

# WHAT'S TRENDING?

ISSUE #2

Beauty innovation

AUGUST 2025



**CRODA** | Beauty

SMART SCIENCE TO IMPROVE LIVES™



# Innovation in beauty

EXPLORE FIVE KEY TRENDS SHAPING THE BEAUTY INDUSTRY AND OUR HIGHLIGHT INNOVATIONS FROM THE YEAR SO FAR.

Innovation in the beauty industry continues to occur at a remarkable pace, driven by scientific developments, a changing world, and a deeper understanding of consumer needs. In 2025, new launches showcase high efficacy, cutting edge technologies, and provide ways to meet emotional and physical wellbeing.

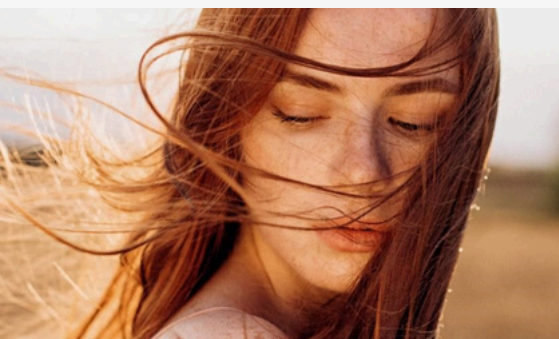
In this trend snippet, we explore five key trends we have identified in the beauty market and share our highlight innovations from the year so far. These trends include the rise of anti-frizz in hair care and

the science-backed surge in bond-building solutions which help to shape hair health inside and out. We then take a look at innovation to address stress related ageing and the focus on sensory and texture to elevate beauty product function and experiences. We also explore the appeal of 'glimmers' that offer small moments of joy in a complex and challenging world.



Innovating for a beautiful world,  
one experience at a time.

Croda Beauty



04

## Hair frizz control

With rising temperatures, humidity, pollution, and UV exposure, frizz control is a top concern amongst consumers.

05

## Bond building

Consumers are looking for bond-building solutions that are designed to effectively repair and reinforce the hair structure.

06

## Stress-ageing

Beauty products and rituals with stress-relieving benefits appeal as understanding of the impact of high cortisol on skin ageing grows.

07

## Beauty glimmers

Consumers are searching for ways to add micro-moments of positivity to the everyday via their beauty choices.

08

## Sensory and texture

Motivated by a need to escape monotony, shoppers will gravitate towards interactive textures and sensory.



# Preventing frizz in hair care

HAIR CARE SOLUTIONS THAT CONTROL AND PREVENT FRIZZ ARE IN DEMAND

Frizz remains one of the top hair care concerns and there is a focus on both control and prevention for improved hair health and aesthetics.

**2950%**

(May - August 2024)



#antifrizztreatment has gathered 81.5m views in 2024

Source: WGSN, 2024

This is driving demand for product offerings that go beyond surface smoothing. Consumers seek solutions that also address the root causes of frizz, such as moisture imbalance, damage and environmental stressors like humidity and UV.

The trend has also created a move towards personalised, lifestyle responsive products. Frizz control must work not just for hair type but for how consumers actually live.



## PRODUCT **Prolevium™ SB**

### Hair Humidity Proof Protein

Offers exceptional **frizz control** and **style retention**, leaving your hair looking and feeling good. **Adapted to different lifestyles**. Prolevium also provides humidity control without any negative impact on hair sensory.



## FORMULATION **Silk and Shine Glass Hair Spray**

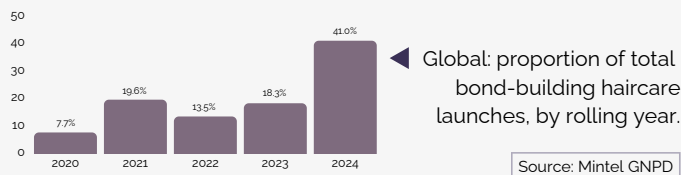
Perfect your hair with this finishing Silk & Shine Glass Hair Spray! This cold process, vegan suitable\* and at least 97% natural origin content (according to ISO 16128) spray contains Prolevium to provide frizz-control benefits even at high humidity, keeping your hair well-defined and soft to the touch.

# Bond building

DEMAND FOR STRONGER, HEALTHIER HAIR HAS DRIVEN GROWTH IN BOND-BUILDING PRODUCTS

The pursuit of hair transformation transcends time and culture, evident in practices from Cleopatra's honey-lightening to today's balayage. This quest can cause hair damage, lead the bonds within the hair cortex to become disrupted and broken, and have a negative impact on aesthetics.

As a result, consumers are looking for bond-building solutions that are designed to effectively repair and reinforce the internal structure of the hair, specifically targeting the bonds that give hair its strength, elasticity and resilience.



