



Innovation & Trends Awards MakeUp In NewYork 2025

52 exhibitors took part in the IT AWARDS MakeUp in NewYork 2025 competition, presenting a total of 101 makeup and skincare products, including 7 in the Accessories category, 49 in the Formulation category, 25 in Full Service, and 23 in Packaging. Among the new products entered in these categories, 21 were also competing for the Ocean Beauty Award, a special prize launched as part of the Ocean Beauty focus of the 2025 edition of MakeUp in™ trade shows. This award honors innovations developed from marine-derived ingredients or materials.

The competition is free of charge, and exhibitors may register up to three new products. The innovative character of the entries is evaluated by a jury of cosmetic innovation experts, based on criteria such as sensoriality, usability, technical performance, ingredients and raw materials, environmental impact, market relevance, and color and light effects.

The products that achieve the highest scores following this evaluation become finalists in each category of the competition, and the jury awards a prize to the most innovative among them.



Accessories Category

The 2 finalist accessories, selected from among 7 new products in this category, stood out for their functionality and their compact, original design.

PeaceOut INSTANT OIL CONTROL ROLLER with HALLOYSITE CLAY – ELEMENT PACKAGING

A Dragonite™ clay rollerball, made from one of the purest halloysite clays in the world, which effectively cleanses pores while absorbing excess sebum and impurities. Housed in an ergonomic, compact case made from post-consumer resin, it is refillable and easy to use.

Jury's comment: A new accessory that is sensorial, practical, and effective.

FOLDING COMPACT MAKEUP BRUSH – BEAUTY YAURIENT

An innovative makeup brush designed for ease of use and portability, featuring a compact case with an integrated mirror.

Jury's comment: Practical to use, with a unique compact format.



PeaceOut INSTANT OIL CONTROL ROLLER W/ HALLOYSITE CLAY - ELEMENT PACKAGING



Formulation/Ingredients Category

The 7 finalist formulations, selected from 49 new entries in this category, are characterized by high technical innovation, using technologies such as microemulsions and featuring innovative liquid, gel, or transformative powder textures that increasingly enhance the sensorial experience of skincare and makeup.

FLUFFY PRIME – ANCOROTTI GROUP

A primer with a vivid blue liquid texture containing suspended luminous pearls that transforms into an airy, pearly, and sparkling foam when shaken and applied to the skin. The foamy texture leaves the complexion incredibly soft, smooth, dry to the touch, and naturally radiant. This sensorial makeup base deeply hydrates, supports the skin microbiome, and restores skin balance and radiance, thanks to a formula containing natural betaine, pre- and post-biotics, and Centella Asiatica leaf extract.

Jury's comment: "Wow" product—innovative with three transformations: liquid, pearly fizz, and foam.

HONEY MASK – CAPSUM

A mask formulated with 2% concentrated acacia honey, offering healing, hydrating, and antioxidant benefits, combined with a beta-glucan bioactive that incorporates the benefits of hyaluronic acid and collagen, plus 5% nourishing and softening Limnanthe oil. Its serum-like texture, achieved through the patented Reobulle™ micro-encapsulation technology, transforms into thousands of melting microbubbles when applied.

Jury's comment: Exceptional sensoriality; visually beautiful texture.



Formulation/Ingredients Category

MATTE GELÉE – ANCOROTTI GROUP

A talc-free hybrid formula combining the convenience of a compact, the efficacy of a cream, and the comfort of a powder. Its matte gel texture is solid and compact but melts on contact. It blends easily, offers buildable coverage with a matte, powdery finish, and delivers optimal color payoff. The formula includes OTS-treated pigments, MICA MATT (a 100% natural talc alternative), and a silicone elastomer gel that helps control sebum while producing a refined blurring effect.

Jury's comment: Lightweight texture with very intense color payoff.

MATTRESS JELLY BALM – IMINE CO., LTD.

A nourishing and firming balm with innovative elasticity, ideal for targeted skin massage. Firm like butter yet scoopable like elastic jelly, its surprising texture is based on HumaColl21, a 100% vegan collagen, combined with a blend of polymers and wax.

Jury's comment: Very hydrating with a captivating mattress-like texture suitable for the U.S. market.

RECALM Stress Less Elixir Serum in Lotion Mist – COLEP CONSUMER PRODUCTS

This stress-activated serum-lotion mist uses advanced microemulsion technology. It absorbs instantly like a toner while soothing like a nourishing cream. The formula includes a neuroactive system that regulates the cortisol response, ceramides to strengthen the skin barrier, and licorice root for firming benefits.

Jury's comment: Very pleasant texture with no residue; interesting neuroactive concept.

