

B.KOLORMAKEUP & SKINCARE S.p.a.

MATTIFIX Over and Under Liquid Powder

Cosmecca Korea Co., Ltd

Micro Hy Balance Glow Cushion

Meiyume (Hong Kong) Ltd

Replenish Liquid Glow Bronzing Serum

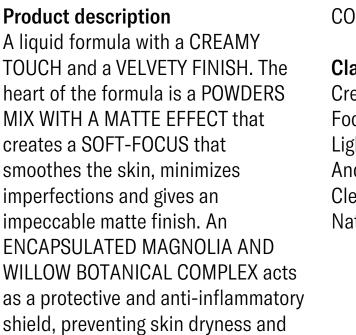
Tair Jiuh Enterprise Co Ltd

Multi-Sensorial Glimmer Clean Highlighter

Winner

B.KOLORMAKEUP & SKINCARE S.p.a.

MATTIFIX Over and Under Liquid Powder



B.KOLORMAKEUP & SKINCARE

MATTIFIX Over and Under Liquid

A liquid formula with a CREAMY

MIX WITH A MATTE EFFECT that

creates a SOFT-FOCUS that

imperfections and gives an

impeccable matte finish. An

color of MATTIFIX blends

ENCAPSULATED MAGNOLIA AND

counteracting premature aging. The

harmoniously with your skin thanks

smoothes the skin, minimizes

Product description

S.p.a.

Powder

to the PIGMENTS COATED WITH POLYSACCHARIDE that guarantee a uniform application and a LOW

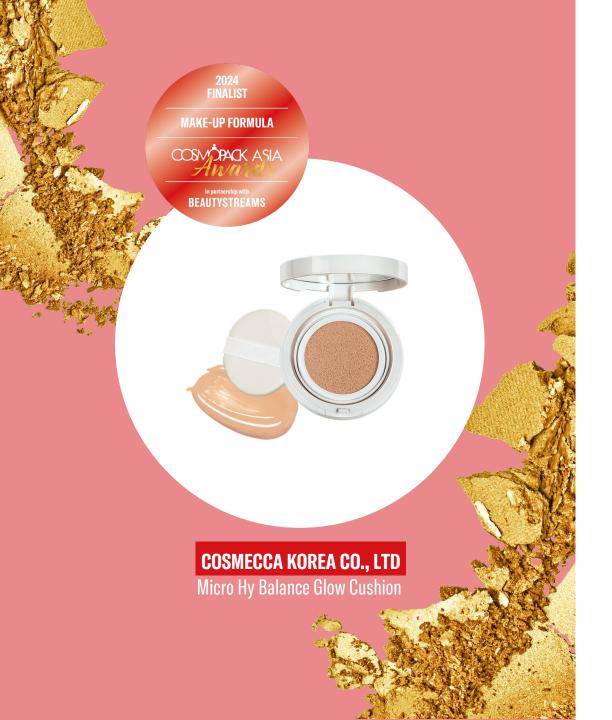
COVERAGE, allowing your natural beauty to shine through a LIGHT

COLOR VEIL.

Claims & Benefits

Creamy Touch - Velvety Finish - Soft Focus Effect - Dual-use -Lightweight Sensoriality – Purifying And Anti-inflammatory Actives -Clean* - Vegan Friendly* - 96% Natural Origin Ingredients.





Cosmecca Korea Co., Ltd Micro Hy Balance Glow Cushion

Product description

The Micro Hy Balance Glow Cushion redefines beauty innovation with its unique 3-step ZIP technology, which compresses moisture, coverage, and radiance into one powerful cushion. Utilizing Aqua Zip Technology, it releases hydration upon application, ensuring a dewy, long-lasting glow. The formula's lightweight, breathable texture enhances the skin's moisture. while its cooling effect offers a luxurious, refreshing experience. Clinically proven to maintain makeup retention and improve skin radiance, this cushion is designed for all skin types, making it a versatile and musthave beauty essential.

Claims & Benefits

3-Step ZIP Cushion: Moisture compression, coverage lock, and release for long-lasting hydration and glow. Dual-compression Aqua Zip Technology: Provides intense hydration and natural radiance without greasiness. Proven Efficacy: Clinically proven 99.31% makeup retention after 6 hours and 13.5% improvement in radiance. Cooling Effect: Instantly cools the skin for a refreshed, radiant look. Core Ingredient: Aqua Golding Powder enhances moisture retention, perfect for hot or dry environments.



