

Press Release
For Immediate Release



Cosmoprof Asia 2022 Special Edition Offers Ideal Learning Platform to Explore Product Trends, Innovative Technologies and Post-Pandemic Consumer Habits

[Singapore, November 16, 2022] – After a three-year hiatus, **Cosmoprof Asia 2022 - The Special Edition** is bringing the beauty and cosmetics industry together once again. Top of event attendees' priorities? Present and future product trends, consumer habits and new technologies.

To fully get under the skin of the APAC market, **Cosmoprof Asia 2022 - The Special Edition** is the place to be for the world's industry players, whether managers in import and export, trend scouters, R&D managers, marketers, buyers or distributors. Attendees will discover in-depth analyses of the APAC market by industry experts, and exclusive content via poignant case histories, all vital educational catalysts for facilitating swift adaptations to new trends, products and innovations in fast-moving Asia-Pacific.

EVENTS AND EDUCATION SESSIONS **COSMOTALKS**

At the core of the event, **CosmoTalks**, by Cosmoprof and Cosmopack Asia 2022, will deliver essential key trends, expert insights and analytics across 14 information-packed sessions with different themes characterizing each day on the show floor.

DAY 1 introduces Sustainability, with Eva Lagarde, CEO and founder of re-sources.co and her panel showcasing global brands' and suppliers' testimonials that demonstrate how innovations in Asia support sustainable solutions.

DAY 2 unveils a Trends Forecast and focus on Digital Beauty, with editor of Cosmetics Design-Asia Amanda Lim's "Beauty 4.0, tech, tools and trends" panel discussing the industry's evolution to skin diagnostic tools, virtual try-ons and innovative devices, with buzz words NFTs and the Metaverse. In addition, Andrew Jacka, Chairman Asia Pacific Spa & Wellness Coalition, asks if the spa and wellness industry is developing at the same pace as consumers, while pinpointing the greatest challenges for the upcoming few years.

DAY 3 features Market Watch & Regulation, and for any attendees eyeing the China market, the essential blueprint by speaker Seongmin Sohn, general manager REACH24H Consulting Group: "A Full-Scale Data Registration Era - How industry should deal with China's massive cosmetic regulation changes".

(Additional industry experts sharing the latest insights include partners such as Asia Cosme Lab, BEAUTYSTREAMS, Biorius, Business France, CTFAS (The Cosmetic, Toiletry and Fragrance Association of Singapore), Ecovia Intelligence, Global Shea Alliance, Mintel and Republic Polytechnic.)

COSMO ONSTAGE

Meanwhile, **Cosmo Onstage** presents live demos, product presentations and innovative treatments by beauty and spa professionals, hair stylists and nail artists. The exciting program will enrich and educate exhibitors, suppliers and attendees with new techniques and inspirational content.

DAY 1 and DAY 2 host live demos from companies such as Asia Beauty Pte Ltd (Singapore), Jola (Taiwan), Natinuel (Italy), Labo Cosprophar Suisse (Italy), Aram Huvis (Korea), Ulike (China), and GIOVEDIA (Italy). Not-to-be-missed is a masterclass with Sahur Saleim, KOL and professional make-up artist, who offers an overview of 2023 make-up trends, as well as a live makeup "Party Look" performance, guiding the audience through make-up applications using products newly launched during Cosmoprof Asia 2022. In addition, Indiba Asia's Ken Choo will present revolutionary technology that promises instant aesthetic results, while MeituEve International Ltd will showcase AI-powered skin analysis.

The **Cosmo Onstage** calendar also features the N.A.I.L.S Beauty Masters Championship ASIA 2022, organised by the Nailist Association for International Licenses (Singapore). Attendees will see over 150 nailists and beauty therapists competing among different categories of nail art, makeup, SPMU and beauty service skills, judged by an esteemed panel of industry veterans from around the world.

SPECIAL PROJECT: COSMOTRENDS REPORT

Impactful products and innovative trends will drive the content of the CosmoTrends Report, curated by the international trend agency BEAUTYSTREAMS in an exclusive collaboration for Cosmoprof and Cosmopack Asia. The report collects a selection of the top 20 most representative products among those showcased on the show floor, selected by BEAUTYSTREAMS trend scouters, together with the main trends they represent. A special installation offers an exclusive preview of the most notable brands and products having the strongest impact on consumers in the Asia-Pacific market.

R&D managers, buyers looking to renew their portfolio, the media and influencers are kindly invited to join the presentation of the **CosmoTrends Report 2022**, scheduled on November 17.

For more information about the show, visit www.cosmoprof-asia.com

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NOTES TO EDITORS:

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<https://www.cosmoprof-asia.com/2022-press-kit/>

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ABOUT THE ORGANISERS:

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

ABOUT BOLOGNAFIERE GROUP (www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably **Cosmoprof Worldwide Bologna**, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2022 edition, Cosmoprof registered more than 220.000 attendees from 144 countries in the world, and over 2,700 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, Singapore, and Bangkok (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, Cosmoprof Asia, and Cosmoprof CBE ASEAN.**) The Cosmoprof platform is reinforcing its influence as well in Europe with the Beauty Forum format, thanks to the acquisition of the German group **Health and Beauty**.

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets Beauty has an extensive network powered by B2B events across 11 cities in Asia (**Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo**), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in **Miami 2023** will serve THE AMERICAS, North, South America and Caribbean Islands Region.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.