

From Chinese tradition to high tech beauty, MakeUp in Shanghai, the tailor-made BtoB event pairs global offer with local demand.

## Nurturing Milks

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Biological liquid assimilated originally to purity, stimulating senses, milk is a nutritive substance for the body both inside and outside. The booming production of vegetable milks, the growing interest in probiotics, and the need to combine care and well-being make this timeless substance a major ingredient. Milk-based ingredients, milky textures, and creamy, opaque pigments become popular, offering consumers more nurturing products that create a gentle approach to beauty and nourish the skin. Dairy-based milk is high in moisturizing fats and softly exfoliating lactic acid, making it highly beneficial to the skin, while plant-based milks like oat, rice, and coconut milk lend their soothing, vitamin-rich properties to beauty and wellness products.



Milk becomes particularly popular for face cleansers, helping to delicately refresh without irritation for clean, bouncy skin. Oat milk extract pops up in both Cocokind's Oil to Milk Cleanser, as well as Sweet Chef's texture-transforming, gel-to-foam Oat Latte Cleanser. In addition, cream and milk sprays gain traction, creating an easy, touchless way for consumers to refresh and moisturize their skin on the go. Violette\_FR's new Boum Boum Milk spray acts as a 3-in-1 toner, serum, and moisturizer, while AESTURA's Atobarrier 365 Cream Mist features a ceramide-packed formula in a fine, foggy mist to deeply quench dry skin. Milk also proves a popular format for fermented, and probiotic products that fortify the skin microbiome, with options like Glowosis' probiotic-enriched Milk Dew Moisture Milk Toner, or Forest Rhapsody's Milk Ferment cleanser.

Makeup also draws inspiration from milk, with milky shades and softly tinted color palettes that create pastel-toned looks, as several brands look to milky hues and milk beverage inspiration for sweet product lines. Banila Co.'s Velvet Blurred Lip in "Milk Tea" speaks to a prevalent shade trend, which seeks to capture the creamy, rose-brown shade of comforting milk tea. In keeping with this, Dasique's Milk Latte shadow palette evokes the swirling shades of milk or cream in coffee, with soft, light brown pigments. Etude House's Milky New Year Collection, however, has created the ultimate milk-inspired impression, with milk-based primers, and subtly tinted options for eyes and cheeks.

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