

# Launches trends

## December 2024

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Each month, CosmeticOBS analyzes the latest product launch trends. On the menu for December 2024: make-up for a glamorous holiday season, afterward-looking calendars to make the pleasure last, skincare products for a radiant complexion, and new products for sparkling eyes.

### Shine bright

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At Christmas, it's not just the Christmas tree that needs to sparkle. As every year, brands are preparing special collections for festive, colorful looks. The watchword: have fun! Highlighters, lipsticks, eyeshadows... it doesn't matter what format, as long as you've got that spark.

Article: [Colorful Holiday collections!](#)

### Waiting patiently for New Year's Eve

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While we can't wait until December 24, the wait until the New Year is not so easy. So to appease all those who are counting down the days to December 31st, brands have come up with calendars for the aftermath!

Article: [More and more calendars for the after](#)

### Peach skin

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For a glowing complexion, here are a few new products. Innovatouch has designed cleansing soaps that can be transformed into masks. And for those who want to exfoliate their skin to get rid of dead cells, Sisley offers a new ally formulated with ingredients that help restore radiance.

Articles: [Innovatouch Cosmetic 2-in-1 soap masks](#)

[Sisley launches Phyto-Blanc l'Exfoliant Brightening Buff & Wash](#)

### Doe eyes

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For healthy lashes, T. Leclerc has designed a fortifying mascara. And for a perfect eyebrow line, Benefit offers a felt-tip pencil that makes it easy to draw a clean, professional line.

Articles: [Mascara Actif Croissance by T. Leclerc](#), a mascara that prevents lash loss  
[Benefit launches Mighty Fine Brow Pen](#), a felt-tip eyebrow pencil