

COSMOPROF
ASIA HONG KONG
亞太區美容展

Organiser - Cosmoprof Asia Ltd



NOVEMBER 2018
13TH - 15TH
COSMOPACK ASIA
ASIA WORLD - EXPO
14TH - 16TH
COSMOPROF ASIA
HONG KONG CONVENTION
& EXHIBITION CENTRE
HONG KONG
www.cosmoprof-asia.com
A NEW WORLD FOR BEAUTY
BOLOGNA LAS VEGAS HONG KONG MUMBAI

Press Release

For Immediate Release

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COSMOPROF ASIA INNOVATIONS PUT FOCUS ON CUSTOMER EXPERIENCE

Cosmoprof Asia 2018, the leading B2B beauty event for the Asia-Pacific region, will showcase trends and advanced technologies influencing customer experience in the future.

Specific initiatives will involve attendees in the manufacturing process and selling of beauty products, both in **Cosmopack Asia**, which will host companies of the supply chain from 13 to 15 November in AsiaWorld-Expo (AWE), and in **Cosmoprof Asia**, which will feature exhibitors of finished products, from 14 to 16 November at the Hong Kong Convention & Exhibition Centre (HKCEC). Special attention will be paid to customisation, an important emerging feature in the global beauty market.

SKINTONIC

SKINTONIC is a real installation specially designed by International design agency Centdegrés to provide visitors with a unique experience from the production to the selling of the SKINTONIC product in retail stores. This initiative involves both fair venues in a journey which includes the manufacturing steps of a luxury cosmetic product, to design solutions and technologies created by **LTU-Tech**. The “**SKINTONIC – The Factory**” at AWE will showcase the production process of a special serum with anti-ageing and lifting effects. This serum will create silky smooth skin, minimise imperfections and infuse moisture to the skin, resulting in a natural and radiant complexion. At HKCEC, visitors will continue their experience at “**SKINTONIC – The Shop**”, a concept store of the future featuring elements of virtual and augmented reality as well as *IoP – Internet of Product*, a brand-new packaging approach to beauty products.

Selected exhibitors of Cosmopack Asia will be partners of the project. They include: **Citus Kalix - a Coesia company** – a global leader in the machinery sector; **Quadpack** – which is recognised worldwide for its innovative packaging solutions; **Pinkfrogs Cosmetics** – an Italian Skin & Haircare contract manufacturer and **Homer Printing** – a leading printer and folding cardboard boxes manufacturer.

COSMOLAB

From 13 to 15 November, Cosmopack Asia will host **COSMOLAB**, in collaboration with **Opal Cosmetics**. The featured area will demonstrate the manufacturing process of personalised shampoo, the advanced technology of *A.I. – Artificial Intelligence* and *Industry 4.0* – automated and data-driven manufacturing technologies. Visitors will interact with an A.I. robot, serving as both sales person and chemist, which will store analytics based on hair types and features of each attendee. These data will be used to create a unique formulated shampoo sample (40ml) as giveaway for visitors.



COSMOLAB represents a new model of consumer experience where customers provide the data for the manufacturing process. It is an industrial and technological revolution with a strong impact on the relationship connecting customers, products and suppliers.

BOUTIQUE

HKCEC will host the 5th edition of **BOUTIQUE**, a charity initiative of Cosmoprof Asia where visitors can choose 7 travel-size products presented in a deluxe gift bag sponsored by Baralan, for a symbolic cost of HKD100. Some of the sponsored products from exhibitors are: KLAVUU White Pearlsation Ideal Actress Backstage Cream SPF30 PA++ – a 5-in-1 treatment combining a pearl base, sunscreen, primer, fixer and makeup base with Korean pearl extract; Chihsai Color Reflection – a haircare series; and SH-RD Protein Cream – an intensive leave-in treatment that instantly repairs, restores and revitalises the hair. Proceeds from this charity event will be donated to the **Chi Heng Foundation**, a Hong Kong-based charity dedicated to addressing children impacted by AIDS and also to AIDS prevention and education.

For further information, visit www.cosmoprof-asia.com.

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

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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 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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