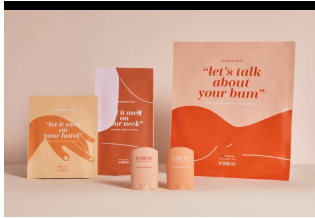


SPOTLIGHT ON THE BODY

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LOVBOD, South Korea



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As explored in [Rethinking Bodycare](#), brands are increasingly highlighting the benefits of a body-centric approach to skincare. The emphasis, however, is moving away from traditional focal points like the arms and legs to different areas of the body.

While masks are not new in beauty, they are typically designed for the face or hair. South Korean bodycare brand **LOVBOD**, however, is demonstrating the versatility of a mask by launching products for the bottom, hands and neck. Each of its products offer a specific outcome, with the BumBum Mask promoting skin contouring and enhanced buttock definition, the Melting Mask for Hand offers brightening and moisturising, and the Melting Mask for Neck promises to reduce lines and wrinkles. The brand's motto, Love Your Body, Love Yourself, taps into the emerging zeitgeist among **South Korean youth** who are fighting back against the oppressive beauty ideals perpetuated by cosmetic surgery.

Focusing on patches rather than masks, Italian brand **Bioline Jatò** used the show as a platform to launch its Active patch treatment, which aims to reduce the blemishes caused by cellulite and local adiposity. The product is designed to be worn under clothing on the hips, abdomen, buttocks and legs for up to 24 hours. During this time it gradually administers active ingredients like caffeine, ginger and fucus (a type of brown seaweed) to create a more defined body shape.