Meiyume (Hong Kong) Ltd Replenish Liquid Glow Bronzing Serum

Product description

Replenish and optimize your skin with this transformative formula that delivers a sun-kissed radiance while deeply nourishing your complexion. This serum boosts melanin production and enhances well-being with plant-derived 7-Dehydrocholesterol, which converts to Vitamin D for improved skin protection. Mimicking the benefits of sunlight without UV exposure, it's versatile enough to be worn alone or blended with makeup, providing a natural, year-round glow that elevates your skin's beauty.

Claims & Benefits

- Boosts protective melanin and wellbeing molecules - Gives skin a healthy glow - Improves skin hydration - Contains vitamin D3 precursor - Buildable coverage -Gives a bronzed appearance.



Make-up Formula

Finalist

Tair Jiuh Enterprise Co Ltd

Multi-Sensorial Glimmer Clean Highlighter

Product description

This bouncy and fluffy highlighter consists of 81% of upcycled organic apple pomace, natural minerals, and cosmos-certified oils from a freshwater algae and Resurrection Plant. This replaces petroleum-based acrylic (PMMA), nylon, and silicon, which make the traditional mochi bouncy. This delicate natural composition activates the skin's bitter taste receptors to fight aging, fragrance receptors to increase alpha brain waves, and shield against blue light; and triggers visual and tactile joy. It is produced at room temperature by the liquid powder process, unlike mochi that requires 70 degrees celsius. This process makes embossing possible, which could not be done on mochi.

Claims & Benefits

More ingredients from natural origins instead of the petroleum origin makes the highlighter less irritating and lower carbon footprint. More powder ingredients and less oily silicon make the formula feel fresher and less sticky, glides better, blends better and more evenly. Topography analysis shows that using apple pomace to replace PMMA reduces skin roughness by 42%, fine lines by 28%, redness by 29% compared with mochi. Benefits of the several sensory stimulations: Fight cellular aging Induce calm mood Shield against blue light photo-aging Visual fun thanks to changing lights with changing finger pressure Stress-relief thanks to a unique bouncy touch.



Cosmecca Korea Co., Ltd

The Pearless Radiant Boosting Serum

IMINE CO., LTD.

Glu-Lagen Slim Fit Hydrogel Mask

Lessonia

Vitamin C Peeling Mask in Tablet Form – 100% Stable

Nowcos co.,Ltd

Cool Calming Capsule Gel Cream

Winner

Cosmecca Korea Co., Ltd

The Pearless Radiant Boosting Serum

Product description The Pearless Radiant Boosting Serum is a pioneering skincare formula that achieves a luminous, pearlescent glow without the use of traditional pearls or synthetic agents like titanium dioxide (TiO2) or mica. Instead, it leverages the power of plant-derived, EWG Green-certified fatty acids to deliver a natural radiance. Through advanced solubilization technology, this serum offers unmatched versatility, seamlessly absorbing into the skin to enhance its natural glow. Costeffective and eco-friendly, the serum uses third-generation pearlescent technology, where the random

