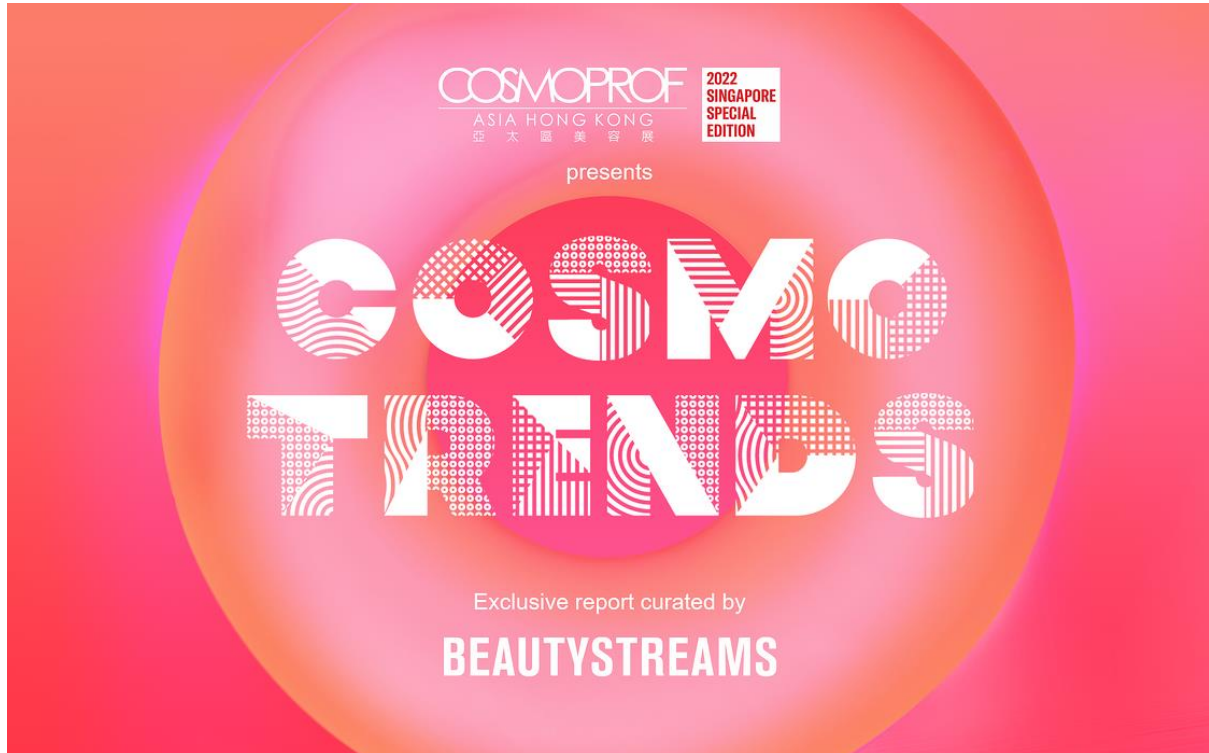


**Press Release  
For Immediate Release**



## **COSMOPROF ASIA AND BEAUTYSTREAMS UNVEIL 5 EMERGING TRENDS FROM 2022 COSMOTRENDS REPORT**

**[21 December 2022, Hong Kong] - Cosmoprof Asia** is pleased to present the **CosmoTrends Report in 2022**, a collaboration with renowned global beauty trend source **BEAUTYSTREAMS**.

The CosmoTrends Report is an essential trend guide for the beauty industry. The report collects the most innovative products and brands exhibiting at Cosmoprof Asia 2022 – Singapore Special Edition, identifying the most striking trends. Thanks to the report, press, influencers, trend-scouters and beauty stakeholders have an overview of the most exciting and trend-setting products and brands on the show floor, giving a hands-on understanding of how the Asia-Pacific market is evolving.

How did it all come together? First, Cosmoprof Asia invited all exhibitors to submit their latest launches. Then, BEAUTYSTREAMS analysed hundreds of online submissions and highlighted the trends emerging on the show floor.

