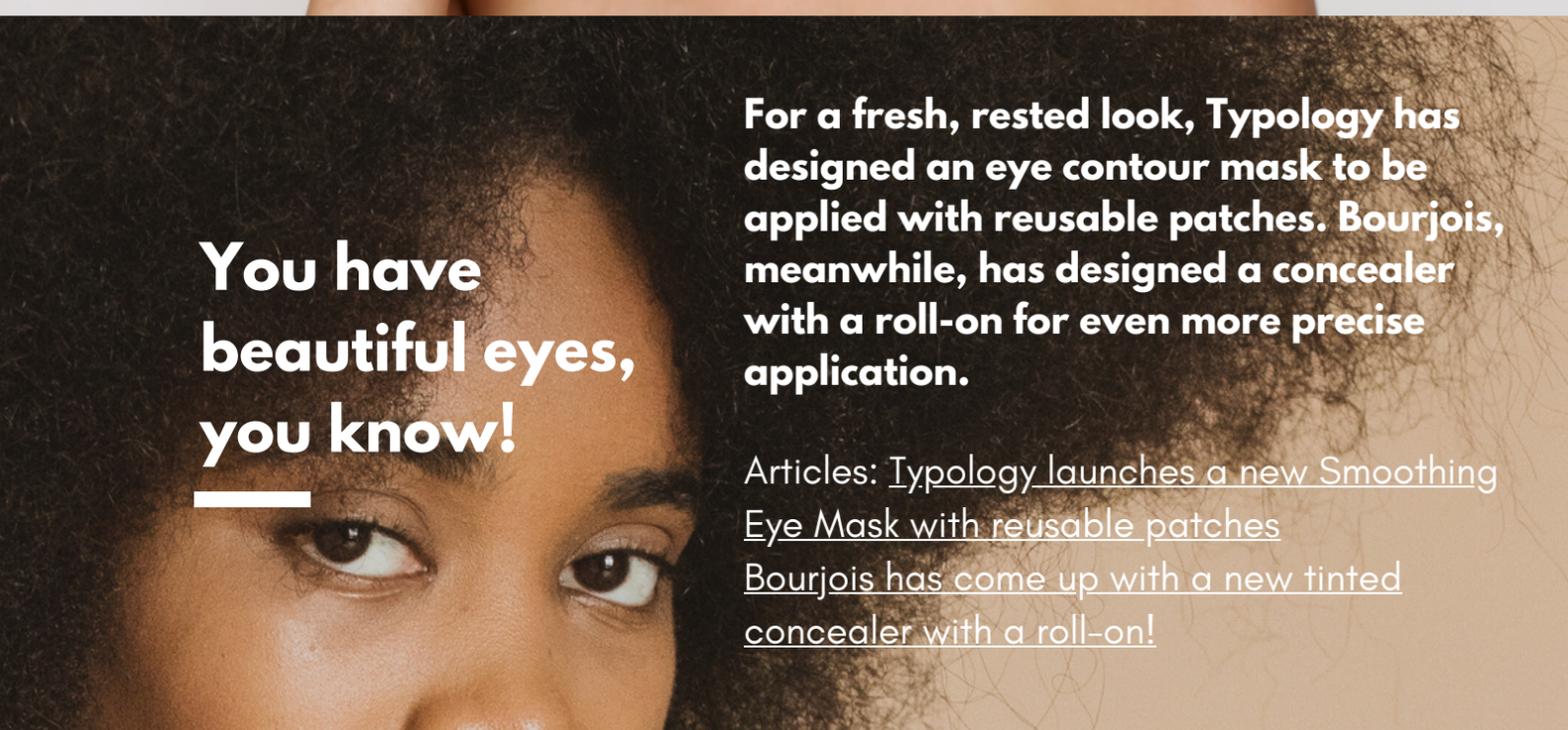




Launches trends March 2023

Every month, CosmeticOBS analyzes the latest product launches trends. On the menu for March 2024: eye care products, innovations in the oral care segment, cosmetics that continue to focus on solid formats, and beauty tech tools.



You have beautiful eyes, you know!

For a fresh, rested look, Typology has designed an eye contour mask to be applied with reusable patches. Bourjois, meanwhile, has designed a concealer with a roll-on for even more precise application.

