

Launches trends June 2023

Every month, CosmeticOBS analyzes the latest product launches trends. On the menu for June 2023: deodorants 2.0, oil in all its forms, vegetables in perfumery and virtuous packs.

The new deodorants

Deodorant is an everyday product that continues to improve. Formulations are increasingly clean, and contain prebiotics to combat unpleasant odors. And when it comes to packaging, innovations continue to arrive on the market: refillable, solid, spray... we can't get enough of them.

Articles: [New deodorant formulas](#)
[Deodorants: the most eco-friendly packaging](#)

Oil, the star galenic

Everything's good in oil. The explosion of new product launches featuring this galenic ingredient is a testament to this. Énergie Fruit uses it to rescue tired feet, while Caudalie uses it to pamper body and hair. Last but not least, Jod and Institut Esthederm use the oil to perfect make-up removal.

Articles: [Énergie Fruit Bio launches Huile Pieds Tout Doux, the first foot oil in supermarkets](#)
[Two new body and hair oils from Caudalie!](#)
[Jod launches one of the first solid cleansing oils!](#)
[A new micellar cleansing oil for Institut Esthederm](#)

Vegetables in perfumery

Who said that vegetables were only for cooking? Now they've entered the very "select" world of perfumery. Carrot seeds with their subtly earthy, aniseed notes have been added to enrich a limited edition of L'Occitane en Provence's star eau de toilette.

Article: [A new eau de toilette Verbena Carrot Flower for L'Occitane en Provence](#)

Did you say sustainable?

Combating environmental pollution is one of the ambitions of the beauty industry. Garnier is doing its part with a new micellar water packaged in an infinitely recyclable bottle.

Article: [Garnier launches Loop Micellar Solution in an infinitely recyclable bottle](#)