

COSMOPROF

WORLDWIDE BOLOGNA

presents

COSMOPROF
TRENDS

Exclusive report curated by

BEAUTYSTREAMS

Beauty is getting more advanced than ever, with notable innovations in the form of biotech-informed and longevity-boosting hair and skin care, through to future-facing hair tools, as well as textures and formats that bring a new meaning to sensoriality. To delve into these directions to watch, Cosmoprof Worldwide Bologna presents the latest edition of the CosmoTrends Report, in collaboration with renowned global beauty trend authority BEAUTYSTREAMS.

The CosmoTrends Report is an essential trend guide for the beauty industry, spotlighting product innovation and notable brands among the exhibitors of Cosmoprof Worldwide Bologna 2026. To create the report, the show's exhibitors were invited to submit their latest innovations, and BEAUTYSTREAMS then analyzed hundreds of online submissions to identify those trends that stood out. The resulting report offers a compelling insight into where beauty's headed next.

PRE-SHOW TRENDS OVERVIEW

For 2026, beauty is going high tech. Some of the most interesting trends among the exhibitors at Cosmoprof Worldwide Bologna and Cosmopack 2026 center on products, formulations, and devices that take their innovation to the next level. And that impacts everything from the benefits these products impart through to the sensorial experience of using them. Advanced cooling and soothing effects are in evidence in both formulations and devices, while when it comes to textures, brands are pushing the envelope with formulations that morph and transform so they're ultra-tactile and experiential. Hair devices become more advanced than ever, whether they're cooling the hair to impart shine or bringing newness to in-salon color systems. And longevity, biotech, and biomimetic beauty are all watchwords when it comes to skin and hair care, with formulations that harness both science and nature to provide regenerative and protective solutions. Discover the future of beauty, now.



PRESS RESET

Longevity rules,
across skin, scalp, and
hair.



BIOTECH-Y

The fusion of nature &
science drives
innovation.



HAIR WARE

Hair devices get an
upgrade.



SO COOL

Soothing, cooling
concepts take the
lead.



A NICE TOUCH

Ultra-tactile textures
create new
experiences.

PRESS RESET

Longevity rules, across skin, scalp, and hair.

Longevity is fast becoming one of beauty's key tenets, as formulations don't only seek to mask signs of aging, but to encourage the skin, hair, and scalp to actively repair. Cue ingredients such as sunflower sprout extract, said to stimulate NAD+ production in the skin, which in turn is said to stimulate skin's regeneration; lapacho bark extract that helps protect DNA telomeres; and milk-derived exosomes to support skin regeneration. With the Global Wellness Institute pronouncing that "skin longevity redefines beauty" as part of its outlook for 2026, expect formulations that promise skin and hair that's born anew to come to the fore.

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PRESS RESET

FACTS

The longevity and preventive wellness market is forecast to expand from US \$784.9 billion in 2024 to US \$1,868.2 billion by 2034, growing at a CAGR of approximately 8.2%.

Longevity isn't just for skin, with the concept now infiltrating the hair and scalp category, too, to create hair that appears lush and youthful for longer.

These regenerative formulas all claim to work on deep skin, hair, and scalp levels, boosting mitochondrial energy and cell turnover to reveal skin and hair that almost age backwards, appearing more youthful over time.

PRESS RESET

HAIR CARE

N.& B. SRL SOCIETA' BENEFIT – Italy HAIR LONGEVITY ALOEBOOM STYLING TREATMENT GEL

Hall: 20 Stand NO.: C59-D62

A styling gel that actively promotes hair longevity and resilience via naturally derived ingredients. Its formula includes *Aloe barbadensis* leaf extract from regenerative farming, rich in polysaccharides with a high affinity for keratin. This ingredient replaces water as an active base, delivering biomimetic hydration and forming a light, flexible film on the hair fiber to smooth while improving softness and luminosity. Added to this, natural polysaccharides *Caesalpinia spinosa* gum and algin self-organize into a three-dimensional, flexible styling network for definition, frizz control, and a flexible hold. Functional sugars including xylitol derivatives and fructooligosaccharides help maintain optimal hydration levels under environmental stress, while *Phyllostachys pubescens* meristem cell lysate is a biotech active rich in antioxidants, protective sugars, and bioactive compounds that supports hair fiber vitality and resilience over time. And inulin combined with aloe vera – which form a regenerative complex – supports scalp microbiota balance and comfort.



PRESS RESET

SKIN CARE

Tosla d.o.o. - Slovenia
MULTIVITAMIN LONGEVITY
Hall: 20 Stand NO.: C44

A liquid, ingestible supplement targeting mitochondrial performance, cellular protection, cognition, immunity, skin vitality, and metabolic balance. The supplement's longevity-promoting ingredients include vitamin C to contribute to DNA protection from oxidative stress and to support collagen production for smooth skin; biotin, zinc, and copper to maintain hair, skin, and nails; CoQ10 and taurine to support mitochondrial function and recovery; a B-Complex and magnesium to support neurotransmitter balance and psychological function; and ergothioneine, astaxanthin, and CoQ10 which all provide cellular antioxidant defense. Presented as a daily, 15ml shot with an orange flavor, the supplement can be taken on its own or mixed into water or juice.



PRESS RESET

SKIN CARE

BEAUTY SPA (cosmetic division of Neovalis) – Italy **ACTIVE ENERGY Antioxidant Revitalizing Serum** **4-ACTIVAGE**

Hall: 30 Stand NO.: F52 / G51

A cream that's billed as actively supporting the biological functionality of the skin over time, providing the energy so skin can regenerate, defend itself, and adapt, thus achieving a functional longevity. Its ingredients include a biotech-derived sunflower sprout extract to stimulate NAD⁺ production in the skin; chaga mushroom for antioxidant and rebalancing properties; retinol-like cyclic peptides that stimulate collagen production and skin turnover with high tolerability; and Sesazone 6000, an ozonated sesame oil said to improve tissue oxygenation and amplify the effectiveness of the other active ingredients. Together, these ingredients are claimed to slow down the process of cellular senescence, stimulate cellular metabolism and energy, and protect the skin from external stressors and improve signs of aging including skin tone, luminosity, and firmness, for a noticeable and long-lasting longevity effect.



PRESS RESET

SKIN CARE

Vagheggi Spa / Nuon Medical – Italy / USA
**Vagheggi Phytocosmetici - 75.25 Longevity Day Cream
+ Efficacy Booster Device**
Hall: 30 Stand NO.: D40-E39

Thanks to a device included within this cream's cap (developed by Nuon Medical), the formulation's longevity-boosting qualities are immediately enhanced. The formula is shaped around the longevity molecule NAD+ Activator that's claimed to deliver a rejuvenating effect of around 8.2 years. It stimulates regenerative processes, regulates energy production, and helps prevent inflammaging. The ingredient thus supports the skin in counteracting wrinkle formation, collagen loss, and the build-up of cellular waste. Derived from plant sprouts, this active boosts the production of NAMPT, addressing most of the 12 hallmarks of longevity. And lapacho bark extract helps protect DNA telomeres, contributing to delayed cellular aging and senescence. It strengthens the dermal-epidermal junction and stimulates the synthesis of collagen, elastin, and hyaluronic acid. This in turn helps reduce wrinkles and restores firmness and radiance. After application, the efficacy boosting device – combining red light of 630 nm, microcurrent, heat, and vibration – is used for three minutes.



