



COLOUR COSMETICS TRENDS

A/W 2019





COLOUR COSMETICS TRENDS

AW/19

Complexion

Lips

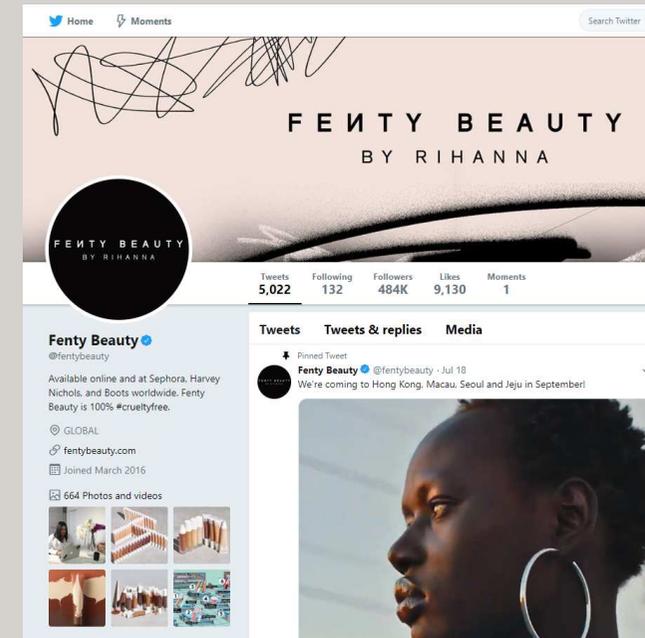
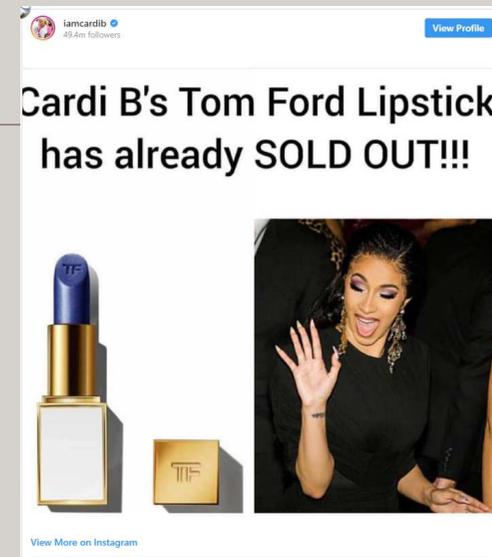
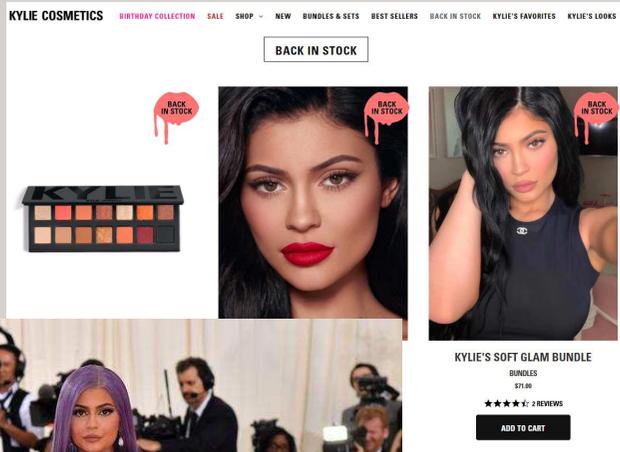
Brows & lashes

Eyes

CELEBRITY BEAUTY BRANDS

Celebrity endorsement of beauty brands is not a new thing. Stars are now using their global profile to launch their own brands - not only fragrances, but colour cosmetics too.

Most notably in recent years, Rihanna with her much coveted breakthrough brand Fenty Beauty, which offers an unrivalled range of tones for all skin types/colours.



CELEBRITY BEAUTY BRANDS

Coming soon...

Haus Laboratories by Lady Gaga

SHOP EXPLORE HAUS LABORATORIES SIGN IN

OUR HAUS. YOUR RULES.

YOUR GLAM. YOUR EXPRESSION. YOUR ARTISTRY.

SHOP ALL

The banner features a close-up of Lady Gaga's face with dramatic eye makeup and large earrings, and a smaller image of Rihanna's face with green eye makeup. The text is in white on a dark background.

COSMETICS BUSINESS DESIGN YOUR FRAGRANCE www.phoenix-fragrances.com

Home Ingredients Packaging Regulatory Marketing Retail Events Career

Body Care Colour Cosmetics Fragrance Hair Care Skin Care Male Grooming

Ariana Grande poised to launch beauty line

By Patricia Mansfield-Devine 23-Apr-2019

Singer has registered the name, 'Thank U, Next' as a trademark for a beauty brand

The article header includes the 'Cosmetics Business' logo, a navigation menu, and a featured article about Ariana Grande's potential beauty line launch.

VOGUE NEWS FASHION CATWALK BEAUTY ARTS & LIFESTYLE VIDEO

MISS VOGUE MISS VOGUE BEAUTY

Hailey Bieber's Request to Trademark "Bieber Beauty" Was Reportedly Rejected

by LAUREN REARICK

originally published by TEEN VOGUE

Monday 24 June 2019

If it seems like every celeb is starting their own beauty line, you're not imagining things. In a year that's already brought us news of possible launches from Kendall Jenner and Cardi B, Hailey Bieber had also reportedly filed for a "Bieber Beauty" trademark. Unfortunately, it looks as though the model might have to think of a new name for her possible line of cosmetics.

The article header from Vogue includes the title, author, and a short introductory paragraph about Hailey Bieber's trademark request.



YOUTUBER / MUA BEAUTY BRANDS

Social media influencers push the boundaries of inclusivity and creativity and are key influencers in Colour Cosmetics, some already launching very popular colour palettes and brush kits in partnership with cult beauty brands.



The James Charles Palette
by MORPHE



Jeffree Star Artistry Palette
by MORPHE



YOUTUBER / MUA BEAUTY BRANDS

YouTuber Make Up Artists deliver bold and highly creative online content, using daily 'how-to' vlogs to educate & engage their global audience.

@chinutay



@CHINUTAY

@iamkareno



@IAMKARENO

@ponysmakeup



@PONYSMAKEUP





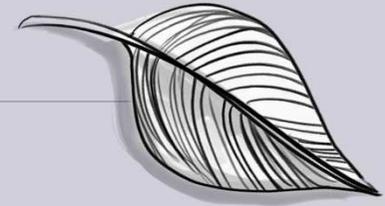
1. COMPLEXION

‘Glass Skin’ / ‘Dumpling Skin’ trend

Faux freckles

Nontouring

'GLASS SKIN' (AKA 'DUMPLING SKIN') TREND



OUT

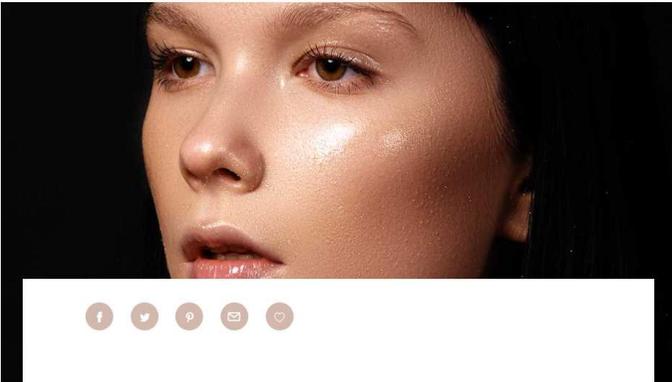
- 'Photoshopped' matte finish
- Unrealistic 'filtered' skin
- High maintenance look
- Full coverage foundation

