

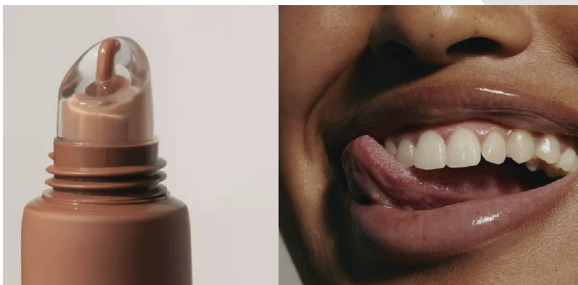
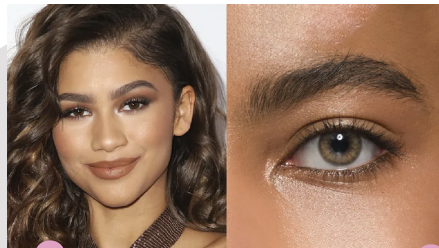


# The Biggest 2025 Makeup Trend That You Should Try!!

We discovered both new and some classic makeup trends that would be popular this year after studying beauty data from multiple sources. Here is a list of the biggest makeup trends that will be the main makeup trends 2025.

## All are Mocha Brown:

Since Mocha Mousse was selected to be the Pantone Color of the Year 2025, this shade has included every shade of brown, ranging from warm to dark brown, which is known to be a color that is suited for all complexion tones. Mocha Brown is the dominant hue that should be incorporated in all color cosmetic collections this year. And it is the most distinguishing color which every woman should wear this year.

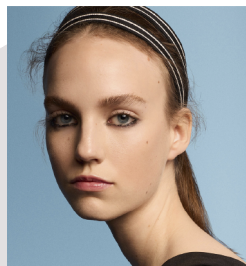


## The Boom of Lip Balm:

With its success in 2024, lip balm is likely to remain popular in 2025. Whether it is lip balm or lip oil, it must contain skin care active ingredients that produce better skin outcomes.

## Lower Lash Liner:

A lower lash line will be the focus in 2025. Line the bottom lash line with bright colors such as blue, hot pink, or deep black. This technique is a way to make the eyes pop and add a fun twist to the look. This style is very easy to integrate into everyday looks by selecting the suitable eyeliner color shade for the occasion. For natural looks, choose a softer brown tone. To achieve a funny holiday look, use a bright color or deep black to give a stylish and elegant appearance.

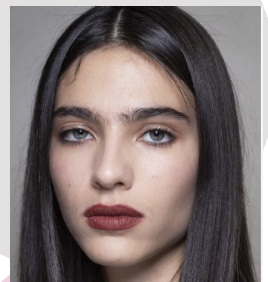


## The New No-Makeup Makeup:

The concept of the "New No-Makeup Makeup" refers to makeup that appears to be without makeup which was formerly fashionable. This year, No-Makeup Makeup will be returned, but the appearance will be adapted to be more contemporary. The New No-Makeup Makeup style will emphasize fresh-looking skin with a matte and blurring appearance, rather than a prominent glow as seen last year. In 2025, we will see more of a satin skin, soft-focus airbrush finish rather than the donut-glazed glossy finish that was popular in 2024.

## The Bold Lip Makeup Style:

This trend will remain popular in 2025, with a focus on applying vivid, bold, and stunning lipstick shades such as berry red, bright red, and even deep orange. Use a single shade of lipstick to create a focal point on the face. This look is completed with a satin skin finish and a little eye makeup to highlight the lips.



### References:

- <https://www.instyle.com/2025-beauty-trends-8774692>
- <https://www.harpersbazaar.com/beauty/a63194730/2025-beauty-trends/>
- <https://www.refinery29.com/en-us/makeup-trends-2025>
- <https://people.com/2025-beauty-trend-predictions-8741885>
- <https://www.elle.com/beauty/makeup-skin-care/a62375239/spring-2025-beauty-trends/>
- <https://www.harpersbazaar.com/beauty/makeup/g62119299/spring-2025-makeup-trends/>
- <https://harpersbazaar.com.au/dior-spring-summer-2025-beauty-look/>



**VALENTINE'S  
DAY!**






Take Care of Your Heart with

**UBIQUINOL**

Valentine's day is coming up, and we celebrate with chocolates, roses, and the universal symbol of love: the heart. Beyond its romantic meaning, however, the heart is an essential organ that must be cared for—not only for you, but also for the people you love most.

