

30th edition of in-cosmetics Global returns to Paris

in-cosmetics Global will be returning to its spiritual home in Paris from 2-4 April 2019, bringing together the world's leading beauty and personal care industry suppliers and experts.

R&D professionals will be presented with a unique opportunity to source the most innovative ingredients, to learn from industry experts about the most important trends influencing the beauty industry and network with their peers.

Staying relevant in a flourishing industry

The beauty industry continues to grow and has proved itself to be a thriving and popular sector on a global scale. The demand for beauty products continues to grow and has proved itself to be a thriving and popular sector on a global scale. Despite economic instability, the industry was estimated to have achieved sales of €200bn in 2017 and experts have forecasted a revenue increase of 7.14% in the next five years. According to Mintel, four key trends will be responsible for driving this growth: personalisation, the rise of digital, naturals, and the use of marketing campaigns that focus on encapsulating a brand's personality. It is imperative that companies are able to attract consumers by successfully tapping into the latest trends. Developing both innovative and exciting products is the way they can make their mark in what is an increasingly competitive sphere. in-cosmetics Global is the perfect platform to provide inspiration for those products, making it a must-attend event for all those in the beauty industry.

Indie Trail

in-cosmetics Global 2019 will see the launch of the Indie Trail. Indie brands continue to dominate the market and have become increasingly influential in the beauty industry.

The market saw a 659% increase in review volume in 2017¹, illustrating their popularity and importance. In response to feedback from indies that it can be difficult to source suppliers who can provide smaller ingredient quantities, in-cosmetics will introduce the Indie Trail Guide.

The guide will be distributed to indie brand visitors and is designed to help them navigate the event and meet relevant suppliers by detailing the exhibitors that are able to provide ingredient quantities to suit a production of up to 100kg. The guide will optimise their experience at in-cosmetics by saving them time and making sure they are able to forge important connections with relevant exhibitors.

R&D Tours

Following the great success of the R&D tours at last year's show, they will be making a return to Paris in 2019. Specifically designed for R&D professionals and led by leading technical consultant and cosmetic chemist, Rouah Al-Wakeel, participants will be guided around major show features such as the Innovation Zone and Sensory Bar. Three topics will be covered in the tours: Protection, sponsored by IMCD; Healthy Ageing, sponsored by Mibelle Biochemistry Group; and Preservation, sponsored by Symrise. Each tour will ensure R&D professionals are introduced to select exhibitor stands relevant to the tour topic.

Innovation Zone

The ever-popular Innovation Zone, sponsored by Ashland, will be back for another instalment at the 2019 show and promises to feature some of the most exciting and innovative formulations launched within the past six months. This interactive area allows visitors to get an exclusive insight into the latest product developments recently brought to market, providing a unique opportunity for businesses to stand out in the highly competitive cosmetics sector. Key exhibitors will offer attendees the chance to try out

¹ <https://www.gcimagazine.com/marketstrends/channels/other/Indie-Beauty-Retail-Savior-487432541.html>

their products in order to gain an insight into how they were made and understand the effectiveness of their innovation as part of the Formulation Displays. The beauty and personal care team from Mintel will also host live demonstrations in this area, where visitors will be able to interact and test innovative finished products.

Sustainability Corner

The highly relevant Sustainability Corner, sponsored by Cargill, will also return in 2019 with over 20 pods featuring sustainable ingredients or supply chain projects that have positively affected the environment. The interactive space will focus on the beauty and personal care industry's progress and creativity in environmental and social sustainability. Attendees will be able to understand how businesses are changing their procedures to reduce their environmental impact and hear expert insights from leading brands and debate major issues surrounding sustainability. This educational area provides visitors with a unique way to learn about how businesses are supporting the achievement of the UN Sustainable Development Goals.

The Make-Up Bar

Visitors will be able to put brand new formulations to the test, as well as being given the opportunity to see and experience the latest eye, skin, nail and lip make-up formulations at the Make-Up Bar, sponsored by BASF. This popular area is designed to help attendees discover the latest solutions, formulations and vibrant colours, all in one place.

