

RICETTE NATURALI

### PERLIER





for hydrated and radiant skin



## PASTA DEL CAPITANO 1905

FROM OUR FAMILY TO YOURS



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On the cover: Private Dream by Astra Make-up

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100% ITALIAN ORGANIC HONEY

## HONEY MIEL



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# HARAMAIN

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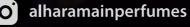
ARAMAIN

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alharamain

# SINCE 1970 AL HARAMAIN PERFUMES

A LEGACY OF EXCELLENCE, A FUTURE OF INNOVATION



Mohammed Mahtabur Rahman (Nasir)

Chairman and Managing Director of Al Haramain Perfumes Group of Companies

For over five decades, AI Haramain Perfumes has been a symbol of craftsmanship and excellence in the world of perfumery. Founded in 1970 in Makkah by Mr. Kazi Abdul Haque, the brand began as an agarwood trading business. Over the years, the company evolved, crafting oriental and floral fragrance concepts that redefined the industry. Under the leadership of Mohammed Mahtabur Rahman, AI Haramain expanded globally, transforming into a prestigious multinational fragrance house known for its commitment to quality, authenticity, and luxury.

Today, Al Haramain Perfumes stands as a global leader, with a presence in over 100 countries, an extensive portfolio of 500+ brands, and a strong distribution network spanning more than 300 partners worldwide. Our in-house manufacturing, strict adherence to Good Manufacturing Practices, and relentless pursuit of excellence ensure that every fragrance reflects the highest standards of quality. From the richness of Dehnal Oudh to modern occidental blends, our perfumes cater to both traditional and modern tastes, making them a preferred choice for fragrance enthusiasts around the world.

As the fragrance industry continues to grow, so does Al Haramain Perfumes. We have embraced the changing landscape by developing new fragrance concepts, expanding our market reach, and investing in sustainable practices. With globalization shaping consumer preferences, we have transitioned from focusing on localized scents to creating appealing fragrances that resonate with a diverse audience. Our commitment to environmental responsibility, ethical sourcing, and innovation ensures that we remain at the forefront of the perfume industry, setting new benchmarks for luxury and sustainability.

Looking ahead, Al Haramain Perfumes is not just crafting scents, we are shaping the future of perfumery. By collaborating with global partners, exploring new territories, and continuously innovating, we are committed to delivering unforgettable fragrance experiences. Our journey is one of passion, heritage, and vision, where tradition meets innovation, and excellence knows no boundaries. As we continue to inspire and connect people through the power of scent, we remain dedicated to leaving a lasting legacy in the world of fragrance.

## Discover Haramain's Natural Series Where Luxury Meets Sophistication

### HARAMAIN NATURAL SERIES

Prepare to be captivated by Al Haramain's Natural Series, crafted with precision and a commitment to excellence, the Haramain Natural Series redefines luxury with scents that highlight the beauty of raw, natural ingredients. From the uniquely designed packaging to the mastered fragrance within, this new collection offers a unique set of scents.



Experience the essence of nature's finest elements with every spritz. Whether it's a special occasion or a daily indulgence, the Haramain Natural Series envelops you in a fragrance that reflects depth and warmth. Natural Oud, Natural Iris, and Natural Amber each bring a distinct vet complementary character, capturing the raw beauty of nature in its purest form, with notes of sandalwood, mandarin, and leather. Let the Haramain Natural Series become signature scent. Elevate vour fragrance collection and immerse yourself in a world where nature and elegance intertwine seamlessly.



### The Latest Creations

Introducing the **Haramain Dubai Series**, a collection inspired by the essence of one of the world's most dynamic cities. Each fragrance in this series captures a unique facet of Dubai, from its modern architectural wonders to its natural beauty. With unique craftsmanship, carefully curated notes, and a deep commitment to luxury, these fragrances embody the city's spirit of ambition, elegance, and endless possibilities.

A fragrance inspired by the vibrant energy of Dubai, where modern marvels meet nature to create something truly magical. Rich notes of bergamot, cardamom, melon, and black currant evoke a hidden oasis amidst the towering skyline. **Haramain Green Dubai** is a tribute to the free spirit, hope, and boundless opportunities that Dubai represents.

**Haramain Miracle Dubai** is a luxurious blend of litchi, rose, vanilla, and sandalwood. Its scent unfolds like a true miracle. Reminiscent of a blooming garden oasis, this fragrance embodies the refined elegance and poise that define Dubai's essence.

Haramain Palm Dubai captures the beauty of palm trees, as this scent feels like a fresh breeze. With a burst of lavender, lemon, vanilla and rose, this fragrance creates a delicate floral harmony. With **Haramain Palm Dubai**, every spritz is a step closer to experiencing the magic of the city.

### L' Aventure

## The Haramain L'Aventure Collection A Journey of Bold Fragrances

Journey on a new adventure with the Haramain L'Aventure Collection, a fragrance line designed for those who embrace confidence, style, and exploration. Featuring L'Aventure Ciel, L'Aventure Grapefruit, L'Aventure Iris, and L'Aventure Fraîche, each scent in this series is a statement of elegance, capturing the thrill of discovery in a bottle.

Crafted with precision, the L'Aventure collection blends notes of grapefruit, and lemon, with the florals of iris and jasmine. Vanilla and berries add warmth, that creates a lasting impression.

