

Launches trends February 2023

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

On the menu for February 2023:
make-up 2.0, XXL ranges, dry shampoo for the lengths
and mask that makes your cheeks go pink!

New generation makeup

Makeup is reinventing itself and offering innovative galenics. This is the case with foundcealer, which combines both foundation and concealer. The blush is also transformed into a stick, powder or even a jelly. It's said, the makeup of 2023 will be fun and practical!

Articles: [The foundcealer settles down](#)
[Hybrid blush](#)

Cosmetics for everyone

Packed bathrooms are a thing of the past. Cosmetics are now a family affair. More and more brands (Yves Rocher, La Roche-Posay, SVR...) offer ranges that can be used by the youngest as well as by the oldest.

Articles: [Yves Rocher launches a certified organic family line](#)
[Family ranges](#)

A revolutionary dry shampoo

This product refreshes the scalp between shampoos. But what about the lengths? Batiste, an expert in the field, finally offers an alternative to give the whole length of the hair a boost before the big clean.

Article: [Batiste launches a dry conditioner for the lengths!](#)

Pinklushing with pleasure

What if cosmetics had the same effect (on the skin) as a night of love? This is the daring bet of the latest product from Wishful, a night mask that gives a healthy glow and plumps up the skin.

Article: [Pillowgasm by Wishful, a special Valentine's Day sleeping mask](#)

Virtuous vintages

Sustainability is a major issue in the perfume industry. Guerlain wanted to pay tribute to responsibly harvested raw materials. The result? Three new vintage Aqua Allégoria that pay tribute to nature in its simplest form.

Article: [Three new Aqua Allegoria Harvest for Guerlain](#)