



PRIDE 2025 BEAUTY TRENDS

Pride month is globally celebrated in every June in honor of the LGBTQ+ (lesbian, gay, bisexual, transgender, queer, and others) community. It features a variety of events that often include parades, festivals, and educational activities aimed at promoting awareness and understanding of LGBTQ+ issues. It serves as a reminder of the ongoing struggle for equal rights and continues to advocate for the rights of all individuals regardless of sexual orientation or gender identity.

Pride makeup trends often reflect the vibrant and inclusive spirit of the LGBTQ+ community. It is one of the powerful tools of self-expression and shows support through bold and vibrant makeup looks. It is all about having fun, as there are no rules. There are countless ways to unleash your creativity and embrace the spirit of pride.

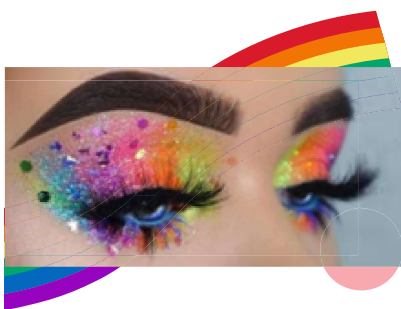


PRIDE FLAG MAKEUP

The Pride flag is a symbol of LGBTQ+ pride and social movements. The colors reflect the diversity of the LGBTQ+ community and the spectrum of human sexuality and gender, each with its own meaning: pink for sex, red for life, orange for healing, yellow for sunlight, green for nature, turquoise for magic and art, indigo for serenity, and violet for spirit. Some people create looks by painting the Pride flag across the eyelids, creating a flag-inspired lip, pride-colored face paint, pride-inspired nail art, or using temporary tattoos or body paint to create Pride flag designs on their body.

RAINBOW-THEMED BEAUTY

Rainbow makeup is an expressive trend that is all about embracing color and creativity. Bright, bold eyes, lips and face paint in rainbow hues are a classic Pride. Techniques like ombre blending, cut creases, and graphic liner can elevate rainbow makeup looks to new heights. In addition to decorating your nails in rainbow style, this theme is all about fresh hues and the design ideas are truly endless. It's a fun way to show your support and stay on-trend at the same time. So, grab your makeup brushes and let's paint the town rainbow!



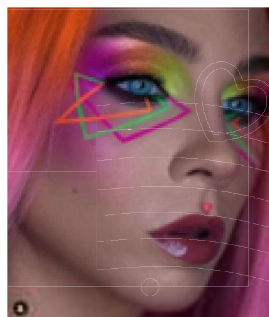
GLOW WITH PRIDE

Glitter is a big part of Pride makeup, symbolizing the sparkle and vibrancy of the community. From subtle shimmer to bold, eye-catching glitters, there is something for everyone when it comes to incorporating these sparkly elements into their makeup. It can be used on eyelids, lips, cheekbones, or even applied to the entire face. Rhinestones and face gems are also frequently added for an extra touch of glam, a more dramatic and bold Pride look.



PASTEL PRIDE

This look illustrates how colors can be worn in softer tones. Pastel colors such as light pink, lavender, mint green, and baby blue also make waves. These can be applied in various makeup applications, from eyeshadow and eyeliner to blush and lips, even nail polish and hair color. The pastel trend feels dreamy and romantic while still celebrating the essence of Pride.



NEON MAKEUP

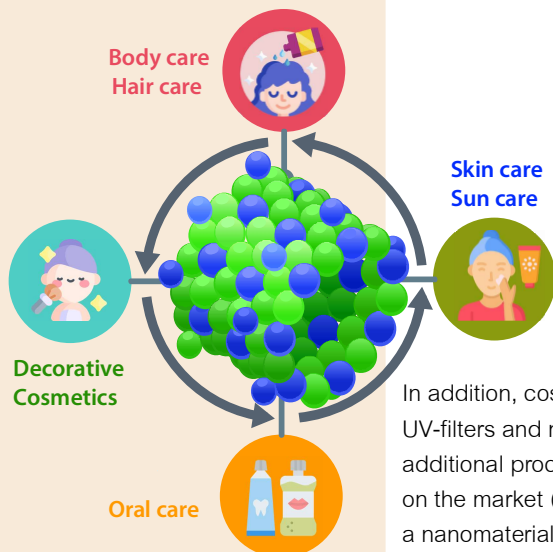
Neon makeup is a vibrant and expressive way to enhance your look. The products contain fluorescent pigments that react to UV light, emitting a vibrant glow and making your makeup appear to glow in the dark, for example, neon-colored eyeliners, eyeshadows, highlighters, nail polish, and hair dye colors. It gives you stand-out and electric vibe to Pride makeup looks.

