



Newsletter



INTEGRATED WELLNESS
Beauty & Longevity Solutions

02/2026

BOLD MAKE UP IS BACK

MAKEUP TRENDS

2026



Make Up Trends 2026

“Bold Make Up Is Back”

In 2026, Make Up trends will transition from clean-girl appearances to bold, expressive, high-contrast looks featuring diffused, blurred-edge lips, cloud skin or candlelit complexion, monochrome color palettes, graphic liner, or metallic eye finishes and colorful, multi-dimensional blush for a soft, natural radiance.

Here below is about the Make Up trends set to define in 2026, it is not about following every trend at once, it is about knowing how to combine trends in a way that feels intentional and balanced. This year's Make Up theme is "Bold Makeup Is Back" which requires us to achieve a balance between color, skin benefits, and textures in favor of individual expression.

Blurred Lips:

The blurred lip trend is gaining renown, offering softer, more effortless alternative to sharp lines and high-definition color. The cushiony, whipped lip mud textures toward hazy edges and diffused pigment that feels more natural than defined.

Cloud Skin:

Moving away from being too dewy or matte, the new look is more refined. Skin continues to appear healthy and fresh. This style focuses on how to achieve a soft-focus, delicate, and hydrated appearance that is smooth and gently illuminated. To get this look, begin with hydrating skin tints and then add a hint of coverage or buildable foundations in natural or satin finishes. If you want an additional dimension, apply a cream blush for warmth or a small amount of powder to soften the entire look.



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Monochromatic Tones:

Creating a monochromatic make up look by using a single-color family such as nude, peach, pink, or mauve to the eyes, cheeks, and lips for an intentional, harmonious appearance. The technique is to a hue that complements your skin undertone and apply versatile cream products or matching palettes to blend the color seamlessly.

80s-Inspired High Blush:

Instead of using a typical contour shade, use blush to shape and warm up your face. Simply sweep bright, vibrant colors (pinks, purples, corals) high on the cheekbones, combining them up to the temples and integrating into the eyelid area. It appears more natural and photographs beautifully. Replacing contour with a blush adds complexity while keeping the skin fresh and healthy.

Eye Make Up trends for 2026:

Graphic Eyeliner: Graphic eyeliner transcends beyond the traditional cat eye. Make up artists suggest applying floating liner above the crease, double-winged liner, expanded outer corners, and negative-space designs instead of a single wing.

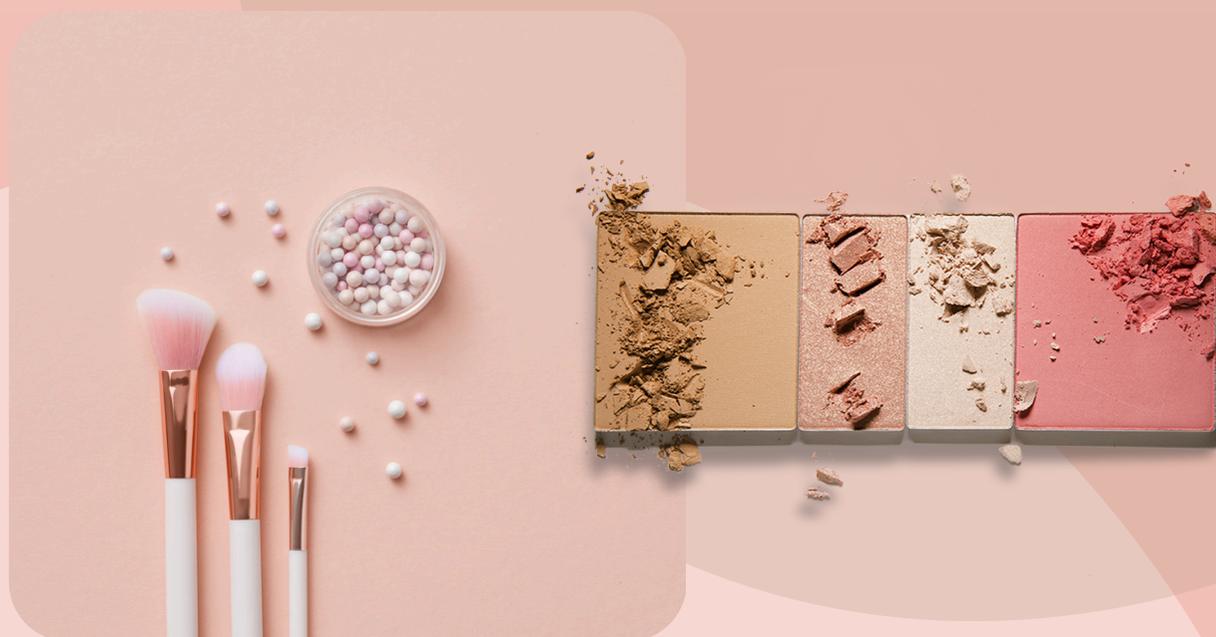
Serum Mascara: The formula prioritizes skin benefits first, followed by natural, long, and fluttery lash appearance over thick fake lashes.

Multi-Chrome Eyes: It is time to expose highly dynamic, multi-chrome, holographic shadows, a new eye make up style that features alluring styles and color combinations with a smooth texture, available in both cream and powder forms. Featuring multicolored brilliant shimmer and contrasting colors that mix effortlessly.