This Valentine's day, consider gifting yourself or a loved one the gift of heart health. Let's make Ubiquinol a part of your daily routine. You can use this high-quality supplement alone or a combination of heart-healthy recipes that pair perfectly with this essential nutrient. With 8 times better absorption than Ubiquinone (CoQ10), Ubiquinol is the superior choice for anyone looking for maximizing heart protection.

## WHY UBIQUINOL IS PERFECT FOR HEART HEALTH?

-  **Energy Production:** Ubiquinol supports ATP production, providing energy for the heart to function efficiently.
-  **Antioxidant Protection:** Helps protect heart cells from oxidative stress and free radical damage.
-  **Supporting Cholesterol Balance:** Promotes healthy LDL and HDL cholesterol levels, supporting overall cardiovascular health.
-  **Improving Circulatory Function:** Enhances endothelial function for better blood vessel health and circulation.
-  **Replenishing CoQ10 Levels:** Restores declining CoQ10 levels, which naturally decrease with age, helping maintain heart health.

This Valentine's Day, why not go beyond traditional gifts and give the gift of a healthier heart with Ubiquinol?

# EVENT 2025

## FEB

- 3-5 Beautyworld Japan Fukuoka, Fukuoka, Japan  
<https://beautyworld-japan-fukuoka.jp.messefrankfurt.com/fukuoka/en.html>
- 5-7 Vitafoods India 2025, Mumbai, India  
<https://www.vitafoodsindia.com/>
- 11-14 BioFach 2025, Nuremberg, Germany  
<https://www.biofach.de/en>
- 12-14 The 37<sup>th</sup> Gourmet Show Spring 2025, Tokyo, Japan  
<https://www.gourmetshow.jp/english/>
- 12-15 Food Pack Asia 2025, Bangkok, Thailand  
<https://foodpackasia.com/th/homepage/>
- 13 Momentive Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Kuala Lumpur, Malaysia
- 16-19 Global Beauty & Wellness Exchange, Bluffton, USA  
<https://globalbeautyexchange2025-february.converve.io/>
- 17-19 Beauty Asia 2025, Singapore  
<https://beautyasia.com.sg/>
- 17-21 Gulfood, Dubai, UAE  
<http://www.gulfood.aem/>
- 18-19 HPCI (Home and Personal Care Ingredients Exhibition and Conference 2025), Mumbai, India  
<https://www.hpcci-india.com/>
- 19 Food Focus Thailand Roadmap 2025: Functional F & B Edition, Bangkok, Thailand  
<https://www.foodfocus thailand.com/roadmaps/roadmap-functional-fb-edition-2025>
- 19-21 PCHI (Personal Care and Homecare Ingredients), Guangzhou, China  
<https://www.pchi-china.com/en>
- 24-25 Professional Beauty India, Kochi, India  
<https://professionalbeauty.in/register/kochi?source=sidebanner>
- 25-27 in-PHARMA (International Pharmaceutical and Cosmetics Ingredients Expo), Osaka, Japan  
<https://www.interphex.jp/hub/en-gb/about/pi.html>
- 25-27 Philippine Pharma & Healthcare Expo, Manila, Philippines  
<https://www.philippinespharmahealthcare.com/>
- 26 CAHB and Mini CAHB Makeup Seminar, Chemico Myanmar Co., Ltd., Yangon, Myanmar
- 27 CAHB and Mini CAHB Food Seminar, Chemico Myanmar Co., Ltd., Yangon, Myanmar
- 27 Feb - 2 Mar My Beauty Cosmetics & Health Expo, Kuala Lumpur, Malaysia  
<https://mybeauty.my/>

