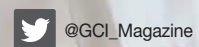
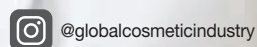
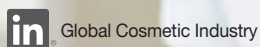


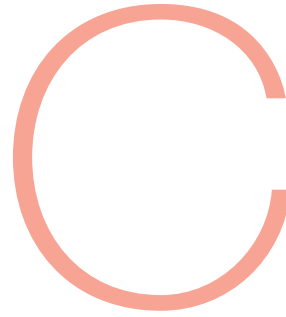
# BEAUTY ENTERS ITS DERMATOLOGICAL SKIN CARE ERA

**Expert-backed brands and clinically proven formulations are driving growth while building consumer trust.**



*According to Mintel data, 39% of U.S. skin care consumers Gen X or older feel it's important for skin care products to be recommended by a doctor or dermatologist.*





linical brands reportedly brought in most of the U.S. prestige skin care sales gains in the second quarter of 2023, per Circana data<sup>a</sup>. The strength of clinical brands is in line with a trend seen in Q1 and points to growing interest from consumers as well as an increasing focus on dermatological care in the sector.

The influence of this shift is wide-ranging. For instance, L'Oréal renamed its Active Cosmetics division—which includes SkinCeuticals and Vichy—to L'Oréal Dermatological Beauty in February 2023.

At the time of the announcement, Myriam Cohen-Welgryn, worldwide president of L'Oréal Dermatological Beauty, said, “It helps us stand more clearly for who we are: brands that accompany dermatologists, pediatricians and pharmacists in the daily support to their patients.”

Coty has also highlighted the importance of dermatology recently by making its debut at the 25th World Congress of Dermatology in Singapore. Coty highlighted brands such as Orveda and Lancaster at the event and provided insights on topics such as skin repair solutions, the skin microbiome, oxygen delivery for anti-aging and skin regeneration, molecular biological effects of psychological stress on the skin, and advanced sun protection strategies.

Shimei Fan, Ph.D., chief scientific officer at Coty, explained, “Participating in this event is a significant milestone for the company as we continue to strengthen our commitment to accelerating skin care research, developing more differentiated skin care products and safeguarding the skin health of consumers across the globe, in turn driving the development of the skin care industry.”

Elsewhere, online beauty hub Lookfantastic launched the Dermatological Skincare platform, featuring “expert-approved formulas” and “designed to bring the clinic straight to your door,” per the retailer. Brands featured on the hub include Dermalogica, La Roche-Posay, Perricone MD, Vichy and Dr. Dennis Gross. Key concerns addressed include dark circles, enlarged pores, anti-redness, uneven texture and more.

But this isn't just a story of prestige brands, specialty niches and premiumization. Earlier this year, Circana's Larissa Jensen wrote<sup>b</sup>, “We are observing a democratization of the skin care market, as more consumers decide that they can actually spend less to get the desired results—whether that means purchasing lower price points within the prestige stores or turning to dermatologist-recommended brands in mass outlets.”

The question, then, is: why dermatological skin care and why now? And how can brands across price points harness the movement for marketing and product innovation?

“Two factors are driving increased demand for product efficacy,” says Alex Walther, technical services manager, beauty and personal care, Univar Solutions. “First, the easy access to an unlimited amount of data through the internet on our

---

<sup>a</sup>[www.circana.com/press-releases](http://www.circana.com/press-releases)

<sup>b</sup>[www.iriworldwide.com/en-us/news/press-releases/beauty-consumers-are-shopping-and-trading-up-circana-reports](http://www.iriworldwide.com/en-us/news/press-releases/beauty-consumers-are-shopping-and-trading-up-circana-reports)

## WATERLESS SKIN CARE: PRECISION DOSING MEETS SUSTAINABILITY

Waterless beauty concepts have recently been in vogue due to their sustainability profile, but they aren't always associated with high-tech solutions. TaikiUSA's Bōshi Performance Nano Drops upend this point of view by providing a precision nanofiber delivery system manufactured through a patented ball electrospinning process that applies a high voltage to a polymer solution to create a randomly oriented mat of dry nonwoven nanofibers. This format simultaneously boosts efficacy, customization and sustainability.

"Electrospun nanofibers are fibers, most often polymer-based, with diameters typically ranging from 100 nm to 1 micron," says Laura M. Frazier, Ph.D., TaikiUSA's chief scientist. "We use polymers that are water soluble, which will dissolve easily when mixed with water [or in contact with a serum], thanks to the large surface area of the nanofibers. We can include actives or functional ingredients into the polymer solution that is then electrospun. No high heat is involved, so even ingredients that are sensitive to high temperatures can be included."

Powders and oils can be added to the Nano Drops following the electrospinning process to keep materials dry and stable that would otherwise degrade in contact with water. Doing so ensures better efficacy.

Frazier notes, "Formulations can include just our base polymers and the desired active, or we can incorporate a variety of ingredients both in the nanofiber layers and inside the Nano Drop in order to achieve the desired skin feel, provide a combination of effects, or optimize the stability and efficacy of key ingredients. Such formulations are not limited to skin care. We are investigating Nano Drop formulations for fragrance, oral care, hair care, sun protection and insect repellents as well!"

