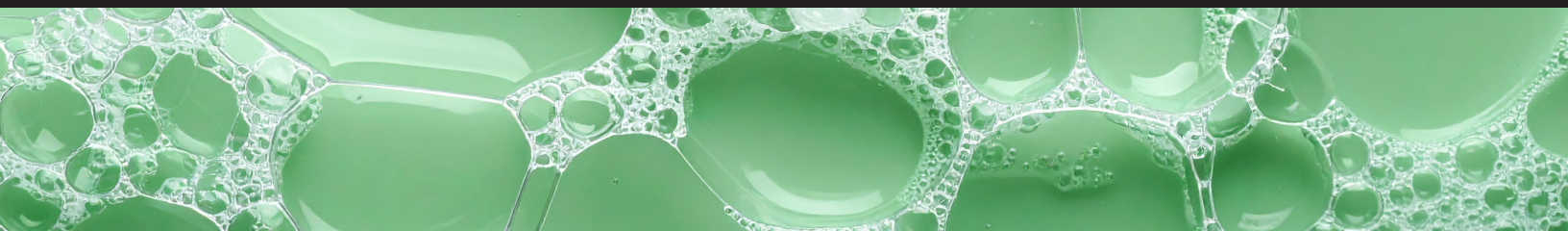


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# 10 New Frontiers in Beauty— Precision Biotech, Skin-Mind Connection and More:

Highlights from the in-cosmetics Asia  
Innovation Zone

2025



# 10 New Frontiers in Beauty– Precision Biotech, Skin-Mind Connection and More: Highlights from the in-cosmetics Asia Innovation Zone

We're at the forefront of a transformative era, where science, sustainability and wellness converge to redefine skin care. Advances in biotechnology, sensory innovation and eco-conscious practices are shifting the focus from mere aesthetics to holistic well-being. This was demonstrated during In-Cosmetics Asia 2025, which showcased more than 120 new ingredients in its Innovation Zone, supported by *Cosmetics & Toiletries* as the official media sponsor.

With so many groundbreaking technologies to explore, we've distilled them down to 10 key trends in ingredients and claims that are shaping the future of beauty. From next-gen sustainability and performance, to innovations in sensory benefits, the mind-skin connection (e.g., neurocosmetics), pollution protection, exosomes, skin regeneration and more, these trends are not only prominent but often intersect, offering a multi-dimensional approach to skin care innovation. Dive into this report for an in-depth look, enriched with market insights and actionable strategies to inspire your next beauty breakthrough.

**Here we go. . .**

# 1. Sustainable and Eco-Conscious

Sustainability is no longer optional — it's a core expectation. The global sustainable beauty market is projected to grow from \$190.7 billion in 2024 to \$433.2 billion by 2034, driven by consumer demand for eco-friendly products.<sup>1</sup> More than half (67.7%) of Gen Z consumers prioritize sustainability in their beauty purchases, and 80% of beauty brands are adopting sustainable practices, including waterless formulations, refillable packaging and upcycled ingredients.<sup>2</sup>

*Examples from the Innovation Zone:*

## **PureSurf ANi & PureSurf Mild (Thai Oil Public Co. Ltd.)**

These bio-based surfactants are derived from renewable resources, reportedly offering gentle cleansing while reducing reliance on petrochemical-derived ingredients. They are recommended for sulfate-free formulations, aligning with the sustainability trend by minimizing environmental impact.

## **Cera Drip (Mitsubishi Corp. Life Sciences)**

An upcycled ingredient derived from yeast residues, this ingredient promotes hydration while reducing waste. It exemplifies the circular economy model by repurposing byproducts into high-value skin care actives.

## **Upcycled Rice Bran Ferment (Ichimaru Pharcos)**

This upcycled ingredient reportedly gently cleanses and moisturizes while improving skin smoothness. It was the bronze award winner in the Spotlight on Formulation category and it highlights the potential of repurposing byproducts for eco-conscious beauty.

