



# Launches trends May 2023

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Every month, CosmeticOBS analyzes the latest product launches trends. On the menu for May 2023: shiny nails, masked pores, relaxing fragrances and minimalist skincare.



## Glossy nails

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**Want to look after your hands with the minimum of fuss? Manucurist has the solution. The brand has just launched Active Glow: a transparent varnish with a shiny finish that adds a "dewy" touch to the nail.**

Article: [Manucurist launches Green Active Glow, a nail polish that "blushes" the nails!](#)



## Hide those pores from my sight

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**Are pores the new enemy of the cosmetics industry? Whereas before, brands only offered foundation products to blur their appearance, now they're offering complete skincare ranges. The aim? Cleanse, unclog and reduce pore size.**

Article: [The special pore ranges](#)



## Scented relaxation

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**A fragrance can take us back to the past... but that's not all. Numerous scientific studies have proven the impact of fragrance on mental well-being. A number of brands, including Véronique Gabai, Clarins and Neom Organics, have entered the mind-soothing fragrance segment.**

Article: [Perfumes that make you feel good](#)



## Praise for minimalism

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**Less is more... that's the credo of many beauty professionals who offer much simpler routines. To do this, they design hyper-efficient treatments to reduce the number of steps... and therefore save time!**

Articles: [Nuori launches The One, a facial that concentrates eight star ingredients in one super step](#)  
[Melvita launches Nectar de Lumière, an innovative and effective anti-spot line](#)