

HONG KONG

11 – 13 NOVEMBER 2025

ASIAWORLD-EXPO

COSMOPACK ASIA OEM/ODM & RAW MATERIALS

COSMOPACK ASIA PACKAGING & MACHINERY

12 – 14 NOVEMBER 2025

HONG KONG CONVENTION
& EXHIBITION CENTRE

COSMOPROF ASIA PERFUMERY & COSMETICS & NAIL

COSMOPROF ASIA HAIR & BEAUTY SALON

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COSMOPROF ASIA 2025 CELEBRATES BEAUTY INNOVATION: FINALISTS AND JURY REVEALED FOR THE AWARDS

[HONG KONG, 27 October 2025] – The spotlight is on innovation and creativity as Cosmopack Asia and Cosmoprof Asia announce the finalists of the prestigious **Cosmopack Asia & Cosmoprof Asia Awards**, curated by BEAUTYSTREAMS. Dedicated to recognizing the most forward-thinking products and brands, the initiative reflects the show's ongoing commitment to driving excellence and setting new trends in the beauty industry across the Asia-Pacific region.

The **Cosmopack Asia Awards** recognize companies excelling in packaging design, formulation, sustainability and innovative technology, which will be showcased at Cosmopack Asia, held from November 11 to 13 at AsiaWorld-Expo (AWE). Meanwhile, the **Cosmoprof Asia Awards** honor brands with the most innovative storytelling and communication strategies, which will be presented at Cosmoprof Asia, from November 12 to 14 at the Hong Kong Convention and Exhibition Centre (HKCEC).

The Cosmopack Asia and Cosmoprof Asia Awards have generated significant interest among participants, reaffirming their role as premier showcases for excellence and innovation in the beauty industry throughout the Asia Pacific region. Consolidating the global scope of the project, **Cosmoprof Asia proudly showcases the international reach of this year's Awards**. Out of the 424 submissions received this year, 44 finalists have been selected, 77% of whom come from outside China, Taiwan, and Hong Kong (with Europe accounting for 18% and the United States for 7%), demonstrating the significant international interest and global appeal of the contest.

In the branded finished product category, 85% of participating companies and 87% of submitted products are international. In the supply chain category, 52% of companies and 60% of products are international.

These figures demonstrate the Awards' ability to attract leading brands and manufacturers worldwide and highlight the global diversity and significance of the contest.

Finalists have been selected in 11 categories, and throughout the exhibition, their entries will be featured in dedicated installations at both venues.

2025 Jury Members

An esteemed jury, made up of renowned industry leaders and key opinion influencers from around the world - including top buyers, distinguished brand owners, trade media, market researchers and experts, and international trend agencies - has been entrusted with the important task of selecting the finest examples of beauty in the Asia Pacific. Reflecting a truly global

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perspective, this year's jury represents **five regions**: the **Americas** (11%), **Africa** (11%), **Europe** (17%), **Asia** (44%), and **ASEAN** (11%). This diverse composition ensures that the selection process captures a wide range of cultural insights, market expertise, and innovation trends across the international beauty landscape.

Once again this year, Cosmoprof Asia is proud to present a distinguished **technical jury**, established to enhance the fairness and significance of the selection process.

This panel includes the **BEAUTYSTREAMS Awards Committee**, represented by **Fernanda Pigatto** (Global Partnerships Director, Brazil), **Kristal Goodman** (Head of Product Innovation, THG Labs, UK), **Shannon Hounsell** (Lead R&D Formulation Chemist, Greenleaf Cosmetics, South Africa) and **Sinéad Whyte** (Senior New Product Developer Manager, Beauty Pie, UK). Together, they meticulously analysed all submissions to identify the finalists across the various categories.

The following experts and KOLs (Key Opinion Leaders) will vote for the winners of the Cosmoprof Asia and Cosmopack Asia Awards 2025:

- **Aankith Arora** - Founder & CEO - Streamline Beauty India (India)
- **Cici Cai** - Associate Business Director - Jing Daily (China) - Jing Daily (China)
- **Claudia Campani** - Product Development Packaging & Special Projects Lead, MECCA-Maginations (Australia)
- **Gabby Chen** - President of Global Markets - Florasis (China)
- **Magdalena Elorrieta Decombe** - Private Label Development Manager - FEMSA Salud (Chile)
- **Kristal Goodman** - Head of Product Innovation - THG Labs (UK)
- **Shannon Hounsell** - Lead R&D Formulation Chemist - Greenleaf Cosmetics (South Africa)
- **Aya Isam** - Supply Chain Manager - Favelin (Egypt)
- **Katsura Kozu** - Director, Product Development - Shiseido Co., LTD. (Japan)
- **Rabih Madi** - Chief Operating Officer - Madi International (UAE)
- **Rong Pei** - Supply Chain Director - Fanmeili (Beijing) Cosmetics Trading Co., Ltd. (China)
- **Dipin Kamal Passi** - Joint Managing Director - Lotus Herbals (India)
- **Fernanda Pigatto** Global Partnerships Director - BEAUTYSTREAMS (USA)
- **Jesse Porto** - Former VP Global Marketing - Algenist (USA)
- **Alison Postma** - Journalist - BW Confidential (France)
- **Pravesh Saha** - General Manager South Asia - Wella (India)
- **Dr. Kilala Tilaar** - MBA., CSS - Martha Tilaar (Indonesia)
- **Jeet Vijan** - Senior Global Brand Manager, Vaseline; Beauty & Wellbeing, Unilever (Singapore)
- **Sinéad Whyte** - Senior New Product Developer Manager - Beauty Pie (UK)

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Winners will be announced during a dedicated celebration on November 12 at the Hong Kong Convention & Exhibition Centre starting from 5 p.m., (HK time) at the Cosmo Onstage, Hall 5G, Level 5.