## **PemuPur Vista Polymer (The Lubrizol Corp.)**

This next-generation, sustainable polymeric emulsifier, via a targeted modification of a fermentation-derived polysaccharide backbone, offers high performance through primary emulsification and long-term stability. It can also deliver a rich and soft feel, creating luxurious lotions and milky emulsions that are non-sticky, even at low use levels.

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## **Actionable Insights**

To leverage this trend, formulators can prioritize the use of sustainable production methods and biodegradable ingredients in formulations. Marketers can emphasize eco-conscious practices, such as reducing energy consumption, minimizing waste and using renewable resources, in product branding. Manufacturers and brands can collaborate with suppliers who share sustainability goals and communicate these efforts to consumers through certifications and storytelling.

## 2. Multifunctional Ingredients for Enhanced Performance

The rise of skinimalism has been simplifying beauty routines. Consumers seek products that deliver multiple benefits, such as hydration, anti-aging and sun protection, in a single step. This trend is driven by busy lifestyles, rising product costs and a desire for value-driven solutions. Sixty-seven percent of the 3,900 U.S. beauty-buying females surveyed by The Benchmarking Co. in 2025 said they regularly buy beauty products that perform more than one function or solve multiple problems.<sup>3</sup>

*Examples from the Innovation Zone:*

### **WilfaDerm (Wilmar)**

A plant-derived lipid designed to strengthen the skin barrier and support hydration. Its dual-action properties reportedly make it ideal for addressing dryness and sensitivity in one formulation, reducing the need for multiple products.

### **ZeoSAES ActiveA (SAES Chemicals)**

Combines vitamin C and vitamin B3 in a zeolite delivery system, targeting pigmentation, boosting collagen production and enhancing the skin's natural barrier. This multifunctional ingredient is described as perfect for consumers seeking fewer, high-performance products.

### **UBI Oléoactif (Hallstar)**

This skin rejuvenation active targets ubiquitin, a vital cellular protein. It was the silver award winner in the active ingredients category, and it improves both skin vitality and tone, addressing multiple signs of aging.

### **Arelastin (Uniproma GmbH)**

This recombinant humanized elastin was engineered to restore skin elasticity, repair damage and combat aging by integrating human-specific integrin receptors and a  $\beta$ -spiral structure. It has been clinically proven to boost hydration (14.7%), elasticity (17.5%), firmness (16.4%) and reduce wrinkles (15.2%) while soothing erythema (26.8% reduction), per the company.

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### **Actionable Insights:**

To align with this trend, formulators can streamline formulations by incorporating ingredients that serve multiple purposes, such as hydration, protection and sensory enhancement. Marketers can highlight these products as cost-effective and time-saving solutions for consumers seeking simplicity in their routines

## 3. Advanced Sensory Experiences

The sensory aspect of skin care is becoming a key differentiator: research shows that 73% of consumers are more likely to purchase a product when the experience feels personal, while 67% of customers recall brands better when multisensory elements are incorporated.<sup>4</sup> Per Meiyume, skin care is evolving into a sensory and emotional experience, “with products designed to delight through playful textures, calming ingredients and neurocosmetic innovations that support mental well-being.”<sup>5</sup>

*Examples from the Innovation Zone:*

### **Harmonie NatuVel gel (Momentive Performance Materials)**

A 100% natural-origin gel network designed to deliver a luxurious mattifying texture for skin care and color cosmetics. This ingredient won the gold award in the functional ingredients category, and it enhances the sensory appeal of formulations while maintaining natural origins.

### **Galsoft Lumithic (Galaxy Surfactants Ltd.)**

This synergistic combination of the mildest anionic surfactants reportedly offers high purity and superior mildness, including for infant skin or that which is compromised. It provides rich lather and sensory benefits and is self-thickening and cold-processable.

### **EmfinitySG 532 (BRB Singapore Pte. Ltd.)**

This silicone elastomer gel is said to provide a silky, cooling effect and a powdery finish, enhancing the tactile experience of skin care products.

### **CNB Aquarin (C&B Bio Co., Ltd.)**

This next-generation natural moisturizer provides long-lasting hydration, formulation stability and optimized performance, per the company. It reportedly offers a non-sticky texture with excellent viscosity and thickening properties and is stable across wide pH and temperature ranges. It is recommended where moisturization and sensory experiences are critically important.

