

As heatwaves become more intense, frequent and prolonged, demand is growing for humidity-proof make-up, with consumers seeking hacks, routines and products that prevent cosmetics from melting away as temperatures rise.

Global temperatures have now exceeded 1.5°C above pre-industrial levels for 12 months in a row, according to June 2024 data from The Copernicus Climate Change Service, a level that leads to increasing heat waves, longer warm seasons and shorter cold seasons according to the Intergovernmental Panel on Climate Change.

For the beauty industry there are all sorts of growing pressures as a result. Pascale Brousse, founder of beauty agency Trend Sourcing says that sourcing, due to agricultural shortages related to climate change, as well as packaging and the preservation of all cosmetics, and the application and long lasting performance of make-up are among the challenges facing brands.

Nick Vaus, Partner and Creative Director at Free The Birds adds: "The rapidly shifting climates we now encounter month on month, year on year, has left many brands feeling the pressure of how to deliver for customers who are unsure of what demands they need to meet on an almost daily basis. Because of this, it is of vital importance that brands meet consumers' specific needs, based upon shifting seasonal and environmental demands.

A lasting issue

What is certain is that make-up users are starting to reevaluate their cosmetics products in order to find solutions that can withstand humidity and sweat. Mintel notes that consumer interest in climate-adaptive cosmetics is strong: "In the US 30% of consumers are frustrated that their make-up does not last and 23% are frustrated because they feel that cosmetic products do not perform as advertised," says Lauren Goodsitt, Director of Beauty and Personal Care at Mintel. "As climate change continues to impact global consumers, cosmetic brands will be tasked with altering formulations and including climate-related claims to accommodate evolving consumer demand."

As well as causing skin changes such as increased sweating, redness and irritation, Brousse says: "climate change is expected to amplify skin diseases, meaning that make-up will have to be suitable for different conditions, complexions, skin tones (phototypes 4,5,6 react differently to climate changes than the others), and textures."

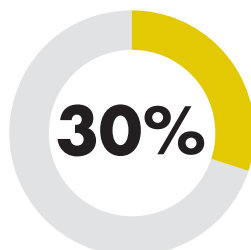
But there are multiple ways that make-up brands can evolve formulations. "Enhancing the climate-resistance of products by making them humidity-proof, sweat-proof, sebum-proof and incorporating or improving sun production is one way," says Brousse, while introducing cooling or refreshing make-up with cold effects upon application and lighter textures could also make



Climate change

A MELTING POT OF OPPORTUNITY

Rising global temperatures and extreme weather is spurring demand for climate-adaptive cosmetics



30%
of US consumers are frustrated that their make-up does not last

Source: Mintel

application much more enjoyable. Vaus adds that optimising the health of the skin through functional ingredients which hydrate and protect when dealing with higher, and indeed lower, temperatures is key.

"This must also be combined with functionality that helps to protect the appearance of your make-up, tackling factors such as sweat as well as dry skin. Ingredients which are adaptable and can flex their unique properties based on the specific pressures of the surrounding environment will be of prime importance." Finally, both of these need to be combined with "a dedication to overcoming contributions to climate change through the packaging formulations are delivered in," says Vaus.

Climate-adaptive cosmetics is still a niche segment in many countries, however in Asia, sweat- and humidity-proof formulations are more common. Japanese beauty brand Kose already claims to have tested its products in specific climate conditions. The brand's Make Keep Primer is a touch-proof, sweat-proof and sebum proof formula that has been tested in '35°C room temperature' and '60% humidity'.

Shiseido's relaunched Synchro Skin Self-Refreshing Foundation now offers a long wear, climate-adaptive formula that contains Activeforce+ technology which is said to help to resist heat, humidity, oil and motion, for a 24-hour flawless finish. It also protects skin from UV rays, blue light, dryness and pollution.

