

event report cosme tokyo



The cosmetics of tomorrow

2018's edition of Cosme Tokyo focused on finished beauty products based on high-tech ingredients and concepts as the rest of the world flocked to Japan for the three-day show, writes **Annemarie Kruse**

Japan's biggest C&T trade show for retail cosmetics finished on a high note; according to organiser Reed Exhibitions Japan, more than 22,100 trade visitors attended Cosme Tokyo and its sister show Cosme Tech from 24-26 January 2018.

A new section within Cosme Tokyo and Cosme Tech this year was Inner Beauty – nutritional supplements and health beverages – and the three shows together are marketed as Health & Beauty Week Tokyo.

Two other trade fairs – Sales Promotion World and 1st Lifestyle Expo Tokyo – were held concurrently with Health & Beauty Week Tokyo 2018 and visitor numbers across all of these shows reached 50,287 attendees.

It was the sixth edition of Cosme Tokyo and the eighth show for Cosme Tech. Over the past three years, the two trade fairs have continuously grown in both exhibitor and visitor numbers. In fact, in 2018, they moved from Tokyo Big Sight exhibition centre to Makuhari Messe, a much bigger trade show location in Chiba prefecture just outside of Tokyo.

A total of 709 exhibitors from 40 countries presented their brands, products and services at Cosme Tokyo and Cosme Tech. More than a

third of these exhibitors were from outside of Japan, reflecting the ongoing internationalisation of the Japanese C&T market.

Show Director Megumi Yanai confirmed: "One of the biggest developments for Cosme Tokyo in recent years has been the increasing number of international exhibitors. This reflects the changes in the retail market: the number of retail chains that sell international brands is increasing every year. There is a definite demand for imported beauty brands."

Most of the 254 international exhibitors were from other Asian countries such as Korea, Taiwan and China, and from Southeast Asia, notably from Thailand. However, there were also a number of Western country pavilions, including Germany, France, Poland and the UK.

HIGH-TECH BEAUTY

One of the major product trends at Cosme Tokyo/Cosme Tech this year was for high-tech cosmetics. While many brands specialised in beauty products containing human stem cells, there were also cosmetics formulated with ostrich antibodies and hydrogen-activated ingredients.

Almost all of these high-tech brands were also manufactured with nanotechnology and this fact

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was proudly emphasised on both product packaging and exhibitor booth design. In Japan, nanotechnology is clearly considered a valuable skin care manufacturing technology, unlike in most European markets where consumers are sceptical as far as nano-sized ingredients are concerned.

EGGING IT ON

Zeal Cosmetics is a Japanese C&T manufacturer with an unusual field of research: ostrich egg yolk extract as a skin care ingredient.

The Osaka-based company partners with a number of clinical research institutions, including the Graduate School of Life and Environmental Sciences at Kyoto Prefectural University and Japanese biotech start-up Maz World.

According to Zeal Cosmetics, healthy skin is usually able to repair itself. However, sometimes bacteria can damage the skin's natural barrier, causing problems such as skin impurities.

Zeal Cosmetics uses antibodies extracted from ostrich egg yolk to treat these skin conditions. Ostriches are injected with non-harmful antigens. The bird then produces antibodies for this specific antigen, which also reach the bird's eggs. After the eggs have been laid, the antibodies are extracted from the yolk and further refined for use in cosmetic formulations.

The company launched its first ostrich antibody beauty products in 2013. Its main beauty brand, Rehydrater la Peau, comprises four skin care sub-ranges, including ranges for atopic skin, acne and an anti-ageing range, as well as a new two-sku oral care range. Every range contains a specific type of ostrich antibody complex tailored to the individual bacteria causing the skin problem.

Japanese manufacturer BiEst, meanwhile, is using platinum colloid particles activated by hydrogen pellets in its new anti-ageing launch, Fumie The Lotion with platinum and hydrogen.

The moisturiser is packaged in a patented two-part aluminium can, which is equipped with an atomiser. The lower chamber contains two types of hydrogen pellets (slow-release and fast-release) and the upper part is filled with the lotion. Users twist a wheel at the bottom of the can to make the lotion flow into the hydrogen chamber where it is activated by the fast-release hydrogen. The slow-release pellets keep the active ingredients in the lotion stable and boost the efficacy of the nano-sized platinum particles.

HUMAN STEM CELLS

Beauty products formulated with human stem cells were everywhere at Cosme Tokyo 2018.

Kenbido is an anti-ageing brand from Japan specialising in serums made with human stem cell culture. The company offers five different serums in which the human stem cell complex is combined with other key ingredients, such as placenta, collagen or hyaluronic acid.

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Kenbido is formulated using human stem cells, while the secret to fellow Japanese brand Zeal Cosmetics' efficacy is antibodies from ostrich eggs



Meanwhile, Eternal Beauty's new five-sku range, Hitoyurai+30, features two kinds of human stem cells. The hybrid complex, which contains human neural stem cells and stem cells derived from human adipose tissue, is said to make the Hitoyurai+30 products more effective than other human stem cell beauty ranges on the market.

