

Launches trends March 2023

Each month, CosmeticOBS analyzes the trends of the latest product launches. On the menu for this month of March 2023: products for the teeth, anti-aging revolution, new hair care products and fragrances that make you travel.



Smile from ear to ear

Beauty is also about smiling... and cosmetics professionals have understood this. The "smile care" offer is growing. In addition to the traditional toothpastes that contribute to the whiteness of teeth, there are serums, "highlighters" and regenerating treatments to have star teeth.

Article: [Smile care takes hold](#)



The anti- aging of the future

Institut Esthederm is the one who made the news with its Age Proteom Advanced Serum. The brand offers a new vision of skin aging. This serum protects and strengthens for the first time the skin proteome (the set of proteins in the skin).

Article: [Age Proteom Advanced Serum by Institut Esthederm, a new vision of skin aging!](#)



Hair care for all

It's time for inclusivity. Lazartigue offers a complete line of care products for textured hair. On the program, care balm, shampoo and mask. And for a maximum of sensoriality, a fig scent found in the entire range. For its part, Nuxe is taking its first steps in hair products with its Hair Prodigieux line, which is intended for all hair types.

Articles: [Nuxe launches its first hair line Hair Prodigieux](#)
[Lazartigue imagines Curl Specialist, a new range for all textured hair](#)



Planet Fragrance

The world of fragrances allows you to escape. Among the latest releases, we find Angel Elixir by Mugler, a woody floral fragrance that is delicious and enchanting. More poetic, L'Eau Papier by Diptyque is a gentle tribute to graphic expression. Finally, Écrin de Fumée by Serge Lutens sends us on a "breathless highway to hell" with its notes of tobacco, cocoa and rum.

Articles: [Mugler creates a new olfactory big bang: Angel Elixir!](#)
[Diptyque creates a new poetic fragrance: L'Eau Papier Écrin de Fumée, the new perfume by Serge Lutens](#)