

2022 Singapore Special Edition

POST SHOW REPORT (as of 7.1.2023)

THE LEADING B2B EVENT IN ASIA-PACIFIC FOR ALL SECTORS OF THE BEAUTY INDUSTRY

COSMOPROF-ASIA.COM

SINGAPORE SINGAPORE EXPO

16 – 18 NOVEMBER 2022

COSMOPROFASIA COSMÓPACK ASIA

SALES OFFICE ASIA PACIFIC

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SALES OFFICE EUROPE, AFRICA, MIDDLE EAST, THE AMERICAS

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MARKETING AND PROMOTION

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ORGANISER - COSMOPROF ASIA LTD



informa markets

A NEW WORLD FOR BEAUTY BOLOGNA, HONG KONG, LAS VEGAS, MUMBAI, BANGKOK

Quick Facts



VenueSingapore ExpoHall 2, 3, 4, 5, 6Exhibition Area50,000 sqm grossCountry Pavilions18 National and Group Pavilions Australia, California, Mainland China, France, Germany, Italy Switzerland, Taiwan, Thailand, Türkiye, UK and Global Shea Ghana, Mali and Togo)Number of Exhibitors1,202 from 46 countries and regions CP: 262 exhibitors from 19 countries and regions CA: 940 exhibitors from 45 countries and regionsExhibiting ZoneCosmetics Supply Chain: • Prestige Pack & OEM • Ingredients & Lab • OEM & ODM • Packaging Materials • Print & Label • Machinery & EquipmentNumber of Visitors21,612 from 103 countries and regions Out of which:	Fair Name	Cosmoprof Asia 2022 – Singapore Special Edition
Exhibition Area50,000 sqm grossCountry Pavilions18 National and Group Pavilions Australia, California, Mainland China, France, Germany, Italy Switzerland, Taiwan, Thailand, Türkiye, UK and Global Shea Ghana, Mali and Togo)Number of Exhibitors1,202 from 46 countries and regions CP: 262 exhibitors from 19 countries and regions CA: 940 exhibitors from 45 countries and regionsExhibiting ZoneCosmetics Supply Chain: • Prestige Pack & OEM • Ingredients & Lab • OEM & ODM • Packaging Materials • Print & Label • Machinery & EquipmentNumber of Visitors21,612 from 103 countries and regions Out of which:	Date	16-18 November 2022
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Out of which:	Exhibiting Zone	 Prestige Pack & OEM Ingredients & Lab OEM & ODM Packaging Materials Print & Label
	Number of Visitors	Out of which:



ly, Japan, Korea, Malaysia, Poland, Singapore, Spain, a Alliance (5 West African countries: Benin, Burkina Faso,

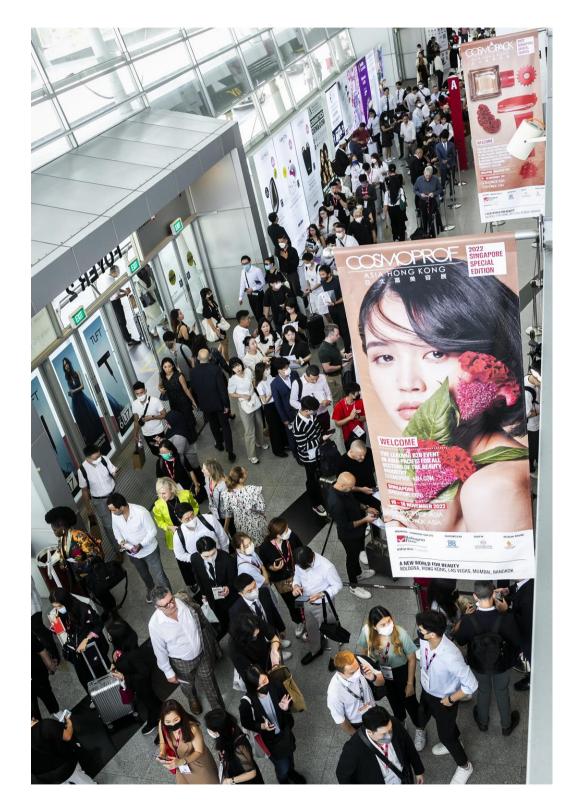
Branded Finished Cosmetics:

- Cosmetics & Toiletries
- Beauty Salon & Spa
- Hair Salon
- Nail & Accessories
- Natural & Organic





Visitors Analysis



Top 10 Visiting Countries:

Singapore
Indonesia
Malaysia
South Korea
Philippines
Thailand
Vietnam
Hong Kong
India
Australia

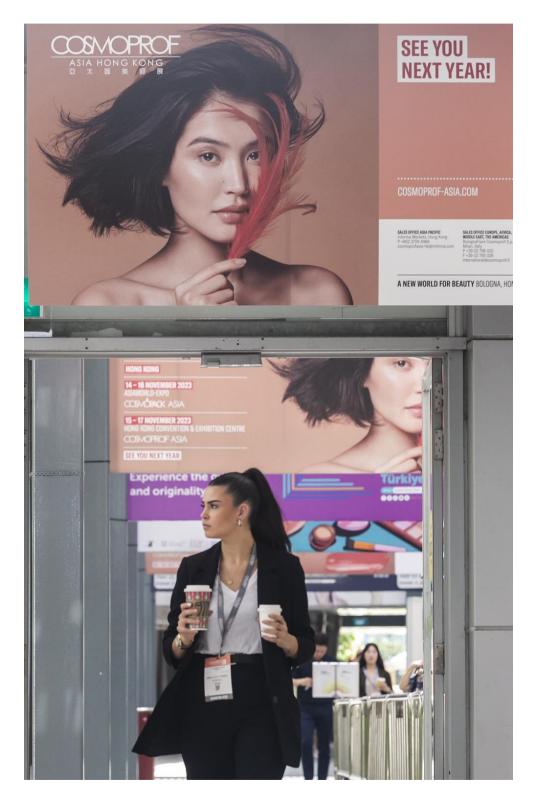
Visitors By Region:

35%
47%
9%
4%
3%
2%



By Job Function:	
CEO / CFO / Owner / President /	
Director / General Manager *	58%
Sales / Business Development	14%
Marketing / Public Relations	11%
Procurement	5%
Beautician	3%
R&D Engineer	2%
Formulation Expert / Chemist	2%
Design / Architecture	1%
Hairdresser	1%
Customer Service	1%
Logistics	1%
Medical Doctor / Dermatologist /	
Surgeon	0.5%
Information Technology	0.4%
Nail Technician	0.4%

* Close to 60% of 2022 visitors are C-level executives in the company (vs 29% in 2019 event).



By Business Nature:

Agent / Distributor / Wholesaler / Import Beauty Salon / Spa & Wellness Centre Manufacturer / OEM / Packaging Online Shop / E-Commerce Brand owner (MNC Brand) Brand owner (Indie Brand) Retailers / Chain stores / Hypermarket Market Research / Consultancy / Design Supplier of Ingredients / Machinery **Education Institution Buying Office** Retail Technology Design and Solution **Government Bodies** Media / Press **Testing Laboratory and Product Service** Blogger / Influencer Venture Capital & Private Equity Association Other businesses



rter	30%
/ Other beauty services	20%
	13%
	9%
	9%
	5%
	5%
gn Agency	2%
	1%
	1%
	0.4%
	0.4%
	0.4%
	0.3%
es	0.3%
	0.3%
	0.2%
	0.2%
	3%
	070

Finished Product (66%)

Visitors' Product Interest

Professional Beauty, Spa Products and Equipment	17%
Perfumery, Cosmetics and Toiletries	17%
Natural Organic Beauty Products and Supplement	9%
Hair Products, Equipment and Salon Furnishings	9%
Beauty Tech	5%
Nail Products, Nail Care, Nail Tools and Accessories	5%
Clean & Hygiene Products	3%
Packaging Materials (Primary & Secondary Packaging)	12%
OEM / ODM / Contract Manufacturing / Private Label	11%
Print & Label	5%
Ingredients & Laboratory	3%
Machinery & Equipment	3%



Main Objectives of Visiting:

Looking for new brands and products to import or distribute	28.0%
Looking for new OEM, packaging or other	20.9%
suppliers for your own brands and products	
Looking for new technologies and solutions	20.2%
Looking for small-order products	9.6%
Collect market & trend information and networking	21.2%

2022 Visitor Survey Results:

- 92% of visitors are likely to attend Cosmoprof Asia again in future
- 90% of visitors are likely to recommend Cosmoprof Asia to a friend or colleague
- 79% of visitors have influential power in purchasing of his/her company

Hear What Visitors Say

It was a pleasure attending Cosmoprof Asia after three years; The show comes with a big pull of networking with like-minded professionals, learning, sharing best practices, and collaborating on opportunities for business growth. And as it is said - Beauty is recession free - I could feel the adrenaline in every exhibitor and visitor to welcome the new boom in this sector. I can already feel the impact on brands to help them achieve their expansion goals. Well done, Cosmoprof Asia.