PRESS RESET

SKIN CARE

SISNEO BIOSCIENCE S.L. - Spain
TDX20 Age Solution 360° Kit®
Hall: 29 Stand NO.: C2c

This kit allows professionals to use real-time encapsulation to create a freshly activated, longevity-boosting serum. The process sees the brand's Genosome Complex and an ultra-concentrated active blended in a mechanical process inside the kit's XGEN Reactor. Half of the freshly activated formula is applied in the clinic using Mesolux electroporation, while the remaining half is added to the brand's Longevity Elixir, to be used at home over four weeks. The first phase – the TDX20 Genosome Complex – provides the vesicular structure of the system as its phospholipid-based composition forms ultra-flexible genosomes, or nanovesicles, that offer more efficient uptake of active ingredients. This combines with the Age Solution 360° Ultra Concentrated Active, containing a blend of biomimetic peptides, hyaluronic acid, antioxidants, and regenerative molecules. After the professional application, skin appears smoother and more radiant, with a visible boost in hydration and vitality.



PRESS RESET

SKIN CARE

ODA LT UAB - Lithuania

Optimum Derma Aciditate - NAD+ BOOSTER MASK

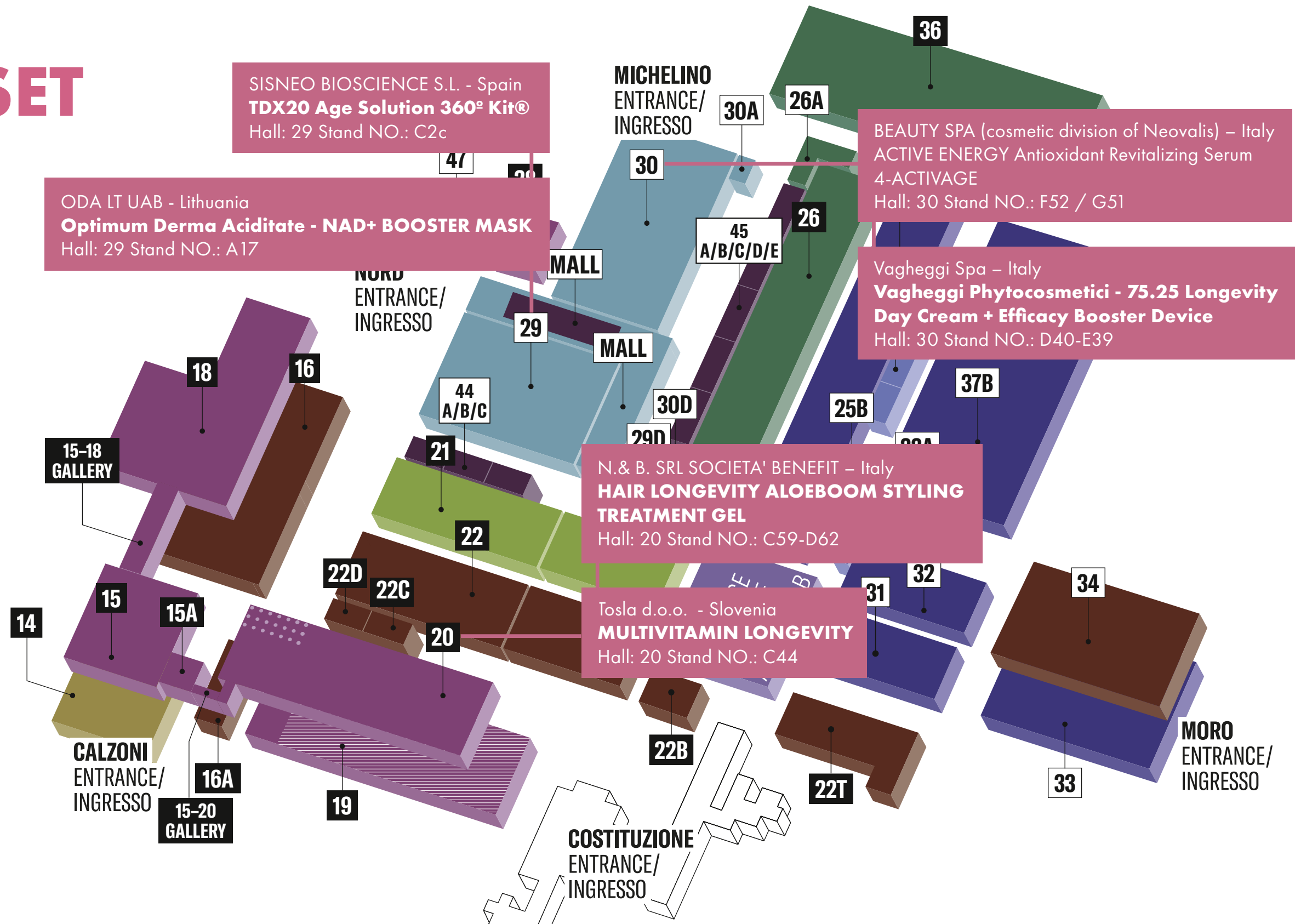
Hall: 29 Stand NO.: A17

Infused with 12.5 billion milk-derived exosomes per bottle, this overnight skin longevity treatment helps to support skin elasticity, smoothness, and hydration while reinforcing the skin barrier. The milk-derived exosomes are extracellular vesicles rich in proteins, lipids, and regulatory microRNAs to support skin's regenerative and immunomodulatory functions. And niacinamide, as an NAD+ booster, supports skin vitality, helps improve the appearance of uneven tone, and contributes to barrier reinforcement. Hydrolyzed hyaluronic acid supports plumper-looking skin, while a ceramide complex composed of ceramide AP, EOP, NP, phytosphingosine, and cholesterol helps strengthen and maintain the skin barrier. The peptide acetyl octapeptide-3 contributes to smoother-looking skin and *Centella asiatica* and sunflower sprout extract provide calming and antioxidant support. The mask is designed to be applied two to three times a week as the final step in an evening skin care routine.



PRESS RESET

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BIOTECH-Y

**The fusion of nature & science
drives innovation.**

The best of science and nature combine to create these advanced formulations, that put the spotlight on both biotech-derived and biomimetic ingredients. Indeed, Croda Beauty notes that “recent improvements in biotechnology have created new avenues for biomimetic ingredients that are nature-identical (...) often scientifically proven to have the same benefits as biomimetic ingredients derived from botanical extracts.” Whether it’s products that create biomimetic films on the skin to mimic and enhance skin barrier function or capture fragrance, through to cosmetic bases that impart benefits to skin solely through their biomimetic architecture, these formulations illustrate that in the hands of science, nature’s power has no limits.

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BIOTECH-Y

FACTS

The biotech skin care market size was valued at US \$5,765.0 million in 2025 and is expected to reach US \$8,554.6 million by 2032, growing at a CAGR of 5.8% between 2026 and 2032.

Source: [Precision Business Insights](#)

Dr. Prateek Mahalwar, co-founder and CEO of bio innovation company Bioweg, told Personal Care Insights that biotech ingredients are set to move from “interesting” to “industry standard.”