IN

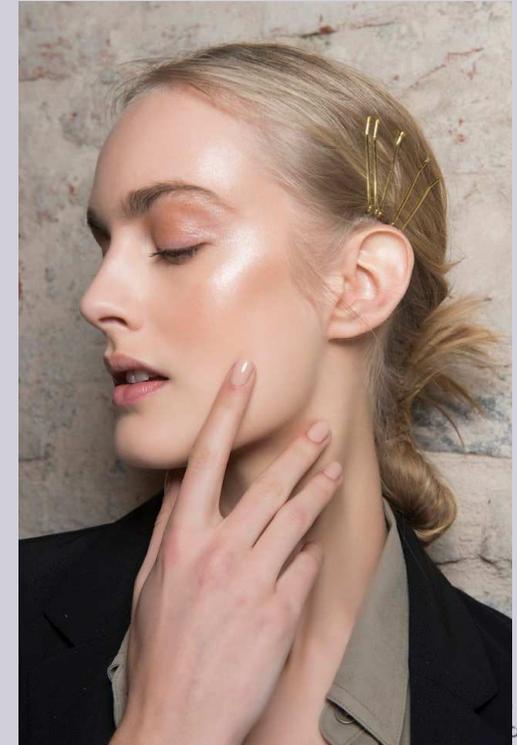
- 'No make-up' make-up
- Polished, glassy skin
- Dewy, glowing finish
- Effortless perfection
- Lightweight foundation / CC Creams

How to Try the Glass Skin Trend

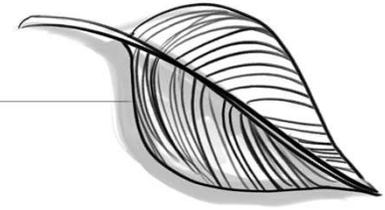
SKIN CARE ESSENTIALS



Korean [skin care](#) trends have been all the rage for the last few years. In fact, we have Korean skin care to thank for our love of everything from [double cleansing](#) to sheet masks. Now, the latest K-beauty trend to make waves is glass skin. Glass skin is meant to evoke the idea of a crystal clear piece of glass, meaning it's all about skin that looks completely clear. Poreless, dewy, baby-soft skin is the ultimate goal. Of course, as with

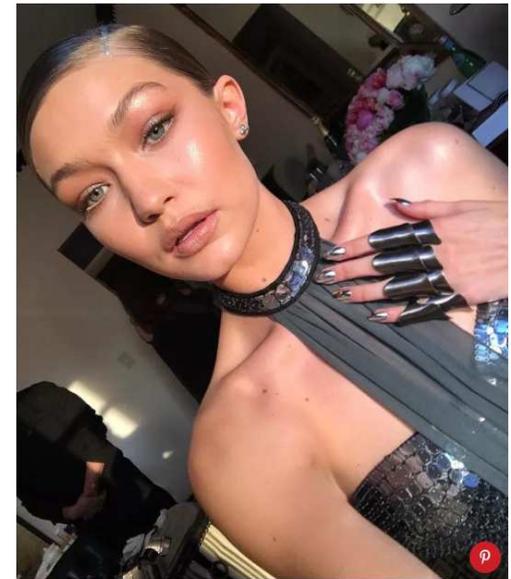
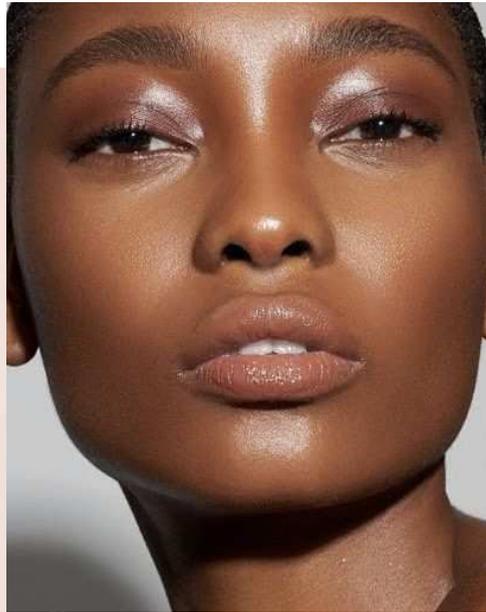
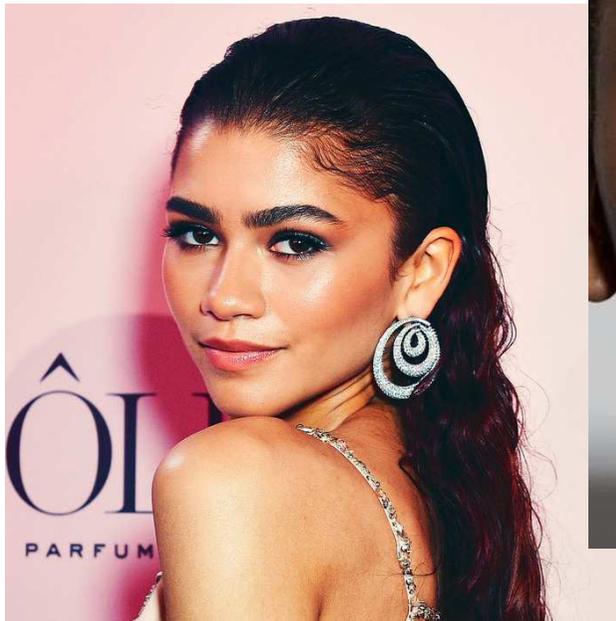


'GLASS SKIN' (AKA 'DUMPLING SKIN') TREND

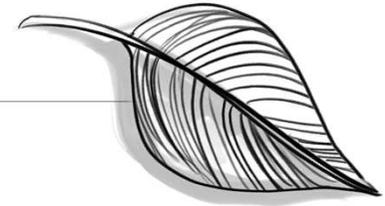


'Less is more' skin perfection

- Lightweight foundations, sheer lip glosses and new products to accentuate the bare look
- “Neutralise” is overtaking “conceal” as the buzzword for skin tone perfection
- Consumers want to flaunt perfect skin and truly achieve the [#nomakeup](#) look



'GLASS SKIN' (AKA 'DUMPLING SKIN') TREND

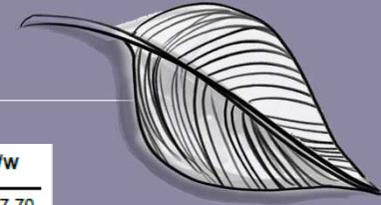


HOW TO GET THE LOOK:

1. Primer with colour-correcting or brightening effects
2. Light application of a sheer BB/CC cream or tinted moisturizer to even out your skin tone or a concealer to simply spot-treat
3. Low-key strobing using cream or powder highlighter on the high points of your face: cheekbones, bridge of the nose & Cupid's bow - for a seamless, radiant effect



'BEAUTY & THE FOUNDATION'



A watery light foundation, suitable for spray or aerosol application.

Beautifully light, it does not leave a greasy residue on the skin.

Bentone® Luxe WS improves emulsion stability, while enhancing application.

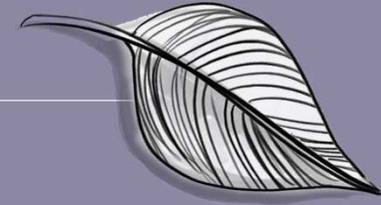
Meadowlactone® moisturises the skin.

