

Skincare Market Expands to Meet Consumers' Needs

THE LATEST SKINCARE LAUNCHES FULFILL NEW GROWING NEEDS, INCLUDING MEN'S SELF-CARE, WOMEN'S WELLNESS, AND MORE—WHILE SUPPLIERS ARE DELIVERING PACKAGING WITH ECO-FRIENDLY FEATURES AND AIRLESS FUNCTIONALITY.



Glow Recipe Guava Eye

The global skincare market will be worth an estimated \$145.8 billion by 2028, with a CAGR of 5.52%, according to Fortune Business Insights' forecast. Some of the biggest players in beauty, including Coty, are seizing the opportunity to capture a greater share of the market. Sue Y. Nabi, chief executive officer, Coty, recently stated, "Our research & development efforts are focused on the fastest growing consumer needs and trends...giving us confidence that we can capture significant opportunities in the \$150 billion global skincare market."

Coty aims to develop new skincare products focusing on light protection, oxygen delivery and DNA repair—plus, formulas featuring retinol and bio-fermented blends. The company holds key patents extending for the next 5 to 10 years in these areas. Dr. Shimei Fan, Coty's chief scientific officer, says, "Through ground-breaking scientific advances, Coty is helping protect consumers from skin afflictions resulting from pollution, our changing climate and aging."

Coty's prestige skincare brands include Lancaster, Orveda, philosophy, Kylie Skin, and SKKN by Kim.

Procter & Gamble's top-selling skincare line, Olay Regenerist, is focusing on delivering moisture with its latest collection "Hyaluronic + Peptide24." Bright blue packaging with silver accents house the formulas that are infused with hyaluronic acid, niacinamide, and peptides. The serum is in a dropper bottle, while the lightweight gel cream and cooling eye cream are both housed in jars.

Skincare lines require a wide variety of packaging and dispensing solutions, and suppliers are offering plenty of new designs to meet rising demands. Bottles with airless pumps and dropper packs are popular choices for facial products, while refillable designs are ideal for eco-friendly solutions. The use of glass packaging is on the rise, as well as brush applicators for treatment products, such as masks, suppliers say.

Here's a look at some of the latest skincare launches by beauty brands—with on-trend ingredients, unique points of



Plump & Juicy Vegan Collagen Spray-On Serum

view, sustainable packaging, and colorful designs to lure consumers. We also highlight some of the best packaging for skincare that suppliers are offering, including eco-friendly designs, to help get new skincare products to market.

WHAT'S NEW IN SKINCARE?

A package's functionality, including the compatibility of a pump with a formula, can ensure an easier, more enjoyable, or more precise application. It can also be crucial to a product's effectiveness.

Kosas, known for its clean makeup, debuted Kosas Skincare in September, and its first product is Plump & Juicy Vegan Collagen Spray-On Serum. It's in an ombre-colored glass bottle, decorated in bubblegum pink and cantaloupe orange. It features a fine mist spray pump. "The mist engine was selected after testing for application with the perfect strength and radius," the brand says.

The spray application makes the ingredients more bio-available, according to Kosas, which increases the product's efficacy. The clean formula contains vegan collagen, peptides, plant probiotics, hyaluronic acid, proteins and amino acids, plus artemisia flower extract.

Kosas' launch represents a trend similar to the requests that Baralan's sales manager, Jeff Carbone, says are becoming more frequent—glass packaging for skincare. "We see an uptick in

requests for glass packaging," says Carbone. "Since opaque plastic bottles were traditionally chosen for many skincare products—helping to protect these formulas from UV light—we can spray or varnish a glass bottle to achieve a similar level of opacity," he explains.

Glow Recipe's Guava Vitamin C Bright-Eye Gel Cream also launched in September, and it's also in a glass bottle. The lightweight gel cream, dispensed with a pump, is "guava pink" colored, and it matches the bottle color. The formula contains 10% encapsulated vitamin C and 3% niacinamide, which the brand says will help treat warm-toned dark circles that typically arise from increased melanin production, while its peptides and green caffeine will help treat cool-toned dark circles, often from compromised circulation or thinning under-eye skin. It's a follow-up to the brand's Guava Vitamin C Dark Spot Serum, which was the top-selling skincare SKU at Sephora shortly after its launch last year.