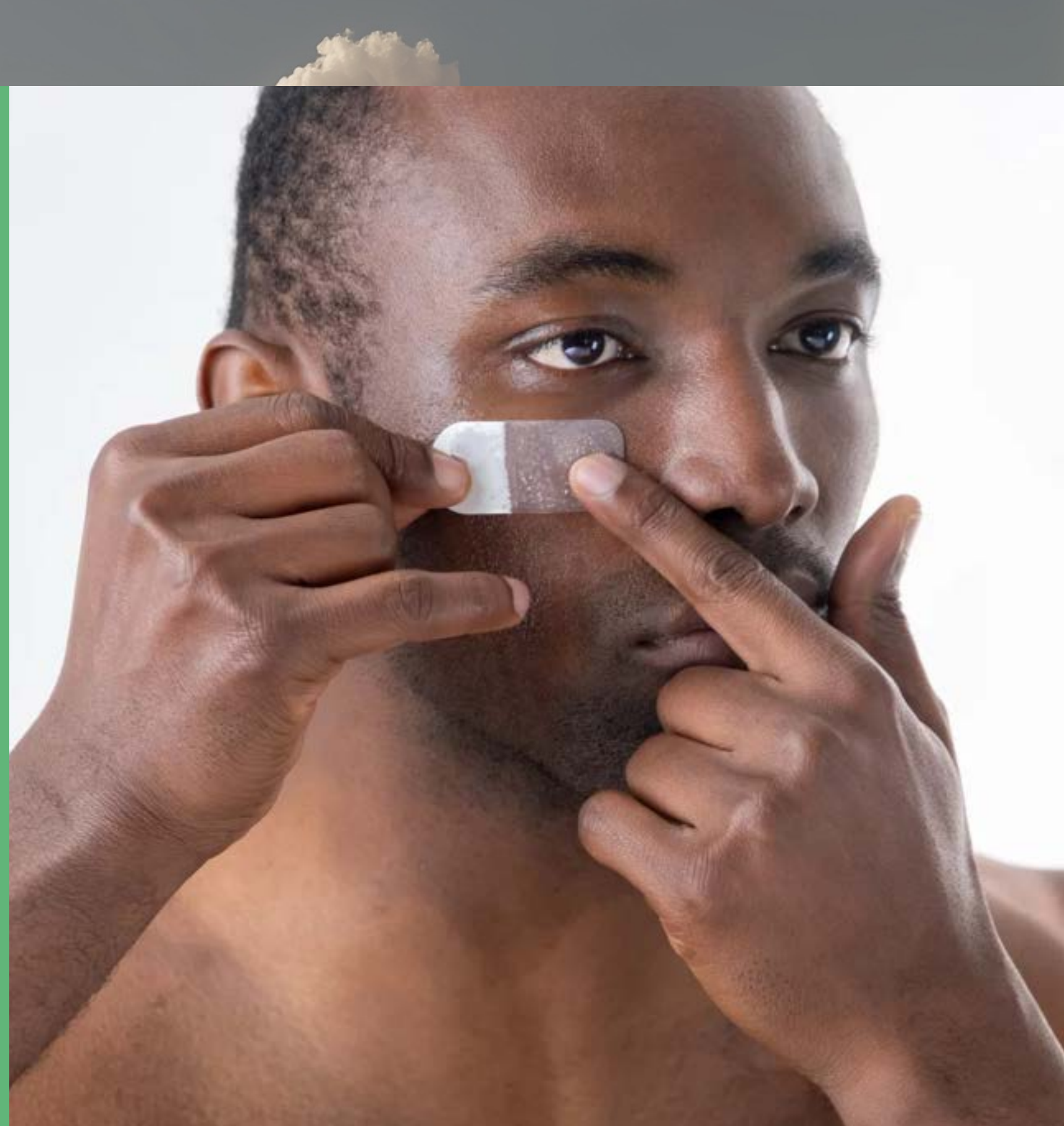
Biomimetic ingredients – which mimic the skin, hair, and scalp’s own natural functions – are also ones to watch, creating formulations that are in harmony with the body. Many of them are biotech-derived.

BIOTECH-Y

SKIN CARE

BIOFARMA Srl - Italy
3D MAXX Patch for Atopic Skin
Hall: 15 Stand NO.: D6-E5

This patch – designed to treat atopic skin – is composed of a biomimetic nanofibrous matrix of hyaluronic acid and pullulan, which mimics the skin's own extracellular matrix to soothe, hydrate, and restore the skin barrier. Billed as an alternative to creams or hydrogel patches, the patch forms a 200 nm biomimetic scaffold that, as it replicates the skin's extracellular matrix, enhances skin adhesion, absorption of the active ingredients, and barrier recovery. Its innovation lies in transforming hyaluronic acid and pullulan into a new delivery treatment platform for sensitive skin. Among the patches' ingredients are pullulan; hydrolyzed hyaluronic acid; niacinamide; hydrogenated lecithin; and ceramide EOP. In the brand's clinical trials, the patches reduced the skin condition erythema by 13% after one hour of use, while the scoring of eczema reduced by 8.9 points after 14 days of use, and by 12.5 points after 28 days of use.



BIOTECH-Y

SKIN CARE

Colep Consumer Products Portugal, S.A. – Portugal
Blue Code: Blue Zone Rebalance Serum Lotion
Hall: 15 Stand NO.: E28-F27

This serum formula, which combats inflammation and reduces dryness and oxidative stress, is powered by cica exosome technology derived from *Centella asiatica*. These biomimetic, plant-based exosomes – at a concentration of three million per bottle – deliver anti-inflammatory, anti-wrinkle and cell renewal benefits to increase skin radiance, moisture, elasticity and density. Combined with this is calendula stem cell extract to boost regeneration, reduce wrinkles, brighten, and support a healthy microbiome. Pomegranate complex protects against UV damage and promotes collagen and elastin production, while delivering anti-inflammatory and anti-aging benefits; aloe vera restores skin's plumpness and supports collagen production; while avocado oil supports the skin barrier. And the formula's biomimetic lamellar emulsification system combines a structural emulsifier with a synergistic co-emulsifier to create a cohesive lamellar network which reinforces barrier integrity, supports microbiome balance, and boosts hydration and radiance.



BIOTECH-Y

SKIN CARE

NAYUE COSMETICS ITALY SRL - SOCIETA' BENEFIT

– Italy

ICED-COFFEE HYDRATING BI-PHASE MIST

Hall: 18 Stand NO.: F20

A biomimetic sebum membrane technology is at the heart of this formula, conceived as a sensorial essence spray. The biomimetic membrane technology combines with a water-oil fusion technology to mimic the skin's natural lipid barrier to deliver hydration and comfort. And a 30% botanical essential oil gel-to-water technology transforms into a lightweight film upon application, for a glass-skin effect. Also within the formula is a coffee extract and cocoa antioxidants – hence the “iced coffee” name – which energize fatigued skin, and plant-derived lipids to restore skin barrier integrity. Meanwhile, 7D hyaluronic acid offers hydration and plumping; *Centella asiatica* extract soothes and supports skin repair; jojoba and rosehip oils restore moisture and improve elasticity; phytosterols strengthen and repair barrier function; and squalane nourishes and reinforces the lipid barrier. The formula is intended to combine make-up properties and nourishment, functioning as both skin care and as a make-up primer.



BIOTECH-Y

SKIN CARE

Thépenier Pharma & Cosmetics - France Core Active Beauty – Biomimetic Active Functional Bases

Hall: 18 Stand NO.: D16

These three biomimetic cosmetic bases – HYDRA, PURE, and YOUTH – can be used alone or customized with additional cosmetic actives and fragrance. The bases all form a biomimetic lamellar structure, with the HYDRA base protected under French patent publication to cover its defined association of a fatty alcohol, a saccharide ether, a vegetal wax, a non-silicone oil, and starch derivatives, which together form the biomimetic lamellar structure. This structure mimics the stratum corneum to deliver clinically measured hydration without cosmetic actives. And the PURE and YOUTH bases each build on HYDRA's structure to address pollution adhesion and aging respectively. The innovation in the bases offers biological activity solely through the formula's architecture. In tests, the HYDRA base achieved a 63.7% increase in hydration one hour after application, while the PURE base saw 99.01% particle elimination, and the YOUTH base a 24.5% reduction in wrinkles after 28 days of use.