Cosmecca Korea Co., Ltd

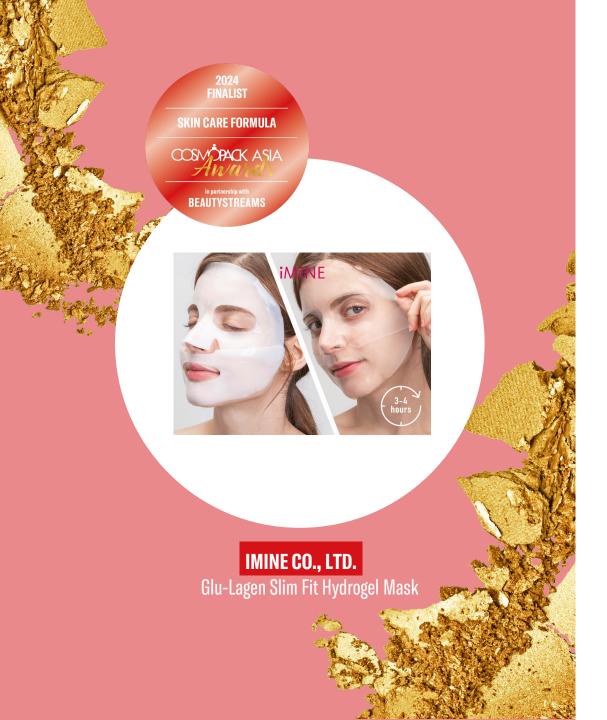
The Pearless Radiant Boosting Serum

crystallization of fatty acids reflects light, creating a sustainable and radiant effect.

Claims & Benefits

Pearl-Free Radiance: Achieves a powerful pearlescent glow without using synthetic or traditional pearls. Natural Ingredients: Uses only plantderived, EWG Green-certified fatty acids to reflect light. Solubilization Technology: Applicable to any formula, fully absorbing into the skin for a smooth, radiant finish. Cost-Effective: More affordable than traditional pearl agents like TiO2 or mica, offering a budget-friendly option. Eco-Friendly: Free from harmful ingredients, supporting environmentally conscious beauty.





IMINE CO., LTD.

Glu-Lagen Slim Fit Hydrogel Mask

Product description

The color change hydrogel that has been shown a lot in the K-beauty market recently. But this features a 30% thinner than others even it does not tear easily. Specially designed to improve adherence and ensure a comfortable wearing experience without sagging. It is curved to perfectly conform to the contours of face shape. As the essence is absorbed, it undergoes a visual transformation, thinning and clearing rapidly as the active ingredients penetrate deeply into the skin. It is nominated on the award of Makeup in NY 2024.

Claims & Benefits

The hydrogel mask features a 30% thinner formulation, specially designed to improve adherence and ensure a comfortable wearing experience without sagging. Even

it is faster than other products, it does not tear easily and has higher adhesion. And consumer can see the changed color from white to transparent faster. So that consumer can realize all the nutried ingredients are absorbed into their skin. Its design is slightly short of the hairline to maintain a secure fit on the skin, and it is curved to perfectly conform to the contours of the nose and cheeks. As the essence is absorbed, the gel mask undergoes a visual transformation, thinning and clearing rapidly as the active ingredients penetrate deeply into the skin.



Vitamin C Peeling Mask in Tablet Form - 100% Stable

Product description

Discover our Vitamin C Radiance-Boosting Peeling Mask, an innovative skincare solution. In waterless tablet form, this mask guarantees the stability of Vitamin C while offering a gentle enzymatic exfoliation through a fruit complex. In just a few minutes, the skin is smoothed, purified, and radiant.

Claims & Benefits

• Radiance Booster: Brightens the complexion and revitalizes the skin. • Natural Enzymatic Exfoliation: Removes dead skin cells without irritation. • 1 Tablet = 1 Dose:

Precision and ease of use. • Waterless Format: Ensures Vitamin C stability. • Highly Concentrated Vitamin C: 10% of the formula.