Phase	Ingredient	Supplier	%w/w
A	Deionized Water		47.70
	Dimethicone/Vinyl Dimethicone Crosspolymer, Butylene Glycol, Silica (Dowsil EP-9801 Hydro Cosmetic Powder)	Dow Corning	3.00
	Propanediol		1.00
	Sodium Chloride		0.50
	Disodium EDTA (Edeta BD)	BASF	0.20
B	Cyclopentasiloxane (Mirasil CM5)	Bluestar	12.00
	Cyclopentasiloxane, PEG-10 Dimethicone, Distearidimonium Hectorite (BENTONE® LUXE WS)	Elementis	7.50
	Methyl Trimethicone (TMF-1.5)	Shin Etsu	5.00
	Dimethicone (and) Dimethicone Crosspolymer (Dowsil 9041 Silicone Elastomer Blend)	Dow Corning	5.00
	Ethylhexyl Methoxycinnamate (Eusolex 2292)	Merck	5.00
	Ethylhexyl Salicylate (Eusolex OS)	Merck	5.00
	Dimethicone (KF-96L-2cs)	Shin Etsu	3.00
	Meadowfoam Delta-Lactone (MEADOWLACTONE®)	Elementis	2.00
	C	Titanium Dioxide, Cyclopentasiloxane, PEG/PPG-18/18 Dimethicone, Triethoxycaprylylsilane, Tocopheryl Acetate (FAS70USI-E)	Kobo
CI 77492, Cyclopentasiloxane, PEG/PPG-18/18 Dimethicone, Triethoxycaprylylsilane, Tocopheryl Acetate (FAS50EYSI-E)		Kobo	1.80
Nylon 12 (SP-10)		Kobo	1.00
CI77491, Cyclopentasiloxane, PEG/PPG-18/18 Dimethicone, Triethoxycaprylylsilane, Tocopheryl Acetate (FAS55ERSI-E)		Kobo	0.15
CI 77499, Cyclopentasiloxane, PEG/PPG-18/18 Dimethicone, Triethoxycaprylylsilane, Tocopheryl Acetate (FAS60EBSI-E)		Kobo	0.15
D	Butylene Glycol, Vibrio Alginolyticus Ferment Filtrate (Exo-T)	Lucas Meyer	1.00
	Potassium Sorbate, Sodium Benzoate, Benzyl Alcohol, Water (Sharonmix 703)	SLI Chemical	0.80
	Sodium Hyaluronate (Hyacare 1% Solution)	Evonik	0.20

'FLAWLESS FILTER FINISH'

This light BB cream gives great coverage with a watery feel to leave you with soft dewy skin.

Bentone® Luxe WS is the only emulsifier, giving a light feel with easy application.



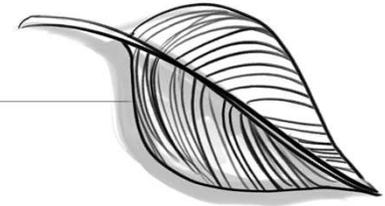
Phase	Ingredient	Supplier	%w/w
A	Cyclopentasiloxane (and) PEG-10 Dimethicone (and) Distearidimonium Hectorite (BENTONE® LUXE WS)	Elementis	7.50
	Phenyl Trimethicone (CPF-3300 10cst)	Nusil	7.00
	Cyclopentasiloxane (Volasil 990)	Innospec	3.00
	Caprylyl Methicone		3.00
	Dimethicone (and) Acrylates/ Polytrimethylsiloxymethacrylate Copolymer (FA4003 DM)	Dow Corning	2.00
	Fragrance (La Belle)	Spinnrad	0.15
	B	Deionized Water	
Butylene Glycol			2.00
Phenoxyethanol (and) Caprylyl Glycol (Verstatil PC)		Evonik	1.00
Hyaluronic Acid (1% Hyacare in Water)		Evonik	0.50
Sodium Chloride			0.50
C	Titanium Dioxide (and) Cyclopentasiloxane (and) PEG/ PPG 18/18 Dimethicone (and) Triethoxycaprylylsilane	Kobo	2.30
	CI 77492 (and) Cyclopentasiloxane (and) PEG/PPG 18/18 Dimethicone (and) Triethoxycaprylylsilane (and)	Kobo	0.75
	CI 77491 (and) Cyclopentasiloxane (and) PEG/PPG 18/18 Dimethicone (and) Triethoxycaprylylsilane (and)	Kobo	0.20
	CI 77499 (and) Cyclopentasiloxane (and) PEG/PPG 18/18 Dimethicone (and) Triethoxycaprylylsilane (and)	Kobo	0.10
D	Mica (and) Titanium Dioxide (Timiron Supersheen MP-1001)	Merck	3.00
	Mica (and) Titanium Dioxide (C81-1238 SunPuro Iridescent Red)	Sun Chemical	2.00

INGREDIENT FOCUS

Bentone Gel[®] range from Elementis give great pigment suspension benefits to liquid foundations.

Sucragel CF from Alchemy can help to disperse colour in a foundation/BB type emulsion.

Aurasphere N & Penstia Powder from Centerchem reflect light to give a smoother, more even skin surface and even reducing the appearance of dark circles and uneven skin tone. Perfect for powders, BBs & primers.



COMPLEXION TRENDS

OUT

Flawless complexion
Heavy contouring
Extreme strobing

IN

Freckles!
Natural looking
bronzing & highlighting
(nontouring)
Cream blusher



How to Create Faux Freckles Like Emily Ratajkowski

by KHAOULA GHANEM

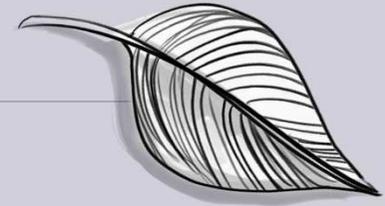


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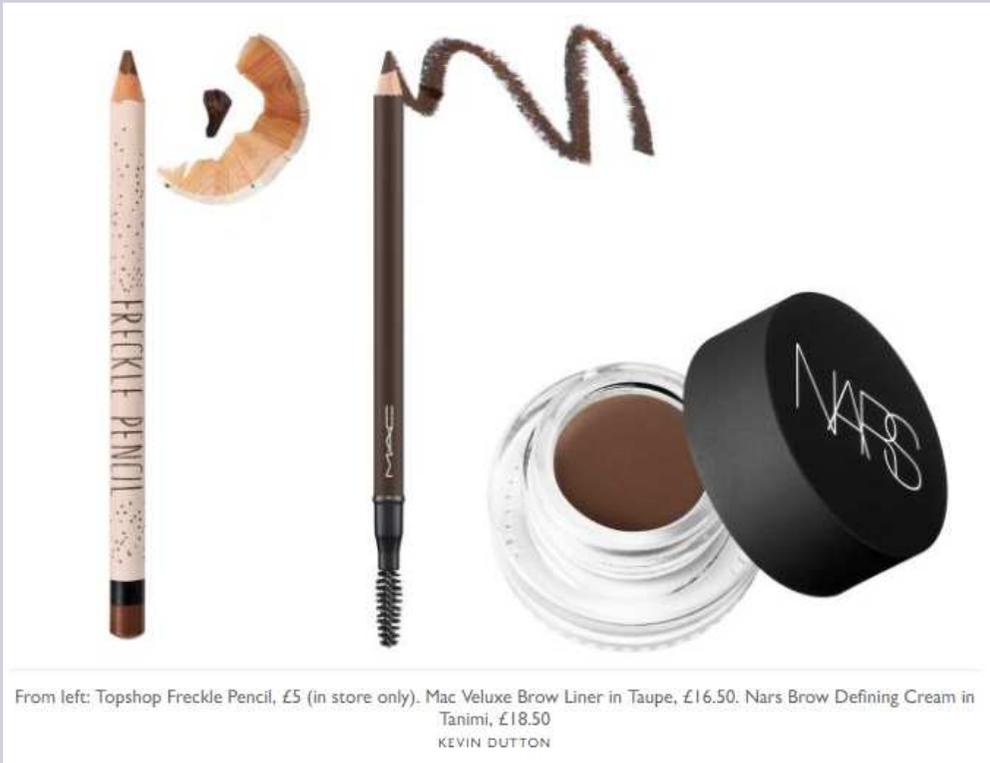