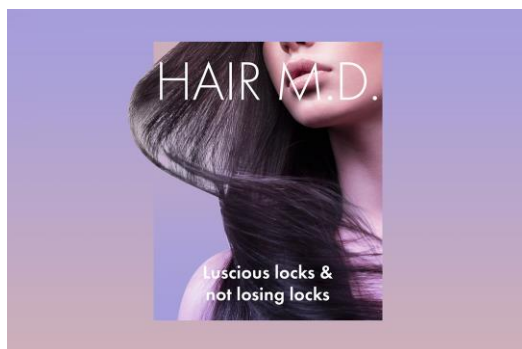
The five resulting main trends presented by BEAUTYSTRAMS are recognised as leading principles to help influence new purchase habits, and they are: **BIOME MANIA, HAIR M-D., SKIN RESET, PLUMP UP THE VOLUME** and **ILLUMINATORS**.

### **BIOME MANIA**

Soaring into mass consciousness over the last couple of years, the microbiome has had a macro influence on Cosmoprof Asia's beauty trends this year. Consumers are discovering the inside-out approach helps increase ceramide production, thereby strengthening and balancing the skin.



South Korea's Amtixbio, for example, rolled out their Plant Probiotics Balance Ampoule this year. Using a fermented extract to improve the skin's protection and microenvironment, it offers visible anti-acne results, and anti-aging effects similar to vitamin C. Two products focus on controlling excess sebum. From Italy comes Eldan Cosmetics' Rebalancing Cream with Prebiotics PH5.5, the prebiotic active ingredients creating a natural balance that also fights wrinkles. Meanwhile, from South Korea, JC People Co's brand When delivers the Wheat-y-Polish -Enzyme Powder Wash with FerMi Meal. The vegan daily powder wash is made of Korean wheat and rice powder, and transforms into a creamy foam with water, gently removing dead skin cells, reducing sebum, and boosting cell renewal for a luminous complexion. Finally, the Italian VITA AGE offers Pre+Probiotic by OFI, which helps maintain trans-epidermal water, the lipid barrier and the composition of fatty acids. The skin becomes balanced – not too humid, not to dry – and its pH balance is restored.



### **HAIR M-D.**

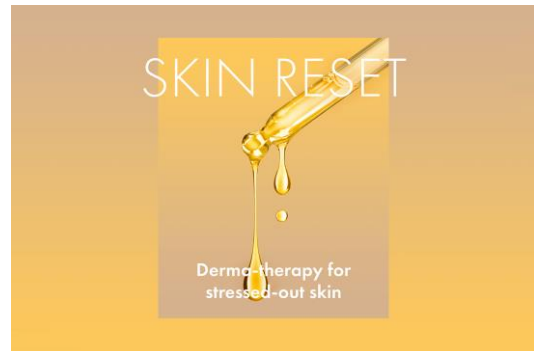
As anyone who is losing their hair will testify, maintaining healthy locks is one of today's beauty products' most important jobs, especially considering pandemic-induced stress levels. Supplements, serums and leave-in conditioners are all fighting back to activate hair follicles, strengthen the hair's structure, encourage regrowth and boost scalp health.

Spain's Nuggela & Sulé F11 Treatment is a kit that includes their Premium No.1 Shampoo and Hair Regenerator Serum for a dual approach to accelerating hair growth by over 41%, regenerate bald patches, and increase hair thickness and density, with visible results within two months. Meanwhile, from the country renowned for its gastronomy comes the latest in daily supplements, and it contains champagne! France's

Hair brand's vegetarian, gluten-free and GMO-free Collagen Lift Paris stimulates hair regrowth, decreases hair loss and prevents greying thanks to ingredients keratin, bamboo powder and nettle among other actives. Morgan Pharma Srl from Italy introduced the men-specific and clinically proven IMMUNO XIDIL for Man this year. A topical treatment, microtechnology allows the product to reach deep into the scalp, where actives reduce microinflammation, stimulate microcirculation, reduce the level of DHT and deliver antioxidant boost. And for more hair loss reversal, clinician-approved Ossome Hair's Exosome+ Hair Regrowth Tonic created a blend of proteins and peptides that deliver 24-hour UV defence, 72-hour hydration and urban protection into the follicular layer of the scalp to reactivate follicles.

### **SKIN RESET**

We're all familiar with how stress plays out on our complexions, with inflammation, dry and dehydrated skin, and fine (and not-so-fine) lines appearing all too fast. Derma-therapy is the new catchword for skin, with natural ingredients, scientific innovations and personalized treatments fighting the visible effects.