OCEAN HEARTS – TECNOCOSMESI

A single-use cleanser in the form of compact powder hearts that dissolve in water, transforming into a creamy foam. Inspired by blue biotechnology, the formula contains rice and corn starch, a firming Salicornia extract, a hydrating and remineralizing Caulerpa Lentillifera algae pearl, and a blue spirulina antioxidant.

Jury's comment: Highly sensorial when diluted, with remarkable formulation based on rice starch.



Formulation/Ingredients Category

IONIC Filmless Whipped Jelly Powder – TJ ENTERPRISE

Playful and innovative, this formula differs from traditional bases that use synthetic film-formers by incorporating ions that adhere to the skin through positive-negative attraction. 96% natural, it contains 75% water and is enriched with actives from recycled local rice. Its texture undergoes two transformations: from soft jelly to light cream, then to a smooth, creamy powder.

Jury's comment: Innovative transformative jelly-to-powder texture with a beautiful wet effect.



IONIC Filmless Whipped Jelly Powder – TJ ENTERPRISE



Full Service Category

The 4 finalist innovations, selected from 25 entries in this category, stand out for high-performance solid or liquid formulas that, enriched with hydrating actives or offering visually striking effects, are delivered in sustainable or biodegradable packaging.

CosmoPod® High-Performance SPF 30 Capsules – CATALENT BEAUTY

100% plant-based and biodegradable, these capsules are made from red algae and provide SPF 30 in a water-free, preservative-free formula enriched with mineral filters and vitamin E. Each single-dose capsule protects the actives from air and light while ensuring clean, practical, and precise daily application.

Jury's comment: A remarkable technical achievement—a water-free SPF formula delivered in biodegradable single-dose capsules.

NEXT Chrome Glaze – RED OF VIEW SRL

The dynamic, three-dimensional effect of this holographic highlighter is achieved using innovative raw materials and a patent-pending magnetic process. Solid and nail-polish-like in form, the formula contains magnetic beads with a chromatic effect that interact with a luminous base of pearlescent pigments. Packaged in a durable single-material container, its fine texture can be applied with fingertips, leaving a multi-chrome wet-look finish on the skin.

Jury's comment: Visually very attractive, with a light, pleasant texture and beautiful luminous effect.

LET IT MILK – R&D COLOR SRL

Protective, nourishing, and antioxidant, this solid facial mask contains a balanced blend of emollient oils, shea butter, and ceramides. Enriched with vitamin E and Laminaria Hyperborea seaweed extract, it soothes the skin during application. Packaged in a jar with a grinder, the solid formula is delivered as thin sheets that melt upon contact with the skin and transform into a creamy milk upon rinsing.

Jury's comment: Excellent combination of formula and packaging with an interesting semi-solid texture.



Full Service Category

ECOLUX PENCIL – TOKIWA COSMETICS INTERNATIONAL

A pencil made entirely from recycled paper, designed to improve the dryness of natural lip products traditionally housed in wooden barrels. Its 100% natural, amino-acid-based formula is enriched with hydrating oils for deep, gentle lip moisturization. Lightweight and efficient, the paper barrel requires only 1/10th of the wood needed for traditional wooden barrels.

Jury's comment: A well-conceived overall design with a soft, comfortable formula.



NEXT Chrome Glaze - RED OF VIEW SRL



Packaging Category

The 5 finalists, selected from 23 new entries in this category, represent advances in the design of Airless bottles, sprays, medical droppers, and PP pumps. They provide greater freedom in use, design, and customization while reducing environmental impact through multifunctionality or recyclability, using single-material constructions or eliminating metal components.

VERVE AIRLESS FREEFORM+ – FUSIONPKG BEAUTYLAB

An Airless bottle using patented manufacturing technology that allows nearly complete evacuation of its contents. Its sculptural, non-cylindrical shapes break from traditional Airless molds, offering design freedom in form, finish, and bold colors. It delivers a smooth, controlled dose with every press. Compatible with PET and metal-free, it is recyclable in standard streams.

Jury's comment: Interesting extrusion-free manufacturing technology with highly efficient content evacuation.

DROPIFY PEN – Quadpack x Texen

A medical dropper designed for precise, intuitive use with a centrally positioned button, ideal for both left- and right-handed users. The spacing between the tip and the surface ensures accuracy, making the action easier, more inclusive, and technically optimized for control. Its PP cap and PET container provide compatibility and transparency. Rechargeable and leak-proof, the patented double-injection base simplifies assembly and adapts to different sizes and colors.

Jury's comment: Enhances dropper precision and eliminates contamination risks.

MIST TUBE – UDN INTERNATIONAL USA

Incorporates the precision of a spray into a lightweight, single-material tube made entirely of high-density polyethylene recycled from Ocean Bound Plastic, collected from areas at high risk of entering the ocean. Its thin-wall structure (0.31 mm) reduces plastic usage by 55%, and automated molding ensures a seamless design and recyclability. A Soft Touch coating gives it a luxurious, velvety feel.

