

to achieve this natural adaptogen ingredient known for its wellness and well-aging benefits for scalp and hair, based on a rasayana (rejuvenator) ingredient: amla.”

Positive Aging Mindset

Pauline Martin, operational marketing and communications manager, Givaudan Active Beauty, says, “After all, one way or another, consumers will see wrinkles and other signs of aging appear on their body and face. But they don’t want to be tagged by a negative vision of aging, they now prefer a positive way to see it, the well-aging trend. Well-aging is the trend that will make consumers stop having a bad emotion as soon as a white hair or wrinkles appear. They still want to treat them, but they are not anymore afraid of having them. What is the consumer’s leitmotif? How to be the best version of myself, simply by taking care of [my] hair and skin in a sustainable and holistic approach.”

Martin says Givaudan’s recent launch Zanthalene “is a scalable natural active ingredient crafted by green fractionation with Botox-like efficacy and skin sensitivity modulation benefits. Created from *Zanthoxylum bungeanum*, commonly known as Sichuan pepper, Zanthalene is a cosmetic ingredient derived from spice and able to act on neuromuscular communication within the skin structure, providing well-aging effects and soothing benefits depending on its concentration in formulas. This ingredient will provide all the well-aging benefits to consumers who want to treat signs of aging without using invasive treatments.”

In addition, says Martin, Chronoglow “is an active ingredient crafted by green fractionation and empowered by artificial intelligence (AI) able to mimic botanical epigenetic mechanisms for skin care benefits. Created from *Haberlea rhodopensis* also known as the resurrection plant, Chronoglow is a natural cure for the skin, able to reverse the effects of aging and



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improve its radiance. *Haberlea rhodopensis* is an ice age plant that has survived extreme climate conditions thanks to its unique epigenetic mechanisms of cellular survival. We are now able to mimic and reproduce what the plant does in its own cells in the skin. Chronoglow is therefore a 100% natural and sustainable powerful botanical ingredient, with exclusive benefits of well-aging and radiance.”

Christine Meier, digital marketing manager, Mibelle Group Biochemistry, says, “We see a shift to a more positive approach of aging in general. Instead of anti-aging, a healthy-looking skin is becoming a more important consumer expectation. The focus is on comfort and ‘feeling good’ in one’s skin instead of miraculously reducing wrinkles. Brands who address the customer in this way and create coherent concepts are more likely to succeed in the future.”

Cosmeceutical Products At Home

Douglas Jones, global sales and marketing manager, BioCell Technology, says, “The biggest trend that we have seen is the explosion of

‘beauty from within’ products. With [the] ongoing pandemic, consumers are seeking ‘beauty from within’ or cosmeceutical products to use at home. We have seen an acceleration of products that are using BioCell Collagen as a primary ingredient in the last 16 months. With consumers working from home and on camera constantly, consumers are looking for products that use ingredients that can minimize facial fine lines and wrinkles, as well as improving overall skin appearance.”

Jones continues, “We recommend our dietary ingredient BioCell Collagen. According to 12-week human clinical studies, daily supplementation with only one gram of BioCell Collagen reduces facial lines, wrinkles, crow’s feet and dryness while improving skin elasticity and boosting collagen and hyaluronic acid.”

Rahul Shukla, business development manager—Ayurvedaceuticals and herbaceuticals, International Cosmetics Centre, A/S Denmark, says, “In the last few months, consumers are exploring traditional natural medicines and ingredients more often than earlier. One reason is the lack of regular beauty products availability due to supply

disruptions and another is availability of time. Traditional recipes had lost their charm in recent years as they were considered time consuming and tedious, though most of the traditional recipes are safe and effective. With ICSC's expertise and Ayurveda-based philosophy, we are offering several products with traditional ayurveda heritage for formulators like amla oil, turmeric oil, saffron oil, neem oil without odor, black cumin seed oil. These ingredients have been used safely for thousands of years in ayurvedic formulations. At ICSC, these products are processed through advanced technology with enhanced stability for extended shelf life and are readily available to be used in do-it-yourself recipes or sophisticated anti-aging cosmetics formulations."

Balaguer adds, "Reinforcing the skin barrier, creating a 'second skin' with protective formulations, the skin as a shield against all these negative aging accelerators is also very trendy. The fight against not only UV radiation, pollution and blue light, but now also the lack of vitamin D because of the lockdowns. It is still time now that the brands have properly educated the consumers about the microbiome, to include prebiotics and probiotics in the youth equation, as it has been proven that the composition of our microbiome evolves as we age."

Nutricosmetics

Djurich says, "I also see a greater connection between beauty from within and cosmetic formulations. The connection between nutrition and beauty is only increasing, and nutricosmetics is a category only getting stronger. BCR has taken the leap on nutrition and cosmetics and combined this with our Bio-Hacked BCR fermentation technology."

Djurich continues, "Bio-Hacked BCR is one of two sustainable and eco-friendly technologies at BCR that take plant-based ingredients to a whole new level. This technology combines prebiotic superfoods and botanicals

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—Lee Reuveni, Jojoba Desert

with probiotic strains, and the output is a nutrient dense broth of beneficial postbiotic actives. DermaSpring IQ, for example, harnesses the active components of cherry blossom, chocolate vine and yumberry through bio-hacked fermentation, and it has been clinically shown to improve the appearance of fine lines and wrinkles, elasticity and firmness, protect against photodamage, improve skin hydration, even skin tone, reduce redness and has an immediate effect on texture."

Sustainability

"Today, anti-aging is a sector of the cosmetics industry that applies for both women and men, for all ages, asking the consumers to care for their skin from the physiological and environmental exposures that affect the skin condition over time," says Lee Reuveni, CEO, Jojoba Desert. "The main trends leading these sectors and continuing to show constant growth are sustainability, social and environmental activeness and clean cosmetics. Other concepts that became trendy through anti-aging products for skin and hair care have arisen during the COVID period, and provide a holistic approach promoting healthy living, better skin appearance, and personal care, increasing the demand of the consumers for products that provide profound nourishment, relief

of irritated skin as well as hygiene protection products."

Reuveni continues, "JD aligns with the concepts of well-established trends with its new natural active fiber, JD Hydro Boost. For skin and hair care manufacturers, who are looking for a natural anti-aging ingredient, JD Hydro Boost provides a deep moisturization effect, aiding in the repair of skin cells, reduction of wrinkles and balancing the skin microbiome. JD Hydro Boost is a natural 'biome-friendly' polysaccharide, an innovative edible fiber, sourced from sugar cane for maximum robustness and consistency, featuring unique anti-aging properties. This ingredient is perfect for leave-on applications [including] face/body creams, gels, masks, ampoules, patches, as well as rinse-off solutions, including dry scalp shampoos and other moisturizing body washes."

Bianca McCarthy, Ph.D., global marketing manager, active ingredients, Lubrizol Life Science, says, "The Foresee Lab, within Lubrizol Life Science Beauty, is spotting how consumers celebrate their individuality, express their identity, and seek out ways to bring out their natural glow. We like to call this the glowstomization trend, where consumers are looking for solutions to transform dull skin to fresh, radiant, and dewy skin that looks natural and glowing with health. This can be seen through the increase in