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Innovation & Trends AWARDS 2026

Makeup, Skincare & Haircare: Beauty Reinvents Itself

The IT AWARDS Competition Evolves in 2026

The 2026 edition introduces a new category; **CONTRACT MANUFACTURING / PRIVATE LABEL / OEM / ODM**, which merges the former Formulation and Full-Service categories. It also launches two new special awards: **the Ready-to-Market Award** and **the Full-Service Award**.

Over 90 New Products Entered the Competition

A total of **58 exhibitors** participated in this first 2026 edition of the IT AWARDS, submitting **94 innovations**:

- 54 in Contract Manufacturing / Private Label / OEM / ODM
- 25 in Packaging
- 12 in Accessories
- 4 in Ingredients

After testing and evaluating all entries, the jury selected **14 finalists**.

Reinvention as a Driving Force for Innovation

From lip pens to hair perfumes and loose powder compacts, reinventing existing formats stood out as the unifying theme of this year's selection, enhancing sensoriality, improving dosage and application, and boosting formula performance.



ACCESSORIES CATEGORY

The jury selected **two finalists** from the 12 accessories entered. This category highlights the revival of classic luxury codes combined with trendy effects and redesigned shapes that improve usability and performance.



RAPHAËL FRENCH KISS – RAPHAEL MAKE UP BRUSHES

A dual-ended lip brush featuring a Fill + Blur concept, crafted in solid brass with premium synthetic fibers. Its chic, portable format enables one-step lip filling and blending for a trendy “just-bitten” effect. The laser-engraving process allows 360° customization.

Jury's comment: *An accessory of exceptional quality.*



ProPress - ANISA INTERNATIONAL

A complexion brush with an iron-shaped head composed of fibers with varying densities to cover large areas, and a tapered tip for micro-controlled application. Its patented design enhances foundation performance.

Jury's comment: *Remarkably high-quality fibers and bristle construction.*

MakeUPⁱⁿ Los Angeles

SKINCARE & MAKEUP INSPIRATION



CONTRACT MANUFACTURING / PRIVATE LABEL / OEM / ODM CATEGORY

Among the 54 entries, the jury selected **five finalists** and awarded the category's top innovation. They highlighted outstanding gel technologies that elevate sensoriality while improving efficacy.



FUSIONIQUE™ – CHROMAVIS SPA

A next-generation multi-phase balm that melts instantly, blending skincare benefits with a natural, luminous wash of color. Its POLYPHASE technology stabilizes a dual texture: a radiant gel enriched with micro-reflective particles paired with a creamy CC base. Both phases contain functional actives supporting long-term skin health.

Jury's comment: *A technically accomplished, refined texture.*



BORN TO SLIDE LIPGEL – ITOBE GROUP

Based on a new, robust wax-free technology, this lipstick delivers an exceptionally lightweight feel, effortless glide and optimal comfort. At the forefront of hybrid innovation, its formula enhances the emotional performance of coated pigments through a pre-blend of ester gelling agents combined with natural esters derived from the recycling of olive by-products.

Jury's comment: *Unique and highly aesthetic appearance, even application, outstanding technical level.*



JELLY FOIL EYESHADOW – TREND COLOR

This eyeshadow contains more than 50% water. Its formula, made from a new red algae, creates a solid, elastic, and transparent gel with film-forming properties. Versatile, it can also be used as a complexion highlighter. Its refreshing, bouncy jelly texture delivers a buildable finish ranging from pearly to metallic.

Jury's comment: *Fresh, long-lasting, beautiful finish.*

CLEANSING BALM - SHERO COSMETICS



Formulated with several high-quality, ECOCERT-certified oils of various densities, weights, and textures, this cleansing balm redefines luxury skincare. Initially firm, it melts into a silky, mousse-like cream, turning cleansing into a moment of pure indulgence. It removes makeup while deeply nourishing the skin and delivering a spa-level experience.