Exhibitors including Interpolymer, Biesterfeld and Lubrizol will showcase their latest innovations at the show, demonstrating how the beauty industry continues to create new functional ingredients and technologies. Furthermore, visitors will have an unrivalled opportunity to receive expert insights into the latest trends and products from leading exhibitors.

Formulation Lab

As part of the education programme, the free-to-attend interactive sessions at the Formulation Lab, sponsored by Brenntag, will provide R&D professionals with a unique opportunity to learn the secrets to designing winning formulations.

The sessions will take place in a purpose-built laboratory, created to offer those in the R&D category a rare and hands-on experience to learn invaluable and practical insights into formulation training from the industry's leading experts. Some of the key suppliers confirmed to take the stage at the Formulation Lab over the three days include Evonik, BASF, DSM and Sensient.

Within the Formulation Lab, the Formulation Challenge, sponsored by Lonza, will take centre stage on 4 April. Six teams of highly skilled R&D and marketing professionals will be given a box of mystery personal care ingredients and tested with creating an innovative formulation in 90 minutes. The finished products will be judged by a panel of expert judges who will score the formulations based on their technical merit and marketing story.

More from the education programme

The show's highly acclaimed education programme will be an unmissable part of the event for all visitors as it provides a valuable opportunity for all cosmetics and personal care professionals to get an exclusive insight into the upcoming trends, as well as the latest on new developments and technologies. Industry experts will share their insights on a wide range of subjects such as regulatory changes and new product development in order to give businesses a competitive edge and insight into future opportunities.

From Technical Seminars and Marketing Trends presentations through to Workshops and Live Demonstrations, visiting R&D professionals and cosmetic chemists will have the opportunity to discover innovations in the beauty industry, as well as debate the latest changes in the sector at the free-to-attend educational programme.

The paid-for workshop programme will run on 2 and 3 April and will address some of the most important challenges personal care professionals are facing in the current climate. World-renowned experts will help attendees become aware of specific issues and challenges across a range of topics within the industry, such as skin microbiome, anti-ageing and emotions in cosmetics.

For example, Ecovia Intelligence will present 'Developing certified green cosmetics', which will cover the key formulation issues when opting for popular ethical labelling schemes, including organic, natural and vegan. In addition, Dr Theresa M. Callaghan from Callaghan Consulting International will host 'Developing EU compliant claims – objectives and updates', which will be divided into four parts to provide attendees with an understanding of the EU cosmetics claims legislation pertinent to 2019 frameworks.

Taking place over three days, the free-to-attend Marketing Trends sessions, hosted by leading research companies, consultancies and brands, will present insights into the newest industry trends, data and market analysis.

A range of exciting and insightful presentations will be delivered, such as 'Personal care ingredients: blurring the boundary between food and beauty', delivered by Ioannis Efthymiopoulos, Ingredients Analyst at Euromonitor International. The talk will allow visitors to discover the key selling points of food-based ingredients and how new opportunities have been created for food manufacturers to play an active role in the cosmetics industry.

Another highlight is sure to be a presentation on 'Teenage personal care – the gender agenda' by Samuel Farmer, owner of the eponymous company. The talk will address the changing ways in which young people identify with sexuality and gender as a way to define themselves and how the personal care industry can develop a trusted and meaningful relationship with adolescents.

There are a host of other exciting features taking place at in-cosmetics Global 2019, such as the Testing and Regulation Zone, Fragrance Zone and Sensory Bar, among

many others. Attendees will also be able to visit the Country Pavilions, which will allow them to easily locate ingredients and source niche suppliers from specific countries such as Tunisia, Peru and South Korea.

Another area that promises to indulge visitors' senses is the Fragrance Zone, which will take visitors on a journey of new scents and fragrance trends. Key fragrance houses, producers and distributors of extracts and ingredients will present their products and give attendees expert advice on the latest innovations and developments in fragrance.

The Sensory Bar is an interactive area that offers an exciting sensory experience where visitors can try out formulations displayed at the bar so they can test the feel, smell and taste of the products. Make sure to attend the 2019 event in order not to miss out on these industry-leading interactive opportunities.