



COSMOPROF

ASIA HONG KONG
亞太區美容展

NOVEMBER 2016

HONG KONG

15TH - 17TH

ASIAWORLD-EXPO

16TH - 18TH

HONG KONG CONVENTION
& EXHIBITION CENTRE

Organiser - Cosmoprof Asia Ltd



Press Release

For immediate release

21 September 2016

Cosmoprof Asia 2016 proudly introduces the first Innovation Circle Awards

Cosmoprof Asia 2016 introduced a brand-new **Innovation Circle Awards** to recognise the most innovative packaging, design and formula in the beauty industry. The Awards, created in partnership with the renowned trend agency **Beautystreams**, will deliver high-quality content and become a reference point for the global beauty industry.

Exhibitors specialising in packaging solutions and contract manufacturing are invited to submit products and packaging inspired by a selected trend story, “**LEGENDS**” across 6 categories: best innovation in color cosmetics, best innovation in nails, best innovation in skin care, best innovation in hair, best innovative primary packaging and best innovative secondary packaging. Exhibitors applying can get inspiration from everything which relates to raw nature, overwhelming scenarios, rough and brave warriors, mythical sagas, choosing appropriate colors, textures and materials to provide a “legendary” feeling.

Winners will be selected by an international panel of industry veterans and experts including:

- Sumita Butani, Global Product Innovation Lead, Beauty and Personal Care, Alticor/Amway (USA)
- Sam Cheow, Chief Product Accelerator, L'Oreal USA (USA)
- Masa Cui, Founder/CEO, Marie Dalgar Cosmetics (China)
- Carlotta Jacobson, President, Cosmetic Executive Women (USA)
- Joyce Kim, Vice President Product Development, NYX Cosmetics (USA)
- Eun-Im Lee, Division Director HERA, AmorePacific (Korea)
- Elie Papiernik, Design Director / Managing Partner, Centdegrés (France)
- Andrea Pesce, Creative Director (Italy)
- Kilala Tilaar, Deputy Marketing Director, Martha Tilaar Group (Indonesia)
- Lan Vu, Founder/CEO, Beautystreams (USA)

Finalists' products will be displayed at the event floor of AsiaWorld-Expo from 15-17 November 2016, providing valuable industry and media exposure to individual packaging designs and innovations.

Results will be announced at the Awards Ceremony held at the AsiaWorld-Expo on 15 November 2016, with more than 400 professionals gathering to celebrate the winners.

AsiaWorld Expo – AWE and the Hong Kong Convention and Exhibition Centre - HKCEC will bring together 2,700 international exhibitors, 25 national and group pavilions, and an expected 60,000 visitors in an exhibition area of more than 98,000 sqm.



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Visitors may register online at <http://www.cosmoprof-asia.com/en-us/VISITING/Pre-registration> to get a free admission badge, which will allow access to the show in both venues.

-The End-

NOTES TO EDITORS:

Cosmoprof Asia, the premier international beauty exhibition in Asia-Pacific, is organised by Cosmoprof Asia Ltd, a joint-venture between BolognaFiere Group and UBM Asia Ltd.

ABOUT BOLOGNAFIERE GROUP

www.bolognafiere.it

BolognaFiere Group, the world's leading trade show organiser in the cosmetics, fashion, architecture and building, art and culture sectors, features in its portfolio more than 80 exhibitions, both domestic and international, among which Cosmoprof Worldwide Bologna, the most important beauty meeting point in the world established in 1967 and held in Bologna, Italy. In 2017 it will celebrate the 50th anniversary, from 17-20 March along with Cosmopack, 16-19 March. The international platform offered by Cosmoprof, with trade shows in Hong Kong (established 1996) and Las Vegas (established 2003), provides a truly global marketplace for the beauty industry where brands can find success.

ABOUT UBM ASIA LTD

www.ubmasia.com

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 32 offices and 1,300 staff in 24 major cities. We operate in 19 market sectors with 230 events, 28 trade publications, 18 online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. UBM Asia was awarded 'Asia's Most Reliable Trade Show Organiser Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.

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