BIOTECH-Y

HAIR CARE

Framesi S.p.A. – Italy
**Morphosis - Restructure Hair Leave-in Molecular
Booster**

Hall: 32 Stand NO.: A27-B28

This hair treatment is a biomimetic restructuring, anti-breakage leave-in serum to deeply reconstruct, strengthen, and protect both scalp and hair fiber. Its star ingredient is a patented biomimetic micro-complex derived from upcycled milk thistle seeds, rich in peptides and antioxidants, to repair damaged keratin, stabilize bonds, and help prevent hair breakage. And two biomimetic plant peptides – arginine and inositol – also contribute to the formula's hair-strengthening qualities. Inositol stimulates fibroblast metabolism by increasing cellular energy, oxygen consumption, and the production of elastin and collagen, improving scalp elasticity. And inositol in synergy with arginine supports anchoring protein production for the hair bulb. Additionally, hyper-fermented rice water with amino acids, proteins, and antioxidants enhances hair strength, shine and hydration; vegetal collagen from fermented soy stimulates scalp microcirculation and helps counter scalp aging; and a biotechnological guar gum derivative envelops the hair fiber, shielding it from heat.



BIOTECH-Y

HAIR CARE

Kolmar Korea Co., Ltd – South Korea
WELLA – SMOOTH MIRACLE MILK SPRAY
Hall: 15 Stand NO.: B16-C21

Amino-functional silicones, biomimetic lipids, and an amino acid moisturizing complex all combine in this leave-in hair treatment to smooth and hydrate. Conceived as a sprayable milk, the treatment's ingredients include silicone emulsions with amodimethicone that – via an electrostatic attraction with cationic silicone droplets – are selectively deposited on damaged hair. On virgin hair, meanwhile, the silicone is deposited through hydrophobic interactions. This allows the targeted conditioning of damaged hair without excessive build-up on healthy hair. In addition, a patented technology by Wella, consisting of squalane and omega-9, helps close and smooth the cuticle as well as balance moisture and repair hair. *Sclerocarya birrea* seed oil, meanwhile, offers moisturizing, hydrating, antioxidant, and anti-inflammatory benefits. The sprayable cream format is formulated thanks to a rheology-engineered thixotropic emulsion – meaning it becomes less viscous when shaken – which integrates the selective silicone deposits on damaged hair to offer hybrid lipid and amino acid repair combined with a lightweight sensory performance.



BIOTECH-Y

SKIN CARE / FRAGRANCE

INTERCOS SPA - Italy
SCENT AFFINITY HI PHY PARFUM-IN-CREAM
Hall 15 Stand NO.: C10-D9

Intercos' patented phytocerasome technology powers this cream fragrance formula. The technology forms a flexible, imperceptible film on the skin, while the cream's biomimetic structure captures and delivers fragrance oil to lock the scent into the skin, enhancing its diffusion and longevity. The formula is composed of a cream base that carries a 10% fragrance oil. Rather than being an ancillary product, the formula is billed as a fragrance reimagined as a cream, merging both care and scent. It is presented in an airless pack that protects the formula's integrity, with a roller applicator to create a novel fragrance gesture. This parfum-in-cream is formulated without alcohol, and is suitable for all skin types, even sensitive skin.



BIOTECH-Y

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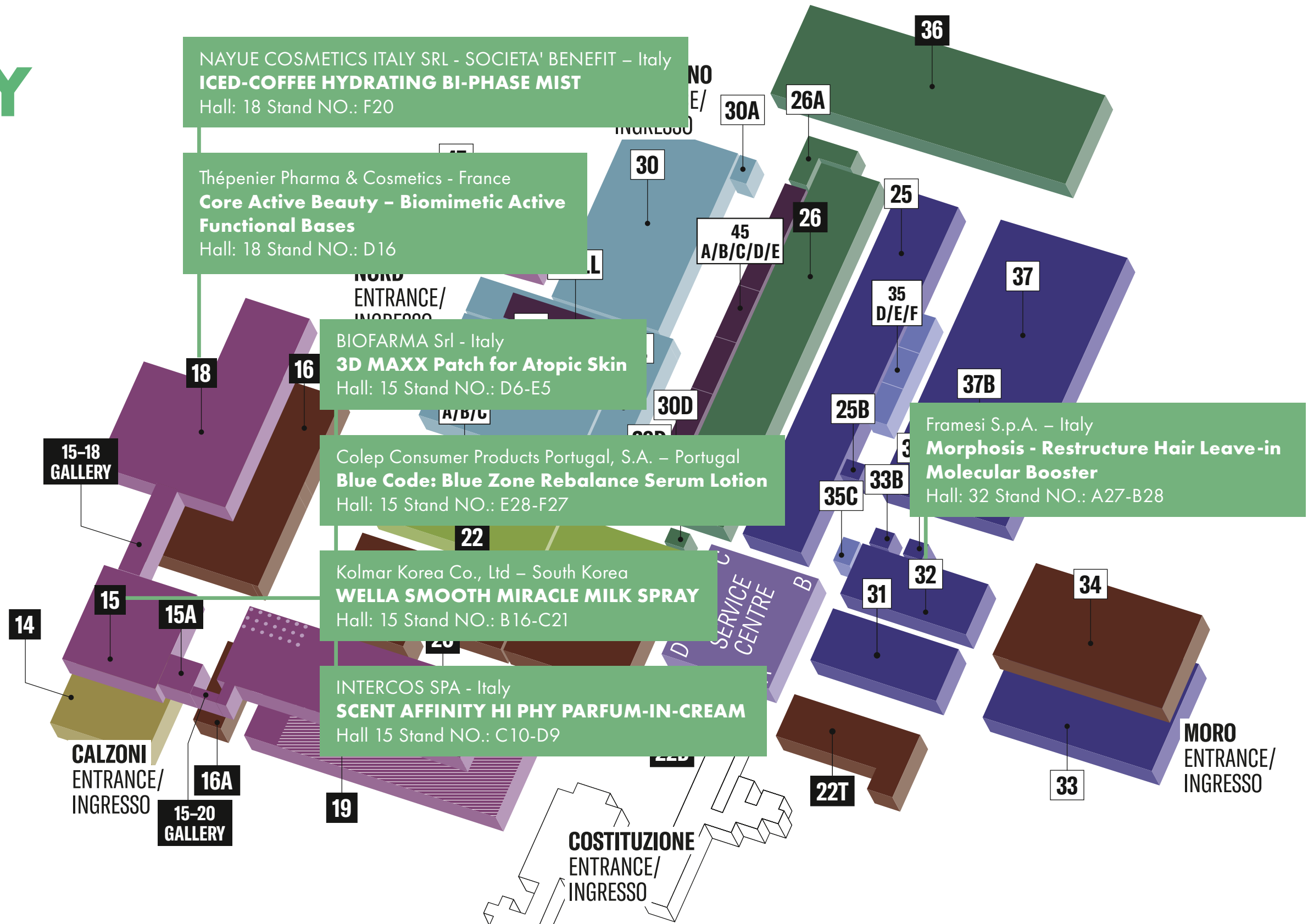
- COSMOPRIME
- GREEN & ORGANIC
- COSMETICS & TOILETRIES

26 - 29 MARCH

COSMO HAIR & NAIL & BEAUTY SALON

- PROFESSIONAL HAIR
- BEAUTY & SPA
- NAILWORLD
- COSMOSHOP

● COUNTRY PAVILIONS



HAIR WARE

Hair devices get an upgrade.

The global hair styling tools market is expected to grow from US \$39.8 billion in 2026 to US \$66 billion in 2035, registering a CAGR of 5.8%. And with this burgeoning market in mind, the innovations on show at Cosmoprof Bologna Worldwide 2026 demonstrate that brands are pushing the boundaries of what hair tools can achieve. Hair dryers become more compact than ever and get souped up with high-speed motors for ultra-fast drying, while micro-current devices massage the scalp to promote circulation and hair growth. And for salons, connected color systems aim to optimize color consumption and replenishment, while offering repeatable results for clients. Hair tools are entering the next generation.

