, buyers, brand owners, retailers, and media representatives selected the 17 winners.

The multidisciplinary jury had the opportunity to cast their votes both online and on-site, with a dedicated session for discussion and testing of the finalist products held during the event on Wednesday, March 19.

Here are the international players who participated in the multidisciplinary jury:

- Lina Alsamkari, CEO, Al Hanan, UAE
- Ukachi Anonyuo, Global Vice President, Innovation Strategy & Portfolio Management, Value Chain Technical Readiness & New Brand Integration/Empowerment, Estee Lauder, USA
- José Luis Ortega Burstein, Director, Private Labels & International Purchases - Femsa Health, Femsa Salud, Chile
- Marta Caramelli, Beauty Lead, Vanity Fair, Italy
- Agustin Castagnet, Gerente Comercial, Probeco, Uruguay
- Valentina Debernardi, Beauty Editor, Special Projects, Esquire & Harper's Bazaar, Italy
- Mohamad Madi, Group President, Madi International, UAE

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- Nicole Musco, Director Global Product Development, Jane Iredale, USA
- Jan Nientiedt, Director Global Partner Program, Parfümerie Douglas Deutschland, Germany
- Valerie Obaze, Founder of R&R Skincare, R&R Skincare, UK
- Richard Purvis, CEO, Skinmoderne, USA
- Mohamed Saleh Hamid/Salwa, CEO, CHERIBE, Chad
- Jayan Sathyan, Group Head-Beauty, Lulu Group, UAE
- Demi Shi, Head of Brand Partnerships-Douyin E-Commerce Global, Bytedance, USA
- Marina Testino, Director of Strategic Partnerships, Earth Partner, Italy
- Lauren Vanney (known as Lauren O'Connell professionally), Beauty Editor, Cosmopolitan Middle East Magazine, UAE
- Ankit Virmani, Director, Esskay Beauty Resources, India
- Leigh-Anne Wagner, Managing Franchise Executive, The Sorbet Experience, South Africa
- Aankith Aroraa, Founder & CEO - STREAMLINE BEAUTY INDIA PVT LTD (India)
- Elena Nunno, Global Strategic Marketing Manager of Cosmetics Segment - Merck KGaA, Darmstadt (Germany)
- Victor Hugo Montalvo Blas, CEO - Montalvo Group (Peru)
- Aik Sargsian, Founder & CEO - Osmotheca GmbH (Austria)
- Dr. Kilala Tilaar, CEO - Martha Tilaar (Indonesia)

During the awards ceremony, Livio Beshir—actor, host, and television author—was joined on stage by Nikkie De Jager, known worldwide as NikkieTutorials. The evening opened with Enrico Zannini, General Manager of BolognaFiere Cosmoprof, presenting the Life Achievement Award, a prestigious recognition given to the most influential figures in the beauty industry, to **Giovanni Sgariboldi, founder of the licensed fragrance and cosmetics company Euroitalia.**

Here are the 2025 winners:

COSMOPROF AWARDS

CATEGORY & PRODUCT NAME: Fragrance: Personal & Home


Alerasia Scented Candle "Pesca e Cortese" – GEFCOM – Pad. 30 Stand E30 (Italia)

This scented candle is presented in a vessel crafted from an upcycled wine bottle, drawing on the heritage of the brand's home of Monferrato, Italy, a UNESCO World Heritage Site recognized for its wine-growing landscapes. Fashioned by a master glassmaker, the bottles are shaped with a blowtorch to create the vessels' smooth edges. The candle's scent, meanwhile, Pesca e Cortese, is inspired by the fresh, sparkling notes of Cortese wine and the fruity scent of Volpedo peaches, both native to the Monferrato region. The scent's top notes are grape, neroli, peach, and orange; its heart notes pear, almond, and apple; and its base notes floral notes and acacia. After the candle has finished burning, the vessel can be used as a drinking glass.

