

COSMOPROF
ASIA HONG KONG
亞太區美容展

2022
SINGAPORE
SPECIAL
EDITION

presents

COSMO
TRENDS

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ASIA HONG KONG
亞太區美容展

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COSMOPACK
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ORGANISER – COSMOPROF ASIA LTD



informa markets

EXCLUSIVE REPORT CURATED BY

BEAUTYSTREAMS

COSMOTRENDS

CosmoTrends is an online trend report compiled by the renowned global beauty trends agency, BEAUTYSTREAMS. The report showcases selected products to be exhibited at Cosmoprof & Cosmopack Asia 2022 and summarizes the latest beauty trends they represent.

CosmoTrends report is a must-have for all in the beauty industry as it unveils new trends in the Asian markets, innovations and solutions that underline top trendy products among all exhibitors of Cosmoprof Asia 2022.

A unique tool that will allow buyers, journalists, influencers and experts to understand the market trends, through the products, the words and the case studies of those who constitute the Cosmoprof Asia community.



COSMO TRENDS

HOW IT WORKS

CosmoTrends is open to all exhibitors of Cosmoprof & Cosmopack Asia, from the entire supply chain to the finished products & brands. **Submission is FREE!**

1. Enter only ONE product proposal at this [LINK](#)

Deadline for submission: **13 October 2022**

- Product submissions can include new creations or selections from exhibitors' existing collections.
- The submitted product must be launched between November 2021 and November 2022 (less than 12 months old)
- The product image must be: high resolution (max 5MB); PNG format with transparent background or JPEG with white background.

2. BEAUTYSTREAMS will analyze all entries and produce the CosmoTrends report including the selection of 20 trendy products.

3. The Organisers will notify the shortlisted exhibitors asking to send the selected product to be displayed at the show, inside the CosmoTrends installation.

4. During the show

- CosmoTrends Report will be announced during a CosmoTalks session by BEAUTYSTREAMS
- The 20 selected products will be showcased at the CosmoTrends installation



COSMOTRENDS
INSTALLATION



CosmoTrends installation will be co-located with CosmoTalks conference room, one of the most attended area of the show.



Images shown are for illustration purposes only

GAIN THE BEST PR EXPOSURE

Selected companies at CosmoTrends can enjoy product exposure to retailers, brands, manufacturers, KOLs and beauty media through a series of dedicated PR and communication programs.

- **CosmoTalks session** hosted by BEAUTYSTREAMS on 17 November 2022 to announce the report and the selected trends/products
- **CosmoTrends Installation** at the show, displaying the 20 shortlisted products, with dedicated signage to draw visitors to the area
- **Visitor Guide** featuring one page devoted to the project
- **Cosmoprof Asia website** with hyperlink to company websites
- **eDM** sent to 60,000 Cosmoprof Asia global database and 2022 pre-registered visitors
- **Press release** sent to the international media list
- **Social network promotion** on Facebook, Instagram, LinkedIn and Wechat
- **Cosmoprof Asia Official blog**: one blog story featuring the selected trends/products
- **Seal “Shortlisted 2022”** will be sent to the selected exhibitors as a seal of quality, to be used in website, newsletter or social media. Being shortlisted with Cosmoprof always guarantees a high level of recognition.

REGISTER NOW !

COSMOPROF TRENDS

For further assistance:

Asia Pacific: info@cosmoprof-asia.com

Rest of the world: international@cosmoprof.it

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