Hema Aushat, CEO/Founder **Argus CMPO** India

66 I am excited to attend Cosmoprof Asia because it does not just focus on luxury brands, but an array of new products exhibited in one area. It gives me an opportunity to have a feel on trendy brands related to beauty products. I feel that the trend is moving towards natural and organic skin care, therefore I am looking forward to learning more about natural based products. I believe Cosmoprof Asia is a must visit exhibition for anyone who is involved in the beauty business.





Wonkuk Kim, CEO **Brandepot** Korea

A small sample of visitors who attended **Cosmopack and Cosmoprof Asia 2022**





Company

Brands

ALFAPARF GROUP SPA (Italy) AMOREPACIFIC SINGAPORE (Singapore)

AMWAY (South Korea)

ANASTASIA BEVERLY HILLS (USA) ARTDECO COSMETICS GMBH (Germany)

AVON COSMETICS INC (Philippines)

BEIERSDORF AG (Germany) CEZANNE COSMETICS CO LTD (Japan) CHURCH & DWIGHT (Singapore) CLARINS (Singapore) COLGATE PALMOLIVE (Switzerland) DAVINES (Italy) DERMALOGICA (USA) DOLCE & GABBANA BEAUTY SRL (Italy) ESTEE LAUDER (China)

ESTEE LAUDER COMPANIES (USA)

GIFFARINE SKYLINE LABORATORY & HE LTD (Thailand) JOHNSON & JOHNSON PTE LTD (Singapor KAO GERMANY GMBH (Germany) KAO SINGAPORE PTE LTD (Singapore) KEVIN MURPHY (Singapore) KIKO (China) KIKO MILANO (Italy) KOSE (Japan)

L'ORÉAL (Malaysia)



	Job Title
	Skincare General Manager
)	General Manager
	Associate Brand Manager/ Global Personal Care and Beauty device
	President
)	Vice President Marketing ARTDECO
	Asia Pacific R&D Section Lead, Package Engineering, New Products Implementation, Project Management
	Packaging Category Manager
	Deputy Manager
	APAC eCommerce Manager
	Product Manager
	Packaging eCommerce Manager
	R&D manager
	Senior Manager, Global Product Innovation
	Head of Sourcing
	Vice President
	Senior Vice President Global Head of Make Up Innovation, Portfolio & Product Development
EALTH CARE CO	MANAGING DIRECTOR
ore)	AP Rigid Sourcing Manager
	SENIOR PURCHASING MANAGER
	Vice President
	GM - Asia Pacific
	SOURCING MANAGER
	Packaging engineer mgr
	Brand Manager
	Commercial Director

A small sample of visitors who attended **Cosmopack and Cosmoprof Asia 2022**





Brands

Company LG ELECTRONICS INC (South Korea) LION CORP (SINGAPORE) PTE LTD (Singar L'OREAL (China) L'OREAL (Singapore) L'OREAL (South Korea) LOREAL INDIA PVT LTD (India) MAKE UP FOR EVER (France) MANDOM CORP SINGAPORE PTE LTD (Si MARIONNAUD (France) MARTHA TILAAR GROUP (Indonesia) MAYBELLINE NEW YORK (USA) **MEIYUME SINGAPORE PTE LTD (Singapore** MOROCCANOIL (Israel) MTM SKINCARE PTE LTD (Singapore) NIHON L'OREAL SHU UEMURA DMI (Japan P&G (Singapore) **PHYTOMER** (France) PIXI (USA) **PROCTER & GAMBLE (USA)** ROHTO-MENTHOLATUM (MYANMAR) CO SALLY BEAUTY HOLDINGS (USA) SHISEIDO ASIA PACIFIC PTE LTD (Singapo SOTHYS PARIS (France) TALIKA (France) UNILEVER (Philippines) UNILEVER (Thailand) UNILEVER (USA) UNILEVER ASIA PTE LTD (Singapore) UNILEVER CARVER KOREA (South Korea) Uni-President (Taiwan)



	Job Title
	Director
apore)	Regional Product Innovation Manager
	SENIOR SOURCING MANAGER
	Head of Sourcing
	General Manager Korea Innovation Center
	DIRECTOR, DEVELOPEMENT SAPMENA
	Product Development Studio Director
ingapore)	General Manager
	Senior Project Manager
	Corp Purchasing Manager
	VP Global Design Innovation
re)	Executive Director
	Vice President
	MANAGING DIRECTOR
n)	Innovation Director
	SENIOR DIRECTOR
	President
	director
	Vice President, New Business
LTD (Myanmar)	MANAGING DIRECTOR
	VP Global Sourcing, Procurement & VMO
ore)	Asia Pacific Innovation Centre Director
	Owner
	President
	Marketing Lead Beauty & Well-being SEA
	Skin Care TH Lead
	VP - Sustainable Design, Masstige and Digital
	Global Brand Director
	CEO
	Purchasing Manager

A small sample of visitors who attended **Cosmopack and Cosmoprof Asia 2022**

Distributors





CompanyFf 2B1K IMPORTS PTY LTD (Australia) AL TAYER (United Arab Emirates) ARYA NOBLE (Indonesia) ASIA PACIFIC BEAUTY GROUP (Hong Ko **BACCAROSE** (India) **BIO-THERAPEUTIC COMPUTERS LTD (H** CAVINKARE PVT LTD (India) CORLISON PTE LTD (Singapore) **DERAAH TRADING CO (Saudi Arabia) DKSH SINGAPORE PTE LTD (Singapore) ESTHETICS INT'L GROUP BERHAD (Mala ETERNAL OPTICAL & PERFUMERY (FAR FROSTBLAND** (Australia) **GRAFTON INT'L (UK)** HAIRJAMM PTY LTD (Australia) Joiken (Australia) MCBRIDE MALAYSIA (Malaysia) MCPHERSON'S CONSUMER PRODUCTS MEIYUME (Hong Kong) NATIONAL SALON SUPPLIES (Australia) PARLAIN CO LTD (Hong Kong) PT ECO LIVING (Indonesia) S P A WORLD GENERAL TRADING LLC SHINS CORP SDN BHD (Malaysia) WORLDWIDE DISTRIBUTION CENTER F2



	Job Title
	Managing Director
	Key Account Manager
	Brand & Marketing Director
ong)	DIRECTOR
	VICE PRESIDENT
Hong Kong)	Business Development Director
	Director
	Director
	Purchasing Manager
	BD
laysia)	Group Managing Director & CEO
R EAST) LTD (Hong Kong)	President
	Managing Director
	Head of Brand and Marketing
	Director
	CEO
	Regional Director Asia Pacific
S LTD (Australia)	Commercial Director - International
	Sourcing Director
	Director
	General Manager
	DIRECTOR
(United Arab Emirates)	DIRECTOR
	MANAGING DIRECTOR
ZCO (United Arab Emirates)	Managing Director

