TENDANCES INNOVATIONS : GREEN FORMULATION

BOOTH ST24 - EVE VEGAN (France) certification for labelling vegan products

Expertise Végane Europe is the first French organisation for inspecting and certifying vegan products. EVE VEGAN certification is a badge of transparency that guarantees a given product or service has been the subject of an audit by an independent third party.

BOOTH G8 - Genialis Biotech (France) bets on cold emulsification

Using a new cold emulsification process, La Nouvelle Botanique retains the best plants have to offer, without the use of surfactants.

BOOTH L8 - LipoMask™ with nanoliposomes, from Tci co. ltd. (Taiwan)

The double liposomes of this moisturising mask shield its active ingredients, enable serum absorption by the skin within five minutes, and allow for excellent moisture retention. In clinical tests, when compared to the skin of control group members, that of LipoMask™ users retained 18% more moisture, and water content was 26% higher after 8 hours.

BOOTH M11 - Solid shampoo from lorcos (france)

This solid shampoo, applied dry, is an essential addition to new haircare ranges.

BOOTH H17 - SOFIA Cosmétiques (France) launches new SPF Lox Tox range

This SME will be launching its first range of eco-friendly anti-UV products at the trade fair, after 18 months of research. SPF Lox Tox shields you from the sun without harming coral and the aquatic environment. At SPF 50+, it offers the highest level of protection on the market.