

COSMOPROF ASIA

Strategic partner BEAUTYSTREAIIIS

2019

An insight into innovations from the finalists

www.cosmoprofawards-asia.com







Asia innovation

Asia is a growth engine for the cosmetics industry. It is a region that is driving innovation and is key for discovering new trends in beauty. The Cosmoprof Asia Awards aim to showcase the most impactful, creative and inventive products for the region.

The Awards for Cosmoprof Asia and Cosmopack Asia reward all segments of the industry, from raw materials and formulation to packaging and finished products. Some 614 companies entered products for the Awards. A shortlist was drawn up, and the 40 finalists were judged by an 11-member jury for both the Cosmoprof Asia and Cosmopack Asia Awards. The juries were made up of international beauty executives, trend watchers and journalists.

The finalists for the Cosmoprof Asia Awards were evaluated on the overall brand, presentation, packaging, communication and social-media campaigns. Those for the Cosmopack Asia Awards were judged on formulation, cost effectiveness, application and design.

For the first time this year, the 40 finalists' products will be showcased at the Hall 1E Concourse of the Hong Kong Convention & Exhibition Centre (HKCEC) during the show. This will allow visitors to see and vote for their favorites in a new category in the Awards called 'Visitors' Choice'. The winners of the Awards will be announced at a special ceremony on November 13.

In this special issue, created in collaboration with Paris-based international trade publication *BW Confidential*, you can find out more about the finalists. A big thank you to all who have taken part in the Awards and bravo to all the finalists and winners!

2 Awards Cosmoprof Asia Cosmopack Asia

614 entries

40 finalists

12 winners

Cosmoprof Asia Awards jury members

Bokyoung Sun senior vice president, CJ Oliveyoung **Glenn Silburn** publisher & commercial manager, Professional Beauty

Jeanne Doré chief editor, NEZ Magazine

Jessica Michault senior vice president of industry relations, Launchmetrics

Jimin Lee founder, Translatio

Kim Leitzes co-founder & ceo, Parklu

Louis Houdart founder/managing partner,

Creative Capital

Michael Nolte creative director, BEAUTYSTREAMS Oonagh Phillips editor-in-chief, BW Confidential Sally Tse managing editor, Cosmopolitan Magazine Yi Qian deputy general manager Tmall Global

Cosmopack Asia Awards jury members

Angelika Meiss senior editor, COSSMA Magazine **ByungGeun Louise Chae** research fellow (VP) of R&D unit, Amorepacific

Cathy Chen international axe director, L'Oréal Paris **Dimitri Caudrelier** managing director, Quantis International

Elie Papiernik founder and ceo, centdegrés

Lan Vu founder & ceo, BEAUTYSTREAMS

Laurie Du senior beauty analyst APAC, Mintel

Sinthia Shiu country manager at Greater China, LVMH

Stephanie Bertand senior manager trends & prospective innovation - skincare, bodycare, Coty

Vincent Gallon founder and managing editor, Premium Beauty Media

Wei Young Brian founder & ceo, Wei Beauty

Illuminating inspiration



Trophies and concept area designed by Centdegres

The new trophy for Cosmoprof Asia Awards is intended to embody the innovation and creativity of the products in competition.

Designed by international agency centdegrés, the inspiration was the idea of radiance and light, which saw the trophy take the form of a lamp-like object. The inside features different colored tones to symbolize make-up, skincare and fragrance formulas, while the outside represents the packaging.

The trophy has been created with two materials: blown tinted glass on the outside and tinted brass on the inside, in a bid to create an interesting and unusual visual effect. The trophy also features a sleek silver-colored metal base. The overall result is a simple, yet sophisticated, object.

This new trophy will be used for all of Cosmoprof's Awards, with only the color changing to reflect each region where the Awards take place (there are now Cosmoprof Awards in Europe at the Bologna show, in Asia at the Hong Kong and India shows, in North America at the Las Vegas show). For the Cosmoprof Asia Awards trophy a pink color



Cultivating creativity

Informa Markets senior vice president-Asia & director of Cosmoprof Asia Limited David Bondi and general manager of BolognaFiere Cosmoprof Enrico Zannini, highlight new features of this year's Awards and what they bring to the finalists, winners, show visitors and the industry as a whole

What are your expectations and impressions of the Awards this year?

