



FORMULATORS' GUIDE

ACTIVE INGREDIENTS FOR MAKEUP

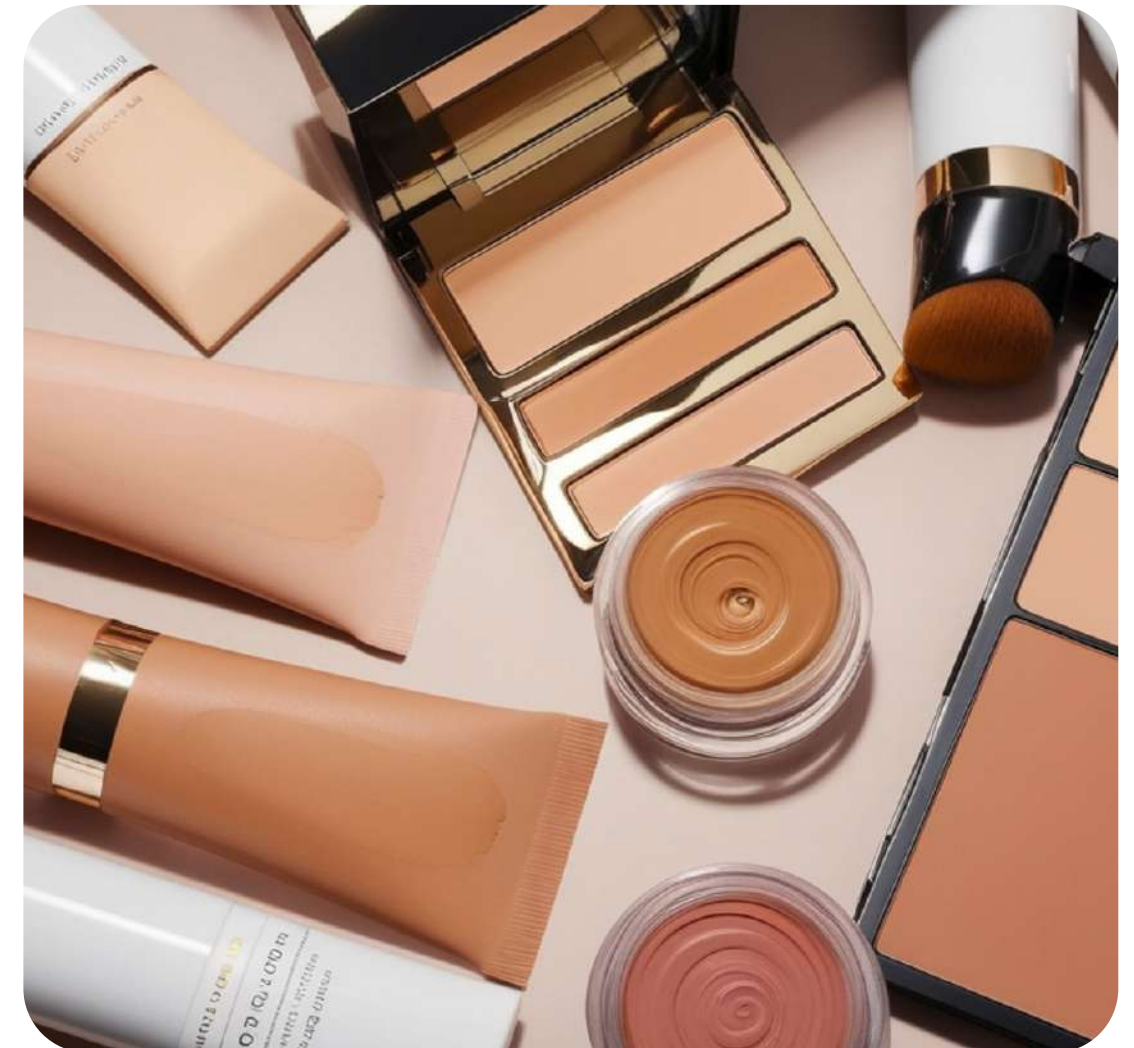
Discover the trends redefining makeup and the active ingredients that turn them into innovative, high-performance formulations with enhanced sensorial benefits.

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In this guide, we explore the key trends set to shape makeup in 2027/28, the formats transforming the category, and the growing convergence of makeup and skincare. We will also present active ingredients organized by product category, along with formulation ideas to inspire future launches.

