

MARKETING



# VISIT THE BEAUTY UNIVERSE

**Events** | This year's Cosmoprof Asia\* and Cosmopack Asia\* will showcase the beauty industry's latest innovations presented by 3,100 exhibitors from 25 countries.

This year's 24<sup>th</sup> edition of **Cosmoprof Asia** takes place from 12 to 15 November 2019 and continues with its concept of having one tradeshow in two different venues.

The common theme for both venues will be sustainability: installations and common areas will emphasise the importance of the respect for the environment and circular economy for the future development of the cosmetics industry.

Dedicated to the fragrance sector, the 2019 edition of **CosmoLab** is an olfactory journey created in collaboration with **Opal Cosmetics**. Visitors can test single fragrances, experiencing their

personal interactions with them, and choose the notes to use when creating their own fragrance.

The international agency **Beauty-streams** will provide **CosmoTrends**, a trend bible which provides an overview of the trends influencing the market.

## **Cosmoprof Asia at HKCEC**

**Cosmoprof Asia** will be held at the **Hong Kong Convention & Exhibition Centre (HKCEC)** from 13–15 November and will focus on finished goods across all the main cosmetic sectors: perfumery and cosmetics, beauty salon and spa, hair, nail, and accessories, as well as natural and organic.

Korea, renowned for its cutting-edge beauty, will be featured as this year's country of honour. The area will host more than 630 exhibitors and thematic seminars as well as live demonstrations will show the power of K-beauty.

The entire event will showcase the industry's latest innovations presented by 3,100 exhibitors from 25 countries and various group pavilions.

## **Cosmopack Asia at AWE**

**Cosmopack Asia** will take place at the **AsiaWorld-Expo (AWE)** from 12–14 November, and host exhibitors from the supply chain such as ingredients,

photos: K.K. Plastic Factory, Global Cosmetics, Li Cheng, Sinomach, Yucheng (lead photo), Shutterstock.com K.K. Plastic Factory

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machinery and automation, primary and secondary packaging, contract manufacturing, applicators and private labels.

### Cosmoprof Asia 2019 at the HKCEC

**Cosmoprof Asia** from November 13-15 will take place at the **Hong Kong Convention & Exhibition Centre** (HKCEC) and will bring over 2,000 finished product companies to Hong Kong: perfumery and cosmetics, beauty salon, nail and accessories, hair salon, natural and organic.

### The Cosmoprof and Cosmopack Asia Awards

The double awards celebrate the excellence of the beauty sector from two angles. The **Cosmopack Asia Awards** will give visibility to the best packaging, design, formulation and technology proposals on show during **Cosmopack Asia**. Meanwhile, the most interesting products and the brands with the most appealing communication strategies showcasing in the HKCEC from 13 to 15 November, will congregate for the **Cosmoprof Asia Awards**. The best projects are judged by a jury of industry leaders, experts and influencers coordinated by **Beautystreams**, international agency for trends in cosmetics. This year, Angelika Meiss, Senior Editor of **COSSMA** magazine, is part of the award's jury. This year, 614 entries have been submitted which constitutes an increase of 16% compared to the last edition. The 40 finalists will be showcased in a special area at **HKCEC, Hall 1E Concourse**. For the first time ever, visitors will be invited to physically test out the products and vote for the winner of the **Visitors' Choice** category.

### The most striking finalists of the Packaging Awards

This year's finalists of the **Cosmopack Asia Awards** are set to have an impact on the evolution of local markets with the best packaging, design, formulation and technol-

ogy. This year's categories include: **Skin Care Formulation, Sustainable, Skin Care Packaging, Make-up Formula, Make-up Packaging**. The submitted products were evaluated in terms of easy formulation, cost effectiveness, functionality in application, new design solutions, compatibility and sustainability.

### Customised face mask with different areas

Our finalists' favourite product included in the **Skin Care Formulation** category is the **Precision Skin Care Non-Uniform Partition Face Mask** by **SinoMach Technologies**. It provides skin care tests to create a customised face mask with active ingredients. Via the exclusive app developed by **Dr Goethe Cosmetics**, the skin is scanned to locate problems and customise the mask. The skin care non-uniform partition face mask developed during the process includes different types of serum aimed at different facial regions within one mask. With a high content of active ingredients, in different areas, the face mask solves multiple types of facial problems with the use of one single mask.

