



**COSMOPROF**  
NORTH AMERICA LAS VEGAS

**JULY 2017**  
**9<sup>TH</sup> - 11<sup>TH</sup>**  
LAS VEGAS  
MANDALAY BAY  
CONVENTION CENTER  
[www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

presents

**SEEN AT COSMOPROF  
NORTH AMERICA 2017**

**Condensed Version**

# OVERVIEW

The BEAUTYSTREAMS editors scouted the show floor and in conjunction with Cosmoprof North America show organizers, identified innovative brands & products. Discover their selections this year...

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MAKE-UP

# A HOLLYWOOD GLOW

Melanie Mills Hollywood – USA

[www.melaniemillshollywood.com](http://www.melaniemillshollywood.com)

Melanie Mills is a Los Angeles make-up artist, who has parlayed her television industry experience into her own line of make-up, Melanie Mills Hollywood. It was while working on the ABC show “Dancing with the Stars,” that Mills developed her brand’s hero product, Glean Body Radiance. This cream is described as a “make-up, moisturizer, and glow, for body and face.” Mills initially created the cream to even out blotchy self-tan on the legs, with the product acting to instantly bronze skin (without using self-tan), while moisturizing and adding a glow. The product comes in four shades: Rose Gold, with a pink sheen; Disco Gold, with a touch of glitter; Bronze gold, with coppery tones; and Deep Gold, for a burnished look. Each shade is suitable for light, medium, and dark skin tones, achieving a different look depending on the skin shade. Applying an SPF on top of the product “seals” it on the skin, and it can also be used on the face to create a contoured effect.



MAKE-UP

# JUICE SHOTS

Tonymoly – Korea

[www.eng.etonymoly.com](http://www.eng.etonymoly.com)

Tonymoly is one of the most globally recognized purveyors of K-Beauty, with its cute, colorful products having captured the imagination of Western consumers. And the products that the Korean brand shows at Cosmoprof North America are no exception. Its Delight Dalcom Gloss is a range of five lip glosses in what the brand calls “juicy colors,” with fruit-shaped container lids. The five flavors are Pineapple, Grape, Tangerine, Tomato, and Apple, with the lids matching each of the fruits’ stalks. The glosses are also formulated with a fruit complex, with extracts of apple, orange, persimmon, and wild berry, to moisturize the lips without leaving a sticky residue. The glosses are clear, but leave a hint of color on the lips, such as purple for grape flavor and orange-red for tomato. Tonymoly exhibits at Cosmoprof NA through KPop Beauty, a San Francisco-based distributor of Korean brands.



SKIN CARE

# A FACIAL TREAT

Lisse – USA

[www.lisseskinhealer.com](http://www.lisseskinhealer.com)

Packaged to look like a cute tub of ice cream, Lisse's Real Hydrogen Yuza Snow Ice Cooling Cream claims that one scoop of its product will "exfoliate, refresh, soothe, and moisturize" the skin. The product, which is kept in the refrigerator, contains hydrogen, which Lisse says acts to neutralize free radicals and turn them into water. Hydrogen water, meanwhile, helps to remove dirt from the pores. The cream also contains extract of yuzu, papaya, and grapefruit, which all act to tighten the pores, impart vitamin C, brighten the skin tone, and improve elasticity; and Evermat, a patented active from Sederma made with enantia chlorantha extract, that tightens the pores and controls sebum. The cream also employs aqua micro capsules, which lower the skin's temperature. California-based Lisse says this action sets the cream apart from other cooling creams, which often use menthol to achieve a cooling sensation, but which, in fact, raises the skin's temperature.



SKIN CARE

# EXFOLIATING JEWELS

Feather & Bone – USA

[www.featherandboneco.com](http://www.featherandboneco.com)

Face Gems is a convenient, easy-to-transport facial exfoliator from US company Feather & Bone. The “gems” come in tablet form, with their formulation based on ayurvedic ingredients. Feather & Bone Founder and CEO Shubhangini Prakash was inspired to create the product after having used a home-made concoction created by her mother to clear her skin as a girl. The user adds between five and ten drops of water to the single-use tablets, and then massages the tablets to create a paste, which is then applied to the face to cleanse and exfoliate, before being rinsed off.

