

# in-cosmetics® ASIA Bangkok, 29-31 October 2013

## Action-packed in-cosmetics Asia Celebrates its Most Successful Event to Date

in-cosmetics Asia 2013 celebrated another first-class event, attracting 6,007 unique visitors from across Asia and beyond – a 16 per cent uplift compared to 2012 – making it a record-breaking show. Visitors hailed from all corners of the globe, with Malaysia, China and South Korea the top three represented countries outside Thailand. With 2,285 overseas visitors, international attendees accounted for 38 per cent of the total attendance, an increase of 18 per cent compared to 2012.

As the region's only personal care ingredients exhibition with a pan-Asian focus, in-cosmetics Asia 2013 provided visitors with the opportunity to meet more than 360 suppliers from 30 countries, source ingredients and discover over 240 new products during the course of the three-day event.

More Marketing Trends Presentations, Workshops and Innovation Seminars than ever before, as well as a new Packaging Zone, Country Focus and Product Trails meant visitors were able to gain exclusive insights, improve their knowledge and enhance their technical skills. Visitor Ron Sharpe from Amway Corporation commented: "I have come from the U.S. for this show and it's

my third time at in-cosmetics Asia. We see suppliers here that we do not see at some of the other shows, as you also get some small Asian suppliers. We are looking for innovation and to meet new people and in-cosmetics Asia certainly provides this."

Exhibitor Thierry Casteran from Imerys added: "This is our first time at in-cosmetics Asia and we have taken the opportunity to launch a new brand. The show has been very good and the visitors high in quality. We have had a lot of technical discussions, which is always positive."

### Korea Country Focus

The new Korea Country Focus proved a popular attraction with visitors able to learn about this dynamic market, which grew 9.1 per cent in 2012. An interactive display feature included selected Korean ingredients as well as finished products selected by Florence Bernardin, a leading authority on Korean cosmetic products, where visitors were able to understand the influence this market is having globally. Seminars in the Marketing Trends Theatre highlighted areas where brand owners and manufacturers can leverage trends coming out of South Korea, whilst a Product Trail led visitors to exhibitor stands where they could discover innovative ingredients. The Korea pavilion also allowed visitors to target their approach and meet with more Korean suppliers than ever before.

### Innovation Zone

The Innovation Zone was a hub of activity where visitors could see 37 ingredient launches from the six months leading up to the show and test 22 exclusive formulations, whilst Mintel ran live demonstrations on the theme of segmentation by generation, with cosmetics targeted at different age groups. On the second night of the show, the Innovation Zone Best





Ingredient Awards that recognise scientific prowess were presented, with Gold going to Lucas Meyer Cosmetics for its Elix-IR™ ingredient, which is the first botanical active designed to fight Infra'aging (infrared-induced skin ageing). Silver was awarded to Lipotec for its Source of Youth Cream with JuveFOXO™ peptide, while Schülke & Mayr scooped Bronze for sensiva® PA 3, a nature-inspired multifunctional cosmetic additive that offers protection for leave-on, wet-wipe and sensitive applications.

### Skill and Knowledge Enhancement

The Educational Programme moved up a gear this year, with more in-depth analysis of markets, trends and formulation techniques than in previous years. The Marketing Trends Presentations were often standing room only, with visitors able to hear unique insights into topics as diverse as consumer segmentation, anti-ageing, cosmeceuticals, digital marketing and ethnic beauty, as well as market information on Japan and Brazil to help shape marketing campaigns. Workshops provided practical advice on hot topics including natural ingredient formulation, anti-ageing breakthroughs and tips on exporting to the U.S., while exhibitor-led Innovation Seminars demonstrated the breadth of innovation from exhibitors at the show.

New Product Trails were also met with resounding success, directing visitors to the most forward-thinking products in each category – anti-acne, anti-ageing and skin whitening – and allowing exhibitors to gain more exposure.

Commenting on the success of this year's show, Sarah Gibson, Event Director for in-cosmetics Asia said: "Now in its sixth year,



in-cosmetics Asia has created a pan-Asian personal care community where the industry comes together both online and face-to-face at the show. This year's event was another vibrant occasion with the quality of visitors higher than ever before, particularly from Japan and China, with senior level representatives from major manufacturers in attendance. We are already looking forward to the 2014 show and with exhibitor re-bookings through the roof, we're sure it will prove yet another exciting instalment.

### in-cosmetics Asia 2014

Plans are already underway for the next in-cosmetics Asia which takes place in Bangkok on 4 – 6 November, 2014.

For further details about in-cosmetics Asia, visit [www.in-cosmeticsasia.com](http://www.in-cosmeticsasia.com)

Follow us on Twitter at [www.twitter.com/incosmetics](http://www.twitter.com/incosmetics) or join the debate on LinkedIn at [www.in-cosmetics.com/linkedin](http://www.in-cosmetics.com/linkedin) or on our Facebook pages at [www.facebook.com/incosmeticsgroup](http://www.facebook.com/incosmeticsgroup) (English) and [www.facebook.com/incosmeticsasia](http://www.facebook.com/incosmeticsasia) (Thai).