### A skin patch full of active ingredients

Another unusual development, this time in the **Sustainable** category is the **Invisible Airy Patch**. This functional patch is applied with specially developed **Skin Bio Ink** on the nanosheet that reproduces Ex-

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This year **614 entries** have been submitted for the contest

The **40 award finalists** will be showcased at **HKCEC**

In this year's **CosmoLab** visitors can **create their own fragrance**

**tra Cellular Matrix** structure of the skin to protect the skin.

The ultra-fine nanosheet makes it invisible to the skin. As air easily permeates it feels as comfortable as if nothing was attached. As its adhesiveness is very good, it can be kept for a long time. It is never out of place, not even after long application. **Skin Bio Ink** consists of ceramide, collagen and hyaluronic acid. It is skin-friendly and comfortable. It feels like putting skin on top of skin. The special structure not only blocks UV but fine dust as well. In addition, the active ingredient is effectively delivered to the skin and completely renews the skin.

The **Airless Replaceable Foundation Stick** by **Starry Vision**, also in the **Sustainable** category, is an airless packaging for liquid foundation, including water bubble foundation. It features a special lock design and its inner tube and sponge or brush is replaceable.

In the category **Skin Care Packaging** the in-mould framing of the **Plastic Framed Cuboid Bottle** of **K.K. Plastic Factory** was produced with a new blow moulding technology. It demonstrates new decoration possibility for the cosmetic packaging container market. The plastic-framed bottle can be processed independently before combining various decoration options.

**Emulsion Colour Changing Lipstick** by **Global Cosmetics Company** in the category **Make-up Formula** reveals the actual lipstick colour after application. Due to its hydro ▶

## ASIA PACIFIC: THE WORLD'S SALES LEADER IN SKIN CARE

Asia Pacific is the **sales leader** in the world's skin care scene with more than **50% in global total sales**. In contrast to this, the beauty markets in **Western Europe** and **North America** generated only **17% and 16% respectively**.

Even so, Asia Pacific is **far from demand maturity**: the region registered the fastest growth in the world from 2012 to 2017, at 4.1% constant CAGR. Such **acceleration is expected to continue**, resulting in US\$1.4 billion of actual sales increase in the region by 2022.

There is **room for regional sustainable growth** since per capita spent as of 2017, it is only at 30-40% of the level of per capita skin care spent in Western Europe and North America.

Source: Euromonitor

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“PROFESSIONALS FROM AROUND THE WORLD COME BACK FOR THE MIX OF INNOVATION, TREND ANALYSIS, EXPERTISE AND NETWORKING”

David Bondi, Senior Vice President of Informa Markets and Director of Cosmoprof Asia

emulsion technology the lipstick contains water-soluble active ingredients. The water-in-oil emulsification technology allows the lipstick to have a water content of up to 10% so that water-soluble humectants or water-soluble plant extracts can be added to the formula for a long-lasting moisturising effect. For the surprising colour effect, in which the actual colour is only revealed after application the colour pigments were specially treated in the formulation process. Pigments that are wrapped inside the emulsion droplet will be released when the lipstick is applied on the lips. Hydrophilic colour pigments are emulsified in the inner water phase and hydrophobic colour

pigments are emulsified in the outer oil phase. This enables the inner colour to be unseen on the lipstick surface, and the inner colour is released after application. The breakthrough of the lipstick formula is to go against the traditional oil and wax formula, and reinvent a high-water content emulsion formula.

The cold foil packaging **Eye Shadow Kit** by **Li Sheng Colour Printing** has a design that reminds of stained glass. The cold foil and double coating process creates different levels for a texture and has delicately integrated metal lines. Using the inline cold foil stamping with double coating processing brings out the brightness of the cold foil printed lines. The soft

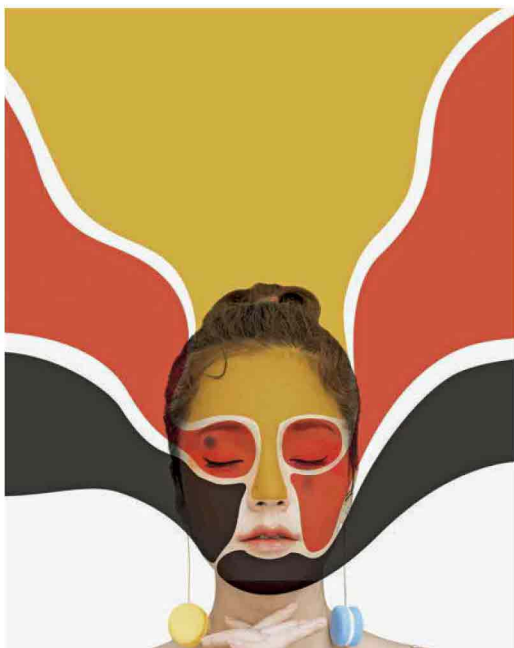
touch effect, the glossy UV and hybrid UV texture also add to the 3D embossing effect and the glass-like look. Cold foil processing can show the gradient and lines effect.

