

COBIOSEA
NATURALLY EFFECTIVE

TOP TRENDS

in-cosmetics™ asia



***In Asia, self-care is not a luxury — it's a lifestyle.
And it has become a benchmark for the global cosmetics industry.***



41%

of the **global beauty market** now belongs to Asia-Pacific

Asia has long embraced a **skincare-first philosophy** - one that values prevention, daily care, and nourishment over covering imperfections. Today, it **leads biotech beauty innovations**, from **exosomes and stem cells** to barrier-strengthening actives enriched with **ceramides and PDRN**, redefining how science meets skincare.

GWANG SKINCARE



Radiant skin in Asia is a status symbol — **glowing, hydrated, and glass-like** are the most demanded claims .

“Gwang” (광) symbolizes **purity, clarity, and youthful energy** in Korean beauty culture.

It reflects the evolution from makeup coverage to skin transparency, powered by **actives that optimize skin optics and hydration flow.**



“GWANG” = LIGHT / GLOW



DUNALINA

Biomarine ingredient coming from the Mediterranean microalgae *Dunaliella salina*

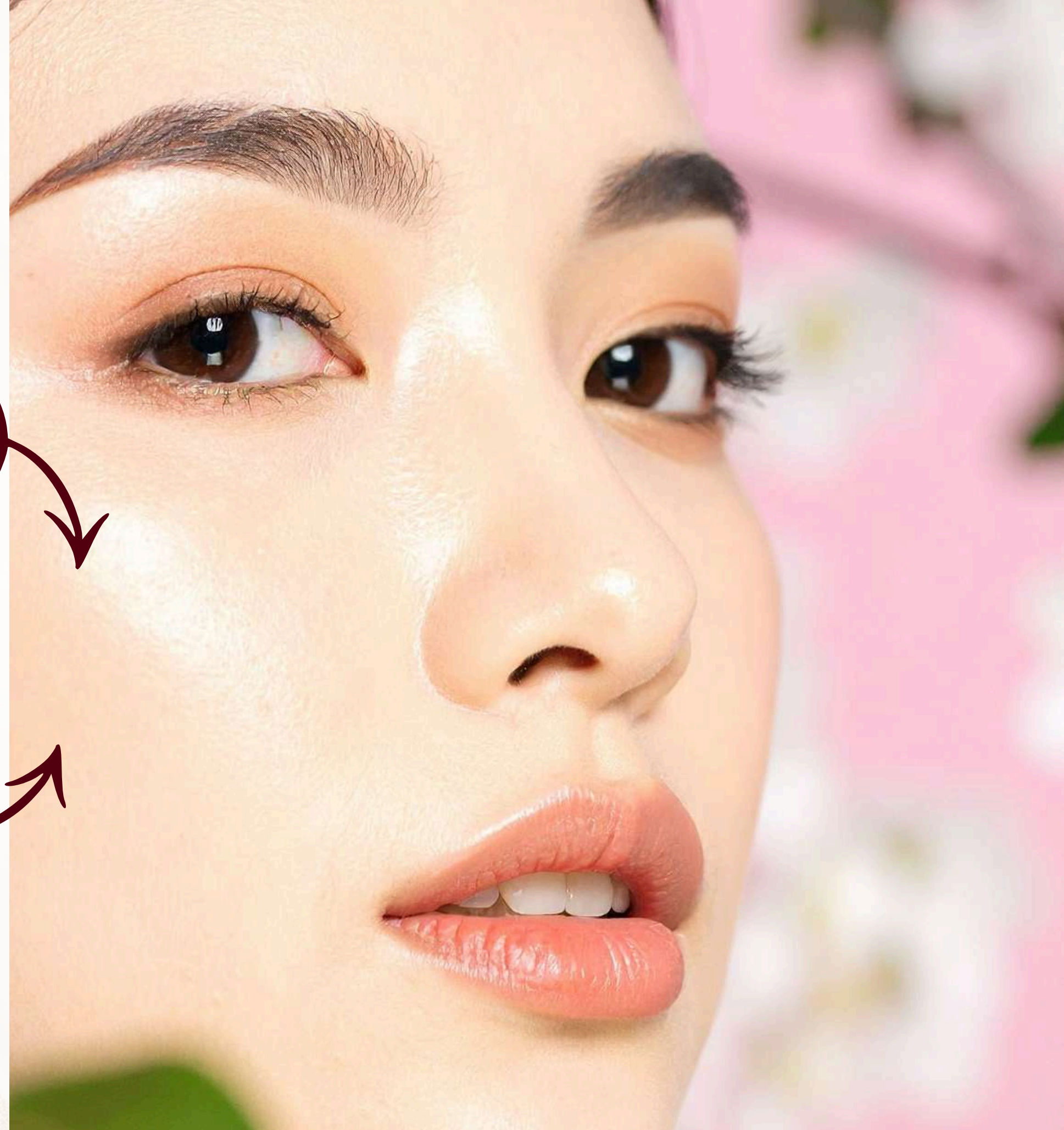
- Boosts **hydration** by **+38% in 28 days**.
- Significantly increased **Radiance** by **+69,6%**
- **Visible decrease** of crow's feet in just 28 days
- Multifunctional activity providing **skin rejuvenation**