Jury's comment: *Highly effective, beautiful sensoriality, enveloping and sculpting effect on the skin.*



FRAGRANCE GEL HAIR MIST- TOA INC

This gel-based hair fragrance stands apart from traditional perfumes. Formulated with apple water from Aomori, Japan, instead of standard water, it extends scent longevity while delivering long-lasting hydration. Its low alcohol content reduces irritation and minimizes hair damage.

Jury's comment: *An innovative gel fragrance spray.*

MakeUPⁱⁿ Los Angeles

SKINCARE & MAKEUP INSPIRATION



INGREDIENTS CATEGORY

From the four entries, the jury selected **two finalists**, both distinguished by advanced technologies modulating skin growth factors or combining components that enhance and preserve high-performance actives.



XEP™-716 Miniprotein™ - ACTIVEN

Powered by Activen's Aldriven platform combining chemical synthesis and -high throughput- screening, XEP™-716 Miniprotein™ redefines facial skin architecture by precisely modulating the TGF- β receptor—lifting, sculpting, and rejuvenating the skin. This innovative, sustainable miniprotein- supports performance while preserving biodiversity.

Jury's comment: *A highly targeted innovation improving skincare performance.*



PDRN Bubble Cream –COSMECCA KOREA

essence.

A high-performance foaming serum and sheet-free mask in one. Its dense cream-and-bubble formula delivers long-lasting hydration and strengthens the skin's hydrolipidic balance. With low-molecular-weight polymers and a specialized emulsifier, it forms a stabilizing film compatible with mesh pumps, ensuring precise diffusion of PDRN

Jury's comment: *An emulsified formula of remarkable technical sophistication.*



PACKAGING CATEGORY

Among the 25 entries, the packaging experts on the jury selected **five finalists**, highlighting formats that improve product preservation and full usage—while notably considering consumers with limited dexterity.



POWDER DROP JAR – ASQJAN GROUP

A patent-pending loose-powder jar enabling on-the-go use by releasing a precise dose of powder into the lower well with a single press. Its spring valve and conical funnel with sealed seat ensure accurate, repeatable dosing while keeping the bulk powder isolated from air and contamination. Styrene-free, it comes in three models with various color and finish combinations.

Jury's comment: *A welcome solution to protect delicate loose powders.*



THE EASY WAY TILT PEN- ELEMENT PACKAGING

A lip pencil specifically designed for users with motor-skill challenges—and the first to earn Ease of Use® certification from the Arthritis Foundation. Made from recycled materials, its patented wide, ergonomic body ensures a stable grip, while its low-torque mechanism and easy-reload system provide accessible, reliable application.

Jury's comment: *Ergonomics that genuinely facilitate grip.*



PURE NEEDLE NOSE TUBE – FUSIONPKG

Featuring a PE one-way valve derived from FusionPKG's airless-pump technology, this tube offers unrivaled airtightness compared to standard tubes. The collapsing valve body enhances stability and protects sensitive, active-rich formulas while ensuring extreme precision. A rare, differentiating packaging solution on the market.

Jury's comment: *Efficient, precise, and hygienic.*



lift-upFIBER – GEKA GmbH

This patented round fiber splits into four branches at the tip to achieve extreme curl and length, opening up the eyes. Traditionally, lash curling relied mainly on volume; these deep, fine forks enhance it further by combining volume with brushing. The fiber can be produced from 100% renewable castor-oil-derived material.

Jury's comment: *Highly effective fiber grip, ideal for curling.*



CRYO ROLL 2.0- TOLY

A three-in-one applicator combining a thermoconductive zamac tip, a deep-penetration PET cap, and a 15 ml glass bottle. It features a flexible 360° rolling head and a cap-penetration mechanism that enhances usage and product performance beyond standard roll-ons.

Jury's comment: *An original, well-designed applicator with coherent material selection.*

A warm thank-you to all members of the IT AWARDS 2026 Jury

Florence Bernardin, Julia Challes, Aïmara Coupet, Thierry de Baschmakoff, Nathalie Dessirier, Audrey Ducardonnet, Charles-Emmanuel Gounod, Mario de Luigi, Jean-Louis Mathiez, Luisa Oliva, Isabelle Pain, Marine Perez.