Versatile yet distinctive, these fragrances mirror the essence of life's greatest adventures, starting with an energizing spark, unfolding into unexpected depth, and leaving a lasting presence. Whether fresh and invigorating or deep and refined, L'Aventure Ciel, Grapefruit, Iris, and Fraîche each offer a unique interpretation of sophistication and charm.

With the L'Aventure Collection, every spritz is an invitation to explore, redefine elegance, and step into a world where scent becomes an unforgettable part of your story.



### The Ultimate Fragrances of the Year





Step into a world of fragrances with Haramain Aqua Dubai and Haramain Dubai Night, two scents that capture Dubai's vibrant spirit, from sunlit shores to the midnight skyline. The latest additions to our iconic Amber Oud series.



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# GOTRINET

AN OUT OF THE ORDINARY OLFACTORY EXPERIENCE

Launched in October 2024 during the Milano Beauty Week, the Gourmet brand is being very successful both in Italy and internationally.

WE ASKED **DARIO BELLETTI**, CEO OF S.I.R.P.E.A. MILAN, TO ILLUSTRATE THE REASONS FOR THIS RESULT EXPORT MAGAZINE: How did the Gourmet project come into being?

**DARIO BELLETTI:** You just have to start from the slogan that goes with it: "It's not the usual perfume."

We wanted to create a brand that embodies a very topical theme, the Gourmet family, interpreting it in all its meanings. Unlike many other brands which insert a gourmand fragrance into a line, we have created a portfolio made up of 12 perfumes, all very original, where each one has a dominant gourmand raw material.

EM: When did you present Gourmet and how?

DB: We presented it at the Milan Beauty Week in October 2024, in the form of an olfactory path. The consumer



went up to the various stations, where the individual fragrances were positioned anonymously, numbered only from 1 to 12. The consumer had to guess which was the main scent of the 12 fragrances.

Those who guessed the whole range correctly won a set of designer cutlery, those who guessed only a part, received minor prizes. The initiative was very successful; the consumers became interactive in a game which was both fun and instructive at the same time.

This led to the decision to take this olfactory path into perfumeries as well, a place where it is essential, today more than ever, to make the products live dynamically, and no longer statically on the shelves as was always the case. We have to allow consumers to have olfactory experiences that can evoke real emotions and unique sensations.

### EM: Has the way of approaching the consumer changed?

**DB:** Completely; the consumer wants to feel they are at the centre, to be able to choose and play among the various proposals; with Gourmet the choice is always the right one, because the fragrances are persistent, joyful and make those who wear them feel good.

GOURNAIT

GOURNA

Gourmet fragrances are an invitation to bask in a reassuring atmosphere which recalls memories of pleasant moments both from the points of view of the sense of smell and of taste.

### EM: Have you identified a specific target?

DB: Gourmet is a transversal brand, which is appreciated by a wide range of consumers. In addition, the price, positioned just below euro 100, makes it affordable, as the price-quality ratio is very high. However, we

GOURMET RANGE
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RIBEST

JUS DE COCO

ORANGELLE

NUAGE DE LAIT

have noticed a particular inclination to purchase by the male consumer, aged around 34, who wants to be admired for the fragrance he wears, a fragrance that is different from the ones usually on the market, unique

of its kind and with a strong personality. I would say even stronger than the person wearing it.

### EM: How has the brand been received on foreign markets?

**DB:** Very favourably and, unexpectedly, very quickly, from Europe to the Middle East to the United States. As in Italy, there is a high rotation of the product abroad as well, a sign that those who buy a specific fragrance, wants to buy it again.

#### EM: Future projects?

**DB:** We will soon be launching a bath line, made up of bath foam, body lotion and body cream. paired with four of the fragrances that are part of the line.

The fragrance will be very persistent and inebriating.

For the second half of the year, we will be launching a line to perfume the home, for the various rooms: bathroom, kitchen, bathroom and sitting-room. In this case too, the fragrances will surprise evn the most demanding consumers.





# ASTRA

MAKE-UP

Each colour is a gateway to a different sensory experience: the new collection of eye and face palettes from Astra Make-Up is a dreamlike journey through extraordinary and surprising worlds.



# PRIVATE DREAM Eyes/Face Palette

Shades combine in intriguing, exotic and refined mosaics to create looks that are as intense and structured as they are simple and striking.

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# ASTRA NAKE-UP





"2024 was an introduction and a preparation for a 2025 aimed at the internationalization of the brand and the conquest of new market shares in export; in this regard we have boosted the sector with the introduction of new figures to support the already existing ones and for an even more complete and heterogeneous Export Team, ideal to expand the Astra brand with even more strength on international markets. We will be committed on multiple fronts, from the Latam, the Middle East and the APAC, but the main focus will be on continental Europe, where we are investing resources and capital," says Simone Settimi, General Manager of ASTRA Make-Up.

### INNOVATION AND HIGH QUALITY AT AFFORDABLE PRICES

Astra Make-Up,the Italian beauty brand which for over 35 years has guaranteed for its Astra Lovers products with innovative textures and of a very high quality at affordable prices, closed 2024 with a +10.4% compared to the previous year and, for 2025, aims at an increase in revenue comprised between 15% and 20%, with particular attention to export and the significant increase of the impact of the turnover from foreign markets.



The company also announced at the start of the year the arrival of Dr Lola Serrano Segovia as the new Sales Director for Spain, with the aim of optimizing the performances of operations in the Spanish area and continue to reinforce the offer, further improving the capacity to meet the needs of clients and partners.