David Bondi: I am very impressed by the overall standard and innovation of the submissions this year. We are delighted to see more of beauty's freshest names from the East, in addition to traditional beauty giants from the West. An exciting new category "Sustainability" in the Cosmopack Asia Awards attracted many outstanding proposals from cosmetics suppliers and packaging companies who placed high priority on that. The "Natural and Organic" category in the Cosmoprof Asia Awards is also a popular category with many interesting products. We look forward to seeing more new ideas and innovations contributing to the success of the Awards in the future.

Enrico Zannini: The 2019 edition of the Cosmoprof and Cosmopack Asia Awards has been a huge success—614 entries have been submitted, an increase of 16% compared to last year. The Awards are the best representation of the innovation and quality of the companies exhibiting at Cosmoprof and Cosmopack Asia, and these numbers reflect the enthusiasm and the creativity of our companies. A special thank you is due to our partners, BEAUTYSTREAMS and Centdegrés. Thanks to their help, our Awards are now considered the most important recognition in the beauty industry for high-performance products and services.

Why create a special showcase for the finalists and new category 'Visitors Choice' for the Awards?

DB: The Awards aim to elevate the participating companies' brand awareness through exposure to buyers, top retailers, media and bloggers. Therefore, during the show, there will be a special area in Hall 1E Concourse at HKCEC to showcase the 40 finalists, which we think will create a huge buzz for the shortlisted companies.

The newly introduced Visitors' Choice category allows visitors, who are beauty specialists, to have their say on the



Innovation, sustainable and green beauty are the spotlights of this year's Awards. Eco-friendly packaging solutions and cosmetic products and brands that respect the planet stand out in the entries in all categories



Informa Markets senior vice president-Asia & director of Cosmoprof Asia Limited David Bondi

best product, design and formulation in the competition and vote for their favorite.

EZ: More than 87,000 attendees including beauty professionals, buyers, distributors, importers, opinion leaders, CEOs, marketing and R&D managers from all over the world visit our show every year. We believe they can be of great help for us to analyze trends for the market in the future, as these professionals are the true mirror of how beauty is evolving. This is why for the first time this year our attendees will have the chance to vote on those products and services, which depending on their professional experience, they see as most influencing the cosmetics industry globally.

What do the Awards bring to the winners?

DB: The Awards are the flagship program of Cosmopack and Cosmoprof Asia, celebrating the best in beauty formulation and packaging design and acknowledging outstanding finished products and brands.



Enrico Zannini BolognaFiere Cosmoprof general manager

Since their launch in 2017, the Awards have been a stage upon which our exhibitors can showcase their projects and ideas internationally. It's great to witness how our winners will shape the landscape in the months and years to come. The Awards continue to go from strength to strength, recognizing the talent and innovation that makes our industry.

EZ: The Cosmoprof and Cosmopack Awards are a consolidated initiative of all our Cosmoprof exhibitions globally, and thanks to the collaboration with important groups such as BEAUTYSTREAMS and Centdegrés, they have a strong reputation. The winners gain visibility during the show, and at the same time can communicate on the quality and innovative technology of their products to key international players in the sector.

How do you plan to build and enhance the Awards for the Asia show?

DB: We believe who we choose for the jury will impact the perceived integrity of the Awards so we are very selective when inviting jury members. We rely on the expert panel of judges who will shape the future of customer experience through insightful feedback and rigorous scoring.

This year, we have quite a line-up for the jury. We have an esteemed panel of creatives, strategists and brands with a huge amount of experience in the world of beauty. To name a few: Amorepacific, CJ Oliveyoung, Coty, L'Oreal Paris, LVMH, Mintel APAC, Tmall Global, and some renowned media titles like *BW Confidential* and *Cosmopolitan* magazine.

