

**COSMOPROF**  
ASIA HONG KONG  
亞太區美容展

Organiser - Cosmoprof Asia Ltd



**NOVEMBER 2017**  
HONG KONG  
**14<sup>TH</sup> - 16<sup>TH</sup>**  
COSMOPACK ASIA  
ASIAWORLD-EXPO  
**15<sup>TH</sup> - 17<sup>TH</sup>**  
COSMOPROF ASIA  
HONG KONG CONVENTION  
& EXHIBITION CENTRE  
[www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

FOR IMMEDIATE RELEASE

## Winners Announced for the First Edition of Cosmoprof Awards

**Hong Kong, 16 November 2017** - Cosmoprof Asia 2017, the most important B2B event for the beauty industry in the Asia-Pacific region, has announced the winners of Cosmoprof Awards, which honours the most outstanding and innovative brands.

Cosmoprof Awards consists of the **Innovation Circle Awards** and the **Beauty Circle Awards**. The **Innovation Circle Awards**, presented for the first time last year, acknowledges companies with excellence in formulation and packaging, which are exhibiting in AsiaWorld-Expo (AWE). Meanwhile, the **Beauty Circle Awards**, making its debut in 2017, celebrates the creativity and the most successful marketing strategies of exhibitors in the Hong Kong Convention and Exhibition Centre (HKCEC).

Both initiatives are organised in partnership with **Beautystreams**, the company involved in concept planning, organising the jury panel as well as designing the display area for the finalists' products. Meanwhile, the design of the trophies was undertaken by **Centdegrés**.

All **Innovation Circle** finalists' products are displayed at the East Lobby of AWE, while **Beauty Circle** finalists' products are displayed at Hall 1E, Concourse of HKCEC.

Winners have been selected among 314 entries submitted by 178 exhibiting companies at both venues by two distinguished juries made up of 27 beauty experts.

### COSMOPROF AWARDS – INNOVATION CIRCLE

**Cosmoprof Awards – Innovation Circle** honours Cosmopack Asia exhibitors for their outstanding performance in formulations, technologies and packaging designs. The winners were selected by an international jury of 15 beauty experts, based on innovation, creativity and relevance to the theme "NIGHTSCAPE – Escape into the Beauty of the Night". The Awards Ceremony was held at AWE on Tuesday, 14 November. Winners of the 5 categories and the Special Jury Award were announced as below.

For **Make Up Formula**, the winner was **GOTHA COSMETICS S.r.l.** with "Transforming Liquistick", an impressive and innovative product that 'transformed' itself during application as it contains sealed pearlescent pigments which are only revealed by gentle rubbing.

The winner of **Skin Care Formula** was **BKOLORMAKEUP & SKINCARE S.p.a.** with "Magic Mask + Spray Activator", which combines emulsion rich functional ingredients with an activator spray. The activator spray transforms the emulsion into a peel-off mask and allows it to be removed from the face instantly, leaving behind the active benefits.

**Yonwoo Corporation** was selected as winner for the category **Skin Care Packaging Technology**, thanks to its innovative product 'Powder Spray' which features a dip-tube that prevents the powder from hardening and the 'Button Lock' system which prevents moisture from getting into its content.

For **Make Up Packaging Technology**, the winner was **Starry Vision Co., Ltd** with "Separated Liquid Liner" which features a replaceable ink tube and rotating button.

**HCP Packaging Hong Kong** won the award for the **Packaging Design** category with its product line, which includes 4 compacts, 1 lipstick, 1 mascara and 1 pot, in various decorations.

For the **Special Jury Award**, the winner was **Yonwoo Corporation**.

### **COSMOPROF AWARDS – BEAUTY CIRCLE**

**Cosmoprof Awards – Beauty Circle** honours exhibitors at HKCEC for their outstanding cosmetics products, characterised by creativity and marketability. The winners have been selected by an international jury of 12 beauty experts, based on innovation as well as marketing and social media impact. The Awards Ceremony was held at HKCEC on Wednesday, 15 November. Winners of the 5 categories and the Best Beauty Brand Online Award were announced as below:

For the **Make Up Product** category, the winner was **Wunder 2** with "Prime & Behold", a professional primer for colour make up that locks any colour pigment to the skin, intensifies it and ensures that it is waterproof, transfer-proof and smudge-proof for up to 24 hours.

The **Skin Care Product Award** went to **PLABIO Co., Ltd** with "Plabeau", the world's first rechargeable and portable plasma-emitting skin care device.

Meanwhile, **Manucurist** won the award for best **Nail Product**, thanks to its "Mirror Effect Kit" which comprises a base, a powder, a top coat and a foam applicator, packed in a dazzling shiny silver packaging.

For the **Hair Product Award**, the winner was **Studio Ma D.O.O.** with "Color Us Vibrant Party". The product can be used for refreshing existing hair colour, creating vibrant colours, toning of blonde hair and creating pastel tones.

The **Natural & Organic Award** went to **Gellé Frères France**, which presented "Eau de Parfum Encapsulated Queen Next Door". Gellé Frères has achieved a significant advancement in perfumery by integrating in each of its perfumes a microcapsule, which extends the lastingness of its fragrance. This innovative technology also allows the elimination of alcohol, which avoids photosensitization and skin dryness. Thanks to this product, **Gellé Frères France** was also selected as winner of the **Best Beauty Brand Online Award**.

"We are pleased to receive such fervent participation in Cosmoprof Awards from exhibitors all over the world, especially for the Beauty Circle Awards which is held for the first time in Cosmoprof Asia. We look forward to seeing more outstanding products and innovations in further editions," says Alice Suen, Event Director of Cosmoprof Asia.

"We are honoured to curate the Cosmoprof Awards and happy to see so many new ideas, creativity and innovative products presented by the exhibitors. We will continue to support the Cosmoprof Awards," says Lan Vu, CEO of Beautystreams.

For further information about the awards: [www.cosmoprofawards-asia.com/en/](http://www.cosmoprofawards-asia.com/en/)

**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](http://www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. In 2017 Cosmoprof Bologna celebrated its 50th anniversary. For the 2018 edition, opening days are different according to the specific area of the exhibition, in order to facilitate the organization of business trips to Cosmoprof Worldwide Bologna. From Thursday 15 to Sunday 18 March doors are open for all specialists in retail, Perfumery and Cosmetics, Green and Natural, and for the country pavilions linked to these sectors, in conjunction with Cosmopack; the halls dedicated to beauty professionals - Hair, Nail, Beauty Salon & Spa - with their country pavilions will open as usual from Friday 16 to Monday 19 March. The international platform offered by Cosmoprof, with trade shows in Hong Kong (established in 1996) and Las Vegas (established in 2003), provides a truly global marketplace for the beauty industry where brands may grow.

**ABOUT UBM ASIA LTD**

[www.ubmasia.com](http://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 event organisers 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 presence in 25 major cities with 36 offices and over 1,600 employee. We have over 200 employee based in Hong Kong. With a track record spanning over 30 years, UBM Asia operates in 11 market sectors with over 290 events, 28 targeted trade publications, 18 round-the-clock online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia was awarded 'Asia's Most Reliable Trade Show Organizer Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.

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