References:

1. <https://www.loc.gov/ghe/cascade/index.html?appid=90d0c35abb714a24914c68c9654adb67>
2. <https://gbtq.ucsf.edu/pride-values#~:text=The%20word%20pride%20is%20an,Resistance%20to%20discrimination%20and%20violence>
3. <https://www.byrdie.com/pride-makeup-ideas-7488609>
4. <https://www.elle.com/uk/beauty/make-up/g32864892/rainbow-makeup-ideas/>
5. <https://www.cosmopolitan.com/style-beauty/beauty/g36266077/pride-makeup-ideas>
6. <https://www.cosmetify.com/blog/40-pride-makeup-looks-you-need-know-about/>



NANOMATERIAL BANS & RESTRICTIONS IN COSMETICS



In cosmetic products, 'nanomaterial' refers to an insoluble or biopersistent and intentionally manufactured material. A nanomaterial has one or more external dimensions, or an internal structure, on the scale from 1 to 100 nm. EU legislation provides a high level of protection of human health where nanomaterials are used in cosmetic products.

In the EU, responsible persons (i.e. manufacturers, importers or third persons appointed by them) are required to register cosmetic products on the [cosmetic products notification portal](#) (CPNP) ([Regulation \(EC\) No 1223/2009](#), Art. 13 (1)). The notification must specify whether the product contains nanomaterials, with their identification and the foreseeable exposure conditions.

In addition, cosmetic products containing nanomaterials other than colorants, preservatives and UV-filters and not otherwise restricted by Regulation (EC) No 1223/2009 are subject to an additional procedure. They require a specific notification on the CPNP 6 months before placement on the market (Art. 16 (3)). If the European Commission has concerns regarding the safety of a nanomaterial, it may request the [scientific committee on consumer safety](#) (SCCS) to perform a risk assessment.

Certain groups of substances i.e. colorants, preservatives and UV-filters, including those that are nanomaterials, must be authorized by the European Commission prior to their use in cosmetic products. An opinion from the [SCCS](#), which reviews submitted toxicological data, precedes this authorization. Up until now, the Commission has authorized 4 UV-filters as nanomaterials: Methylene bis-benzotriazolyl tetramethylbutylphenol (MBBT), Titanium dioxide, Zinc oxide and tris-Biphenyl triazine. It has also allowed carbon black (nano) for use as a colorant in cosmetic products.

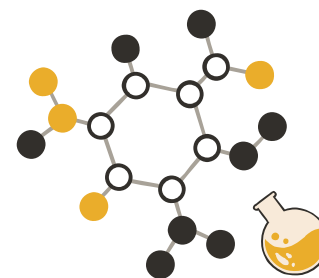
Nanomaterials must be labelled in the list of ingredients with the word 'nano' in brackets following the name of the substance.

March 15, 2024, the Official Journal of the European Union published Commission Regulation (EU) 2024/858 on the use of several nanomaterials, amending the EU Cosmetics Regulation. Following the opinions issued by the Scientific Committee on Consumer Safety (SCCS) on the safety for use in cosmetics, the use of certain nanomaterials poses a potential risk to human health. The [draft regulation](#) was published in May 2024.