Bōshi Performance Nano Drops are also notable for what they don't include.

"[W]e are able to formulate with fewer ingredients," Frazier says. "Every ingredient that is used in a formula has its own carbon footprint, so just by eliminating the number of ingredients, we can reduce the overall environmental impact. In addition, the polymers that we use to form the fibers are both produced via fermentation using renewable feedstock. Lastly, given the waterless format, the product is much lighter resulting in less energy used in shipping."

In addition to precision and minimalist formulations, Bōshi Performance Nano Drops allow consumers to apply a standardized amount of product with each use, a common issue with conventional skin care products. Even when a consumer uses too much water to activate the product, Nano Drops still deliver the same amount of ingredients.

"Since our Nano Drops are more concentrated than traditional skin care formulas, we cannot just follow the recommended concentration that the supplier provides," says Frazier. "Instead, we use the recommended concentration to determine what the dosage in a conventional formulation would be, typically as mg/cm<sup>2</sup>. Once we have the dose, we can calculate the total amount of active or functional ingredient that is needed for the application area. This is the amount that we put into our Nano Drops."

According to TaikiUSA, 83% of participants in a 100-consumer trial of the Nano Drops preferred the electrospun format to traditional liquid serums. In addition, says Frazier, all participants "found it reassuring to know that a single Nano Drop always contains the perfect amount" of ingredients and "agreed that their experience using Nano Drops was positive." ■



*"We use polymers that are water soluble, which will dissolve easily when mixed with water [or in contact with a serum], thanks to the large surface area of the nanofibers," says Laura M. Frazier, Ph.D., TaikiUSA's chief scientist.*



*TaikiUSA's Bōshi Performance Nano Drops provide a precision nanofiber delivery system manufactured through a patented ball electrospinning process that applies a high voltage to a polymer solution to create a randomly oriented mat of dry nonwoven nanofibers.*

cell phones. Consumers have more information than ever on the products that they use and how those products can impact their skin health. This leads to the ability to seek out effective skin care solutions that match their skin type, concerns, and goals.”

She adds, “Secondly, the looming threat of an economic downturn leads consumers to look for the most impactful use of their money. This has led to the rise of at-home treatments and devices that enable consumers to achieve professional level results without visiting a clinic, doctor, or dermatologist.”

“Consumers are increasingly intentional about their skin health and understand how their overall health and wellness impacts their outward appearance,” says Michael Nolte, SVP, creative director, BeautyStreams. “They are increasingly pushing demand for evidence-based skin care brands that offer trustworthy, results-driven products backed by skin experts’ credentials, credible pharma-grade ingredients and certified, clinically tested claims.”

Walther notes, “Generating clinical data can be very expensive and the best bet to getting good clinicals on your formula is to use actives and vitamins that already have clinical studies. For

example, DSM-Firmenich takes the guesswork out of which vitamins to choose based on application and desired results by thoroughly screening their materials with both *in vitro* and *in vivo* studies. This allows brands to be more confident in their clinical results when choosing materials like Stay-C 50, which is a stable analog of ascorbic acid.”

She adds, “DSM-Firmenich has already done the work to prove that Stay-C 50 will bio convert into ascorbic acid to visibly even the skin tone and improve skin firmness. They are also bringing new innovations into personal care with new launches like Quali Vitamin B12 made via fermentation for sensitive and stressed skin. Their studies show that B12 could help relieve fatigued skin, protect the skin barrier and promote a more vibrant looking complexion.”

Regarding the overall trend toward verifiable results, Nolte adds, “There has already been a recent boom in ‘cleanical’ skin care, which has seen brands combining clean and clinical claims to appeal to consumers who are concerned about both efficacy and ingredient safety. Now, we are witnessing a growing focus on evidence-based skin care, with medical-grade brands gaining momentum. Driven by a desire for clear product

safety, proven efficacy, ingredient transparency and authoritative guidance, ‘skintellectual’ consumers are showing more preference for science-led skin care brands than ever before, and are searching for brands that boast strong clinical, medical and laboratory backgrounds. With health being top of mind for consumers, skin care products that are backed by dermatologists, doctors, chemists, and skin expert credentials; that are formulated with credible pharma-grade ingredients; and that are certified by clinically tested claims are set to play a crucial role in elevating results-driven skin care innovations.”

Here, we break down some key dynamics within the dermatological skin care movement, including future opportunities.

## A Booming Skin Care Market

In the first half of 2023, skin care sales in the prestige market amounted to \$4.1 billion, an increase of 14% versus last year, per Circana. For the second quarter, skin care was the fastest-growing category based on sales revenue, up 15%.

Top skin care performers in the first half included prestige face serums, body sprays and facial cleansers.

