



Newsletter



INTEGRATED WELLNESS
Beauty & Longevity Solutions

06/2026



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Beauty with Benefits:

THE UNSTOPPABLE RISE OF HYBRID MAKEUP



In recent years, the beauty industry has undergone a significant transformation. Consumers are no longer satisfied with makeup that simply enhances appearance—they now expect products that also deliver skincare benefits. This shift has led to the rise of hybrid makeup, where skincare and color cosmetics seamlessly merge into one.



One of the key drivers behind this trend is the growing demand for skin-first beauty. Today's consumers are more ingredient-conscious and prioritize long-term skin health over temporary aesthetic results. Rather than layering multiple products, hybrid makeup allows users to achieve a polished look while supporting the skin with benefits such as hydration, soothing effects, barrier support, and anti-aging care.



Sun protection has also become an essential feature within the hybrid makeup category. Consumers increasingly expect makeup products to include SPF for convenient daily use, helping protect the skin from photoaging, pigmentation, and environmental damage while encouraging more consistent sun protection habits.

Beauty with Benefits:

THE UNSTOPPABLE RISE OF HYBRID MAKEUP



From a formulation perspective, hybrid makeup presents both opportunities and challenges. Brands must carefully balance performance and stability to ensure that active skincare ingredients remain effective without compromising texture, wear, and color pay off. Clear communication of both cosmetic and skincare functions is also essential for building consumer trust. Many brands are now highlighting clinical claims, dermatologist-tested results, SPF efficacy, and ingredient transparency to support their positioning in this increasingly competitive category.



This evolution reflects a broader shift in consumer expectations beauty today is no longer just about looking good, but also about maintaining healthier skin. Hybrid makeup is not simply a passing trend; it is becoming the new standard for the beauty industry.

References:

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- [2.https://connect.in-cosmetics.com/trends-en/skincare-infused-makeup-the-hybrid-beauty-trend-balancing-innovation-and-marketing/](https://connect.in-cosmetics.com/trends-en/skincare-infused-makeup-the-hybrid-beauty-trend-balancing-innovation-and-marketing/)
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Essential by Nature

WITH TAURINE FOR CAT FOOD

Today, the trend of “Pet Humanization” continues to grow, with pets increasingly being treated as family members. As a result, pet owners are paying more attention to nutrition and ingredient quality, especially in the cat food market, which is experiencing significant growth in Thailand.

According to Kasikorn Research Center, the cat owner market in Thailand grew by 32.1% YoY in 2025, surpassing the dog market and highlighting growing opportunities for specialized pet food products.

One of the most important nutrients in cat nutrition is “Taurine”, an essential amino acid that cats cannot produce in sufficient amounts on their own due to the lack of necessary enzymes. Therefore, taurine must be supplied daily through their diet. Naturally, taurine is found in animal-based proteins such as meat, liver, eggs, and fish.





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Essential by Nature

WITH TAURINE FOR CAT FOOD

Taurine plays an essential role in several biological functions in cats, including vision and retinal function, heart function, brain and nervous system health, reproductive health and growth, and bile acid production for digestion.

Long-term taurine deficiency may lead to serious health problems such as retinal degeneration, dilated cardiomyopathy (DCM), weakened immunity, muscle atrophy, and reproductive or developmental issues. In most cases, taurine deficiency develops gradually after months of inadequate intake, making sufficient daily taurine intake essential for maintaining overall feline health.

As the functional pet food market continues to expand, taurine has become one of the key ingredients in modern cat food formulations, supporting both nutritional value and evolving consumer expectations for premium pet nutrition.

References:
1. [KASIKORN RESEARCH CENTER – Pet Humanization Trend](#)
2. [PetMD – Taurine Deficiency in Cats](#)



Flavor Trends Young Consumer Are Craving in 2026



Young consumers today are looking for flavors that feel exciting, comforting, visually appealing, and socially shareable. According to Innova Market Insights and GrabFood, Gen Z and Millennials are highly attracted to bold flavor discoveries, cross-cultural inspirations, and multi-sensory experiences.

Consumers are also excited by inventive flavor mash-ups that combine sweet, spicy, savory, creamy, and crispy sensations into one experience. “Swicy” concepts-sweet plus spicy-are especially growing in snacks, sauces, and beverages.

Social media continues to accelerate viral food and flavor trends inspired by China, Korea, and Japan, especially through limited-edition and visually engaging products.

Examples of viral-inspired concepts include:



Dubai Chocolate
Pistachio



Butter Tteok-inspired
Brown Butter Cookie



Japanese Cream Puff

In Asia, consumers increasingly expect products to deliver both enjoyable taste experiences and functional benefits.

Trending directions include:



Protein-Rich

beverages with creamy flavors



Gut-Health

drinks with smooth textures



Low-Sugar

comfort flavors

Trending flavor profiles include:



Matcha Flavor

calm, earthy, with a subtle nutty note that is rapidly gaining momentum across categories



Pistachio Flavor

rich, nutty, and now appearing across a wide range of products from desserts and bakery to beverages



Taro Flavor

creamy, comforting, and one of the year's fastest-growing beverage flavors



Matcha Coconut Flavor

a tropical fusion that bridges wellness and indulgence

UPCOMING EVENTS

< July 2026



DATE

- 1-3 In-Cosmetics Korea 2026, Seoul, South Korea
- Food Confluence 2026, Coimbatore, India
- 1-4 East Pack Surabaya 2026, Surabaya, Indonesia
- 3-4 Pharmmaex, Kolkata, India
- 3-5 50+ Expo I/O Senior Expo Asia, Wan Chai, Hong Kong
- 6-9 Kiss-Korea International Safety & Health Show 2026, Goyang, South Korea
- 7 CAHB Seminar "Cleaning Formulation: Home Care & Pet Care", Chemico Philippines, Inc., Manila, The Philippines
- 7-9 Pharma India Expo 2026, Mumbai, India
- 8 Bioactives Japan Webinar, Chemico Myanmar Co. Ltd., Yangon, Myanmar
- 8-10 CPHI South East Asia 2026, Bangkok, Thailand
- 9-11 Pharma Pro & Pack Expo 2026, Hyderabad, India
- 3-15 Cosmoprof Nort America 2026, Nevada, USA
- 14 CAHB and Mini CAHB Seminar (Skin Care & Sun Care), Chemico Asia Pacific (M) Sdn. Bhd., Kuala Lumpur, Malaysia



UPCOMING EVENTS

< July 2026



DATE

14 Innospec Seminar at Liberty Central Saigon Riverside Hotel, Ho Chi Minh City, Vietnam

15-17 MIFB- Malaysian International Food and Beverage Trade Fair 2026, Kuala Lumpur, Malaysia

16 CAHB and Mini CAHB Seminar (Skin Care & Sun Care), Chemico Asia Pacific (M) Sdn. Bhd., Penang, Malaysia



16-18 World Mithai & Namkeen Convention & Expo 2026, Hyderabad, India

16-19 Asia Healthcare & Medical Cosmetology Expo, Taipei, Taiwan

20-21 Pro Beauty World Expo 2026, Bangalore, India

21 Momentive Seminar at Nikko Hotel, Bangkok, Thailand



21-24 Fipan Sao Paulo 2026, Sao Paulo, Brazil

23-25 Vietbeauty & Cosmobeaute Vietnam 2026, Ho Chi Minh City, Vietnam

26-29 Foodpro 2026 Melbourne, Melbourne, Australia