



Launches Trends April 2023



Every month, CosmeticOBS analyzes the trends of the latest product launches. On the menu for this month of April 2023: luxury cosmetics, premium slimming products, historical perfumes and natural dyes.



Give us luxury!

Clarins and Carita have joined forces to develop exceptional and increasingly luxurious skin care products.

For Clarins, it's a new range of products formulated with the Queen of the Night, a flower that only blooms once a year.

For Carita, it's about cleansing the face with a soft, comfortable and sensory treatment.

Articles: [Précious, Clarins' new range of exceptional facial care products](#)

[Mousse Nacrée, the new legendary cleanser from Carita](#)



The rise of slimming products

Spring rhymes with slimming... and crazy prices? This year, slimming products are a few euros more expensive. The reason? A formulation more and more expert.

Article: [More and more luxurious slimming products](#)



Scent of the past

New players are arriving every day on the perfume market... but the historical brands are holding on.

Santa Maria Novella, Officine Universelle Buly and Granado are the proof. These three "houses" (initially officines) have known how to cross the times to position themselves today as institutions of the perfumery.

Article: [Apothecary's perfumes](#)



Natural... right down to the hair ends

Garnier is launching Good, a permanent hair color made with 90% naturally derived ingredients. And the brand isn't stopping there, since it's packaged in an eco-designed paper container.

Article: [Good by Garnier, the new permanent hair dye made with 90% natural ingredients](#)