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### **Actionable Insights:**

Following this trend, formulators can design products that offer unique and luxurious sensory experiences, such as silky textures, cooling effects or transformative finishes. Marketers can highlight these sensory benefits in marketing campaigns to differentiate products in a crowded market. Formulators may also consider consumer preferences for lightweight, non-greasy and fast-absorbing formulations to enhance user satisfaction.



## 4. Biotechnology and Precision Fermentation

Biotechnology is revolutionizing ingredient development, enabling sustainable, high-performance solutions. Precision fermentation allows for the creation of lab-grown actives that reduce resource dependency and improve traceability. In relation, the global biotech beauty market is expected to reach US ~\$8.23 billion by 2031, growing at a significant CAGR of 5.8% from 2025-2031.<sup>6</sup>

*Examples from the Innovation Zone:*

### **ArcherZyme (ArrowBiome Pte. Ltd.)**

A lysin-based active for body odor control, this ingredient is produced via precision fermentation and offers sustainable and cruelty-free innovation. As the gold award winner in the active ingredients category, it showcases the potential of biotech in personal care.

### **BioYouth SPG Schizophyllan Gel (Bloomage Biotech)**

This active  $\beta$ -glucan with a unique triple-helix structure is produced through the fermentation of the *Schizophyllum commune* indigenous to pristine forests. According to the company, it targets the Dectin-1 receptor to prime bidirectional immune modulation, strengthening the skin's physical barrier, soothing redness, improving the skin microenvironment and counteracting inflammaging.

### **RJMPDRN REC (Uniproma GmbH)**

This recombinant salmon PDRN for anti-aging and skin repair is produced sustainably without animal extraction, demonstrating the precision of biotech in creating effective, ethical ingredients.

### **X50 NeoSyno-Col (Evonik)**

This innovation cosmetic “drone” is designed to enhance skin elasticity and firmness through targeted delivery. As the silver award winner in the Spotlight on Formulation category, it exemplifies the precision of biotech innovation.

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### ***Actionable Insights:***

Formulators can position products with this trend by leveraging advancements in biotechnology to create innovative, high-performance products that combine science and nature. Marketers can educate consumers on the benefits of biotech-derived ingredients, such as enhanced efficacy, precision targeting and sustainability. Position these products as cutting-edge solutions for consumers seeking the latest in beauty innovation.

## 5. Natural Alternatives to Synthetics

The clean beauty movement has fueled demand for natural alternatives to synthetic ingredients. In fact, the plant-based skin care market is projected to more than double its 2024 value by 2034 (CAGR 8.2%).<sup>7</sup>

*Examples from the Innovation Zone:*

### **DexCare CD-2 Polymer (Dow)**

A biodegradable, biofermented ingredient that enhances deposition and boosts foaming in sulfate-free systems. It reportedly replaces synthetic surfactants with a natural alternative, making it a sustainable choice for eco-conscious consumers. This ingredient won the silver award in the functional ingredients category.

### **AEcoThick GK (AE Chemie, Inc.)**

This natural thickener can replace synthetic carbomers in sulfate-free formulations. It is said to align with the clean beauty movement by offering a plant-based solution for texture enhancement.

### **WiSilk Sense (Wilmar)**

As a plant-based alternative to dimethicone, this ingredient provides a silky, smooth finish in skin, hair and color cosmetics. Per the company, it reduces reliance on synthetic silicones while maintaining performance.

### **Naturelyn DP 60 (Aiglon)**

This universal bio-based oil thickener acts as a green alternative to petroleum jelly and mineral oil. It is said to provide efficient gelling at low concentration, boosts the sun protection factor and is water resistant.

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### **Actionable Insights:**

To align with this trend, formulators can replace synthetic ingredients with plant-based or bio-derived alternatives that match performance. In addition, marketers can emphasize these natural replacements as eco-friendly and effective solutions in product messaging.