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CATEGORY & PRODUCT NAME: Green & Organic

Fresmy Peach Toothpaste Tablets for Kids – Fresmy – Pad. 16 Stand D18 (Estonia)

These tablets aim to make toothbrushing fun for kids, thanks to their crunchy texture adding a sensory element to cleaning teeth. The tablets contain hydroxyapatite, a fluoride alternative that strengthens enamel and remineralizes teeth, helps prevent cavities, and reduces sensitivity, and is gentle on young teeth. They also contain probiotics, to support a balanced pH in the mouth and promote beneficial bacteria. The tablets are free from sodium lauryl sulphate, artificial colorings, and preservatives. With a natural peach flavor, the tablets are presented in compostable packaging. To use, the tablets are chewed, and the teeth brushed with a wet toothbrush, before the foam is spat away.

CATEGORY & PRODUCT NAME: Hair Products

Probio-6 Melanocell Shampoo – SONIMEDI – Pad. 22B Stand 45 (Corea)

Eliminating the need for conditioner and treating myriad hair and scalp concerns in one step, this anti hair-loss shampoo balances the scalp's microbiome with probiotic ingredients and protects from UV rays. Among its ingredients are Naflex™ 10, a patented herbal complex that shields hair from UV rays and external irritants while supporting scalp health. Caffeine, meanwhile, stimulates circulation to encourage hair growth; niacinamide improves scalp barrier function and reduces irritation; biotin strengthens hair follicles, promoting elasticity and resilience; and Lactobacillus ferment extract helps maintain a balanced scalp microbiome, soothing and nourishing the skin. The shampoo additionally acts to prevent premature graying by supporting melanin synthesis, slowing the appearance of gray hair and enhancing hair color for a brighter, healthier look. The shampoo works to prevent hair loss, improve texture, and restore shine.

CATEGORY & PRODUCT NAME: Home & Professional Devices & Tools

AISG (Artificial Intelligence Scalp Grader) – Aramhuvis – Pad. 16A Stand 33 (Corea)

This AI-powered system analyzes scalp conditions and provides personalized care recommendations for targeted treatments. Using big data, the machine assesses scalp conditions and recommends customized shampoos and serums to ensure targeted, care. To develop the AI scalp analysis system, the company worked closely with professors at Seoul National University Bundang Hospital to collect 100,000 data points, analyzing and classifying each image. In total, the company identified 10 scalp conditions: good, dry, oily, sensitive, atopic, seborrheic, troubled, dry-dandruff, oily-dandruff, and hair loss. Following the analysis, the AI system suggests customized shampoo and serum formulas tailored to the scalp condition. According to clinical trials conducted by Seoul National University Hospital, 93 out of 100 participants experienced improved scalp conditions after using the AI-prescribed personalized products. The device is positioned for both home and professional use.

CATEGORY & PRODUCT NAME: Make Up Products

MISTINE SOFT MATTE ESSENCE AIR CUSHION - Better Way (Asia) – Pad. 26 Stand B29-C30 (China)

This cushion foundation offers a moist, non-cakey finish that lasts for 12 hours. Its formula includes an avocado essence-wrapped powder technology that promotes soft skin and prevents

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creasing. Alongside this is a fine "polishing beads" powder, for a finish that appears smooth and light; and a light-control film system that adjusts the refractive index of light to create a luster on the skin, hide blemishes, and result in a transparent make-up effect. Within the compact, a mesh layer helps to deliver a soft-mist finish. The formula offers make-up that lasts for 12 hours and resists water, sweat, and friction. The compact's green tone, meanwhile, is inspired by Thailand's bright, uplifting colors.

CATEGORY & PRODUCT NAME: Men's Grooming Products & Accessories

Captain Fawcett's 'Bianco Classico' Beard Butter - BOTTEGA DELLA BARBA - Pad. 37 Stand B7 (Italia)

This shine-enhancing beard butter has been developed to care for white and gray facial hair, which is often coarse in texture. Non-greasy and deeply conditioning, it is designed for use every day to soften wiry, coarse beards while adding a subtle sheen. Among its ingredients are shea butter, jojoba seed oil, and sweet almond oil. Its delicate scent, meanwhile, combines woody notes of rosemary and star anise with cyclamen, ambergris, cedarwood, and tonka. The butter is presented in an aluminum tin, that's both recyclable and reusable.