Kosas skipped the dropper bottle in favor of a fine mist spray, while Glow Recipe needed a pump for its creamy serum—but Virospack's marketing manager, Rosa Porras, says dropper packs are still more popular than ever for skincare. "Dropper packs are ideal for not only serums, but for any oily low-viscosity formula, which can be a hair treatment or makeup product," Porras says. "Consumers love that droppers are accurate, precise,



Sam'lwa's glass airless package is elegant with square edges, and it's refillable.



HCP's new Lotus collection makes it easy for a brand to create a cohesive look.

and hygienic—plus, they feel luxurious to use. Since they are associated with the pharma world, they inspire trust,” she adds.

SamHwa offers its Airless Glass Refillable package, which checks all the boxes for being on-trend. “Our Airless Glass Refillable line features our patented design that requires less materials and produces less waste during manufacturing,” says Vincent McCarthy, director of sales at SamHwa. “Only the inner refill is PP, and enters the recycling stream. Other components look and feel luxurious, and are designed for reuse. Our glass outer bottle is paired with our Eco Pump, which is non-metal and engineered to stand up to years of use before replacing,” he says. The supplier now offers this package in a new shape, its Square Glass Refillable Airless Bottle.

For skincare brands that prefer to stick with plastic packaging,



A refillable airless spray bottle, one of the many types of eco-friendly skincare packages offered by Elcos.

ing, HCP developed a range called Lotus, and it is not unlike Kosas and Glow Recipe’s fruit-inspired colors. The PETG packages are decorated in soft pink, sky blue, mint green, and light purple to show off the supplier’s decorating capabilities and inspire brands. “We are industry leaders in finishing innovation and on-trend decoration, to elevate skincare to luxury status,” says Lynn Lu, global skincare product manager, HCP Packaging. The supplier’s capabilities include metallization, spray finishes, foiling, accurate color-matching, and more.

Every package in HCP’s Lotus collection can be customized according to a brand’s needs, including a range of actuator styles. The line includes a lotion bottle, bottles with dip-tube pumps, and two slim-walled jars. Ergonomically designed with modern, curved shoulder profiles, the line is ideal for a brand to create a cohesive look across different types of skincare products.

Another supplier, Elcos, offers both plastic and glass packaging—and a range of refillable airless designs. “Our airless packaging includes features to help preserve a formula, including auto shut-off valve pumps, which block air from entering each time it is used,” says Michelle Joo, vice president, Elcos America. “It will preserve a formula without oxidation or moisture loss. Refillable airless bottles are also ideal for eliminating plastic waste,” she says. Elcos offers mono-material, springless, and refillable airless packaging solutions in glass—and plastic made with up to 100 PCR.

SKINCARE AIMED AT CAPTURING NEW CONSUMER SEGMENTS

Skin “nourishment” products are on the rise, according to the Fortune Business Insights report, along with the use of natural ingredients, especially for younger consumers. “The rising trend of skin nourishment products by the young population to treat their skin problems such as acne, black spots, scars, dullness, and tanning is expected to drive skincare market growth,” according to the report. “Products such as toners, scrubs, and sunscreen are highly in demand from the younger population.”

The Body Shop is marketing skincare to young consumers with its inclusive messaging, and by taking a stand on issues. “Human rights issues are beauty issues—as humans buy beauty products,” says Hilary Lloyd, vice president of marketing and corporate responsibility for The Body Shop North America. “Uplifting today’s youth and encouraging them to make their voices heard at the ballot box felt like a natural next step for us.” The Body Shop’s Flex Your Power Pack kit, in a round paper



Body Shop's new Edelweiss skincare range, with edelweiss extract sourced from the Italian Alps.

cylinder, is raising funds for Generation Citizen, a non-partisan national organization that encourages young people to vote. The kit contains Hemp Hand Protector, Shea Body Butter, and Tea Tree Oil.

The Body Shop also has a new Edelweiss skincare range, which includes products enriched with edelweiss extract sourced from the Italian Alps. Edelweiss contains 43% more antioxidant power than retinol, the brand states.

