

MARCH 2023

# The Future Of Lip



Plumping

## Deeper Penetrating Plumping

Original plumping ingredient hyaluronic acid used to rely on a low weight to better penetrate into layers of lip. New smarter technologies emerge.

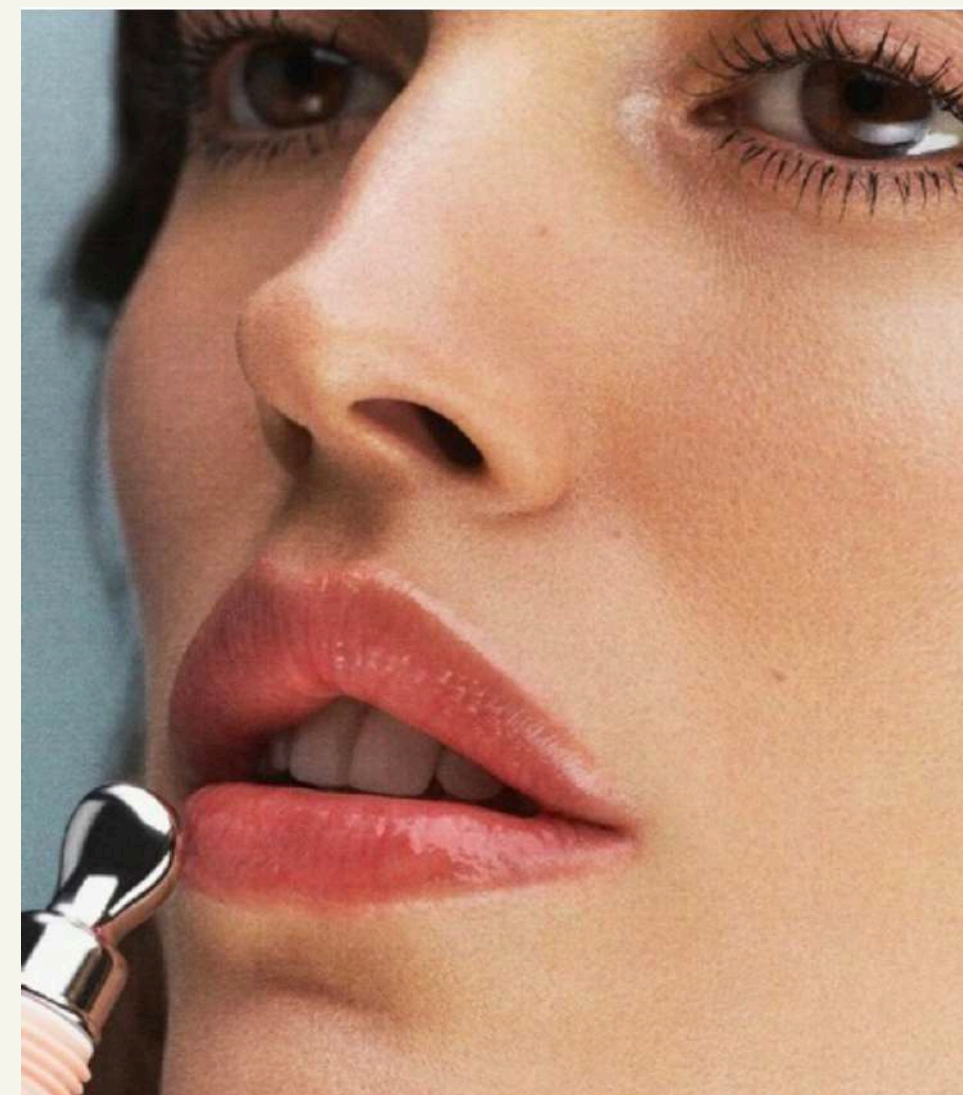
### Micro-infused For Deeper Penetration



**Droplette 17-Volt Lip Plumper Set, \$299**

- Combination of collagen, hyaluronic acid and peppermint bypasses the skin barrier when microinfused across the lips

### Dual HA: One Inner, One Outer



**U Beauty Plasma Lip Compound, May 22, £60**

- Long chain hyaluronic acid is delivered to plump 'high risk' areas of the lip from within
- Hyaluronic acid spheres layer on top of the lips to visibly volumize

### Microencapsulated High Molecular Weight HA



**Givaudan Spherulite, July 22**

- Microencapsulated high molecular weight HA goes deeper into the skin with new vectorization technology

Care

# The Four R's: Rejuvenate, Revitalize, Replenish, Retexturize

The new care criteria that must infiltrate care, matte and shine

## Rejuvenate (or Renew)

Ageing / Premature Ageing



**Colourpop Bloom On Lux Lipstick Set, £30**

- Fighting signs of ageing – fine lines and lip wrinkles – is a key claim
- New claims fight 'premature' ageing': Colourpop contains antioxidants to protect against this

## Revitalize

Hyperpigmentation / Dullness



**Rosa Mosqueta Infused Lip Oil, \$18 May 2022**

- Rosa Mosqueta "promotes healthy skin cell rejuvenation and fades dark spots"

## Replenish

Barrier / Microbiome



**Ilia Lip Wrap Reviving Balm, Jan 2022, \$24**

- With each wear it replenishes the moisture barrier

## Retexturize

Roughness / Exfoliation



**Cle de Peau Beauté Magnificateur Lèvres N Lip Glorifier, June 2022**

- Contains licorice root that works on rough lips
- Lip care that enlivens any lip color placed on top of it

# Thank you!

Get in touch for the full report

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