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HAIR WARE

FACTS

The global hair styling tools market is expected to grow from US \$39.8 billion in 2026 to US \$66 billion in 2035, rising at a CAGR of 5.8%.

Innovations to watch include high-speed motors for fast drying; temperature monitoring to reduce damage; and oxygen release to protect the hair and reduce free radical damage.

Mordor Intelligence says its forecast CAGR of 3.57% for the European hair styling tools market between 2026 and 2031 will be driven by advancements in cordless technology, rising premiumization, and a preference among consumers for achieving salon-quality results at home.

HAIR WARE

DEVICE

Shenzhen Yangwo Electronic CO., LTD – China
Beautigo Professional High-Speed Hair Dryer
Hall: 34 Stand NO.: H18

This hairdryer incorporates a high-speed motor that performs at 120,000 RPM to offer rapid drying with reduced frizz. Designed for professional stylists, the hairdryer also offers a cold air mode at a single touch, to achieve more precise styling and finishing. Added to this, a HEPA filter at the rear of the dryer catches dust and debris for a cleaner airflow, while preventing hair from being drawn into the rear filter. The dryer offers four different speed levels, and comes with three interchangeable nozzles, composed of a large and small size, and a diffuser.



HAIR WARE

DEVICE

Dreame Technology – Hong Kong
Dreame AirStyle Era
Hall: 33 Stand NO.: C9

This device – which combines drying and styling – employs the brand's Jet Reflux Effect technology, which generates high-pressure airflow to automatically wrap hair around the barrels to create different styles. In tandem with this, an NTC – or negative temperature coefficient – control system monitors the temperature 1,000 times per second, to allow for consistent thermal protection. With eight interchangeable magnetic attachments, the device allows users with all hair types to dry, straighten, curl, volumize, and define their hair. Additionally, the device's high-speed 110,000 RPM motor offers fast drying. Meanwhile, the brand's Auto-Wrap technology allows for the creation of natural-looking curls. Suitable for those with fine, thick, straight, wavy, or curly hair, the device combines a long-lasting, professional styling finish with ease of use.



HAIR WARE

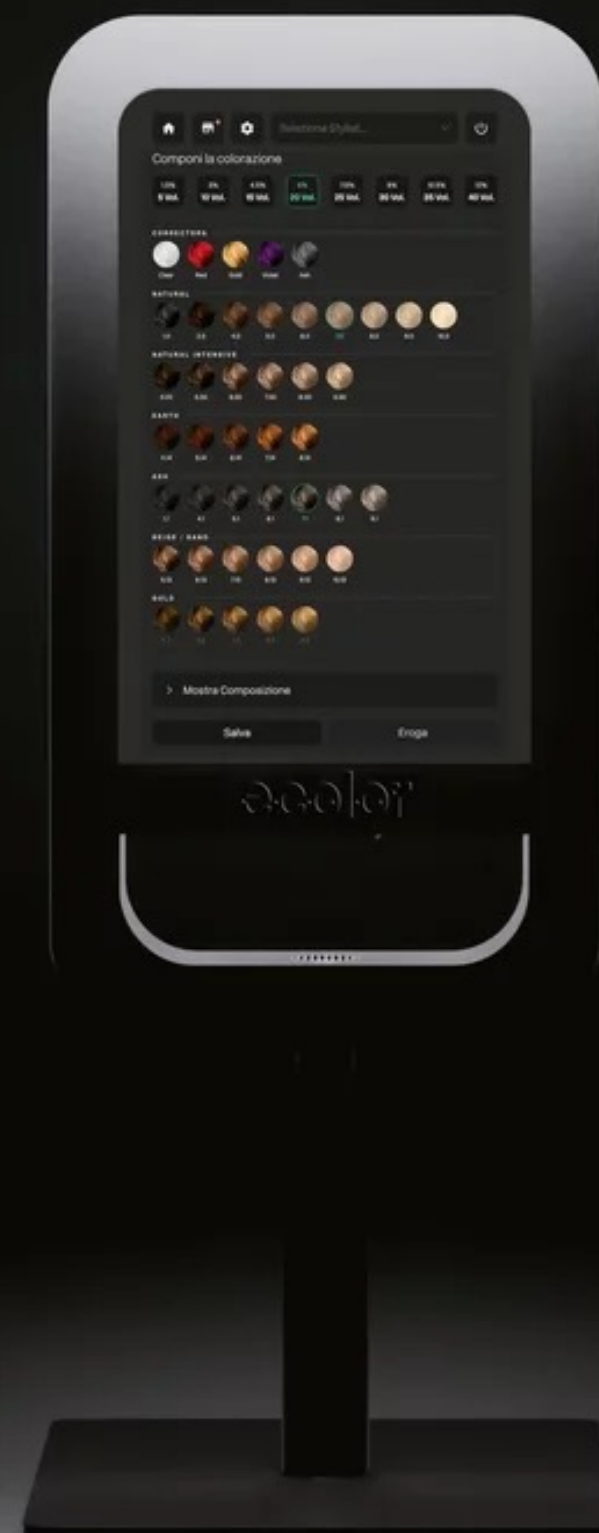
DEVICE

Mada srl – Italy

Ecolor

Hall: 25 Stand NO.: A24/B21

This professional hair color system employs a freestanding device that combines with an intelligent refill architecture, so the costs of the color are linked to the salon's actual consumption. This model is billed as allowing operating costs to scale according to real usage, aligning with a salon's revenues, while optimizing inventory management and minimizing waste. The Ecolor system is composed of a compact vertical unit with a 42-inch interactive touch display, coupled with integrated color dispensing. Ecolor calculates and delivers optimally dosed color formulas in 18 seconds, allowing for repeatable results and control, while storing each client's color data for consistent outcomes over time. Within the machine, the formulation is stored in a vacuum-sealed system to preserve ingredient stability. Using the system can achieve an 80% reduction in waste; an up to 30% reduction in operational costs; and an up to 35% increase in salon revenue.



HAIR WARE

DEVICE

GA.MA PROFESSIONAL by GA.MA S.R.L. – Italy
iQ Sfera – GA.MA PROFESSIONAL
Hall: 33 Stand NO.: E8-F7

Dubbed “Sfera” due to its spherical shape – inspired by a baseball – this is billed as one of the smallest professional dryers available, weighing just 240 grams. The dryer is powered by an ultra-fast digital motor that reaches up to 92,000 RPM, coupled with Venturi Turbo Technology, which amplifies the airflow with a suction effect, without consuming extra energy. Alongside this, the dryer’s Oxy-Active Technology releases active oxygen to neutralize free radicals, protect and lock in hair color, reduce frizz, and improve hydration. And the dryer’s advanced dual filtration system with external double microfilters and internal filters provides cleaner airflow, scalp protection, and extended durability, as it blocks dirt particles from entering the dryer. All these benefits combine to allow for faster styling, reduced frizz, and long-lasting shine.