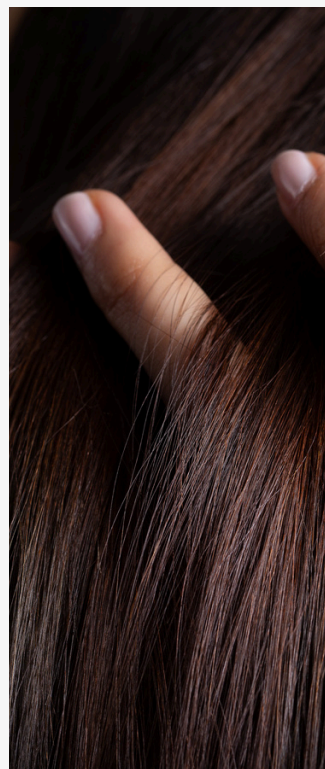
## PRODUCT KeraBio™ K31

Biotech powered biomimetic bond builder

Biotech powered biomimetic bond builder with pure, potent performance. Delivers a **vegan keratin recharge** at the molecular level, elevating **hair strength** beyond repair.

## FORMULATION Bond Building Mask with KeraBio K31

Rapid repair for shiny, smooth hair that lasts between washes. Rapidly revitalise and repair your damaged hair with a biotech keratin. Infused with KeraBio K31, this hair mask treatment deeply nourishes to visibly reduce signs of damage.





# Stress-ageing

CONSUMERS LOOK TO BEAUTY PRODUCTS AND RITUALS WITH STRESS-RELIEVING BENEFITS

Chronic stress has many faces including work pressure, digital overload, life uncertainties and daily responsibilities. These challenges induce high levels of cortisol accumulation, disrupting sleep and accelerating the skin ageing process.



of Thai adults agree that stress has a negative impact on their beauty.

Source: Mintel



say they have felt stressed to the point where it has an impact on their daily life.

Source: Ipsos, 2024



To combat these issues, consumers are increasingly seeking solutions that embed wellness and address cortisol-related skin ageing, oxidative stress and neuroinflammation.

## PRODUCT **Zenakine™**

A cutting-edge neurocosmetic active

Zenakine is designed to counteract the effects of stress on the skin and improve overall wellbeing. It works in sync with the skin's natural biological rhythms, enhancing melatonin production to help improve **sleep quality**, elevating **positive emotions** and stimulating **skin regeneration**.

## FORMULATION **Adaptive Relaxing Face Serum**

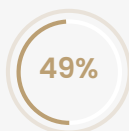
Unwind, restore, and glow with this ultimate face serum, designed to bring harmony to your skin, mind, and senses. Infused with Zenakine, it combats skin fatigue, enhances emotional balance, sleep quality, and overall well-being.



# Glimmers

CONSUMERS ARE SEARCHING FOR WAYS TO  
ADD MOMENTS OF JOY TO THE EVERYDAY

The glimmers trend focuses on the power of small, joyful moments to enhance wellbeing. It recognises the ability of beauty offerings to deliver benefits to the skin, hair or body whilst providing consumers with a mini self-care escape in an often overstimulated world.



Twice as many global consumers say they shop from brands that elicit certain emotions, whether joy (49%) or delight (45%), compared with brands that just sell (26%).

Source: WGSN, 2024

Products are designed to engage the senses and elevate everyday routines. Brands are considering ways to incorporate mood-boosting ingredients and sensory experiences, with colour, scent and formulation texture allowing them to position their products in the glimmers space.

## PRODUCT **Phytessence™ Green Coffee EC**

The anti-fatigue ritual, positive awakening for  
skin and mind

Phytessence Green Coffee EC **tones** the skin and boosts  
β-endorphins, bringing an **energising boost to skin and  
mood**, inspired by morning coffee rituals.

## FORMULATION **Anti-fatigue Day Cream**

For a positive awakening of skin and mind. This COSMOS  
compliant natural day cream applied in the morning for a  
“glimmer moment”, wakes up your skin and boosts your good  
mood when you get out of bed thanks to  
Phytessence Green Coffee EC.

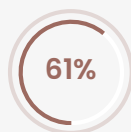




# Sensory and texture

SPARK JOY AND EXCITEMENT FOR CONSUMERS THROUGH FORMULATION CHOICES

Consumer fatigue has reached unprecedented levels, as many individuals find themselves tired of repetitive product launches and a lack of variety.



of people said they couldn't remember the last time a brand did something that excited them.

Source: Harris Williams, 2024

Motivated by a need to escape monotony, shoppers will gravitate towards interactive textures that elicit emotional reactions. The texture and sensory profile of a product significantly influences the initial impression it makes, impacting how consumers perceive its quality and effectiveness.

## PRODUCT **SP Natrineo™ CR8 MBAL**

Create W/O/W emulsions with a single ingredient

A PEG-free, phosphate ester emulsifier that provides **improved emulsion aesthetics, broad pH tolerance, improved delivery of actives** and **sunscreen formulation efficacy** to a range of applications.

## FORMULATION **Deluxe Hydrating Facial Crème**

The Deluxe Hydrating Facial Crème is a rich, decadent lotion that is easily spreadable and leaves a powdery after-feel on the skin. It contains Natrineo CR8 to deliver a distinctly light after-feel and iconic Croda emollients Crodamol™ OSU, Crodamol GTEH and Crodamol GTCC which are easy spreading.

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\*Can be considered to be generally suitable for vegan; however, as there is no single agreed definition nor a standard, global certification, if you are interested in making a vegan claim, please request our Vegan Suitability statement for specifics on this product, and compare to the certification(s) you are seeking to meet.

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