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01 MAKEUP FORECAST 2027/2028

Makeup is evolving into **a smarter, more adaptable category**, where **immediate results are combined with long-term skincare benefits**. In 2027/28, formulas will be expected to meet a **dual demand**: visibly improve the skin while enabling more personal, modular and creative expression.

ADAPTIVE MAKEUP

The concept of wear will evolve **from aesthetic long-wear to dynamic wear**: formulas designed to maintain comfort, balance and finish quality under changing external conditions.

Makeup is already moving towards products focused on **strengthening skin resilience against multiple environmental stressors**.

EMOTIONAL MAKEUP

Makeup will not only aim to transform appearance, but also to **turn application into a sensorial wellbeing ritual**. Refreshing, melting, elastic and comforting textures will help create a sense of pleasure, calm or energy during use.

Mintel anticipates a more stimulating approach to color cosmetics, increasingly connected to **emotional wellbeing and mood regulation**.

67%
(Mintel, 2023)

of 18–34-year-old makeup users say they are **paying more attention to the ingredients used**.

44%
(Numerator, 2024)

of makeup consumers look for products with **skincare benefits**.

These new expectations will pave the way for **more intuitive, transformative and precise formats**, capable of turning every application into an effective, sensorial and personalized experience.

02 TRENDING FORMATS

Format innovation is one of the key drivers of consumer purchase decisions:

01 SERUM FOUNDATION

Lightweight foundations with fluid textures that melt into the skin while delivering hydration, comfort and a natural-looking finish.



02 MULTI-USE STICKS

Solid, versatile formats for face, lips and eyes, designed for quick, precise and convenient application.



03 JELLY MAKEUP

Fresh, jelly-like textures with an elastic feel, offering a distinctive sensorial experience with lightweight, buildable finishes.



04 LIP OILS

Tinted lip oils that hydrate, add shine and enhance the lips' natural volume.



05 SPF+ MAKEUP

Makeup with integrated sun protection, combining color, care and defense.



06 SKIN-PRIMERS & CONCEALERS

Makeup-skincare hybrids that prep the skin, blur imperfections and improve makeup wear.



07 TINTED BALM

Tinted balms that nourish, provide comfort and deliver a natural-looking, luminous finish.



08 SETTING SPRAYS & MISTS

Setting mists that hydrate, provide comfort and help extend makeup wear.



PRIMERS

The purpose of primers is to **prepare the skin**, creating a smooth, even surface so that makeup adheres better and lasts longer.

- Texture:** available in a wide range of formats, including gels, emulsions, sprays, etc.
- Finish:** some provide a matte finish, while others enhance radiance.
- Function:** designed to adapt to the specific needs of each skin type.



PORE REDUCTYL NT (Water-soluble)

Natural astringent that prepares the skin by helping to reduce the appearance of pores and providing a mattifying effect.

AQSTEM ATACAMA (Water-soluble)

Plant stem cell extract that hydrates the skin before makeup application by promoting aquaporin synthesis.

DUNALINA (Water-soluble)

Marine-derived ingredient with moisturizing properties that enhances skin radiance, leaving a “glowy” finish.

CHIAPROTECT SKIN (Oil-soluble)

Omega-rich botanical oil with soothing properties that helps support the skin barrier while providing hydration and comfort.



FOUNDATIONS

CYANAGE (Water-soluble)

Postbiotic that promotes skin longevity by targeting the hallmarks of aging, helping to reduce wrinkles while improving firmness and elasticity.

STEMCEM QUILLAY (Water-soluble)

Quillay stem cell extract that helps strengthen epidermal cohesion and the skin barrier by promoting filaggrin synthesis.

COBIOGUM (Water-dispersible)

Natural gelling agent with film-forming properties that provides long-lasting hydration and helps improve makeup hold. Suitable for all skin types.

INCA OMEGA OIL (Oil-soluble)

Omega-rich oil that helps restore the skin barrier, acts as a precursor of ceramides, reduces TEWL and provides immediate hydration.



CONCEALERS

COBIOLIFT (Water-soluble)

Film-forming agent with an immediate lifting and tightening effect, helping to smooth expression lines and improve the appearance of the skin.

COBIOPHYTONIC GL (Water-soluble)

Botanical complex that helps reduce the appearance of dark circles while improving the radiance and evenness of the eye contour area.

MAKISTEM (Water-soluble)

Maqui stem cell extract that helps reduce melanin synthesis and the appearance of dark spots while promoting collagen synthesis.