A small sample of visitors who attended **Cosmopack and Cosmoprof Asia 2022**





Company

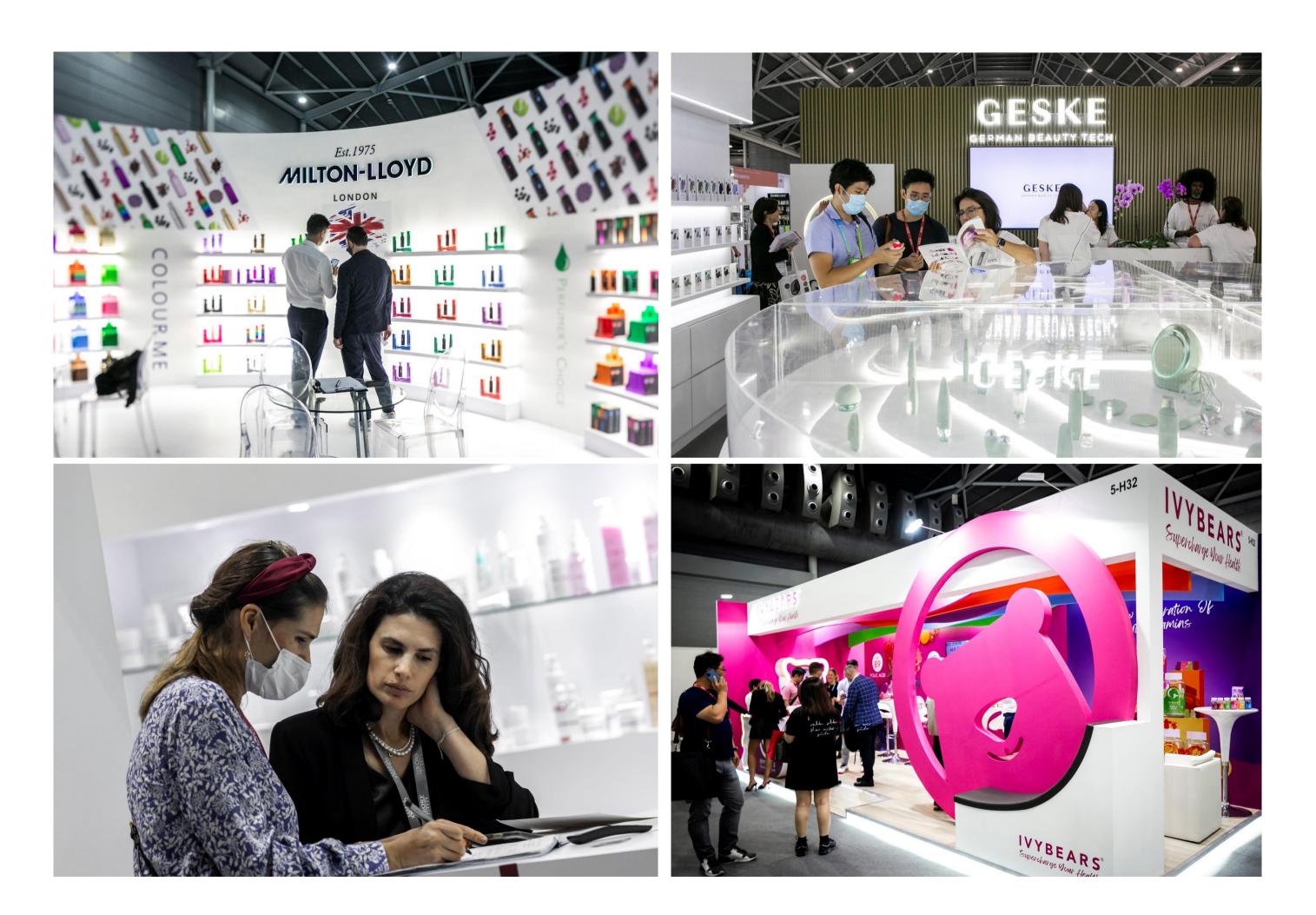
Retailers

6TH STREET.COM (United Arab Emirates) AEON CO (M) BHD (Malaysia) ALDI (Hong Kong) ALKOR (Russia) AMAZON (India) AMAZON AUSTRALIA (Australia) BONJOUR GLOBAL (Hong Kong) CHEMIST WAREHOUSE (Australia) CHOI FUNG HONG (Hong Kong) CJ OLIVEYOUNG (South Korea) DAIRY FARM (Singapore) DFI RETAIL GROUP (Hong Kong) DFI RETAIL GROUP (Singapore) **GUARDIAN HEALTH & BEAUTY (Singapore)** HEALTH & GLOW PVT LTD (India) HEINEMANN ASIA PACIFIC (Singapore) HONG KONG SA SA (M) SDN BHD (Malaysia) HYUNDAI DEPARTMENT STORE (South Korea KMART AUSTRALIA (Australia) LAZADA (Singapore) LOTTE E-COMMERCE (South Korea) LUXASIA (Singapore) MEDICARE HEALTH AND BEAUTY (Myanmar) NYKAA (India) PT IZONE INDONUSA (Indonesia) **RELIANCE RETAIL LTD (India)** ROBINSONS ONLINE STORES (Singapore) **ROYAL DUTY FREE SHOPS INC (Philippines)** SA SA INT'L HOLDINGS LTD (Hong Kong) SEPHORA ASIA PTE LTD (Singapore) SUPERDRUG (UK) TAKASHIMAYA SINGAPORE LTD (Singapore) TJX EUROPE (UK) WALGREEN BOOTS ALLIANCE (UK) WATSON'S PERSONAL CARE STORES PTE WELCIA BHG SINGAPORE PTE LTD (Singapo



	Job Title
	GENERAL MANAGER
	Head of AEON Wellness
	Director
	HEAD OF ASSORTMENT DEPARTMENT
	Director
	Head of Business Development
	Product Development president
	Chairman
	GM
	MD
	Category Manager
	Commercial Director
	PRODUCT DEVELOPMENT
	Merchandise Manager
	MD & CEO
	Head of Category Management
	COMMERCIAL DIRECTOR
ea)	Manager
	Category Buyer - Personal Care Beauty
	Business Developement
	Director
	Deputy Head
r)	Head of Buying and Merchandising
	Executive Vice President
	CEO
	VICE PRESIDENT
	General Manager
	Division Manager
	Senior Vice President
	VP, Merchandising, Asia
	Own Brand Director
)	RETAIL SUPERVISOR
	BUYER
	Head of Beauty
LTD (Singapore)	Managing Director
ore)	GENERAL MANAGER

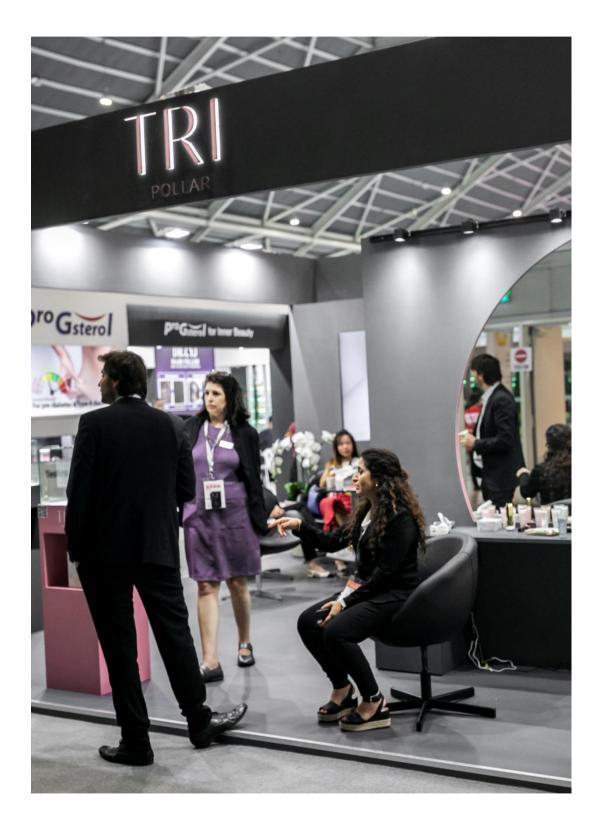
Exhibitors Analysis





Exhibitors Analysis

Exhibitors Analysis



Total number of exhibitors: 1,202

Exhibitors by Continents:

Asia	67.9%
Europe	27.1%
The Americas	2.3%
Australia & Oceania	1.2%
Middle East & Africa	1.6%

South Korea	35.3%
China	21.1%
Italy	10%
France	7.7%
Singapore	5.9%
Japan	4.3%
Taiwan	4.3%
Hong Kong	3.2%
Spain	3%
Germany	2.9%

Exhibitors by Product Sectors

Exhibitors by Product Sectors:				
Packaging Materials	10.1%	Cosmetics & Toiletries	39.9%	
Prestige Pack & OEM	7.1%	Beauty Salon	19.0%	
OEM / ODM	6.1%	Hair Products	9.7%	
Machinery & Equipment	0.5%	Nail & Accessories	2.4%	
Print & Label	0.6%	Natural & Organic	3.4%	
Ingredients & Lab	0.2%	Clean & Hygiene	0.1%	
Press & Other Services	0.1%	Industry Services	0.2%	
		Press & Other Services	0.7%	



Top 10 Countries / Regions:

International Exhibitors from 46 countries & regions:

Australia, Austria, Belgium, Benin, Brazil, Bulgaria, Burkina Faso, Canada, China, Croatia, Estonia (Rep of), France, Germany, Ghana, Greece, Hong Kong, India, Indonesia, Israel, Italy, Japan, Kazakhstan, Korea, Latvia Luxembourg, Malaysia, Mali, Monaco, Netherlands, Oman, Pakistan, Philippines, Poland, Romania, Singapore, South Africa (Rep of), Spain, Sweden, Switzerland, Taiwan, Thailand, Togo, Türkiye, UK, United Arab Emirates and USA

2022 Exhibitor Survey Results:

- **81%** of exhibitors are satisfied with the experience at Cosmoprof Asia
- **86%** of exhibitors are likely to attend Cosmoprof Asia in future
- 85% of exhibitors are likely to recommend Cosmoprof Asia to a friend or colleague

Hear What Exhibitors say



INDIBA ASIA is a regular exhibitor at Cosmoprof Asia Hong Kong. Our Asia HQ is in Singapore, and we are very happy with the special Singapore edition of Cosmoprof Asia 2022. As one of the biggest regional beaty trade fairs, it is an excellent platform for us to generate brand engagement with our customers, present new products and develop new business relations and clients. We have had a great response from visitors at our booth which converted to business leads, and we look forward to participating at the next edition of the Cosmoprof Asia Hong Kong.

