



# Future Forward 2024

Accupac's Annual Beauty & Personal Care Trend Report

# Letter From The Editor

## Welcome to 2024!

Considering the challenges and uncertainty faced post-pandemic, a more comprehensive understanding of what it means to be healthy has placed personal wellness, and all its facets, at the forefront of everyone's mind. The leading theme we see emerging within the Beauty and Personal Care Industry for 2024 is a renewed focus on what really matters. Within this report, we've highlighted five key trends that illustrate how consumer needs will shift due to a laser focus on what's most important to them; whether that be more efficacious products, more conscious efforts from companies or more emphasis on enjoying life and having fun. But consumers don't just want more, they want more specialized, more personalized solutions that will give them the results they need as an individual and ultimately help them look and feel happier and healthier.

As an industry leading CDMO, Accupac can help your brand bring these trends to life through a formulation, scale up or manufacturing partnership. For more information, please visit [Accupac.com](https://www.accupac.com).



**Michelle Chavez**

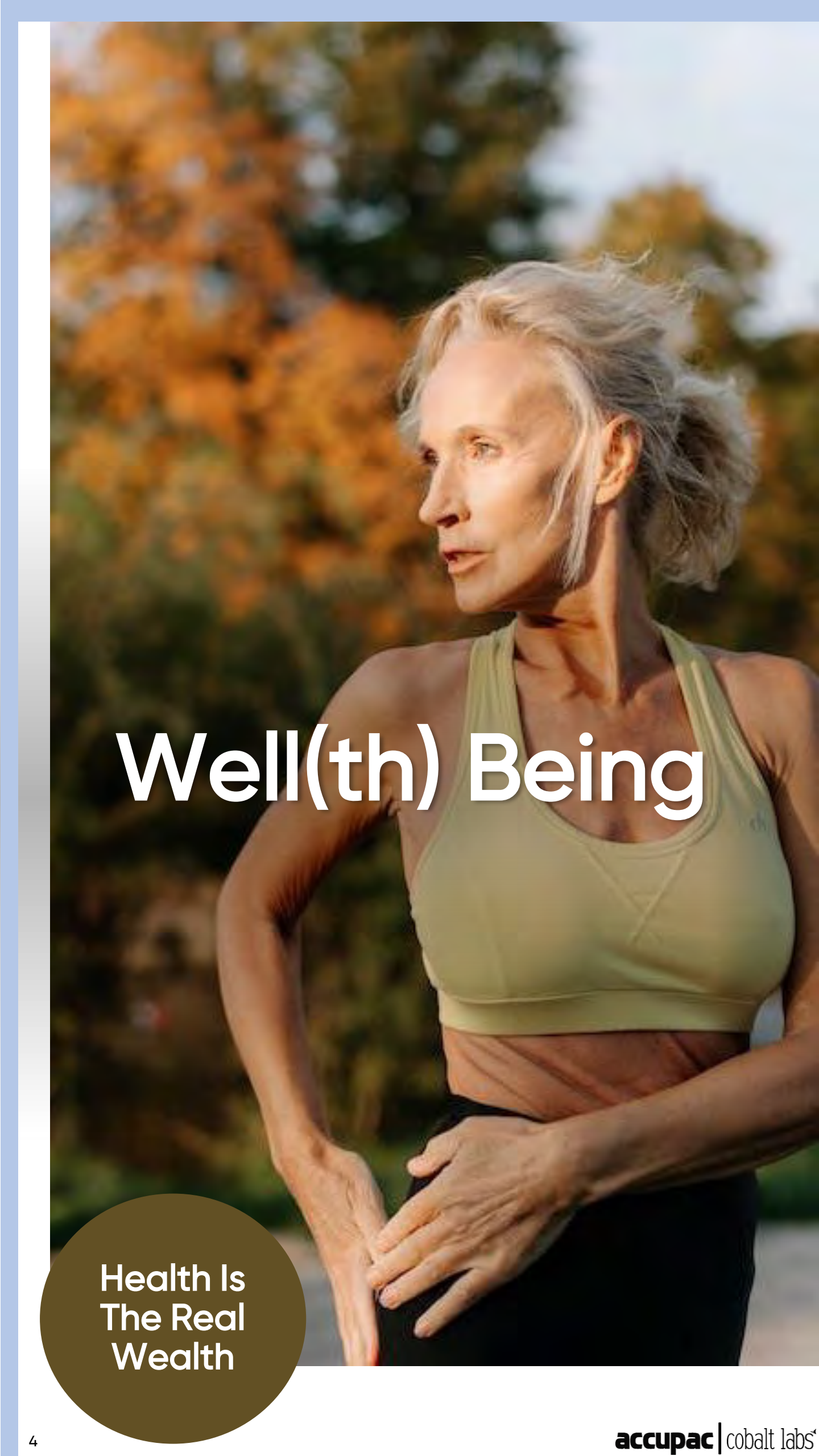
Vice President of Innovation

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A woman with short, wavy grey hair is shown in profile, looking towards the left. She is wearing a light green sports bra and dark leggings. Her hands are on her hips. The background is a blurred park scene with trees showing autumn foliage in shades of orange and yellow. The lighting is soft, suggesting late afternoon or early morning.

