

# IBS/IECSC New York showcase beauty trends

Trends and new products took center stage at the **International Beauty Show**, America's longest-running beauty show, and its sister skin-care show, the **International Esthetics, Cosmetics & Spa Conference**, in New York City.

From CBD-infused beauty and out-of-the-box men's grooming to LED technology for wellness purposes and K-Beauty reigning supreme, the floor was abuzz with the top wellness & beauty topics we can expect to see in 2019 and beyond. Let's take a look.

**CBD-Infused Beauty:** CBD is the ingredient of the moment, especially in the beauty industry. With powerful antioxidant and anti-inflammatory properties and the ability to rejuvenate skin/hair, the trend has tuned into a full-on movement. From CBD hair products, mud masks and even CBD water and pet products, it was all seen on the floor!

**Top Trending Brands: Premium Wellness, S.O.L.—Strains of Life, Medterra CBD.**

**Men's Grooming:** The floor was abuzz



*Barbering is everything on the show circuit.*

(quite literally) with men's grooming. Between the demos and live competitions at the Grooming Pavilion, fine lines and fades were the name of the game (with a refreshing approach to men's skin care, as well)! Here, we saw the revival of men's upkeep, planting their strong stake in the beauty industry.

**Top Trending Brands: Reuzel, BabyLiss Pro, Elegance USA, PIBBS.**

**Prism Color:** The brands at IBS let their true colors out in hair, makeup and nails. Live bodypainting demos grabbed event-goers' attention, while rainbow-bright hair was the talk of the town.

**Top Trending Brands: Manic Panic!**

**TK Hair Group, Gelish.**

**Tish & Snooky's Manic Panic NYC** added **Silver Stiletto** (MSRP \$13.99), an ultimate icy platinum, to their **Classic High Voltage Hair Color** collection.

This beautiful mix of high-voltage color blended with conditioning agents comes ready to use straight from the jar—no peroxide required! It's 100% vegan, cruelty free, and free of ammonia, PPD and parabens, for a cleaner, greener formula.



Also new from Manic Panic NYC is **Amplified Hair Color** (MSRP \$17.99) in **Coralline Dream**, a vibrant yet pastel-leaning orange-toned pink that aligns perfectly with Pantone's Color of the Year. This long-lasting,



*Balayage, prismatic color and precision*

layering demos at IBS gave stylists the new techniques they need for spring and summer. left: Candy Shaw demos her signature balayage techniques and Sunlights Balayage products. center: Stylist: Mykey O'Halloran (@unicorns\_manes\_bymykey) creates magic for Manic Panic. Photo: Scott Draft for Manic Panic. Model: Briza Bot (@brizabot). right: Nick Arrojo shows his signature layering technique.



Smoothing and straightening treatments like Brazilian Blowout (left) and hair extensions (right) were all the talk at IBS New York.

semi-permanent hair color is perfect for those who want a little more permanence out of their semi-permanent colors. It's 100% vegan, cruelty-free, and free of ammonia, PPD and parabens. Contact **Agnes Evangelista**, director of business strategy, at [sales.marketing@manicpanic.com](mailto:sales.marketing@manicpanic.com). Visit [manicpanic.com](http://manicpanic.com).

**Gerow Hair Ink** presented scalp micropigmentation as an alternative to other invasive procedures to address all forms of hair loss for both men and women.

"Tens of millions of individuals suffer from hereditary thinning or baldness in the United States alone," says **Erik Roberto**, one of the co-founders of Gerow Hair Ink. "The statistic provided by the American Academy of Dermatology does not even account for the millions of Americans who suffer from hair loss caused by stress, the various forms of alopecia or the side effects of medical treatments, and we believe that scalp

micropigmentation (SMP) is the solution."

SMP involves the use of a proprietary organic-based pigment to create thousands of hair follicle-sized color-matched impressions that are virtually indistinguishable from real hair follicles. SMP can be used to restore receding hairlines, add density to thinning areas, as well as mask the presence of scars. Visit [gerowhairink.com](http://gerowhairink.com) or call 866-964-3769.