It was the first time exhibiting at Cosmoprof Asia for Heritage Brands. Booking the space, working with the stand contractors, and shipping company who picked up and delivered our stock was an extremely smooth process and professionally managed. It was also great to see so many potential customers travelling again and showing interest in our Australis, In Essence, Le Tan and Oil Garden brands.

Jackie Pettit, General Manager – International Business Development **Heritage Brands** Australia



Charles Chin, APAC CEO Indiba Asia Pte Ltd Singapore

Marketing & Promotion

We invested in an **extensive marketing campaign** to ensure everyone involved in all segments of the beauty supply chain are informed about the show, through a combination of targeted emails, advertising (online and print), social media, mailing, promotion and editorials.





Marketing & Promotion

Advertising (Print & Online)



Here is a breakdown of major outlets we have promoted the show:

TRADE MEDIA

- Beauty & Fashion World Digital
- BeautyInsider.com
- Beauty Packaging
- **Beauty Türkiye**
- **Beauty Trend**
- **BW** Confidential
- **Cosmetics Business**
- COSSMA
- CosmeticDesign-Asia.com
- Estetica Asia
- **Estetica** China
- **Estetica Korea**
- Estetica UK
- **Estetica USA**
- Export Magazine Beauty Distributor
- **Global Retail Magazine**
- Happi China
- Inside Retail Asia
- INSTYLE
- Korea Cosmetics Industry News
- Kokusai Shogyo

- PremiumBeautyNews.com
- Professional Beauty
- Sisters Malaysia
- SPA+CLINIC
- StyleSpeak
- WWD

- World Aerosols
- www.beautynury.com
- www.cosinkorea.com
- www.destinationdeluxe.com
- www.hair8.net
- www.industrysourcing.com
- www.pinguan.com



LOCAL MEDIA

- LNE Japan
- NAILHOLIC

- CNA Digital Network
- **Daily Vanity**
- LianHe Zao Bao
- Malaysiakini
- **Straits Times**
- The Edge Singapore
- ST.com
- ZB.com.sg
- UFM 100.3 (radio)
- OneFM 91.3 (radio)

Media Coverage (Print)



SPECIAL EDITION

Cosmoprof Asia | After a forced break of two years, the time has finally come again: The international trade fair returns as an on-site event - this time in Singapore. During the press conference, the organisers presented interesting facts about the show.



COSMOPACK ASIA

When: 16th - 18th November Where: Singapore Ex Further informatio www.cosmoprof-asia.c

60 | COSSMA 10/2022

ack Asia 2022 will be















トラリア フランス ドイツ イタ オーストラリア、フランス、トイン、イ リア、日本、韓国、中国、マレーシア、 ポーランド、シンガポール、スペイン スイス、台湾、タイ、トルコ、イギリス の20の国と地域のパビリ: 20以上のセミナー「Cosmell

展示会最新情報や来場事前登録(10月28日まで)は下記オフィシャルウェブ イトからご確認、ご登録ください。 https://www.cosmoprof-asia.com/registration/

教育プログラム 「mmoliaty:では关葉菜菜パンがも必定年 の問題点に生地たき当て、世界各国の菜井 のしーダーや市場の専門家、キーパーシー しーダーや市場の専門家、キーパーシー ーガルディスカッション等が行われます。 一方、「mananel Imsay」ではショーやライ プテモンストレーションが予定されてお D. 革新的な关ອ3:か参加品デザインなど に加え、最新のメイクアップ・アクニックや ネイルトレンドなどがご覧いただけます。 今年のコスモブロフアジアで新たなイノ ペーションとビジネスチャンスを体験し、 学びや刺激を受けるこのチャンスをお見 逃しなく!





his year, Cosmoprof and Cosmopack Asia 2022, organized by BolognaFiere and Informa Markets, are proudly supported by the Singapore Tourism Board. Togethet, the partnerships ensure the three-day show will answer the industry's pent-up orking, while offering astute insights boosting opportunities in the region.

The long-awaited Cosmoprof and Cosmopack Asia 2022 will presen the first physical edition of the must-visit event since 2019. To make it happen, the Cosmoprof Asia team pivoted, relocating the world-



2023: Singapore or Hong Kong? November 30, 2022

Cosmoprof Asia 2022 in Singapore was a resounding success, empowering the industry ahead of its return to Hong Kong in 2023.



COSMOPROF ASIA - ASIA'S LEADING BEAUTY EVENT IS BACK WITH THE SINGAPORE SPECIAL EDITION! 16-18 November, Singapore EXPO

Cosmoprof Asia 2022, The Special Edition, is excited o announce the return of Cosmoprof and Cosmopack Asia in-person, taking place in Singapore from 16 to 18 November. The face-to-face event, to be held at Singapore EXPO, will gather the beauty and cosmetics ndustry's key players from all over the world, to showcase Asia Pacific's newest brands, unveil the most A NEW LOCATION FOR THE 2022 EDITION: SINGAPORE recent innovations, and present the ever-evolving daily habits of consumers.

COSMOPROF

COSMOPROF ASIA HONG KONG 亞太區美容展

FACTS AND FIGURES

COSMOPROF ASIA IS BACK!



at Cosmo Talks, the educational





with exhibito

eliminate the

able stands, as Stands' program

Special event

Sustainability

topics for 16th M

alks, the educ

stand structure



inks to the presence of cou try and regional pavilions from Australia, California, France, Cer

Australia, California, France, Ger-many, Italy, Japan, Korea, Mailand China, Malayaa, Poland, Singapore, Spain, Switzerland, Taiwan, Thai-land, Turkey, and UK. Thanks to the strong line-up of exhibitors, more than 15,000 attendees on expected to visit the fait to discover new prod-

o visit the fair to discover new prod-cts and the trends inspiring beauty onsumers in the region.

Sustainable show who will take part in Cosmotalia Who will take part in Cosmotalia 2022 are Asa Pacific Spa Wellness in the Simpact on beauty habits. Coalito (ASWC), Asia Cosme Lab, the show is committed to ranning an environmentally responsible the event. Singapore has proven as the best choice to host a low impact exhibition, thanks to Singapore Expo's Green Mark certification. In an exclassive collaboration, the surfacemental control of the sources.com

have worked international trend agency Beau-

コスモプロフアジア2022 シンガポールにて特別開催

アジア太平洋地域の美容業界のf28の主要なイベントである 「コスモプロフアジア」は、2022年11月16日から18日にシンガポー エキスポ会場にて特別開催されます。

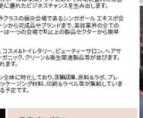
今回の蜀儀は長年にわたって本展示会の成功に貢献してきた業界のビジネスリーダーや出展 社、パートナーによって何度も基準され決定されました。善汚への旅行者に対する現在の煮朽的 用は、引き読者者へのインパウン旅行が彼安が限の対象となる可能性が高いため、11月の スモプロフアジアの出層者と某場者の両方に満在的な認足ももたうてことが予測されるという ことから、最終的に関係を抱を着からシンポテールに変更し関係することが決定しました。

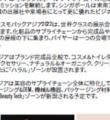
コスモプロフアジアは今年シンガボールで「アジア太平洋地域の美容業界のすべてのセクター をつなぐ」というミッションを無続します。シンガボールは東南アジアにおいて非常に優れた位置 にあり、この地域の出展社や来場名にとって更に優れたビジネスチャンスを主み出します。

コスモバックアジアは美容のサプライチェーン全体に特化しており、ESMADML、原料&ラボ、プレ ステージパッケージングADML、機械&機能、パッケージング材料、印刷&ラベル等が集結していま す。また今年は「Bearly Inclu)ゾーンが新設される予定です。



コスモプロフ/コスモパックアジプ2位は、世界クラスの展示会場であるシンガボール エキスボ会 場にて環境されます。小板品のサプライチェーンから完成品やプランドまで、美容業界の全ての セクターが一つの展板の下に集まり、パイヤーは一つの会場で取以上の製品セクターから簡単 に調達できます。 コスモプロフアジアはプランド完成品全般で、コスメ&トイレタリー、ビューティーサロン、ヘアサ ロン、ネイル&アクセサリー、ナチュラル&オーガニック、クリーン&衛生間連報品等が並びます。 また、今年は新たに「ハラル」ゾーンが吸置されます。 教育プログラム





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leading event from its home bas Singapore, proving nothing will

Recognised as a highly accessit Necognisio as a nighty accessible v and buyen, Singapore, the Lion Cit visitors without pre-departure be quaranthe requirements. As one countries, Singapore can be reache serves more than 85 international across 46 countries and regions git

Singapore EXPO will facilitate the networking for exhibitors and visit business gateway city will offer git business opportunities.

