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News Release

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**IBG to Unveil “The Future of Beauty” Collection at**

**at MakeUp in Los Angeles 2025**

***Highlights include cutting-edge formulations, tech-driven solutions, and sustainable packaging innovations.***

*Los Angeles, USA –* **IBG (Innovative Beauty Group)**,a leading global beauty solutions provider, is debuting its “**The Future of Beauty**” collection at **MakeUp in Los Angeles**, held **February 12-13** at the LA Convention Center. Blending innovative product technology with AI-driven insights, this collection marks a bold leap forward in skincare and self-care innovation. At **Booth G27**, attendees can explore the collection’s cutting-edge cosmetic formulas, first-to-market sustainable packaging innovations, and advanced ingredient offerings from IBG.

Attendees will have the opportunity to immerse themselves in *The Future of Beauty* through an interactive tour led by an AI beauty expert specialized in the product collection, as well as industry predictive intelligence, showcasing how advanced science and technology intersect to create products designed for modern living.

**Collection Highlights:**

IBG’s The Future of Beauty collection redefines skincare and beauty with a seamless blend of advanced science – through the analysis of data - sustainability, and mindful innovation. Highlights include:

* **Modern, Microbiome-Friendly Solutions:** Designed to meet today’s consumer demand for effective products that support skin’s natural microbiome.
* **Luxury Meets Efficacy:** Premium formulations that prioritize skin health while embracing a forward-thinking approach to self-care.

**Featured Formula Offerings:**

* **Micellar Makeup Remover Spray:** A microbiome-friendly pre-cleansing spray that effortlessly removes makeup while protecting skin’s natural barrier.
* **Circadian Recovery Body Serum:** A luxurious body serum designed to align with the skin’s natural daily rhythm, promoting renewed, radiant-looking skin.
* **Pepper Plumper Liquid Lip Balm:** Enhances the appearance of fuller lips using a natural cayenne pepper blend to provide a plumping effect.

**Packaging Innovation Debuts:**

IBG will debut first-to-market packaging innovations, marrying sustainability with functionality:

* **Refillable Tin Compact:** A patented, glue-free, and magnet-free pan-locking system for sustainable luxury.
* **SensaCurve Tube:** A sensory-driven lip applicator featuring a gentle curve that hugs the lips for a precise and satisfying application experience.
* **Precision Tip Tube:** A finalist in the IT Award for Packaging, the fine-tip nozzle tubes are molded in Oceanworks® reclaimed plastic and deliver targeted formulas with precision, reducing product waste.

**Ingredient Highlights:**

* **Neurocosmetic Ingredients:** Help to shield skin from daily environmental stressors – for example, Rejuvaveen - while supporting the natural renewal process for smoother, more even-toned skin.
* **Magnesium-Rich Botanicals:** Proprietary blend of antioxidant-rich ingredients - including basil, wild indigo, tamarind, prickly pear, and kale – that deliver a powerhouse of skin-loving benefits to help calm, replenish, and protect skin for a balanced, radiant, and resilient complexion.
* **Signature Fragrance:** Elevating the self-care experience and enhancing daily beauty rituals with notes of vanilla and sandalwood for a luxurious and calming sensory experience.

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**About IBG**

IBG (Innovative Beauty Group), comprised of Orchard Custom Beauty, FASTEN Packaging and Roberts Beauty, is a leading global beauty solutions provider proudly serving some of the world’s most dynamic mass and prestige beauty brands. IBG supports its customers with agile project management expertise combined with innovative design, sourcing, formula development, bespoke packaging, and accessories for all product categories.

With a global team of beauty experts and a distinctly personal approach, IBG empowers all its clients – from established beauty brands to first-time private label retailers – with strategic partnerships that bring visions to life, and products seamlessly to market. The company has offices in Shanghai, Los Angeles, New York, Toronto, the Netherlands, and Paris.

For more information, visit <https://innovativebeautygroup.com/>.