

INNOVATIVE PRODUCTS



17TH MARCH 2018

COSMOPROF WORLDWIDE BOLOGNA

St. Ives Matcha Green Tea & Ginger Cleansing Stick

Product Description

St. Ives Matcha Green Tea & Ginger Cleansing Stick is described as a daily detoxifying cleanse inspired by Korean beauty for refreshed skin and is designed to dissolve daily grime for glowing skin, day or night. The solid formula comprises: 100% natural coconut oil, from the Caribbean, Africa, and Sri Lanka, for a nourishing boost of hydration; matcha green powder to add a touch of vibrance; and ginger extract, known to help feel revitalized and add a bit of zest to the day. The non-comedogenic, travel-friendly product is free from paraben and has been dermatologically tested.

Positioning Claims

Botanical/Herbal, Brightening / Illuminating, Cleansing, Dermatologically Tested, Long-Lasting, Moisturising / Hydrating, Non-Comedogenic, **On-the-Go**, Paraben Free

ON-THE-GO



COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

GlamGlow #Glittermask GravityMud Firming Treatment

Product Description

GlamGlow #Glittermask GravityMud Firming Treatment is a fun firming mud mask treatment designed to deliver serious skincare benefits, firm, lift, tighten, and tone the skin for sexy looking and feeling contours. The holographic sparkle treatment delivers mega-targeted ingredients like a Teaoxi Complex of licorice and marshmallow leaf that help make skin's contours feel firmer and look more defined after just one shimmering use. According to the manufacturer, it features the Vizitilight, Lunarlift and Cosmiplexion technologies. The product retails in a pack featuring Instagram, Pinterest, Facebook and Twitter logos, comprising an applicator brush.

Positioning Claims

Anti-Ageing, Botanical/Herbal, Brightening / Illuminating, Firming, Social Media, Time/Speed, Toning*

FORMAT/TEXTURE



COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

Yes To Superblueberries Skin Recharging 3-in-1 Mask, Scrub & Cleanser

PROBIOTICS

Product Description

The Yes To Superblueberries Skin Recharging 3-in-1 Mask, Scrub & Cleanser is described as a recharging and rebalancing formula for stressed skin to cleanse, exfoliate and treat skin, leaving it healthy-looking, radiant and de-stressed. It includes super blueberries, a vital nutrient that contains resveratrol, known to keep skin radiant and youthful; and Greek yogurt and probiotics, which feature high levels of lactic acid and bacterial cultures to balance skin without stripping moisture. Featuring a rich, creamy texture that can be used as a mask, scrub or cleanser separately or all together, the product comes with a spoon for an easy, mess-free application.

Positioning Claims

Anti-Ageing, Botanical/Herbal, Brightening / Illuminating, Cleansing, Ease of Use, Ethical - Animal, Exfoliating, Paraben Free, Silicone Free, Sulphate/Sulfate Free



COSMOPROF
WORLDWIDE BOLOGNA

Mintel

H2O+ Beauty Rapids Soothing Probiotic Bubble Mask

Product Description

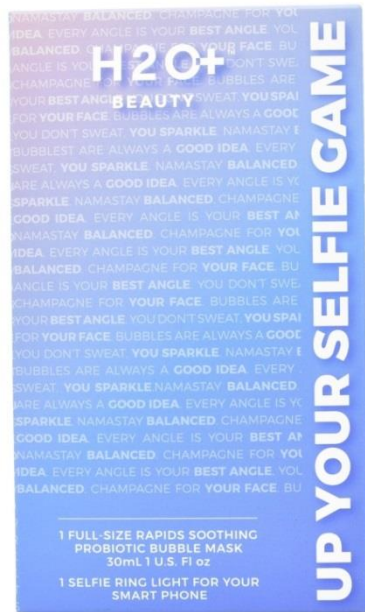
H2O+ Beauty Rapids Soothing Probiotic Bubble Mask is a soothing bubble mask that quickly foams, designed to help calm and soothe skin, promoting a more even looking complexion and help preserve skin's moisture balance. Perfect for combination skin, the formula features a gel to bubble texture and comprises oat derived active to reduce visible signs of irritation and distress on dry and fragile skin leaving it feeling soft and more comfortable. The product retails in a pack comprising a **selfie ring light** for the smart phone.

Positioning Claims

Anti-Acne, Anti-Ageing, Botanical/Herbal, Brightening / Illuminating, Dermatologically Tested, Ethical - Animal, For Sensitive Skin, Mineral Oil/Petroleum Free, Moisturising / Hydrating, Non-Acneogenic*, Non-Comedogenic, Paraben Free, Skin Disorders, Time/Speed

PROBIOTICS

FORMAT/TEXTURE



COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

Briogeo Scalp Revival Charcoal + Coconut Oil Micro-Exfoliating Shampoo

Product Description

Briogeo Scalp Revival Charcoal + Coconut Oil Micro-Exfoliating Shampoo has been repackaged in a newly redesigned 1-oz. pack. The product is described as a creamy micro-exfoliating scalp shampoo which contains gentle coconut-derived cleansers and vegetable-based exfoliators to gently remove dead skin and impurities from the scalp and hair.