At the same time, the brand will continue to invest in the domestic market with initiatives aimed at increasing client loyalty and reaching new segments of the public. The strategy includes a targeted investment in marketing actions and initiatives of corporate welfare finalized at consolidating the image of the brand and making it increasingly attractive for a wide range of stakeholders, from clients to partners, up to collaborators.

In 2025 as well, Astra Make-Up will be present at the main international fairs, with a full calendar of rendezvous to present the new references in the range and to be able to physically meet potential

and consolidated partners. The brand started the year in the USA, where it went on the occasion of Cosmoprof North America, fundamental for the development of the Latam markets. This continues in the spring with the presence at Cosmoprof Worldwide Bologna, where it will be presenting the most important new products of the first half of the year: the first is the Private Dream collection. Four Face Palettes and four Eye Palettes in which every detail speaks of exclusivity and



intimacy, transforming make-up into a personal and precious experience. Private Dream Eyes Palette will also be on show in the showcase dedicated to new products at COSMOPACK (Hall 20 - Stand D26) as well as at the brand's stand at COSMOPRIME, hall 14 - stand D/26-E/25. In Bologna the brand will also be presenting two new references for the Astra Skin line: Face Sun Stick Spf50 and the Face Mist. Lastly, there are also the new products in nail art with Pastel Alchemy, the new collection of Lasting Gel Effect where the pastel colours encounter the mystery of alchemy, and Tonal Academia, the new collection of My Laque, which interweaves the fascination of American high schools with earthy and velvety shades which evoke study, creativity and quiet refinement. In the second half of the year, the company will also be present at BeautyIstanbul, in the lively heart of the Turkish metropolis and will then fly to Dubai for BeautyWorld Middle East.

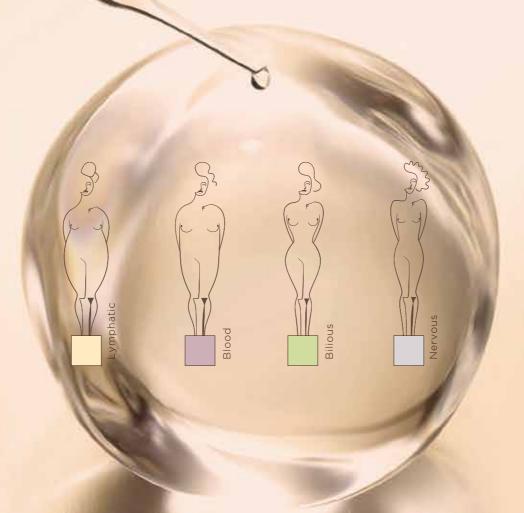
"Our expectations on internationalization are very ambitious and we are looking forward to a double-digit percentage growth for the first year and reaching 30% of the global turnover in the three years," Settimi concludes.







My sustainable beauty



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## AVANT-GARDE SOLUTIONS TO MEET EVERY REQUIREMENT

In a competitive sector such as that of professional beauty, Intégrée stands out for its innovative and personalized vision of beauty. Based on a unique scientific approach which is offered in morphological cosmetics, the Italian brand has redefined the paradigm of skin care, with made-to-measure solutions for every individual, based on their personal morphology.

Morphology cosmetics represents the heart of the Intégrée offer. This innovative method is based on in-depth knowledge of the morphological typologies. Offering personalized treatments that work in synergy with the unique structure of each skin. Thanks to advanced and natural formulations, Intégréee is not limited to improving the outer

appearance, but promotes a global balance between body and mind.

The story of Intégrée begins in 1979, with the creation of the Method of Integrated Aesthetic Biology (M.E.B.I.), conceived by Carlo Barrella and a team of specialists. This pioneering approach concentrates on the causes of skin imperfections and on individual morphological analysis, with the aim of obtaining lasting and harmonious results.

In 2017, the brand was purchased by the Lai Group, which renewed its identity, focusing on innovation, sustainability and dermo-cosmetic formulations with a high degree of naturalness.

This is how morphological cosmetics come into being, an epochal turning-point in skin care.



Intégrée's commitment to safety and compatibility with every type of skin is clear in its formulations. With up to 99% of natural ingredients, and the absence of silicones, parabens and allergens, the products are dermatologically tested and particularly recommended for sensitive skins. Every treatment includes the use of ingredients of natural origin with advanced biotechnologies, guaranteeing high performances without compromising the health of the skin. The Intégrée range is made up of specific lines for the face and body, offering targeted solutions for every need.

The face products include anti-age, purifying and moisturizing treatments, while for the body, they concentrate on toning and reshaping. Particular attention is reserved for sun care, such as the UV Expert line, formulated to offer effective protection against UVA and UVB rays, at the same time respecting the sea environment thanks to the Coral Safer approach. Intégrée completes its formulations with highly advanced technologies, such as I.R.

Beauty Expert Pro for cellular regeneration and the improvement of skin tone and non-surgical lifting, and Face Clinic Pro, a 6-in-1solution to treat the imperfections of the face. There is also the innovative Flash Evolution Pro technology for progressive hair removal and Lipo Zero Pro to fight deposits of localized fat. Intégrée has been certified B Corporation since February 2024, a recognition which shows the commitment of the brand to high standards of social and environmental performance. Intégrée embraces a green philosophy, eliminating microplastics from its scrubs, replacing them by natural actives. In addition, it uses eco-friendly materials such as glass, wood and recycled PCR plastic to reduce the environmental impact. With a mix of scientific innovation, ethics and sustainability, Intégrée is a beacon in the panorama of professional cosmetics. Thanks to its holistic and personalized vision, the brand not only meets the aesthetic needs of clients, but accompanies them on a path of conscious and natural beauty, which enhances the uniqueness of each individual.