HAIR WARE

DEVICE

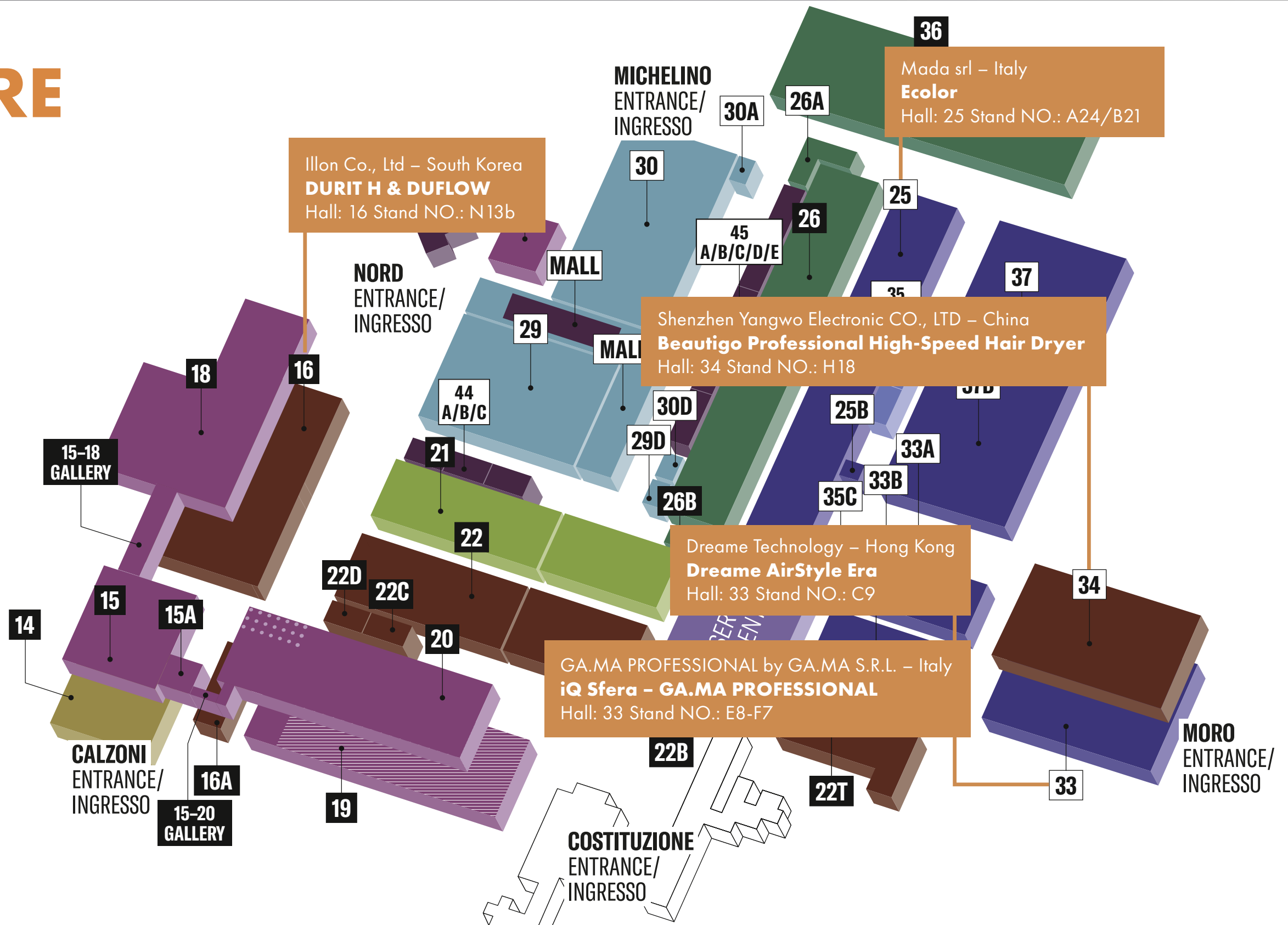
Illon Co., Ltd – South Korea
DURITH & DUFLOW
Hall: 16 Stand NO.: N13b

Employing micro-currents of 3V, 10 μ A, 120Hz – similar to the body's own bioelectric signals – this device allows for continuous scalp massage without heat generation or tolerance build-up. The device offers two modes: blue mode, which promotes blood and lymphatic circulation through microcurrent massage, and red mode, which supports scalp lifting effects and contributes to an effect of overall facial lifting. Additionally, the device enhances scalp ampoule absorption through its bipolar electroporation technology and reduces scalp heat, while stabilizing the scalp's condition through occipital patch massage, targeting muscles at the base of the skull. The fact that the device is non-heating also makes it safe and comfortable for daily use. It is lightweight, while its comb-shaped head fits along curved scalp areas, and its 12 comb electrodes distribute stimulation evenly. In tests, the device showed improvements in hair root volume, scalp blood circulation, and scalp elasticity.



HAIR WARE

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SO COOL

Soothing, cooling concepts take the lead.

Formulations that cool and soothe – amping up the sensorial appeal – are in full effect at this year's Cosmoprof Worldwide Bologna. Ingredients such as menthol, cooling agents, and encapsulated water are all front and center in these formulations. And cooling is coming to hair, too, with devices that employ low temperatures to seal the cuticle and impart shine. With [data from McCann Worldgroup Truth Central](#) finding that 86% of people think distractions can be a healthy way to cope with the stress of everyday life, beauty that puts the focus on sensoriality is one way to address consumers' desire for tangible moments of escape amidst a turbulent world.

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SO COOL

FACTS

Sensorial cosmetics tap into people's desire for escape, with 86% of people thinking distractions can be a healthy way to cope with the stress of everyday life.

Source: [McCann Worldgroup Truth Central](#)

Actives to look out for include menthol and water-infused powders, alongside devices that use cooling to impart shine to hair.

These innovations also use visual cues to nod to their cooling effects, such as crystalline finishes, and formulations with cool blue and white tones.

SO COOL

SKIN CARE

INTERCOS SPA – Italy

ICY BOUNCE PLUMP UP GLOW STICK SERUM

Hall: 15 Stand NO.: C10-D9

This stick, designed to impart serum-like hydration and icy refreshment to the skin, is composed of a blend of gellan and cellulose gums paired with a film-forming agent, a structure that creates a bouncy texture that melts on contact with the skin to deliver an icy, refreshing sensation. The stick also contains a Bouncy Glow Complex, alongside low and high molecular weight hyaluronic acid, an extra-cellular matrix remodeler, and a melanin blocker. All these ingredients combine to hydrate, visibly re-plump, smooth, and brighten the skin. The stick is billed as bringing a new gesture of sensoriality in its application, while maintaining the performance of a serum.



SO COOL

MAKE-UP

Cosmetec S.r.l. – Italy

Arctic Thaw Crystal Balm

Hall: 18 Stand NO.: A60-B61 - D54-E41

A balm that's designed to not only create a visually cool impression – as a clear crystalline stick that graduates into a deep blue base – it also delivers an icy effect on the lips, thanks to its cooling actives. The formula combines its icy aesthetic transparency with the skin-cooling effects of menthol for a dual “cool” impact. Among the balm's ingredients is a cooling agent and natural menthol, for a fresh, Arctic chill effect; a blend of gelling agents to create a transparent, stable solid stick; emollient ingredients for a soft texture and a rich feel; and phytosqualane, a natural emollient that creates a light, silky touch on application. The formula is intended to keep lips cool and feeling regenerated, protected, and plumped when worn during the heat of summer.



SO COOL

MAKE-UP

ANJAC Health & Beauty – France
Cool Splash Watery Loose Setting Powder
Hall: 15A Stand NO.: A8-B7

A powder manufactured to create a cooling water-splash effect on the skin that combines with mattifying, smoothing aesthetic qualities. Conceived as a climate-adaptive, skin-care-make-up hybrid, the powder is infused with an AIRCOS Water-Brushed Complex, which sees water droplets filled into the powder particles to create an intense water splash feeling. The complex holds more than two times its weight in water – for a formula with a 33% water content – and releases it when activated by the pressure between the skin and a brush. Also within the formula is an AIRCOS Soft-Focus Complex, composed of spherical porous and non-porous silica and microcrystalline cellulose to blur the skin and seemingly erase pores, fine lines, and wrinkles for a smooth complexion. The powder matches all skin tones with zero white cast or flashback in photos.