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France Bans PFAS in Cosmetics as ‘Forever Chemicals’ Concerns Rise



PFAS (Per- and Polyfluoroalkyl Substances) are chemicals with strong carbon–fluorine bonds that resist heat and degradation, earning the nickname “forever chemicals.” They are widely used to provide water and oil repellency, heat resistance, and non-stick properties. In cosmetics, PFAS enhance durability, waterproofing, and smooth application in products such as mascaras, eyeliners, lipsticks, foundations, powders, and primers.

France’s Legislation: France enacted Law No. 2025-188 and Decree No. 2025-1376, effective 1 January 2026, banning the production, import, and sale of consumer goods containing intentionally added PFAS, including cosmetics, textiles, and ski wax. Authorities must also publish an annual online map showing sites of PFAS emissions. Products manufactured before the effective date may remain on the market or be exported for up to 12 months, after which all sales and exports are prohibited.

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EU Regulatory Status: Under REACH Regulation, several PFAS are already banned (e.g., PFOS, PFOA, PFNA). The EU Cosmetics Regulation prohibits PFAS only when classified as carcinogenic, mutagenic, or toxic to reproduction (CMR). Denmark banned PFAS-treated food packaging in 2020. The European Chemicals Agency (ECHA) is reviewing a broad PFAS restriction proposal, with final evaluation expected by end of 2026.

Health and Environmental Concerns: PFAS have been used since the 1940s in packaging, cookware, fabrics, and firefighting foams. Because they do not break down easily, they accumulate in soil, water, and the human body. Some PFAS are proven carcinogens, and research continues into their wider health impacts. They have been detected globally, from Mount Everest to human bloodstreams.

Conclusion: France’s ban represents the strictest PFAS regulation in Europe and sets a precedent for environmental and public health policy. It may serve as a model for the EU’s forthcoming decision on a Union-wide restriction, reinforcing the shift toward safer, sustainable alternatives.

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3. ECHA. (2025). [ECHA announces timeline for PFAS restriction evaluation](#). Retrieved on 2 September 2025.
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FOOD & FLAVOR



Food News

Hybrid Milk Protein:

THE NEXT EVOLUTION of Dairy Nutrition

“42% of consumers say protein is the most important ingredient when choosing food and beverage products.”

(Protein Market Trends: Growth and Global Shifts, July 21, 2025)



Protein continues to be a top priority for consumers. This growing demand is reflected in the wide range of protein products now available, such as ready-to-drink protein beverages and protein powders or shakes.

WHAT IS HYBRID MILK PROTEIN?

Hybrid Milk Protein is one of the most promising protein innovations today. It combines the strengths of different dairy protein sources, such as whey and milk protein or integrates modern protein technologies to deliver balanced nutrition and improved functionality.

KEY BENEFITS :

- Balanced nutrition with fast and sustained amino acid release
- Better texture and mouthfeel with less chalkiness
- Flexible formulation for drinks, powders, and ready-to-consume products
- Familiar dairy origin with modern performance

Hybrid Milk Protein offers a next-generation dairy solution that meets today's protein demand while delivering great taste, functionality, and consumer appeal.

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From Traditional Soy Milk to Next-Gen Soy-Isolate Beverages

As plant-based products move beyond niche diets, expectations for **taste and sensory quality** are rising. Soy drinks remain one of the most established plant-based dairy alternatives, supported by strong nutritional value and functional performance. At the core of many formulations is **soy protein isolate (SPI)**, prized for its high-quality protein, balanced amino acid profile, and excellent emulsifying properties.

THE FLAVOR CHALLENGE OF SOY-ISOLATE

As the plant-based category matures, **clean taste and aroma** have become key drivers of product differentiation. Despite its functional advantages, SPI is commonly associated with **beany or green off-notes**, mainly driven by volatile compounds such as hexanal and related aldehydes. These off-notes reduce drinking pleasure, limit premium positioning, and hinder repeat purchase-making **natural flavor improvement essential** for next-generation soy beverages.



NATURAL OFF-NOTE REDUCTION THROUGH SMART PROCESSING

Recent studies show that **controlled dry-heating treatment of soy protein isolate** can effectively reduce beany flavor while preserving nutritional quality. When optimized (around **100 °C dry heating**):

- Protein structure is gently unfolded without severe damage
- Off-note volatiles are significantly reduced
- Essential amino acids are better retained
- The overall flavor profile becomes cleaner and smoother

The key is not masking the flavor, but **modulating protein structure to improve aroma perception at the source.**

Flavor Pairing: Elevating Soy-Isolate Beverages

Industry insights suggest that future plant-based innovation will focus on **sensory quality**, not just replacing animal ingredients. Instead of overpowering soy, carefully selected flavors can soften green notes and enhance creaminess

- **Clean & Daily:** Soft vanilla, grainy, rice-milk notes
- **Wellness & Premium:** Matcha, black sesame, roasted soy
- **Coffee Applications:** Creamy, nutty, low-sweet vanilla profiles

By combining smart protein processing with targeted flavor pairing, soy-isolate beverages can evolve from **“familiar” to “exceptional.”**

References:

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