Case in point, Malaysia's Sky Resources offers up Hops Essence, which promises to activate, strengthen and sustain our protective skin barrier. Hops extract activates skin sensors, producing a soothed sensitivity and increased defence against environmental stress and pollutants, while also delivering moisturising benefits. From South Korea is tntn mom's Jeju Cabbage Mask, by Tenbox Corp. Organic cabbage extract is the magic ingredient, pulling its power from Jeju Island's volcanic soil, to create a vegan, EWG Green-grade mask that's safe for mothers-to-be and delivers detoxification, anti-inflammation and antioxidants to sensitive skin. Cancer, especially the after effects of chemotherapy and radiotherapy, and eczema, create highly sensitive skin, and two products have been designed to help. From the UK's NHS comes Jennifer Young's Itchy Body Oil by Hong Kong's Wideal International Trade Limited. The super-oil's five natural actives soothes allergies, reduces irritations and inflammation, moisturizes, hydrates and revitalizes. In addition, the sleek and clinic-proven Medipair Calming Booster by HWCOSCOCO from South Korea gathers seven plant extracts that work together to fight inflammation and calm irritation, with skin suffering from eczema showing a huge 76.5% improvement.



### **PLUMP UP THE VOLUME**

Non- or minimally-invasive yet packing maximum power, the new “slow plastic surgery” trend featuring zero downtime, natural outcomes and quality skin refining encompasses dermal fillers, Botox alternatives, cosmeceutical-grade serums and at-home products.

From Spain comes Tegor Group’s Deluxe Rejuven Booster, which rejuvenates, firms and fights aging, and is particularly ideal for Asian skin types. It is your best friend and secret support when undergoing professional and personal facial treatments. Also offering firm and lifted skin is Egfology’s EGF Program MTS Ampoule from South Korea, a glowing example, literally, of K-biotechnology. The purified active EGC ampoule strengthens the skin, fights aging and boosts skin resilience via cellular metabolism. The Youth Activating Instant Filler by Invity from Singapore boosts hydration and collagen production thanks to its HA technology, NAD and botanical extracts chosen for their collagen-boosting properties, also leading to lifting and wrinkle reduction. A consumer study saw 96% of 23 participants report skin firming within 28 days. Finally, Italy’s Labo Cosprophar Suisse introduces OXY-TREAT, a dermo-cosmetic at-home treatment harnessing active oxygen and functional transdermic molecules, to reduce wrinkles and treat skin issues.

### **ILLUMINATORS**

Nothing looks as beautiful as ‘healthy’ and this fifth trend focuses on brightening ingredients, technologies and devices. Non-invasive, non-abrasive, ideal for at-home use, skin repair and evening, and protection these products create complexion luminosity with added side effect, mental calm.



First, South Korea’s Alpha Radiance Serum by Banobagi brings ingredients such as the powerful yet gentle alpha arbutin, niacinamide and glacial water to brighten, even and moisturize fatigued skin.

Spain’s Cosmewax Instant Radiance Pearls Primer works to hydrate, brighten, moisturise and protect the skin microbiome, with Kakadu plum, hyaluronic acid and insulin creating a transparent multi-tasking primer that smoothes and blurs. Lustre Skin, from the UK, has created the high-tech and wireless LUSTRE® ClearSkin Renew Pro Facewear, an LED mask that uses red, infrared and blue light to boost the skin’s energy and health. And finally, the VIT C+ Ultra Mask Intensive Radiance – Overnight Face Care

by N&B Natural is Better should be applied before bed. The overnight treatment is organic, nutrient rich and intense, the cream-gel reducing the signs of spots and uneven skin tone while you sleep.

This was just a small insight into BEAUTYSTREAMS' findings. For the detailed report, please download from <https://www.cosmoprof-asia.com/cosmotrends/>

**See you next year in Hong Kong!**

In 2023 Cosmoprof Asia will return to its **home turf of Hong Kong**, don't miss out on the chance to be part of Asia's largest international B2B beauty trade show.

*Cosmopack Asia: 14-16 November 2023 (AsiaWorld-Expo)*

*Cosmoprof Asia: 15-17 November 2023 (Hong Kong Convention & Exhibition Centre)*

For more information about 2023's event, visit [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

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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.*

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**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**.

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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 2024** 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](http://www.informamarkets.com).