FAUX FRECKLES

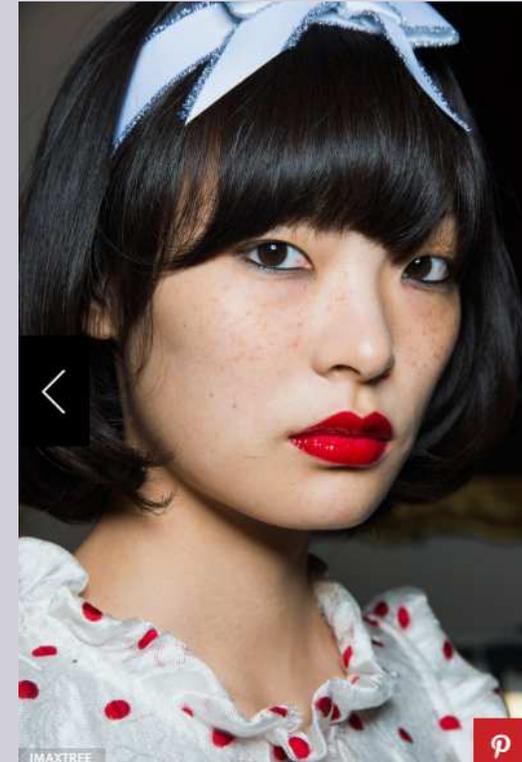


HOW TO GET THE LOOK

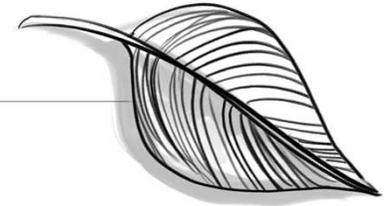
Freckles can be faked with brown eyeliner or brow pencil, or with new purpose-made faux freckle pens/pencils!



From left: Topshop Freckle Pencil, £5 (in store only). Mac Veluxe Brow Liner in Taupe, £16.50. Nars Brow Defining Cream in Tanimi, £18.50
KEVIN DUTTON



INGREDIENT FOCUS



Waxes from Koster Keunen for pencils & sticks:

Synthetic Japan Wax:

Spreadability, structure, cohesion, pay-off

Candelilla wax:

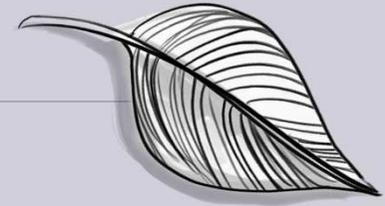
Pay-off, structure, hardness, gloss

Kesterwax K82P:

Pigment dispersion, oil binding, unique plastic properties

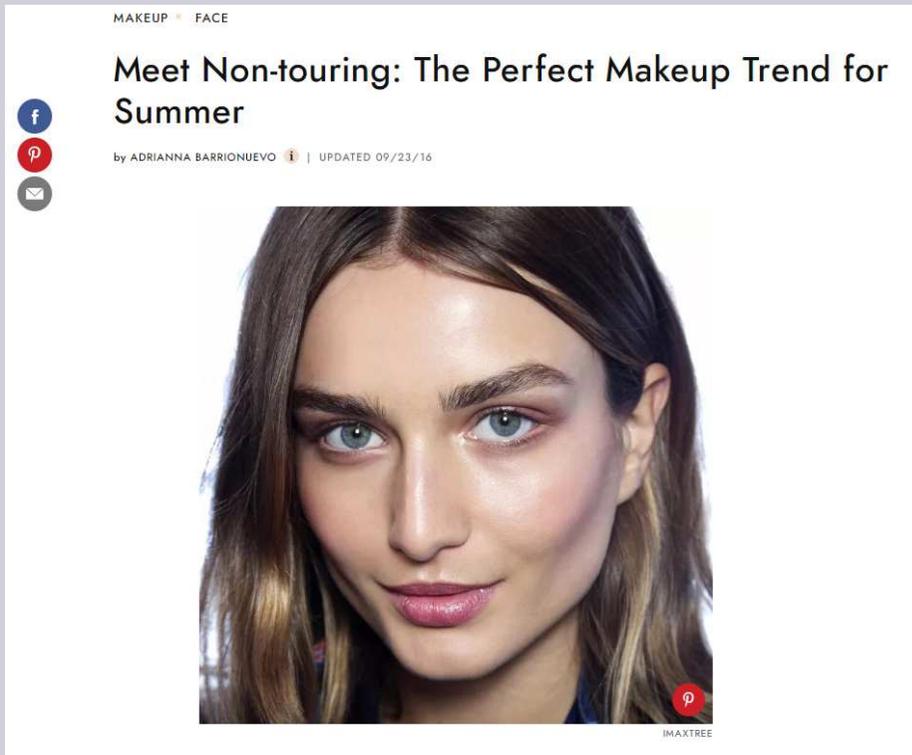


NONTOURING

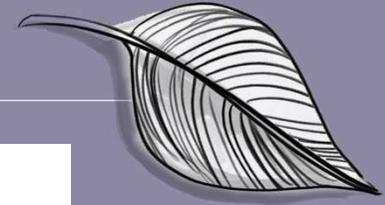


HOW TO GET THE LOOK

Forget severe contouring and instead keep base layer light and add a sweep of bronzer for a healthy glow, and natural looking blush on the apples of the cheeks.



'SHIMMERING BRILLIANCE FACE ILLUMINATOR'

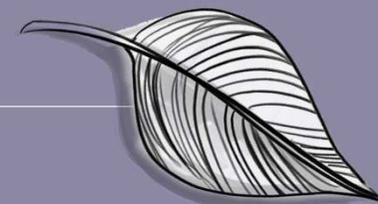


This highlighting gel with Bentone Gel® ISD V will make your skin shimmer and glow while leaving a soft and comfortable finish.

Bentone Gel® ISD V improves stability and suspension of special effect pigments while enhancing the application.

Phase	Ingredient	Supplier	%w/w
A	Isododecane (and) Disteardimonium Hectorite (and) Propylene Carbonate (BENTONE GEL® ISD V)	Elementis	26.30
	Isododecane		26.30
	C12-15 Alkyl Benzoate (Liponate NEB)	Vantage Specialty Chemicals	12.60
	Ethylhexyl Palmitate (Dermol 816)	Alzo International	3.70
B	Tribehenin (Pelemol GTB)	Phoenix Chemical	10.50
	Cetearyl Alcohol		7.40
C	Mica (and) Iron Oxides (KTZ Bronze)	Kobo Products	3.00
	Mica (and) Titanium Dioxide (and) Iron Oxides (KTZ Aruban Coral)	Kobo Products	3.00
	Mica (and) Titanium Dioxide (and) Carmine (KTZ Colorset Red Gold)	Kobo Products	6.60
D	Phenoxyethanol (and) Ethylhexylglycerin (Euxyl PE 9010)	Schulke Inc.	0.60

'ANYWHERE GLOW MOUSSE'



Sparkle everywhere!

This bouncy mousse applies whisper soft for a golden glow thanks to Bentone Hydroclay™ 2000.