CATEGORY & PRODUCT NAME: Mom & Baby Care Products

Nourished Mama Crème - Bellabaci International - Pad. 21 Stand H21R12 (South Africa)

Alongside treating and preventing stretch marks and calming skin irritation, this cream soothes anxiety and tension and eases digestive discomfort. Among its ingredients are fractionated coconut oil, which reinforces the skin's lipid barrier; hydrogenated vegetable oil, for a silky feel on the skin; sunflower seed oil, to soothe and calm the skin; calendula flower extract, which heals wounds; and vitamin E, which strengthens the skin barrier. The product has been created to support mothers throughout pregnancy, while uplifting the emotions.

CATEGORY & PRODUCT NAME: Nail Products

Glamlac Reishi Elixir Cuticle Remover - Glamlac - Pad. 35N Stand c3 (Estonia)

Formulated to remove cuticles without cutting, this enzyme-based remover dissolves excess cuticles in 60 seconds while soothing and hydrating skin. Fusing biotechnology with adaptogens, the formula employs the natural enzymes papain and bromelain and AHAs to dissolve excess skin, while the reishi extract, probiotics, and hyaluronic acid protect and repair the cuticle area. The formula is a lightweight gel that activates upon contact with the skin for a controlled application and is presented in a refillable glass bottle.

CATEGORY & PRODUCT NAME: Personal Care & Body Care Products

Cellulite Be Gone 3-Step Body Ritual - Bellabaci International - Pad. 21 Stand H21R12 (South Africa)

Composed of body massage cups, a massage oil, and an exfoliation mitt, this kit acts to combat cellulite and promote skin health. To use, the Cellulite Be Gone Genie Massage Oil, whose essential oils target cellulite, is applied to the skin, followed by the brand's cupping massage system. The massage improves oxygen delivery to the cells, and assists lymphatic drainage function, expelling toxins while promoting overall wellness. Finally, the copper exfoliation mitt,

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used in the bath or shower, reduces the appearance of uneven skin tone so skin appears smoother and younger looking. The kit acts to detoxify, improve blood circulation, enhance energy, break down lipid pockets, and improve lymphatic drainage, while offering stretch mark reduction and repair.

CATEGORY & PRODUCT NAME: Skin Care Products

Dr.Melaxin MELTING CLEANSER - Dr.Melaxin - Pad. 16A stand 4 (Corea)

Combining a make-up remover and cleanser in a single step, this cleanser employs the brand's Air Melting Micellar Bubble technology, which breaks down make-up without oils. The technology uses compressed air in a water micellar bubble that bursts upon contact with make-up ingredients, to "melt" them away, working with the ionic properties of make-up to offer a gentler, physical breakdown. The formula is delivered as a rich foam, which creates soft, ASMR-like sounds when applied to the skin. The formula also contains calamine to soothe skin and niacinamide to improve skin tone and texture. The brand's tests have shown that using the product results in a 154% improvement in sebum removal, a 154% improvement in exfoliation, and a 107% improvement in skin moisturization. It also provides 100% removal of base make-up and lipstick, and 99% removal of sunscreen, mascara, and eyeliner.

CATEGORY & PRODUCT NAME: Sun Care products

GOLDEN VIBES - MARZIA CLINIC - Pad. 30 Stand B12-C11 (Italia)

Neuro Sun is among this self-tanner's ingredients, which stimulates 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. Additionally, the formula protects skin against environmental stressors, reducing UV and heat-induced inflammation, and raises vitamin D levels, enhancing skin resilience and vitality. And 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.

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CATEGORY & PRODUCT NAME: Hair care Formula

Earth Couture AirStyle Hairspray Propelled by Nitrogen Air - Colep Consumer Products - Pad. 18 Stand C38-D37 (Portugal)

This nitrogen-propelled aerosol hairspray offers styling without using silicones, microplastics, or traditional propellants. The formula employs plant-derived and advanced styling agents, biodegradable polymers, bio-based fixatives, and an eco-conscious propellant system to offer 24-hour curl retention and frizz control. The formula is presented in a 100% PCR aluminum can and is designed for precise, even, and fine misting while minimizing environmental impact. The spray leaves hair with a soft, touchable finish with no sticky residue, and the hair can be re-

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styled after it's applied, allowing for touch-ups and easy washout. The spray is designed for all hair types, as it volumizes fine strands and nourishes curls alike.