**Cosmoprof Asia Awards** honours brands with the best marketing and communication strategies.

**Insights into latest industry trends at CosmoTalks**

The latest industry trends will be the subject of **Cosmoprof Asia's CosmoTalks**.

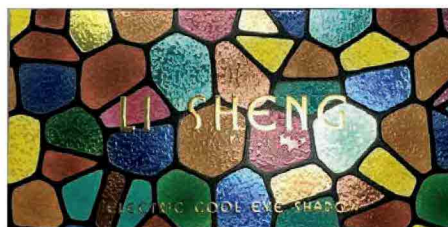
Speakers from international trend agencies, market research companies and academies will unveil the latest innovations in the sector and future evolutions. Conferences will take



The customised mask solves various facial problems with one single mask.



Global Cosmetics' lipstick has a surprise effect



Li Sheng's cold foil packaging reminds of stained glass



K.K. Plastic Factory's framed cuboid bottle for new ways of decorating

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## THE COSMETICS MARKETS IN HONG KONG AND KOREA

The cosmetics markets in **Hong Kong** and **Korea** are rather challenging at the moment as **politics with China** plays a **crucial role for the sales** of both countries, according to **Euromonitor**.

Hong Kong and South Korea had to face a **severe sales drop** in 2016 and 2017, for their political confrontation against China. **Japan**, in consequence, **witnessed an increase** of Chinese tourists as an alternative shopping destination.

Source: Euromonitor

place in both exhibition venues, with one stage at **AWE** and two at **HKCEC**. Don't miss the roundtable on **Innovative Approaches in Natural Cosmetics: A 360° Perspective** with Linda Zhang from **Henkel**, Jeff Hugh from **BASF** and Erwin Schuster from **Geka** on 13 November from 3 p.m. in Hall 11, **AWE** (AsiaWorld-Expo). This round table presented by Angelika Meiss, senior editor of **COSSMA** magazine, will touch upon the latest innovations in this field, today's restrictions, upcycling as the latest industry buzz and the issue of greenwashing.

### Cosmopack Factory with a focus on customised production

The 8<sup>th</sup> edition of **Cosmopack Factory** features the production steps of a beauty product. It will present **Mexme**, an all-in-one cosmetic product, created thanks to the collaboration of **Centdegrés** and selected **Cosmopack Asia** companies such as **Baralan**, **Cho Chuang**, **Red of View**, **Wish-Tech** and **Yecai Paper Products**. **Mexme** is a tool that combines make-up for the eyes (mascara, eyeliner, eyebrow, foundation and brush) and lips (mat gloss, mat lip pencil, lip balm). Visitors will be able to build their own tool according to their personal needs.

This all-in-one make-up product will be created with a personal touch, taking the personal preferences of men or women into consideration. The product to be produced at the show offers a special make-up ritual built with one's own make-up favourites.

The product combines one's favourite eye make-up and lip make-up item. The factory will show the whole backstage to discover the development and production from mak-

ing to packing to the customised combination of items.

The factory is organised with **Cosmoprof** and **Centdegrés** together with a selection of international suppliers. **Centdegrés** is an international brand and design consultancy. **Red of View** researches, develops and manufactures customised cosmetics formulations.

**Baralan** designs, engineers and produces glass and plastic containers with related accessories. **Wish-Tech** is



The awards trophy was designed by Centdegrés

a robotic application and equipment manufacturer from Taiwan. They provide AI-based automatic processes for the cosmetics industry. **Cho Chuang** is a colour cosmetics manufacturer from Taiwan.

**Yecai** is a manufacturer of custom paper tubes from Guangzhou China and provides paper packaging for the cosmetics industry. □

\* Cosmoprof Asia is organised by Cosmoprof Asia, a joint-venture company between BolognaFiere Group and UBM Asia. UBM Asia is now trading as Informa Markets.

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- ADVERTISEMENT -

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