EZ: During the exhibition, the finalists of both the Cosmoprof and Cosmopack Asia awards will be showcased in a special



David Bondi Informa Markets senior vice president-Asia & Cosmoprof Asia Limited director

area at HKCEC, Hall 1E Concourse. Our attendees will then have the chance to observe the products and test them. Then, the winners will be announced during a gala event on November 13. We expect to have a large number of professionals and operators attend the ceremony to find out more about the next, not-to-be-missed beauty products hitting the market.

What type of companies are you looking to attract with the Awards?

DB: The Awards are open to all exhibitors at Cosmopack and Cosmoprof Asia. We welcome entrants from all over the world to create a balanced mix of Asian and international companies. The Awards aim to recognize and reward companies—whether they are big players or start-ups—that deliver cutting-edge proposals to the sector.

Innovation, sustainable and green beauty are the spotlights of this year's Awards. Eco-friendly packaging solutions and cosmetic products and brands that respect the planet stand out in the entries for this year in all categories.

EZ: Our Awards mirror the evolution and main characteristics of the Asia Pacific region—this is why it is very important for us to have a mix of entries, from both local and international companies. Further to that, it is good for us to give visibility not only to leading multinationals, but to brand new companies, thereby introducing new ideas to the market. Let's not forget that Cosmoprof is a hub to gain exclusive insights into the future of the cosmetics industry, and all companies are welcome to be part of our community, which will breathe new life into the beauty world.

Trending up

International trend agency BEAUTYSTREAMS founder & ceo Lan Vu gives her views on the innovations submitted for this year's Awards, and her insights into Asian beauty trends

What are your impressions of the innovations presented for this year's Cosmoprof Asia Awards?

There is a significant rise in the quality and quantity of submissions from year to year. This year, our experts studied over 600 product descriptions to determine the finalists—the 40 most innovative products across 10 categories. Compared with previous years, we noticed a strong increase in the natural & organic category in both the Cosmopack and Cosmoprof Asia Awards. This confirms that sustainability is more than just a passing trend. Moreover, the category has amazing potential in Asia, where local beauty customs have long been based on herbal treatments



BEAUTYSTREAMS founder & ceo Lan Vu

A snapshot of BW Confidential's take on key trends from the Awards entries

- Products focusing on comfort and easy wear
- Convenience, ease of use and easy application
- Continued rise of scalp care
- More sophisticated multi-functional items
- Items targeting the effect of more types of pollution
- Natural and organic ingredients in make-up
- Skin-friendly ingredients and fewer harsh chemicals
- Products that claim to provide balance to the skin
- More skin nourishing products
- A growing range of new textures

What key trends are you seeing in Asia?

One of the biggest trends in Asia is the explosion of color cosmetics, especially in China. While strong lip color has already become a must-have, we now observe that the eye color category shows a rapidly growing potential. Within color cosmetics, after foundation and lip, the eye category represented the third-biggest sales volume on Tmall in September 2019.

Another big trend is the rising interest in fragrance. In China, consumers are seeking foreign and local premium niche fragrances, as well as scented personal-care products.

Which Asian trends will inspire other markets?

A key trend from Asia that is set to grow globally is beauty based on traditional Chinese medicine (TCM). TCM is aligned with current lifestyle shifts in the west, which are taking a more holistic, inside-out approach to beauty.

Other trends are the rise of creative Chinese brands, and the focus on quality. Soon, more upscale Chinese beauty brands will enter luxury cosmetics. It is only a matter of years that "Made in China" will be associated with high quality and craftsmanship worldwide.