The tablets are made from three Ayurvedic ingredients: fuller’s earth, an exfoliating clay that binds with the oils in the skin to remove them; sandalwood, with a pleasant aroma; and starch, which moisturizes and cools the complexion. The tablets are made without additives or preservatives.

Launched in 2015, the brand currently sells 60 tablets for US\$19.97, and will soon offer ten tablets for US\$7.99.



HAIR

# YOUTH SHOT

Evox – USA

[www.evoxhair.com](http://www.evoxhair.com)

Can the aging process be reversed in hair? That's the promise of Evox, an in-salon treatment that's presented by the brand Evolution Proof at Cosmoprof North America. Its Hair Rejuvenation Therapy employs fibroblasts, which the brand says are activated by cryogenic technology, to repair hair on a cellular level. The brand says the fibroblast molecules – along with keratin, collagen, and vitamins – act to revitalize, reconstruct, and reinforce the natural hair structure, resulting in a rejuvenated, shiny appearance. The brand's molecular treatment is kept in ampoules in a cryogenic chamber, and then warmed up using a hairdryer to activate the fibroblast cells. It's then mixed with water and applied to the hair in the salon, with an accompanying range of products to maintain the results. Miami-based Evolution Proof launched Evox in 2015, and it's now sold in 23 countries. The treatment works on all hair types, enhancing the natural texture of both curly and straight hair, and smoothens the hair cuticle without creating damage.

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HAIR

# SAFFRON POWER

Saffron Secret – USA

[www.saffronsecret.com](http://www.saffronsecret.com)

Saffron Secret is an in-salon, professional treatment for creating smooth, straightened hair, but without the harsh ingredients that are often associated with straightening processes. Instead, the US brand's formula is made using organic saffron (without the spice's distinctive scent) which, the brand says, helps to enhance and protect the hair while it's being straightened. It contains vitamin B2, which the company says benefits the hair and encourages growth, by promoting the synthesis of vitamin B6 and niacin. Alongside the smoothing treatment, the brand also offers a shampoo, conditioner, hair mask, and hair oil to maintain the smooth effect. The products are all formulated without formaldehyde, and comply with EU cosmetic regulations. Priced from US\$40 for the conditioner, the company is positioning the brand at a premium level. It plans to follow its hair care range by launching a skin care collection in 2018.



FRAGRANCE

# STONES MEET SCENTS

Sage – USA

[www.thesagelifestyle.com](http://www.thesagelifestyle.com)

Los Angeles jeweler Sage Machado, who's known for working with minerals and semi-precious stones, has translated her affinity for those gems into a fragrance collection, dubbed Sage. The bohemian perfume collection is inspired by different gemstones, with Machado picking flowers and essences that evoke the mood and color of the stones. Topaz Perfume Oil is a warm and spicy fragrance, with notes of mango, vanilla, white opium, amber, and Arabian sandalwood. And amethyst is blended with French lavender – a nod to amethyst's reputed power to create a peaceful mood – together with African violet, spicy lilac, and sandalwood. The newest fragrance is Diamond, which Machado describes as having a “shimmering and clear” scent. Its notes number Indian sandalwood, white crisp amber, and clean oceanic musk. The fragrances are all formulated as oils, without alcohol, and their boxes are crafted from Japanese paper.

The brand is sold at niche boutiques worldwide, and at luxury hotels.