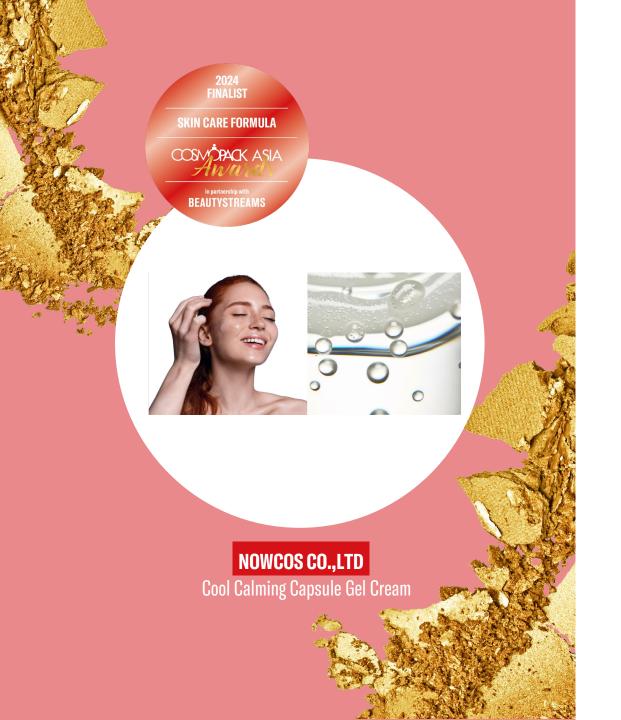


nor irritative 2) Water Charging &

Locking Outer gel fills the skin with

Claims & Benefits

*NOWCOS's EXCLUSIVE
CAPSULATION TECHNOLOGY * It
relieves the skin's heat stimulation
by activating TRPM8, an ion channel
that generates cool sensation and
lower the temperature of skin
COOLING & Healing Complex; helps
to recover of skin damage from UV
rays - Vegan available formula - EWG
Green availble(0-2) - Whitening Wrinkle care - Cooling.



Nowcos co.,Ltd Cool Calming Capsule Gel Cream

Product description

Cooling & refreshment without irritation provides gentle soothing -Soothe the heated skin and care to become full of moisturized -Moisture recharging gel cream which absorbs refreshingly without stickiness and recovers the skin from heat stress! - Translucent capsule contained transparent gel cream 1) Cooling Agent - Contains mild cooling agent; erythritol without a strong odor and has a cooling feeling which is not irritative but refreshing! - A sugar alcohol; Erythritol attracts moisture around and boost up hydration! * Texture : STRESSLESS formula, not uncomfortable to skin



Cosmei srl

Square Case

CTKCLIP

Eco Slide Jar

KR Co., Ltd.

3'rd Residual Free Stick

MYC Packaging Innovation Co Ltd

Hybrid 2in1 Dropper

Winner

CTKCLIP

Eco Slide Jar



in partnership with
BEAUTYSTREAMS



COSMEI SRL

Square Case

Claims & Benefits

MONO MATERIAL: 100%PP Sustainable packaging Watertight.

Cosmei srl

Square Case

Product description

This mono-material case is crafted in 100% PP, fashioned with a "smart twist" opening system. Thanks to an inner PE label within the vessel, the case is watertight, making its design suited to creamy poured textures and pressed powders alike. It can hold color cosmetic formulas, skin care, and hybrid textures. The packaging is Ecocert-certified and can be made in PCR materials upon request.

2024 WINNER **PACKAGING DESIGN & MATERIALS** COSMÓPACK ASIA Awards **BEAUTYSTREAMS**

CTKCLIP

Eco Slide Jar

CTKCLIP

Eco Slide Jar

Product description

The Eco-Slide Cream Jar is an ecofriendly product that reduces plastic usage by 40-50% and is made from 100% PET material, making it easy to recycle. It offers user-customizable design options, including a sliding refill mechanism, an integrated applicator, and various set configurations.

Claims & Benefits

Eco-Friendly: Reduces plastic usage by 40-50% compared to existing products and is made from 100% PET, making it easy to recycle.
 User Convenience: Allows for easy refilling with a sliding mechanism.

Customizable Configuration: Sets can be tailored to meet individual user needs. 4. Application Tool: A tool that can be stored within the cap provides professional care at home. 5. These features enhance user convenience while protecting the environment.