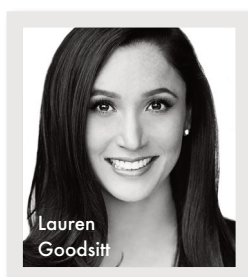
But the trend is also starting to pick up globally with make-up brands launching new innovations that carry climate-adaptive claims. Urban Decay's Face Bond Self-Setting Waterproof Foundation is said to offer 'second-skin results', fusing foundation, serum and self-setting powder into one formula with transfer-resistant 24 hour wear. The sweat- and humidity-proof formula dries down to a flexible matte finish and reduces shine all day.

Goodsitt points to some other stand-out launches: "Yves Saint Laurent offers a Hyper Bronze Hyaluronic Acid-Infused Multi-Use Bronzing Powder that is said to be sweat-proof, waterproof, crease-proof and stress-proof, while Saudi cosmetics brand Asteri Beauty promotes the term 'desert-proof' beauty, by testing its products on women in local environments."

Launched in 2023, Asteri make-up is designed for the extreme weather conditions of Arabia, with smart formulas that can work in conditions ranging from intense dry heat to excessive humidity. The formulas, which include kohl eyeliners, blush, tinted SPF30 serum, foundation, mascara, highlighters and lipstick, have undergone an independent laboratory test to replicate the most hot and humid conditions, ensuring that they remain weightless and comfortable on the skin.

Brousse believes that as make-up brands focus on creating more climate-adaptive cosmetics, we will see the introduction of "cooling/refreshing make-up with cold effects upon application and lighter textures." For this, brands can take inspiration from innovations in other beauty categories such as AHC's Cream To Sun Sherbert sunscreen which has a patented cooling sherbert texture that temporarily decreases skin temperature by -14.73°C in an instant.

Some make-up brands have already started experimenting with cooling textures. "REFY



“The industry will see a rise in climate-centric claims such as humidity-proof and sweat-proof

*Lauren Goodsitt,
Director of Beauty and
Personal Care, Mintel*



Urban Decay, REFY and Milk Makeup are experimenting with sweat- and humidity-proof formulas or cooling textures



has launched a Blur and Hydrate Face Primer with a cooling application intended to extend the wear of cosmetics," says Goodsitt. While Milk Makeup has capitalised on the success of its Cooling Water Under Eye Stick with the launch of Cooling Water Jelly Tint, a sheer lip and cheek stain that offers buildable and long lasting watercolour effect made with cooling seawater and aloe for a refreshing effect that gives skin an instant pick up.

Dianna Ruth, co-founder and COO of Milk Makeup says: "Our original Cooling Water under eye gel stick was a top seller from the second it launched, and for years, we've been wanting to expand the franchise. We recently discovered a new gelling agent that had a cooling, refreshing feel to it, and it clicked—the perfect next iteration for Cooling Water and for blush. We set our sights on making it a lip and cheek stain, because traditionally they're messy, hard to apply, and don't often stick around as long as you want them to. So not only did it have this first-of-its-kind bouncy, jelly texture, it also solved a common ask from our community: to make a blush that wouldn't fade."

Feeling the heat

There is a clear and growing opportunity for climate-adaptive cosmetics, and Goodsitt believes that "dermatological and product performance issues, resulting from climate change, will drive further consumer interest in the category and prompt new cosmetic purchases." She adds: "The industry will see a rise in climate-centric claims such as humidity-proof and sweat-proof, and brands that tailor products to specific environments will succeed in local markets."

Nevertheless, Brousse believes that there is a long way to go before the industry is ready to meet the demands that consumers will encounter as a result of climate change. "The western colour cosmetics industry is not yet adequately prepared for these climate changes that will lead to a make-up revolution. It will start with hair, body and skin care, then make-up, however it should be prioritised as a category as it's the last cosmetic to be applied and reapplied on skin – so is therefore the best shield or layer to adapt to the climate" ●

ACTION POINTS

💡 In order to meet the demands of an increasingly erratic climate, an expansion of climate and seasonal specific products will support customers in tailoring their routine based on the time of year, or any travels which they are undertaking.

💡 Air pollution is another key factor not to be forgotten. As temperatures rise globally, airborne pollutants have a particularly damaging effect. Ingredients such as super antioxidants are necessary to support the skin.

Nick Vaus, Partner and Creative Director, Free The Birds