

MakeUp in New York 2015

The latest fashion in colour cosmetics

Take a closer look at what was on show at MakeUp in New York from September 9–11 and get to know the innovative products selected for the Innovations Trees presented in New York and also at the show in Paris in June.

Two make-up palettes in one case to be opened from the front or the back



photos: MakeUp in Paris, MakeUp in New York

Geka, who will soon be producing standard packs in the US, presented the American-Style Set, which comprises three mascara brushes, a lip gloss applicator, and a comb for brows combined with formulations. The helix-shaped **CatwalkLashes** 1K-brush which combines bristles and discs provides an open surface for formula while catching every lash. **MissCurl** has a finely curved moulded brush which lifts lashes into an upward curve. Due to the creamy textured bulk, application is easy. The **Smooth-Styler** brush is paired with an intense jet-black formula. The brush combines the company's **Hypno-cut** technology for optimal mascara distribution and the **Sepa technology** for lash separation as well as the new 2-component **SensitiveFiber** for an extending effect for volume. The wedge-shaped fibres prevent the bulk from clumping. The easy to use brow tamer **MiniPerfector** with its 1K-applicator combs and defines brows with one stroke, while the clear gel which can easily be dosed keeps them in place all day. **GentleLips** has a very smooth flocked 2K-applicator and a saturated matte formula in

red. It is encased in the new stock lip gloss packaging.
www.geka-world.com

The new beauty buzz all over the world has become: how to comb, shape and coat eyebrows. **Albéa** introduced a selection of eyebrow shaping solutions: **Magnify & Prettify Brushes** and the **eyebrow Designing Kit**, all developed by the company's **Tips Studio Program***. **Magnify** is a smart and ergonomic two-faced nano brush which, due to its miniature size, offers a very precise gesture. Its two different sides allow two uses: The flat side with stiff short bristles is good for coating, and the butterfly-shaped side is suitable for extra combing and brow design. The fibre mix of the nano brush **Prettify**, which is for shaping brows, is an extra mini brush with a thin tip, creating fuller brows but also permitting a polished, well-groomed brow look.

The company's **eyebrow Designing Kit** features the **Trilogy** compact and a 3-in-1 numbered applicator, designed as a make-up lesson for brows with a step-by-step guide to applying the right colour in the right place with the right applicator. The ergonomic appli-

cators allow users to change applicator, as tips can be changed by just rotating the tool between two fingers.

Galaxy, the company's new mascara family developed in the **Tips Studio**, has multifunctional fibre brushes in futuristic design. These brushes combine two technologies of the company: **Multi-Zones** consists in using different fibres and creating separate zones on the brush, and **Da Vinci** cuts and over-twists the brush for a special effect. The duo shape brush **Eclipse** was inspired by the solar eclipse. The sequence of zones catches lashes and coats them from root to tip. The brush **Stellar** can be used for all types of formulas including waterproof. The brush **Aurora** with its comb fan design inspired by the **Aurora Borealis** provides separation at lash tips.
www.albea-group.com

The autumn novelties of **Faber-Castell Cosmetics** include: **Crème Lips** is a mini chubby lipstick with propel-repel mechanism. This hydrating lipstick with shea and mango butter has a semi-matte finish. **Velvet Delight**, a pigment-rich lipstick lasts for 6 hours. The non-feathering and transfer-proof for-



photo: Sleever

The first mascara decorated with a Skinsleeve

Provides a specially calibrated dose of powder by turning the jar



The viscosity and the choice of raw materials was adapted to the special packaging

New mascara family with multifunctional fibre brushes in futuristic design



photo: Abëa

Helix-shaped 1K brush combines bristles and discs and provides an open surface for formula

photo: Geika

mula is enriched with emollients, film forming polymers and a mattifying and cushioning agent. The shiny lipstick **Lip Sorbet** with an illuminating silver shimmer is enriched with plumping ingredients such as **Maxi Lip**, cool mint for a fresh feeling and hot ginger for flushed lips. **Brow Tint**, also suitable for men, has a slanted tip to sculpt and fill in with lasting water-based tint to create a natural, refined brow styling.

www.fc-cosmetics.com

Sleever International developed a laser-focused market application: **SleeverMakeUp**. It is supported by exclusive inks to achieve a perfect colour match and give access to a wide range of special print effects for premium products: metallics, silver, gold, iridescent and matte varnishes. The sensorial world of 3D with the **Skinsleeve** provides a design finish which imitates textured material effects such as skin, wood, metal, stone and fabric. The **Scandeleyes** line from **Rimmel** is the first mascara decorated with a Skinsleeve. New **Eyeliners** and **Nail Cares** by **Sephora** is a limited edition designed by Craig and Karl.

www.sleever.com

Innovative products at MakeUp in New York

The **Innovation Tree** is a feature first introduced in Seoul and after that in Paris, and which has premiered at

the show **MakeUp in New York** from September 9–11. The 26 products featured on this tree were selected by a professional jury** as the most innovative in the categories **Formulation, Packaging, Full Service** and **Accessories** from the 62 product entries in total.