And Paris Miki Cosme, the premium beauty division of Japanese luxury retailer Paris Miki, offers five human stem cell products in its Akiko brand, including a cleansing balm, a stick cleanser with activated charcoal, an intensive treatment essence, a sheet mask and a spray-on UV protection mist.

GOLDEN BEAUTY

Another Paris Miki Cosme brand, Rei Jinka, features a traditional Japanese skin care ingredient, gold leaf. Rei Jinka comprises three products – a moisturising face lotion, gel cream and face cream – which are formulated with gold leaf particles and placenta (another classic Japanese beauty ingredient). In the range the placenta is enclosed in nano-sized gold particles, which are claimed to help transport the ingredients into the deepest layers of the skin.

There were a number of gold beauty exhibitors at the trade show, like Hakuichi from Kanazawa. One of the biggest local Japanese gold manufacturers at Cosme Tokyo 2018, Hakuichi presented a range of new gold beauty launches, including a two-part face mask made from pure gold leaf and an eye care gel formulated with gold flakes.

Another gold beauty manufacturer was Beauty is Perfect with its Meninaz range of gold cosmetics. Among the brand's new launches is Meninaz Essence Cream Foundation, a liquid anti-ageing foundation which contains EGF (epidermal growth factor) and FGF (fibroblast growth factor) and is described as brightening and smoothing. Its Up3 Jelly, meanwhile, is a gel

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moisturiser formulated with rose water, soluble collagen, lima bean extract and gold flakes.

KEEPING IT CLEAN

Another product trend was clean formulations, a development of the ongoing popularity of natural and organic beauty in Japan. A number of exhibitors highlighted claims such as 'eight-free' or 'five-free', referring to products formulated without potentially controversial ingredients like parabens, alcohol, mineral oils or artificial colourants and fragrances.

Chinese-Japanese beauty brand ODC, for example, was launched in late 2016 and offers several premium anti-ageing beauty ranges which are based on hydrogen-stabilised water. This type of water reduces the surface tension of the product, ODC says, and thus increases its absorption into the skin, as well as keeping the active ingredients stable within the product formula. And although at first glance the products in their reflective golden packaging look like any other Asian luxury brand, the ODC Hydrogen Time Shaping range is also, rather surprisingly, 'eight-free'.

Kyoto-based Quick Organizer's new men's care range also focuses on clean formulations. Based on trendy activated charcoal and formulated without fragrance, the Quick Organizer range offers a cleansing bar soap, a moisturising cream gel, a repairing serum and stylish blotting papers.

And facial cleansing gel Aile Shinsei, launched in summer 2017, is not only a multi-purpose product (another key beauty trend in Japan at the moment) based on argan oil, lily extract and frankincense but also 'eight-free'.

Another clean beauty brand is Yaotomi. The company behind this three-sku beauty range operates a number of organic farms across Japan, supplying restaurants and hotels with fresh fruit and vegetables.

In 2017, Yaotomi branched out into cosmetics and introduced three face care products – a moisturising lotion, face cream and cleanser – which are formulated with herbal ingredients sourced from Yaotomi's own farms. All products are based on 'activated water', which has been filtered through bamboo charcoal and charged with the vibrations of semi-precious stones.

NATURALLY BEAUTIFUL

The natural and organic market in Japan has been growing strongly over the past decade, largely driven by the constant expansion of organic perfumery retail market leader Cosmekitchen.

According to market data by Yano Research, the natural C&T market in Japan reached Japanese yen ¥129.8bn in 2017 and is slated to grow to ¥135.3bn in 2018.

And although there were a large number of organic beauty exhibitors at Cosme Tokyo 2018,



Gold flakes were a key ingredient in products from Cosme Tokyo exhibitors Paris Miki Cosme and Hakuichi, while Yaotomi was one of several exhibiting brands espousing the clean beauty trend



almost all of these were from outside of Japan.

Though this might seem odd at first – after all, there is a growing number of domestic natural beauty brands like F Organics, Celvoke, Naturaglacé, Chant a Charm or MiMC – Japan's organic consumers continue to be fascinated by the allure of Western beauty brands.

Farmaesthetics, for example, is a US indie brand that offers skin and body care products based on powdered herbs, flowers and clays as well as plant oils and hydrosols. The brand's high-quality ingredients, clean and simple product formulations and attractive packaging have already found a Japanese distributor and will be launched later this year in Japan.

Organic beauty brand Urang Naturals from Korea will also enter the Japanese market in 2018. The brand was launched in December 2016 and offers beautifully packaged hydrosols, face oils and skin care serums. The brand's latest launch is an anti-blue light face oil blend.

First-time exhibitor Yope from Poland launched its first products – a range of natural household cleansers – in 2015. Then the company branched out into personal care, introducing quirkily-packaged body cleansers and lotions scented with single-note herbal fragrances such as lavender, verbena, rosemary or sage. The company is hoping to break into the Japanese market.

LOOKING FORWARD

The 2019 trade fair will continue to focus on the key areas of this year's Cosme Tokyo, but there will be also new highlights, including a greater focus on beauty foods, supplements and drinks, as well as the growing men's market, Cosme Tokyo's show management says.

Cosme Tokyo 2019 will take place from 30 January to 1 February 2019 ●