COSMOPROF ASIA 2022: FACTS Despite the 2-year hiatus, strong so been proven through the upcomin exhibitors from 40 countries and i exhibitors from 40 countries and re-their offerings across 5 halls (from) covering an exhibition nace of up tr regional pavillors include: Australis Japan, Korea, Mainland China, Mals Switzerland, Talwan, Thailand, Turs

Thanks to the strong line-up of ex attendees are expected to visit th located in Singapore from its nome base of Hong Kung, In order to make its Korea, Mainand China, Majaga, Polani, happen, After the 2019 edition. The face Singapore, Spain, Switzerland, Talwan, to face event will gather the beauty and take cometics industry's key Jayers from all over the world, proving that nothing will stop the beauty and cosmetics industry key Jayers from all over the world, proving that nothing will stop the beauty and cosmetics industry key Jayers from all over the world, proving that nothing will stop the beauty and cosmetics industry key Jayers from all over the world, proving that nothing will to meet our beauty community again, meet comments and comments which the fair to meet our beauty community again, sar, Cosmoprof and Cosmopack Asia 022 will be strongly supported by the be reached through Chang Airport, ich serves more than 85 international lines flying to about 100 cities across specific need of the market." "Cosmoprof



be a parcicipation of over "Quo enclosions" form 40 countries and regions: Cosmoprie form 40 countries and regions: Cosmoprie Adia will cocupy 5 haits at the Singapore BXPO, covering an exhibition areas of up opack Adia, from 1616 to IN November to 50,000 sgm. There will be 17 countries and regional pavillons, including, Australia, d in Singapore from its home california, France, Germany, tab), Japan, this time in Singapore", said

aid David Bondi, Senior Vice I forma Markets Asia and Director

and Cosmopack Asia are proud to return to improve business. 300 selected buyers to the physical event format, offering from across the world will participate to

International network will be the Buy

live demos, product presentations and

Programme and Match&Meet platform to improve business. 300 selected buyers

1 Microbiome 1 世 在最高度一派爆击 行動生活 1 project 「自生業」(presents) 単規算 入塩物化小麦酸素な。 計点分和対法和、利潤 干少真等を入水場。引

中華泉/長

2章、14百分茶金属 20日本大約第一回日来

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4. PREFR







亚太美容展反映护肤新趋势

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建生产点方定度。 当来以望相望。

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潮品上市

Loewe气球造型系列单品

造型道趣、古灵精怪

108 .44275. .4229

& Other Stories 香水 "扩张"











BORR PSCHIZENOW

分秒时区

给多个团体

高登钟表捐赠162万元

Bana





6.058 SOMETERPERATE / 0728 EAUL. 2252, 208, 208, 7322, 351, 5423, 6534(82)223, (単方体/文)



Marketing & Promotion

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ACK! THE APPOINTMENT IS IN SINGAPORE FROM 16 TO 18 NOVEMBER 6 countries and regions. This will be a SPECIAL EVENTS instance opportunity for exhibitors and AND INITATIVES sitors to meet, thanks to a centrally cated business gateway. ACTS AND FIGURES ACTS AND FIGURES analysts. Sessions will include Trend harwis to the excellent teams of forguatiere and informa Markets, Watch and regulations. The weak-nown maFiere and Informa Markets, te the tough past years, there will Watch and reg pation of over 1,000 exhibitors will present the showcasing key trends spotted among the exhibitors, and highlighting notable

코스모프로프 아시아 2022, 싱가포르 특별 행사가 코스모프로프 및 코스모팩 아시아

의 대면 행사로 오는 11월 16일부터 18일까지 싱가포르에서 개최됩니다. 싱가포르 엑 그 네는 평서로 오는 비결 IB을부터 IB을까지 87도로에서 개최합니다. 87도로 에 스포에서 개최되는 이번 대면 전시회는 전 세계 뷰티·화장품 업계의 핵심 업체들이 모여 아시아 태평양 지역의 최신 브랜드를 선보이고, 최신 혁신 기술을 공개하며,

올해 볼로냐피에레와 인포마 마켓이 주최하는 코스모프로프 및 코스모팩 아시아

2022는 싱가포르 관광청의 전폭적인 지원을 받습니다. 이 파트너십은 3일 간의 행사 2022는 영가포는 근정성과 연구하는 가지 비가지 비가지 않는 것을 한다. 가 빠르게 진화하는 아시아 지역과 그 너머에 대한 날카로운 통찰력을 제공하고, 동 지역 사업 활성화 기회를 강화하는 동시에 네트워킹에 대한 업계의 억눌린 수요에

매일 진화하는 소비자들의 일상적인 소비 패턴을 보여줄 예정입니다.

시아의 선도적인 뷰티 이벤트가

가포르 에디션으로 개최된다!



800000

11월 16-18일

싱가포르

에스포

本脑茎字号足球专走店 时尚放大镜 化身狮城"世界杯之家" 2000斤百七岁将足举,以冲进 宽定寻电视 1节将之来",Winittan 许多能人后来,就感觉到世界将 己的者行, 90年老女演道的景华心 的乐乐预强。 日本意识的

22时尚 2022年11月25日 田田工



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주몽 받는 행사의 지송 가능성 정책

트벽하 해사 및 계회

우속 민준 명자의 시속 가능경 성의 뷰티 숨성에 관한 지수 가능성 및 이에 대한 영향해과 더불어, 코스모프로 및 코스모팩 아시이의 2022년 평 사는 전환경적으로 책임접을 가지고 행사를 운영하는데 했었지고 있습니다. 상가포로는 상가포로 역스포의 그리마크 인증 덕분에 환성 해손이 적은 전시회를 개최하는, 최고의 선택으로 입증된 바 있습니다. 더 나아가, 주택시는 배터 스탠드 프로그램(Meth Sadh Rygama) 환환으로 일환을 신든 구조분의 사용을 자체하고 제활용 가능한 부스를 득려하기 위해 전시업체 및 정치업체와 협력하고 있습니다.

특별간 영사 및 세력 지수 가능성은 또한 유요 트렌드, 전문가 및 문식가 등이 다르는 코스모프로프 및 코스모텍 1022의 교육 프로 그런인 코스모트크의 11일차 새선의 특성 후례 중 하나입니다. 12방차 새선의사는 트렌드 여측(Imada Freesout) 다지털 투티(Digutaleon)가, 13방차 새선의사는 바랫 뛰치(Match Mitsub) 위 규제 (Registration)가 주는 2주 유뢰 진행을 다. 코스모트로 1022과 황쾌 하는 티트나는 MRMC(이사이락방영스파폭비-스인함), 이사이크스이랍, 뷰티스트 등신, 코스의텍다자인, (INSA) 신가포트 화장용·환경실·환가범회), 에코바아 컨텔리컨스, 리차뷰, m-enversam 등이 있습니다.

코스모프로포 및 코스모팩 아시아를 위한 특별 단독 현업으로는 글로벌 트렌드 에이전시인 부티스트립어 코 스트트렌드 리코트를 발표해 전시법체를 사이에서 포켓함 주요 트렌드를 소개하고 아시아 태평양 자장 스비 자들에게 강객한 영향을 미칠 것으로 예상되는 주목할 안한 브랜드와 제품을 집중 조명합니다. 이 보고서는 "따지, 언론, 인물주안서 및 트릴드 스카주터 등을 위한 최신 동향이 큰한 특별한 통찰예를 제공할 것입니다

코스도 온스테이지에서는 뷰티 및 스파 전문가, 헤어 스타일리스트, 네일 아리스트 등을 대상으로 리이너 다. 제품 시면, 혁신처럼 토리트인트 등을 선보입니다. 이 흥미진진한 프로그램은 영양을 주는 다양한 큰편도 와 제문은 가슴을 선보인으로써 진시한제, 공급함체 및 용가자들에게 풍성한 교로 기회를 제공할 것입니다. 수락해야 할 해서로는 내일리스트 국제 리이선스 합력(성가포트)가 주관하는 MALIS 뷰티 마스터즈 챔피언십 이시아 2027가 있으며, 2020년양의 네일리스트도와 뷰티 리리피스트 전문가들이 내일 이트, 레이크입, 2014, 취직 서비스 스럽의 다양한 카테고리에서 정정하고, 전세계 산업 레테랑들로 구성된 존경받는 실사위험단들이 실 시에 정여합니다.