These were the winning products in the category **Accessories**:

Lock In Your Look Retractable from **Anisa International** is a retractable brush which is adjustable on 3 different levels and thus a multi-purpose brush for several types of coverage.

HCT's 2-in-1 brush Double Down Brush Set for **Sephora** can be assembled into a double-ended brush by removing the larger brush head and attaching it to the handle of the smaller brush. The smaller brush head is thus protected and kept clean for eye area contact.

Livcer's Fill'N'Go allows four shades of lipstick or eyeshadow to be sampled in an extra thin format.

Pennellifaro's Tip and Blend Brush Collection has been developed by studying how foundations are applied. It has a rounded shape with a central tip in relief and is made from dermatologically tested and registered synthetic hair. Due to its shape, a small amount of liquid or cream foundation can be poured straight onto the tip without having to put it on the back of your

hand first. Thus no product is wasted or contaminated by bacteria.

Taiki's Flex Applicators are flexible applicators made of TPE. In contrast to the standard nylon flexor, they provide a very flexible and durable application. With a mitt they are suitable for makeup uses, and without for pinpoint skincare applications.

These are the winners of the category **Full Service**:

Eyebrow Gel Volume from **ABC Texture** is a formulation enriched in fibre. With the 30° angled brush, the product can be applied very accurately.

Fusion des Teintes from **Aircos** turns colour into a masterpiece with the help of a random injection, which creates a design at lower cost as it does not require specific equipment.

Liquid Like Gel Sensation EL from **Alkos Group** is a gliding gel texture which combines the precision of a liquid liner with the easy application and the professional result of a pencil.

Art of Contouring from **Faber-Castell Cosmetics** is a natural face lift in 3 steps in a modern twist pack.

The **Dewy Light Eye Serum** from **Mascara Plus** reduces the appearance of fine lines and wrinkles.

Cushion Liner from **Pascual Cosmetics**, another derivative of the 'cushion' trend, is a fluid eyeliner captured in a foam. This product also featured

photos: Albéa



Eyebrow shaping solutions: 2 brushes and Eyebrow Designing Kit



photo: Albéa



photo: Faber-Castell Cosmetics

Brow Tint, also suitable for men, has a slanted tip to create a natural brow styling

Due to its shape, a small amount of product can be poured straight onto the tip



A fluid eyeliner – another derivative of the 'cushion' trend



photos: MakeUp in Paris, MakeUp in New York



Eyebrow gel applied with the 30° angled brush



on the **Innovation Tree** presented at **MakeUp in Paris**.

Taiki's Triangle Shaped Eyebrow Pencil ensures precise application with its bevelled mine and adjustable brush. The aluminium components make the pencil luxurious. Anodising in order to match the aluminium components in target colour of the pencil – in particular matching the gun metal or brownish colour – was a challenge.

These were the winners in the **Packaging Category**:

The closure system of **Albéa's Attraction** protects the compact form and makes handling more comfortable. What is innovative about this solution with a reduced weight is the fully plastic, pinless hinge and that there is no need for neodymium magnets to close the compact.

EFA Packaging Industrial is an expert in vacuum metallisation with UV varnish. Their **Blue & Love Story Powders** were selected due to the quality of their decoration

Fusion Packaging's Curved Tip & Single Rollerball Airless Direct Applicators accurately dose products.

Jih Hsin Glass developed a special acid etching for glass, creating a unique pattern on a glass surface. The pattern embedded on the glass will not come off.

Lumson's APP Green PE made of an eco-friendly material derived from sugarcane is an airless system with a

pouch and has a restitution rate of more than 95%.

The **Powder Lifter** and **Eye Lifter** from **Roberts Cosmetics** provides a specially calibrated dose of powder. To activate it, the jar is turned upside once and returned to normal position before the lid is opened.

These were the winners in the category **Formulation**:

BASF's water-based **Gilded Forest Green Watercolor Eyeshadow** that dries to an ultra-soft finish.

The natural **Aqua Power Foundation** by **Pascual Cosmetiques** resembles a 'water foundation'. It covers the face with freshness and gives it a powder-like comfortable effect.

Wax'up by **Strand Cosmetics** creates a new gesture when removing long-lasting make-up.

ICC's Liquid Metal Coloured is a very fast drying nail polish with a metallic effect which dries in less than 60 seconds.

The silky texture of the water-resistant **Luminous Eye Shadow** from **CSR Cosmetic Solutions** is applied with a finger or a brush and has a metallic finish.

The **Cream To Powder Blush** from **Pascual Cosmetiques** changes into powder on the cheeks.