## 6. Skin-Mind Connection and Neurocosmetics

Neurocosmetics are leveraging ingredients like adaptogens and aromatherapy oils to reduce cortisol and promote relaxation. In relation, the global neurocosmetics market is projected to grow from \$2.1 billion in 2025 to \$3.5 billion by 2034, at a CAGR of 8.5%.<sup>8</sup>

*Examples from the Innovation Zone:*

### **AmelioSense (Mibelle Biochemistry)**

This ingredient combines natural extracts with liposomal technology to calm inflammation and reduce redness. It directly addresses stress-induced skin issues, making it ideal for sensitive skin, per the company.

### **Imdermalab ArMorpheus (Imderma Laboratories)**

This innovative active reportedly improves sleep quality and reduces stress through the skin-mind connection. It is particularly effective in night-time skin care routines, per the company.

### **GlowCytocin (Lucas Meyer Cosmetics by Clariant)**

This neurocosmetic activates oxytocin receptors for a radiant glow. The bronze award winner in the active ingredients category, it connects emotional well-being with visible beauty benefits.

### **BotaFill BF-3 (NEOrli Biomaterial Inc.)**

Described as the world's first "floral Botox + herbal filler," this ingredient is said to deliver visible wrinkle reduction in just 3 min. It is powered by Spilanthes flower extract to relax expression lines and Ficus pumila to instantly plump skin.

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### **Actionable Insights:**

To address this trend, formulators can incorporate ingredients that promote relaxation, reduce stress or improve sleep quality, such as those with calming or mood-enhancing properties. In addition, marketers can position these products as part of a holistic self-care routine, emphasizing benefits like emotional well-being, stress relief and improved skin radiance. Companies can highlight the connection between mental health and skin health as well, to resonate with wellness-focused consumers.



## 7. Regenerative Beauty with Exosomes

Exosomes are revolutionizing regenerative beauty by promoting cellular repair and rejuvenation. The global exosome market for cosmetic applications is projected to grow at a significant CAGR of 35.9% from 2025 to 2034, rising from \$81.1 million in 2024 to \$1.69 billion by 2034.<sup>9</sup>

*Examples from the Innovation Zone:*

### **DensiFoll (TRI-K Industries)**

This naturally derived bio-active is powered by plant stem cell exosomes. It is said to stimulate key genes responsible for hair growth to promote denser, thicker hair while supporting a healthy scalp environment by reinforcing the scalp's barrier function.

### **Exo DDS Bakuchiol (INdermal by Nanovex Biotechnologies)**

This bakuchiol is encapsulated in biomimetic exosomes with avocado extract. It reportedly reduces collagen breakdown by 149%, supporting firmer, more youthful skin, and reduces inflammation by 177%, helping to soothe and balance irritated skin.

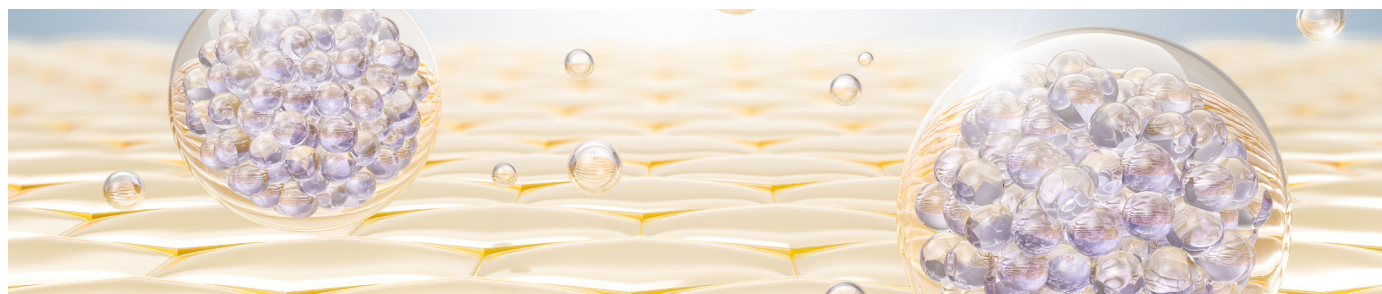
### **Milk Exosomes (The Tiny Cargo Co.)**

Pure milk exosomes, this bioactive delivers  $1 \times 10^{14}$  exosomes per gram, per the company, and is available as a shelf-stable, freeze-dried powder. The ingredient reportedly rapidly absorbs to accelerate repair, hydration and rejuvenation. Clinically validated benefits include wrinkle reduction, brightening, antioxidant defense and restored firmness.