Media Coverage (Online)

Cosmoprof & Cosmopack Asia to Return in Person



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0 ting opportunities in the region.

Cosmoprof Asia 2022: Facts and Figures

Thanks to the s fair to discover Event Sus

Singapore ha EXPO's Gree

Special Ex





在全球美业人的翘首以待关 加坡博览中心如约而至。 全球美业前沿趋势。

由BolognaFiere及Inform 年获得新加坡旅游局的全力

f y ...

BRANDED CONTENT Premier beauty trade show to unveil new trends in beauty equipment, skincare and sustainable packaging

To be held in Singapore for the first time, Cosmoprof Asia 2022 brings ogether over 1,200 exhibitors from more than 45 countries and regions



The definition of beauty has evolved over the years as trends come and go. With a wider acceptance of a variety of looks, hair and hody types, plus pender-neutral smetics and skineare that eater to both men and women, today's definition of come more inclusive and prioritises the well-being of the consumer as well as the planet.

As a result, the beauty industry has had to evolve to keep up with the times. These industry-shaping trends will be unveiled at Cosmoprof Asia 2022, a business-to business (B2B) Asia Pacific beauty trade show.

It will run from Nov 16 to 18 alongside Cosmopack Asia 2022, an event that focuses on packaging and other services in the beauty supply chain.



【亚太区美容展强势回归】Cosmoprof Asia重新启 航,将在新加坡盛大引爆!

COSMOPROF ASIA 2022



rnational beauty stakeholders made Cosmoprof Asia 2022 in Singapore resounding success, empowering the industry ahead of next year's return to Hong Kong

Cosmoorof Asia 2022 - The Special Edition, which took place in Singapore from 16 to 18 November, has cosinglion was zone in appendix build with took pace in angeption tool to be a being and the second to a successful end. 21.612 attendees from 103 countries and regions gathered in Singapore to discuss the future of beauty in the Asia-Pacific region. The truly international event was the first to bring the industry together, face-to-face, for three years, and saw most visitors arriving from top 10 countries and regions Singapore, Indonesia, Malaysia, South Korea, Philippines, Thailand, Vietnam, Hong Kong, India and

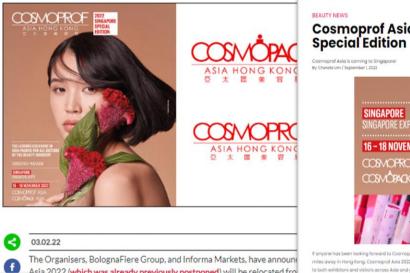


the Asia-Pacific region met at Co consolidated collaborations and discover new potential partners for their business," said Enrico Zannini General Manager of BolognaFiere Cosmoprof and Director of Cosmoprof Asia Ltd. "It was great to test the dynamic approach of the cosmetic industry and its interest in the Asia-Pacific region as a strategic market for future growth."

Cosmoprof Asia 2022 Relocates from

Hong Kong to Singapore

The event will take place November 16-18, 2022 at Singapore Expo as a special edition



a 2022 (which was already previously postponed) will be relocated fro ore, from November 16-18, 2022 at Singapore Expo as a special ed

rent entry restrictions for travelers to Hong Kong have meant a po hibitors and visitors for Cosmoprof Asia in November, as inbound

Three key skincare trends spotted at Cosmoprof Asia Singapore 2022

Annemarie Kruse (Photo: Courtesy of Cosmoprof Asia)



It was a special edition for Cosmoprof Asia. As pandemic restrictions were still in place in Hong Kong, the organisers BolognaFiere and Informa Markets decided to relocate the event to Singapore. While this first in-person Cosmoprof Asia since 2019 was therefore smaller than usual, with some 1,200 exhibitors from 46 countries showcased their latest launches and innovation across the Cosmoprof and Cosmopack halls. As far as visitors are concerned, they were more than 21,000 from 103 countries to visit Singapore Expo from 16th to 18th November 2022. Strolling the aisles of the event, Premium Beauty News spotted three key trends: minimally invasive skin care; Bakuchiol and EGF as the most trendy ingredients; and microbiome skin care.

Minimally invasive skin care: slowing down the need for plastic surgery

Minimally invasive beauty was one of the most visible trends at the trade fair - and a key trend nighlighted by trend forecaster Beautystreams in its Cosmoprof Asia 2022 Trends report. The trend encompasses highly sophisticated cosmeceuticals that promise to keep face and skin looking younger for longer, delaying the need for actual invasive beauty treatments such as plastic surgery.

This new generation of functional face care is based on the latest biotechnological advances featuring innovations like freeze-drved actives (to improve stability), cutting-edge delivery systems to allow ingredients to penetrate more deeply into the skin than ever, skin boosters that have a filler-like effect or self-dissolving micro-needle patches



Cosmoprof Asia Special Edition亚太区美容展完美落幕!

为期3天的美容展圆满结束,让我们期待明年正式回归香港的盛大美业盛会

Cosmoprof Asia 2022 To Be Held In Singapore As A



be held from 16 to 18 November 2022 at Sing uch an amazing event? We at <u>Beauty Insider</u> surely wor



备受瞩目的亚太区美容展,在11月16日至18日于Singapore Expo盛大举办一场全方 容业者搭建桥梁,促成贸易买卖机会。

阔别3年的美容盛会吸引多个来自103个国家和地区的21,612名参加者聚首一堂, 尼、马来西亚、韩国、菲律宾、泰国、越南、香港、印度和澳洲等国家,共同探索





2022卡思曼伯亚太区美容展狮城

卡思曼伯亚太区美容展将于2023年

载誉收官,明年中国香港见

化妆品产业新资源—网打尽

重临香港

点击下载

于11月16-18日在新加坡盛大举

1坡聚首一堂,共同探索亚太区美容

会再度以实体展形式让业内人士重

包括新加坡、印尼、马来西亚、韩

Cosmoprof Asia, Asia's leading beauty event is back with the Singapore special edition!

Cosmoprof Asia 2022, The Special Edition, is excited to announce the return o Cosmoprof and Cosmopack Asia in-person, taking place in Singapore from 16 to 8 November. The face-to-face event, to be held at Singapore EXPO, will gather the beauty and cosmetics industry's key players from all over the world, to showcase Asia Pacific's newest brands, unveil the most recent innovations, and present the ever-evolving daily habits of consumers.



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Asia 2022, organized by BolognaFiere and Info are proudly supported by the Singapore Tourism Board. Together, the partnerships ensure the three-day show will answer the industry's pent-up demand for networking, while offering astute nsights into the fast-evolving Asian region and beyond, and empowering business-bo poortunities in the reg

COSMOPROF ASIA 2022 IN SINGAPORE CAME TO AENDS SUCCESSFULLY END



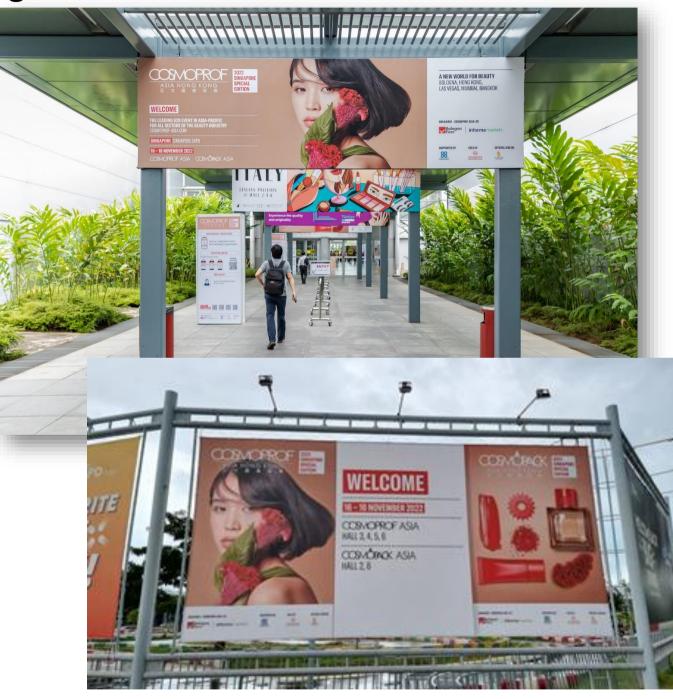
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Cosmoprof Asia 2022 – The Special Edition, which took place in Singapore from 16 to 18 November, as come to a successful end. 21,612 attendees from 103 countries and regions gathered in Singapore o discuss the future of beauty in the Asia-Pacific region. The truly international event was the first to ring the industry together, face-to-face, for three years, and saw most visitors arriving from top 10 countries and regions Singapore, Indonesia, Malaysia, South Korea, Philippines, Thailand, Vietnam, Hong Kong, India and Australia. The exhibition presented pioneering products and services, and compelling business proposals from 1.202 exhibitors from 46 countries and regions, covering an exhibition area of up to 50,000 sqm. Mainland China, Korea, and Italy were the most represented countries. Cosmoprof Asia 2022 offered a wide global perspective on the main beauty trends, thanks towith the presence of 18 national and group pavilions from Australia, California, France, Germany, Italy, Japan, Korea, Mainland China, Malaysia, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Türkiye, UK and Global Shea Alliance.