# Well(th) Being

Health Is  
The Real  
Wealth

# Well(th) Being



## Health Is Our Greatest Asset

Nearly half of US consumers say that lack of sleep contributes to their stress\*

Wellbeing will continue to evolve in 2024 with a focus on living happier and healthier, more fulfilling lives. We will see wellbeing themes like balance and relaxation progress to be more fun and lifestyle-focused, including an emphasis on joy, laughter, and strength. We will continue to see an emphasis on comfort and coziness. This all-encompassing holistic view will incorporate not only our physical wellbeing, but our mental, spiritual and intimate wellbeing as well. Consumers will take a more pro-active approach to their health rather than a reactive one.

To innovate against stress, hack sleep and achieve holistic wellbeing, beauty and personal care will continue to explore ingredients that affect mood and have functional benefits. Oral care will become more prominent in the beauty space, and we will continue to learn how it impacts overall health. There will be a spotlight on "dopamine beauty" with the end goal to feel good. We will see more emphasis on the power of fragrance, a deeper dive into the body's natural biorhythms and high-performance ingredients that affect body and mind simultaneously.

**1**

## STRESS IS AT AN ALL TIME HIGH

The trauma of the pandemic, combined with heightened geo-political tensions and economic fears has caused stress to be at an all time high. This stress has profound effects on both the body and the mind, causing physical pain, restlessness, sleeplessness, mood disorders and strained relationships. Consumers are looking for integrative solutions that can calm and relax them.

**2**

## WE WANT TO LIVE HEALTHIER, HAPPIER LIVES

We have a renewed sense of what it means to live, and our priorities have adjusted accordingly. 77% of Americans have experienced burnout at their current job\* and 72% of people job searching rank work-life balance as important factor\*. No longer is wealth and status the measure of a successful life. We are focusing on spending more time with loved ones, prioritizing healthy eating habits, enjoying new hobbies and living more fulfilling lives.

**3**

## THE BREAKING OF HEALTH TABOOS

Consumers no longer look at their health as purely physical. Incredible progress has been made in understanding the importance of mental health and the role it plays in our overall wellbeing. The evolution of this now includes intimate care moving into the mainstream as well. Consumers want to focus on their overall wellbeing, inclusive of physical, mental and sexual health. This holistic care of body, mind and soul will continue to evolve and be forefront in beauty launches in 2024.

# Well(th) Being Consumer Drivers

The "Great Re-prioritization" of 2020 led consumers to focus more on themselves and their families with a spotlight on health and happiness and an understanding of the fragility and value of life. As we move into 2024, consumers will continue to treat life and health as a gift to treasure.

Wellbeing's future is at the intersection of the body & mind. Instead of reacting to stress, consumers will take a more pro-active approach to their wellbeing, avoiding stressors, learning new coping mechanisms, getting better sleep & exploring ingredients with functional benefits.

1



## THE POWER OF SLEEP

The quality of our sleep impacts every function of our physical body and has a profound impact on our mind and mood. We will see more launches focusing on the natural biorhythms of our bodies, learning to work with them instead of against them. Sleep will be tracked, hacked and optimized as we leverage the body's natural ability to recover during sleep.

2

## THE MIND/BODY CONNECTION

The mind and body are attached even before birth. Our emotions have a profound affect on our physical body and vice versa. When you are tired, your skin is dull. When you are stressed, skin breaks out. Psycho-dermatology explores this intrinsic connection between the mind and the skin and how one affects the other.

Neuro beauty explores how to proactively manage emotions in order to slow down the aging process. And Nutritional science explores the effects of our diet on our dopamine levels and mood. We will see more focus on science to show us how to wholistically care for ourselves.



3



## COMBATTING THE EFFECTS OF STRESS

Often, the ways we choose to deal with stress can exacerbate the problems instead of creating solutions. Products and experiences in 2024 will embrace mental health and wellbeing to combat the effects of stress. Alcohol usage will be replaced with functional spirits that contain adaptogens and botanical extracts. Doom scrolling will be combatted with digital detox. Anxiety will be fought with integrative healing practices like traditional Chinese medicine, meditation and energy healing.

4

## WHOLE-ISTIC WELLBEING

Health is the new status symbol, and the goal is to live better for longer. Research is exploring how to improve immunity, hack fitness, balance the microbiome, improve oral health and respiratory health. Products will help reduce inflammation within the body which can exacerbate aging, otherwise known as "inflammaging". Launches will combine physical, mental and intimate wellbeing claims for more holistic benefits.



# Well(th) Being



## SEGMENTS

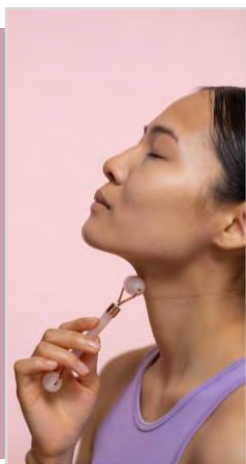
- Face Care
- Eye Care
- Sun Care
- Bath
- Hair Care
- Oral Care
- Body Care
- Fragrance

## So, How Will This Manifest In Product?

Products will continue to help us slow down to focus on what really matters and be more present. To innovate against stress, hack sleep and achieve body optimization, beauty will continue to explore ingredients that affect mood and benefit health. We will see more neurocosmetics with a focus on the power of fragrance and functional ingredients that affect body and mind simultaneously. Wildflowers and herbs of the forest will be used as well as the ionic benefits of the ocean. Overnight products expand to every category to repair and replenish during sleep.