### The Intégrée treatments follow three phases:

- 1. **Diagnosis:** Identification of the morphological type of the client.
- 2. **Rebalance:** Global preparation of the skin and body.
- 3. Targeted treatment: Application of personalized products, manual techniques and specific technologies.





# ITS PINK

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# THE GLOBAL SURGE OF DUBAI-MADE PERFUMES: A TREND ON THE RISE

Over the past few years, Dubai has firmly established itself as a global leader in the perfume industry. While the Middle East has long been known for its rich, luxurious fragrance traditions, it's the city of Dubai that has emerged as a key hub for high-quality perfume production. From the intricate art of blending oud and exotic spices to the use of fine ingredients, Dubai-made perfumes are rapidly gaining popularity worldwide. In particular, there has been a significant surge in demand in Western markets, with America leading the charge.

A major driving force behind this trend has been Kalim Shaikh, the Global Sales and Business Development Manager at Al Haramain Perfumes, one of the leading fragrance companies in Dubai. Shaikh's visionary leadership and efforts in promoting Middle Eastern perfumes in the West have proven instrumental in increasing awareness about the rich heritage of Dubai's perfume industry. His strategic initiatives, including high-profile collaborations, influencer partnerships, and targeted marketing, have successfully introduced the allure of Dubai perfumes to new audiences in the United States and beyond.

### The Rise of Dubai Perfumes in the Western Market

In the past 2.5 years, Dubai-made perfumes have gained momentum in the West like never before. Historically, Western markets have been dominated by traditional European fragrance houses, but the tides are turning. The distinctive, luxurious aromas of Middle Eastern perfumes—known for their deep, complex blends, often featuring oud, amber, and exotic florals—are now captivating consumers in countries such as the United States, the United Kingdom, and even across parts of Europe.

The growing popularity of Dubai perfumes can be attributed to several factors:

• **Unique Fragrance Profiles:** Western consumers are seeking bold and exotic scents that differ from the typical floral or citrus-based fragrances they are accustomed to. The intense, smoky, and woodsy notes characteristic of



Middle Eastern perfumes offers a refreshing change for fragrance lovers looking for something unique.

- Luxury Appeal: Dubai is synonymous with opulence, and the city's perfume brands have seamlessly tied their creations to the luxury lifestyle. The packaging, presentation, and branding of these perfumes evoke a sense of elegance and sophistication, making them attractive to the Western consumer's taste for exclusivity.
- Cultural Curiosity and Awareness: As global travel becomes more accessible, Western consumers are





increasingly fascinated by other cultures. This curiosity has fueled a desire to explore Middle Eastern products, particularly perfumes, as they symbolize rich cultural traditions and craftsmanship.

### A Collaborative Effort: Dubai Perfume Brands and the Future of the Trend

As demand for Dubai perfumes continues to rise, it's clear that the future of this trend depends on the ability of local brands to collaborate and innovate. For the trend to remain sustainable beyond the next few years, Dubai perfume companies must band together to amplify their presence in international markets and meet the evolving preferences of global consumers.

Here are some key strategies according to Kalim Shaikh that could help Dubai perfume brands maintain their momentum:

- Collaborative Branding: Individual brands may have their unique appeal, but there is power in unity. By joining forces, Dubai perfume brands can create a stronger global identity for the city's fragrances, presenting a unified front that resonates with consumers worldwide.
- Embracing Modernity While Honoring Tradition: While the rich traditions of Dubai's perfume culture should be preserved, brands must adapt to modern preferences. Western consumers, in particular, are looking for a blend of both tradition and innovation. Offering contemporary, lighter interpretations of traditional scents could make Dubai perfumes even more appealing.

- **Expanding Distribution Channels:** To meet the growing demand, Dubai perfume brands must expand their distribution channels in Western markets. This includes both physical retail spaces in key cities and online platforms that cater to a global audience. Investing in digital marketing and e-commerce is essential to reach customers who are increasingly shopping from the comfort of their homes.
- Sustainability and Ethical Practices: With sustainability becoming an essential consideration for global consumers, Dubai perfume brands should focus on ethically sourced ingredients, eco-friendly packaging, and transparent production processes. This could increase brand loyalty and appeal to the environmentally-conscious consumer.
- **Personalized Experiences:** As the perfume industry continues to embrace customization, Dubai brands could further differentiate themselves by offering bespoke perfume-making experiences. Western consumers are increasingly interested in personalized products, and the ability to create a one-of-a-kind fragrance could be a gamechanger for Dubai-based brands.

### The Long-Term Outlook

Looking ahead, Kalim Shaikh states that phase of Dubai perfume trend shows no signs of slowing down.

With the groundwork already laid over the past few years, the next phase of this perfume revolution will be about scalability and sustainability. Experts predict that the trend will continue to rise for at least another couple of years, with Dubai's perfume industry solidifying its place in the global market.

For the next five years, Dubai perfume brands will need to adapt to shifting consumer expectations and tastes. However, if they continue to focus on innovation, quality, and collaboration, they will not only maintain their current success but potentially pave the way for the Middle East to become the new global perfume capital.

Dubai has demonstrated that it's not just a city of luxury shopping malls and towering skyscrapers—it's also a global leader in the art of fragrance.

