

event report cosmoprof asia

The 22nd edition of Asia Pacific's most important C&T trade show was bigger and busier than ever. According to organisers BolognaFiere and UBM Asia, Cosmoprof Asia 2017 attracted 83,793 visitors from 135 countries, an increase of 9% compared with the 2016 fair. Exhibitor numbers grew 7% to 2,877 companies from 54 countries, while total exhibition space was expanded to 108,600sqm (+11%).

Cosmoprof Asia 2017 continued the 'one fair, two venues' concept, successfully introduced at the 2016 show.

Since the trade show's launch in 1995, Cosmoprof Asia has grown so much that BolognaFiere and UBM Asia decided to split the event into two sections: raw materials, ingredients, packaging, manufacturing and OEM were relocated to Asiaworld Expo (AWE), near the city's airport, while finished cosmetics and salon beauty remained at the Hong Kong Convention & Exhibition Centre (HKCEC).

In order to allow visitors enough time to attend both sections of the event, the AWE part of the trade show – now rebranded Cosmopack Asia – begins one day earlier than HKCEC's Cosmoprof Asia. In 2017, the exhibition dates were 14-16 November for Cosmopack and 15-17 November for Cosmoprof.

As always, Cosmoprof Asia was divided into different sections: Cosmetics & Toiletries, Beauty Salon & Spa, Nail Accessories and Hair Salon Products, as well as the trade show's special featured areas: Discover Trends, Natural & Organic and Wellness & Spa. There were 25 country and group pavilions, and the 'country of honour' was Korea.

ECO BY NATURE

The most exciting of the new features added to Cosmoprof 2017 highlighted a major beauty trend in Asia Pacific C&T: green beauty.

Over 100 international natural beauty brands exhibited at Cosmoprof Asia's new Natural & Organic showcase, including companies from Europe, the US, Australia, Japan and Korea.

Natural & Organic featured an interesting mixture of companies reflecting the diversity of today's international organic beauty market: there were certified organic beauty brands but also near-natural cosmetics and a few 'greenwashed' labels, while premium niche brands had their booths right next to well-established mass market labels and indie newcomers.

ENS Korea is one of the bona fide organic beauty exhibitors. The Korean C&T group is the manufacturer of COSMOS/BDIH-certified Korean beauty brand Whamisa, which has been trending strongly on international K-beauty and green beauty blogs.

At Cosmoprof Asia 2017, ENS Korea



A WORLD OF BEAUTY

From global natural movers and shakers to Korea's newest mask concepts, the 2017 edition of Cosmoprof Asia was the event's most international to date. **Annemarie Kruse** reports

Cosmoprof Asia, visitor statistics

Overseas visitors

61,031

+14.3%

Local visitors

22,762

-2.6%

presented a whole range of new Whamisa launches. The new Organic Carrot Baby & Kids range, for example, is based on carrot and oat kernel extract, and offers eight skus.

Whamisa's regular skin care range was extended with products including Peeling Finger Mitts, slip-on covers for the fingertips that are saturated in an exfoliating liquid.

Emu Tracks from Australia specialises in cosmetics with an unusual ingredient: emu oil. The vitamin-rich emu oil is harvested from the adipose tissue of the emu bird and is said to have strong anti-inflammatory properties. Emu Tracks is one of the biggest emu oil products manufacturers in Australia, with a wide range of supplements, pure oils and personal care products formulated with emu oil.

Although organic Polish beauty brand D'Alchemy was only launched in November 2017, the company has already signed a distribution deal with the Polish subsidiary of French perfumery chain Sephora. The Warsaw-based niche beauty brand offers

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Key beauty product categories exhibited at Cosmoprof Asia 2017 included masks – primarily from South Korea – and natural/organic ranges

19 products based on organic plant oils, herbal extracts and plant waters.

Bema Cosmetici is a regular exhibitor at Cosmoprof Asia. With a number of strong organic beauty brands, including Bema Bio, Natürs and BioEcoNatura, Bema Cosmetici has achieved a solid distribution in its home market, most of Western Europe and parts of Asia. At Cosmoprof Asia 2017, the brand presented its newest face care range, the five-sku Blue Defence.

All Blue Defence products are formulated with Bema Cosmetici's proprietary Visiblue Screen complex based on knotgrass, lycopene, xanthophyll and antioxidant rice oil, and promise to filter out the potentially skin-damaging blue light rays that are emitted by smartphone and laptop screens.

Not all organic Cosmoprof exhibitors were in the Natural & Organic section. The French pavilion traditionally includes a number of French organic beauty companies, like essential oil beauty brand Floramé, teen beauty brand Avril and mass market favourite Le Petit Olivier.

Bulgarian rose beauty brand Alteya Organics, which already has a substantial distribution in East Asian countries like Korea, Hong Kong, Taiwan and Japan, also had its exhibition stand in the Cosmetics & Toiletries section, as did Austrian brand Styx and Swiss manufacturer Labiocos.

DISCOVERING TRENDS

Adjoining the Natural & Organic Section was Discover Trends, a showcase featuring products and brands from three trending product categories in the international skin and body

Cosmoprof Asia vs Cosmopack Asia

Cosmoprof at HKCEC
Exhibitors 2,034
Countries/regions 53

Cosmopack at AWE
Exhibitors 843
Countries/regions 23



care market: halal beauty, electronic skin care devices and baby care.

Although many European food products carry halal seals, there are still comparatively few European beauty brands that are investing into this kind of certification, despite the fact that the worldwide halal beauty market is worth billions of dollars and is set to grow even further over the next decade.