## TARGET CLAIMS TO WATCH

- Age-deceleration
- Neutralizes Cortisol
- Transdermal Absorption
- Boost Energy
- Detoxifies
- Oral Microbiome
- Mood Boosting
- Inhalable
- Gentle
- Vibrational Frequencies
- Psycho-dermatology
- Overnight Results
- pH Optimized
- Oxygenizes
- Comforting
- No Endocrine Disruptors
- Nutrient Dense Ingredients
- Therapeutic
- Symbiotic
- Mineral Rich
- Synchronized
- Color Therapy
- Digital Detox
- Immunity Boosting
- Phyto Medicinal
- Boosts Circulation



## FORMATS & TEXTURES

- Milks
- Ampoules
- Micro Dosed
- Shots
- Steam
- Masks
- Oils
- Cushion Cream
- Absorbable
- Elixirs
- Tinctures
- Micro-moments/Travel Size
- Balms
- Butters

## INGREDIENTS

- Vitamins & Minerals
- Micronutrients
- Electrolytes
- Essential Oils
- Neuropeptides
- Ferments
- Magnesium
- Super Fruits
- Phytoncides
- Crystals
- Vegetables
- Enzymes
- Psychedelic Inspired
- Nootropics
- Melatonin
- Adaptogens
- Beta-Endorphins
- Pre/Pro/Post Biotics
- Teas
- Sandalwood
- Comfrey Root







# Clean-ical

Clean  
Formulas with  
Visible &  
Clinical Grade  
Results

# Clean-ical



1/3 Of BPC users say they'd be willing to pay more for scientifically-proven/medical grade ingredients\*

## Clean Formulas with Visible & Clinical Grade Results

Advances in biology, medicine & bioengineering will lead to the next generation of beauty products. Products that prepare for, replace, or extend the effects of professional procedures will continue to trend. Consumers more than ever are looking to medical professionals for science-backed products that work better with our bodies, optimize our natural functions, or mimic what we've lost. But no longer will they accept the harsh side effects like irritation and sensitization that can come with traditional clinical-grade products. Pushed forward by an ever-increasing emphasis on ingredient quality, natural skin care actives are making their way into almost every beauty segment as consumers demand scientifically proven and medical-grade ingredients that are safe, effective and sustainable.



1

## INGREDIENT EDUCATION

89% of US consumers research the ingredients in their beauty and personal care products\* During the pandemic, consumers had time to research and learn about ingredients, resulting in more sophisticated consumers with high expectations.

2

## THE ZOOM BOOM

Pandemic video calls had us looking at our faces much more than we would have passing by a mirror once or twice a day. We started to nit-pick our flaws and compare ourselves to others on the screen, resulting in a desire for products with real results.

3

## INCREASED ACCESSIBILITY

Procedures have become more mainstream, affordable and acceptable. Consumers want products that will mimic professional procedures or extend results of those they've had done.

# Clean-ical Consumer Drivers

Consumers are looking for advanced, efficacious formulas that are not only better at delivering results but are also better for their health and better for the planet. And now that there is more access to aesthetic procedures, they want something that will act as a "skin-between" product between procedures.

As dermatologists gain more momentum on social media, younger generations are learning more about skincare and consuming more education and content about aesthetic procedures. Beauty products will elevate to use next-gen actives to get clinical results without any side effects.

1



## THE MEDICALIZATION OF BEAUTY

Medical professionals have become the new influencers. And the aesthetics injectables market could grow 12 to 14 percent each year over the next five years with more men and Millennials interested in the treatments.\* There will be more products launched for pre-procedure, post-procedure and to make the effects of these procedures last.

3



## SKINIFICATION OF EVERYTHING

Your skin is your largest organ – and its not just on your face. We will see more focus on using skin-care actives on the entire body, within oral care and within haircare. Products are cross-pollinated with hyaluronic acid, AHAs, peptides, enzymes, glycolic acid and vitamins for full body claims of brightening, pH balancing and hydration.

2

## BIO-TECH BEAUTY

Bio-technology is inspiring the next generation of products that work with our bodies better, optimize our natural functions, or mimic what we've lost. Medical breakthroughs will inspire new products.

Lab grown ingredients will become more mainstream. We will see more launches touting advanced protection, ingredients with biomimetic properties and products that adapt to exactly what our skin needs on any given day.



4

## NEXT LEVEL NATURALS

Consumer's desire to make sure their products are not only good, but good for them has resulted in a demand of next-level natural ingredients that give the efficacy they are looking for. We will see more clinical research on the efficacious benefits of natural ingredients like Nordic flowers that withstand the harsh arctic winters.



# Clean-ical

## So, How Will This Manifest In Product?

Expectations on new products will continue to rise, with consumers expecting products that are good for them, good for the planet and true to the promises on the packaging. Claims will be challenged, clinical testing will grow, and next-gen actives will mimic our natural functions to work better with our bodies and replace what is lost overtime. Products will work with professional procedures for the next generation of aesthetic medicine across all categories. Natural ingredients with botox-like properties will appear. Products will synch with tech to be predictive, preventative, protective and reactive.

