

Launches trends January 2023



Each month, CosmeticOBS analyzes the trends of the latest product launches.

On this month's menu: perfumes for children, vitamin C, shampoo mutation, olfactory escape and beauty tech...

THE BOOM IN CHILDREN'S FRAGRANCES

From Petit Bateau to Joone, including Hermès, many brands offer scented waters for children (and adults). The program includes alcohol-free formulas to avoid irritating the fragile skin of the youngest and olfactory notes that recall childhood (marshmallow, orange blossom, violet...)

Article: [Fragrances for children](#)

VITAMINE C EVERYWHERE

It's the ingredient that's in all (or almost all) cosmetics. Day cream, serum, makeup, eye contour or body care, vitamin C is everywhere. It is prized for its smoothing effects on the skin and its ability to fight against pigmentation spots.

Articles: [Vitamin C is a must in beauty salons \(1/3\)](#)
[Vitamin C reaches the supermarket \(2/3\)](#)
[Eye products with vitamin C \(3/3\)](#)

THE MUTATION OF SHAMPOO

Concerned about the ecological impact of their products, professionals are coming up with new formulas. While Umaï has designed a solid shampoo capable of treating hair damaged by the cold, Maison Hädden offers a powdered shampoo that can be diluted at home with water.

Articles: [Umaï launches a specific mountain solid shampoo](#)
[Maison Hädden launches a new non-disappointing powder shampoo!](#)

OLFACTIVE GETAWAY

Perfume has the power to make you travel. Head for Indochina with Diptyque and its limited edition of the floral Do son. A warmer atmosphere with Neroli Nasimba by Maison Crivelli, which "reminds us of a sunrise in the savannah".

Articles: [Diptyque launches a new limited edition collection of its perfume Do Son](#)
[Neroli Nasimba, the new fragrance of Maison Crivelli](#)

BEAUTY TECH

Technology is put at the service of beauty. Talika has designed a new serum to stimulate hair growth. This product comes with a small red LED applicator that vibrates and supports hair renewal.

Articles: [Hair Force, Talika's first fortifying hair serum with an LED applicator](#)