Positioning Claims

Botanical/Herbal, Exfoliating

DETOX

CHARCOAL
MAINSTREAMING



COSMOPROF
WORLDWIDE BOLOGNA

Mintel

Good Medicine Beauty Lab Smudge Spirited Detox Masque

Product Description

Good Medicine Beauty Lab Smudge Spirited Detox Masque, is a three-minute detox masque containing: activated charcoal, said to detoxify, nourish and transform skin; organic tomato powder, to deliver a healthy dose of vitamins C and A; spirulina, a seaweed superfood that transforms troubled skin into healthy, glowing skin; and the ash of burn wildcrafted sage. This cruelty- and gluten-free product can also be used as a foaming cleanser, or mixed with other products to be a purifying masque or detoxifying and hydrating masque for targeting on specific skin conditions.

Positioning Claims

Anti-Bacterial, Antioxidant, Botanical/Herbal, Brightening / Illuminating, Cleansing, Ethical - Animal, Ethical - Environmentally Friendly Product, GMO Free, Gluten Free, Organic, Time/Speed, pH Neutral

DETOX

CHARCOAL
MAINSTREAMING

'CLEAN BEAUTY'



COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

Bath & Body Works Shower in a Bottle No-Rinse Body Cleansing Foam

Product Description

The Bath & Body Works Active Skincare On-The-Go collection is formulated with aloe, cucumber and vitamin E. It includes Shower in a Bottle No-Rinse Body Cleansing Foam, which is slightly scented and designed for post-workout or on-the-go, to leave skin feeling clean and refreshed.

Positioning Claims

Botanical/Herbal, Cleansing, Ethical - Animal, On-the-Go, Vitamin/Mineral Fortified



ACTIVE BEAUTY

ON-THE-GO

WATER

COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

Love Beauty and Planet Radical Refresher Showerless Cleansing Mist

Product Description

The Love Beauty and Planet Coconut Water & Mimosa Flower Showerless Cleansing Mist, a refreshing spritz showerless cleansing on-the-go mist designed to keep the user instantly refreshed and help save water. Safe for sensitive skin, the organic formula comprises mild cleansers and delicate scents infused with ethically sourced essential oils.

Positioning Claims

Antioxidant, Botanical/Herbal, Cleansing, Ethical - Animal, Ethical - Environmentally Friendly Package, Ethical - Environmentally Friendly Product, For Sensitive Skin, Long-Lasting, Moisturising / Hydrating, No Additives/Preservatives, No Animal Ingredients, On-the-Go, Organic, Paraben Free, Silicone Free, Sulphate/Sulfate Free, Time/Speed, Vegan

PLAYING MOTHER
NATURE

ON-THE-GO

WATER



COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

Hatch Mama Belly Oil

Product Description

Hatch Mama Belly Oil is a fast absorbing dry oil and skin elixir that includes a powerful blend of nutrient-rich botanical oils supporting skin as it stretches during pregnancy, designed to help calm inflamed skin, relieve itching and reduce the appearance of stretch marks. The non toxic and hand crafted formula comprises: sweet almond oil, a vitamin E-rich oil that helps hydrate and repair skin; calendula flower, a soothing botanical that speeds healing and helps soothe acne, varicose veins, rashes and eczema; and rosehip oil, a hydrating antioxidant that helps reduce itching and scarring.

Positioning Claims

Anti-Acne, Antioxidant, Botanical/Herbal, Fragrance Free, Mineral Oil/Petroleum Free, Moisturising / Hydrating, Paraben Free, Skin Disorders, Time/Speed

PREGNANCY
SKINCARE



Carun Active Hemp Ointment

HEMP/
CANNABINOIDS

Product Description

Carun Active Hemp Ointment is a healing and soothing cream to aid a range of skin problems and conditions, including skin prone to psoriasis, eczema, acne, wrinkles and skin damage such as venous ulcers, grazes, insect bites, burns, stings, sores, cold sores and scarring. Suitable for sensitive skins of adults, children and pregnant women, the naturally antibacterial, analgesic, antiseptic and anti-inflammatory formula contains shea butter, active hemp plant extract, virgin olive oil and a blend of natural essential oils (mint, lemon and lavender).

Positioning Claims

Anti-Acne, Anti-Ageing, Anti-Bacterial, Botanical/Herbal, Dermatologically Tested, Ethical - Animal, For Sensitive Skin, Moisturising / Hydrating, No Additives/Preservatives, No Animal Ingredients, Organic, Reduces Fine Lines / Wrinkles, Skin Disorders, Vegan, Vegetarian



COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

Lancaster Micellar Detoxifying Cleansing Water-to-Foam

Product Description

Lancaster Micellar Detoxifying Cleansing Water-to-Foam, a micellar water designed to transform into a soft foam when pumped out of the bottle, to remove makeup, impurities and pollution, leaving the skin perfectly cleansed, radiant and detoxified.