DESCRIPTION	Phase	Ingredient	Supplier	%w/w
Sparkle everywhere! This bouncy mousse applies whisper soft for a golden glow thanks to BENTONE HYDROCLAY™ 2000 .	A	Deionized Water		60.00
	B	1, 3-Propandiol	Alfar Aesar	5.00
		Hectorite (BENTONE HYDROCLAY™ 2000)	Elementis	3.00
ADVANTAGES	C	Polyurethane-35 (Baycusan C1004)	Covestro	10.00
	D	Polyglyceryl-4 Caprate (Hydriol PGCH.4)	Hydriol	3.00
		Dehydroacetic Acid (and) Benzyl Alcohol (Geogard 221)	Lonza	1.00
BENTONE HYDROCLAY™ 2000 gives viscosity and suspension of the effect pigments.	E	Talc (MONDANA® 15 HT)	Elementis	10.00
MONDANA® 15 HT gives extra softness and coverage to the skin.		Synthetic Fluorophlogopite (Sunshine Super Glitter Golden)	Sun Chemical	8.00
	F	Lactic Acid		q.s



2. LIPS

90's lipstick

Bold & bright colours

Oil slick lips

Lip tattoo

LIP TRENDS

OUT

Ultra matte lips

Ombre lips

IN

90's lipstick

Blurred / stained lips

High gloss / liquid lips



90'S LIPS

HOW TO GET THE LOOK:

1. Start with solid, matte lipliner in dark brown or dark 'vamp' red.
2. Fill in with matching or slightly lighter matte or cream lipstick.
3. Team it with subtle/natural eye make-up and lightweight foundation.



BLURRED / STAINED LIPS / LIP 'TATTOO'

A no-transfer lip tint that stains lips with a long lasting colour and a weightless, bare-lip sensation.

Can be smudged on to create a blurred lip line.



‘CHA-CHA ALL NIGHT LIP STAIN’

This emulsion-based lip colour provides a lasting stain to the lips, with a light silky smooth application.

Bentone Hydroclay™ 900 provides viscosity and control and enhances emulsion stability.

Phase	Ingredient	Supplier	%w/w
A	Deionized Water		65.00
	Glycerin		5.00
	Hectorite (and) Hydroxyethylcellulose (BENTONE HYDROCLAY™ 900)	Elementis	0.50
	Red 40 (FD&C Red 40 07700-C)	Sensient	0.10
B	Octyldodecanol (Jarcol I-20VCG)	Jarchem	10.00
	Behenyl Alcohol (and) Glyceryl Stearate (and) Glyceryl Stearate Citrate (and) Disodium Ethylene Dicocamide PEG-15 Disulfate (Ceralution H)	Sasol	5.00
	Trimethylsiloxypheyl Dimethicone (Belsil PDM 1000)	Wacker	4.00
	Hydrogenated Polyisobutene (FANCOR® POLYISO® 450-CG)	Elementis	4.00
	Microcrystalline Wax (Multiwax W-835)	Sonneborn	2.00
	Cetyl Alcohol	Protameen	1.00
	Steareth-20 (Lipocol S-20)	Vantage Specialty	1.00
	Red 21 (Unicert Red K7061-J)	Sensient	0.40
	C	Mica (and) Isopropyl Titanium Triisostearate (and) Sodium Lauroyl Aspartate (and) Zinc Chloride (ASI Sericite GMS-4C)	Kobo
Phenoxyethanol (and) Propylparaben (and) Butylparaben (Phenonip)		Clariant	0.50

‘VIOLET PIROUETTE LIP STAIN’

This vibrant lip colour has been enriched with Meadowestolide® and Fancor® Meadowfoam Seed Oil to moisturise and soften the lips, leaving a satin smooth finish.

Meadowestolide® provides moisturisation and contributes to a luxurious skin feel.

Fancor® Meadowfoam Seed Oil provides a natural lustre, improves skin moisturisation and spreadability.

Bentone Gel® GTCC V improves the suspension of the pigments and enhances stability and spreadability.

Phase	Ingredient	Supplier	%w/w
A	Dimethicone (and) Dimethicone Crosspolymer (Dowsil 9041 Silicone Elastomer Blend)	Dow Corning	30.00
	Caprylic/Capric Triglyceride (and) Stearalkonium Hectorite (and) Propylene Carbonate (BENTONE GEL® GTCC V)	Elementis	12.75
	Hydrogenated Polyisobutene (FANCOL® POLYISO® 450-CG)	Elementis	10.00
	Microcrystalline Wax (Multiwax 180-W)	Sonneborn	10.00
	Limnanthes Alba (Meadowfoam) Seed Oil (FANCOR® MEADOWFOAM SEED OIL)	Elementis	6.00
	Phenyl Trimethicone (DC 556 Fluid)	Dow Corning	5.00
	Dimethicone (Element14* PDMS 350)	Momentive	4.00
	Vinyl Dimethicone/Methicone Silsequioxane Crosspolymer (KSP 101)	Shin Etsu	3.00
	Ozokerite (Ozokerite Wax 996P)	Strahl & Pitsch	2.00
B	Mica (Kobomica L50)	Kobo	3.00
	Kaolin		3.00
	Nylon-12 (Kobo SP-10)	Kobo	1.00
C	Pentaerythryl Tetraisostearate (Crodamol PTIS)	Croda	5.00
	Red 27 Lake		2.50
	Blue 1 Lake		0.15
D	Meadowfoam Estolide (MEADOWESTOLIDE®)	Elementis	2.00
	Caprylhydroxamic Acid (and) Caprylyl Glycol (and) Glycerin (Spectrastat)	Inolex	0.50
	Tocopheryl Acetate		0.10

HIGH GLOSS / LIQUID LIPS

High-gloss, 'wet-look' finish in natural tones or bold colours.

HOW TO GET THE LOOK:

1. Outline the lips first to avoid the colour bleeding.
2. Apply liquid gloss with wand or brush.

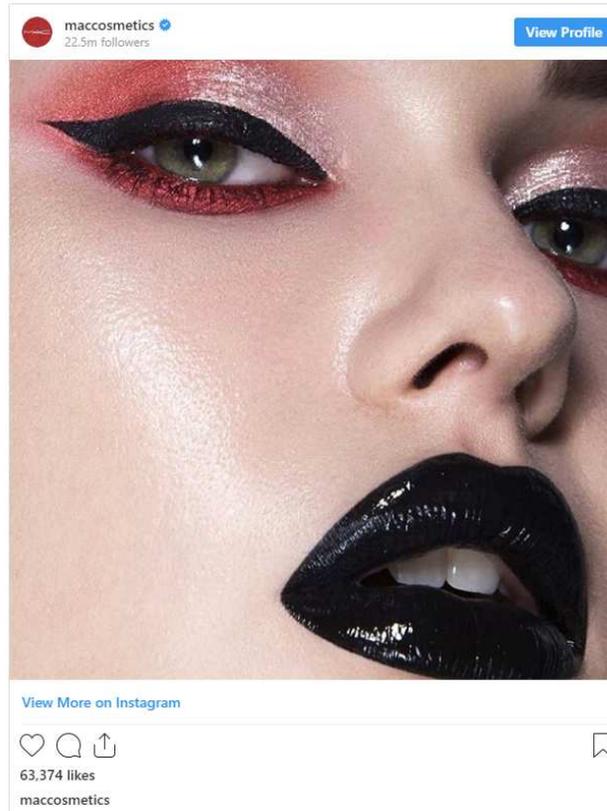
L'ORÉAL
PARIS

LIP - HAIR COLOR - HAIR STYLE - beauty magazine - HAIR CARE - SKIN CARE - BEAUTY TIPS

MAGAZINE - MAKEUP - LIP MAKEUP - HOW TO USE GLOSSY LIPSTICK

How to Get Glossy Lips

LIP MAKEUP



FENTY BEAUTY SHOP SHADE FINDER COLLECTION

HOME / SHOP / LIP / LIP GLOSS / GLOSS BOMB



'FLAMENCO FIRE LIQUID LIP GLOSS'

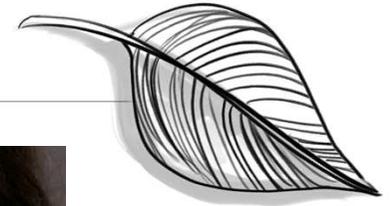
A high shine lip gloss designed to suspend high levels of pigment.

