

BeauEver Redefines Neck-Jawline Care with New Integrated Sculpting Cream

Inspired by professional protocols, the New Zealand-founded prestige brand introduces a holistic approach to firmness, contours, and tone.

AUCKLAND, NEW ZEALAND, September 6, 2026 /EINPresswire.com/ -- [BeauEver](#), a New Zealand-founded premium skincare brand, today announced the upcoming launch of [Neck-Jawline Sculpting Cream](#), the latest addition to its Luminova Prestige collection and informally known as "the Swan Cream." Launching across all channels in the coming weeks, the cream is designed for the neck and jawline as one visibly connected cosmetic area, addressing the appearance of lines, loss of firmness, a less defined-looking jawline and uneven tone.

Neck Care Moves Into the Spotlight

Global searches for "neck cream" grew by more than 60% in 2025, while the global neck cream market is projected to grow from US\$1.12 billion in 2026 to US\$3.18 billion by 2035. As screen time, video calls and close-up photography draw attention to the lower face, consumers are looking beyond individual neck lines toward a more holistic approach to the neck and jawline.

Born in New Zealand, Informed by International R&D

Founded in New Zealand in 2019, BeauEver is licensed to use the New Zealand FernMark. With offices in New Zealand, Switzerland and China, and an R&D network spanning five countries, the brand is guided by the Holo-Aging Theory, a structural, anatomy-informed approach to visible skin ageing developed under Judith Fiedler, Chair of BeauEver's Scientific R&D Expert Committee.

"The neck and jawline function as one closely connected area. Muscle, ligaments and skin all influence the way the contour appears and moves," said Fiedler. "When care focuses only on a single line, it can miss the broader cosmetic picture. Our approach looks at the neck and jawline



BeauEver Neck-Jawline Sculpting Cream, informally known as the Swan Cream.

together, from visible lines and firmness to contour and tone."

A Swan-Inspired Design

The packaging is conceived as a sculptural swan object rather than a conventional cream jar. A mirror-polished, silver-toned jar forms the body, while the Swan Sculpting Tool rises in an elongated S-curve to complete the swan silhouette. The applicator has a tapered head, smooth curved spine and elongated handle designed to follow the contours of the lower face and neck. It can be used to press along the jawline, glide upward toward the ears and sweep down toward the collarbone. The packaging has received recognition from the 2026 London Design Awards and 2026 Rome Design Awards.

SCULP-AQ: Relax, Then Sculpt

At the formula's core is the proprietary SCULP-AQ Contour Factor, designed around a "relax, then sculpt" cosmetic approach to support a more defined-looking jawline. Luminous jellyfish extract helps soften the look of tension-related neck creasing, while glaucine supports the appearance of firmness and definition. Recombinant type-XXI human collagen and a five-botanic peptide complex help smooth the look of fine lines. Warm-Touch Technology creates a gentle warming sensation and supports a firmer, more lifted look through massage. Madagascar vital ginger, niacinamide, New Zealand red algae and French double-iris extract help improve the look of uneven tone and shadowing between the face and neck. The system's development drew inspiration from four professional aesthetic care categories.

Visible Changes

In third-party testing with 30 women aged 30 to 54, instrumental measurement showed a 54.04% reduction in the measured appearance of dynamic wrinkle area after seven days of



BeauEver Neck-Jawline Sculpting Cream with the Swan Sculpting Tool, designed as a sculptural swan-inspired ritual.



BeauEver Brand Ambassador Zoi Sadowski-Synnott with Neck-Jawline Sculpting Cream

continuous use. Participant self-assessments also showed stronger agreement that the jawline looked more defined, the double-chin area felt firmer and neck tone looked more even. After 28 days, participants reported a stronger lifting and firming sensation in the neck.

"BeauEver was founded on the belief that skincare should combine scientific excellence with inspiration drawn from New Zealand's unique natural environment," said Bryan Wong, Founder of BeauEver. "With Neck-Jawline Sculpting Cream, we are giving the neck and jawline a more complete, structural approach."

A Champion's Standard of Recovery

BeauEver's newly appointed Brand Ambassador, [Zoi Sadowski-Synnott](#), brings the brand's philosophy of grace, strength and recovery into a performance setting. A five-time Olympic medallist, three-time Slopestyle World Champion and thirteen-time X Games medallist, Sadowski-Synnott understands high-altitude, high-UV and cold-weather environments.

"My first impression was that it feels elegant but practical," Sadowski-Synnott said. "The swan-like design makes me think of grace and strength at the same time. I also like the warming texture; after a cold day on the mountain, it feels comforting on skin. The massage applicator makes the product feel like a little recovery ritual, not just a cream. When my neck, jaw and shoulders feel tight after snowboarding, that massage element helps me feel more relaxed and released."

Texture, Ritual and Availability

The cream has a feather-soft satin texture that melts into a water-light veil, with no heaviness, pilling or residue on collars. It is suitable for all skin types, including sensitive skin. A gentle warmth rises on application and deepens with massage; the scent profile is led by neroli, opening with crisp petitgrain before settling into orange flower.

About BeauEver

BeauEver is a New Zealand-founded premium skincare brand licensed by GLOBAL EMPOWERMENT NZ LIMITED. Guided by the Holo-Aging Theory and a global R&D network spanning five countries, BeauEver translates science-led skincare into high-performance rituals designed for home. beauevernz.com

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