COBIOCARE (Water-soluble)

Standardized propolis extract with anti-inflammatory and antimicrobial properties that helps reduce acne-related lesions.

EYE CONTOUR

DARK SPOTS

ACNE



MASCARAS

BIO CAPIGEN VEG V2 (Water-soluble)

Powerful 13-in-1 nutritive complex that supports lash growth, revitalizes the hair fiber and helps improve strength and resilience.

CHIAPROTECT HAIR (Oil-soluble)

Omega-rich botanical oil with UV-protective properties that nourishes the lashes while enhancing softness and elasticity, with emollient benefits.

BIO CERAMIDYL HAIR (Water-dispersible)

Glycoceramide hydrogel with film-forming properties that helps reinforce lash protection against external aggressors while strengthening the fiber.

GLYCOENERGIZER HAIR (Water-soluble)

Epigenetically active ingredient based on purified marine glycogen that provides the energy required during the anagen phase of the hair growth cycle.



BALMS

DRAGON´S BLOOD LP (Oil-soluble)

Restorative and moisturizing butter for skin and lips, combining shea butter, argan oil and Dragon's Blood with epigenetic activity.

OMEGA BUTTER (Oil-soluble)

100% natural, omega-rich butter with exceptional nourishing properties that helps restore and rebalance the hydrolipidic barrier.

PASSIONARE OIL (Oil-soluble)

Upcycled oil that deeply nourishes and moisturizes while helping to improve the skin barrier and reduce transepidermal water loss (TEWL).

PHYTO CERAMIDYL OMEGA N (Water-dispersible)

Complete protective treatment combining botanical ceramides with an optimal balance of omega fatty acids to moisturize and reinforce the skin barrier.

04 MAKEUP FORMULATION

BB CREAM (PROT. 287/26)

FASE	MATERIA PRIMA	INCI	%
1	DEMINERALIZED WATER	AQUA	37,65
	DERMOSOFT OMP	METHYLPROPANEDIOL, CAPRYLYL GLYCOL, PHENYLPROPANOL	3,00
	GLYCERIN	GLYCERIN	2,00
	MAGNESIUM SULFATE	MAGNESIUM SULFATE	2,00
2	GLYCERIN	GLYCERIN	3,00
	HYALURONIC ACID	SODIUM HYALURONATE	0,10
3	EASYNOV	OCTYLDODECANOL, OCTYLDODECYL XYLOSIDE, PEG-30 DIPOLYHYDROXYSTEARATE	5,00
	LANETTE O OR	CETEARYL ALCOHOL	1,00
	BEESWAX	CERA ALBA	3,50
	ZINC STEARATE	ZINC STEARATE	1,00
	OMEGA BUTTER	PLUKENETIA VOLUBILIS SEED OIL, C10-18 TRIGLYCERIDES	3,00
	MYRITOL 318	CAPRYLIC/CAPRIC TRIGLYCERIDE	7,00
	FANCOL POLYISO 200 CG	HYDROGENATED POLYISOBUTENE	12,00
	BIOXAN T70C	TOCOPHEROL, GLYCINE SOJA OIL	0,20
4	SIMULGEL NS	HYDROXYETHYL ACRYLATE/SODIUM ACRYLOYLDIMETHYL TAURATE COPOLYMER, SQUALANE, POLYSORBATE 60, AQUA, SORBITAN ISOSTEARATE	1,50
5	PORE REDUCTYL NT	AQUA, BUTYLENE GLYCOL, FOMES OFFICINALIS EXTRACT, PHENOXYETHANOL, PEG-40 HYDROGENATED CASTOR OIL	5,00
6	KOBOGEL PM MEDIUM	CI 77891 (TITANIUM DIOXIDE), ISODODECANE, CI 77492, ISOHEXADECANE, CI 77491, ISOPROPYL TITANIUM TRIISOSTEARATE, ETHYLENE/PROPYLENE/STYRENE COPOLYMER, LECITHIN, CI 77499, ALUMINA, POLYHYDROXYSTEARIC ACID, BUTYLENE/ETHYLENE/STYRENE COPOLYMER, SILICA	12,00
7	HARMONIE LUXE 4 POWDER	SILICA	1,00
8	FRAGRANCE	PARFUM	0,05
TOTAL			100,00

Note: It is the formulator's responsibility to ensure the stability of the formulation by carrying out the necessary testing..

MANUFACTURING PROCESS

1. Add Phase 1 to the vessel, heat to 40°C and homogenize.

2.Premix Phase 2 and add it to Phase 1 under stirring. Heat to 80°C.