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### **Actionable Insights:**

Formulators interested in these trending ingredients can explore their use to deliver targeted, regenerative benefits like enhanced skin repair, hydration and anti-aging effects. Marketers can position these products as cutting-edge solutions that harness advanced biotechnology for visible, long-lasting results. Brands also can emphasize the precision and efficacy of exosomes in promoting skin rejuvenation and overall health.



## 8. Microbiome-Friendly Skin Care

The global market for microbiome skin care was estimated at US \$434.8 million in 2024 and is anticipated to climb to \$835.2 million by 2030 (CAGR of 12.2% from 2025 to 2030).<sup>10</sup>

Such products aim to support the microbiome through improved barrier function, reduced inflammation and enhanced overall skin health.

*Examples from the Innovation Zone:*

### **Serenibiome (Solabia Group)**

This active is said to repair skin sensitivity and balance the microbiome. It is particularly effective for individuals with compromised skin barriers. This ingredient won the gold award in the Spotlight on Formulation category.

### **Lectroglaze Biotech Ingredient (The Lubrizol Corp.)**

This biotech ingredient is said to redefine antioxidant skin care by harnessing the power of the skin's own microbiome. It reportedly enhances the presence of electrogenic bacteria and boosts the skin's natural bioelectricity to create a novel, self-sustaining antioxidant defense system.

### **Nior-BGF (Specialty Natural Products Co., Ltd.)**

Black Glutinous Rice Fermentation (BGF) transforms locally sourced black rice into a high-value cosmetic ingredient. Fermentation through *Saccharomyces cerevisiae* produces postbiotic-rich extracts containing peptides, amino acids, organic acids and anthocyanins, the company reports.

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### **Actionable Insights:**

Formulators can follow this trend by prioritizing ingredients that support the skin's natural microbiome, avoiding harsh preservatives or disruptors, and that balance and protect the skin barrier. Marketers can position these products as microbiome-friendly solutions to promote healthy, resilient skin and educate consumers on the importance of microbiome health. Companies can also highlight benefits like reduced irritation, improved skin clarity and long-term skin wellness to appeal to health-conscious consumers.



## 9. Anti-Pollution Skin Care

Urban pollution is driving demand for protective skin care. Indeed, the anti-pollution skin care market was estimated at \$14.16 billion in 2024 and is projected to reach \$21.43 billion by 2030 (CAGR of 7.1% from 2025 to 2030), as consumers seek products that shield the skin from particulate matter, heavy metals and environmental stressors.<sup>11</sup>

*Examples from the Innovation Zone:*

### **Noxifense (Gattefosse SAS)**

This ingredient is designed to ensure a holistic approach to skin sensitivity by strengthening the skin's defense mechanisms against exposome assailants. Powered by sea buckthorn, it has been proven to protect epidermal lipids from exposome-induced damage, and to disrupt the oxi-inflammatory cycle.