INGREDIENTS & RAW MATERIALS **CONTRACT &** PRIVATE LABEL **MANUFACTURING MACHINERY PACKAGING**

2020 **COSMOPROF ASIA** HONG KONG

A new world for beauty Bologna, Hong Kong, Las Vegas, Mumbai, Bangkok

cosmoprof-asia.com

Sales Office Asia Pacific Informa Markets, Hong Kong P +852 2827 6211 F +852 3749 7345 cosmoprofasia-hk@informa.com

Sales Office Europe, Africa, Middle East, The Americas Bologna Fire S.p.a., Bologna, Italy

ASIAWORLD-EXPO

COSMÔPACK ASIA

P +39 02 796 420 F +39 02 795 036 international@cosmoprof.it

Marketing and Promotion

BolognaFiere Cosmoprof S.p.a. Milan, Italy P +39 02 796 420 F +39 02 795 036 info@cosmoprof.it

COSMOPROF ASIA Organiser - Cosmoprof Asia Ltd

HONG KONG CONVENTION & EXHIBITION CENTRE



10 – 12 NOVEMBER | 11 – 13 NOVEMBER

informa markets



Skincare Product Professional and Retail



Skin Light Therapy II - Amorepacific



This skincare device from South Korea-based Amorepacific claims to offer three solutions for skin by using micro-currents and LEDs. The system uses three LEDs, each of which have a different effect on the skin. Blue light is said to deliver moisture to dry skin; yellow light claims to make skin brighter, while the red LED claims to improve

skin elasticity. The micro-current technology is said to help the absorption of skincare products. The brand claims the product is easy to use, with short programs, such as threeseconds for diagnosis and three minutes for treatment. The company is putting the focus on what it calls media commerce, such as TV shopping and e-commerce, where it can show the product through video. It will also focus on selling through Alibaba.

Stand: 1E-C1A, HKCEC

GD11 Cell Factory Beamcell Glow Ampoule - Labocell Co., Ltd.



South Korea-based Labocell has come out with an ampoule that removes dead skin cells to reveal glowing skin, the company says. The main ingredient is derived from the blood of the human umbilical cord, which is said to have 89 kinds of skin growth properties. The company says

that the formula is effective in reducing wrinkles, helping collagen formation, and also inhibits melanin pigment activity while brightening the skin. It can be mixed with other ampoules in the range for a more customized product and is absorbed quickly into the skin. The company is pushing viral marketing through Instagram, as well as media advertising.

Stand: 1E-Z4F, HKCEC

Arosha LIPOLYTIC - SRS International S.p.r.l



This is a re-shaping and fat burning cream that incorporates what the company calls Cosmetic Drone technology. This technology is said to have a specific and selective delivery system releasing active ingredients only where they are needed, thereby ensuring a focused action in counteracting localized

adiposity, as well as the reduction of side effects. The active ingredient is inserted into a capsule made of biodegradable and biocompatible material that, just like a drone, finds its target (in this case the adipocyte) and releases the active content right inside it. The cream is said to be suitable for treating localized adiposity and reshaping the belly and the hips. It has been promoted with with campaigns on Instagram and Facebook, with a focus on video.

Stand: 3E-H3B. HKCEC

Maskingdom - Tenart Biotech Limited



Taiwan-based Tenart Biotech has come out with a clay mask in a portable stick format with four functions: Moisturizing, whitening, repairing and oil control. The easy-to-apply mask can target

certain areas of the face and is said to result in glowing skin in five minutes.

The mask features natural ingredients including edelweiss, ampelopsis japonica and soy protein to make the skin tone radiant and minimize pore size, the company says.

Stand: 1E-P5A, HKCEC





Protect & Repair B PERFECT Triple Action (Foundation- Anti Aging- Antipollution) - N&B S.r.l.



This product from Italybased N&B S.r.I claims to offer a triple action, encompassing a foundation, an anti-aging serum and anti-pollution with SPF15 protection in one formula. It claims to smooth the skin and provide a uniform and radiant complexion and

reduce imperfections. The formula is rich in organic active ingredients and has natural pigments. It also has a silky texture. The brand's communication campaign focuses on the concept of respect and care towards the individual, their feelings and the environment, which the company says inspires a greener way of living.

Stand: 1E-D3A, HKCEC

lala Chuu Eyebrow - CNF Co., Ltd



This eyebrow guide from Koreabased CNF Co claims to enable users to draw on eyebrows so that they are both even. The brow guide features a grid in the middle that can be adjusted to adapt to the distance between the eyebrows. The angle can also be adjusted to create different effects.