Many beauty brands are identifying new, shifting consumer demands and finding niche markets within the skincare category. Men are now using all types of skincare products, including masks, scrubs, and more. The global men's personal care market size was valued at \$124.8 billion in 2020, and is expected to grow to reach \$276.9 billion by 2030, registering a CAGR of 8.6% from 2021 through 2030, according to Allied Market Research. The category includes a broad range of products, from fragrance to hair care and facial care—but all share a common aesthetic with packaging designed to appeal to men.

Beauty marketers often choose black or brown when designing packaging that will appeal to men—but Clean Your Dirty Face is a quirky and colorful brand founded by Shama Patel, a former attorney. Clean Your Dirty Face is a facial bar franchise that expanded into products for both men and women. The men's products include Not Your Girlfriend's Face Mask, in a jar, and Hey Handsome Face Oil, both with brightly colored cartons.

Brad Pitt's new "genderless" brand, Le Domaine Skincare, may attract wine connoisseurs with its unique point of view.

The products contain exclusive antioxidant molecules derived from grapes. Pitt partnered with leading wine and health specialist, Professor Pierre-Louis Teissedre from the University of Bordeaux, and the Perrins, a wine-growing family, to develop the formulas. Teissedre identified the grapes that would deliver the most skincare benefits from the varieties that the Perrins grow on their vineyards in Provence. The packaging is luxurious—with dark brown bottles paired with large wooden sculptural caps adorned with gold plaques.

Travis Barker's unisex brand, Barker Wellness Co., may capture CBD users with its new skincare line. It looks sleek and modern, with white packaging accented with black. The brand's 2-in-1 Face Mask & Cleanser, in an aluminum tube, is infused with cannabinoids. It contains CBG, which is a THC-free cannabinoid rich in antioxidants, as well as CBD, squalene, anti-aging molecule acetyl zingerone, and a mineral complex.



Hey Handsome Face Serum by Clean Your Dirty Face features colorful packaging.

WOMEN'S WELLNESS & INTIMATE CARE PRODUCTS ARE ON THE RISE

Intimate Care is another subcategory within the expanding skincare market. The global women's intimate care market is projected to be valued at \$45.8 billion, and will progress at a CAGR of 5% from 2022 to 2031, according to Transparency Market Research. "Manufacturers in the global intimate care market are focused on strengthening their production capabilities in order to cater to the rising demand," the report states. An increasing demand for intimate care products made with plant-based, organic, and natural ingredients, is fueling market growth, experts say.

These types of women's products have moved from health or personal care into the beauty space, with packaging that looks as luxe as any other type of skincare brand. One example is Beauty Below, an intimate care brand founded by Dr. Cynthia Wesley, a board-certified MD and fellow of The American Congress of Obstetricians and Gynecologists. "Intimate wellness is often a category that is overlooked," says Wesley, known as "Dr. Cyn." She explains, "Our curated formulas work for melanin-rich skin and coarse hair. Our goal is to help every woman understand the need for this type of skincare."



*Beauty Below's Confidence Kit,
for intimate skincare*

Beauty Below looks like a luxe skincare line, and uses airless packaging to help preserve the efficacy of its ingredients. Beauty Below's Confidence Kit includes "She Shave," a medicated shave mousse in a 50ml airless pump, and "Smoove Skin," a serum that treats ingrown hairs, in a 15ml airless pump. The alcohol-free formula contains organic aloe vera, green tea, and calendula. "Even Out Pads," also in

the kit, are in a 100ml frosted jar with a matte-silver aluminum cap. Formulated for dark skin, the hydroquinone-free pads peel and brighten the skin with niacinamide and green tea.

PEACE OUT CORNERS ACNE—AND ADDRESSES AGING SKIN CONCERNS

Peace Out Skincare is a brand addressing aging skin concerns, while cornering the market for acne-fighting products—and successfully reaching millions of consumers on social media. Not content to rest on the past success of its best-selling Acne Dots, which sold over 35 million packets since 2017, Enrico Frezza, founder and CEO of Peace Out Skincare, recently reformulated it using hydrocolloid polymer technology. "We spent countless hours reformulating and are ecstatic to share the first-ever OTC hydrocolloid acne patch on the market—and it's clean," says Frezza.