FRAGRANCE

# ENVELOPING SCENTS

Petalwell – Ireland

[www.petalwell.com](http://www.petalwell.com)

Petalwell, an Irish company, wants to make enjoying the aromas of essential oils a more convenient and stylish experience. The brand showcases its Petalwell Essential Oil Diffuser, an electronic fragrance diffuser with a pretty, black metal filigree design. The compact diffuser is charged with a USB, and functions for five hours before charging is needed again. The user simply adds a few drops of their chosen essential oil to the diffuser's fragrance well – the quantity depends on the length of time for which the effect is desired – and the diffuser then delicately fragrances the environment. The brand produces six essential oil blends for use with the diffuser, all targeted to different wellness concerns: Relaxwell, Livewell, Breathewell, Lovewell, Travelwell, and Sleepwell. The diffuser retails for £83.00, with brand promising that the product makes “any space your own.”



NAILS

# ON-AND-OFF TALONS

Static Nails – USA

[www.staticnails.com](http://www.staticnails.com)

Offering a new, convenient take on the false nail, Static Nails are designed to be easily removed and re-applied to the nail up to six separate times, with the “manicure” lasting up to 18 days. The Chicago-based brand makes the nails in a variety of widths and lengths, and they’re applied to the nail with a non-damaging glue. They come in myriad designs – from chrome effects to glittery, to studded in Swarovski crystals – while the nails with a glossy finish can also be painted. The nails can easily be “popped” off after the user has been in a warm shower, and can be kept and re-applied. Founded in 2014, Static Nails are sold at US retailers including TJ Maxx and Urban Outfitters, and via the brand’s website. Prices start at \$16, with the Swarovski-embellished nails retailing for \$38.



NAILS

# PEELALBE COLOR

O'Nine – USA

[www.onineus.com](http://www.onineus.com)

Nail Easy is a water-based polish from US brand O'Nine. The company offers nail treatments and colors that it describes as “safe,” given that they’re formulated without solvents, DBP (dibutyl phthalate), and TPHP (triphenyl phosphate), while still promising long-lasting colors. At the show, the brand presents Nail Easy, a water-based nail polish range that lasts for seven days and can be peeled off, without using nail polish remover. The polishes come in a smooth, gold vial with a droplet detail that reveals the color inside, with the shades themselves formulated using mineral colors. A chain hangs from the bottle so a consumer could attach it to their keyring. O'Nine's range also includes PurGel AR, a gel polish formulated without DBP, TPHP, and acetone, with 120 shades available, and professional tools such as nail art printers and nail art kits.



MEN'S GROOMING

# ROCKSTAR HAIR

Fat Boy – USA

[www.fatboyhair.com](http://www.fatboyhair.com)

With its cool, minimal packaging, Fat Boy takes a no-nonsense approach to men's grooming. Based in Brooklyn, the brand was founded in 2012 by New Zealand-born hairstylist Tyson Kennedy, who had been Grammy-nominated as the frontman of punk band Steriogram. Kennedy started out with one product – Perfect Putty – with a full range following in 2015. Perfect Putty can be used in long or short hair, to give it a matte finish, while Tough Guy Water Wax is intended to tame coarse or thick hair, lending a subtle shine. And the Sea Salt Pomade, launched in 2017, aims to combine the texture of a sea salt spray with the “flexibility” of a cream pomade. To underline the brand's rock roots, Kennedy travels on a tour bus to promote the range. The products can be used by both men and women, and are sold via the brand's website and at salons and stores in New Zealand, Australia, Japan, and Norway.



MEN'S GROOMING

# THE SCIENCE OF SKIN

LQD – Australia

[www.lqd.com.au](http://www.lqd.com.au)

Another range for men that takes an unapologetically masculine – rather than unisex – approach, LQD is an Australian brand that says it's "built on science and innovation, not marketing hype and false promises." Anthony McDonough founded the brand in 2011, and it now has offices in the UK and US, alongside Australia. Among the products are Face Wash, formulated with aloe vera, kaolin clay, and vitamin E, to cleanse and soothe the skin; Face Calm, a serum with aloe vera and bisabolol, along with SymSystive 1609, an active that reduces redness and irritation; and Eye Restore, with SNAP-8 argireline, an active that LQD describes as a "topical alternative to Botox." The products are all free from sulfates, parabens, phthalates, color, and fragrance. With a premium positioning, the products retail from US\$65 through to US\$95. LQD says it's currently the best-performing men's skin care brand in Bloomingdales in the US, and among the top ten best performing at Harrods in London.