Annexes II and III to Regulation (EC) No 1223/2009 are amended as follows:

The following nanomaterials are added to Annex II (list of substances prohibited in cosmetics):

- | | |
|--|--|
| • Styrene/Acrylates copolymer (nano) | • Sodium Styrene/Acrylates copolymer (nano) |
| • Copper (nano), Colloidal Copper (nano) | • Colloidal silver (nano) |
| • Gold (nano) | • Colloidal Gold (nano) |
| • Gold Thioethylamino Hyaluronic Acid (nano) | • Acetyl heptapeptide-9 Colloidal gold (nano) |
| • Platinum (nano), Colloidal Platinum (nano) | • Acetyl tetrapeptide-17 Colloidal Platinum (nano) |



Annex III (list of substances that cosmetic products must not contain, except subject to the restrictions laid down) is amended to include:

- Hydroxyapatite (nano) to a maximum concentration of 10% in toothpaste and 0.465% in mouthwash (not to be used in applications that may lead to exposure of the end-user's lungs by inhalation), when the nanomaterial is composed of rod-shaped particles of which at least 95.8% (in particle number) have an aspect ratio less than 3, and the remaining 4.2% have an aspect ratio not exceeding 4.9, and when the particles are not coated or surface modified.

Timelines to comply

This Regulation will enter into force on April 4, 2024 (20 days after its publication).

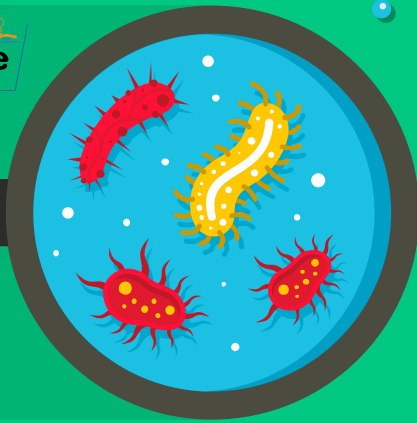
For the new entries in Annex II:

- From February 1, 2025, manufacturers of cosmetics containing that substance can **no longer place their products** on the Union market.
- From November 1, 2025, cosmetic products containing that substance shall **not be made available** on the Union market.

For the new restrictions in Annex III:

- From February 1, 2025, manufacturers of cosmetics containing that substance and not complying with the restrictions can **no longer place their products** on the European market.
- From November 1, 2025 cosmetic products containing that substance **shall not be made available** on the European market.





SUPPORT YOUR IMMUNE SYSTEM WITH BACILLUS COAGULANS

Your gut health is more than just digestion. It's the foundation of immunity, skin health, mood, and overall wellness. "*Bacillus coagulans*" is a unique probiotic that is attracting interest from both scientists and consumers. Because *Bacillus coagulans* is spore-forming, meaning it survives the extreme acidity of the stomach and reaches your intestines alive and ready to work.

HOW *BACILLUS COAGULANS* SUPPORTS IMMUNITY:

REDUCES INCIDENCE OF RESPIRATORY INFECTIONS

A clinical trial found that daily supplementation reduced the duration and severity of cold and flu symptoms (1).

SUPPORTS INNATE AND ADAPTIVE IMMUNE RESPONSES

Bacillus coagulans has been shown to enhance both the activity of natural killer (NK) cells and the production of protective cytokines (2).

MODULATES INFLAMMATORY RESPONSE

Bacillus coagulans helps regulate immune balance, support anti-inflammatory cytokines and reduce overactive immune responses (3).

According to multiple clinical studies, *Bacillus coagulans* is a safe, non-pathogenic strain, even though it belongs to the *Bacillus* genus. It requires no refrigeration, remains stable at room temperature, and is now widely used in immunity-supporting dietary supplements from the inside out.

Stability of *Bacillus coagulans* -39 powder

Time	Spore count (10 ⁸ CFU/g)		
	25 °C	65 °C	98 °C
0h	2000	2000	2000
0.5h	2000	1920	1880
1h	2000	1820	1730
2h	1990	1750	1610
6 month	1980	NA	NA
12 month	1980	NA	NA
24 month	1970	NA	NA

BC -39 is stable at room temperature (25 °C) for 2 years.

After 2 hours at 65°C and 98°C, the survival rates of BC-39 were 87.5% and 80.5%, respectively.