Peace Out Skincare became a "Clean at Sephora" brand in June, when its team developed a version of hydrocolloid that's not made



Peace Out Skincare's Pore Perfecter

using mineral oil, which was from non-renewable resources. The brand's other products were always clean formulas. Plus, test results show the new Acne Dots are more effective than the original formulation—with encapsulated salicylic acid, which clears up blemishes quickly without irritation; retinol to promote clear skin; and soothing aloe vera to minimize redness. Breakouts are minimized within six hours.

Grand View Research reports the global anti-acne cosmetics market size was valued at \$4.1 billion in 2021 and is expected to grow at a CAGR of 9.0% from 2022 through 2030. As for anti-aging skincare products, the global market will be worth an estimated \$120 billion by 2030, according to Precedence Research.

THE RISE OF HYBRID PRODUCTS

Peace Out Skincare's most recent launches are its Dark Spots Serum, in a light green airless bottle, and Instant Pore Perfecter, in a light blue tube. Instant Pore Perfecter is a skincare-makeup hybrid product that blurs pores, reduces the appearance of fine lines, reduces redness, extends makeup wear, and refines the skin's texture over time. It includes a Hyaluronic Acid Blend, Niacinamide, Mushroom Extract, and Malic Acid.

Hybrid skincare-meets-makeup products are a growing trend that will continue, forecasters say. Mintel's analysts said the Covid-19 pandemic accelerated the demand for hybrid products, which now have mainstream appeal. Peace Out's Frezza agrees, and says, "Hybrid products that live between skincare and makeup are leading the way for our future product innovations...the future of skincare for us lies in hybrid products that address more than one skin concern at a time."

The Trendalytics team also says the demand for hybrid products is on the rise. Sales of hybrid beauty products are up by 24%, according to a recent report that states, "We are seeing more multi-use items and reimagined formats in skincare." Trendalytics also notes the rise of multi balms, a trending product category that grew by 192% since last year. A multi balm is an easy-to-use skincare product in a stick package, which Allure recently called "Korea's biggest beauty trend of 2022."

Suppliers agree—and are offering packaging solutions for these trends. HCP Packaging's Lu says, "We are seeing requests for packaging suitable for hybrid cosmetics and skincare products. Many skincare brands are beginning to offer less products, for a more streamlined beauty routine. Stick formats meet this trend well."

SUNCARE BECOMES AN IMPORTANT PART OF ANTI-AGING

Sunscreen ingredients are crossing over from sun care and fueling the growth of the anti-aging product market, according to a report by Markets and Markets. It states, "The sunscreen ingredients segment accounted for the largest share of the anti-aging ingredients market in 2021 in terms of value." Growth is attributed to the consumer's growing awareness of the importance of sun protection. Consumers are increasingly looking for sunscreen ingredients in skincare, researchers say, and are making stand-alone sunscreens a part of their skincare routine.

Beauty brands marketing sunscreen are responding to new consumer demands for eco-friendly, clean formulas with reef-safe ingredients. Shiseido launched a reef-safe limited edition sunscreen earlier this year, in partnership with the World Surf League. It comes in two versions—Ultimate Sun Protector Lotion SPF 50+ and Clear Sunscreen Stick SPF 50+. The packaging features a bold graphic, utilizing Shiseido's iconic yellow and blue colors. The carton is certified by the Forest Steward-



Lumson's X-paper

ship Council (FSC), a global organization promoting responsible management of the world's forests.

Reef-safe sunscreens don't use oxybenzone or octinoxate, and Shiseido's sunscreens were reformulated last year to eliminate these ingredients. Formulating a sunscreen without these ingredients can be a challenge, especially for a luxury brand that prioritizes a luxe application experience. "We were able to maintain the product's luxurious texture while providing UV protection, which was not easy," says Yurika Watanabe, Shiseido Brand Value R&D Institute.

THE AIRLESS PACKAGING MARKET GROWS—WITH NEW BOTTLES & TUBES

Airless packaging is always a need for skincare products, and continued growth is expected. The Global Airless Packaging market is estimated to be worth \$17.6 billion in 2022, according to a recent Fact.MR study. The market is projected to grow at a CAGR 8.39% to reach \$26.3 billion by 2027. The report included projections for personal care products and home products in its calculations.