Family owned for over 50 years.  Built in Napa, California, USA

# Let your business grow with a Simplex Filler.

**Built to meet your deadlines!**  
Start-up with *Simplex's Model AS-1* electric table-top piston filler. High quality, heavy duty construction to run 24/7 combined with easy operation. *A perfect combination for success!*



Simplex Model AS-1

The *Simplex Model AV-200* is recognized as the world standard for liquid, semi-solid and particulate filling. The all stainless steel *Simplex Model AV-200* is ideal for labs and is used worldwide.



Simplex Model AV-200 SS

**Increase your production.**  
The *Simplex Model V-1200* can offer the same output as a small rotary filler without all the change parts. *Simplex Fillers* have less change parts which means less downtime and more productivity! *Built to run 24/7, your productivity can be endless!*



Automated Simplex Model V-1200

Contact us today!

[www.simplexfiller.com](http://www.simplexfiller.com) • 640-A Airpark Road, Napa, CA 94558  
707-265-6801 • FAX: 707-265-6868



Meanwhile, facial skin care sector sales are flat year-over-year, with usage remaining steady. That said, makeup-skin care hybrid products are ascendant in the category.

Prestige and mass skin care grew at about 14% and 10% in the first half of 2023, respectively, representing a slight gain in pace for prestige and a level growth rate for mass, versus the first quarter.

That said, there are challenges facing prestige brands. Per Circana data, 67% of surveyed consumers say that “skin care brands at drug stores or mass merchandisers are as good as higher priced department store brands.” This represents a rise in such sentiments, year-over-year.

*Global Cosmetic Industry* previously reported<sup>c</sup> on prestige skin care’s premiumization challenge, which is driven by accessibly priced brands that are increasingly delivering effective, clean and even sustainable formulations at easily manageable price points.

Clinical, dermatologist-forward approaches just might offer a pathway forward for prestige brand distinction.

## Top Consumer Concerns Driving Clinical Solutions

Sales and search trends point to some of the key concerns that may be driving the clinical skin care sector. For instance, while hand and body lotion sales increased 8.2% in the United States<sup>d</sup> in 2022, eczema and psoriasis treatments jumped 21.6%, per NielsenIQ.

Eczema in particular has driven innovation across categories. For instance, Range Beauty offers inclusive skin-friendly makeup that features soothing ingredients and formulations that comply with guidelines of The National Eczema Association.

<sup>c</sup>[www.gcimagazine.com/consumers-markets/news/22779971/why-prestige-brands-are-winning-everywhere-but-skin-care](https://www.gcimagazine.com/consumers-markets/news/22779971/why-prestige-brands-are-winning-everywhere-but-skin-care)

<sup>d</sup>[www.gcimagazine.com/consumers-markets/news/22697636/2022-mass-xaoc-beauty-sales-rise-unit-sales-drop-nielseniq](https://www.gcimagazine.com/consumers-markets/news/22697636/2022-mass-xaoc-beauty-sales-rise-unit-sales-drop-nielseniq)



*“We wanted to create a brand centered on people over product,” said Ren Carroll-Delapaz, Plumpie brand manager. “A brand that is innovative, connected and just plain fun. We aren’t reinventing the wheel; we’re adding sequins on it.”*

Key ingredients include calendula, chamomile, green tea and argan oil.

Spate<sup>e</sup>, meanwhile, has identified a range of concern-oriented searches gaining the most volume. For instance, comedonal acne has experienced a 5.4K increase in average monthly online searches in the United States, while hormonal acne has experienced a 5.0K jump in search volume.

Emerging brands are embracing the acne opportunity while bringing some fun to the category. For instance, Plumpie has launched a range of vegan, cruelty-free hydrocolloid stickers featuring azelaic acid, zinc PCA and salicylic acid.

“Plumpie’s Designer Hydrocolloid Stickers are thicker and larger than traditional pimple patches,” said Ren Carroll-Delapaz, Plumpie brand manager. “They are unique designs made from medical grade hydrocolloid that contain three acne fighting ingredients. We wanted to create a brand centered on people over product. A brand that is innovative, connected and just plain fun. We aren’t

<sup>e</sup><https://hubs.la/Q01snlKM0>

reinventing the wheel; we’re adding sequins on it.”

The Plumpie stickers are formulated to protect the skin from bacteria, pollution and inflammation while soothing the skin of irritation and redness while they absorb excess oils and pus.

Similarly, Squish Beauty has launched Flower Power Acne Patches, flower-shaped hydrocolloid stickers designed to treat acne.

In July 2023, Spate revealed that #vitamincserum hashtags have experienced 2.6M average weekly views on TikTok. Research has found that hashtags such as #salicylicacid, #retinol and #niacinamide are appearing alongside #vitamincserum, pointing to a rising interest in cocktail active ingredients, Spate noted.

The firm also tipped skin barrier health as one of the major beauty trends of 2023. Spate noted that skin barrier search activity is often accompanied by format keywords such as cream, oil and serum.

The Estée Lauder Companies has put the skin barrier front-and-center in recent research around its

new moisturizing ingredient, Rice Power 11α. By defending the skin barrier, the ingredient reportedly improves skin hydration and imparts anti-aging benefits.