Jury's comment: Clever innovation, making it the simplest spray on the market.



Packaging Category

100% MONO PP PUMP with Ultra-Durable Spring – JPS PACKAGING

Produced using a unique polymer injection process, this single-material PP pump eliminates metal parts while withstanding over 2,000 actuations. Inspired by a clutch mechanism, its metal-free spring design reduces mold complexity while ensuring smooth rebound, precise dosing, and long-term storage stability. Easy to recycle, it is ideal for viscous formulas. Both color and shape are customizable.

Jury's comment: Technically impressive design, very pleasant to use.

COMPACT LIP TREATMENT DEVICE – NUON LLC

This device integrates precision LED beads emitting targeted wavelengths, a rechargeable battery, skin-safe materials, and a patented applicator. Its design ensures effective light activation, durability, and safe, efficient lip treatment with superior formula absorption. Combining treatment and application in a single contemporary device, it minimizes packaging and promotes sustainable beauty routines.

Jury's comment: Innovative design and functionality, easy to use.



VERVE AIRLESS FREEFORM+ – FUSIONPKG BEAUTYLAB



Ocean Beauty

The ocean is not only a source of beauty but a wellspring of sustainable innovation for the beauty industry. From utilizing marine ingredients with nutrient-rich properties to transforming ocean-bound plastics into high-quality, recyclable packaging, brands are tapping into the ocean's resources to address consumer demand for eco-conscious products.

Sourcing marine botanicals, such as seaweed, algae, and coral-safe mineral compounds, provides potent skincare benefits while supporting sustainable harvesting practices that protect marine biodiversity.

Additionally, the collection and recycling of ocean-bound plastics are reducing waste and giving new life to discarded materials in the form of environmentally-friendly packaging.

This Ocean Beauty Awards reward and explore how marine-based ingredients and sustainable materials from the ocean are driving change in beauty, creating products that celebrate both the health of our skin and the wellbeing of our oceans.

CALIRAY Come Hell Or High Water Mascara – ELEMENT Packaging

The secondary packaging of this mascara is made from 100% post-consumer recycled paper (FSC-certified) and soy-based inks. Its tube features a discreet design and is made entirely from ocean plastics. The overall eco-design includes shipping boxes printed with algae-based inks and allows users to return empty Caliray packaging via the PACT mail-back program for reuse.

Jury's comment: Amazing execution for 100% PCR ocean plastics packaging. Finish and decoration are astonishing.

OCEAN HEARTS – TECNOCOSMESI

A single-use cleanser in the shape of compact powder hearts that dissolve in water and transform into a creamy foam. Inspired by blue biotechnology, the formula contains rice and corn starch, a firming Salicornia extract, a hydrating and remineralizing Caulerpa Lentillifera algae pearl, and a blue spirulina antioxidant.

Jury's comment: Great idea, with a nice story around the heart shape.



Ocean Beauty

SEA-CYCLE SALT POLISH – COREANA BIO CO., LTD.

A biodegradable rinse-off scrub formulated with recycled Sargassum algae, K-Salt extracted from mineral-rich clean Korean waters, and Hizikia fusiforme seaweed from the Yellow Sea. Its vibrant blue color comes from malachite, rich in monovalent copper (Cu^+). Containing 65% glycerin and an algae-based emulsifier, it provides lasting hydration and skin-smoothing benefits.

Jury's comment: Finding a solution with Sargassum is truly amazing.

Non Nano Mineral UV Mist SPF50+ – JO COSMETICS CO., LTD.

A mineral-based sunscreen mist using non-nano titanium dioxide. Advanced dispersion and emulsification technologies address common issues of "white cast" in mineral formulas, resulting in a clean, non-sticky, comfortable, and effective SPF50 sunscreen mist.

Jury's comment: Love the idea of a spray mineral SPF, which is really hard to find in the market.

AQUA AURA – NAYUE COSMETICS INTERNATIONAL

An ultra-fine, sensorial mist with visible orange microbubbles and reef-safe SPF, featuring patented marine actives. It provides refreshing hydration and sun protection in a single step for both face and hair. The formula is a 3:7 water-oil mist with marine filters, antioxidant-rich actives (Astaxanthin, Niacinamide), and ultra-fine spray technology for uniform application.

Jury's comment: A visually beautiful and sensorially innovative SPF mist, merging skincare, reef-safe sun protection, and hydration in a bi-phase formula with a fun texture.



CALIRAY Come Hell Or High Water Mascara- ELEMENT Packaging

All finalists and winners will be showcased at the Innovation & Trends area of MakeUp in NewYork 2025, located at the entrance of the show.

Winners will receive a trophy during the Awards Ceremony, where the full list of winners will be announced **September 17th at 12pm.**