MAKISTEM

Plant **stem cell extract** obtained from *Aristotelia chilensis (Maqui)*

- **x9** times more **antioxidant** capacity than **Goji berry**
- **Visible reduction of dark spots** (superficial, brown and UV)
- Demonstrated a significant **reduction in excessive melanin** production of **+40,3%**
- **Pro-collagen active ingredient**



FOLLICLE LONGEVITY



The quest for longer hair vitality is driving a new approach in scalp care: **Follicle Longevity**. Beyond simply preventing hair loss, this trend focuses on **preserving the hair's life cycle** by maintaining a balanced and energized follicular environment.

As external stressors, hormonal shifts, and aging accelerate the telogen phase, consumers demand **solutions that prolong the anagen phase and revitalize the scalp ecosystem.**

In this context, **plant-based bioactives** capable of stimulating scalp metabolism and reducing telogen duration gain strong appeal.

FOLLICLE LONGEVITY



BIO CAPIGEN VEG V2

Balanced supply of nutrients to ensure the biological balance and promote healthy and strong hair.

- **13-in-1 botanical complex** designed with well-known ingredients such as Biotin, Ginseng extract, Red onion and Hydrolyzed soy protein overall.
- **Promotes keratin** synthesis
- **Only 12 doses**, the **anagen/telogen** phase ratio increased by **13.1%**
- **Improves hair count and hair density**



PORE ZERO



The pursuit of **“glass skin”** and **“filter finish”** **aesthetics** has intensified consumers’ desire for refined pores and balanced sebum.

Enlarged pores are increasingly perceived as **visible indicators of skin fatigue and exposure to urban pollution.**

As a result, consumers are actively seeking skincare solutions that **visibly minimize pores, smooth texture, and deliver an effortlessly clean,** fresh-looking complexion: products that combine instant visual perfection with long-term skin balance.



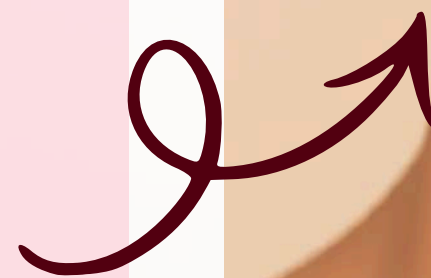
PORE ZERO



PORE REDUCTYL NT

Purified, concentrated active, extracted from the pulp of *Fomes Officinalis*

- Natural **astrigent** and **cleanser**
- **Instantly** reduces the **number and size of dilated pores** giving a **matte effect**
- It **moisturizes** the stratum corneum
- Minimize the visible appearance of skin suffering from **excess sebum secretion**



PRO-tein Beauty



63% of global skincare consumers look for products that “strengthen the skin barrier” or “boost natural resilience” — signaling a clear shift toward **biology-driven repair and protection** (Source: Mintel, 2024).

A new wave of “PRO-tein beauty” is redefining skin and hair care by **enhancing the body’s own protein synthesis**; from collagen and keratin to aquaporins and filaggrins.

- **Aquaporins revival:** optimizing skin’s internal water channels to restore moisture balance and glow.
- **Filaggrin focus:** reinforcing the epidermal barrier, improving smoothness, and reducing sensitivity.

PRO-
AQUAPORIN



AQSTEM ATACAMA

Stem cell extract obtained from the ephemeral and unpredictable Atacama flower *Cistanthe grandiflora*

- **Smart Hydration System:** +66,8% aquaporin-3 synthesis
- **Inflammation reduction:** reduces interleukines (IL-13 & IL-31) synthesis
- **Promotes immediate natural skin hydration:** +20,4% in 2h
- **Optimizes water transport** at the cellular level
- **Provides maximum splendor** for the skin

NATURAL ORIGIN CONTENT
100%
ISO 16128

PRO-
FILAGGRIN



STEMCEM QUILLAY

Plant **stem cell extract** obtained from *Quillaja saponaria* (*Quillay*).

- Epidermal cohesion thanks to its **pro-filaggrin activity:** +53.1%
- Improves **skin elasticity:** +15.3%
- **Strengthens the barrier function**
- Enhances **skin density:** +4.4%, helping to prevent sagging
- **Preserves skin integrity**

NATURAL ORIGIN CONTENT
100%
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