3.Premix Phase 3 and heat to 80°C.

4.Add Phase 3 to Phases 1 + 2 and homogenize using a high-shear mixer.

5.Add Phase 4 to Phases 1 + 2 + 3 and homogenize using a high-shear mixer.

6.Cool Phases 1 + 2 + 3 + 4 to below 40°C.

7.Add Phase 5 to Phases 1 + 2 + 3 + 4 and homogenize.

8.Add Phase 6 to Phases 1 + 2 + 3 + 4 + 5 and homogenize.

9.Add Phase 7 to Phases 1 + 2 + 3 + 4 + 5 + 6 and homogenize using a high-shear mixer.

10.Add Phase 8 to Phases 1 + 2 + 3 + 4 + 5 + 6 + 7 and homogenize.

POSITIONING CLAIMS

- Cares for the skin while concealing imperfections

• Deep hydration and nourishment

• Mattifying and pore-refining effect



04 MAKEUP FORMULATION

STICK LIPS AND CHEEKS (PROT. 134/26)

PHASE	RAW MATERIAL	%
1	BEE WAX	21,00
	PHYTOSQUALENE	20,00
	SWEET ALMOND OIL	33,95
	MARACUYA OIL	3,00
	ACTICIRE	10,00
	INCA OMEGA OIL DEO	6,00
	BIOXAN T70C	0,30
	TOCOPHERYL ACETATE	0,20
	BIO CERAMIDYL PURE	0,20
2	PARFUM	0,30
3	RED 7 LAKE	5,00
4	TIMIRON SPLENDID GOLD	0,05
TOTAL		100,00

Note: It is the formulator’s responsibility to ensure the stability of the formulation by carrying out the necessary testing..

MANUFACTURING PROCESS

1. Add Phase 1 and heat to 80°C. Maintain this temperature for 15 minutes.
2. Allow to cool, then add Phases 2, 3 and 4. Stir until homogeneous.

POSITIONING CLAIMS

- Long-lasting protection
- Helps support the recovery of sensitive and dry skin
- Helps strengthen the skin barrier
- Helps improve water retention in the skin
- Supports the renewal of the skin’s natural protective barrier



04 MAKEUP FORMULATION

LIGHTENING STICK (PROT. 288/26)

FASE	MATERIA PRIMA	INCI	%
1	BEESWAX	CERA ALBA	24,00
	OMEGA BUTTER	PLUKENETIA VOLUBILIS SEED OIL, C10-18 TRIGLYCERIDES	5,00
	SHEA BUTTER	BUTYROSPERMUM PARKII BUTTER	5,00
	SWEET ALMOND OIL	PRUNUS AMYGDALUS DULCIS OIL	10,00
	MYRITOL 318	CAPRYLIC/CAPRIC TRIGLYCERIDE	23,50
	COVI-OX T70C	TOCOPHEROL, GLYCINE SOJA OIL	0,30
2	CARESS BN12	BORON NITRIDE	8,00
3	ACTICIRE MB	JOJOBA ESTERS, HELIANTHUS ANNUUS SEED WAX, ACACIA DECURRENS FLOWER WAX, POLYGLYCERIN-3, TOCOPHEROL	10,00
	DUNALINA	DUNALIELLA SALINA EXTRACT, PROPANEDIOL	3,00
	COBIOBRIGHT	PROPANEDIOL, POUTERIA LUCUMA PULP EXTRACT	1,00
4	PARFUM	PARFUM	0,20
5	OIL-SOLUBLE BLUE COLORANT, 0.1% SOLUTION	ETHYLHEXYL STEARATE, CI 60725	5,00
	TIMIRON SPLENDING GOLD	CI 77891 (TITANIUM DIOXIDE), MICA, SILICA	5,00
TOTAL			100,00

Note: It is the formulator’s responsibility to ensure the stability of the formulation by carrying out the necessary testing..

MANUFACTURING PROCESS

1. Add the Phase 1 ingredients to the vessel and heat until completely melted (75–80°C).
2. Add Phase 2 and homogenize.
3. Premix Phase 3 and heat until melted, forming a homogeneous paste.
4. Add Phase 3 to Phases 1 + 2 and homogenize.
5. Add Phases 4 and 5 and homogenize.
6. Pour into molds before the mixture solidifies.

POSITIONING CLAIMS

- Highlighting stick
- Moisturizing properties
- Glowing effect
- Nourishes the skin





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