CATEGORY & PRODUCT NAME: Innovation Technology

CAIOME (Cosmetic AI + Microbiome) - Kolmar Korea - Pad. 15 Stand E28-F27 (Corea)

This AI-powered skin diagnostic device uses bio-optical technology alongside AI algorithms to analyze the skin's microbiome, to provide individualized skin care recommendations. With its analysis performed in five minutes, the device employs UV and cross-polarized light imaging to analyze the skin's microbiome, with the skin tested using both a swab and the pen device, which connects to the CAIOME platform. The pen device "visualizes" the diagnosis kit and analyzes the data. The analysis also takes into account skin type and a person's environment and lifestyle for optimal skin care product selection. Based on the analysis, the device's AI's real-time biomarker data processing can then create a customized skin care formulation. To do this, the system is integrated with Kolmar's skin care ingredient and formulation database to create formulations based on an individual's microbiome profile.

CATEGORY & PRODUCT NAME: Make-up Formula

SHEER DREAM Vegan Creamy Remover - Chromavis Fareva - Pad. 15 Stand A24- B23 (Italia)

In this formula, the nail polish remover is reimagined as a solid-to-balm product, whose semi-solid texture melts upon contact with the nail, to dissolve polish while nourishing and protecting nails. Its ingredients include a network of natural waxes, which gradually release a 100% natural solvent, to offer deep yet gentle nail polish removal without weakening the nail structure. Also among the balm's ingredients are avocado oil and vitamin E to hydrate, repair, and strengthen nails. The formula is non-flammable and low in volatile organic compounds, while its anhydrous, hot-poured formula allows for a controlled release of active ingredients for effective, non-damaging nail polish removal. The stylo format, meanwhile, makes the concept ideal for traveling and convenient to use.

CATEGORY & PRODUCT NAME: Packaging: Design & Material

COMPlux - FR & PARTNERS - Pad. 18 Stand A15-A20 (Switzerland)

Spotlighting a self-sanitizing technology, this powder compact uses UVC, or short-wave ultra-violet light, to sanitize the sponge within the compact. The compact's action eliminates bacteria from the sponge, which is kept in a sanitization chamber that's separate to the product. And when the compact is opened, the UVC exposure automatically shuts off, to guarantee the product's safety. The make-up pan within the compact is refillable, to promote sustainability. Additionally, the product is made with recyclable materials and a low-energy UVC module. Between use, the compact can be charged using a USB cable.

CATEGORY & PRODUCT NAME: Skin Care Formula

Blue Light AI-ctivated Hand Cream - Passage Cosmetics Laboratory - Pad. 18 Stand A36-B41 (Polonia)

In this formula, blue light is transformed from a skin foe into a conduit for DNA repair. The hand cream contains microalgae, whose enzymes are activated by blue light, thus initiating the skin's

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DNA repair process. The enzymes within the microalgae are photolyase CPD, which is activated by blue light to repair cellular DNA; and phycocyanin, a blue pigment that acts as an antioxidant. Alongside this is an extract of polysaccharides derived from quinoa seeds, for anti-aging and lifting benefits, whose 3D structure molds to the skin's surface. The cream's fragrance, meanwhile, has been created by AI, with top notes of limoncello and black pepper; heart notes of aloe, cucumber, and "kaleidosmoke" – an ingredient embodying "the complexity and depth of AI"; and base notes of blue vetiver and gray sand. After use, the skin is left rejuvenated and nourished.

CATEGORY & PRODUCT NAME: Sustainability

ECO-PULSE™ Centella - Kolmar Korea – Pad. 15 Stand E28-F27 (Corea)

This formula transforms blue light from a skin foe into a conduit for DNA repair. The hand cream contains microalgae, whose enzymes are activated by blue light, thus initiating the skin's DNA repair process. The enzymes within the microalgae are photolyase CPD, which is activated by blue light to repair cellular DNA; and phycocyanin, a blue pigment that acts as an antioxidant. Alongside this is an extract of polysaccharides derived from quinoa seeds, for anti-aging and lifting benefits, whose 3D structure molds to the skin's surface. The cream's fragrance, meanwhile, has been created by AI, with top notes of limoncello and black pepper; heart notes of aloe, cucumber, and "kaleidosmoke" – an ingredient embodying "the complexity and depth of AI"; and base notes of blue vetiver and gray sand. After use, the skin is left rejuvenated and nourished.

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