As the world turns its attention to the Middle East's olfactory offerings, the Dubai perfume industry is set to continue its remarkable rise on the world stage.

Credit for this significant rise in the global perfume trend goes to Mr. Kalim Shaikh, whose leadership and commitment at Al Haramain Perfumes have helped shape the future of the industry on a global scale.

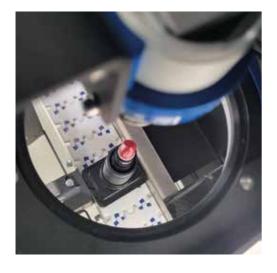
His relentless dedication to spreading the allure of Dubai's perfumes has undoubtedly paved the way for the continued success and growth of Middle Eastern fragrances in Western markets.

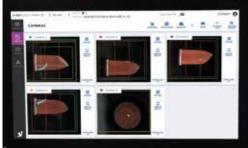


## MARCHESINI GROUP

## BEAUTY AT COSMOPACK 2025: KNOW-HOW AND TECHNOLOGY AT THE SERVICE OF THE WORLD OF FRAGRANCES

Marchesini Group Beauty is preparing to take part in Cosmopack 2025, the latest edition of the biggest international show dedicated to the cosmetics production chain, to be held at BolognaFiere from 20 to 22 March.





In line with the market's demands, the Marchesini Group's Beauty Division has invested in the design and production of complete solutions for liquids of varying viscosity, including foundation, mascara and above all fragrances. In fact, visitors to **stand A9 – Hall 19** will find an exhibit comprising several machines for packaging a variety of products including

fragrances, the market's top current trend: from a versatile filling machine to a vertical cartoner for cartoning bottles and an automatic overwrapper able to process multiple types of products, with thermo-sealing film and edge weld sealing. In addition to the solutions on show at the Bologna exhibition centre, the Marchesini Group Beauty team will be at customers' service to illustrate the vast range of flexible, versatile machines highly suitable for the operating speeds and other demands imposed by the perfumery market.

Plenty of space will also be allocated to cream and foundation production technologies: from the turbo-emulsifiers of different sizes and capacities developed by the Axomatic and Dumek brands, meeting the needs of both small producers and large industrial plants, through to a liquid and cream filling line able to handle various types of bottles, developed by the Axomatic and Vibrotech brands working in close partnership. The offering is also completed by a monobloc bottle filling and capping machine by Rejves Machinery. In addition, the stand will feature a lipstick machine built by Cosmatic, equipped at the show with

silicone moulds but also available with metal mould technology, more suitable for the new trend for products made using natural ingredients.

Last but not least, an area will be dedicated to Auteco's software services and the vision systems developed by SEA Vision, which will be exhibiting both its Digital Product Passport end-to-end traceability solution designed to safeguard cosmetics' authenticity and a demo of the world's first AI system for the automatic in-production quality control of lipsticks.

"The Cosmoprof circuit is very important for our Group's beauty division," comments Marchesini Group board member Valentina Marchesini. "This series of events, unmissable for all involved in the world cosmetics industry, offers us an opportunity for growth and dialogue, enabling us to keep responding fast to the main trends, open out to new investment opportunities and consolidate our international market presence. In fact, Marchesini Group Beauty ended 2024 in positive territory with growth compared to previous years and successfully completed a number of projects, from standard requirements through to bespoke customisations for luxury or special products."







# VITALCARE

### ENRICHES THE RANGE WITH LAMINPLEX



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Laminplex is a laminating treatment designed to illuminate and strengthen the structure of the hair from the roots to the tips, thus leaving it shinier, softer and healthier. The Sodico Group laboratories have developed an innovative In & Out system with a formulation enriched with Laminplex System: a complex of molecules which combines the external action of the lamination treatment – capable of giving the hair protection and shine – with an

internal action – for the repair of the keratin bonds of the hair – leaving it stronger and moisturized.

Clinical tests have shown that the combined action of the Laminplex products give hair hydration that lasts up to 72 hours more compared to normal treatments and more than 58% of softness. Vitalcare Laminplex, four steps for a professional result: Shampoo, Mask, Cream Gel and Repairing Laminating Oil Serum.

The *first step* is the Laminating Repairing Shampoo which cleanses the hair gently, creating a film that can seal its scales and preparing it for the next treatment; the *second step* is applied on hair that has been patted dry but is still damp: the Laminating Repairing Mask which nourishes and softens hair, leaving it softer and easier to comb.

The *third step* on hair that is still damp with without rinsing, the Laminating Repairing Gel Cream nourishes and seals the scales in depth and, as the last step, the Laminating Repairing Oil Serum for an extra shiny, mirror-effect finish.

The hair is the part of the body that tells the most about a person; with this spirit, Sodico benefits from the Vitalcare experts and researchers who work with the best haircare professionals to develop effective products of quality that can meet the needs of beauty, style and creativity of every consumer, with the same professionalism as the salon and with the certainty of products that are 100% Made in Italy.

## Vitalcare

PROFESSIONAL

BRIGHTNESS\*
+58%

MOISTURISATION\*
+50% up to 72h

Laminating reparing treatment enriched with Laminplex System,

a complex of molecules which combines the **external action** of lamination treatments with the **internal action** of reparation of the keratin bonds inside the hair, making it stronger, brighter and moisturised.

\*Clinical test conducted at a laboratory associated with a university research institute.





Vitalsare

**LA BELLEZZA INIZIA DALLA TESTA**BEAUTY STARTS FROM THE HAIR



f o d



# UNION COSIMETICS

### THE COSMETICS LABORATORY OF THE SODICO GROUP



all with the support of the Quality Assurance and Regulatory Affairs Department.