A recent Prime Matter Labs concept formulation also addresses the skin barrier. The Triple Layer Skin Strengthening Moisturizer boosts hydration, collagen production and skin elasticity to strengthen every layer of the skin, per the company. The formulation comprises Chemyunion's AcquaBio, which comprises plant-based polysaccharides that promote the biological moisturization of the skin, as well as vitamin A alternative Revinage, also from Chemyunion, which enhances cell regeneration for collagen production. It also includes Geltor's vegan HumaColl 21, which is reportedly a 1-to-1 match to the amino acid sequence of human type 21 collagen.

## Dermatologists Front-and-center

According to Mintel<sup>f</sup> data, 39% of U.S. skin care consumers Gen X or older feel it's important for skin care products to be recommended by a doctor or dermatologist. In addition, 53% of all U.S. beauty consumers research ingredients as a means of better understanding the efficacy of

<sup>f</sup>[www.mintel.com/beauty-and-personal-care-market-news/beauty-trends/](https://www.mintel.com/beauty-and-personal-care-market-news/beauty-trends/)



Prime Matter Labs' Triple Layer Skin Strengthening Moisturizer boosts hydration, collagen production and skin elasticity to strengthen every layer of the skin, per the company.

products. Combined, these data points signal a desire for expert-backed brands and products.

In fact, among its 2023 beauty trends, Mintel highlighted "Beauty Rx," a concept encompassing the growing "medicalization of beauty" and demand for "efficient and potent products" accompanied by solid claims validation.

"Everyone wants to have better skin (without a filter)," says Walther. "Images from clinical testing can be one of the best tools that brands have

to differentiate themselves from the competition. Clinical testing gives brands the opportunity to educate their consumers on a key active that gives real benefits."

She adds, "Claims made with just words may seem vague or misleading and not convince savvy consumers that the product really does anything. However, an image from clinical testing is easy for everyone to understand and they can build trust and loyalty with their customers."

## SKIN CARE'S MOST-SEARCHED INGREDIENTS & PRODUCT FORMATS



Lip balms are one of the most-searched skin care formats; recently, The Inkey List moved into the category with a plumping tripeptide formulation.



Lady Burd has developed two lip balm variants, in mint and vanilla flavors, featuring skin-friendly ingredients such as castor seed, apricot kernel, avocado, olive and sunflower seed oils.



Per Spate<sup>a</sup>, the skin care formats experiencing the largest monthly gains in searches as of July 2023 include lip balm (far and away the leader), as well as sprays, serums, face essences and hydrating toners (which also experienced among the highest percentage gains month-to-month). The formats with the fastest percentage gains in search volume, on the other hand, include silicone patches, oil-based cleansers, gel sunscreens and peel pads.

Balms in particular have proved popular, with on-trend players such as The Inkey List moving into the category. Private label cosmetics manufacturer Lady Burd has even developed two U.S.-made lip balm variants, in mint and vanilla flavors, featuring skin-friendly ingredients such as castor seed, apricot kernel, avocado, olive and sunflower seed oils, as well as paraffin, beeswax and carnauba wax.

The skin care ingredients experiencing the largest monthly gains in searches as of July 2023 include tretinoin, niacinamide, snail mucin, hyaluronic acid and BHA, while the ingredients with the highest percentage gains month-over-month include polypeptides, snail mucin, copper peptides, argireline and metronidazole.

<sup>a</sup><https://hubs.la/Q01snlKMO>

## 3 BENEFITS OF LIFESTYLE DERMATOLOGY

| BY NAANA BOAKYE, MD, MPH



*“As a lifestyle dermatologist, I take into consideration nutrition, exercise, stress levels and sleep when managing skin conditions,” says Naana Boakye, MD, MPH.*



*As a medical director for A-Frame Brands and working with the Wade family on Proudly, John Legend on Loved01 and Naomi Osaka on Kinlo, I was intentional about the ingredients selected to make sure all the products formulated help protect and moisturize the skin, particularly because melanin-rich individuals tend to be dry due to the decrease in ceramides in the skin.*

**A**s a lifestyle dermatologist—a medical professional who addresses the combined endogenous and exogenous factors impacting skin health—I believe that all brands should work with a dermatologist when making skin care products and in their marketing communication. There are a few key reasons why.

### 1. Biological complexity

The skin is the largest organ and is the interface between the host and the environment. Understanding the structure and function of the skin is complex; the key is to maintain a healthy skin barrier. There are so many external and internal stressors that impact that skin, which can thereby disrupt the skin barrier.

Some examples of external and lifestyle skin barrier disruption factors include ultraviolet light radiation, microbes, smoking, alcohol, diet and climate change; endogenous factors include genetics, cell respiration and enzymatic oxidation. The skin has an antioxidant defense system to handle some of these stressors; however, when there are too many stressors, then free radicals are produced which leads to oxidative stress. Oxidative stress can lead to DNA mutations and lipid peroxidation, which leads to tissue damage resulting in premature aging and perhaps even carcinogenesis.

Having a dermatologist involved in product innovation can ensure formulations address these complexities.

