







TRENDS OVERVIEW

After the intense challenges of the past two years, the beauty industry has come out stronger, more buoyant and resilient than ever despite a very altered landscape. We have learned – perhaps what we knew all along – that beauty is so much more than just skin deep. It has the capacity to elevate our spirits, instill harmony in our lives, and create deep-seated joy. As we anticipate and plan for continued acceleration of change in our post-pandemic world, beauty will accompany us as a trusted friend, sharing moments of happiness and well-being.

 <p>LASH IT UP! Eyelashes get bolder and more creative than ever</p>	 <p>DERMA NERD Intelligent delivery systems offer new levels of efficacy</p>	 <p>BEAUTY BY NUMBERS Tech-celeration delivers precision-personalization</p>	 <p>NO TO H2O Water-conscious formulations are a win-win for self and the planet</p>
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Organiser - Bologna Fiere Cosmoprof S.P.A.







Exclusive Report Curated by

BEAUTYSTREAMS

Welcome to the new normal, where product innovation is evermore indispensable. Cosmoprof Worldwide Bologna is pleased to present a new edition of the CosmoTrends Report, a collaboration with renowned global beauty trend source BEAUTYSTREAMS.

The CosmoTrends Report is an essential trend guide for the beauty industry that showcases product innovation and notable brands among the exhibitors of Cosmoprof Worldwide Bologna 2022. For this initiative, Cosmoprof invited all exhibitors to submit their latest product innovations. BEAUTYSTREAMS analyzed hundreds of online submissions and identified the most striking trends. The report that follows summarizes what is new and next, and provides a vital perspective on where beauty is headed.

 <p>TRIBUTE TO ANCESTRAL Reconnecting to age-old rituals and ingredients</p>	 <p>SURPRISE ME, DELIGHT ME Embracing sensation and pleasure of use</p>	 <p>MIND BODY SOUL Self-care incorporating holistic wellness</p>	 <p>LAB-BORN NATURALS Reimagining natural ingredients via science</p>
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MIND BODY SOUL

FRAGRANCE

Optima Natura Sp. z o.o. (Poland)

N-Active Oil

Hall 16, Booth L/19b

N-Active Oil by Optima Natura is nootropic aromatherapy aimed at stimulating the senses and boosting one's mood. There are four blends: Energy, Concentration, Calmness, and Sleep. The variants feature 100% natural essential oils.

