



Personal Care & Cosmetics

A Year in Review

What happened in 2023, and what lies ahead in 2024?



The background image features a variety of chemical and cosmetic items arranged on a light-colored wooden surface. There are several glass bottles of different shapes and colors (yellow, orange, clear, and brown) with cork stoppers. Some bottles are partially filled with liquids. There are also three white bowls: one containing a white powdery substance, another with a green granular material, and a third with an orange thick paste. A wooden spoon in the bottom right corner holds a reddish-brown granular substance. A small bouquet of dried orange flowers is visible on the right side. The entire image is covered with a semi-transparent pink overlay.

The regulations governing the use of chemicals saw frequent modifications

2023


We saw several proposed and implemented bans on PFAS, cyclosiloxanes (D4, D5, and D6), and intentionally added microplastics (microbeads) last year. The highly persistent, bioaccumulative, and toxic (PBT) properties of forever chemicals (PFAS) and silicone derivatives (D4, D5, and D6) make them extremely concerning for both consumers and the environment. When it comes to cyclosiloxanes, there is already a restriction on wash-off cosmetic products with a permissible limit of 0.1% concentration by weight, and their concentration is further limited in leave-on cosmetic products. In June 2023, the proposed measure aims to extend restrictions regarding the use of D5 and D6 in all types of cosmetic products.



2024



Cyclosiloxanes are widely used in cosmetic products, but due to strict and ongoing regulations, there will be a certain downfall for these ingredients in the coming years. They function as emollients, humectants, film formers, anti-foaming agents, anti-static agents, or binding agents in these products. As these are quite looked-forward-to properties, there has been a strict focus on bringing in alternatives. Formulators are looking into botanical extracts and natural alternatives to these ingredients, such as plant-derived oils (e.g., jojoba oil, argan oil, or coconut oil), shea butter, cocoa butter, and other natural emollients. There are already some noteworthy alternatives offered by companies like INOLEX, OQ Corporation, Haltermann Carless, and P2 Science, and this year will see even more innovation in the market.

A photograph of two women in a spa-like setting. They are wearing light blue bathrobes and have white towels wrapped around their heads like turbans. Both women have white facial masks applied to their faces. The woman on the left is holding a thin, round cucumber slice over her right eye. The woman on the right is holding a similar cucumber slice over her chin. The entire image is bathed in a warm, orange-red light, creating a relaxing and cozy atmosphere.

**The future looks
promising for emotional
well-being in personal care**

2023

In 2023, ingredients that are calming, soothing, mood stabilizers, mood enhancers, anti-stress, etc., gained a lot of fame. In other words, personal care was becoming increasingly linked to emotional well-being. The mind-body concept was a key highlight across different personal care segments, and products were getting personalized. Additionally, the neurotech scent was also emerging in the fragrance segment. A variety of ingredients, including essential oils, botanical extracts, fragrances, aromatherapy blends, and adaptogenic herbs, were incorporated into portfolios due to their potential to reduce stress and stabilize mood. Players such as Clariant, Givaudan, Brenntag, Estee Lauder, Mibelle Biochemistry, and others experimented with and released their own versions of psycho-emotional ingredients.



2024



In the upcoming years, people's subjective desires and beliefs will determine the success or failure of a product. Similar to what happened with the personalization concept in the personal care market, the market for these ingredients is going to grow. Male grooming and personal hygiene are also going to gain a lot of popularity in the coming year. This will result in an increase in both male-focused product lines and products that are appropriate for both genders. This has a direct bearing on psychological health, and men are becoming more aware of the need to look after their skin and hair health, which boosts emotional well-being. These ingredients must, however, be supported and validated by scientific research, such as Mibelle Biochemistry's ingredient TiMood. Businesses will not be afraid to experiment with these ingredients that elevate mood, and the trend will reveal more of these ingredients in the years to come.

A row of various cosmetic bottles and containers is displayed on a light-colored shelf against a soft, light blue background. The products include a white bottle, a clear bottle with a white cap, a small dark jar, a white jar, a white bottle, a white tube, an amber bottle with a black cap, and a white container with horizontal ridges. The text "Packaging received a lot of attention in terms of sustainability and innovation" is overlaid in white, bold, sans-serif font on the left side of the image.

**Packaging received a lot
of attention in terms of
sustainability and
innovation**

2023


The personal care sector has never been afraid to try new things, and this year was no different with regard to packaging. Innovative packaging solutions have clearly increased, ranging from mono-material packaging to monodose packaging. Businesses are concentrating on providing sustainable solutions through plant-based packaging, eco-friendly sachets, shampoo bars, refillable bottles, switchable glass product jars, and more. The materials utilized in these packaging designs with a single material were given a lot of attention. This included materials like PE, PET, PP, or different glass substitutes—basically, anything that could be recycled or used again.



2024



The EU, Spain, Italy, Portugal, and other European nations have imposed taxes on plastic packaging, and in order to evade these taxes, they are attempting to make their life cycles more ecologically friendly by using recycled products. Packaging will become more creative in response to these rules, as well as in an effort to uphold a positive brand reputation and pursue personal sustainability objectives. Consumers in the personal care industry have always been drawn to brands that support them in leading waste-free or environmentally friendly lives. Already, businesses such as Cosnova are utilizing recycled waste to work in this area. By producing PET bottles that are recyclable, numerous packaging firms, such as Epopack, are providing personal care companies with excellent solutions. This year will see a lot of collaborations aimed at improving packaging in order to maintain the brand's status as a sustainable and green one.

A collection of high-end skincare products, including a tall white bottle with a gold pump, a tube of cream, and several jars, arranged next to white orchids and gold buds on a dark, reflective surface.

**The biotech industry is
poised for continued
advancement and
improvement.**

2023

Biotech ingredients attracted a lot of attention from both consumers and brand owners due to their sustainable nature and natural sourcing claims. This year, the industry saw more of a surge in partnerships and products. Key players like Croda, Evonik, Symrise, Givaudan, and more partnered or acquired regional or novel ingredient players with cutting-edge biotechnology setups based on micro and macroalgae, potentially leading to increased market share. For example, squalene and salicylic acid are being transferred from synthetic to natural with the help of advanced technology of Amyris. Biotech ingredients are sustainable and are claimed to be naturally sourced, which caught a lot of attention from brand owners and consumers alike.



2024



With so many acquisitions (Unilever K18, Croda + Solus Biotech, Givaudan + Amyris, Shiseido + CHITOSE Group, Evonik + Novachem), the industry is set to attract a lot of attention towards itself. Last year saw a lot of ingredient launches, and this year is probably going to be no different. Numerous businesses have submitted applications for regulatory approvals and certifications for their biotechnology-manufactured ingredients. In the next years, as technology develops and more puzzle pieces fit together, the trend will become more widespread.