SO COOL

MAKE-UP

ART COSMETICS – Italy
CRYO HELIX DNA Lipgloss
Hall: 15 Stand NO.: A14-B9

Powered by a CryoSphere Delivery Complex, this lip formula sees menthol encapsulated within plant-derived cyclodextrins – or dispensing agents – to offer a gradual, controlled release of the ingredient, that begins as a sharp cooling effect before transforming into a longer-lasting, comfortable sensorial experience. The anhydrous formulation and jellified structure offer comfort, while polymers with moisturizing properties are mixed with highly adhesive polymers to create a cream texture that leaves a flexible film on the lips. Alongside this, esters offer gliding properties for a nourishing feeling, while shiny agents provide a glossy finish with an extreme plumping look. In tandem with the cooling effect, the formula is designed with three glossy shades in one – captured in the transparent tube as a DNA-inspired spiral structure – that are dispensed simultaneously, to create a visually appealing 3D helix effect.



SO COOL

DEVICE

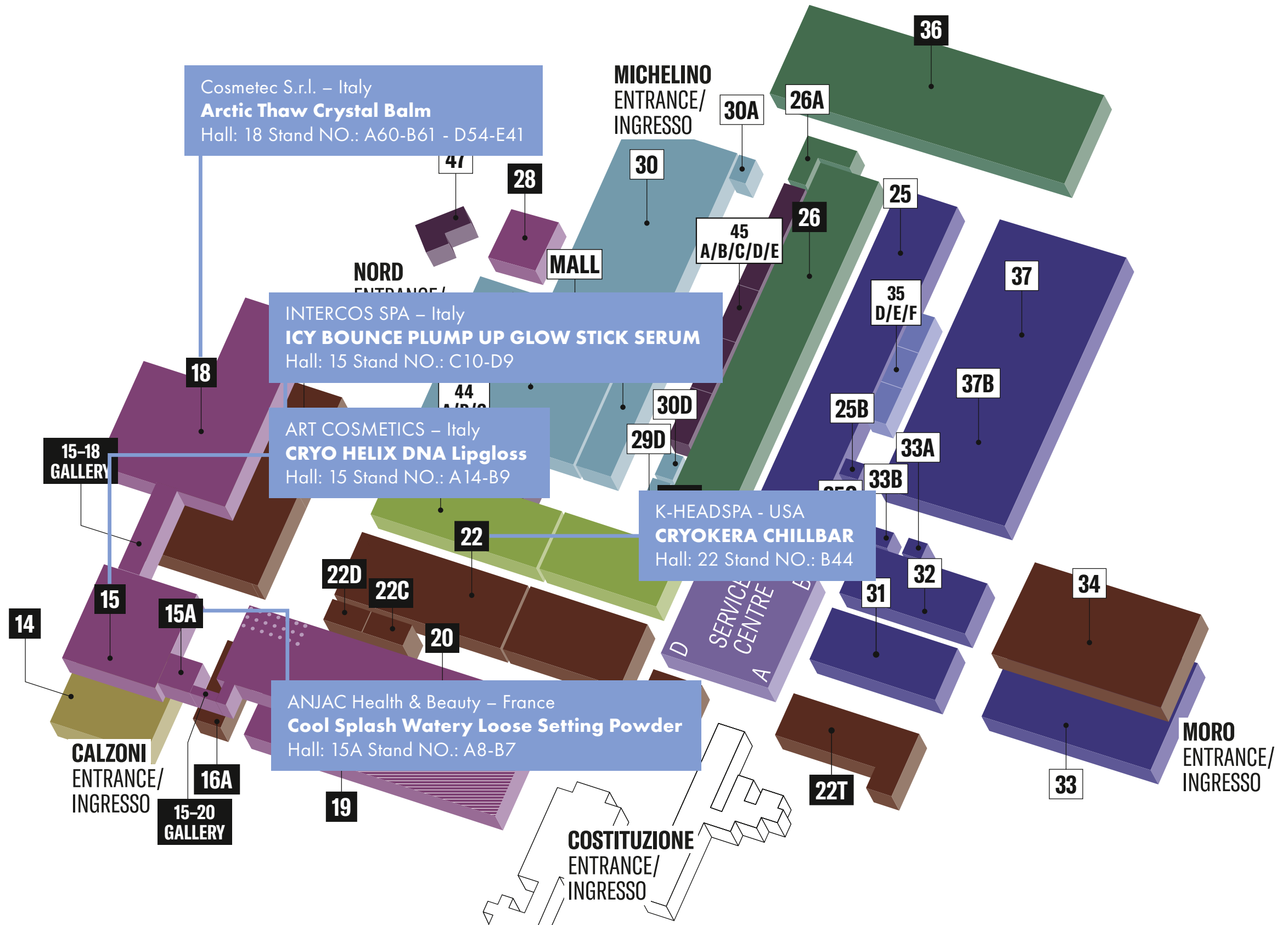
K-HEADSPA - USA
CRYOKERA CHILLBAR
Hall: 22 Stand NO.: B44

Using a cold-based repair system that offers an alternative to the potential damage of heat treatments, this device contracts the hair cuticle, stabilizes keratin bonds, preserves internal moisture, and seals active ingredients into the cortex. Among the device's features is a Controlled Cooling System, which maintains a temperature of -3°C to -5°C for precise cold compression to contract the hair's cuticles; Cryo-Infusion Delivery to seal cuticles and lock formulations' ingredients into the cortex; blue LED therapy of a 415 nm frequency to boost ingredient absorption and provide soothing anti-inflammatory support; and microcurrent stabilization, which enhances cuticle tightening and hair's structural alignment. The device is designed to be used on towel-dried hair, after applying a keratin or treatment ampoule from roots to ends. In the brand's consumer tests, after two weeks of use hair showed consistent and measurable improvements aligned with cold-compression, cuticle stabilization, and nutrient-locking effects.



SO COOL

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	BEAUTY & SPA
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A NICE TOUCH

Ultra-tactile textures create new experiences.

Tactile, transformative, and tantalizing. A clutch of formulations at Cosmoprof Bologna Worldwide take the sense of touch up a notch, as they create truly intriguing textures. They span bouncy, cushiony glosses; self-leveling jelly formulas that reform in the jar, so they appear perennially perfect; and color that transforms from a creamy liquid to a veil of skin-comforting flush. With [Intel highlighting](#) that when consumers are buying cosmetics “sensory stimulation [is] the primary driver of purchase,” look out for ever-more inventive textures taking center stage.

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A NICE TOUCH

FACTS

Among the body care searches trending on Google, TikTok, and Instagram in the year to November 2025 were “smell good” and “luxury,” up 178.8K and 14.7K respectively, Spate found, with these search terms pointing to sensoriality’s importance.

Some of these formulas have almost “living” textures, with memory technology so they morph with touch and then reform anew.

Key ingredients include high-shine polymers, three-dimensional pearl networks, and encapsulated micro-particles.

A NICE TOUCH

SKIN CARE

Beautycromia SRL – Italy

Lip Syrup Exfoliator

Hall: 20 Stand NO.: B61-C58

Making lip exfoliation comfortable and sensorial, this syrupy, ultra-cushiony gloss formula – combining a lip exfoliator, treatment, and gloss – contains bio-derived fruit acids for gentle chemical exfoliation, avoiding abrasive particles. The fruit acids are rich in AHA-like components to gently smooth lips' surface, improving softness, radiance, and comfort while supporting a mild cosmetic micro-exfoliation without compromising the skin barrier. Added to this are high-shine polymers for a long-lasting, three-dimensional glossy effect without stickiness, while a film-forming lipid matrix delivers a rich yet non-heavy sensation, and a conditioning emollient provides smoothness without greasiness. Amplifying the sensoriality is a silicone applicator with micro-bristles that gently massages the lips, physically stimulating cell renewal.