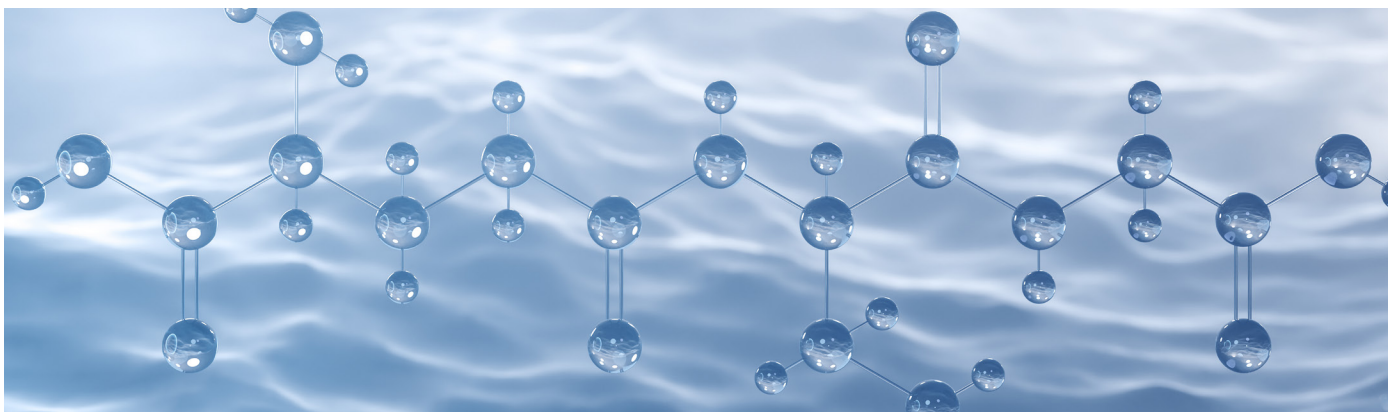
### **SCH AlgaeTech Porphyridium (Special Chemicals)**

A sustainable and biotechnology-derived cosmetic active obtained from *Porphyridium cruentum*, this ingredient reportedly reduces IL-8, oxidative stress and pollution-induced cell death while stimulating proteasome activity.

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### **Actionable Insights:**

To apply this trend, formulators can incorporate ingredients that protect against environmental stressors, such as antioxidants, pollution-neutralizing actives and barrier-strengthening compounds. Marketers can position these products as essential for urban lifestyles, emphasizing benefits like shielding the skin from pollutants, reducing oxidative stress and preventing premature aging. Brands can also highlight claims of protection and repair to appeal to consumers seeking defense against daily environmental aggressors.



# 10. Skin Barrier Repair

Finally, skin barrier repair is a priority for over-exposed and sensitive skin. In relation, the global skin repair market is projected to grow at a CAGR of 6.56% from 2024 to 2034, rising from \$85 billion in 2024 to \$160.46 billion by 2034.<sup>12</sup>

*Examples from the Innovation Zone:*

## **Ocea'Mimeticis (Biomolenez)**

This biomimetic marine essence restores a balanced extracellular living environment to strengthen lifelong skin health and reverse premature aging, per the company. It is designed to deliver several billions of ocesomes (i.e., nanoalgosomes and marine phages) to repair skin homeostasis.

## **Plantasens Emulsifier HP 49 (Clariant)**

Thanks to its richness in stearic acid-derived lipophilic chains, this emulsifier reportedly displays excellent skin compatibility, offering immediate skin moisturization that supports the barrier function.

## **Anallerg-NFA (Coachchem)**

This naturally derived, anti-aging polyhydroxy bionic acid has been shown to accelerate keratinocyte renewal, strengthen the skin barrier, reduce pigmentation, smooth wrinkles and revitalize skin for a smoother, younger look.

## **LunaRose (Mibelle Biochemistry)**

This ingredient is derived from fruits of roses that have adapted to Finland's special day-night cycles. Per the company, it regenerates skin overnight, boosting melatonin receptor and circadian clock gene expression in the skin, providing antioxidant and skin barrier-strengthening effects and improving mitochondrial function.

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### **Actionable Insights:**

To align with this trend, formulators can focus on ingredients that strengthen the skin barrier, such as ceramides, lipids and humectants, to reduce water loss and improve hydration. Marketers can position these products as solutions for sensitive or compromised skin, emphasizing benefits like restoring moisture, soothing irritation and enhancing resilience. And Brands can highlight clinical results or dermatologist recommendations to build trust and appeal to consumers seeking effective skin repair.



# Conclusion

These 10 trends reflect a future where beauty is sustainable, science-driven and emotionally fulfilling. From sustainability and sensory benefits, to neurocosmetics, pollution protection and exosomes, these innovations cater to consumers seeking high-performance, eco-conscious and personalized solutions. Brands that embrace these innovations will not only meet consumer expectations, but also set new standards for the industry.



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