In 2019, Naturaverde Village, a plant with avant-garde machinery and large modern spaces, the symbol of innovation and modernity in the respect of the environment, was inaugurated. Here, innovation is paired with efficiency thanks to new lines of automated production, which guarantee quality and precision. The latest generation technologies, together with stringent quality control, allow developing and producing cosmetics characterized by excellence and sustainability.

UNION COSMETICS is the Cosmetics Manufacturing company of the So.Di.Co Group - a leading company in the production and marketing of staple consumer products for personal care and well-being.

Through quality, research, care and innovation, Union Cosmetics describes how its cosmetics come into being.

Union Cosmetics has a highly qualified Research & Development team, which works with competence and professionalism; working in synergy with important research institutes and specialized laboratories, it develops innovative formulas in the areas of skincare, hair care, hair removal, fragrances and oral care on a daily basis.

Thanks to its know-how developed over the years and a project management team, Union Cosmetics can offer customized solutions and follow every phase of the planning of the product, from the study of the best packaging solutions to the safest and most effective formulations, to industrialization,



Today Union Cosmetics is a reference point for cosmetics "Made in Italy" cosmetics, for private label manufacturing, and it works with passion and determination with a strategy increasingly oriented to reduce the environmental impact in all the production processes with the purpose of promoting the development of sustainable beauty.



## WE CREATE YOUR COSMETIC IDEA

**UNION COSMETICS** is the Ideal Cosmetic Hub. It professionally supports your **private label project**, to create a successful brand.

















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# CANOVA®

## MADE-IN-ITALY SCIENTIFICITY AND INNOVATION AT THE SERVICE OF DERMATOLOGY FOR OVER 30 YEARS

canova® is an exclusive brand of Sifarma, a completely Italian company focused on the search for the best functional solutions for Dermatology in all its aspects



CANOVA® has been operating in the dermatological sector since the 1990s, with great and specific expertise acquired thanks to: constant scientific research, collaboration with dermatologists and aesthetic doctors, clinical safety and efficiency trials for the products. CANOVA® made its debut on the Italian market in 1994, launching a peeling range for exclusive medical use, based on acids at high concentration: Salicylic Acid, Glycolic Acid and Pyruvic Acid which soon made the brand a leader and pioneer on the market of reference.



Thanks to the scientific competences acquired over the years and the constant search for quality and innovation, to date CANOVA® has developed a wide and consolidated range of dermocosmetic products for the main skin issue such as:

- Acne SALIPIL & ACNELL ranges
- Trichology RIVESCAL & VISCAPLUS ranges
- Rosacea SENSIVEN range
- Dermatitis ALOEZINC & SENSIQUELL ranges
- Dedicated photoprotection for each therapeutical area.

CANOVA® is also present in the aesthetic sector with a complete and specific range dedicated to Chronoageing and Photo-ageing with the RESURFACE range, made up of 3 serums, 1 face cream and 1 eye contour. CANOVA® products are formulated with active ingredients used at the functional concentration, i.e. the concentration tested for effectiveness in the pathology or imperfection of reference. CANOVA®, to guarantee maximum transparency, also states on all the products' packaging the exact percentage of the key active ingredient in the formulation.

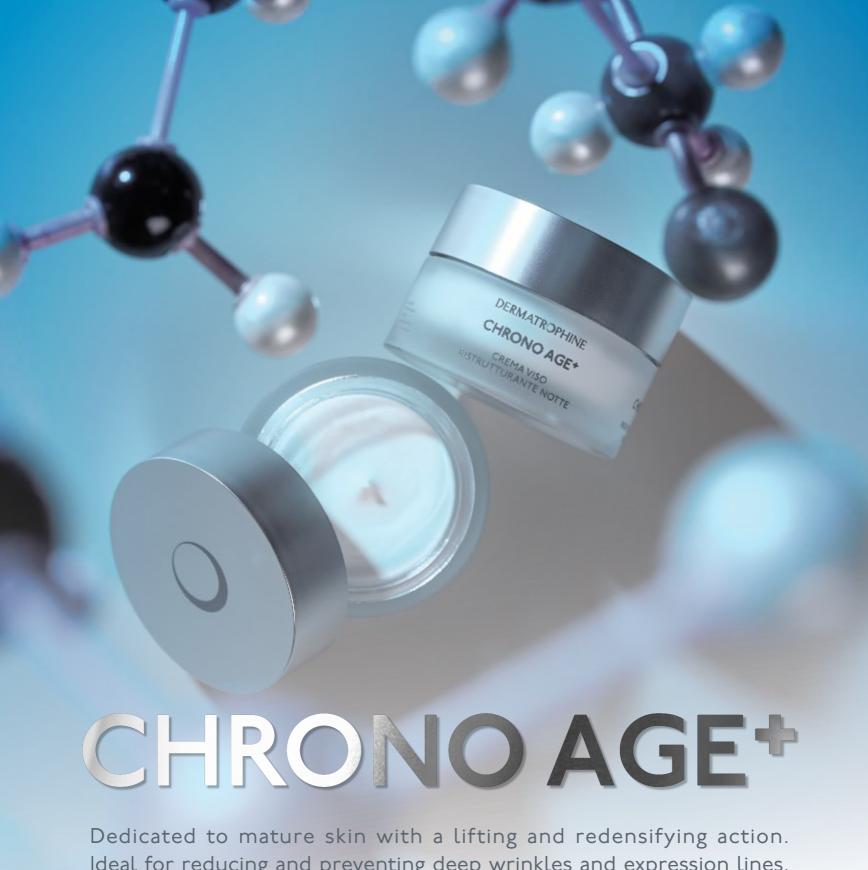
The expertise of our formulations is also based on innovative technologies thanks to which the delivery of the active ingredients is boosted, to maximise the effectiveness and tolerability of our products.

