



GREENER THAN GREEN!

Events | Sustainability took centre stage at this year's record-breaking Cosmoprof in Bologna. Find some of the most striking examples in COSSMA's review of the show.

Cutting-edge technologies, innovative products and the latest sustainable proposals for the environment, mixed together with ingredients and treatments dating back to ancient popular traditions, were on show at **Cosmoprof Worldwide Bologna 2019** in March. With a record number of 3,033 exhibitors from over 70 countries, this

year's growth amounted to 8.2%. More than 265,000 cosmetic professionals constituted a visitor record. The number of visitors from abroad increased by 10%.

New solutions presented at Cosmopack

The area reserved for **Cosmopack**, the exhibition dedicated to contract manufacturing and private label, process and packaging machinery, primary and secondary packaging, applicators, ingredients and raw materials, grew by 9%.

Alkos presented their **Cellulose Pencils**, made with recycled paper fibres, shaped as cellulose granules. The pencils are up to 95% organic, compostable and recyclable. They are as easy to sharpen as wooden pencils. Long-lasting formulas are available in the waterproof tubes. The **Natural Beauty Waterproof Make-up Remover** is a natural dual-phase make-up remover, and the mini stick **Baby Cool Stick** for eye contour has a cooling effect

www.alkos-group.com



Alkos' Cellulose Pencils are made with recycled paper



Schwan Cosmetics: Unlimited 3D-printed shapes

Bomo Trendline goes green and now offers a selection of recyclable containers made of 100% bio-based materials. Standard materials used so far, for example PP-PMMA-PE, have been replaced by environmentally friendly organic plastics derived from cellulose, starch, polylactic acid, natural resins and natural fatty acids. The organic materials **Bomo** uses are suitable for skin-care components, as well as for make-up packaging, such as cosmetic pens.

www.bomo-trendline.de

With the beauty collections **Pure** and **Pure²**, **Faber-Castell Cosmetics**

photos: Alkos, Ferrnacca Pigatto (Beautystreams) Bomo Trendline, Faber-Castell Cosmetics, Gela, Louvrette, M&H Plastics, RPC Bramlage, Schwan Cosmetics, Verve

has developed its own clean cosmetics seals, which guarantee that the **Faber-Castell** textures are formulated without known controversial ingredients and in addition are vegan and natural on a cleaner and greener level. The collections consist of 12 different colour cosmetic pencils with high performance and rich pigments. The **Mechanical Slim Pencil Dark Jade & Deep Chestnut** is a long-lasting eyeliner and kajal without silicones or microplastic. The **Wooden Slim Pencil Cranberry & Coral** is a colour-rich lipliner formula of natural origin and the **Wooden Jumbo Pencil Divine Red** a colour-rich lipstick in satin and metallic. The **Mechanical Jumbo Pencil** is a biscuit-mattifying, medium coverage concealer with a lightweight, easily blendable formulation. The light-diffusing pearls of the **Apricot Glow - Shimmer Blusher** provide a multi-toned glow. The **Brow Styler Deep Mocca** is a new



Bomo Trendline's recyclable containers made of 100% bio-based materials

tri-tip for a natural, lasting look. The quick-drying liquid eyeliner **Eye Styler Black Tulip**, with water-based lasts up to 12 hours. The **Magnetic Cosmic Blue - Powdery Eyeliner** contains metallic pearls and a hybrid texture of powders and waxes. **Rich Rosewood** is a smoothly-gliding lipliner with a rich pay-off. **Lucious Hibiskus**

is a highly pigmented lip tint that is sealed with effect gloss after drying.

www.fc-cosmetics.com

Geka's collection **Kiss the Nature** consists of five coloured cosmetic products. The mascara includes the company's star-molded brushes, the bi-injected **BrilliantEyes** brush in a ▶

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