### SEGMENTS

- Face Care
- Eye Care
- Sun Care
- Bath
- Hair Care
- Oral Care
- Body Care
- Fragrance

### TARGET CLAIMS TO WATCH

- Clinically Tested/Proven
- Vegan / Plant Powered
- Bio-Mimetic / Bio-Adaptive
- Supports Barrier Function
- Smart Response
- Anti-Pollution
- Bioengineered Ingredients
- Green Chemistry
- Targeted Treatment
- Pre/Post-Procedure
- Lab Engineered/Lab Grown
- Advanced Protection
- Microbiome Balanced
- Epigenetic
- Neuroactive
- For Sensitized Skin

### FORMATS & TEXTURES

- Drops
- Serums
- Masks
- Ultra-Concentrated
- Balms
- Pastes

### INGREDIENTS

- Fermented
- Bio-Mimetic
- Phytoncides
- Wild Plants & Flowers
- Acids
- Ions
- Peptides
- Acmella oleracea
- Sulfur
- Ferulic Acid
- Azelaic Acid
- Mandelic Acid
- Cica (Centella Asiatica)
- Retinal
- Phyto(Bio)-Retinol
- Exosomes
- Glutathione
- Plant Stem Cells
- Algae
- Argireline
- Inyline
- Poly Hydroxy Acid
- Polyglutamic Acid
- Plant Collagen



A vertical photograph of a wooden suspension bridge winding through a dense forest of tall pine trees. The bridge is made of wooden planks and has ropes for railings. The scene is captured from a low angle, looking down the length of the bridge as it recedes into the distance. The lighting is soft, suggesting a slightly overcast day.

# EcoLution

The Next  
Beauty  
Revolution

# EcoLution



By 2025, two thirds of the world's population could be at risk of water shortages<sup>+</sup>

## The Next Beauty Revolution

The more we learn about climate change, the more we understand our ability to impact the future of our planet, as well as the consequences of our actions and in-actions. Recycling will expand to a desire for our products to be use-FULL, with both the product and packaging being used fully, with nothing to discard.

Not only will we pay more attention to how companies support eco-initiatives, we will also see more launches harness the power of nature with nature-inspired products that leverage the benefits of the forest and the ocean.

<sup>+</sup>Mintel: The Water Crisis Hits Home: Water Shortages Are The Fastest-growing Global Environmental Concern Amongst Consumers



1

## WE WANT TO LIVE MORE INTENTIONALLY

Consumers are becoming more choiceful, choosing products mindfully that help them enjoy every beauty moment while being thoughtful of their impact on the planet

2

## WE WANT TO FEEL GOOD ABOUT OUR PURCHASES

**69% of consumers** say sustainability has become more important to them over the last 2 years, but **1 in 4 believe** companies aren't making it easy for them to act this way.\* Retailer "clean" badges help guide consumers to purchase products that align to their values.

3

## WE UNDERSTAND THE POWER AND BENEFITS OF NATURE ON OUR BODIES

Consumers have a new respect for nature and our need to protect it. With more research on the benefits of grounding ourselves, more education has been available on the benefits that being in nature has on our bodies and minds.

# EcoLution

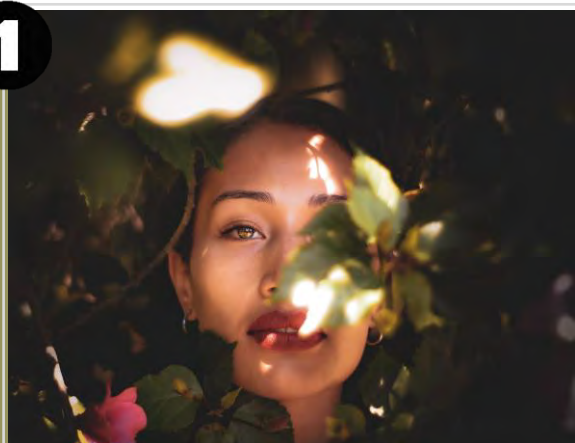
## Consumer Drivers

Consumers want to support causes that are important to them and will use do it with their dollars. Brands and retailers have become more transparent about ingredients and have created standards to help consumers choose their products more intentionally.



Consumers will want products with ingredients that are regenerative, biodynamic and that don't deplete our natural resources in any way. But beyond that, brands must leave more than they take.

1



## A NEW LEVEL OF CONSCIOUSNESS

We are conscious of the impact we have on the world around us including how we use water, how we treat animals, and how our actions effect our forests and oceans and will for years to come. This understanding will impact what consumers will accept from the brands they purchase from.

3



## MINIMIZING WASTE

Reduce, Reuse, Recycle in everything we do. Reducing dependence on new raw materials, reusing packaging in new ways, reducing single use plastic and recycling or upcycling as much as possible to make ingredients and products truly use-FULL.

2

## RESPECT FOR WATER

At least 783 million people lack access to safe water and 14 of the world's 20 major cities will soon experience water shortages. By 2025, two thirds of the world's population could be at risk of water shortages\*

Water is key to our survival and we will see it come through in formats, textures and ingredients. Products will highlight renewable marine ingredients like algae and chlorophyll with benefits of hydration, renewal and refreshment. We will see more launches with concentrated claims.



## BEING NEGATIVE IS POSITIVE

Beyond neutrality, companies are looking to not only neutralize their impact on the environment but leave it better than it was before including being plastic-negative and carbon-negative. Some brands will even go the extra mile to capture and utilize carbon by taking it from the atmosphere and reusing it.