The CANOVA® R&D team works with opinion leader doctors and with the most prestigious Italian clinics to create formulations that are increasingly innovative and performing.

All the products are subjected to in-depth and targeted tests of safety and tolerability and to clinical trials as well to evaluate their effectiveness.

The clinical trials of the CANOVA® products are published in prestigious scientific journals.

CANOVA® products bring Italian dermatological excellence to the world, offering innovative and safe solutions for the skin care.



Ideal for reducing and preventing deep wrinkles and expression lines.

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### BALESTRA 100 A TRUE STATEMENT OF STYLE AND PERSONALITY



A tribute to dreams that never fade, those that nourish our imagination and illuminate the path to a bright future full of possibilities. Balestra1924 is a celebration of the past and a bold vision of the future. With every note, Balestra1924 invites you to experience a symphony of sensations that celebrate the best in yourself and your aspirations. To live, to dream, to embrace a future filled with promise and beauty. Balestra1924 is a fragrance that unites captivating contrasts, creating a magnetic and immersive balance.

The explosion of citrus freshness in the opening notes blends with the enveloping depth of warm, spicy accords, giving life to a unique and unforgettable olfactory experience.

This unisex essence merges the freshness of dawn with the intensity of the night, offering a true statement of style and personality.

Balestra1924 is more than just a fragrance, it is an invitation to live with intensity, to dream without limits, and to leave an indelible mark.

The new logo, a reinterpretation of the original design created in 1971 by Maestro Renato Balestra, marks a significant evolution in the brand's visual language, acting as a bridge between tradition and innovation. Discover an essence that tells a story of timeless elegance, rooted in tradition yet projected into the future.

#### OLFACTORY PYRAMID: Unisex fragrance – Green, Citric, Aromatic

TOP NOTES: Bergamot, Thyme, Grapefruit

HEART NOTES: Ginger, Cinnamon, Rose, Leather

BASE NOTES: Vanilla, Amber, Musk, Moss, Elemi, Woods





### KOCA SHIMMER FRAGRANCE

#### A body mist for a glamorous experience

With a younger target in mind, Kocca fragrances will now be available in a new, lighter, fresher and shimmering version as a body mist. Thanks to golden glitter in the product, the product creates a shimmering appearance on the skin which lasts all day long. It can be used generously for frequent and refreshing breaks, thanks to the elegant and comfortable 250 ml bottle. The four products share the same olfactory ingredients as the respective eau de toilettes.

















**True Charme** is a floral, fruity and gourmand fragrance, with top notes of Orange, Bergamot, Pear and Pink Berries. The heart brims over with Orange Blossom, Lily of the valley, Sambac Jasmine and Peach Nectar, while the base notes are Patchouli, Vegan Ambrettolide and Blonde Woods.

**Pure Verve** belongs to the family of floral, tuberose and white flower fragrances. It opens with notes of Orange, Cassis, Pink Pepper and Petitgrain, leading to a heart of Lavender Flowers, Tuberose and Ylang Ylang. The base notes reveal Cedar, Vetiver, Musk and Ambergris.

**Rebellion Chic** is a floral, ambery and woody fragrance. Nutmeg and Peach set the scene for a lush heart of Jasmine, Ylang Ylang, Benzoin and Tonka Bean. The base notes of Vanilla, Patchouli, Vetiver, Sandalwood and Ambrox ensure its persistence.

**Sweet Radiance** is an ambery and gourmand fragrance, starting with top notes of Grapefruit, Timur Pepper and Elemi. The heart notes of Chocowood, Cocoa Resinoid and Vanilla Orchid then dissolve into the base notes of Patchouli, Vegan Ambrettolide and Blonde Woods.



**EUROCOSMESI**Fine Fragrances & Cosmetics



### MIA MAKEUP

#### ITALIAN BEAUTY TAKING THE WORLD



For years, MIA Makeup has been a symbol of excellence in the cosmetics industry. A 100% **Made in Italy brand**, it has turned the art of beauty into a personalized experience for women everywhere, blending passion with innovation. Born from the vision of a team deeply connected to the worlds of fashion and cosmetics, MIA Makeup combines scientific research, stylish design, and **high-quality** products.

The brand offers a **complete range** of **makeup** and **skincare** solutions, each crafted to enhance

individuality and celebrate the uniqueness of its customer, making premium beauty accessible to all. From vibrant lipsticks to nourishing skincare, MIA Makeup satisfy a diverse audience, reflecting the individual beauty worldwide.

