

SMIFFING OUT TRENDS

Tattooed lips, snail cream & eye patches: The latest hair care, nail & beauty trends at Cosmoprof

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LAS VEGAS — For three days, the throng of people dabbled, smeared, buffed and primped. The [Mandalay Bay Convention Center](#) was a one-stop shop for hair, skin and nail care. For beauty addicts, this was paradise, sampling new products alongside 25,000-plus attendees at this year's [Cosmoprof North America](#) beauty trade show.

Beauty leaders, distributors, salon owners and spa professionals deciphered and scouted innovative brands to captivate consumers worldwide. Last year, [keratin](#) (the naturally occurring protein in hair and nails) led the charge in a bevy of hair-straightening systems. But fashion is cyclical. Cosmoprof provides a glimpse of things to come, and girls with curls are the divas of the moment.

After a long run, shellacked, pin-straight hair has taken a back seat to curls, waves and all things textured. So girls, break out the hot rollers. Volume is back!

I came across two terrific lines for men (more on them later). I tried an overwhelming number of samples and made an earnest attempt to test as many hand creams, shaving balms, eye serums and nail polishes as possible. I even slathered on a cream made with snail secretions. I'll go through any lengths in the name of preservation.

When I saw the eye patches by [Recipe for Men](#), I chuckled. Really? That evening, I made my brother try them. He loved them, and he's a big guy, a former football player and high school football coach, so his face regimen usually consists of whatever soap is on hand and water.

The patches deflated bags underneath his eyes, and in a world where women have the benefit of concealer and men don't, I can see how these eye patches might come in handy. The patches help to minimize dark circles, deflate bags and tighten delicate skin around the eyes.

They're not cheap though. They come three to a pack and sell for \$36. Another unique product from this Scandinavian brand is the Anti-shine Moisturizer for \$37, made with micronized pearl powder to soak up shine. With larger pores, men tend to be twice as oily as women.



Photo by D.H. Bowers

Recipe for Men products include under eye patches that help to minimize dark circles, deflate bags and tighten delicate skin around the eyes. and the Anti-shine Moisturizer made with micronized pearl powder to soak up shine.

Women want flexibility and options. Men want more grooming choices, and they're getting it.