4





# EcoLution

## So, How Will This Manifest In Product?

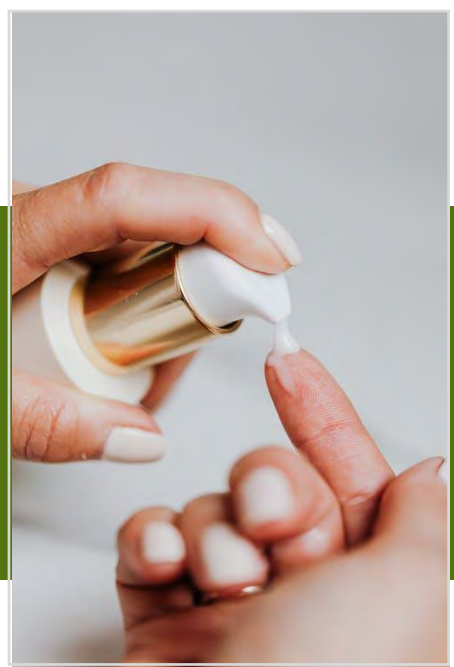
We will see more natural ingredients in BPC harnessing the power of nature and the benefits it has on our bodies. Products and packaging will become more environmentally friendly with companies looking for new ways to positively impact the planet. Products will become fully use-full, meaning you can maximize your benefits and minimize your impact on the environment by using the entire product (including the packaging).

**SEGMENTS**

- Face Care
- Eye Care
- Sun Care
- Bath
- Hair Care
- Oral Care
- Body Care
- Fragrance

**TARGET CLAIMS TO WATCH**

- Sustainably Produced
- Vegan
- Carbon Neutral
- Carbon Positive
- Plant-Based
- Solar Powered
- Waterless
- Traceable
- Transparent
- Non-Toxic
- No Endocrine Disruptors
- Climate Neutral
- Free-From



**FORMATS & TEXTURES**

- Plant-able Packaging
- Compostable
- Refillable
- Biodegradable
- Recycled/ Recyclable
- Dissolvable

**INGREDIENTS**

- Regenerative Plants
- Algae & Seaweed
- Biodiverse
- Upcycled
- Biodynamic
- Seasonal
- Planet + People Friendly Pigments
- Bamboo





