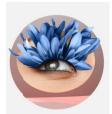


Welcome to the new normal, where product innovation is evermore indispensable. Cosmoprof Worldwide Bologna is pleased to present a new edition of the CosmoTrends Report, a collaboration with renowned global beauty trend source BEAUTYSTREAMS.

The CosmoTrends Report is an essential trend guide for the beauty industry that showcases product innovation and notable brands among the exhibitors of Cosmoprof Worldwide Bologna 2022. For this initiative, Cosmoprof invited all exhibitors to submit their latest product innovations. BEAUTYSTREAMS analyzed hundreds of online submissions and identified the most striking trends. The report that follows summarizes what is new and next, and provides a vital perspective on where beauty is headed.

# **OVERVIEW**

After the intense challenges of the past two years, the beauty industry has come cut stronger, more buoyant and resilient than ever despite a very altered landscape. We have learned - perhaps what we knew all along - that beauty is so much more than just skin deep. It has the capacity to elevate our spirits, instill harmony in our lives and create deep-seated by. As we anticipate and plan for continued acceleration of change in our post-pandemic world, beauty will accompany us as a trusted friend, sharing moments of happiness and well-being.





Eyelashes get bolder and more creative than ever



DERMA NERD

Intelligent delivery systems offer new levels of efficacy



### **BEAUTY BY NUMBERS**

Tech-celeration delivers precision-personalization



## NO TO H2O

Water-conscious formulations are a win-win for self and the planet



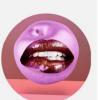


Exclusive Report Curated by BEAUTYSTREAMS



#### TRIBUTE TO **ANCESTRAL**

Reconnecting to age-old rituals and ingredients



#### SURPRISE ME, **DELIGHT ME**

Embracing sensation and pleasure of use



#### MIND BODY SOUL

Self-care incorporating holistic wellness



#### LAB-BORN **NATURALS**

Reimagining natural ingredients via science



Organiser - Bologna Fiere Cosmoprof S.P.A. Bologna



Exclusive Report Curated by BEAUTYSTREAMS

# MIND BODY SOUL

## FRAGRANCE

Optima Natura Sp. z o.o. (Poland)
N-Active Oil
Hall 16, Booth L/19b

N-Active Oil by Optima Natura is nootropic aromatherapy aimed at stimulating the senses and boosting one's mood. There are four blends: Energy, Concentration, Calmness, and Sleep. The variants feature 100% natural essential oils.

