Mousse-like foundation, foam cleanser, cryo-gel patch... Innovations eyeing the MakeUp in NewYork Full Service award

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Skin Fender Melt Away Makeup Remover & Cleanser
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After Accessories and Packaging, we take a look at this year's MakeUp in NewYork IT Awards finalists in the Full Service category. The winning innovations will be unveiled during a dedicated ceremony on the event's first day, September 18, at 9:30am.

Some 22 products have entered the competition to win a coveted Full Service IT Award, but only six have been shortlisted. Discover the selection below.

Beautycromia: Foam Fusion Skin Tint

Italian cosmetics and makeup products manufacturer Beautycromia has unveiled its tinted moisturizer with a mousse-like texture. Formulated with cellulose treated with a special salt coating, the ultra-dispersible, lightweight pigments remain suspended in the formula, creating the unique texture. The product comes in a foam dispenser pack.

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EVENTS

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FOAM FUSION
SKIN TINT

Foam Fusion Skin Tint ©Beautycromia

Colep Consumer Products: Skin Fender Melt Away Makeup Remover & Cleanser

Portugal's Colep Consumer Products entered the competition with its multi-phase cleanser that transforms from a foam to an oil upon application. Designed to also act as a makeup remover, the cleanser is housed in an EcoAlu can, a 100% post-consumer recycled aluminum aerosol dispenser.

Skin
Fender
MELT AWAY
MAKE UP
REMOVER & CLEANSER

Skin Fender Melt Away Makeup Remover & Cleanser ©Colep Consumer Products

Colep Consumer Products: Skin Fender Cryo-Fusion Patch & Mask

A second entrant from Colep Consumer Products is Skin Fender Cryo-Fusion Patch & Mask, with a formula designed to be frozen before use. A fluid gel at room temperature, it transforms into a cryo-gel patch after freezing in the accompanying, reusable silicon molds. The frozen soft-solid hydrogel is designed for de-puffing and refreshing the eye area, and the product can also be used as a thermo-jelly, fluid face mask. It comes in a recyclable nozzle bottle.

KEY FIGURES

+4%

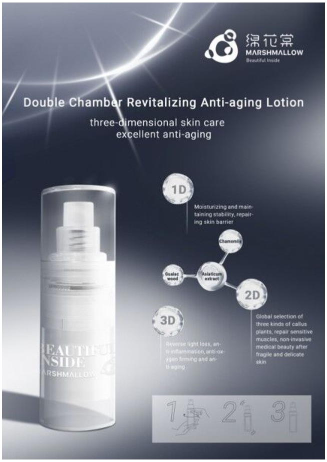
The overall growth of the prestige home fragrance market in North America and Europe in 2023. While candles still lead the segment, growth is bolstered by gift sets (+32%), followed by diffusers (+4%) and room sprays (+6%). The most expensive collections are recording the strongest growth, with +12%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

Skin
Fender
CRYO-FUSION
PATCH&MASK

Skin Fender Cryo-Fusion Patch & Mask ©Colep Consumer Products

Marshmallow Makeup: Double Chamber Revitalizing Anti-Aging Lotion

Marshmallow Makeup's self-emulsifying lotion formula is designed for post-medical, post-sun, and sensitive skin. It contains bifida, squalene, and firming peptides. The packaging is a double-chamber container–one for oil and the other for water–opened by rotating the middle section, allowing the two components to mix. The pack is made of PETG, while the inner pouch is PP and PE.


绵花棠
MARSHMALLOW
Beautiful Inside
Double Chamber Revitalizing Anti-aging Lotion
three-dimensional skin care
excellent anti-aging
1D
Moisturizing and maintaining stability, repairing skin barrier
Chamomile
Guaiac wood
Asiaticum extract
2D
Global selection of three kinds of callus plants, repair sensitive muscles, non-invasive medical beauty after fragile and delicate skin
3D
Reverse light loss, anti-inflammation, anti-oxygen firming and anti-aging
BEAUTIFUL
INSIDE
MARSHMALLOW
1
2
3

Double Chamber Revitalizing Anti-Aging Lotion ©Marshmallow Makeup

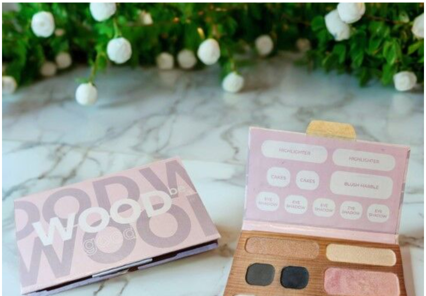
Tonnie Cosmetics: Water Jelly Highlighter Stick

Taiwanese company Tonnie Cosmetics' Water Jelly Highlighter Stick is a lightweight cooling highlighter with water-based and hydrating ingredients. The formula allows for a jelly-like, bouncy texture offering a refreshing, cooling result. It is infused with Laminaria saccharina–a type of kelp known for its skin protecting properties. The stick packaging can be customized using various printing techniques.

Water Jelly Highlighter Stick ©Tonnie Cosmetics

Weckerle USA: Wood Be Good Palette

California-based Weckerle USA's Wood Be Good Palette, made entirely of wood, includes different types of products such as blush, multiple watercolor eyeliners, highlighters and eye shadows. The formulas, all talc-free, vegan, and cruelty-free, are filled directly into the slots created in the wood, avoiding the need for metal or plastic pans. The palette offers design versatility including engraving, printing or stamping.



WOOD be good
HIGHLIGHTER
HIGHLIGHTER
CAKES
CAKES
BLUSH MARBLE
EYE SHADOW
EYE SHADOW
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EYE SHADOW

Wood Be Good Palette ©Weckerle USA

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