**Planted-Based and Sustainable Skin Care:** Sustainability in the beauty industry has become a hot topic, due to a rise in environmental awareness, new global standards, its profitability and consumer demand. On the show floor, we saw that sustainability isn't just about products being organic or natural, it's also thinking about the long-term impact of the ingredients and their impact on the environment.

**Top Trending Brands: Repêchage, Nelly De Vuyst, Farmhouse Fresh, Eminence.**

**K-Beauty:** Korean Beauty stayed the

steady trend this year. The category evolved to include advances in LED technology, micro-current technology and, of course, the newest sheet masks and skin-care finds!

**Top Trending Brands: LeBody, Amarte.**

**LED:** Whether it's at home or in the comfort of a spa or doctor's office, LED lights can correct skin issues such as redness, acne scarring, fine lines, etc. They're also the next big thing in pain management.

**Top Trending Brands: LightStim, Celluma, Zero Gravity Skin.**



More core skills: Cutting, barbering and braiding lead to success in the salon.

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**Repêchage** CEO and founder, and chair of **CIDESCO** Section USA, **Lydia Sarfati**, led the way in providing skin care education at IECSC New York 2019. Over 75 skin-care professionals joined her for her two CIDESCO classes: The Best Facial Massage: Relax, Rejuvenate, Renew and Facial Protocols for Dry and Damaged Skin.

Repêchage launched the **Repêchage Triple Action Peptide Serum** and revealed a new design and logo.

Triple Action Peptide Serum (MSRP \$90.00)



uses peptide and seaweed actives to hydrate, brighten and firm skin on the face, neck and décolleté for a youthful glow day and night. This potent seaweed- and peptide-based serum helps reduce the appearance of fine lines and wrinkles, and helps fight the visible

signs of premature aging. Skin feels hydrated and appears luminous with an improved appearance of skin firmness and clarity. Visit [repechage.com](http://repechage.com).

K-beauty company **LeBody** debuted two tools that improve overall skin and body conditions through targeted LED light therapy, EMS mid-frequency, electrical ionization and micro-current technology to rejuvenate the skin from head to toe.



*The LeBody Form for the arm.*

The **LeBody Form** helps strengthen muscles and burn fat components in the body by directly stimulating and activating the muscles for a slimming effect, while the **LeBody Face** uses electrical ionization and micro-currents to stimulate elastin in the skin for an instant lifting effect, better absorption

of active ingredients in topical products, rearranged collagen and improvement of skin elasticity. Products are available at [LeBodyUSA.com](http://LeBodyUSA.com) and select in-store retailers and spas nationwide.

**LeBody Face** is a compact beauty device that uses electrical ionization and micro-currents to stimulate elastin in the skin for an instant lifting effect, while



absorbing active ingredients, rearranging collagen and improving skin elasticity. Similar to **LeBody Form**, consumers apply a luxurious cream and gel, switch the hand-held device to blue followed by red light, evenly go over skin with an upward stroke, and see immediate lifting results.

“Our goal at LeBody is to take the high-end, advanced technology you see in luxury doctors’ offices, and bring that into the homes of people around the world,” says **Ace Lopez**, marketing manager at LeBody, “With our targeted face and body devices, we are continuing to pioneer new methods of body slimming, skin lifting and generally improved health.” For additional information, visit [lebodyusa.com](http://lebodyusa.com).

**Eminence Organics** introduced the **Lilikoi Mineral Defense** duo. These all-mineral products protect skin against environmental stressors, including pollution, blue light and the sun. Lilikoi is a tropical super fruit that is packed with vitamins and minerals, including vitamins A and C, riboflavin and niacin to help combat free radical damage and shield skin.

**Lilikoi Mineral Defense Moisture SPF 33**,



a lightweight non-nano moisturizer, includes powerful antioxidants and pollution-fighting actives that create a physical barrier



*Lumini, an AI skin-care assistant, debuted at IECSC.*

against environmental stressors. The moisturizer is suitable for all skin types and finishes without a white cast, leaving the appearance of fresh, natural skin.