The guide includes a range of shapes of brow stamps, such as angular, arched and flat. The product contains dihydroxyacetone, which does not artificially stain, but acts like a self tanner that naturally fades with the skin's exfoliating cycle. Eyebrows will last for 10 days and the effect is said to be waterproof, oilpoof, sweat-proof, smudge-poof and seawater-proof. Just four months after launch the product had already sold 100,000 units. The company has concentrated on online marketing, with video clips that highlight before and after use, as well as live demonstrations on home shopping networks.

Stand: 1E-A1A, HKCEC

Paradise Dream Velvet Lip Mousse DEAR DAHLIA



This 100% vegan highpigment liquid lipstick from South Korea-based brand Dear Dahlia is infused with antioxidant properties of dahlia flower extract. The company says the product has a whipped

velvety texture that combines the pigmentation of a lipstick with the long-lasting wear of a lip tint and a powdery matte finish. The vegan formula offers a rich color payoff without the use of carmine—a widely used animal-derived ingredient for red shades. The formula contains Ecocert & USDA-certified organic oils and butters to hydrate and nourish lips. The dahlia flower extract is said to provide skincare benefits. The company has gained endorsements from celebrity make-up artists and influencers in Korea, Hollywood and Europe. It also launched a short film on YouTube, Facebook and Instagram.

Stand: 5C-K3B, HKCEC

Siero Flip Plumper - JNG Korea Co., Ltd.



This lip color by Korea-based JNG Korea Co is described as a Magic Color Change Plumper. The formula changes color according to the temperature of the lips. For example, the green color changes to marsala once applied, while

the yellow-colored lipstick changes to coral orange. There are four shades in all. The formula contains volufiline extract and ginger oil, which is said to give an instant plumping effect. The company has launched marketing campaigns on Instagram, Twitter, YouTube, TikTok. Weibo and WeChat.

Stand: 5C-J3A, HKCEC





Tone Booster - Absolute Blond - Parisienne Italia S.p.A.



Tone Booster from Italy-based Parisenne Italia is a pigmented toning spray that claims to neutralize yellow tones and enhance the brightness of white, blonde or bleached hair. The product boasts color-correcting and conditioning properties. The key ingredient is mika, which makes the hair appear shiny, while the purple color of the spray neutralizes yellow reflections in blond and bleached hair. The formula also contains nourishing organic almond extract, keratin and silk protein.

Stand: 5G-E1D, HKCEC

Hairdryer iQ Perfetto - Gama S.r.l.

This hairdryer from Italy-based Gama S.r.I bills itself as the lightest, strongest and quietest hairdryer on the market. The hairdryer claims to dry hair 30% faster than any other. It weighs 294g (0.65lbs) and is half the size of a conventional dryer, which is said to prevent arm muscle damage for professionals. The iQ also emits active oxygen that acts like a anti-bacterial while sealing the hair cuticles. A special airflow outlet is designed to multiply the

airflow via a vacuum effect, without using extra power.

Stand: 5G-G3E, HKCEC

SUPERFOOD FOR HAIR (Hair Mask) Farmskin

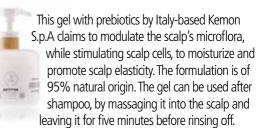


This hair mask from Korea-based Farmskin aims to offer professional results at home. It is made out of stretchy, breathable elastic fabrics pre-filled with a treatment serum. The breathable mask means the product does not leave the scalp sticky and sweaty. The treatment is

made from natural and functional ingredients that work together. The company has Instagram accounts in more than 10 countries.

Stand: 3G-B1B, HKCEC

Actyva Specifici Cute Gel Base - Kemon S.p.A



Stand: 5G-L3C, HKCEC



Natural & Organic



Frankincense Rich Revitalizing Facial Mask - Inna Organic Co., Ltd.



This anti-aging sheet mask created by Taiwan-based Inna Organic is EWG-verified (Environmental Working Group) & Cosmos Organic-certified. Targeting aging and dehydrated skin, it claims to nourish the skin and reduce fine lines. The mask's sheet is made from thick organic cotton fabric allowing it to absorb a large quantity of serum. This direct-to-consumer company

has a strong social-media strategy and extensive coverage from KOLs.