# Self-celebration

The Era  
Of Self  
Acceptance

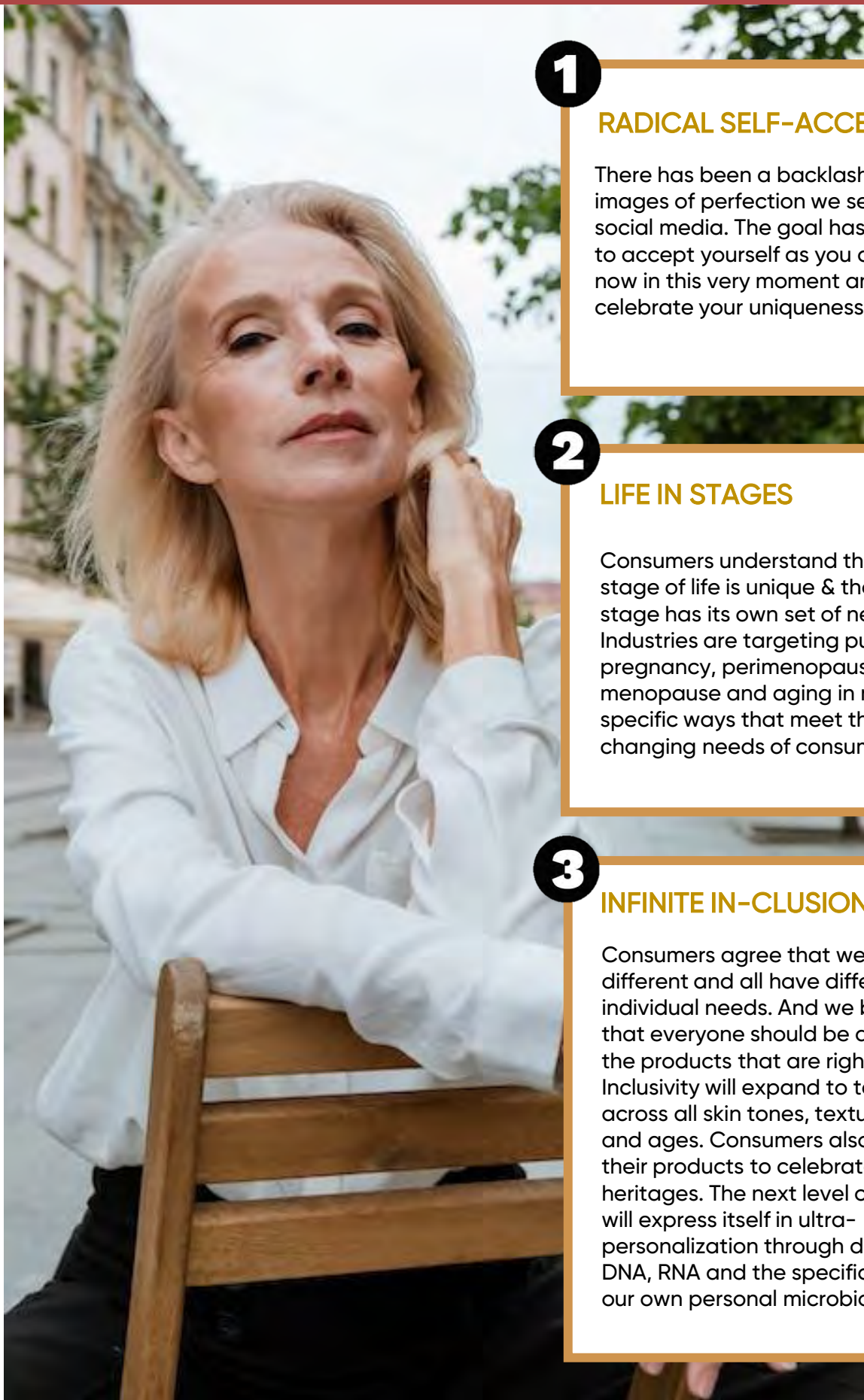
# Self-celebration



More than 1 million women in the United States experience menopause each year.\*

## Celebrating Who You Are

No longer confined by society's stereotypes, consumers are breaking away from a singular definition of beauty. Beauty is something everyone can enjoy whatever their age, size, race, sex, culture, religion and sexual preference. Beauty comes in all shapes, colors and sizes and consumers are learning to celebrate themselves for who they are.



1

### RADICAL SELF-ACCEPTANCE

There has been a backlash to the images of perfection we see on social media. The goal has become to accept yourself as you are right now in this very moment and celebrate your uniqueness.

2

### LIFE IN STAGES

Consumers understand that each stage of life is unique & that each stage has its own set of needs. Industries are targeting puberty, pregnancy, perimenopause, menopause and aging in new specific ways that meet the changing needs of consumers.

3

### INFINITE IN-CLUSION

Consumers agree that we are all different and all have different, individual needs. And we believe that everyone should be able to get the products that are right for them. Inclusivity will expand to testing across all skin tones, textures, types, and ages. Consumers also want their products to celebrate their heritages. The next level of inclusivity will express itself in ultra-personalization through diagnosis, DNA, RNA and the specific needs of our own personal microbiome.

# Self-celebration

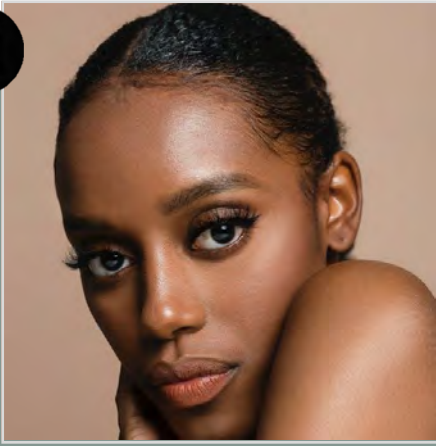
## Consumer Drivers

Consumers want to celebrate themselves exactly where they are in their life's journey and alleviate the pressures to be someone or something else other than their genuine, authentic selves.

# Beauty Trends

Brands will continue to push the boundaries of traditional stereotypes to ensure all are included, with expanded testing on all ages, races and skin types. Positive language permeates all categories to focus on creating the good instead of ridding the bad. Brands will represent and celebrate our uniqueness and differences.

1



## SKIN-CLUSIVITY

People who identify as more than one race are the fastest growing category in the US\*. The beauty and personal care industry will continue to expand its offerings, claims and language to ensure that all are included. More emphasis will be put on authenticity and traditional stereotypes will continue to be broken. Fastest-growing

2

## AG(E) NOSTIC

Well aging is evolving the narrative from looking younger to living better with a focus on one's entire lifestyle to enhance longevity through health. Launches will focus on life stages and the needs associated with each.

Menopause impacts hormones, hair, sleep, mood and energy. As women continue to talk about what was once a taboo, menopause becomes empowering instead of embarrassing. Products will launch to help track and alleviate symptoms.



3



## POSITIVE VIBES

The rhetoric that we should hate ourselves enough to change has shifted to focus on self love. Positive language permeates all industries to focus on creating the good instead of ridding the bad. Products become skin-positive, with more companies removing "anti-aging" from their vernacular and featuring models with acne.

4

## ABILITY INCLUSIVE

Packaging will be innovated against usage barriers, with easy-open, ergonomic jars and applicators that make use easier for those who face challenges. We will see more packaging with tactile markers for identification and usage instructions via QR codes for those with visual or hearing impairment.



# Self-celebration



## SEGMENTS

- Face Care
- Eye Care
- Sun Care
- Bath
- Hair Care
- Oral Care
- Body Care
- Fragrance

xdxxxxx

## So, How Will This Manifest In Product?

There will continue to be a shattering of all stereotypes. We will see an influx of products that have been tested on all and made just for you. Whatever your life stage, skin tone, age or gender, there will be products that give you the benefits you need without trying to make you feel bad about yourself.

## TARGET CLAIMS TO WATCH

- Adaptive
- Adaptable
- Personalized
- Tested on All
- Well-Aging
- Pro-Aging
- Intuitive Formulas
- Intelligent Actives
- Formulated For Melanin Rich Skin
- Ergonomic
- Formulated For Skin With Fluctuating Hormones