COSMOPACK ASIA AWARDS - FINALISTS

INNOVATIVE TECHNOLOGY

- SeaCALM - Microbiome Balance Biomimetic Anti-redness solution – Agrimer (France)
- Jelly Multi-Shield: Astaxanthin & Rutin Encapsulated Sunscreen - Ausmetics Daily Chemicals (Guangzhou) Co Ltd (China)
- Open Mirror Palette – CTKCLIP (South Korea)
- Next Generation Pad - Kolmar Korea Co Ltd (South Korea)

MAKE-UP FORMULA

- ESSENTIA Regenerating Liquid Blur Foundation - B.Kolormakeup & Skincare SpA SB (Italy)
- NOI 100 Natural CC Foundation – CTKCLIP (South Korea)
- Multi Vitaminic Radiance Foundation - kOnirica Cosmetics Co Ltd (Italy)
- Ionic Filmless Whipped Jelly Powder - Tair Jiu Enterprise Co Ltd (Taiwan region)

PACKAGING DESIGN & MATERIALS

- Mira Stick - HCT by kdc/one (Hong Kong SAR, China)
- Foldable Skincare Activator - Nuon LLC (USA)
- Dual-Ended Eco Spray Bottle 15ML - Queens Packaging Co Ltd (China)
- Mono-material Container - Shinkwang M&P (South Korea)

SKIN CARE FORMULA

- Cica Bounce Enzyme Powder-to-Pack Wash – CTKCLIP (South Korea)
- Tea Shield® Powder Balm - Facelabo Co Ltd (Japan)
- NMN Sleeping Mask - ICURE Pharm & Cosmetics Inc (South Korea)
- Chewy Jelly Slice Patch - IMINE Co Ltd (South Korea)

SUSTAINABILITY

- Ausmetics Agarose Waterless Cleansing Pearls - Ausmetics Daily Chemicals (Guangzhou) Co Ltd (China)
- Floral-Recycled Eco-Friendly Perfume Packaging - Guangzhou DEVI Co Ltd (China)
- Carbon Capture Palette - Meiyume (Hong Kong) Limited (Hong Kong SAR, China)
- Eco-Botanical Lifting Primer Stick - Tair Jiu Enterprise Co Ltd (Taiwan region)

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COSMOPROF ASIA AWARDS - FINALISTS

GREEN & ORGANIC

- LHOOG Watery Serum Mist - Blue Knot Co Ltd (Japan)
- eekoloks® Crown Control Dry Shampoo - eekoloks® Haircare Australia (Australia)
- Centifolia Deodorant Stick Refillable 48h Citrus Fruits - Laboratoire Science et Nature (France)
- Naturalis Aloe Vera Suncare SPF30+ with Zinc Oxide - N&B Societa Di Benefit (Italy)

HAIR PRODUCTS

- VITALITY Exfoliating Shampoo for Scalp Sulfate-Free - Beaute Mediterranea / DSD de Luxe (Spain)
- SOOO Swim Shampoo 500ml - MAKEMAKE Inc (South Korea)
- SCREEN PLUMP - Nuova Fapam SpA (Italy)
- Q8 Fruit Acid Amino Perm Lotion - Q8 Cosmetics International Limited (Hong Kong SAR, China)

HOME & PROFESSIONAL DEVICES AND TOOLS

- Lilai View 1:1 Scalp Solution - Aram Huvis Co Ltd (South Korea)
- PLUNA - Feagle Co Ltd (South Korea)
- DURIT-V & DUFLOW - Illon Co Ltd (South Korea)
- eisei - Toplite Group (Germany)

MAKE-UP PRODUCTS

- ODEMODE Eyelash Impact - ALMADO Inc (Japan)
- Dot Ampoule Cushion - ELROEL (South Korea)
- Nourishing Rubber Base Coat - Guangzhou Bluesky Chemical Technology Co Ltd (China)
- EUFOREAL Tinted Repair Cream - Shanghai Maojue Biotechnology Co Ltd (China)

PERSONAL CARE & BODY CARE PRODUCTS

- Meno-Free Comfort Body Night Lotion - Bellabaci International (South Africa)
- ASCEplus® EXOMIST-W - ExoCoBio (South Korea)
- InoPro Advanced Whitening Strips - InoPro (USA)
- Rufi Body Essence Oil "LUNAVEIL" 100ML - RUFI Home Pty Ltd (Australia)

SKIN CARE PRODUCTS

- Tomato NMN 5 PDRN Red Collagen Hydrogel Mask - KIKIGLOW (South Korea)
- Res-Q Precious Lotion - Luxces Co Ltd (Japan)
- Dermapulse F2 & F5 - Revivre Italia SpA (Italy)
- Firming Bouncy Boost Serum - Standard Seoul (South Korea)

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Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia Ltd.

Organiser – Cosmoprof Asia Ltd



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