Stand: 1E-P6D, HKCEC

Active Booster-Power Mix - Puravida Bio by Camorak



This skin booster from Italy-based Puravida Bio claims to balance the skin's natural cutaneous microflora and boost its capacity to renew elastin and collagen fibers. The anti-aging formula is said to amplify the efficacy of face treatments and improve the skin's ability to regenerate itself. It is used by adding three drops to a cream or serum or can be used on its own as a restructuring

serum. The product is AIAB organic certified. The formula also has an innovative release system, with three-dimensional honeycomb cells that release the active for 24 hours.

Stand: 1E-D1B. HKCEC





Hand & Nail Product



Instant Foot Peeling - Novellia Beauty AG - LOVASKIN



This foot peeling product from Switzerland-based brand Lovaskin claims to smooth dry and cracked skin on the feet in less than two minutes without the use of harsh chemicals. It works by spraying the formula

onto the feet, waiting for 60 seconds and then filing away dead skin. The company offers both professional and retail sizes.

Stand: 3E-J2B. HKCEC

HUMANANO Hand & Nail Cream - Izavell Co., Ltd



This hand and nail cream from Japan-based lzavell claims to prevent dark spots, wrinkles and enhance the skin's radiance through a formula that contains human-type placenta. The formula is 100% nanoized to penetrate the skin rapidly, and does not use any animal-derived ingredients, fragrances, alcohol or artificial colors. Positioned as an anti-aging hand and nail cream, it particularly targets dry skin on the fingers.

Stand: 1E-B4F, HKCEC

GlamLac Magic Gel Remover - Glamlac LLC



The Magic Gel Remover from Estonia-based GlamLac claims to quickly remove gel nail polish through a self peeling process without damaging the nail. The formula is applied to the nails for just two to three minutes; the gel nail polish then cracks and can be removed with a wooden stick, meaning there is no need for scraping, foiling or

soaking in acetone. **Stand: 5E-D2A, HKCEC**

PERFECTOE - KINGCAIR Co., Ltd.



South Korea-based Kingcair's Perfectoe claims to help correct ingrown toenails. It works by attaching a tip to the toenail, which is elastic and resilient. The product is said to restore the shape of the nail. The company says that it is also easy to use and inexpensive, and can be covered with nail polish to mask

the lines of the tip. **Stand: 3G-A3E, HKCEC**

🚧 Natural & Organic 🕆

100% Natural Powder Serum SMOOTH & COMFY Teana Laboratories



Russia's Teana Laboratories has come up with a two-in-one product: A mattifying loose powder that also has active skincare benefits. The powder serum claims to soothe, moisturize and deliver an anti-inflammatory effect

while mattifying the skin. It can be used as a day and/or a night serum and as a finishing powder or as a primer. It is free from color agents and is vegan, and the company claims it is 100% natural.

Stand: 1E-P4A, HKCEC

Hydrating Hyaluronic 97% - Triple A Skin Science



Australia-based Triple A Skin Science has come up with a skincare product that has only four ingredients and is said to be made of 97% hyaluronic acid.

The formulation claims to be paraben-free, eco-friendly, fragrance-free, organic and vegan. It is said to plump the skin, improve firmness and increase moisture.

Stand: 3G-B3A, HKCEC





Stone Cold Body Oil - Art Cosmetics S.r.l.



Italy-based Art Cosmetics' Stone Cold Body Oil is an anhydrous oil that is said to be as rich as an oil but goes dry onto skin and so delivers a fresh feeling not often found in body oils. The dry oil structure nourishes the skin and releases what the company calls a moist, yet dry sensation, while a cooling agent provides freshness.

Stand: 3-B02, AsiaWorld-Expo

Serene Prime & Protect Cream Mineral SPF 30 (City-Zen 360° Anti-Pollution) - Intercos Group



This lightweight mineral sunscreen from Italy-based Intercos is said to protect the skin from UV rays, blue light, stress and environmental pollution. The formula is enriched with a food-by-product adaptogenic ingredient, which restores the skin's balance.