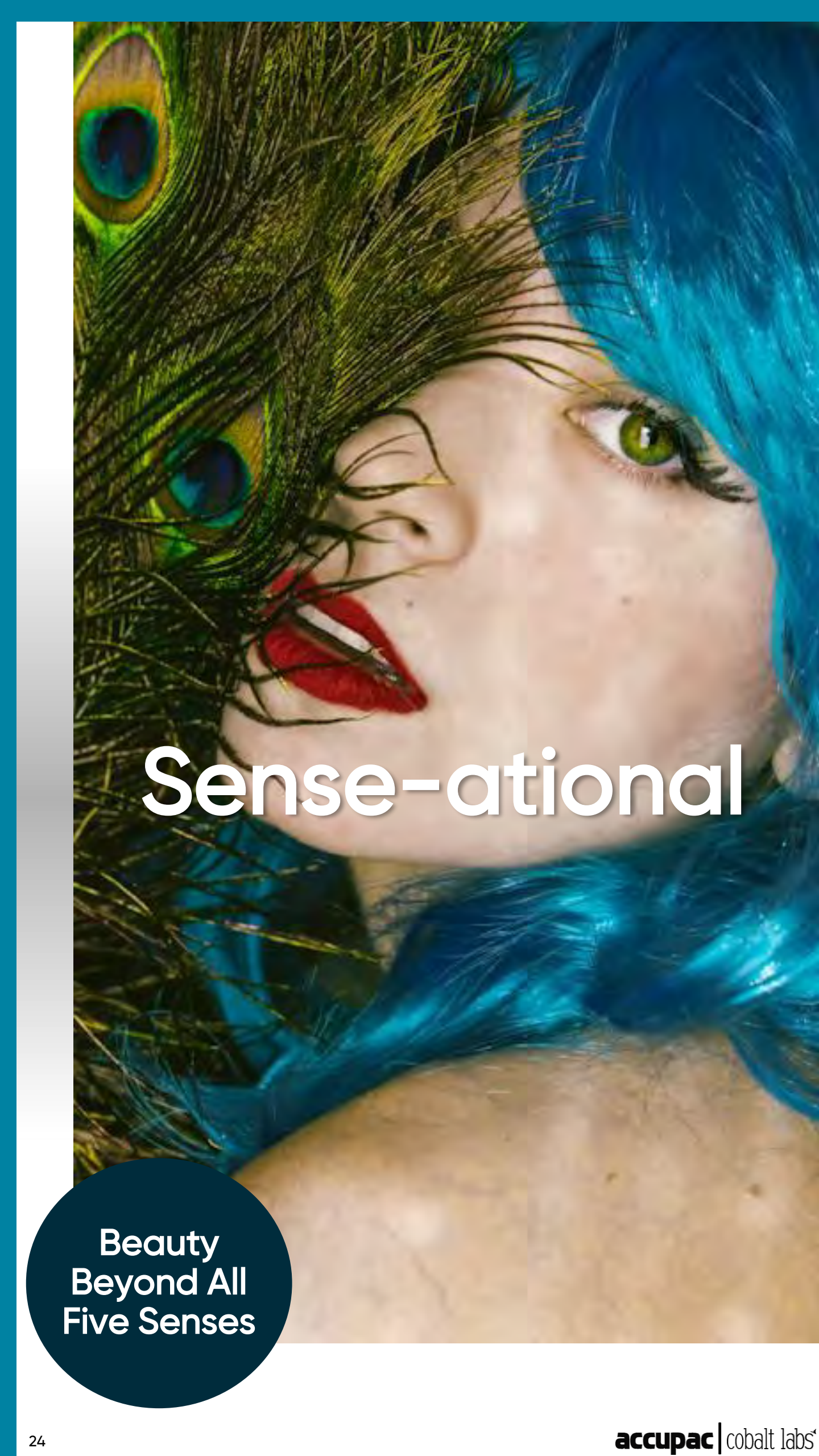
## FORMATS & TEXTURES

- Easy to Open
- Easy to Use
- Oils
- Milks
- Skincare Infused Tints
- Drops
- Serums
- Masks
- Balms
- Elixirs

## INGREDIENTS

- Adaptogens
- Hyaluronic Acid
- Rosemary
- Resveratrol
- Retinol
- Niacinamide
- Vitamin C
- Squalane
- Aloe
- Tea
- Ceramides





# Sense-ational

Beauty  
Beyond All  
Five Senses



# Sense-ational



48% of Gen Z adults are somewhat interested in interacting with beauty products virtually\*

## Beauty Beyond All Five Senses.

Consumers are hungry for heightened, interactive, sensorially enhanced experiences both tactically and digitally and are in pursuit of pleasure. We will see more pop ups, collabs and surprises around every corner. Beauty will become more gamified and influenced moving beyond an experience and into entertainment. Products will have color enhancement, sound enhancement and extreme sensations like hot and cold. Transforming textures that change from one thing to another and multi-texture products will challenge our reality. We will explore new ways to use scent, like in nail. Beauty and personal care will indulge our need for experimentation, playfulness and escapism and illicit extreme emotions like uninhibited joy. Pop-ups



1

## BEAUTY SHOULD BE FUN

Beauty consumers want their beauty to be fun. 69% of Gen Z consumers turn to TikTok for learning about beauty, and this influences their buying decisions. Shopping for and using beauty products can offer an escape and can help consumers express themselves in different ways.

2

## THE NOSTALGIA FACTOR

Although nostalgia has always played a part in Beauty and Personal Care, the pandemic gave it new breath, with consumers longing for more normal, stable times. >70% of consumers in Brazil, China and UK say they enjoy things that remind them of the past\*

3

## INDULGE OUR CURIOSITIES

Beauty is an easy way for people to experiment. 67% of adults love trying new experiences and brands that show a creative side and give people the chance to satisfy their curiosity have a better chance to stand out and create a deeper connection with consumers' value and lifestyle\*

# Sense-ational Consumer Drivers

Amongst so much turmoil over the last few years, beauty has become an indulgent escape and way for consumers to explore and express themselves.