### 2. Intentional transparency

I am happy to see that the FDA is finally forcing brands to become more transparent via the Modernization of Cosmetics Regulation Act of 2022 (MoCRA). As a dermatologist that deals with contact dermatitis, it is frustrating when you read a label that has the word “fragrance”—which could refer to one, 10 or more individual ingredients—without any additional information. This is not fair to the consumer or the health care provider.

Brands should be transparent about the ingredients that they use in their products and educate their consumers on the benefits. As a medical director for A-Frame Brands and working with the Wade family on Proudly, John Legend on Loved01 and Naomi Osaka on Kinlo, I was intentional about the ingredients selected to make sure all the products formulated help protect and moisturize the skin, particularly because melanin-rich individuals tend to be dry due to the decrease in ceramides in the skin.

For instance, my sisters and I started a skin care line, called Karite, in 2017, in which we use unrefined shea butter from Ghana. We used shea butter growing up, mixing it with other botanicals to maintain the health of our skin.

### 3. Understanding holistic lifestyle factors

As a lifestyle dermatologist, I take into consideration nutrition, exercise, stress levels and sleep when managing skin conditions. The mind, gut and skin axis is important to take into consideration when treating every individual, and I feel that every provider should consider an inside-out approach to wellness and beauty.

I am an expert not only on skin conditions but also on how to further prevent skin damage by educating my patients to focus on consuming low-glycemic foods to decrease the amount of sugar in their body, which in turn decreases dietary advanced glycation end products (AGEs), which can cause premature aging.

I truly enjoy empowering my patients to become active participants in their health by eating the rainbow—a wide variety of fruits and vegetables—and generally consuming more antioxidant- and anti-inflammatory-rich, plant-forward foods that contribute to overall health.

All in all, radiant skin is a lifestyle. By making lifestyle changes and using intentional skin care products, the barrier will stay healthy, which should be everyone’s goal. ■



Dermatologist Samantha Ellis, MD (at right), has launched a skin care brand, Prequel, in conjunction with brand accelerator The Center, led by Ben Bennett (at left).

These trends, Mintel noted, have led to a “rising influence of professionals,” notably dermatologists, who increasingly play a role not only as brand ambassadors, influencers and R&D leaders, but also as founders.

Dr. Whitney Bowe, a New York-based dermatologist, is emblematic of this confluence of trends. Bowe was responsible for “skin cycling” being one of the most Googled beauty terms in 2022, reflecting the trend’s dominance on TikTok feeds<sup>8</sup>. The routine consisted of a four-night schedule, with the first two nights dedicated to a particular product step—exfoliation and retinoids, respectively—followed by two “recovery” nights.

Bowe wisely parlayed her social media virality into a trio of products designed for skin cycling routines, consisting of a Retinal Night Advanced 0.1% Retinal Firming Treatment and Exfoliation Night Resurfacing + Brightening Serum, as well as a moisturizing Bowe Glow Microbiome Nourishing Cream.

Elsewhere, a pair of dermatologists, Laura Scott, MD, and Tia Paul, MD, have collaborated with Lion Pose founders Madhu Punjabi and Nisha

Phatak to launch a range of inclusive skin care with clinical leanings. According to the brand, “Lion Pose is dedicated to performing unbiased, third-party clinical testing on diverse skin tones, and selecting skin care ingredients that are safe and effective for all. They strive to provide access to dermatology-grade formulas to all consumers on-the-shelf.”

Lion Pose participated in Sephora Accelerate and Y Combinator and has raised \$3 million from investors and celebrities including beauty and wellness fund Ignite XL, Precursor Ventures, Mindy Kaling, Rob Lowe’s LH Capital, Howard Klein, Talia Frenkel (founder of L Brands) and former-CEO of Guthy Renker Ben VandeBunt.

Key SKUs include the Unspotted 4X Acid Jelly Night Serum targeting hyperpigmentation, dark spots, and scarring and featuring a 15% active acid blend including azelaic, glycolic, lactic and tranexamic acids. The Clean at Sephora, U.S.-manufactured serum also includes glutathione to remove dead skin cells for improved skin tone.

Dermatologist Samantha Ellis, MD, has launched a skin care brand, Prequel, in conjunction with brand accelerator The Center. The brand is designed to function in the sweet spot

(Continued on Page 22)







## Vegetable Oils

Refined • USP/NF  
 Kosher • cGMP Compliant  
 FDA Registered  
 Proven Quality  
 All Natural



*Celebrating  
180 Years  
of Service*

Established 1838

**WELCH, HOLME & CLARK CO., INC.**  
 7 Avenue L, Newark, NJ 07105  
 973-465-1200 • Fax: 973-465-7332  
[www.whc-oils.com](http://www.whc-oils.com)

<sup>8</sup>[www.gcimagazine.com/consumers-markets/news/22618579/4-beauty-trends-for-2023](http://www.gcimagazine.com/consumers-markets/news/22618579/4-beauty-trends-for-2023)