## MAR

- 4 Tri-K Seminar, Chemico Vietnam Co., Ltd., Ho Chi Minh City, Vietnam
- 6 Tri-K Seminar, Chemico Vietnam Co., Ltd., Hanoi, Vietnam
- 7-9 HCC (Household Cleaning and Personal Care), Shanghai, China  
<https://www.hccsh.net/en/>
- 11 Momentive Seminar, Chemico Philippines, Inc., Cebu, Philippines (tentative)
- 11-14 Foodex Japan 2025, Tokyo, Japan  
<https://www.jma.or.jp/foodex/en/>
- 12-13 Beauty Accelerate 2025, New Jersey, USA  
<https://beautyaccelerate.com/>
- 12-14 VIV Asia 2025: The Complete Feed to Food Global Trade Show in Asia, Bangkok, Thailand  
<https://www.vivasia.nl/>
- 14-15 Food Science & Technology, London, UK  
<https://foodtech.inovinemeetings.com/index.php>
- 17-19 Food Ingredients China 2025, Shanghai, China  
<https://www.b-for.com/events/fic>
- 18-20 ChemiCos, Moscow, Russia  
<https://chemicos.ru/>
- 19 Food Focus Thailand Roadmap 2025: Dairy & Dairy Product, Bangkok, Thailand  
<https://www.foodfocus thailand.com/roadmaps/roadmap-dairy-dairy-product-edition-2025>
- 19-21 Dermatological Society of Thailand Annual Meeting 2025, Bangkok  
<https://www.dermatology.org.sg/event/49th-dst-annual-meeting-2025/>
- 20-23 COSMOPROF Worldwide Bologna, Italy  
<https://www.cosmoprof.com/en/>
- 25 Flavour Conference: Exploring the Science of Aroma and Taste: State of the Art for the Flavourist, London, UK  
<https://www.flavourhorizons.com/flavourtalk-conference-london-2025/>
- 25 Sophim Seminar, Chemico Vietnam Co., Ltd., Ho Chi Minh City, Vietnam
- 25-26 17<sup>th</sup> American Food Innovate Summit, Atlanta, USA  
<https://americanfoodinnovate.com/2025/en/page/home>
- 26 Sophim Seminar, Chemico Myanmar Co., Ltd., Yangon, Myanmar
- 26 Pharmactive Webinar, Chemico Inter Corporation Co., Ltd. (tentative)
- 26-27 European Regulatory Congress COSMED 2025, Paris, France  
[https://www.cosmed.fr/en/page\\_evenement/regulatory-congress/](https://www.cosmed.fr/en/page_evenement/regulatory-congress/)
- 27-28 The 12<sup>th</sup> Annual Legal, Regulatory, and Compliance Forum on Cosmetics & Personal Care Products, New York, USA  
<https://www.gtlaw.com/en/events/2025/03/12th-annual-legal-regulatory-and-compliance-forum-on-cosmetics-personal-care-products>
- 27-30 Beauty Expo 2025, Taipei, Taiwan  
<https://beautyexpotaipei.tw.messefrankfurt.com/taipei/en.html#>





### CAHB Seminar, Myanmar

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Chemico Asia Pacific (Malaysia) Sdn. Bhd., in collaboration with Chemico Asia Health and Beauty (CAHB) Center, successfully hosted a product seminar on January 14<sup>th</sup> and 16<sup>th</sup>, 2025 at the Chemico Asia Pacific Seminar Room in Penang and Puchong Malaysia, respectively. The seminar aimed to share the latest market trends for color cosmetics, transfer new innovative information and product knowledge from CAHB center and build strong customer relationships. Attendees gained valuable insights into market trends and effective product applications. A highlight of the event was the color matching theory sharing, where participants had the opportunity to learn how to play around with colors, providing an in-depth knowledge of color theory. The seminar concluded with an engaging Q&A session, leaving attendees inspired and excited to explore the new formulas.