

# in-cosmetics®

Hamburg, 1-3 April 2014

## Formulate New Beauty in Hamburg at in-cosmetics 2014

Known for its scientific and technical excellence and home to cosmetic giants such as Beiersdorf, as well as many other beauty brands and suppliers, Hamburg is the perfect setting for the next edition of in-cosmetics which returns to Germany on 1 – 3 April 2014.

The global personal care industry is thriving and according to Cosmetics Europe, the Personal Care Association, Germany is Europe's premier market in Europe valued at 12,851 billion Euros (retail sales price). Six months before the doors open, in-cosmetics 2014 was already close to selling out, with more than 600 exhibitors preparing to display innovative ingredients, launch new products and showcase major developments in the personal care industry.

The 2013 show in Paris was proof of the market's dynamism, attracting more than 9,300 unique visitors from around the globe. in-cosmetics 2014 promises to emulate this success with original content, exciting product launches and an even more comprehensive Educational Programme.

### New Brazil Country Focus

For the first time ever, in-cosmetics will have a Country Focus. In celebration of the year of collaboration between Germany and

Brazil, the show will shine a light on Brazil's vibrant personal care market – the third biggest market in the world according to Euromonitor International. This will be supported by ABIHPEC (Brazilian Association of the Cosmetics, Toiletry and Fragrance Industry) and will offer a dedicated programme of events including a Brazil Product Trail, Marketing Trends presentations, a Workshop and a Brazil exhibitor pavilion, hosting many first-time exhibitors. A Networking Zone with a Brazilian Bar will give visitors and exhibitors the chance to discuss opportunities in more detail. Innovative skincare, haircare, and colour cosmetics from Brazil handpicked by Mintel will also be demonstrated in the Innovation Zone.

### Extensive Educational Programme

The extensive Educational Programme will include over 20 Marketing Trends sessions with speakers discussing the industry's hot topics such as haircare, dermatology and professional skincare. Sessions will also explore opportunities in markets outside of Europe including the Brazilian market, tying in with the show's Brazil Country Focus, as well as Japan and Korea. A special keynote presentation on 'innovation' will also be delivered by Beiersdorf.

The 2014 event has more Workshops than ever before. A special focus on Brazil will offer attendees tips on breaking into this buoyant market, and another session will guide visitors through the pitfalls and opportunities provided by the Chinese market. Other sessions also offer practical advice on alternatives to animal testing, claim substantiation, natural cosmetics, haircare and skin protection/ageing.

What's more, the 'Fragrance in Cosmetics' and 'Testing and Regulation' Zones launched in 2013 have both increased in size demonstrating the increasing importance of these areas for manufacturers today. The 'Fragrance in Cosmetics' Zone is twice





as large and the 'Testing and Regulation' Zone is five times larger than in 2013.

### Innovation Zone

Innovation will be top of the agenda with the addition of a third Innovation Seminar, enabling visitors to access even more exhibitor-led presentations than ever before.

The Innovation Zone will also return to Hamburg, where visitors can discover new ingredient launches from all corners of the globe. Visitors can also touch, test and understand how the new ingredients on display can be developed into a formulation. Live demonstrations have been expanded allowing visitors to find out more about innovative technologies and application techniques.

On the second night of the show, the Innovation Zone 'Best Ingredient Awards' will be presented to honour three companies that demonstrate innovation in the development of functional or active ingredients.

Lucy Gillam, Event Director for in-cosmetics, commented: "We're extremely excited about in-cosmetics 2014 and to be returning to Germany after five years. This is the first time we've taken the show to Hamburg and we're gearing up for another action-packed edition with more visitor attractions and educational content than ever before. The new Brazil Country Focus will add a new dimension to the show, offering visitors a unique opportunity to gain insight into this vibrant market."

This is all just a taster of what's happening at this year's in-cosmetics. To find out more on exhibitors and features at the show, you can visit the website on [www.in-cosmetics.com](http://www.in-cosmetics.com) or download the App [www.in-cosmetics.com/App](http://www.in-cosmetics.com/App)

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