Meadowestolide® moisturises and softens the lips while delivering a striking colour.

Bentone Gel® LIP V improves suspension of pigments and enhances stability.

Phase	Ingredient	Supplier	%w/w
A	Hydrogenated Polyisobutene (Panalane H-300E)	Vantage Chemical	53.25
	Hydrogenated Polyisobutene (FANCOR® POLYISO® 450-CG)	Elementis	10.00
	Hydrogenated Polyisobutene (and) Disteardimonium Hectorite (and) Propylene Carbonate (BENTONE GEL® LIP V)	Elementis	10.00
	Paraffin Wax (Paraffin Wax 173P)	Strahl & Pitsch	5.00
	Limnanthes Alba (Meadowfoam) Seed Oil (FANCOR® MEADOWFOAM SEED OIL)	Elementis	4.50
	Meadowfoam Estolide (MEADOWESTOLIDE®)	Elementis	2.00
	Ozokerite Wax (Ozokerite Wax 996P)	Strahl & Pitsch	1.75
	Caprylhydroxamic Acid (and) Caprylyl Glycol (and) Glycerin (Spectrastat)	Inolex	0.50
	B	Red 40 Lake	
Pentaerythryl Tetraisostearate (Crodamol PTIS)		Croda	7.00
Synthetic Fluorophlogopite (Sunshine Super Glitter Russet)		Sun Chemical	2.00

INGREDIENT FOCUS

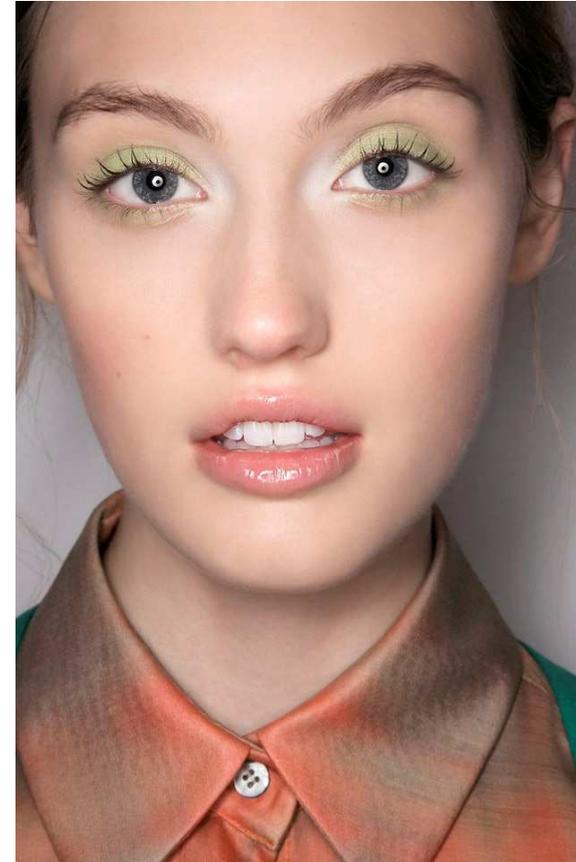


Bentone® Luxe range offers great pigment suspension, silky and velvet feel, non-greasy finish.

Fancor® Meadowfoam Seed Oil provides a natural lustre, improves skin moisturisation and spreadability.

Meadowestolide® moisturises and softens the lips.

Bentone Hydroclay™ 900 provides viscosity and control and enhances emulsion stability.



'RUMBA RASPBERRY LIP POTION'

An elegant lip colour enriched with Meadowestolide® helps to moisturise and soften the lips. This emulsion-based system provides a soft non-greasy feel with a rich colour.

Bentone® Luxe WS improves emulsion stability, while enhancing application.

Meadowestolide® has been shown to improve moisturisation of the lips.



Phase	Ingredient	Supplier	%w/w
A	Deionized Water		55.50
	Glycerin		5.00
	Sodium Chloride		1.00
B	Cyclopentasiloxane (Mirasil CM5)	Momentive	11.50
	Cyclopentasiloxane, PEG-10 Dimethicone, Distearidimonium Hectorite	Elementis	10.00
	Cyclopentasiloxane (and) Dimethicone/Vinyl Dimethicone Crosspolymer (USG 103)	Shin Etsu	5.00
	Hydrogenated Polyisobutene (FANCOL® POLYISO® 300-CG)	Elementis	4.00
	Meadowfoam Estolide (MEADOWESTOLIDE®)	Elementis	2.00
C	Red 27 Lake	Sensient Technologies	2.90
	Blue 1 Lake	Sensient Technologies	0.10
	Mica, Titanium Dioxide (KTZ Fine White)	Kobo Products	2.00
D	Caprylhydroxamic Acid, Caprylyl Glycol, Glycerin (Spectrastat)		0.50
	Flavor (Vanilla Coconut Milk Flavor)	Inolex	0.50

‘HYDRATING LIP CREAM’

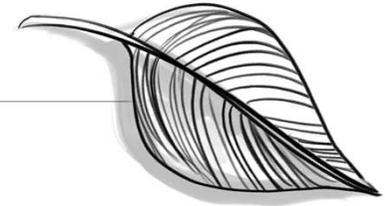
This lip colour delivers a luxurious satin rich colour to the lips, while enhancing the hydration effects.

Meadowestolide® provides moisturising benefits and a luxurious feel.

Bentone Gel® VS-5 V gives stable thixotropic viscosity control, while suspending the pigments and enabling controlled alignment of special effect pigments.

Phase	Ingredient	Supplier	%w/w
A	C14-22 Alkane (Lilac)	Sonneborn	20.00
	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer (Caresil CX G-1104)	Nusil	16.00
	Cyclopentasiloxane (and) Distearidimonium Hectorite (and) Alcohol (BENTONE GEL® VS-5 V)	Elementis	15.00
	Dimethicone (KF-96A-6cs)	Shin Etsu	10.25
	Tricaprylin (Dermafeel MCT)	Evonik	10.00
	Hydrogenated Polycyclopentadiene (and) Polyethylene (and) Copemicia Cerifera (Carnauba) Wax (and) Tocopherol (Koboguard HRPC)	Kobo	7.00
	Iron Oxides (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium Hectorite (and) Polyhydroxystearic Acid (and) Propylene Carbonate (INBP50R33A)	Kobo	4.00
	Nylon-12 (SP-10)	Kobo	4.00
	Meadowfoam Estolide (MEADOWESTOLIDE®)	Elementis	3.00
	Red 33 Lake (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium Hectorite (and) Polyhydroxystearic Acid (and) Propylene Carbonate (INBP50R33A)	Kobo	3.00
	Polyethylene (and) Microcrystalline Wax (PM Wax 82)	Kobo	2.75
	Ozokerite Wax		2.50
	Cera Alba (Yellow Beeswax)	Stahl & Pitsch	1.75
	Caprylyl Glycol (and) Caprylhydroxamic Acid (and) Glycerin (Spectrastat)	Inolex	0.75

INGREDIENT FOCUS



Waxes from Koster Keunen for gloss, structure & more:

