Facing facts

Three leading cosmetics companies report on their face mask developments – a booming category among the all-important millennial consumer group

The L'Oréal Paris Pure Clay mask offers three pure clays in a tailor-made concentration for pure skin, glowy or to exfoliate, detox, purify.

L'Oréal Travel Retail Americas Consumer Division

Emilie Poisson, L'Oréal Travel Retail Americas Consumer Division's General Manager, describes the mask category as a great recruiting and cross-selling category.

The company has noticed an increase in demand as more than one in five women use a mask at least once a week. Face mask searches online have tripled in the last five years and appear as one of the most trending topics in social media.

New product development is accompanying and anticipating those needs. La Roche-Posay, will launch a mask under the Effaclar franchise and L'Oréal Paris is launching three new Clay masks. Both innovations will be available in travel retail, Effaclar being launched in the Derma-Center in South America and L'Oréal Paris Clay masks in more than 300 travel retail locations across the continent.

One of the most noticeable trends is "multi-masking", says Poisson. This consists of mixing and combining different masks in one use which allows the consumers to tailor the treatment to each area of the face, such as the T-zone, cheekbones, etc. L'Oréal Paris, by launching three different clay masks – to purify, detox and smooth to "mix & mask" – promote a playful spirit adapted to the millennial target audience.

La Roche-Posay-Effaclar mask: unclogging, purifying, sebo-regulating mask

Masks are popular because they promise immediate results, Poisson says, and have multiple benefits for various skin flaws and respond to the need of women for pampering in a stressful and fast-paced environment.

La Roche-Posay mask is integrated within the acne-prone skin franchise to create a 3 step routine Routine Cleansing-Mask-Care. The USPs of La Roche-Posay's Effaclar mask are unclogging, purifying, and sebo-regulating. The product is described as their first mask to cleanse skin from all impurities, even invisible. The mask creates no irritation and there is no sebum rebound effect.

On L'Oréal Paris, the new masks will be associated to hydration/entry skincare franchise as the masks have a strong recruitment power.

The L'Oréal Paris Pure Clay mask offers three pure clays in a tailor-made concentration for pure skin, glowy or smooth. The clays are selected for their complementary properties: kaolin, to trap impurities, toxins and oil; montmorillonite, to boost oxygenation and reduce imperfections; and ghassoul, to improve skin texture and clarity.

BioMiracle

BioMiracle offers a variety of different skincare products that appeal to all skin types. The brand's focus is not just on anti-ageing, but affordable at-home skincare that is convenient for consumers. "We want our consumers to know skincare isn't a chore, but can be enjoyable," says Mary Bang, Founder and General Manager, BioMiracle.

As consumers have busy lives, the company wants its products not only to be affordable, but also not to be time-consuming. Furthermore, it is offering a product that can be used at home while still being productive in a woman's daily routine.

BioMiracle says: "We've been competing in this industry for over 30 years. We always strive to develop the best product, working with some of the best developers and Scientists from Korea. Our products are natural and, multifunctional. Our goal is to continue to grow and keep up with emerging trends, and to keep our consumer engaged in our products."

The Coffee Jelly Mask, part of the BioMiracle Slim Coffee Brown Sugar Collection, is a soothing sheet mask for all skin types that purifies pores and removes excess sebum without irritation and delivers moisture

Luxury Activating Charcoal Mask is an advanced type of salon modeling mask. The product consists of five sets of activating liquid and powder, so it's easier to use as you don't need to measure the amount of water to pour. The result is skin that looks and feels younger. The mask is applied on the face and neck for soft and smooth skin. Other USPs include anti-ageing properties and luxury skin foundation; effectively dilutes redness, removes splash, evens out skin tone; and makes skin silky smooth, firmer, radiant, revitalized and youthful looking, helping to reduce the ageing effect. The mask also brightens the complexion and has a cooling effect to reduce facial redness, while cleaning and tightening pores.

Luxury Activating Gold Mask is also described as an advanced type of salon modeling mask. The individually packaged product consists of five sets of activating liquid and gold modeling powder. It's easier to use as you don't need to measure the amount of water to pour. Containing 24 carat gold, ginseng, hyaluronic acid and collagen, the product is applied on the face and neck for soft, smooth and younger looking skin. It is said to effectively dilute redness, remove splash, even out skin tone; and makes skin silky smooth, firmer, radiant, revitalized and youthful looking, helping to reduce the ageing effects. It also has a brightening and cooling effect to reduce facial redness.