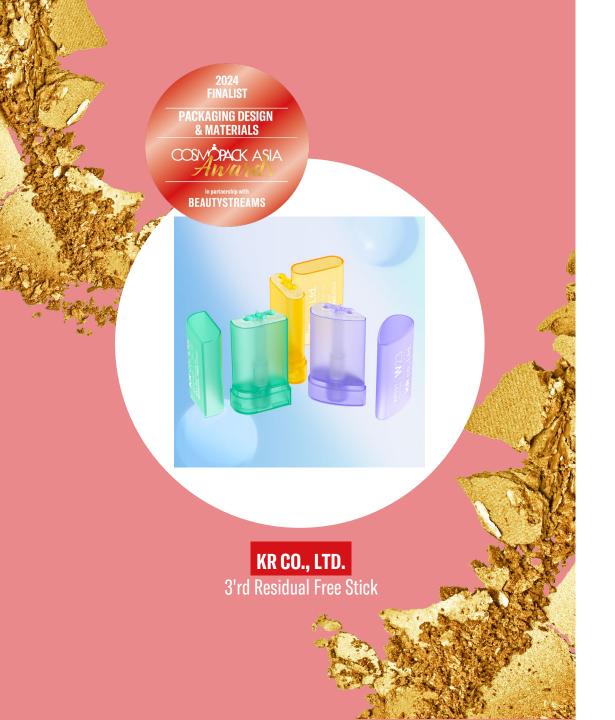
KR Co., Ltd.3'rd Residual Free Stick

Product description

The third-generation version of KR Co. Ltd.'s Residual Free Stick allows the last remaining amount of product in a stick to be used up, without any waste. The stick is constructed with a strong internal lifting core, which holds the product up until its final traces, allowing consumers to use the last remaining amount. The single-material container, which can also be made in PCR materials, can then be recycled with no remaining product in the stick, so it is easier for recycling plants to process.

Claims & Benefits

This is the world's first patented



technology product that can use the last remaining amount through the user's applying force while the internal lifting function holds the contents and prevents the contents from falling off.

MYC Packaging Innovation Co Ltd Hybrid 2in1 Dropper

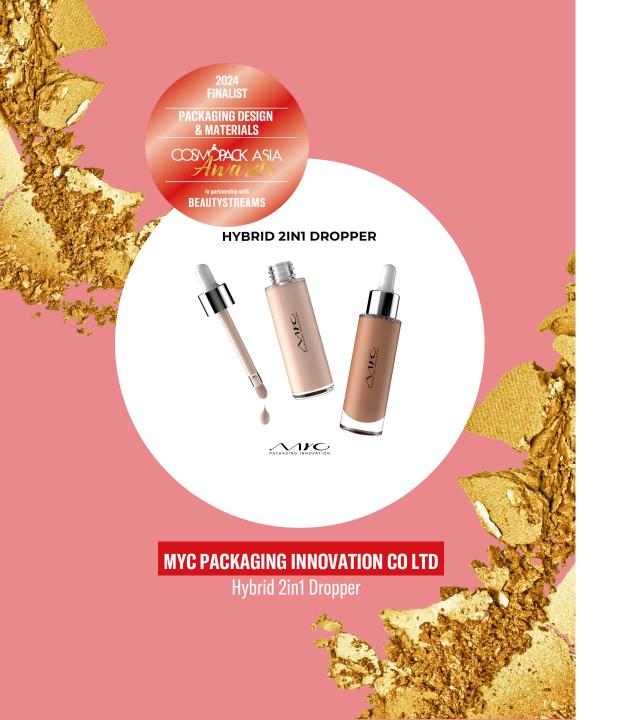
Product description

Life today is hybrid and on-the-go, making indulgent make-up 'moments' all the more desirable. MYC's Hybrid 2IN1 Droppers elevate regular teat droppers with an innovative, patented design that is both functional and transformative. Use the dropper to deliver the perfect amount of product without any waste, then brush the sponge onto the skin in sensual strokes – a ritual that makes blending easier and leaves a natural, glowy finish.

Claims & Benefits

A gentle squeeze of the teat delivers a microdose of the product via the

pipette to the sponge tip, which is then brushed onto the skin in strokes - making blending easier and leaving a professional, pearly-soft finish. In alignment with consumer trends, integrating the applicator directly into the packaging offers ease of use and a hassle-free approach that saves on precious time. The product can be applied both at home and onthe-go, and its compact design offers unmatched convenience.



Ausmetics Daily Chemicals (Guangzhou) Co

Ltd

100% Natural Origin Sunscreen Shield

Avant Proteins Pte. Ltd.

Zellulin® BioPlatform

BEAUNION COLOURS CO., LTD.

Jelly Spray Sunscreen SPF50+ ****

Tekho Marine Biotech Co., Ltd.

【TPF 2.0 Version】 Totipotent Prostembryona

Factor® lyophilized powder ampoule

Winner

Tekho Marine Biotech Co., Ltd.

