

MARCH 2023

The Future Of Lip



Plumping

Deeper Penetrating Plumping

Original plumping ingredient hyaluronic acid used to rely on a low weight to better penetrate into layers of lip. New smarter technologies emerge.

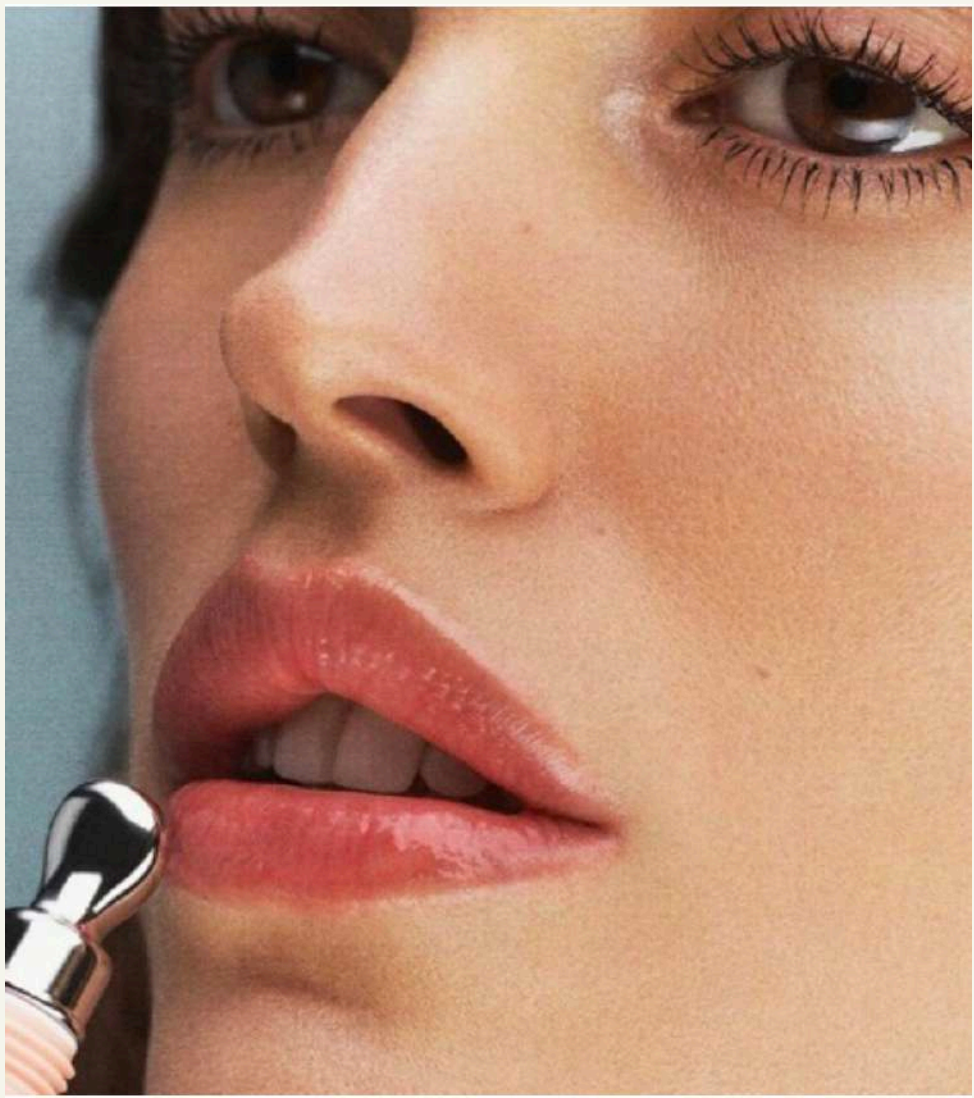
Micro-infused For Deeper Penetration



Droplette 17-Volt Lip Plumper Set, \$299

- Combination of collagen, hyaluronic acid and peppermint bypasses the skin barrier when microinfused across the lips

Dual HA: One Inner, One Outer



U Beauty Plasma Lip Compound, May 22, £60

- Long chain hyaluronic acid is delivered to plump 'high risk' areas of the lip from within
- Hyaluronic acid spheres layer on top of the lips to visibly volumize

Microencapsulated High Molecular Weight HA



Givaudan Spherulite, July 22

- Microencapsulated high molecular weight HA goes deeper into the skin with new vectorization technology

Care

The Four R's: Rejuvenate, Revitalize, Replenish, Retexturize

The new care criteria that must infiltrate care, matte and shine

Rejuvenate (or Renew)

Ageing / Premature Ageing



Colourpop Bloom On Lux Lipstick Set, £30

- Fighting signs of ageing – fine lines and lip wrinkles – is a key claim
- New claims fight 'premature' ageing': Colourpop contains antioxidants to protect against this

Revitalize

Hyperpigmentation / Dullness



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Replenish

Barrier / Microbiome



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Retexturize

Roughness / Exfoliation



Givaudan Spherulite, July 22

- Contains licorice root that works on rough lips
- Lip care that enlivens any lip color placed on top of it

Thank you!

Get in touch for the full report

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