Beauty brands need the functionality airless packaging provides, but also eco-friendly attributes. "Packaging must offer sustainable attributes wherever possible, whether it is a mono-material, PCR, or another solution," HCP's Lu says. The supplier offers its Airless Tubes in a co-extruded single layer PE or 5-layer PE for high-barrier protection of sensitive formulas.



Fasten Packaging's Recharge Luxury Refill

“Clean formulas often demand high-barrier packaging formats,” says Lu. HCP also offers its Affinity Airless Pump. Paired with a bottle or tube, the system allows for a 360-degree application, fast priming and controlled dosing. “Our patented disc-valve engine upgrades the dispensing performance for highly viscous formulas,” says Lu.

Lumson offers many high-tech airless systems that are designed with eco-friendly materials and meet its quality standards to guarantee formula preservation. Many of its airless packages are designed so that the user can easily separate each component to recycle each part. Lumson’s “XPaper” is its newest airless system, and it has a paper bottle.

The bottle, wrapped in cardboard, uses multi-layered pouch technology to ensure maximum formula protection. “The consumer can easily separate the plastic components from the paper bottle and recycle each part appropriately,” says Silvia Losacco, events and communications specialist at Lumson.

Lumson’s “XPaper” is an example of an eco-friendly ap-



Baralan's Maria Jars come in two new larger neck sizes—perfect for body scrubs, body butters, and more.



Virospack's dropper range comes in PCR

proach to design. “When compared to a 50ml airless bottle in PET, plastic use is reduced by 47%,” says Losacco. “It is also 50% lighter and reduces 41 Co2 emissions,” she says. This data was confirmed by the eco-design analysis tool, SPICE.

The team at Fasten Packaging, an Innovative Beauty Group (IBG) company, says airless packaging will continue to be a top choice for skincare, due to the growing use of clean and natural ingredients—but recycling remains a challenge. “Recycling a traditional airless pump system is not always possible, so we developed different types of refillable packages that are easy to recycle and can be refilled hygienically,” explains Ilja Zutt, managing director, Fasten Packaging.

Fasten Packaging’s Recharge Luxury Refill is a sustainable refill system ideal for skincare products. It’s made entirely from

PP and PET. “Both materials are recycling stream compatible, since their recycled granulates can be reintegrated into manufacturing settings. Notably, the design also includes the first all-PP cosmetic pump on the market,” says Zutt.

Fasten’s Recharge Luxury Refill system is designed with a bottomless, clear outer frame instead of a full outer bottle. “This leads to significant weight reduction, reduced material usage and full visibility of the refill. The inner refill bottle is lightweight and has an easy click-in system with a pre-assembled PP dip tube,” explains Zutt. “It prevents cross-contamination when refilling,” she says. It doesn’t require glue, and brands have the option to add a debossed logo rather than an inked decoration.

NEW JARS & DROPPER DESIGNS

Jars and dropper packs will always be popular for skincare products, and suppliers are offering new options. Baralan’s new ‘Maria’ jars have a larger capacity to accommodate body scrubs, body butters, cleansing balms and exfoliators. “These new 150- and 200ml sizes are already tremendously popular,” says Carbone.

Baralan’s Maria Jar line features a sophisticated round design. “The wide neck makes it easier for users to reach inside the container,” explains Carbone. “Both of our new jars share the same neck size, so they can be paired with the same accessories, caps, and protection discs,” he says. The cap features a ‘double entry’ thread that guarantees a consistent and reliable closure. “This ensures integrity of the filled product with no product loss,” says Carbone.

Lumson offers skincare brands a useful smaller size jar, and it’s refillable. Lumson’s Japa Refill Jar collection is available in 15- and 5ml. “The 15ml is a not-so-common size and perfect both for skincare and makeup products,” says Losacco.