[TPF 2.0 Version] Totipotent Prostembryona

Factor® lyophilized powder ampoule



Ausmetics Daily Chemicals (Guangzhou) Co Ltd 100% Natural Origin Sunscreen Shield

Product description

Ausmetics introduces the **100% Natural Origin Sunscreen**, formulated entirely from plant-based, biodegradable ingredients. Offering SPF 30+ protection with PA+++, this sunscreen formulated with high-performance ingredients like non-nano zinc oxide sourced from KOBO in the U.S., calophyllum inophyllum seed oil from Sethic in France, and a BASF emulsifier. It's designed to protect and heal while respecting sensitive skin and the environment.

Claims & Benefits

- **Natural Protection**: 100% physical sunscreen formula offering SPF 30+ PA+++. - **Premium Global Ingredients**: Non-nano Zinc oxide from KOBO (U.S.) provides advanced sun defense. calophyllum inophyllum seed oil from Sethic (France) delivers powerful hydration and antioxidant benefits, while BASF's cutting-edge emulsifier ensures smooth application and lasting skin comfort. - **Environmental Sustainability**: Biodegradable, eco-friendly ingredients, and packaging minimize ecological impact. - **Perfect for Sensitive Skin**: Gentle, natural, and non-irritating.

Innovative Technology

Finalist

Avant Proteins Pte. Ltd.

Zellulin® BioPlatform

Product description

ZelluGEN™ is an ECM-targeted regenerative complex containing signaling peptides to give instructions within the skin to produce a firmer, smoother, more elastic skin texture. Zellulin® Bioplatform is a genre-defining technology that revolutionizes how we produce peptides. There are four traditional methods for peptide production: chemical extraction, conditioned medium, synthetic, and precision fermentation. The first two use animal-sourced raw materials and are not traceable or sustainable. The latter two. chemically defined, only yield one molecule per production. With our patented biotechnology, we can produce cell-identical multiple peptides, the same concoction a cell produces for its functioning sustainably, traceably, and marine-friendly.

Claims & Benefits

In a single-blind, placebo-controlled efficacy study performed on 60 subjects using an eye cream containing 1% Zellulin® ZelluGEN active, applied twice daily, there are statistically significant benefits measured in the skin conditions of product users vis-a-vis placebo users: (a) moisturizing efficacy – 3x skin hydration better than placebo; (b) improve skin barrier function – 5x skin transepidermal water loss less than placebo; (c) improve skin elasticity - 3x elasticity increase better than placebo; (d) increase skin firmness –2x skin tightness increase better than placebo; and (e) increase dermal intensity - 2x collagen density increase better than placebo. (f) With 96.6% satisfied with the efficacy of the product.

Innovative Technology

Finalist

BEAUNION COLOURS CO., LTD.

Jelly Spray Sunscreen SPF50+ ****

Product description

This SPF 50+ **** sunscreen is formulated with an 85% water concentration, without alcohol, and captured in a non-aerosol bottle. This formulation and delivery system minimizes skin irritation and the risk of inhalation during use. The sunscreen is formulated with "jelly tech," which provides stability in the bottle, and then transforms into water drops when sprayed on and rubbed into the skin. The result is a non-sticky, invisible film of sun protection, with the milky texture becoming transparent when it's applied to the skin. Also among the formulation's ingredients are lecithin and Laminaria ochroleuca extract, which soothe and moisturize. The formula is non-greasy and can be used as a primer under make-up and has EWG Green certification.

Claims & Benefits

- Oil-free sunscreen spray. - Non-greasy, Non-sticky. - Lightweight. - Cooling and refreshing on application. - Milky look to transparent when swipe on skin. - Alcohol free, and solvent free.



Product description

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Claims & Benefits

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Meiyume (Hong Kong) Ltd

Paper Pot with Molded Pulp

MYC Packaging Innovation Co Ltd

Essential Mirror

Tair Jiuh Enterprise Co Ltd

Double Sphere Multi-Use Plant-Based Color

Makeup Stick

Zhongshan Sinno Cosmetic Co Ltd

Lip Scrub with Upcycled Coffee Grounds

Winner

Tair Jiuh Enterprise Co Ltd

Double Sphere Multi-Use Plant-Based

Color Makeup Stick

Sustainability

Finalist

Meiyume (Hong Kong) Ltd Paper Pot with Molded Pulp

Product description

Crafted from molded pulp composed of a bamboo and bagasse mix - with a paper drum shell, this jar is entirely biodegradable. In addition, the material is constructed using waterproof additives and lamination, so that formulations can be directly filled into the packaging, without the need to add additional barriers. This means the product can both stand as practical packaging while being biodegradable and eco-friendly. The jar is also designed with surface and edge protection to enhance durability, to meet both functional and aesthetic standards. At the end of its life, the jar will decompose

naturally, minimizing its environmental impact.