References
1. Kalman, D. S., et al. (2009). A randomized, double-blind, placebo-controlled clinical trial of a probiotic supplement (*Bacillus coagulans* GBI-30, 6086) to support respiratory health. *Journal of Clinical Interventions in Aging*, 4, 315-20. 2. Jensen, G. S., et al. (2010). Probiotic *Bacillus coagulans* GBI-30, 6086 improves immune responses to influenza A in healthy adults. *Nutrition Journal*, 9, 20. 3. Maathuis, A. J. H., Keller, D., & Farmer, S. (2010). Survival and metabolic activity of *Bacillus coagulans* GBI-30, 6086 in the human gastrointestinal tract. *Beneficial Microbes*, 1(1), 31-6. 4. <https://www.helpfiles.com/products/applications-area-2/>

COMFORT IN EVERY DROP:

FLAVORS THAT HEAL THE HEART IN RAINY DAYS

Your Monthly Flavor Inspiration



Flavor Is More Than Taste — It's Comfort, Care, and Connection.

As storm clouds gather and COVID-19 concerns return, consumers aren't merely looking for food - they're searching for sensory experiences that transport them to safer, warmer spaces.

This season, flavor becomes the emotional medicine.

What Are Consumers Craving Now?

Back-to-Home Flavors

Warm vanilla Flavor, Creamy milk Flavor, Bread Flavor, and Butter Flavor bring happy memories and they're the time machines that return us to the moments when the world felt manageable and safe.

Try them in simple puddings, fresh bread with butter, or warm milk with honey.

Wellness Warmers

Ginger Flavor, Cinnamon Flavor, Turmeric Flavor, and Honey Flavor warm your body and calm your mind during cold, rainy days. Enjoy these comforting spices in hot teas, hearty soups, and morning oatmeal.

Mood Brighteners

Citrus Fruits Flavor, Berry Flavor, and Lavender Flavor add sunshine on gray days when we need a lift.

Add these bright flavors to Fruit-infused water, berry smoothies, and lemon cookies.



EVENT 2025

JUL

- 2-4 In-Cosmetics Korea 2025, Seoul, South Korea
<https://www.in-cosmetics.com>
- 2-4 Intercharm Korea 2025, Seoul, South Korea
<https://www.intercharm-korea.com/en-us>
- 2-5 F Istanbul Food & Beverage Products and Production Technologies Exhibition, Turkey
<https://f-istanbul.com/>
- 8 Coloray Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Kuala Lumpur, Malaysia
- 10 Coloray Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Penang, Malaysia
- 15-17 Cosmoprof North America, Las Vegas, USA
<https://cosmoprofnorthamerica.com/las-vegas/>
- 16-17 Cosmo Tech Expo India 2025, New Delhi, India
<https://cosmotechexpoindia.com/>
- 22 CAHB and Mini CAHB Seminar-Make Up Trend 2025, Chemico Vietnam Co., Ltd., Hanoi, Vietnam
- 24-26 Cosmobeaute Vietnam 2025, Ho Chi Minh City, Vietnam
<https://www.cosmobeauteasia.com/vietnam/>
- 24-27 Thailand Retail, Food & Hospitality Services 2025, Bangkok, Thailand
<https://trafs.net/>
- 24-27 Asia Healthcare & Medical Cosmetology Expo, Taipei, Taiwan
<https://www.chanchao.com.tw/healthcos/en/>
- 30 Momentive Seminar, Chemico Vietnam Co., Ltd., Hanoi, Vietnam
- 30 Jul - 1 Aug Malaysia International Food & Beverage Trade Fair 2025, Kuala Lumpur, Malaysia
<https://mifb.com.my/>
- 31 Jul - 2 Aug Beauty & Wellness Manila 2025, Manila, Philippines
<https://beautyandwellnessmanila.com/>
- 31 Jul - 2 Aug OEM Manufacturer & e-Biz Expo 2025, Bangkok, Thailand
<https://www.thailandexhibition.com/en/>



