

Cellphones are king of e-commerce: **Facebook hosts first beauty summit**



Facebook hosted its first beauty summit in Los Angeles early June this year, according to a report published by WWD. The social media giant claims that smartphones are the future of e-commerce, both responding to and prompting shopping behaviors.

“Consumers are comfortable buying key products in their regimen online. Where I see the opportunity, especially for social commerce, is in impulse-driven categories, such as lip, eye and color, where mobile plays a critical role in terms of discovery and where all of the innovation and trends happen so quickly,” Karin Tracy, head of beauty and luxury for Facebook, told WWD.

Data compiled by Facebook revealed that three in every 10 beauty and personal care purchases were completed via cellphones in the final quarter of 2015. The social media site predicts that penetration will reach 100 percent in the

next five to 10 years – already 64 percent of millennials buy beauty products via their mobiles.

The cosmetic industry must engage shoppers with social media campaigns designed to build brand equity, according to Facebook, with video playing an ever-growing role. Brands have but seconds to capture the attention of shoppers, with 47 percent of the value delivered in the first three, and 74 percent in the first 10 seconds. Successful spots that have delivered just that include L’Oréal’s Root Cover Up and OPT’s fall campaign.

Facebook is investing in a number of tools to aid beauty marketers, including the recently launched Facebook Live, a live broadcasting platform already used weekly by Benefit, virtual reality and customer service via Facebook Messenger.

Imperial Innovations sells remaining shares in Alkion to **Evonik**



Imperial Innovations Group has sold its interest in Alkion Biopharma to Evonik. Evonik concluded a purchase agreement to take over the French start-up back in April.

“Alkion has developed a unique set of technologies that allow it to sustainably produce and purify valuable materials from plant biomass. The company has positioned itself with a unique offering to several life sciences-based industries and we are pleased to note the acquisition by Evonik,” commented Govind Pindoria, Co.Create Director at Imperial Innovations.

Commercial terms of the deal were not disclosed, however, it was announced that Evonik will retain the right to any IP relating to Alkion for use in personal care products.

Epique introduces Intensive Regenerating Night Cream: A deep wrinkle action night replenishing formula for mature skin



Epique introduces intensive regenerating night creams with super nourishing and restorative night formula that leaves the skin renewed, deeply nourished and revitalized. It is Packed with concentrated plant molecular extracts specially for mature skin.

Epique lab’s clinically tested powerful Regenerating night phyto concentrate formula penetrates deeply and replenishes the skin’s moisture and nutrients to promote nightly recovery that makes the skin retain its glow. It also improves skin’s elasticity and density, reduces lines and wrinkles and smoothens uneven skin tone and texture. Thus, making the skin look hydrated, renewed, revitalised and radiant.

This antioxidant rich, replenishing and nourishing night cream with regenerating night phyto concentrates contains concentrated plant molecular extracts of pure Boswellia Serata Resin and Glycrrhiza Glabra Root that replenishes the skin’s nutrients and acts at the intracellular level to protect the skin, helps restore elasticity, reduces fine lines and smoothens out uneven skin tone.

The combination of algae extracts, Shea butter extracts, Moringa seed oil, almond oil, vitamin E and C leaves the skin immersed in moisture and helps smoothen the skin’s tone and texture leaving it hydrated, renewed and radiant.