Most of the halal beauty companies at Cosmoprof Asia actually had their booths in other sections of the show. Indonesian C&T manufacturer Dion Farma Abadi's exhibition stand, for example, was located in the Wellness & Spa section, next door to Discover Trends.

The Solo-based manufacturer owns a total of 15 beauty brands, but brought only nine of these to Cosmoprof Asia. The company's best-known label is Natasha by Dr. Fredi Setyawan, which is one of the biggest salon beauty brands in Indonesia.

Another Dion Farma Abadi brand is Aishaderm, a range of up-scale beauty products marketed as 'Truly Muslimah Cosmetics'. Aishaderm's line-up comprises around 50 skus of anti-ageing and skin-brightening face and body care products, as well as body cleansers and shampoos. All products contain Middle Eastern date extract.

INTERNATIONAL EXHIBITORS

The aisles around the major country pavilions – Germany, France, Israel, Japan, Thailand, Korea and Taiwan – were packed with visitors. Italian beauty brand L'Erbolario presented two new fragrance and body care lines: the warm floral Indigo and the sweeter Lilac Lilac, as well as a new skin care range, AlgadetoX.

All AlgadetoX products contain algae extract and promise to protect skin against pollution, environmental damage and other stress factors.

Taiwanese premium face mask brand MasKingdom presented a host of new product launches at Cosmoprof Asia 2017. The brand is known for its beautifully packaged sheet masks. Most of the products are formulated with Taiwanese ingredients and the packaging

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features traditional Taiwanese patterns and designs by local artists.

In 2016, MasKingdom began to introduce its first skin care and home fragrance products. One of the brand's most recent launches is the two-layer cotton Steam Eye Mask, which contains a layer of charcoal and iron powder that heats up to around 40°C once the mask package is opened. There is also an innovative new face cleanser: Organic Cleansing Flakes. These ultra-thin circles of papery solid cleanser foam up quickly once they come into contact with water.

KOREAN INNOVATION

Considering the strong influence of K-beauty on the worldwide C&T market it is not surprising that Korea was one of the largest exhibitor countries at Cosmoprof Asia.

Korean manufacturer Hugel Pharma specialises in dermo cosmetics and product ranges for use in cosmetic surgery and beauty treatments. At Cosmoprof Asia, Hugel Pharma presented some of its retail product lines, including the Wellage range of two-step face masks (the pack includes a serum sachet and an individually packaged sheet mask) and the rather unusual Black Aqua Roll Mask. This sheet mask is rolled up into a thin rectangular mask pack rather than packaged into the usual flat square shape. Hugel Pharma says that when



The Mediheal brand has combined the mask concept with the principles of acupressure to combat frown lines and plump up skin



unfolding a flat sheet mask it is easy to accidentally damage the thin mask material with fingernails. If a mask is rolled up rather than folded, however, the risk of accidentally tearing the mask is minimised.

Fellow Korean mask company Skin Leader offered a number of mask innovations in its Ettang brand. One of these was Cook Pack, a twist on the classic modelling (rubber) mask variant.

Modelling masks usually consist of an alginate-based mask powder which is mixed with a liquid (such as water, serum or gel) into a rubbery texture, applied to the skin and is then (after the mask has hardened) gently pulled off the skin.

Instead of the classic powder and liquid combination Cook Pack masks contain two gel phases that are stirred together and applied to the face in the usual way. Ettang claims that the gel delivers the texture, comfort and skin care effect of a modelling mask, but without the mess left behind by adding powder into liquid.

Mediheal is another major face mask manufacturer that exhibits at Cosmoprof Asia every year. New in 2017 were its two-part Chip Sheet Masks. These are printed with clearly-marked acupressure circles that are embedded with tiny, round chips of mineral stones.

After applying the serum to the skin, the mask is placed so that the tiny stones touch the skin. The consumer then places their finger on the outside of these circles and lightly massages their face. The combination of hydrating serum and gentle acupressure point massage is said to help relax frown lines and plump up the skin.

Korean dermo brand Doctor.3, meanwhile, focuses on pared-down, unisex skin care products. The brand was launched just a few months ago and its concept is simple: there are just five products that are designed to work in conjunction. With its stylish simple packaging, the new range is aimed at a young, urban demographic.

With a focus on the natural beauty market and other trending product categories, Cosmoprof Asia 2018 is set to continue on its upward trajectory. The 2018 fair dates are 13-15 November for Cosmopack (AWE) and 14-16 November for Cosmoprof (HKCEC) ●

Pollution stoppers

Another trending skin care category at Cosmoprof Asia 2017 was anti-pollution and detox skin care. These are products that claim to protect skin from the damaging effects of environmental pollution, such as air pollution and sun exposure or, in the case of detoxing care, 'feed' skin with nutrients and vitamins to increase skin health.

Anti-pollution beauty is especially popular in Asia because its mega cities tend to have very high air pollution levels. However, even in the US and Europe, the anti-pollution C&T category is growing strongly, a development boosted by the ongoing wellness trend.

Anti-pollution skin care range Detox Intense was launched in August 2017. The German brand is part of the brand stable of ICB (Innovative Cosmetic Brands) which, in turn, belongs to Germany's Artdeco group.

The six-sku Detox Intense range was developed with German dermatologist Dr Ockenfels and the line-up comprises a cleanser formulated with goji, cranberry and blackcurrant extracts; a cleansing cream mask with activated charcoal; a detoxing skin concentrate with African black bean extract; a day cream and night cream; as well as a clear sun protection fluid with SPF30.

Premium anti-ageing brand Jacqueline Piotaz from Switzerland has also just introduced a detoxing range. Pollution Defense was launched in November 2017 and promises to protect skin from airborne pollution. The line-up is formulated with the brand's AutophaCell complex.