JUN

- 4-5 Cosmetic Business, Munich, Germany
<https://www.cosmetic-business.com/en/>
- 5 Biochempro Seminar, Chemico Vietnam Co., Ltd., Hanoi, Vietnam
- 10-13 Seoul Food & Hotel 2025, Seoul, Korea
<https://www.seoulfoodnhotel.com/introduce/01.php>
- 11 CAHB & Mini CAHB Seminar: Food, PT. Chemico Surabaya, Surabaya, Indonesia
- 11-14 ProPak Asia 2025, Bangkok, Thailand
<https://www.propakasia.com/ppka/2025/en/index.asp>
- 17-18 Free From Specialty Food & Wine 2025, Vienna, Austria
<https://vienna.freefromfoodexpo.com/>
- 18 Lycored Webinar
- 18 Corum Seminar, Chemico Vietnam Co., Ltd., Hanoi, Vietnam
- 18 CAHB & Mini CAHB seminar: Sun and Skin Care Trend 2025, Chemico Myanmar Co., Ltd., Yangon, Myanmar
- 18-20 Cosmetics & Home Care Ingredients, Istanbul, Turkey
<https://chcistanbul.com/en>
- 24-26 Hi & Fi Asia-China 2025, Shanghai, China
<https://www.figlobal.com/china/en/home.html>
- 25-27 Cosmoprof CBE ASEAN 2025, Bangkok, Thailand
<https://www.cosmoprofcbeasean.com/>





Thor Seminar, Vietnam

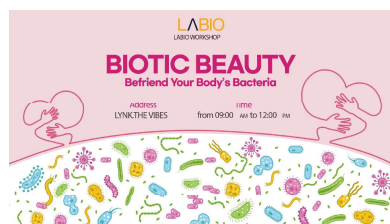
THOR and Chemico Vietnam Co., Ltd. joined together to hold a full day seminar at Novotel Suites Hanoi hotel on May 08th, 2025 inspired by the topic “MICROCARE - Preserving Beauty”. The seminar is opened by updating the knowledge of Microbiology in cosmetics as well as the importance of preservatives in cosmetics. The latest preservatives related to the regulations in ASEAN & EU markets and how to evaluate the effectiveness of preservatives in cosmetics were also shared. The combination of three innovative preservatives - Microcare PHC, GBC, HXDB was introduced as an effective, safe and eco-friendly solution for consumers. During the seminar, all customers had a chance to experience the advanced prototypes developed by Chemico Application team.

CAHB Seminar, Vietnam



Chemico Asia Health and Beauty (CAHB) Center and Chemico Vietnam Co., Ltd. cooperated for holding a full day seminar related to sunscreen products at Hanoi office on May 20th, 2025. The seminar shared about the advanced techniques as well as key ingredients to improve SPF & PA values for sunscreen products. The techniques were also applied into the prototypes developed by Chemico Vietnam Application team. Each attendee had a chance to do two outstanding formulations:

LABIO Workshop 2025, Vietnam



LABIO Co., Ltd. and Chemico Vietnam Co., Ltd. joined together for holding a half day joyful workshop at Lynk.The Vibes coffee shop on May 20th, 2025. Inspired by the topic “BIOTIC BEAUTY - Befriend Your Body's Bacteria”, the workshop provided the strong insight of potential of microbiome system in cosmetics. The supplier updated the latest beauty trends in Korea as well as the new research about the relationship between microbiome and healthy skin. Labio also introduced their Probiotic & Postbiotic derived advanced ingredients that hopefully would lead the beauty trends. Every attendee also experienced the “Biotic Beauty” prototypes developed by Chemico Vietnam Application team.

CAHB (Food) Seminar, Vietnam



Chemico Asia Health & Beauty (CAHB) Center– Food Division and Chemico Vietnam Co., Ltd. cooperated for holding a half day seminar on May 22nd, 2025. The topic was **Beauty from Within – Nutritional Science for Skin & Shape**. The seminar updated and analyzed the “Beauty from Within” trend in Vietnam and Asia, how nutrition affected on skin & body. We also introduced strategic ingredients such as Lycomato®, Collagen peptide, Green Tea, Pomegranate Extract, Garcinia Cambogia, etc. for supplements and drinks. The attendees also experienced the prototypes developed by Chemico Vietnam Food Application Team.

Lubrizol Seminar, Myanmar



Lubrizol in collaboration with Chemico Myanmar Co., Ltd. organized a seminar on May 22nd, 2025 under the topic "Lubrizol Solution for Daily Skincare Routine". This seminar shared about detailed information of Lubrizol thickener and displayed interesting formulations containing Lubrizol products.