BioMiracle's Coffee Jelly Mask has deep hydrating, anti-wrinkle and brightening effects. This coffee gel mask is a soothing sheet mask for all skin types that purifies pores and removes excess sebum without irritation. It is good for blemishes, large pores, and oily skin, producing a clearer, healthier-looking complexion. The new gel formula provides a thick gel-like serum to super hydrate problem areas helping to reduce puffiness. The product has antioxidants which help fight premature ageing and is good for wrinkles, sun spots and fine lines.

Containing a premium Arabica coffee extract from Colombia, the Coffee Jelly Mask provides moisturizing, nourishment and protection for your skin. It is enriched with various natural botanical ingredients such as aloe extract, green tea extract, and Portulaca Oleracea extract to nourish and moisturize. Caffeine, Betaine and Adenosine (anti-wrinkle functionality certified by the Korea

Luxury Activating Charcoal Mask brightens the complexion and has a cooling effect to reduce facial redness, while cleaning and tightening pores

Containing 24 carat gold and collagen (ginseng), BioMiracle Luxury Activating Gold Mask is applied on the face and neck for soft, smooth and younger looking skin

Food and Drug Administration) penetrate the skin to restore elasticity and firmness from the inside out. In addition, Rosa Centifolia flower water and green tea extract help retain moisture and improve skin tone, making skin brighter and younger. For more information visit Premier Global Trading (booth 429 at IAADFS). This company is owned by Elizabeth Taylor who handles Caribbean, Central American and selected accounts. Taylor is pleased to represent Biomiracle and CITRA Inc.

Aveda (The Estée Lauder Group of Companies)

Estée Lauder-owned brand Aveda has introduced the new Tulasāra Wedding Masques Overnight, harnessing the brand's pure flower and plant essences. The powerful 97% naturally-derived masques for face and eye are formulated to work at night while skin is at rest for brighter skin the following morning.

Inspired by the Haldi beauty ritual from India, which is a key part of the Hindu wedding ceremony, both masques deliver wedding-day skin in a way that has been time-tested in Ayurveda, the ancient wellness art of India, for generations.

"Haldi refers to the paste that is used in the traditional Indian wedding Haldi ceremony, which is a mixture of turmeric (Haldi means turmeric in Sanskrit), chickpea powder, and rose water," explained Divyesh Patel, Aveda Director of Skin Care Research and Development. "During the ceremony, family members who are already married spread the paste onto the face, hands, arms, legs and feet of the bride and groom the day before the wedding as an offering of good luck. Turmeric is a known skin brightener, so the Haldi helps the bride and groom look their best on the big day. It is even said that if the bride or groom touches an unmarried person of marrying age with the Haldi, he or she will be the next to tie the knot."

Tulasāra Wedding Masque Overnight is an ultra-rich creme masque, while Tulasāra Wedding Masque Eye Overnight is a similar masque just for the eye area. They both contain curcuminoids, a potent extract from Ayurvedic turmeric root, helping to brighten skin and leave it luminous and radiant. A powerful blend of three plant stem cells work together to help support skin's natural repair processes at night, and there are over half a million plant stem cells in every 50ml jar. Organic apricot seed oil works with the skin cells' natural circadian rhythm to help support the skin's natural repair processes that happen at night.

The eye masque also contains algae extract blend, which helps diminish the look of eye area puffiness and dark under-eye circles.

Tulasāra Wedding Masques Overnight both contain an artfully-crafted aroma with certified organic jasmine, chamomile and grapefruit oils, known in ancient Ayurvedic tradition to balance the skin, mind and spirit.

Kiehl's unveils soothing addition to masque range

Beauty brand Kiehl's has launched a new masque product containing the soothing natural ingredient calendula.

Calendula & Aloe Soothing Hydration Masque is a gel masque, formulated with calendula flower petals and aloe vera, to provide a refreshing surge of cooling hydration upon application.

Specially formulated for all skin types, including sensitive skin, Calendula & Aloe Soothing Hydration Masque leaves skin feeling hydrated, soothed and refreshed after only five minutes, making it a quick and simple addition to any skincare regimen, the company said.

The masque can be used regularly up to three times per week, or as an instant skin pick-me-up after a long flight, a stressful day at work, or a sleepless night. Its calming yet revitalizing properties make it beneficial for skin that is dull, tired or dehydrated. Chamomile and lemon essential oils add a soothing, fresh aroma to the paraben-free, colorant-free formula.

"Work, stress, lack of sleep and other factors can cause skin to look and feel dry, rough and tight," said Helen Sung of Kiehl's Product Innovation team. "A gentle skin remedy, Calendula Masque was developed to refresh, revitalize and hydrate all skin types."

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