BEAUTY TOOLS

# INTELLIGENT MIRRORS

HiMirror – Taiwan

[www.himirror.com](http://www.himirror.com)

Tech company New Kinpo Group showcases its HiMirror series at Cosmoprof North America. The smart mirror uses facial recognition and big data analytics to track skin firmness, texture, clarity, brightness, and skin health. The user allows the mirror to take an HD photo to analyze the skin's condition, with the mirror then recommending beauty products, which can be ordered via an accompanying HiMirror app. The company also shows the HiMirror Plus, which alongside all the functions of the HiMirror incorporates LED lighting that mimics different settings, such as a restaurant, office, or outdoors, so make-up application can be tailored to the consumer's day – or night – ahead. "As beauty and technology intertwine, consumers are looking for sharper and more personalized experiences," says Simon Shen, CEO of HiMirror and New Kinpo Group. "Our technology combines the latest advances in image processing, facial recognition, and big data analytics to result in accessible, accurate beauty and health solutions."

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BEAUTY TOOLS

# UNICORN HAIR TOOLS

Aria Beauty – Canada

[www.ariabeauty.com](http://www.ariabeauty.com)

The unicorn trend for pretty, ombré colors has already swept through the cosmetics sphere, and now it's coming to styling tools, too. Aria Beauty, a Canadian company, launches its Unicorn Mini Blow Dryer at Cosmoprof North America, along with an accompanying brush, comb, hot irons, and clips. The blow dryer plays into the unicorn trend with its matte, ombré shades of turquoise, purple, and pink, with the outer box done in the same colors, and printed with a gold unicorn. The tools are intended to be sold in salons, with their unique colors meaning they're likely to catch a customer's eye. The 1200-watt dryer uses negative ions to reduce frizz, is lightweight and has a dual voltage. The company says it's ideal for use when traveling, or in the gym.



PERSONAL CARE

# HEEL APPEAL

PreHeels – USA

[www.preheels.com](http://www.preheels.com)

What's the solution to wearing stylish heels without sacrificing comfort? According to US company PreHeels, it's the brand's innovative new spray. The PreHeels spray is designed to be sprayed on the feet ahead of wearing shoes (at the points at which the shoes would rub), where it dries on the skin with a flexible coating. This creates, the brand says, "an invisible anti-friction barrier between your feet and shoes." Among the product's benefits, its creators say, are its easy application, invisibility, durability, and unparalleled protection against blisters. The product dries in 45 seconds to offer six hours of protection, is hypo-allergenic, and easily washes off the foot with water. The brand was co-founded by Dana Ward and Adam Kolom, and launched in 2016 after three years of development. A 2.5 oz. bottle retails for US\$22.99, while a 1.5 oz. bottle retails for US\$14.99.



PERSONAL CARE

# ON-THE-GO SHAVING

Sphynx – USA

[www.shopsphynx.com](http://www.shopsphynx.com)

Sphynx is a US brand that wants to help its customers “sidestep the bathroom-bound beauty routine.” The company has created the Sphynx Portable Razor, which allows the user to shave anywhere, without needing access to water or shaving foam. The round, compact device incorporates a razor, a water spray, and a pre-shave moisturizing bar – the different functions are accessed by turning the device’s dial - allowing a pleasant shaving experience on-the-go. The product is designed to be used while traveling, at the gym, or at the beach, or for last minute touch-ups to deal with any spots that have been missed. The pre-shave bar is formulated with shea butter, and won’t melt in high temperatures, the brand says. The razor retails for US\$14.99, with refills for the pre-shave bar and razor priced at US\$7.99. Leila Kashani is the brand’s founder, having launched the product with a Kickstarter campaign in 2015.



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