Stand: 6-H01, AsiaWorld-Expo

AQUA POWER GELÈE Sea Good Moisturizing Cream - B. Kolormakeup & Skincare S.p.A



This 24 hour gel-effect cream from Italy-based B. Kolormakeup & Skincare claims to restore and refresh the skin's normal hydration levels and create a cool, refreshing feeling. Ingredients from marine sources provide a filler action and are said to redefine the

face in 30 minutes, while providing an anti-pollution effect. A silicone emulsifier gives the product a light glossy finish and freshness meaning that the product is not sticky. The line is based on ingredients from natural origin and with no negative impact on the sea.

Stand: 3-C02, AsiaWorld-Expo

Precision Skin Care Non-Uniform Partition Face Mask - SinoMach Technologies Limited



Thanks to an app, this product allows users to scan the skin and customize a facial mask during the process. The mask contains different types of serums for specific areas of the face. The result is that one single mask can

act on a range of skin problems, according to the company. **Stand: 5-F21, AsiaWorld-Expo**



Skincare Packaging



PLA Jar With Coffee Grounds - Bottlemate (Taiwan) Inc.



Taiwan's Bottlemate has come up with a jar made from PLA, which is bio-degradable, and coffee grounds in a bid to offer an environmentally friendly pack that reduces the use of plastic. The unique color of the jar is a result of the materials used. The company also highlights that it is approaching sustainability through the use of innovative materials.

Stand: 7-K15, AsiaWorld-Expo

Plastic Framed Cuboid Bottle - K.K. Plastic Factory Limited



The six sides of this plastic framed cuboid bottle are closely attached with the metallized frame to give the impression that it has been produced as one piece. The effect has been

achieved by in-mold framing for blow molding technology. The company says that this bottle creates new decoration possibilities. It adds that the original technology cannot be easily copied.

Stand: 5-D12, AsiaWorld-Expo





THE GREENRED Cosmos Organic Lipstick B. Kolormakeup & Skincare S.p.a.



This lipstick from Italy-based
B. Kolormakeup & Skincare claims to meet consumer demand for natural, customized and socially responsible beauty products.
The lipstick claims to be 100% natural and organic and offer comfort and a long-lasting luminous finish. The lipstick is said to be clean, vegan and paraben-free.

Stand: 3-C02, AsiaWorld-Expo

Sulapac Jar - Quadpack Group



This 100% biodegradable jar from Spain-based Quadpack is sourced from industrial waste and made from renewable natural binders and FSC-certified wood. This microplastic-free material is 100% biodegradable and recyclable via industrial composting, resulting in a reduction in carbon footprint—62% compared to traditional

plastic. The jar is also resistant to oil, water and oxygen. The company highlights the sustainable approach of the entire lifecycle of the product from the source to the destination.

Stand: 6-E11, AsiaWorld-Expo

Invisible Airy Patch - COREANA BIO CO., LTD.



This Invisible skin patch from Coreana Bio Co is said to reproduce the extra cellular matrix structure of the skin thanks to a specially developed skin Bio Ink. The Skin Bio Ink consists of ceramide, collagen and hyaluronic acid, which finely fills the skin and renews it. The ultra-fine nanosheet patch is

invisible and has a high level of air permeability offering comfort and the feeling that nothing is attached to the skin. The patch blocks UV light as well as fine dust.

Stand: 3-C12, AsiaWorld-Expo

Airless Replaceable Foundation Stick Starry Vision Co., Ltd.



The key attraction of this stick foundation is that it is airless and eco-friendly. The special lock design can prevent the liquid from being dispensed when the button is hit accidentally. The inner tube and sponge

or brush applicator can be replaced. **Stand: 5-B21, AsiaWorld-Expo**



Skincare Packaging



Refillable Bottle - Queens Packaging Co., Ltd



QueensPack has developed a re-fillable bottle solution that uses less material.

The product includes an outer bottle and an inner bottle that can be removed and replaced. The inner part can be taken out by unscrewing the bottom of the outer bottle. The inner bottle is made from PCR.

