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亞太區美容展

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Press Release

Cosmoprof Asia 2018 Spotlights on Natural and Organic

Plant-based, whether in food, health supplements, beauty or skincare is big business and this year's show dedicates a hall to the environmentally aware companies answering the trend



HONG KONG, 19 September, 2018 -- The demand for plant-based food and personal care products has never been bigger, and at Cosmoprof Asia 2018 our Natural & Organic zone (Hall 3G, HKCEC) will be dedicated to this mega-trend. No doubt the hall's green, eco-friendly companies creating sustainable businesses around plant-based skincare, cosmetics, beauty products and supplements, will be at the centre of attention.

Look around and it is impossible to miss this fast-growing trend in all aspects of life. The business of using plants, grown chemical-free, for the manufacture of natural and organic personal care products is booming, and according to Persistence Market Research, the global organic

beauty market is projected to be worth just under US\$20 billion by 2024, meaning a yearly 8-10% growth to almost double its US\$11 billion in 2016. Skincare, hair care and colour cosmetics are the top three segments, seeing rapid revenue-generation thanks to increasing interest as well as disposable income and rising standards of developing economies.

A sweet selection of some of the brands you are likely to come across at the fair include the divinely named **Lovekins** brand with its pastel packaging, which looks kind to the skin before you've even opened the bottle. Mother-of-two Australian-born Chinese Amanda Essery created the natural organic range by marrying native ingredients from her hometown of Darwin and her innate mother's care. Her Lovekins Baby Body Moisturiser is designed to soothe and nourish baby's delicate skin, full of Australian superfood and vitamin C-rich Kakadu Plum and Quandong (wild peach).

Anyone who has been spa'ing in Hong Kong will recognise the brand **Éminence Organic Skin Care**, renowned for their sustainable practices that go right back to the farms that grow the natural, organic and biodynamic ingredients they hand pick for every product. And once picked, each ingredient is kept as pure and active as possible to pass on the full regenerative and healing powers of each seed, pulp, peel, vitamin and enzyme.

More conscious beauty comes from New Zealand in the shape of **Te Mana's EXQ-PRO COLLAGEN COMPLEX**. Peptide-rich, it uses fresh, native botanicals that grow in the country's famously pure air, which in turn boost the skin's collagen production and all-over regeneration. The complex does the work of a serum, moisturiser and primer all-in-one thanks to its red seaweed, green algae, black fern, Merino wool collagen, Manuka Honey and more for anti-inflammatory, antioxidant, detoxifying and collagen boosting results.

Another multi-tasker, Ireland's **Pestle & Mortar** brand presents their Pure Hyaluronic Serum, which goes straight for fine lines, dehydration and dullness, plumping the skin and bringing back a youthful complexion. Hyaluronic Acid is produced by the body in spades when we are young, but depletes as we get on in years, resulting in aging. Here is the ideal solution; lightweight, absorbent and efficient, bringing visible results.

Stem cells have long been proponents of magical healing too, and Slovenia's premium line MAGIC by brand **Essentiq** uses plant stem cells from natural and organic ingredients perfectly combined for the most healing synergy possible. Their organic certified products address the skin at various times of life. Case in point, hero product facial serum 40+, which is created using ancient comfrey stem cells, extract of Alpine rose leaves, rosehip lipophilic extract and more for intense cell activation, skin repair and protection, plus sublime nourishment.

The production of beauty products in Poland is growing, too, with the increase in quality of products and raw materials. **Alkemie** is an excellent example, with products of the highest level designed for different skin types. Among the others, **Snow white** is a completely revolutionary approach to whiten and illuminate the skin with advanced effects of neuro-cosmetics and photoluminescence. Also of note, **EPS White PA** (a revolutionary formula based on marine exopolysaccharide) blocks the release of skin inflammatory neuro-transmitters and inhibits the synthesis of melanin, affecting the very foundation of cellular biochemistry.

Natural ingredients also form the basis of the philosophy at **Real Saboaria**. The company, born in Portugal in 2008, specialises in soaps made of 100% natural ingredients. Fragrances recall the exotic moods of Malaysia, Vietnam and Colombia.

Looking to Korea for the next beauty trends goes without saying, but **J Konjac Sponge** is one of the country's long-established success stories. Since 2007 the company has been making 100% natural body sponges and cleansing puffs from the island of Jeju. Of course the sponges are organic and of the highest quality, and their regular products have been added to with the Loofah Sprinkled and ANION Sponges for superior cleansing and therefore blemish-free, radiant skin.

Also beneficial for the skin, **Hanami Enzyme Drink** takes the struggle out of a diet, with its Yeast Peptide DNF-10. The yeast does double-duty, suppressing the appetite and slowing the build up of fat. Pickled vegetables, fruit, wild plants and seaweed are marinated together for three years no less, in order to concentrate the benefits of their natural vitamins, minerals, fiber and polyphenols. Not just good for the diet, a faster metabolism and the skin, the drink strengthens the immune system and boosts energy too.

For a glimpse of more inspirational products and companies who put their environmentally friendly and sustainable ethos at the very core of their businesses visit Hall 3G at the Hong Kong Convention & Exhibition Centre at Cosmoprof Asia 2018. You will also find the first ever Malaysian Halal pavilion, full of halal-certified cosmetics, supported by Malaysia External Trade Development Corporation (MATRADE).

And don't miss the Natural & Organic Symposium with on-point topics like the growth of Malaysia's halal market, the scope and opportunities in organic certification, Euromonitor's presentation on "The Face of N&O Beauty in 2018" and Ecovia Intelligence's round table on sustainability.

Latest news about the Fair: www.cosmoprof-asia.com.

Online visiting pre-registration for free admission: www.cosmoprof-asia.com/en-us/VISITING/Pre-registration



NOTES TO EDITORS:

Download the high-resolution image at the following links.

Logo: bit.ly/2Q8IkRV

Product photos: bit.ly/2ConSK1

ABOUT THE ORGANISERS:

*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 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. For the 2019 edition, Cosmoprof is confirming the different opening dates, according to each professional target. From Thursday 14 to Sunday 17 March 2019, Cosmopack and Cosmo|Perfumery & Cosmetics will open, facilitating business meetings between suppliers and manufacturers on the one side, and companies of finished products, buyers and retailers on the other, with a focus on Perfumery & Cosmetics, Green & Organic and Cosmoprime, the area dedicated to haute gamme perfumery. From Friday 15 to Monday 18 March, open doors for the professional distribution channels of Cosmo|Hair & Nail & Beauty Salon, with the presence of owners of beauty salons and spa, hairdressers, hairstylists, nail artists and distributors. The international platform offered by Cosmoprof, with trade shows in Hong Kong (established in 1996), Las Vegas (established in 2003) and starting from 2018 Mumbai, provides a truly global marketplace for the beauty industry where brands may grow.

ABOUT UBM ASIA LTD (www.ubm.com/asia)

UBM Asia recently became part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Please visit www.ubm.com/asia for more information about our presence in Asia.

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