

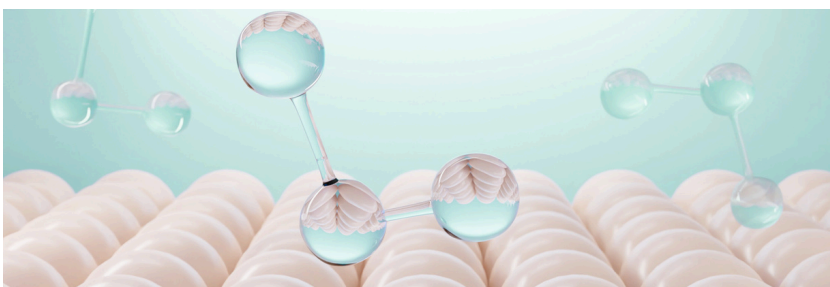
Top 5 Beauty and Personal Care Trends from Suppliers Day 2025

By Emilie Gombert-Alexandru

Suppliers' Day NY 2025 proved once again why it's a cornerstone event in the beauty and personal care calendar—bringing together the latest in ingredient innovation, market insight and formulation expertise from across North America and beyond.

This year, the focus was clear: performance meets high purpose. Today's consumers expect more from their routines; more efficacy, more science and stronger sustainability commitments. As the beauty industry evolves to meet these shifting demands, ingredients that deliver measurable benefits while aligning with ethical and environmental values are in demand.

Here are five standout trends we observed at the show, alongside insights on how Oat Cosmetics is leading the charge by combining science with sustainability.



Longevity and Pro-ageing Targeting Ageing at Its Core

The industry's narrative around ageing is undergoing a profound transformation. The term "anti-ageing" is giving way to longevity and pro-ageing, reflecting consumers' growing interest in managing biological age and supporting skin's natural resilience over the long term. Innovation is focusing on epigenetic regulation, mitochondrial energy boosters (like NAD+ analogs and melatonin), senolytics targeting cellular senescence and "prejuvenation" strategies that protect skin before ageing signs appear.

Oat Cosmetics: Leading the Longevity Movement

At Oat Cosmetics, we are proud to be part of this paradigm shift. Our biotech-powered peptide, EcoPep, is designed to revitalise skin, scalp and hair vitality, making it an ideal fit for the growing hair longevity and skinification movements. Clinically validated through AI skin analysis, EcoPep has been shown to reduce the visible signs of ageing by up to 9 years by targeting the cellular, structural and visual levels.

Additionally, our pro-longevity ingredient, Rejuvaveen, supports telomere preservation, a key biomarker of ageing, reinforcing the skin's long-term health. Together, these innovations represent an approach to ageing that is preventive, functional and future-ready.



Biotechnology

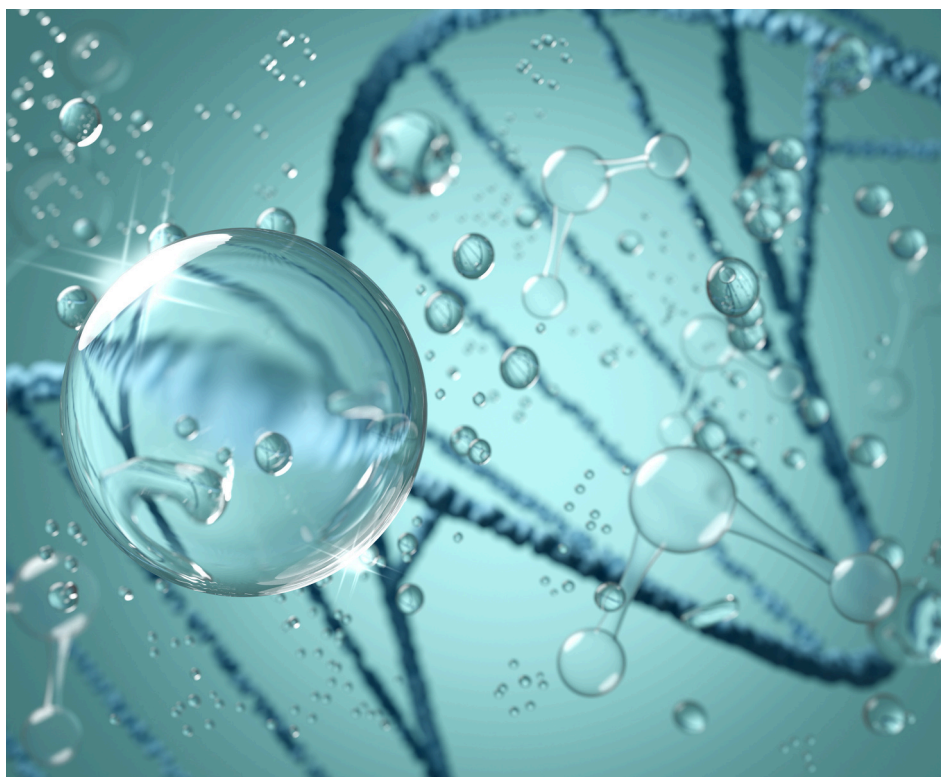
Biotech Innovation Moves Centre Stage

Biotechnology continues to dominate innovation conversations, evolving from a trend into a technology essential for next-gen beauty. The appeal is clear: enabling controlled, sustainable and highly efficacious ingredient production with lower environmental impact. From lab-grown actives to precision ceramides and even colorants designed to match (or outperform) traditional extracts, biotech was showcased as a tool for performance optimisation and clean formulation.