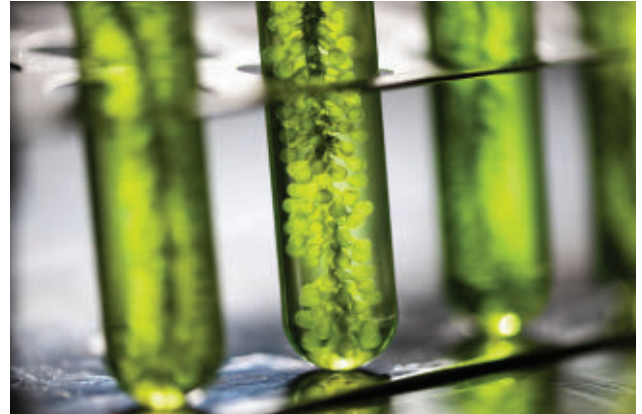
## SKIN CARE INNOVATION INSPIRATION

### Peel-off Algin Masks

TAOS Inc. has partnered with France-based Vinpai Cosmetics to offer customizable private label masks featuring a combination of minerals, algae and other natural components. The masks are offered in peel-off gel and emulsion duo sachets, as well as peel-off powders in sachets or bulks.

These include peel-offs such as Ocean Hydration, featuring algin and chitosan, which addresses dry skin; Hyaluron Topaz, featuring hyaluronic acid and algin, which addresses mature and dry skin; and Oleophase Skin Bright Sake, featuring olive oil, Ichimaru Pharcos Co. Ltd.'s Wamino-Bonbon (sake lees) and algin.

Peel-off powder variants include Hibiscus Bloom, featuring algin, hibiscus, peptides and isoflavones; Plant of Immortality, featuring algin, aloe vera, peptides and isoflavones; and Soothing Wood, featuring algin and birch bark.



TAOS Inc. has partnered with France-based Vinpai Cosmetics to offer customizable private label masks featuring a combination of minerals, algae (pictured) and other natural components.

### Bringing the Glow to SPF Beauty

Solésence's low-viscosity Natural Glow Face Oil SPF 40+ is designed to defend the skin from sun exposure while smoothing the appearance of fine lines. The formulation comprises the company's non-nano Klear technology, which provides zinc oxide with high transparency. The technology reportedly protects the skin from more than 97% of UV radiation and reduces pollution-induced free radicals by more than 85%. Solésence offers a formulation variant that includes an antioxidant complex that works with Klear to boost antioxidant activity by as much as 200%, per the company. The standard concept formulation also features Solésence's Bloom, which features plant-based rutin and reportedly blocks more than 43% of HEV (blue) light.

Solésence's non-nano, mineral, broad-spectrum Soft Glow SPF 50+ is a multifunctional formulation that also features Klear. The sunscreen protects the skin from more than 98% of UV radiation, per the company, and reduces pollution-induced free radicals by more than 85%. As with the Natural Glow Face Oil SPF 40+ formulation, an antioxidant complex can be added to the base formulation to enhance antioxidant activity by as much as 200%.



TAOS Inc. has partnered with France-based Vinpai Cosmetics to offer masks in peel-off gel and emulsion duo sachets, as well as peel-off powders in sachets or bulks.

### Cleansers & Body Care

Private label cosmetic manufacturer Lady Burd has developed its vegan Salicylic Acid Cleanser to provide users with clear, radiant skin by unclogging pores, brightening the complexion and combatting blemishes. Intended to be used morning and night, the formulation includes niacinamide, ceramides NP, AP and EOP, and more.

The company has also developed a vegan Glycolic Acid Cleanser that exfoliates and revitalizes the skin, counteracting dullness. The formulation is intended to be used daily and features, beyond its signature ingredient, niacinamide, ceramides AP, EOP and NP, and more.



Solésence's low-viscosity Natural Glow Face Oil SPF 40+ is designed to defend the skin from sun exposure while smoothing the appearance of fine lines.



Solésence's non-nano, mineral, broad-spectrum Soft Glow SPF 50+ is a multifunctional formulation that protects the skin from more than 98% of UV radiation, per the company.



Lady Burd has developed its vegan Salicylic Acid Cleanser to provide users with clear, radiant skin by unclogging pores, brightening the complexion and combatting blemishes.

Lady Burd's Glycolic Acid Cleanser exfoliates and revitalizes the skin, counteracting dullness.



Lady Burd has developed a range of body washes, scrubs and butters.



Prime Matter Labs' Tinted Mineral Serum SPF 50 is moisturizing and lightweight enough for smooth makeup application. The serum delivers tinted coverage that can even out skin tones.

Minimum order number for both formulations: 12 pieces.

Meanwhile, Lady Burd has developed a range of body washes, scrubs and butters. The washes feature aloe and vitamin E and come in scent variants such as Rosemary & Menthol, Apple Pie, fragrance-free, Pumpkin Spice, and more. The scrubs feature pumice and apricot seed and come in a similar array of scents. Finally, the butters feature cocoa butter and avocado oil and also feature a similar scent array to the body scrubs and washes.