New launches will engage all of our senses and tap into the emotional and metaphysical aspects of beauty. We will see an explosion of textures, formats, flavors and fragrances with many products having both a physical and digital aspect.

1



## THE POWER OF TOUCH

The lack of physical connection during the pandemic made us all very aware of the power of and need for touch. People used beauty and personal care to fill the gap of the lost touch of others and comfort themselves. New launches will capitalize on the benefits and multi-dimensional aspects of touch.

3



## ELEMENTS OF SURPRISE & DELIGHT

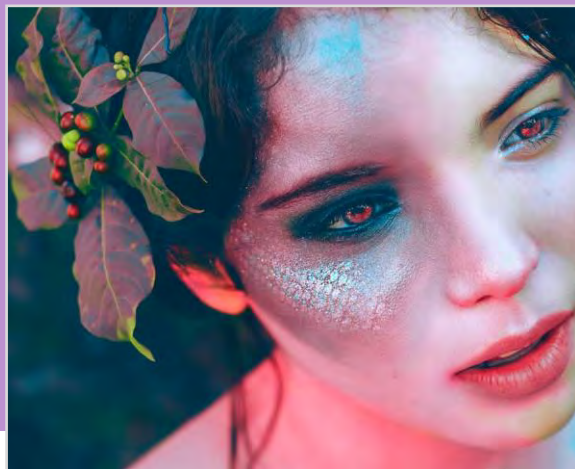
With the pace of our lives, the speed of technology and the ever-changing BPC landscape, we are easily bored. Consumers want to be engaged through every touchpoint of the journey in new and unexpected ways. Flavors and fragrances will be delicious, unexpected and explosive.

2

## MAGICAL, MYSTICAL & ANCIENT WISDOM

Our society has become enamored with the mystical. As we look to better our lives, people have turned to alchemy, astrology, ayurveda, acupuncture and ancient rituals.

Lunar beauty leverages the phases of the moon and its pull on the water within our bodies. We will see new launches around sleep and night products connected to the metaphysical.



## BEAUTIFUL MEMORIES

Millennials are a nostalgia fueled generation because they came of age during so much turmoil. Nostalgia romanticizes simpler times & gives our lives a feeling of meaning and continuity when so much about the future is unknown. We will see the resurgence of vintage products, fragrances that remind us of our stress-free summer holiday and throw backs that leverage our favorite bands and celebs.

4



# Sense-ational



## SEGMENTS

- Face Care
- Eye Care
- Sun Care
- Bath
- Hair Care
- Oral Care
- Body Care
- Fragrance

## So, How Will This Manifest In Product?

Beauty will continue challenge our expectations and push the boundaries of what we believe is possible. We will see a sensory seduction with the elevation of products that have traditionally been seen as clinical and functional. Sunscreen will evolve into “fun-screen” with interesting textures, new scents, and benefits like soothing for sensitive skin. Beauty will cultivate new levels of creativity. Whatever rules may be left will be broken and all segments will see an indulgence factor come to the fore.

## TARGET CLAIMS TO WATCH

- Sensorial
- Transforming Texture
- DIY
- Delicious
- Indulgent
- Luxurious
- Cold Therapy



## FORMATS & TEXTURES

- Massage
- Edible
- Minis
- Discovery Kits
- Butter
- Putty
- Jelly
- Honey
- Slushy
- Mousse
- Fizzing
- Whipped
- Frozen
- Elixir

## INGREDIENTS

- Essential Oils
- Crystals
- Chinese Medicine Herbs
- Bright, Juicy Fruits (cherry, pineapple, watermelon, berries)
- Candy
- Sugar
- Honey



# Let's Create The Future Together

**accupac** | cobalt labs

*We Are Makers*  
Who Make A Difference

## Accupac makes the products that move us.

From formulation to manufacturing, Accupac serves the most trusted brands in the beauty and personal care industries with a wide range of cosmetic, over-the-counter and medical devices across skincare, haircare, oral care and healthcare products. Accupac is a global contract development and manufacturing partner. We develop and manufacture cutting-edge products for global CPGs, emerging Indie brands, and everything in between.

Cobalt Labs is the Research & Innovation Department at Accupac focused on new product development and custom innovation with a personalized approach. Our Cobalt Labs team tests new technologies and materials while consistently monitoring consumer and product trends to ensure that we continually deliver the latest in innovation. When you kick off a project with Cobalt Labs, our dedicated team acts as an extension of your brand, supporting you from concept through to commercialization. We know each project is unique, so we offer flexibility through various product development options designed to provide you with best-in-class product solutions and continuous support from lab to launch.

In addition to product formulation, we specialize in raw material and component procurement, QA testing, bulk manufacturing, filling, packaging, and shipping. Our FDA-registered and cGMP facilities have high-volume production capabilities, making us a great fit for large brands with demanding, multichannel supply needs or smaller brands starting to scale. With decades of combined contract manufacturing experience, our expert teams know what it takes to scale to demand while navigating supply chain complexities and ensuring that product launches remain on track. We aren't just your service provider, we are your development and manufacturing partner, building a relationship built on trust, accountability, and results. Learn more about all our capabilities at [www.accupac.com/about](http://www.accupac.com/about)



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