Claims & Benefits

The entire packaging is naturally biodegradable.

Sustainability

Finalist

MYC Packaging Innovation Co LtdEssential Mirror

Product description

MYC's new PET mirror is an exciting addition to our 'Essential' line of 100% PET products. By incorporating a PET mirror into existing PET packaging, the entire product becomes 100% recycle-ready at endof-use. No disassembling needed. The mirror can be shaped to fit several formats - from pressed powder compacts to multi color eyeshadow palettes - or even sold as a stand-alone make-up accessory. The first MYC product to benefit from this innovation is our Essential lightweight compact. By swapping the regular glass mirror for a PET alternative, eco-conscious beauty customers can enjoy a lightweight,

elegant and truly recyclable compact.

Claims & Benefits

MYC is committed to evolving its Essential Catalogue of PET products. These designs are sleek and contemporary, and their PET components can be separated for recycling readiness when the formula is finished. However, MYC recognizes that the time spent dissembling the PET from the non-PET components is disadvantageous and diminishes the probability of the user disposing of them consciously. The MYC PET Compact + PET Mirror enables easy, 360-degree recycling. By replacing glass with PET, the entire compact can be addressed to a facility for plastic recycling and no disassembly is needed.



TAIR JIUH ENTERPRISE CO LTD

Double Sphere Multi-Use Plant-Based

Color Makeup Stick

Tair Jiuh Enterprise Co Ltd

Double Sphere Multi-Use Plant-Based Color Makeup Stick

Product description

This stick is formulated entirely with COSMOS-certified plant-based ingredients. Based on juices from 5 superfoods, which are beetroot, radish, purple yam, spirulina, and turmeric, TJ developed a rich collection of 150 shades. It is free of odor and skin irritants, unlike traditional vegetative and synthetic color sticks. The formula is lightweight, colorlasting, and transfer-proof. Its color remains stable even after a 12-hour sun test. The combination of superfood juices, plant waxes and oils, and natural antioxidants provides anti-aging and antibacterial benefits. The double-sphere geometry has a perfect angle for matching every ergonomics of using lip, eye, and cheek makeup.

Claims & Benefits

The double-sphere design ensures ergonomic application for all face curves. Its superfood juices and natural oils provide anti-aging and antibacterial care. Typical plant pigments fade fast. However, the superfood color possesses excellent anti-oxidative properties. Thus: It withstands light and heat much better, as demonstrated in a comparison test of 12hour sun and 1-month 45°C heat. It doesn't develop an unpleasant odor over time. Superfood color is as vibrant as industrial colors, even for Carmine. COSMOS-certified vitamin E from mustard seed and a plant-based UVB protector further lengthen color longevity and stability, creating a natural preservative uniquely designed for this formula.

Sustainability

Finalist

Zhongshan Sinno Cosmetic Co LtdLip Scrub with Upcycled Coffee
Grounds

Product description

Designed by Sinno FCTR lab, the Coffee Conditioning Lip Scrub gently exfoliates with repurposed coffee grounds, leaving lips feeling soft and nourished. 100% natural origin. 100% degradable packages with PLA for cap jar and recycled coffee grounds as real filler.

Claims & Benefits

1// Conditioning Lip Scrub gently exfoliates and conditions dry lip skins and creates a soft and smooth canvas for flawless lip balm application 2// Upcycled coffee grounds gently buff away dry, rough

lip skin when you scrub in a circular motion to exfoliate; rinse lip treatment after scrubbing for a natural healthy glow 3// - The exfoliating ingredient in this lip scrub comes from repurposed coffee ground with a combination of Olive Oil, Sunflower Seed Oil, Shea Butter, Jojoba Oil, hat leave lips feeling smooth & supple. 4// The jar is made with 100% degradable packages with PLA and recycled coffee grounds as real filler.