



3 Key Skincare Trends Discovered at Cosmoprof Asia Singapore 2022

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Vegan

No Comments Minimally Invasive Skin Care: Delaying the Need for Plastic Surgery

Minimally invasive beauty is one of the most visible trends at the trade show and a key trend highlighted by trend forecasters Beautystreams in their Cosmoprof Asia 2022 Trends report. Trends include **highly sophisticated cosmetics** It promises to keep your face and skin looking younger for longer, delaying the need for actual invasive cosmetic treatments such as plastic surgery.

This new generation of functional face care is based on the latest biotech advances and features innovations such as Freeze-Dried Active (for improved stability), state-of-the-art delivery systems, and more than ever before. Ingredients can penetrate deep into the skin. Filler-like effect or self-dissolving microneedle patch.

singapore brand **invitation** For example, the Super NAD Youth Activating Sheet Mask is described as the world's first sheet mask containing the cell-activating molecule NAD (nicotinamide adenosine dinucleotide). and korean brand **Coscoco** The new Medipair Collagen Veil Ampoule Treatment Kit includes 5 ampoules containing a bioactive collagen booster said to improve skin health.

Sericon Lab's latest face care products are based on the cell-to-cell DermiShuttle delivery system, which is said to enhance the effectiveness of its cosmetic active ingredients. The brand new PermeaCell Lifting Kit combines an 'activated' freeze-dried powder ingredient with a liquid ampoule. When **dharma farm**'s RX Meravita-C Exosome Cream is a brightening cream that contains seven skin-beautifying ingredients and a liposome-based delivery technology.

Dissolving microneedle patches is another interesting component delivery system. In this face care technology, active ingredients are manufactured into ultra-thin spikes and attached to patches. The microneedle patch is then applied to the skin with light pressure, causing the spikes of ingredients to slightly pierce and dissolve the top layer of the skin, allowing the active ingredients to penetrate the skin more effectively than topically applied serums. Several Korean exhibitors presented this kind of beauty technology as follows. **endoderm** It recently launched a comma-shaped under-eye patch containing AHP-8 and caffeine to improve skin firmness and elasticity. Trendiest Ingredients: Bakuchiol and EGF

Of course, functional beauty isn't a new trend, but beauty products and face care in particular are getting more high-tech and effective every year. At Cosmoprof Asia 2022, one particular ingredient stood out. **EGF (Epidermal Growth Factor)** Appeared in quite a few exhibitor booths.

korean brand **ribrocell** For example, the brand's new Flosom Regenerating Sheet mask is saturated with the equivalent of four EGF ampoules. **EGFology** In addition, an EGF face mask kit consisting of a biocellulose mask and an EGF ampoule is also on sale. and Belgian brand **Celestic** The latest EGF launch is Hydra Mist Facial Spray, in which EGF



amino acids are combined with other functional actives such as niacinamide and panthenol.

Bakuchiol, often referred to as “plant-based retinol,” has been trending in the beauty industry in Western Europe and the United States for some time. Now, the ingredient seems to be gaining popularity among Asian brands as well, with at least half a dozen K-Beauty brands offering bakuchiol serums and creams, usually paired with vegan claims.

teasing Launched new vegan bakuchiol serum and bakuchiol cream. The serum is a two-phase product containing bakuchiol, trehalose, panthenol, almond oil, tocopherols, and lysrорizone extract.fellow korean brands **Celestine** We recently introduced a 3-sku bakuchiol-based range with 1% plant-based retinol, retinol, and multipeptides. **Riot** As we did, we also announced a bakuchiol serum. **Eleven Hughesday** In addition to 1% bakuchiol, the new V-Renewal bakuchiol cream contains 3 types of collagen, peptides, and retinol.

Care for the skin microbiome

cosmetics focused on **Strengthens and protects the skin microbiome** In recent years, it has become a big trend all over the world. Probiotics, prebiotics and fermented foods played a leading role in beauty presentations at his **Cosmoprof** Asia show this year. Often the word “biome” was used strategically as part of a product or brand name.

russian beauty brands **Natura Siberica**For example, we announced the new Lab Biome series. The brand’s Lab Biome Rejuvenating Face Serum is made with fermented Northern Cloudberry (*Rubus chamaemorus*) and wild raspberry extract, French indie brand Happy Age Anti-Aging Serum **tomorrow**’s latest launch contains natural prebiotics and postbiotics.

But the microbiome-centric launch was also very prominent among the show’s Asian exhibitors, like the Korean brands. **farm stay** The new Tea Tree Biome Calming Serum with IsnTree (<http://www.isntree.com/>) and the recently launched Yam Root Vegan Milk Toner are said to help repair and protect the skin’s barrier.Malaysian brand **sky resource** also launched microbiome-focused face care products this year. For example, the brand’s Rebiome Sunscreen is formulated with polylysine, which is said to actively increase beneficial bacteria on the skin.

Next year Cosmoprof Asia will return to Hong Kong from November 14th to 17th, 2023.