“The appeal is clear: enabling controlled, sustainable and highly efficacious ingredient production with lower environmental impact.”

Oat Cosmetics: Driving Biotech Forward

Biotechnology is central in our innovation strategy. EcoPep is created through a patent-pending enzymatic process, upcycling oat by-products into high-purity peptides with 90% purity (a level that significantly exceeds conventional benchmarks). Our **aurafirm** range, produced through natural oat fermentation using *Lactobacillus*, supports skin health and microbiome balance, meeting consumers’ demand for clinically validated, biome-friendly skincare. With transparency and measurable impact top of mind, biotech is fast becoming mainstream and we are investing in scalable, reproducible processes to meet this need.



Neurocosmetics

Promoting Holistic Beauty Through the Mind–Skin Connection

Neurocosmetics is reshaping beauty by bridging the mind-skin connection, focusing on how psychological wellness impacts skin health. At Suppliers’ Day 2025, actives that reduce cortisol, stimulate endorphins and enhance nerve-skin communication were spotlighted for their role in going beyond surface care, promoting emotional well-being and engaging consumers’ desire for multi-sensory, stress-relieving rituals.

Innovations include in-vitro psychological stress models and sensorial actives that will enable precision formulation for relaxation, better sleep and well-ageing through neurobiological pathways. While regulatory challenges remain in substantiating holistic wellness claims, neurocosmetics is emerging as a science-backed, multi-sensory approach aligned with the wellness-driven beauty consumer.

Oat Beauty, Advancing Stress-Resilient Skincare

At Oat Cosmetics, we recognise the growing importance of emotional wellness in skin health. Our pro-longevity active Rejuvaveen has demonstrated protective effects against cortisol-induced stress, helping to preserve skin integrity under psychological pressure.

In our in vivo study with sleep-deprived participants, Rejuvaveen showed visible improvements in skin radiance, highlighting its potential to counteract stress-related ageing. By aligning with neurocosmetic principles, we offer wellness-driven solutions that support the skin both physiologically and emotionally.



AI

Powering Smart Personalisation in Beauty

Artificial Intelligence is no longer a futuristic concept in beauty, it's a driving force behind today's most sophisticated product innovations. At Suppliers' Day, AI was showcased as a foundational tool not just for diagnostics but for formulation customisation and ingredient design. What stood out was how AI is being embedded into the very backend of product development. Companies demonstrated platforms that can predict formulation stability, texture and sensorial experience, and even forecast consumer acceptance using data sets from market behaviour, skin microbiome profiles and ingredient interaction models.

Personalisation has evolved into smart, data-driven customisation. U.S. consumers expect scientifically validated, real-time responsive products. This shift is driving modular formulations and AI-enhanced ingredient libraries, enabling brands to rapidly co-create tailored products aligned with individual needs and market trends. Brands embracing AI-powered supplier partnerships stand to gain a competitive edge by delivering scalable, science-backed personalisation.

"Through AI integration, we continue to enhance our evidence-based innovation approach, delivering ingredients that meet the growing consumer demand..."

Oat Cosmetics, Supporting R&D and Skin Analysis with AI

At Oat Cosmetics, AI supports our R&D from ingredient development to clinical validation. We leverage AI tools to predict ingredient performance and enhance data accuracy, accelerating our innovations.



EcoPep is clinically shown to make skin look up to 9 years younger through AI-powered skin analysis to assess biological skin age, focusing on visual ageing markers rather than chronological age. Through AI integration, we continue to enhance our evidence-based innovation approach, delivering ingredients that meet the growing consumer demand for transparency, performance and scientifically backed results.

Microbiome

Embracing a Holistic Approach to Microbiome Health

The microbiome remains a dominant trend but has now expanded well beyond the skin's surface through a systems-level lens, connecting gut, scalp and skin health under the umbrella of inside-out beauty. At Suppliers' Day, innovations focused on next-gen prebiotic and postbiotic ingredients that don't just balance microbiota but modulate their metabolic activity to boost antioxidant defenses and barrier function.

Dermatological-grade microbiome-friendly products are gaining momentum, with clinical evidence showing efficacy in reducing dysbiosis-induced inflammation and rebalancing reactive or acne-prone skin. The scalp microbiome is now a key area of consumer interest, with brands exploring symbiotic solutions that link scalp health to hair vitality.

Enhancing Microbiome Balance with Oat-Derived Innovation

Our **aurafirm** range offers natural, science-backed benefits that align perfectly with microbiome-friendly claims. **Aurafirm** embodies the next generation of microbiome-responsive ingredients by not just "feeding" the microbiota but orchestrating their activity to deliver measurable skin health benefits.



"...next-gen prebiotics and postbiotics were spotlighted not only for their ability to modulate microbial activity but to enhance antioxidant defense and barrier function."

Driving Performance, Trust and Purpose:

Meeting Industry Trends with Science and Nature

Shaping What's Next in Beauty

From biotech breakthroughs to longevity-driven care, Suppliers' Day NY 2025 confirmed that beauty innovation is accelerating with purpose. The U.S. beauty market demands products that balance performance, sustainability and emotional resonance.

At Oat Cosmetics, we remain committed to blending scientific rigor with the natural power of oats delivering future-ready ingredients that meet evolving industry and consumer needs.