Stand: 11-C03, AsiaWorld-Expo

Secure Dropper - Virospack S.L.U.



Virospack's cosmetic dropper boasts a new safety lock system that is certified child-resistant. It is also designed for cosmetics that are formulated with ingredients that are required to be packaged in compliance with stringent regulations. This is the case in

certain markets, such as the US, for ingredients like CBD. The system works by pressing down and turning.

Stand: 6-G09, AsiaWorld-Expo





Emulsion Colour Changing Lipstick - Global Cosmetics (HK) Company Limited



Global Cosmetics' patented lipstick formula reveals the color only after application. Pigments are wrapped inside an emulsion droplet and are released when the lipstick is applied. The water-in-oil emulsification technology enables water-soluble humectants or plant extracts to be added, providing moisturizing and long wear. **Stand: 3-D06a, AsiaWorld-Expo**

Prisma Reigning Shine Eyeshadow -Intercos Group



This eyeshadow from Italy-based Intercos claims to provide a soft lightweight texture and metallic finish. A patented technology creates a metal payoff and uniformity of a fluid texture, but with the wear, and application advantages of a powder. When used wet, the formula transforms into a fluid.

Stand: 6-H01, AsiaWorld-Expo

Liquid Chroma Crystals - Toly Group



Toly's Liquid Chroma Crystals is a bi-phase formula with a reflective effect. The formula is made of a blend of fine pearls, water and humectant ingredients to give a luminous, fresh feel. A mix of silicones also ensures lightness and longevity.

Stand: 3-D07, AsiaWorld-Expo

Brow Regenerate - World Wide Packaging



This brow regenerating product claims to work synergistically with the body's natural biochemical processes to encourage follicle growth, while helping to reduce the

appearance of graying hair. It contains bio-mimetic peptides, extracts and other active ingredients.

Stand: 6-G11, AsiaWorld-Expo

-

Make-up Packaging



LED Light Air Cushion Case - Huaniya International Co., Ltd



This foundation case has a light around the mirror. The LED light lights up automatically when the lid is opened. It is intended for BB creams, foundations and blush.

Stand: 8-D18, AsiaWorld-Expo

Magnetic Petal Palette - Libo Cosmetics Co., Ltd



Libo has created a patented magnetized palette in a petal shape with a modular magnetic system that can be combined into a flower or stacked. The palette is suitable for eye shadow, blush and highlighter.

Stand: 6-F07, AsiaWorld-Expo

Eye Shadow Kit A - Li Sheng Color Printing Co., Ltd.



This eyeshadow kit uses inline cold foil with a double coating process to create a stained glass design. The soft touch effect combines with the gloss of UV and hybrid UV texture

and 3D embossing to produce an overall effect that looks like glass.

Stand: 5-H20, AsiaWorld-Expo



This aluminum magnetic bullet lipstick from Picca has a magnetic closure—a departure from the traditional snap on/off closure lipstick. The lipstick also has a unique and eye-catching shape and design, according to the company.

Stand: 7-J02, AsiaWorld-Expo

CA489 - Picca International Co., Ltd



The leading publication on the international beauty industry















2020 **COSMOPROF ASIA HONG KONG**

A new world for beauty Bologna, Hong Kong, Las Vegas, Mumbai, Bangkok

cosmoprof-asia.com

Sales Office Asia Pacific Informa Markets, Hong Kong

P +852 2827 6211 F +852 3749 7345 cosmoprofasia-hk@informa.com

10 – 12 NOVEMBER | 11 – 13 NOVEMBER

ASIAWORLD-EXPO

Sales Office Europe, Africa, Middle East, The Americas

BolognaFiere S.p.a., Bologna, Italy P +39 02 796 420 F +39 02 795 036 international@cosmoprof.it

Marketing and Promotion BolognaFiere Cosmoprof S.p.a. Milan, Italy P +39 02 796 420 F +39 02 795 036

info@cosmoprof.it

COSMOPROF ASIA Organiser - Cosmoprof Asia Ltd

HONG KONG CONVENTION & EXHIBITION CENTRE



informa markets