Positioning Claims

Botanical/Herbal, Brightening / Illuminating, Cleansing, Dermatologically Tested, Ease of Use, Exfoliating, For Sensitive Skin, Mattifying, Ophthalmologically Tested



MICELLAR

FORMAT/TEXTURE

COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

H2O+ Beauty Sea Salt Mousse to Oil Body Moisturizer

Product Description

H2O+ Beauty Mousse to Oil Body Moisturizer, a lightweight whipped mousse that transforms from a foam texture into an oil as it melts into the skin, deeply hydrating and softening. The hydrating formula has a non-greasy finish and has been infused with: sweet almond oil to moisturize and smooth skin; sea salt, mineral rich compound that helps improve skin's moisture and tone.

Positioning Claims

Anti-Ageing, Aromatherapy, Botanical/Herbal, Brightening / Illuminating, Ethical - Animal, Mineral Oil/Petroleum Free, Moisturising / Hydrating, Paraben Free, Toning*, Vitamin/Mineral Fortified



TRANSFORMING

FORMAT/TEXTURE

COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

Joico Body Shake Texturizing Finisher

Product Description

Joico Body Shake Texturizing Finisher is a lightweight formula for fine to medium hair, to create beautiful body, bounce and fullness back to any style. The formula contains: natural aluminium starch, a fine textured polymer to build texture in the hair without leaving a powdery residue; texturizers, to provide plush thickness and volume without leaving a white, dust residue; dry-blend conditioners and Joico's bio-advanced peptide complex, to repair, protect and nourish the hair; and an invisible crystal resin to provide a flexible, humidity-proof finish. Joico supports the Wind Project, investing in alternative energy sources to better the environment.

Positioning Claims

Damaged Hair, Ethical - Environmentally Friendly Product,
Protects Against Elements

PLAYING MOTHER
NATURE

BIOTECHNOLOGY



COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

ACV by dpHUE Apple Cider Vinegar Scalp Scrub

Product Description

DpHUE Apple Cider Vinegar Scalp Scrub is designed to exfoliate the scalp with pink Himalayan sea salt, removing dead skin cells and product build-up and unclogging pores while rebalancing pH, for the ultimate clean scalp. It has been infused with avocado oil and aloe vera to soothe and calm, and enhanced with colour locking technology to protect color treated hair, leaving the locks gorgeous and shiny. According to the manufacturer, it detoxifies the scalp retaining the natural sebum, is ideal for post-colour treatments and features a pleasant smell.

Positioning Claims

Botanical/Herbal, Brightening / Illuminating, Ethical - Animal, Exfoliating, Fragrance Free, Gluten Free, Sulphate/Sulfate Free, pH Neutral

INGREDIENTS

FOOD TREND
INFLUENCE



COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

Centellian 24 Madeca Solution Essence Perfection

Product Description

Centellian24 Madeca Solution Essence Perfection is described as a light, refreshing textured essence that helps protect skin from external stimuli with centella asiatica extract and TECA extract for healthy skin. The formula features six patented ingredients including: hydrolysed vegetable protein, Aquaxyl, aqua ceramide and low molecular hyaluronic acid to provide hydration to skin and fortify skin barrier; and vanilla tahitensis extract and nymphaea tetragona extract to soothe and protect skin.

Positioning Claims

Botanical/Herbal, Moisturising / Hydrating, Protects Against Elements

CICA

PROTECTION



COSMOPROF
WORLDWIDE BOLOGNA



Olay Luminous Whip Active Moisturizer

Product Description

The Olay Luminous Active Moisturizer is a breakthrough whip moisturizer that transforms from cream to liquid on contact for fast absorption and a breathable feel, which is irresistibly soft on skin with a smooth, matte finish, featuring a weightless and brightening formula containing key tone and pore perfecting ingredients, to actively hydrate to even skin tone and minimize the appearance of pores, delivering a rush of powerful brightening ingredients and hydration that lasts all day, leaving skin soft, smooth, matte, shine-fine and lastingly radiant.

Positioning Claims

Anti-Ageing, Long-Lasting, Mattifying, Moisturising / Hydrating, Non-Comedogenic, Oil Free*, Reduces the Appearance of Pores, Time/Speed, Toning*, Vitamin/Mineral Fortified, Whitening

FORMAT/TEXTURE



COSMOPROF
WORLDWIDE BOLOGNA

MINTEL

THANKS FOR LISTENING.

Mintel Beauty & Personal Care Team

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**THE WORLD'S LEADING MARKET
INTELLIGENCE AGENCY**

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COSMOPROF
WORLDWIDE BOLCHNA

MINTEL