ICC's BB Cream for men is a nail product for men to reactivate the nail barrier and protect nails from breakage and from flaking due to dehydration caused by the nails' exposure to solvents and surfactants. The special base

is lightly coloured but not glossy and gives a natural look to nails.

Matistick from **Strand Cosmetics** is a matte lipstick with long-lasting properties.

Innovation Tree Winners at MakeUp in Paris

For the 22nd **Innovation Tree Products** presented on the occasion of the **MakeUp in Paris** show in June this year, 34 exhibiting companies joined the contest with a total of 73 products.

These were the winners in the category **Formulation**:

The long-lasting texture of the **Matte Lipstick** from **ABC Texture's** enriched with vitamin E and F feels like a second skin. As it has no volatile silicone it does not require a sealed pack.

The texture of **BASF's Luminous Skin Serum To Oil** transforms from a light serum to a rich oil, and is suitable for massage, beauty rituals or as a drop on specific zones. The highly transparent gold effect pigment, a new synthetic mica substrate, leaves a natural glow on the skin.

The formulation of **Bonne's long-lasting rich Watercolour Tint** with vibrant shiny colours has a water-containing formula which provides a synergy between oil content and low viscosity.

Coson's skin-protecting **Marbling Pack** also protects from the sun. It covers up the skin and adheres close to the skin.

photos: MakeUp in Paris, MakeUp in New York



The cushion protects the formulation, its fluidity and the freshness effect during application



A jelly eye shadow with a gum-like network structure



Lightweight texture gives the sensation of an elastic jelly and a silky powder

Wax creates new gesture when removing long-lasting make-up



Water in the formulation of **Aqua Lip Balm Colour** from **Mascara** leaves a sensation of hydration once applied. Enriched with oils with a high refraction, it results in a film with a brilliant effect. Once the water evaporates, the product stays on the lips with an emollient feeling.

Coson's chewy **Jelly Shadow** is an eye tint with a gum-like network structure and crystal pearls.

The **Mattifying Stick** from **S & J International** with its lightweight formulation contains a new silicone powder.

The new lightweight texture of the high shine **Elastic Eyeshadow** from **S & J International** gives the sensation of an elastic jelly and a silky powder.

The long-lasting formulation of the **Cooling Stick Blusher** from **S & J International** refreshingly melts into the skin. It can be easily mixed with a formulation comprising a high moisture ingredient.

These were the winners in the category **Packaging**:

Due to the new film lamination, the haptics of **Nars Lipstick** from **Homer Colour Printing** correspond to the product inside.

Easy Cushion from **Easy Powder** protects the formulation, its fluidity and the freshness effect during application.

Reverso 3 from **LF Beauty** holds two make-up palettes in one case, e.g. one for day and one for night colours. Depending on the selected side of the

case, the system can be opened from the front or the back.

PPB: Petite Boite à Beauté from **MKTG Industry** is a new collection of compact cases and palettes by Italian designers.

Oekabeauty's Beauty Stylist applicator with its unique shape was developed with the international make-up artist Max Herlant. This multi-benefit cosmetic make-up tool creates thin or thick lines.

The bulb of the **Virospack dropper** can be produced in different materials to either serve compatibility or aesthetics requirements. In injection the mould determines the finish of these, whereas in the spraying process there is no limit on the finish.

These products were the winners in the category **Full Service**:

The waterproof eyeshadow **Jumbo Twist** with its creamy texture and intense colour from **Alkos** in an airtight packaging has a pen-like tip and lasts up to 15 hours.

Bomo Trendline's Permanent Eyeliners have a thin applicator for precise application. **UltraBlack** has a waterproof, paraben-free and FDA-approved formulation with shea butter, and the **Waterproof** one in carbon black provides a shiny result.

Rouge Passion Baume Passion from **Orléans Cosmetics** is a range of lipsticks and coloured balms focusing on two active ingredients and a per-

fume. The viscosity and the particular choice of raw materials were first selected as they had to be adapted to the suggested pack. The clean applicator doses the product which protects the formulation. The system operates in all positions, regardless of the degree of filling.

These were the winners in the category of **Accessories**:

Lancôme's Triangle Zone Brush created by **Cosmogen** is a brush stick developed specifically for the fluid foundation **Lancôme Blanc Expert**. The length of the brush is adjustable according to the desired coverage: short for high coverage and to erase and cover imperfections, and long for light cover and stretching the material on the face.

Taiki's Style Brush Collection with synthetic **CosmeFibre** is an alternative to conventional brushes. The angular brush head position facilitates a more ergonomic application of powders, liquids or emollient-based products while the balanced handle provides control.

Jelly Collection from **LF Beauty** provides a 3D effect by superimposition of textiles. AM

* The Albéa Tips Studio is a programme which brings together all the company's applicator know-how in fibre and plastic mascara brushes, gloss applicators, eyeliner and other beauty tips, and develops and produces applicator solutions.

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