### Mineral SPF Serums

Cosmetic and private label manufacturer Prime Matter Labs has developed a Mineral Serum SPF 30 with a lightweight, non-greasy liquid consistency that allows for easy application and even coverage, per the company. The formulation meets shoppers' desire for thinner textures and lightweight protection that can be easily layered. Key ingredients include soothing and moisturizing shea butter, moisturizing and calming green tea extract, antioxidant vitamin E, and moisturizing allantoin.

Prime Matter Labs' Tinted Mineral Serum SPF 50 is similarly moisturizing and lightweight enough for smooth makeup application. The serum delivers tinted coverage that can even out skin tones.

The serums are in line with SPF serum trends. Current brands with such products on the market include Coola (Dew Good Illuminating Serum Sunscreen SPF 30), Supergoop (Every. Single. Face. Watery Lotion SPF 50) and ZitSticka (Megashade Sunscreen Serum SPF 50).

The company has also tapped the popular stick format with its Sunscreen Stick concept, available in clear or nude variants. Designed for precise, on-the-go use, the stick offers a glow-from-within effect under makeup. It offers broad-spectrum protection against UVA and UVB rays and can act as a base for hybrid formulations.

Spate recently reported that online sunscreen stick searches have led the sunscreen product sector in the last year.

### Bundling Skin Care & Packaging Tech

LiquiGlide's durable slippery coatings have been deployed in beauty and personal packaging in recent years. Now, the company has expanded its offerings to include an array of concept products that can be paired with packaging featuring the company's underlying coatings tech. The result: effective care and more sustainable products that allow consumers to get every drop of product out of packaging.

Among the new formulations are a Hyaluronic Antioxidant Gel moisturizer with a cooling effect. The formulation includes vitamins E and C, niacinamide, vitamin E, antioxidant and soothing CoQ10, antioxidant spirulina algae, antioxidant and soothing kelp extract, hydrating and antioxidant cucumber extract, and moisturizing and barrier-supporting sodium hyaluronate.

The Vitamin C + E Gel Cream, meanwhile, features kiwi extract and pumpkin seed oil as sources of vitamins C and E to address oxidative stresses from pollution and UV exposure. It also includes antioxidant and anti-inflammatory ginger root extract.

LiquiGlide's moisturizing Overnight Peptide Mask is designed to stimulate collagen production and boost skin elasticity. Key ingredients include firming and texture-improving palmitoyl tripeptide-5, collagen stimulating amino acids, moisture-retaining hyaluronic acid, antioxidants derived from sea kelp, oat seed and cica, vitamins C and E, and enzyme Q10.

Finally, the Soothing Body Cream features moisturizing shea butter, jojoba, glycerin, soothing jojoba seed oil, and soothing chamomile and cica. ■

(Continued from Page 19)

between clinical/medical topicals and over the counter treatments.

The brand debuted in July 2023 with a trio of SKUs. The Gleanser (\$18), formulated for the face and body, features 50% glycerin, inulin and an aquaporin-stimulating active to support skin suppleness. The Skin Utility Ointment (\$18) features 45% USP-grade petrolatum to defend the skin from environmental stressors while providing intensive care. Finally, the brand's Urea Repair 10% Urea Moisturizing Milk for face and body (\$22) comprises the namesake 10% pure urea with shea butter, glycerin and niacinamide.

Even dermatology influencers are getting into the act. Indē Wild recently tapped social media star and dermatologist Muneeb Shah, DO, for a forthcoming product launch scheduled for 2023. On its Instagram feed, the brand's founder, Diipa Büller-Khosla, noted, "It's a surreal moment for both of us, celebrating our friendship and individual accomplishments coming together. This is just the beginning, and we cannot wait to take you on the journey of co-creating an innovative product that we know you'll love!"

Beyond dermatologists, however, there's another technical expert who's underleveraged: the cosmetic chemist.

Among the few brands launched by chemists is BeautyStat. The brand was founded in 2019 by cosmetic chemist Ron Robinson who tapped his 30-plus years of experience with brands such as Clinique, L'Oréal, Revlon, Le Mer and Rhode by Hailey Bieber. BeautyStat places Robinson's expertise front-and-center, with the founder often seen on social media dispensing a chemist-eye view of beauty. It's this mindset that the founder has brought to BeautyStat's products, which feature technical ingredients and formulations with a focus on results. The brand has continued to grow from its inception and currently boasts 13.5 million TikTok views as of this writing.

### Black Consumers: The Missing Piece

Clinical and expert-backed brands have a significant opportunity to tap into widespread dissatisfaction with skin care among Black Americans. Per an Aveeno-OnePoll survey<sup>h</sup> of 2,000 consumers in June 2023, 48% of Black Americans believe skin care brands have fallen short of meeting their needs. This is notable considering that 80% of respondents consider their skin sensitive, 64% suffer from rosacea or

eczema, and 37% feel insecure every day about their skin issues.

Yet nearly 1/3 have never seen a dermatologist; in fact, 34% have had a hard time finding a doctor that understands their skin health needs. This opens a major opportunity for trusted brands to deliver expert-backed results targeted to underserved consumers.

