

Newsletter



INTEGRATED WELLNESS
Beauty & Longevity Solutions

10/2026

AUTUMN & WINTER EYE

Makeup trends 2026



The upcoming Autumn/Winter 2026 eye makeup trends

mark a distinct shift away from the **"Polished"** aesthetic—characterized by the ultra-precise, sharp lines of previous years—toward a new trend known as **"Eyemaxxing."**

Both on the runway and in street style, the focus has turned to expressive eye makeup that perfectly balances natural-looking imperfections with bold, unconventional colors.

The following are the eye makeup styles that are expected to be **popular this winter.**



Cozy Smoky Lids:

The classic smokey eye has been updated with a new, gentler look. Instead of precise, black liquid geometric lines, makeup artists are embracing smudged, diffused eyeshadows and pencil liners tightly pressed against the lash line. The texture is intentionally undone—the messier and more lived-in, the better.

Key Colors:

Cocoa, taupe, mushroom, espresso, and deep forest green.

Makeup-Tips:

Use a deep brown powder shadow stamped over a pencil liner to softly diffuse the outer corners for a micro-liner wing effect.



High-Contrast Cool & Pastel Tones:

Breaking away from classic autumn bronzes and warm golds. This season brings a cool wash of slate, silver, and light gray tones. Additionally, unexpected cold pastels and jewel tones are making a major impact on the eyes.

Key Colors:

Icy powdery blues, soft lilacs, amethyst, and cool plum finishes.

Makeup-Tips:

Swipe a light, frosty pastel wash across the lids or trace a colorful liner along your lash line to make the eyes pop against minimalist, bare skin.



Glitter-Soaked & High-Shine Finishes:

This season, texture takes center stage, with a shift away from uniform matte and toward futuristic metallics and chaotic glitter. High-profile runways featured the models with silver and purple glitter purposefully smeared across their eyelashes.

Key Colors:

Multi-colors and high-shine glossy lids, wet-look shimmer finishes, and chunky metallic highlights.

Makeup-Tips:

Tap a clear gloss or a sheer shimmer stick over your neutral shadow base for an easy, light-reflective sheen.



Nuanced Mascaras:

Black mascara can feel stark against the softer skin finishes in the colder seasons. Beauty experts are swapping traditional pure black for nuanced deep hues that offer definition without harshness.

Key Colors:

Rich burgundy, blackened navy, and espresso brown.

Makeup-Tips:

These rich undertones soften features while effectively framing the eyes, pairing beautifully with the season's viral berry lip trends.

BAKERY SEASON IS COMING:

WHICH FLAVOR DIRECTION **WILL YOU CRUSH?**



SWEET BAKERY **MOMENTS IN ASIA PACIFIC**

Festive occasions bring together familiar flavors and new combinations.



Growing interest

Cookies and sweet baked goods continue to attract consumers across Asia Pacific.

More variety & flavor

Wider product choices and **new flavor combinations** are adding excitement to the category.



SWEET BAKERY **MOMENTS IN ASIA PACIFIC**

Festive occasions bring together familiar flavors and new combinations.



Convenient snacking

Sweet bakery products are increasingly suited to easy, everyday snack occasions.

Tea & coffee moments

Tea and coffee provide natural pairing occasions for enjoying cookies and sweet baked goods.



SWEET BAKERY MOMENTS IN ASIA PACIFIC

Festive occasions bring together familiar flavors and new combinations.



Familiar, with a twist

Consumers are exploring **more sweet flavor** variety, while familiar tastes remain important across APAC.

Opportunity: build on recognizable flavors and introduce a new sensory direction through unexpected combinations.⁽¹⁾

Chocolate × Pistachio Indulgence

Dubai chocolate, pistachio, kadayif and knafeh-inspired flavors are gaining visibility in Asia Pacific bakery.

The trend points to growing interest in rich, layered and pistachio-led indulgence.⁽³⁾



References:

- (1) Innova Market Insights, Cookies & Sweet Baked Goods in Asia Pacific, 2 June 2026.
- (2) Mintel, Food & Drink Landscape: Asia Pacific 2026, 2026
- (3) Mintel, Fastest Growing Flavors: Asia Pacific, Bakery; Q4 2025–Q3 2026

SWEET BAKERY MOMENTS IN ASIA PACIFIC

Festive occasions bring together familiar flavors and new combinations.



Tea & Floral Move into Bakery

Tea flavors are gaining traction in cakes, pastries and sweet baked goods, often inspired by familiar local tea profiles.^(1,2)

At the same time, **floral notes** continue to have an established role in Asian sweet flavor traditions.⁽¹⁾

Beyond flavor, **texture is also shaping innovation in Asian** sweet baked goods, with layered and contrasting textures appearing across cakes, pastries and other sweet formats⁽²⁾



References:

- (1) Innova Market Insights, Cookies & Sweet Baked Goods in Asia Pacific, 2 June 2026.
- (2) Mintel, Food & Drink Landscape: Asia Pacific 2026, 2026
- (3) Mintel, Fastest Growing Flavors: Asia Pacific, Bakery; Q4 2025–Q3 2026



INTEGRATED WELLNESS
Beauty & Longevity Solutions

Newsletter

10/2026

UPCOMING EVENTS

< Nov 2026



DATE

3-5 In-Cosmetics Asia 2026 at BITEC, Bangkok, Thailand

3-5 COSMEX 2026 at BITEC, Bangkok, Thailand

10-12 Cosmopack Asia, Asiaworld-Expo, Hong Kong

10-11 SCS Formulate UK 2026 at the Coventry Building Society Arena, Coventry, UK

11-13 Cosmoprof Asia, Hong Kong Convention & Exhibition Centre, Hong Kong

17-19 Fi Europe 2026 (Food Ingredients Europe), Messe Frankfurt, Germany

18-19 FoodX 2026 at QSNCC, Bangkok, Thailand

19-21 Thailand International Food and Catering Expo & Global Ingredients Trade Festival (TIFACE) at IMPACT Exhibition Center, Bangkok, Thailand

i-C
asia

COSMEX