**Lilikoi Light Defense Face Primer SPF 23**



defends skin against blue light and the sun. Subtle illuminating properties give the skin a healthy, lit-from-within effect, resulting in the appearance of a glowing, radiant complexion. Cocoa seed extract helps to prevent the breakdown of collagen and elastin resulting from

blue-light exposure, protecting the skin from digital stress. Visit [eminenceorganics.com](http://eminenceorganics.com).

**Lululab**, a leading provider of AI-based beauty solutions, a spin-off company of **C-Lab, Samsung Electronics'** in-house venture program and a member company of **Born2Global Centre**, presented its new AI skincare assistant **Lumini**.

Lumini scans and analyzes a person's facial skin in under 10 seconds and uses the results of its analysis to recommend the beauty products best suited for the condition of the user's skin.

Lululab also introduced its AI-based K-beauty curation service. Through collaboration with famous K-beauty brands, it will recommend K-beauty products that best meet the specific needs of users based on its analyzed skin data. With this solution and



CEO Lydia Sarfati (center) and the Repechage team at IECSC New York. right: Nelly De Vuyst offered 100% certified organic products by COSMOS and Ecocert. At the show, the company provided spa facial treatments with the new 100% organic skin-care line, BioTense. Founder and formulator Manon Pilon offered product education on Nelly De Vuyst's new skin-care and feminine care lines.

service, Lululab will establish a foothold for expanding its solution in the global market.

"Lumini helps estheticians create personalized services based on objective data," says **Yongjoon Choe**, CEO of Lululab. "By collecting big data on skin types related to ethnic origin and environment, we aim to transform Lumini into an AI solution that recommends not only skin care products but customized lifestyles and foods for all kinds of users." For more information, visit <http://www.lulu-lab.com/en/>.

**G.M. Collin** demoed clinical treatments, including both new and coveted spa facials and new anti-aging and overall skin health treatments.



New **City D-Tox Eye Contour** (MSRP \$60.00) counters the effects of urban stress on the delicate eye contour. Boosted with Cystem and Filmexel, a specific blend of peptides, and other actives, this ultra-fresh water gel reduces the look of dark circles 60% after one hour, improves hydration up to 64% and visibly diminishes total surface wrinkles up to 81%. Plus, the unique metallic applicator provides an instant refreshing and cooling sensation.

**City Detox Serum** (MSRP \$75.00) is formulated with Cystem, Filmexel and

Serenityl, plus other actives to minimize the effects that urban stress has on the skin. In clinical studies, results included improved texture, improved hydration up to 92% and an up to 60% decrease in the appearance of fine lines and wrinkles. It also revitalizes tired-looking skin and revives the complexion's radiance. Visit [gmcollin.com](http://gmcollin.com).



East meets west with **Amarte**, a premiere luxury Korean skin care line based on eastern skin-care philosophy and western dermatology. Products are designed to cleanse, hydrate, rejuvenate and protect to bring out the clarity, brilliance and beauty of skin. With deference to Korean heritage and philosophy, Amarte is refined for American preferences and employs western elements within eastern structures for a true hybridization and a more thorough skin-care experience. All products are dermatologist tested,



and recommended by board-certified dermatologist **Craig Kraffert, MD**, president.

At the show, the company introduced the **Amarte Back Bar** products and complementary new treatments, including **Soothing Botanical Serum**, a skin-calming natural botanical extract serum; **Wonder Wash**, a pure, soothing and completely



natural facial wash; **Sulfur Plus Exfoliator**, a non-abrasive physical exfoliator that brightens and hydrates; **Soothing Mask**, a calming, firming and brightening mask; **Ginkgo Booster**, a muscle-relaxing

toner that promotes blood circulation; **Mineral Mask**, a purifying and pore-tightening mask that exfoliates and nourishes; **Chlorella Mask**, a bio-active, extract-rich collagen synthesizing and brightening mask; and **Facial Massage Cream**, a soothing facial massage lubricant with plant extracts. Reach **Ashley Aboud**, sales manager, at [ashley@amarteskin.com](mailto:ashley@amarteskin.com).

**See you next year!**

In 2020, IBS and IECSC New York will return to the Javits Convention Center in New York City on March 8-10. For more information about exhibiting and educating, visit [ibsnyc.com](http://ibsnyc.com) and [iecsc.com](http://iecsc.com).