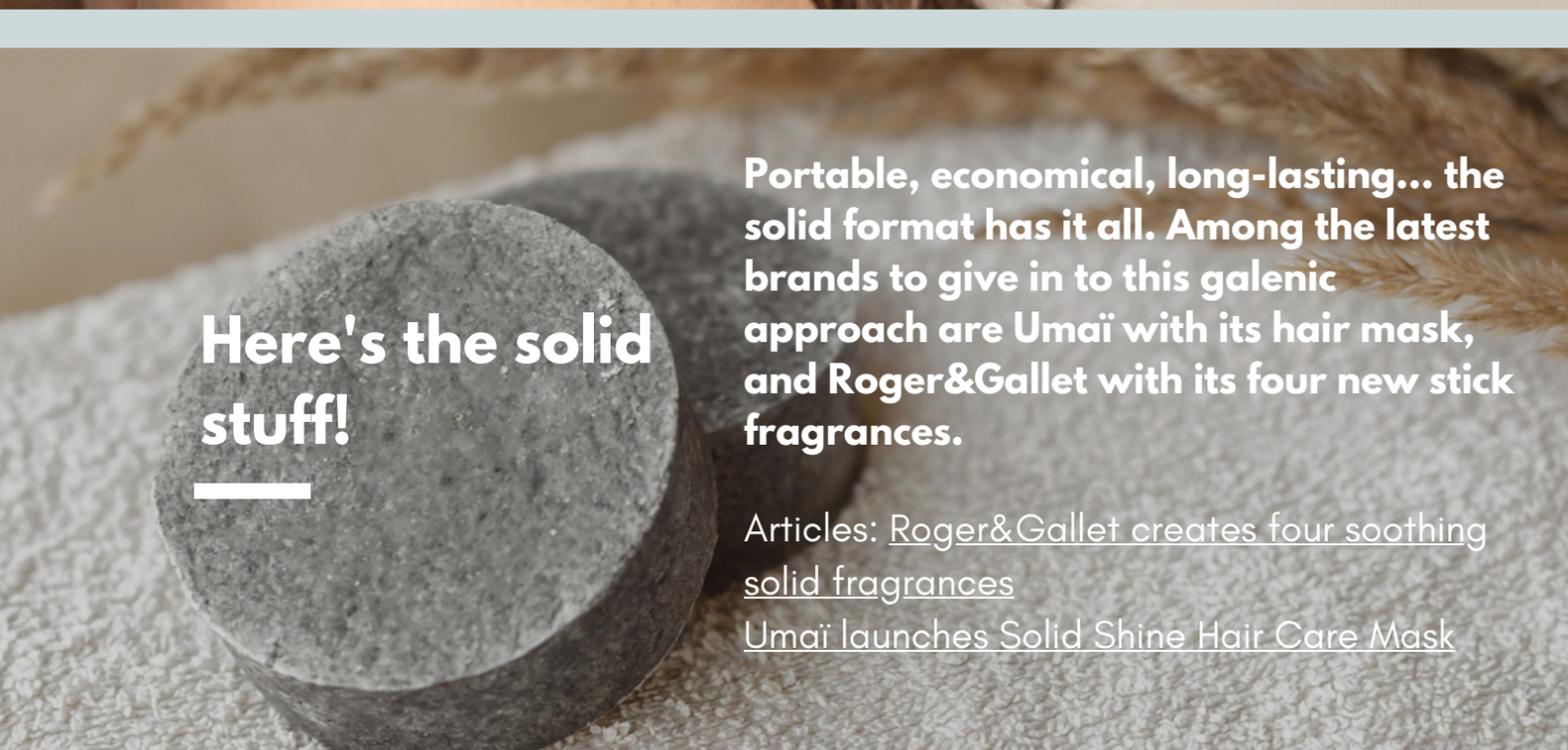
Articles: [Typology launches a new Smoothing Eye Mask with reusable patches](#)
[Bourjois has come up with a new tinted concealer with a roll-on!](#)



Smiling from tooth to tooth

Oral care products are becoming increasingly cosmetic! Toothpaste in original flavors (vanilla, mango sorbet, peach iced tea...), probiotic-enriched care to respect the mouth's microbiota, whitening products designed not to damage tooth enamel... so many concepts for a great smile!