Marketing & Promotion

Adv Banners (Out-Of-Home)

Singapore EXPO giant banners



MTR in-train panels



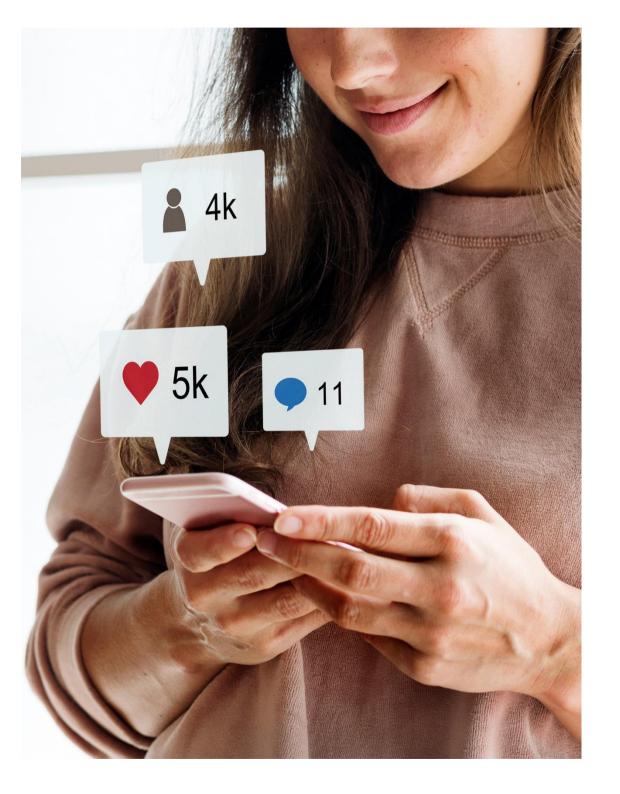
Lamp post



Marketing & Promotion

Online & Social Media

We helped our exhibitors to reach more than **2M** professionals through online and social media content:

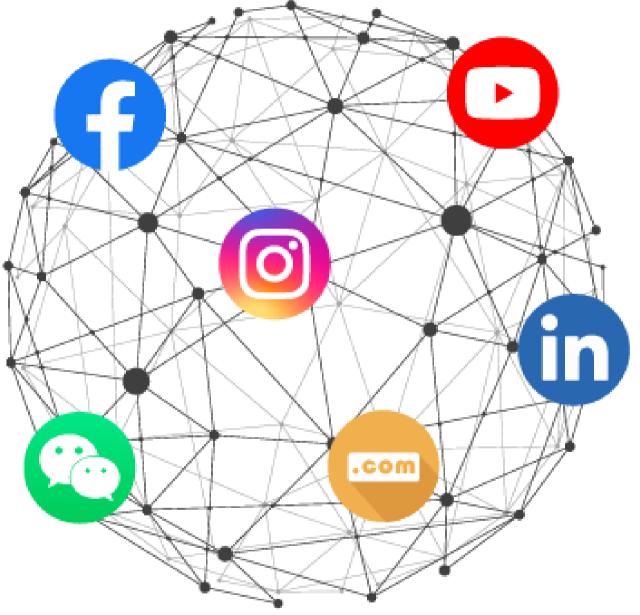


Linkedin:

We have 3,650 followers (+40% from 2021) and received 86K impressions

Facebook:

We have 27,727 followers (+36% from 2021) and 1.9M post reach



Youtube: Our videos generated

3.7K views and subscribers increased to 556



Wechat: 23,469 followers (+26% increase)

Instagram: 8,733 followers (+44% increase) and 97K post reach

Website:

www.cosmoprof-asia.com got 1M total page views and 263K visits.

Buyer Programme



COSMOPROF ASIA BUYER PROGRAMME

A key component of the trade programme designed to give exhibitors and high-profile visitors the opportunity to meet and develop concrete business opportunities.

- 209 buyers from **30 countries & regions** spanning across Asia, Americas, Europe, Oceania, Middle East and Africa.
- 1,309 one-to-one meetings took place during the fair

Supporting Associations:

- **US Commercial Service**
- **ASEAN Cosmetics Associations**





Match&Meet

MATCH & MEET (online matching system)

An online buyer-seller matching system where exhibitors may seek appointment with almost 13,000 preregistered buyers from 126 countries and regions, and vice-versa.

In 2022:

- 2,535 companies used the service (1,747 buyers and 788 exhibitors)
- 3,011 one-to-one meetings took place during the fair between 637 buyers and 638 exhibitors
- **78%** of completed meetings are rated as 7-10 out of 10 score
- 37,137 visits (470.09 visits per day) and 114,095 profile views (1,444.24 views per day) were generated





Match&Meet

Special Events









SPEAKER



Sahur Saleim



Special Events

CosmoTalks



CosmoTalks is Cosmoprof Asia's education programme. A container where companies and visitors can discuss and explore exclusive contents, discover market trends in advance, plan future activities.

14 TALKS, 31 SPEAKERS | Over 1300 attendees

Topic

Day 1 (Theme: Sustainability & Circular Beauty Sustainability And Innovation - A Journey To Asi Sustainability Beauty Trends In Packaging & For Ethical Sourcing & Sustainability Schemes

Benefits Of Shea For Asian Cosmetic Industry Ar

Day 2 (Theme: Trends Forecast & Digital Beauty

Wellness Built On High Touch Traditions Or A Hi

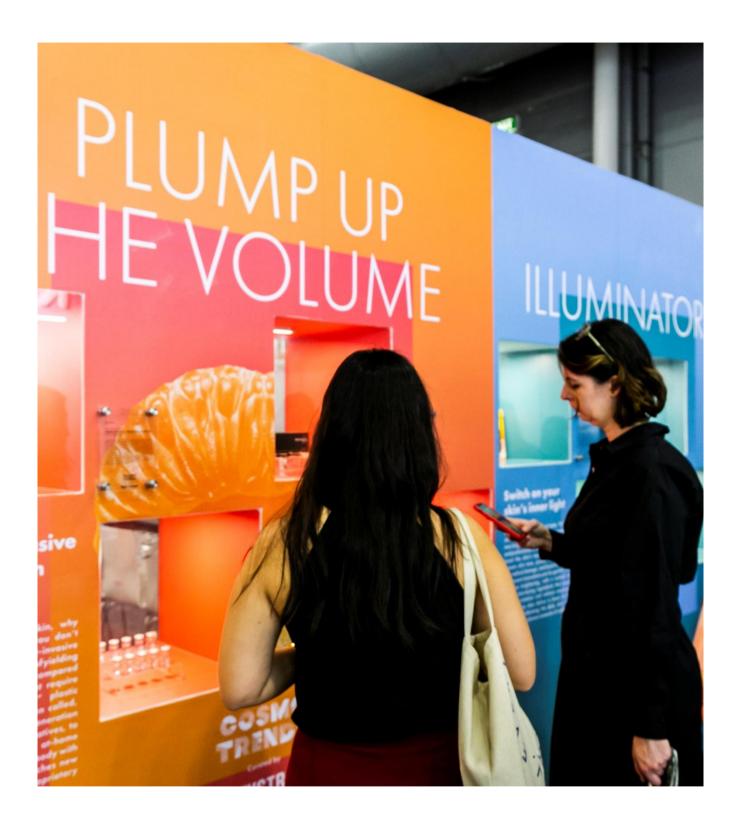
Maximise Your Sales By Using Revenue Manage Now & Future: From The Cosmotrends Report 2 Halal Beauty Trends & Evolution In S.E.A Beauty 4.0: Tech, Tools And Trends How To Stay Relevant In The Asia Beauty Landso

Day 3 (Theme: Market Watch & Regulation) Regulatory Developments In The Asean Market A Full-scale Data Registration Era - How Industry **Cosmetic Regulation Changes?** New Regulations Related To Ingredient Safety A A Responsible Vision Of Beauty Through Innova



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CosmoTrends



COSMOTRENDS REVEALS 5 KEY BEAUTY TRENDS IN 2022

We invited all exhibitors to submit their innovation and exciting products to the Cosmotrends project to enjoy promising PR and business exposure before, during and after the show.