Those brands need to focus on assisting in product discovery (40% of respondents had trouble finding effective products) and ingredient education (37% have difficulty understanding which ingredients are good or bad for their skin), particularly among Gen Z shoppers.

### The Untapped Scalp Opportunity

Scalp care, one of hair care's hottest innovation opportunities, presents an opportunity for dermatologist and clinical brands to position themselves at the center of the venn diagram between hair and skin wellness.

"Women today suffer from a range of scalp conditions, including itchy scalp (42%), dry scalp (40%), dandruff (26%) and oily scalp (23%)," Denise Herich wrote in the June 2023 edition of *Global Cosmetic Industry*<sup>i</sup>. The author was commenting on a survey of more than 3,200 U.S. female-identifying consumers.

Herich noted, "During the past three years, 23% of respondents have begun purchasing (for the first time) products designed especially for her scalp; 24% have bought more scalp-specific products than she did three years prior; and 34% have purposely reduced the number of times per week she washes her hair and scalp."

She added, "Today's consumer is more aware of ingredients that may be harsh to her delicate scalp, with 39% noting she reads labels more now to ensure that the product is free of harsh ingredients."

The Estée Lauder Companies has taken note of consumer interest and has engaged in ongoing research into

<sup>h</sup><https://talker.news/2023/08/21/black-americans-struggle-to-find-skincare-products-that-work>

<sup>i</sup>[https://gcimagazine.texterity.com/gcimagazine/june\\_2023/](https://gcimagazine.texterity.com/gcimagazine/june_2023/)



"Women today suffer from a range of scalp conditions, including itchy scalp (42%), dry scalp (40%), dandruff (26%) and oily scalp (23%)," Denise Herich wrote in the June 2023 edition of *Global Cosmetic Industry*.

scalp health. For instance, researchers at Lauder's Aveda recently found that "a loss of cell signature and identity with age" negatively impacts "the ability of the scalp dermal environment to support and maintain healthy hair follicles."

Even as emerging research discovers the keys to scalp health over time, dermatologist-created, non-comedogenic hair care brand Seen is tackling day-to-day issues. Iris Rubin, MD, a U.S. dermatologist, focused on removing irritants from hair care products, thereby avoiding pore clogging, eczema and allergic issues.

Given the rising awareness of and interest in scalp health, dermatologist-backed and clinical brands may follow the Seen example to develop skin- and scalp-friendly hair care and treatments.

## Future Opportunities

"Consumer priorities, when it comes to their health, are pushing the skin care and wellness industries to leverage medicine and science more than ever before," says Nolte, "which has led to medically driven consumerism. With consumers now seeking highly personalized, meaningful and preventative forms of health care, solutions that combine skin care, wellness and proactive medicine constitute a fast-growing segment. We are seeing a notable rise in demand for prescriptive skin care following dermatological advice."

He adds, "The movement toward the medicalization of beauty is becoming more widespread, with medically oriented products to treat skin health moving to the top of consumers' lists. In recent years, we have seen the rise of start-ups that combine data and dermatology. Digital diagnostic skin care tools that use technologies such as smartphone camera image capture, skin and data analysis, and algorithms have developed rapidly, bringing customized skin care experiences and virtual consultations into the home. Designed to bring the expertise of a dermatologist

or skin expert directly to the consumer, we expect innovative new apps, skin diagnosis tools, dermatologist avatars, and virtual skin care clinics to pop up and provide targeted advice for consumers' individual skin concerns, alongside prescription-based and expert-backed products."

Nolte concludes, "Finally, with the world of skin care and cosmetic clinics now overlapping, clinical and dermatological expertise is now also highly valued by skin-savvy consumers who are looking for at-home skin care tools and devices that deliver the professional-grade results of in-clinic machines. We expect new products that promise effective, dermatology-grade results in the comfort of one's home to take topical skin care performance to the next level. Thanks to advancements in technology, formulations and ingredients, we believe that the next generation of skin care products could

rival professional cosmetic treatments by offering visible, long-term results."

## Brand Innovation Takeaways

- Brands have a chance to capture consumer trust and loyalty with dermatologist- and cosmetic-chemist-backed offerings and clinically proven results. Expertise has impact.
- The better the efficacy evidence, the better the brand opportunity. Transparency counts.
- Through better education and improved product discovery, brands can tap into the needs of underserved Black consumers.
- Dermatologist-backed and clinical brands have an opportunity to expand into hair and scalp health, delivering the same clinical transparency they bring to the skin care space. ■



**ALPHA ENVIRONMENTAL**

**OUR HIGH PERFORMANCE ACTIVES INCLUDE:  
ALL NATURAL TREMELLA MUSHROOM  
HYALURONIC ACID (<50K DA)  
VITAMINS**

**ENVIRONMENTALLY SUSTAINABLE RAW MATERIALS  
COMPETITIVE PRICES  
WEST COAST INGREDIENT SUPPLIER**

www.alpha-environmental.com  
info@alpha-environmental.com  
Tel: 424-832-7389