

Accueil > Innovation

Bamboo, plant-based leather... Brush manufacturers compete for MakeUp in NewYork's Accessory IT Award

DOLORES DAMADE

Published on 09/04/2024

Related topics : Innovation, Accessories, MakeUp In Trade Shows



RELATED TOPICS

- At MakeUp in Paris 2024 innovation takes center stage, IT Awards winners revealed
- MakeUp in Paris 2024 IT Awards: Sneak peek at the nominees for Accessories



Botanichi kabuki brushes and a matching pouch are made of plant-based leather © HNB Corporation

Attracting professionals from across the globe for the past 13 years, [MakeUp in NewYork](#)'s next edition will take place on September 18-19, 2024 at the Javits Center. With the makeup and skincare trade show fast approaching, we take a look at the event's IT Awards nominees shortlisted in the Accessories category.

Among 108 makeup and skincare products in the 2024 competition, just three were nominated for the coveted prize in the IT Award's Accessories category, recognizing the best in the cosmetics industry. In the coming days *Formes de Luxe* will also be covering the runners up in Formulation, Packaging and Full Service.

Detachable Brush: Beauty Yaurient Cosmetics Accessories

Makeup brush manufacturer Beauty Yaurient Cosmetics Accessories introduced its Detachable Brush, made from 100% recycled materials for both bristle and handle. Each of the three brush segments can be detached and separated to accommodate different recycling streams, and the head is interchangeable with other options from the manufacturer. The brush is assembled without glue, and the supplier claims a reduced amount of plastic used and a simplified production process.



Detachable Brush ©Beauty Yaurient Cosmetics Accessories

Antibacterial & Quick Drying Bamboo Brush: Hedi Present Inc.

New York-based Hedi Present Incorporated, a specialist in makeup brush design, entered the competition with its Antibacterial & Quick Drying Bamboo Brush. The supplier says it chose a handle made 100% of bamboo for its "renewable and biodegradable" properties. The handle is designed to replicate the bamboo's natural joints. It features antibacterial bristles—the antimicrobial efficiency is said to be up to 97% within one hour after use due to special bacteria-inhibiting fillaments—and quick-drying bristles are said to dry 18 times faster than traditional cosmetics brush fiber hair.



Antibacterial & Quick Drying Bamboo Brush ©Hedi Present Incorporated

Botanichi Kabuki Brush & Pouch: HNB Corporation

Botanichi kabuki brushes and a pouch from Korean private label makeup brush manufacturer HNB Corporation are made of the supplier's BotaniChic plant-based leather that is said to have a biodegradation rate of over 90% in 180 days. The brushes' bristles are composed of corn-derived fibers, for use on both face and body. The handle is embossed and features a paper-like texture, targeting brands with a premium positioning.



Botanichi Kabuki Brush & Pouch ©HNB Corporation



Get the latest luxury packaging insight every week!

Email address [Sign up](#)

The magazine

[Subscribe](#)

MOST READ

- Hennessy cognac packaging celebrates Year of the Rabbit with Yan Pei-Ming
- Chanel rethinks Sublimage La Crème as on-the-go, refillable object

EVENTS

Upcoming Trade Events
Click here for the full list

KEY FIGURES

+4%

The overall growth of the prestige home fragrance market in North America and Europe in 2023. While candles still lead the segment, growth is bolstered by gift sets (+32%), followed by diffusers (+4%) and room sprays (+6%). The most expensive collections are recording the strongest growth, with +12% for products costing upwards of \$50 and +31% for references costing over \$100. Source: Circana

Get the latest luxury packaging insight every week!

Email address [Sign up](#)