Gloss: Kesterwax K82D

Skin-feel: Kesterwax K30G

Plasticity: Kesterwax K82P

Gelling: Sunflower wax

Pay-off: Candelilla wax

Structure: Permulgin 3233



4. BROWS & LASHES

'Virgin' brows

Invisible brows

Thick & healthy brows & lashes



BROWS & LASHES

OUT

Insta-brows

Using multiple products to create the perfect brow

IN

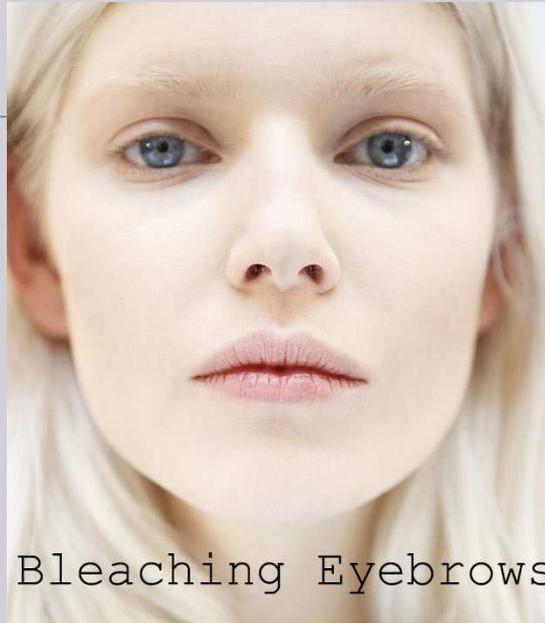
'Virgin' brows

Thick & healthy but less groomed

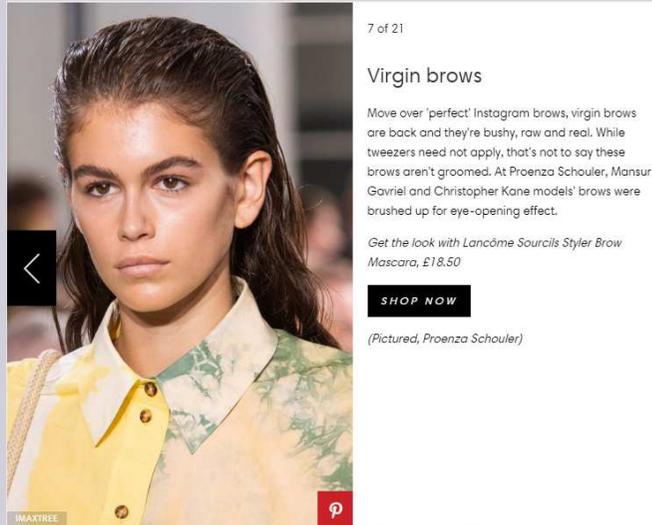
Invisible brows!

Colourful mascara

No mascara



Bleaching Eyebrows

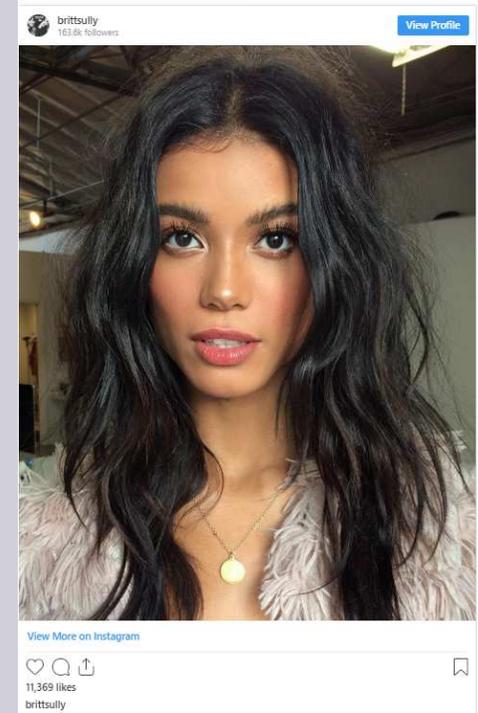


'AS NATURE INTENDED'

The natural look is coming back, with a strong '80's influence.

HOW TO GET THE LOOK:

1. Step away from the tweezers!
2. Apply brow growth serum daily to encourage the hair's natural renewal cycle.
3. Outline the brow lightly with eyebrow pencil in your natural colour, and fill in sparse areas with small hair-like flicks.
4. Blend gently with a brush to create a soft, natural look.

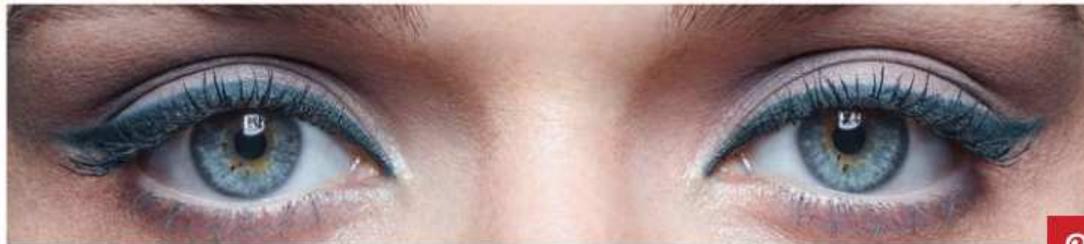


COLOURFUL MASCARA

It's all or nothing!

Premium and high street brands are offering new colourful options in pastels, neons and metallics.

Alternatively, try the no-mascara trend.



CHANEL

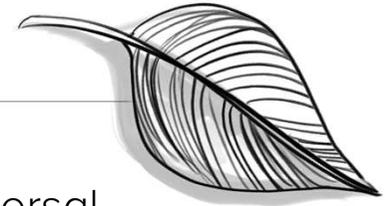


Chanel wants you to wear coloured mascara this season

Here's how to wear the trend with sophistication



INGREDIENT FOCUS



The **Bentone Gel®** range from Elementis are excellent for pigment suspension and dispersal, whilst improving viscosity, body and spreadability.

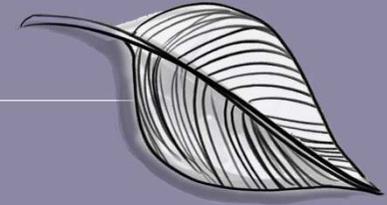
RiceTein NPNF™ from TRI-K is proven to increase hair volume for haircare, brow & lash products.

Capalgin® from Exsymol is a highly substantiated anti hair-loss active from Exsymol which delays hair loss and stimulates hair growth – suitable for brow & lash products.

Koster Keunen's **Sunflower Wax** and **Rice Bran Wax** provide gelling, thickening and structuring properties to your mascara formulations



'LASH GROWTH MASCARA'



TRI-K's Phytovie™ Defense is a proven film-former with excellent waterproofing properties for mascara formulations.

Capalgin® from Exsymol stimulates hair growth.

Lash Growth Mascara			
Phase	Trade Name	INCI	%
A	Water	Aqua	52.75%
	BENTONE® LT	Hectorite (and) Hydroxyethylcellulose	0.75%
	FANCORSIL® LIM-1	Dimethicone PEG-8 Meadowfoamate	3.00%
	Phytovie Defense		7.00%
B	Capalgin		1.00%
	Euxyl PE9010		1.00%
	FANCOL® POLYISO® 275-CG	Hydrogenated Polyisobutene	2.00%
	Carnuba Wax		5.00%
	Colourspheres WL40 Black HL		6.00%
	Beeswax		5.00%
	C	Glyceryl Stearate	
Petrolatum			4.00%
Candelilla Wax			3.00%
Stearic Acid			2.00%
Polysorbate 20			2.50%
			100.00%



5. EYES

All that sparkles
Neon pop
'Floating eyeliner'