Dropper packaging continues to be a popular choice, since many skincare lines include serums. Virospack offers a wide range of 100% recyclable droppers, and its components are made using a high percentage of recycled materials, including PCR. “All of our dropper components—the bulb, collar and pipette—can all be put into a recycling bin together,” says Porras. “Working with PCR while maintaining a high level of quality and finishes is not easy. We are one of a few manufacturers that can achieve these goals. All of our PCR droppers are fully customizable,” Porras explains.

The team at Virospack also developed the first-ever dropper with a 100% wooden cap. “It has a one-piece collar, which reduces a step in the manufacturing process, and reduces the carbon footprint of the dropper. Also, there is no need for any glue or plastic,” says Porras.



Anisa Beauty’s Neck Treatment Brush has short, dense, multi-length fibers.

BRUSHES FOR SKINCARE

Brushes aren't just for makeup, suppliers say. They can help apply a product more efficiently or ensure it works more effectively. "Skincare brushes made to apply moisturizers or primers aren't brand new, but are evolving and growing in popularity," says Anisa Telwar Kaicker, founder and CEO of Anisa. "There are so many reasons to apply skincare and primers with a brush—they help blend product evenly into the skin to maximize benefits. They also offer a sensorial, soothing experience that lends itself



Raphael Makeup Brushes offers all types of brushes made for skincare products.

to the self-care movement," she explains.

Beauty brands are increasingly requesting Anisa's "lip skincare tools." "Our lip tools range from applicators to dip into jars and smooth over the lips to textured silicone scrub tools that exfoliate," says Telwar Kaicker. "A lot of lip treatment products come in jars, so applicators are ideal to scoop the product out in a hygienic way," she says.

Telwar Kaicker says there is also a rising demand for neck treatment products, and the company just launched a Neck Treatment Brush for its direct-to-consumer line, Anisa Beauty. "It is designed with a hexagonal brush head and short, dense, multi-length fibers. This brush head is dense enough to scoop up and hold the product. It is specially designed to pair with neck treatment formulas, which all come in jars due to thicker viscosities."

The team at Raphael Makeup Brushes & Max Sauer say the pandemic accelerated requests for skincare brushes because consumers realize they're a time-saver for all types of products, such as masks, gels, and creams. "Skincare has taken a front seat since the pandemic. Consumers have developed

daily skin regimens and are sticking to them, even with busier schedules," explains Marianna Cilauro, sales manager, Raphael Makeup Brushes.

Raphael offers a Mask Brush with a soft brush head made from synthetic fibers. It's designed for optimal comfort in the hand, and delivers a perfectly even cover in the application of face treatments and masks.

Raphael offers skincare brushes made with 65% recycled fiber and 35% raw fiber. The recycled fiber is sourced from the PET bottle waste stream. "We can also make the handles with oyster shells and bioplastic, which has a great sustainable story," Cilauro says.

WHAT'S NEXT FOR SKINCARE?

What can we expect to see next? Fasten Packaging's Zutt says their focus is always on "what's next." "We see a trend in skincare for thicker and water-free formulations. We are true concept developers, and always have an eye on the future.

Lumson's Losacco says sustainability is a long-term path. "We have a clear goal—to shape the future of packaging with due regard for the environment and humanity," she says, adding that the company is working on new airless systems with even less weight. "We will also continue to work with PCR materials and engineer new types of refillable solutions."

HCP's Lu says the company is investing in its skincare portfolio with new sustainable packaging designs in the pipeline, including an all-PP dropper. HCP recently added its innovative material, EcoWood, to its tottle lineup. The bio-based material is made using 100% renewable sources and is ready to recycle alongside PP or PE.

Virospack's Porras talks about decorating. "Brands are demanding more sustainable packaging, but are not willing to sacrifice a luxury finish and an eye-catching decoration," she says. "Sometimes it is not easy to do both, even though much progress has been made. We are developing more ways to achieve better finishes on different sustainable materials, to more effectively deliver sustainability and aesthetics," she says.

SamHwa's McCarthy notes that innovations move quickly in the beauty business, especially in skincare. He offers a final tip, saying, "All brands want to create what will be the next 'wow' product. As a packaging supplier and manufacturing partner, we ensure a brand has access to all the newest innovations, straight from our R&D and engineering teams—so we advise brands to closely collaborate with their suppliers." **BP**