

COSMETICS BUSINESS

BeautySourcing's perspective on the inspection of Cosmoprof Las Vegas 2023: unveiling sustainable beauty trends

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Marketing

As one of the largest markets in the world, the United States holds immense significance in shaping the future of the beauty industry



After the challenges brought by the Covid-19 pandemic, the industry is experiencing a transformative period, and Cosmoprof Las Vegas 2023 offers a platform to showcase the latest beauty trends. Recently, Cosmoprof North America and BEAUTYSTREAMS unveiled the finalists for the esteemed Cosmopack Awards 2023. From this selection, it is evident that sustainability, eco-design, and refillable packaging remain at the forefront of the mainstream beauty market. At BeautySourcing, we recognise the importance of these trends and have established strong connections with suppliers who are committed to providing sustainable solutions. Through this article, we aim to shed light on some notable innovations and share our perspective on the inspection of Cosmoprof Las Vegas 2023.

Airless-One™ Mono-Material Pump Engine Technology

Airless-One™ Mono-Material Pump Engine Technology invented by FusionPKG has been selected as a finalist for the prestigious Cosmopack 2023 Awards! This groundbreaking innovation leverages the benefits of polypropylene to deliver mono-material, recycling-compatible, and premium quality airless packaging. By utilising this technology, FusionPKG offer packaging solutions that support a circular economy while maintaining aesthetic appeal and high-performance functionality. The Airless-One™ system provides 100% post-consumer recycled (PCR) possibilities, ensuring that the packaging aligns with sustainable practices without compromising on quality.

NF Beauty Group's Aluminum Collection

Another noteworthy development showcased at Cosmoprof Las Vegas 2023 is NF Beauty Group's Aluminum Collection, featuring droppers, jars, and tubes. The recyclable AL Tube is a versatile packaging option that prioritises sustainability while offering ample space for branding and eye-catching decoration. By minimising the use of plastic commonly found in traditional tubes, NF Beauty Group's Aluminum Collection showcases a commitment to reducing environmental impact. The malleable aluminium material not only provides a premium feel but also offers a unique cold-to-the-touch feature, enhancing the user's experience. Designed to accommodate various products, from masks to toothpaste, the Aluminum Collection ensures the protection of formulas while remaining user-friendly, even with thicker viscosities.

LISSON Eco-Friendly Tube Packaging

At BeautySourcing, we are proud to collaborate with LISSON in introducing their eco-friendly cosmetic kraft paper tube packaging with a flip-top cap. This innovative packaging solution combines sustainability and functionality, utilising environmentally friendly kraft paper materials. The flip-top cap ensures convenience and ease of use while maintaining the integrity of the product. LISSON's eco-friendly tube packaging reflects their commitment to reducing plastic waste and providing customers with sustainable alternatives. With a focus on eco-design, this packaging solution aligns with the growing demand for environmentally conscious beauty products.

Cosmoprof Las Vegas 2023 offers a glimpse into the evolving landscape of the beauty industry, showcasing the latest trends and innovations. As observed from the Cosmopack Awards 2023 finalists, sustainability, eco-design, and refillable packaging continue to shape the mainstream beauty market. At BeautySourcing, we recognise the importance of these trends and are committed to connecting our clients with qualified suppliers who prioritise sustainability and offer innovative packaging solutions. The Airless-One™ Mono-Material Pump Engine Technology, NF Beauty Group's Aluminum Collection, and LISSON's Eco-Friendly Tube Packaging are just a few examples of the remarkable innovations unveiled at Cosmoprof Las Vegas 2023. We are dedicated to promoting sustainable practices and offering our clients access to the latest developments in the beauty industry. With our strong network of suppliers, we strive to provide sustainable solutions that meet the needs of our clients and contribute to a greener future.