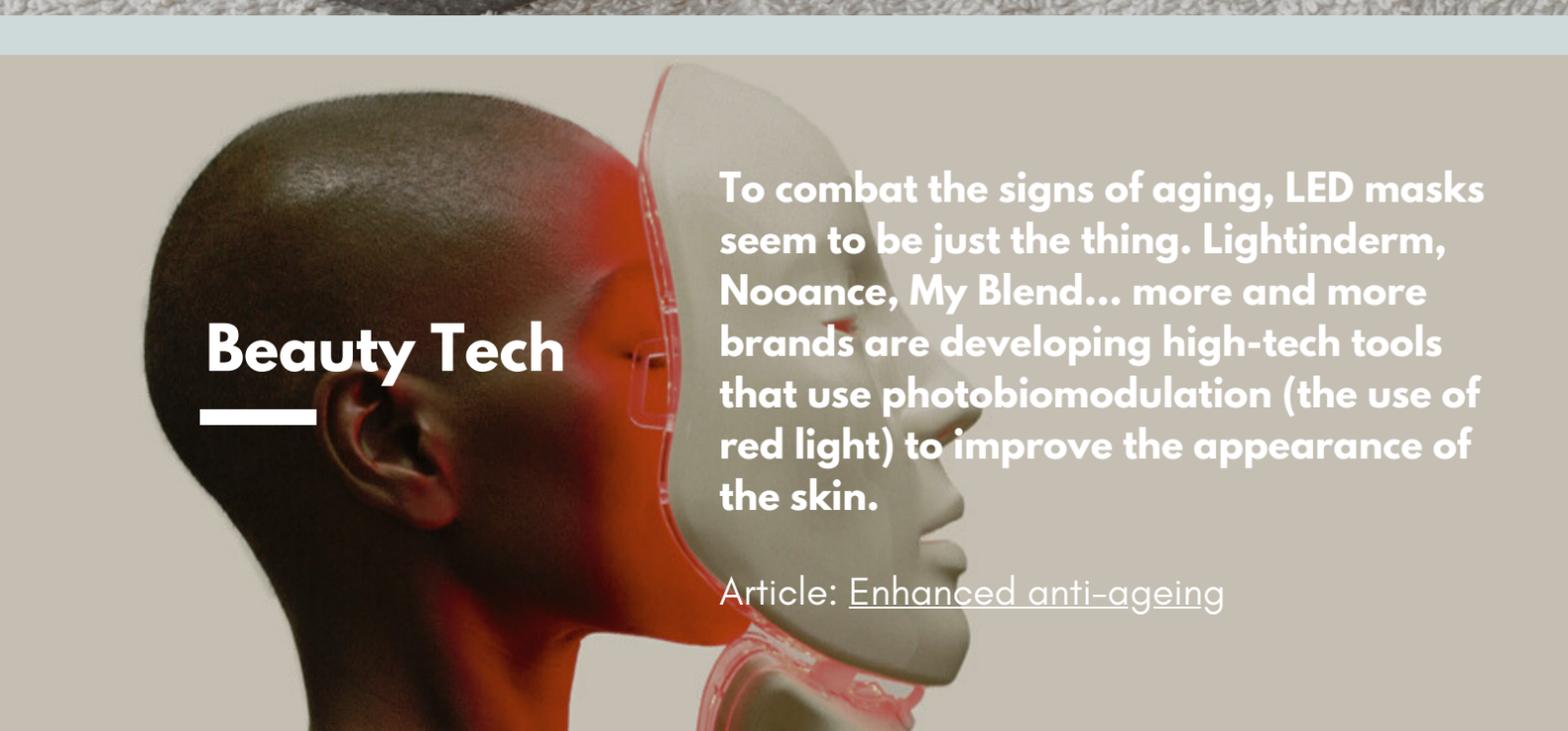
Article: [Oral care, innovations 2024](#)



Here's the solid stuff!

Portable, economical, long-lasting... the solid format has it all. Among the latest brands to give in to this galenic approach are Umaï with its hair mask, and Roger&Gallet with its four new stick fragrances.

Articles: [Roger&Gallet creates four soothing solid fragrances](#)
[Umaï launches Solid Shine Hair Care Mask](#)



Beauty Tech

To combat the signs of aging, LED masks seem to be just the thing. Lightinderm, Nooance, My Blend... more and more brands are developing high-tech tools that use photobiomodulation (the use of red light) to improve the appearance of the skin.

Article: [Enhanced anti-ageing](#)