A NICE TOUCH

MAKE-UP

ICC SRL – Italy

AQUA PEARL HIGHLIGHTER

Hall: 18 Stand NO.: F38 || G1

Crafted to evoke the childhood memory of playing with slime, this sensorial highlighter formula is shaped around a “bounce-to-luster paradox.” This is composed of a tactile, bouncy matrix that invites tactile interaction. The aqueous jelly micro-fragments adhere to the fingertips and are then blended into the skin, whereupon the water element evaporates, leaving a crystalline pearl finish. The formula also features a self-levelling “Shape-Memory” matrix that allows the jelly to automatically reform anew after every use, so it appears pristine in the jar. And a three-dimensional pearl network sees the jelly act as a transparent “scaffold,” holding pearls within its network. This allows the shimmer to remain uniform throughout the formula, for an identical glow ratio over time. Also within the formula, Aqueous Fusion Tech is a water-based delivery system engineered to “break” upon skin contact, precisely depositing the pearlescent pigments while allowing the matrix to absorb seamlessly.



A NICE TOUCH

MAKE-UP

B. KOLORMAKEUP & SKINCARE S.p.A. SB BENEFIT CORPORATION – Italy
SOAP TINT Dramacream Lip & Cheek Stain
Hall: 15 Stand NO.: A2-C1

A lip and cheek stain that takes its name from the fact that its texture echoes the “fluid sensoriality” of liquid hand soap, as it releases a sensation of freshness combined with emollience. The formula is intended to provide an alternative to traditional watery stains that can be uneven in their performance. It's instead conceived to transform from a soft, cushiony cream, to a water-like texture, before setting into a luminous veil of color. Within the formula, a tailored blend of esters provides silky, non-sticky emollience, while an emulsifier system ensures structural stability and smooth transformation. The hydro-dispersed pigments allow for uniform color deposition and lasting stain performance, while humectants enhance glide and comfort. The formula also contains an upcycled passion-fruit active, rich in unsaponifiables, to deliver functional hydrating and restructuring benefits. This all creates lip and cheek color that feels imperceptible yet is sensorially engaging.



A NICE TOUCH

SKIN CARE

Better Way (Asia) Limited - China
**MISTINE - COLLAGEN GLOWY BUTTER
LOTION SPRAY**

Hall: 26 Stand NO.: B29-C30

Described as having a “butter-like texture,” this mist-lotion can be applied in two ways: applied from a distance, it goes on as a mist, and applied closer to the face it creates a more milky, buttery texture. Its ingredients include seven types of human-homologous collagen that boost absorption by 24.6%; six peptides for wrinkle reduction; and a dual PDRN, composed of patented salmon PDRN and probiotic-encapsulated PDRN, for 53% better penetration and stronger skin repair. The formula combines a micron-level emulsion with its butter-like texture to feel refreshing and non-sticky, delivering a dewy, radiant glow with one spray. In clinical tests, five minutes after application skin hydration increased by 77.27% and skin radiance increased by 66.96%. And after seven days of use, skin redness decreased by 31.63% and forehead wrinkles by 35.59%. The product is billed as acting as a toner, essence, lotion, moisturizer, and make-up primer in one.



A NICE TOUCH

SKIN CARE

Lubrizon – Spain












ActiveMarble™ Proage Dual Serum

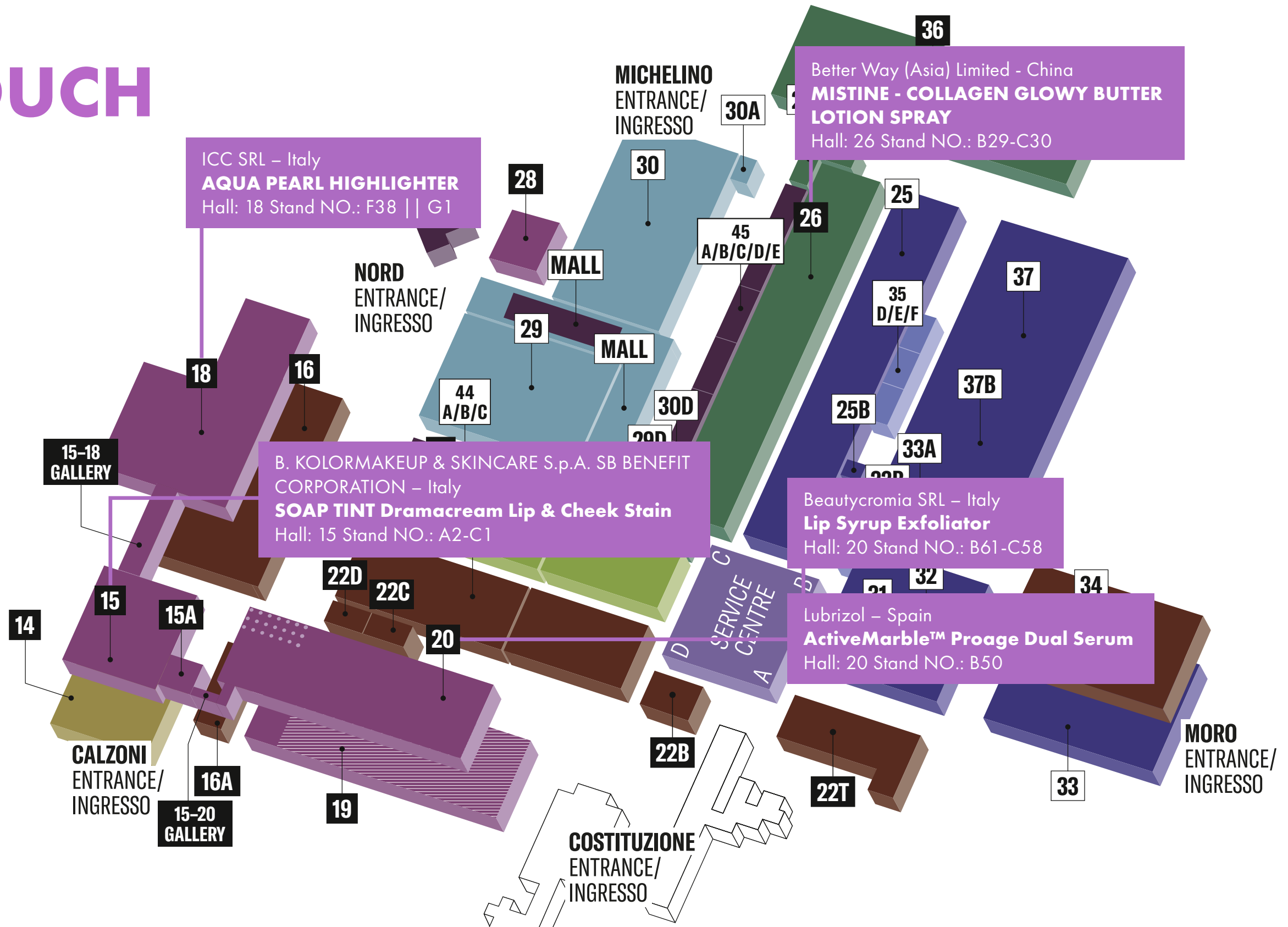
Hall: 20 Stand NO.: B50

Offering both visual impact and a nourishing sensation, this formula encapsulates actives into micro-particles and suspends them in a translucent jelly gel, for a standout texture and aesthetic. Within the translucent gel is the peptide Argireline®, which reduces the strength of muscle contraction and improves the muscle relaxation; regulates senescence in all skin layers; and helps improve and relax expression wrinkles. And the Brightlette™ marine ingredient modulates the different phases of pigmentation; induces the genes involved in DNA repair in in vitro tests; improves skin luminosity; and reduces the size and the melanin content of dark spots. The solid particles combine Argireline® and a patented LipoClear™ inverse micelle delivery system that makes the Argireline® soluble. In clinical tests, the formula reduced the appearance of wrinkles' depth by 12.3% after five days of use.



A NICE TOUCH

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