EYESHADOW & LINER TRENDS

OUT

Glitter

Nude tones

Conventional / subtle eyeliner

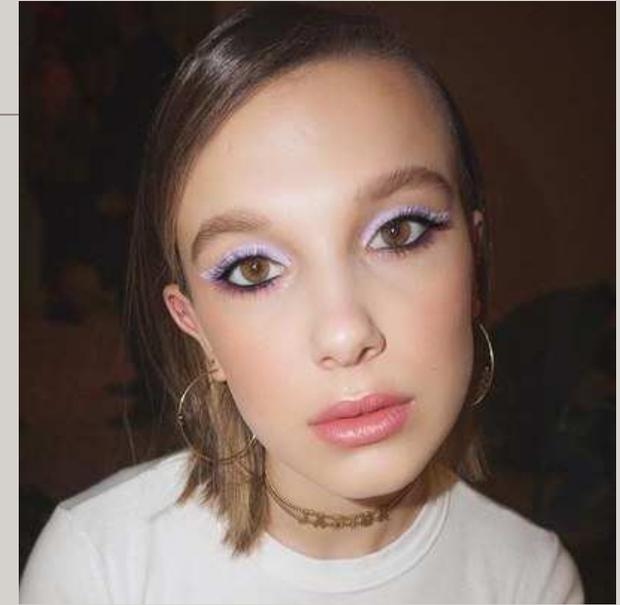


IN

Shimmers & metallics

Neon & colour pop eyeliner

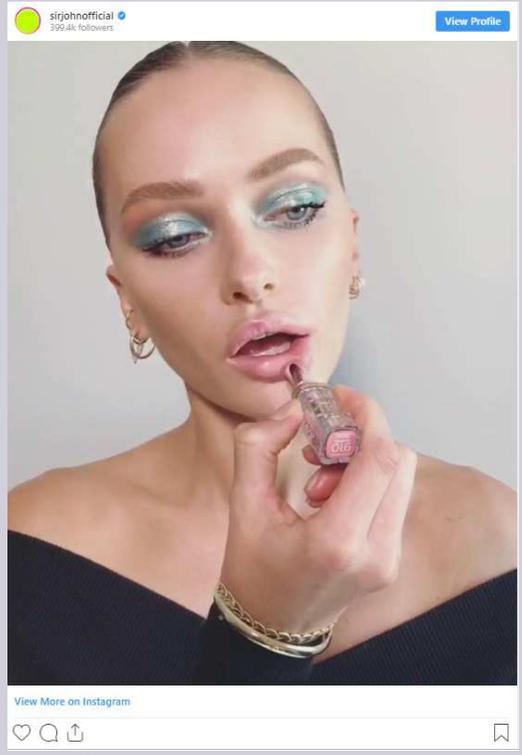
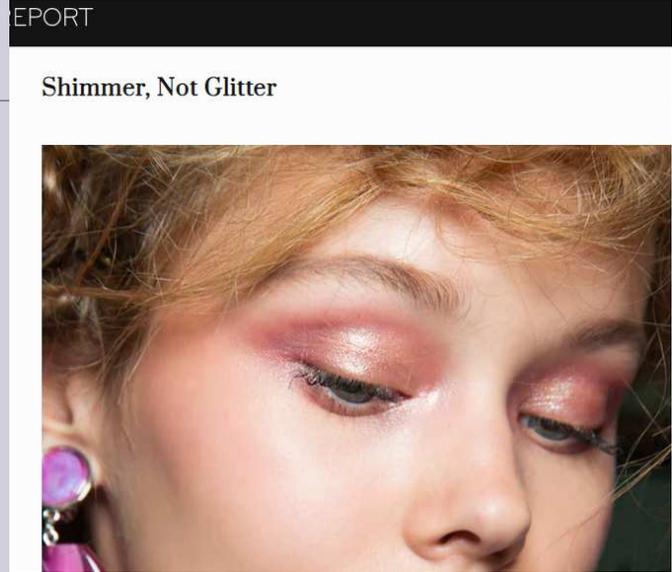
'Floating crease' eyeliner



SHIMMER & METALLICS

Silky shimmers replace garish glitters.

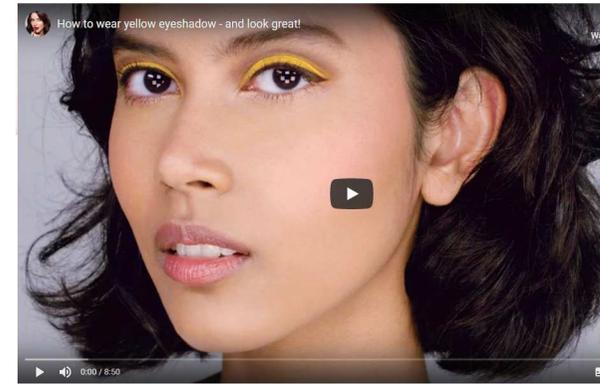
Metallics are a key trend for both eyeshadows and eyeliners.



NEON & COLOUR POP EYELINER



Neon eyeshadows and eyeliners add a pop of colour, or more than one colour to create real drama!



How to wear yellow eyeshadow - and look great!

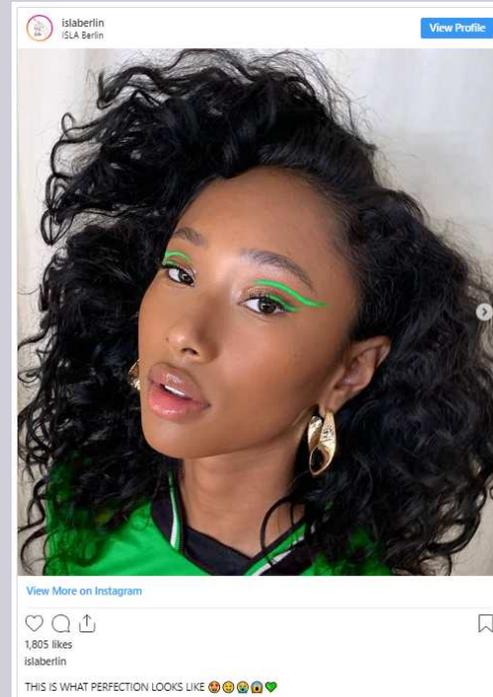
'FLOATING CREASE' EYELINER

This look dates back to the 60's, but is popular again with a modern twist – using neons and other bold colours, with or without bold eyeshadow.

It featured on last year's catwalk and is now becoming more mainstream.



Unconventional Eyeliner



'VIBRANT VIOLET EYELINER'

The presence of Bentone Gel® VS1 V in this shocking purple eyeliner gives a fresh appearance throughout the day for comfortable long wear. Its thermostable property also makes this liner suitable for use all year round and in varying climates.

Bentone Gel® VS1 V gives thixotropic viscosity control, while suspending the pigments and enabling controlled alignment of special effect pigments.



Phase	Ingredient	Supplier	%w/w
A	Trisiloxane (and) Disteardimonium Hectorite (and) Triethyl Citrate (BENTONE GEL® VS1 V)	Elementis	25.00
	Isododecane		20.00
	Ozokerite Wax (996P Ozokerite wax)	Strahl and Pitsch	11.20
	Hydrogenated Polyisobutene (FANCOL® POLYISO® 450-CG)	Elementis	8.00
	Hydrogenated Polycyclopentadiene (and) Polyethylene (and) Copernicia Cerifera (Carnauba) Wax (and) Tocoperol (Koboguard HRPC)	Kobo	8.00
	Polyethylene (and) Microcrystalline Wax (PM Wax 82)	Kobo	3.00
	Caprylyl Glycol (and) Caprylhydroxamic Acid (and) Glycerin (Spectrastat)	Inolex	0.50
B	Ultramarines (and) Triethoxycaprylylsilane (BUV CG-11S2)	Kobo	20.00
	Mica (Kobomix S-25)	Kobo	1.30
	Talc (MONDANA® 8HT)	Elementis	3.00



THANK YOU!

personalcare@alfa-chemicals.co.uk

01344 397755