Curated by beauty trends forecasting agency BEAUTYSTREMS, this annual online trend report highlights the most striking trends among notable brands and products submissions received from exhibitors of **Cosmoprof Asia – Singapore Special Edition.**

The report showcases **20 selected products from 207 entries**, summarizes what is new and next, and provides a vital perspective on where beauty is headed.

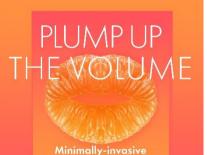
Download Full Report: https://www.cosmoprof-asia.com/cosmotrends/

Curated by: BEAUTYSTREAMS



HAIR ODD, Uscious locks & ot losing locks





ILLUMINATORS

1st Trend: BIOME MANIA

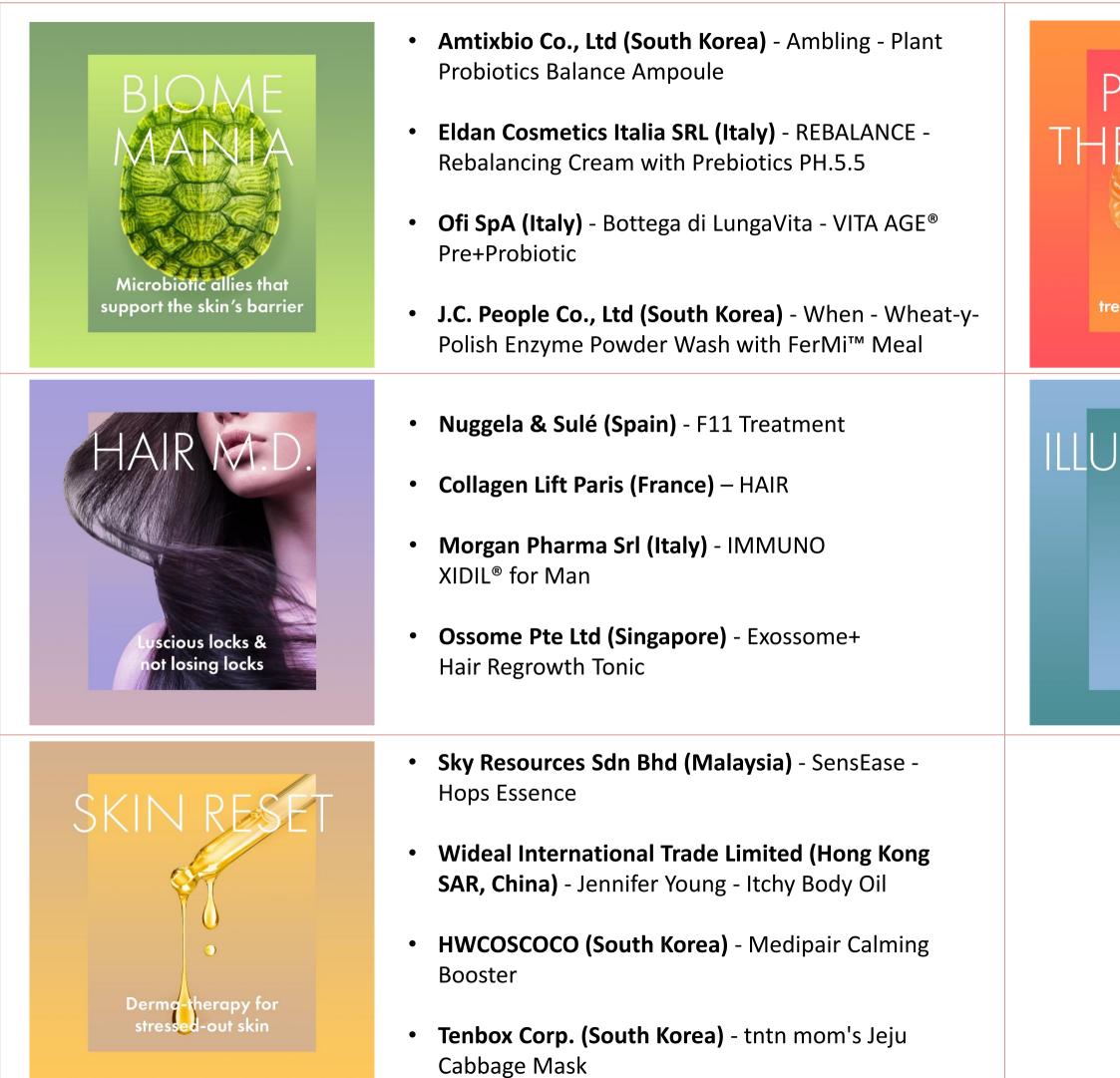
> 2nd Trend: HAIR M.D.

3rd Trend: SKIN RESET

4th Trend: PLUMP UP THE VOLUME

5th Trend: ILLUMINATORS

CosmoTrends (Shortlisted Company)



PLUMP UP TE VOLUME

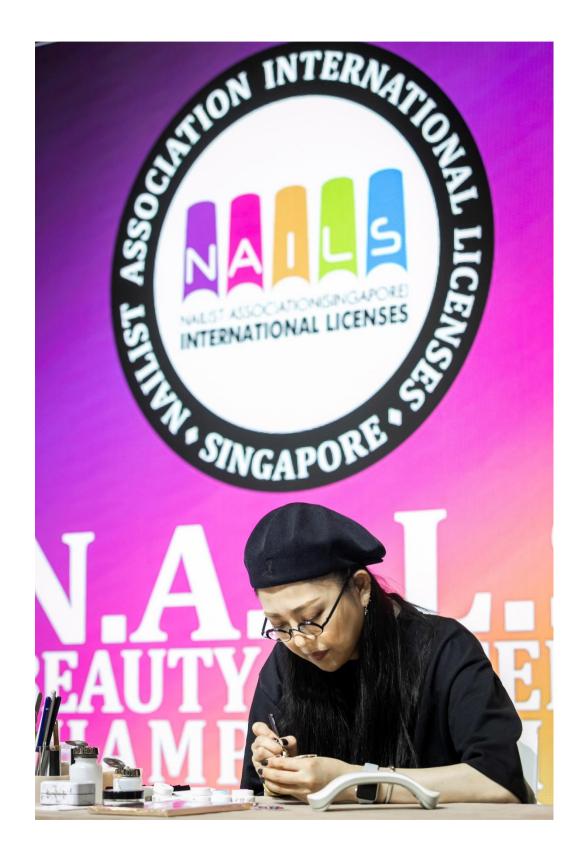
Minimally-invasive treatments gain popularity

- Tegor Group (Spain) Tegoder Cosmetics Deluxe
 Rejuven Booster
- Egfology Co., Ltd (South Korea) EGF Program MTS Ampoule
- Invity Pte Ltd (Singapore) Youth Activating Instant Filler
- Labo Cosprophar Suisse (Italy) OXY-TREAT

MINATOR	S
Switch on your skin's inner light	

- Banobagi Co., Ltd (South Korea) Alpha Radiance Serum
- Cosmewax (Spain) Instant Radiance Pearls Primer
- Lustre Skin (United Kingdom) LUSTRE[®] ClearSkin Renew Pro Facewear
- **N&B Natural is Better (Italy)** VIT C+ Ultra Mask Intensive Radiance – Overnight Face Care

Cosmo Onstage



COSMO ONSTAGE

All beauty trends come to live!

OVER 1,000 attendees.





10 live performances (by exhibitors, influencers and partners) dedicated to make-up techniques, beauty treatment and innovative product launch as well as the one-day N.A.I.L.S Beauty Masters Championship Asia 2022 attracted

Signature Events

Cosmo Onstage



Programme Topic

Day 1

The Magical World of Beauty – Revolutionary Tec Instant Aesthetic Result

The Next Milestone in Sterilization

AI-Powered Skin Analysis: Evidence-based beaut data

The Path of Sustainable Beauty – Jolab – The Ov

Day 2

Professional Treatment – NATINUEL RX50: Antio revitalizing

Fillerina 12® Densifying Filler

Moving into the Future: Makeup Demonstration by 100% Customized Scalp & Hair Cosmetic For Ind

Ulike Air3 Demo by Brand Ambassdor, Koe Yeet Giovedia – The First Cosmetic Lifting Gel

Day 3 - Nail Competition

N.A.I.L.S Beauty Masters Championship Asia 202



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	Asia Beauty Pte Ltd
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14 – 16 NOVEMBER 2023 ASIAWORLD-EXPO

15 – 17 NOVEMBER 2023 HONG KONG CONVENTION & EXHIBITION CENTRE

SEE YOU NEXT YEAR



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