MIA Makeup is more than a brand - it's a **community**. Throughitsstores,e-commerce platform, and growing social presence, the company fosters

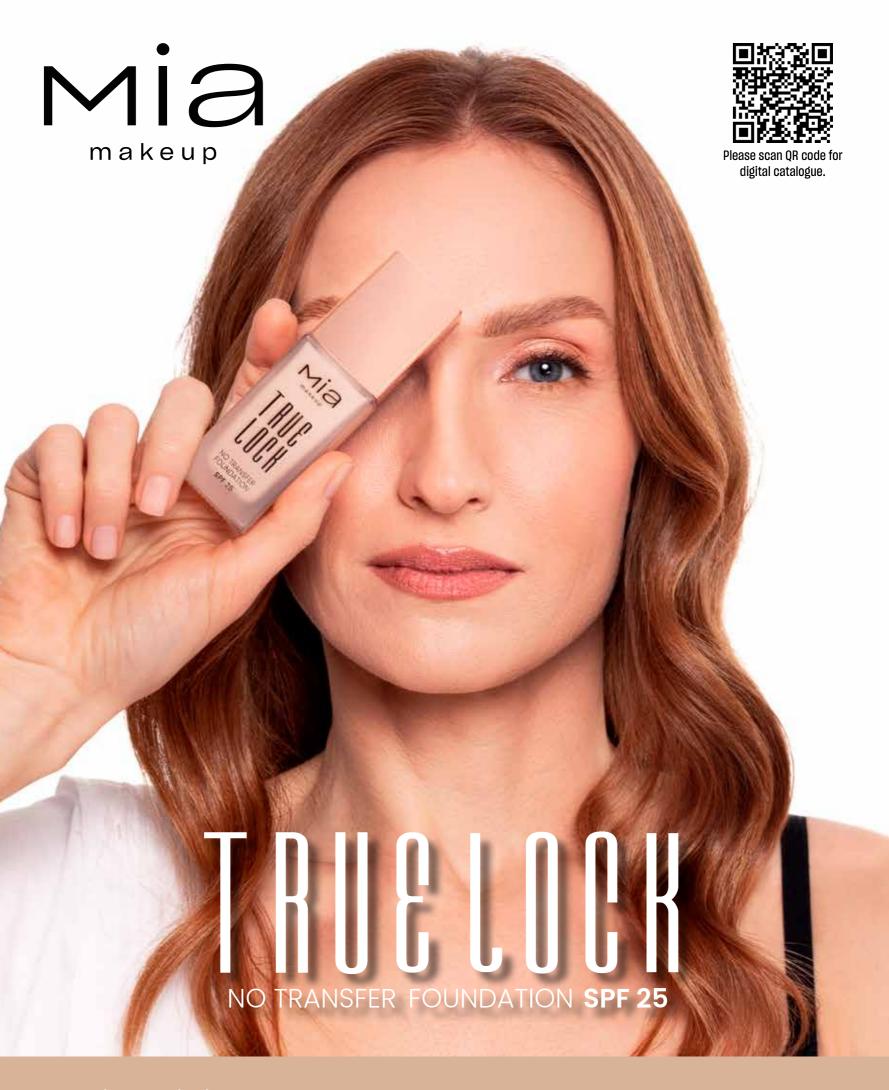
a connection with beauty lovers around the globe, inspiring confidence and self-expression.

With its roots firmly planted in Italian excellence, MIA Makeup continues to redefine beauty, one product at a time. There are many new products coming in the first semester 2025. The first launched three standout products are: Flash Up, Drippy Blush, and True Lock, each designed to elevate your beauty routine. Flash Up is a liquid highlighter that delivers a radiant, natural glow. Its lightweight, hydrating formula blends seamlessly into the skin.



Enriched with Jojoba Oil, Vitamin E, and Lavender Extract, it nourishes while providing a customizable luminous finish that lasts all day. **Drippy Blush** is the liquid blush that transformsyour look instantly. Its fluid texture melts into the skin for a natural, dewy "bonne mine" effect. With buildable color and nourishing ingredients like Jojoba Oil, Vitamin E, and Lavender Extract, it enhances your cheeks with a radiant touch. Last but not least, **True Lock Foundation** redefines the idea of a flawless coverage with its no-transfer effect. Offering medium-high coverage and a natural matte finish, it lasts all day without smudging. Infused with Sweet Almond Oil, Vitamin E, and Panthenol, it provides SPF 25 protection and all-day comfort, suitable for all skin types.





#### **CMPL INDIA:** YOUR NEXT SOURCING HUB FOR **BEAUTY, COSMETICS, PERSONAL CARE & PACKAGING**



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LUMSON COSMETIC PACKAGING INDUSTRIES

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### LUMSON TURNS 50



Remo Moretti, Honorary President, and Matteo Moretti, President

The story of Lumson began in 1975 in Capergnanica, near what would become the heart of Italy's Cosmetic Valley: Crema. With deep ties to its territory and roots, Lumson has since grown into an international powerhouse thanks to foresight, courage, and passion. Today, the company boasts impressive figures: a revenue of €134 million, 5 operational branches, and over 500 employees.

"By combining quality and attention to detail with an international vision and strong technological prowess, we've become what we are today: a modern family business. A company rooted in its origins but with the courage to innovate and constantly develop new solutions. We are a company in continuous evolution, able to predict and meet client needs and at the same time, ready to embrace new challenges," comments President Matteo Moretti.





This philosophy is further exemplified by Lumson's decision to enter into the fragrance segment, offering the world of perfumes its extensive expertise in glass manufacturing, decoration, and in-house production of droppers and cosmetic pumps which are one of the company's flagship products, available in a variety of materials, engine mechanisms, and dosages.

Cosmopack 2025 is the perfect stage for new launches and where Lumson will unveil its first-ever packaging line for the perfume industry: a collection of 13 premium, minimalist, and impeccably designed solutions in 50 mL and 100 mL formats.

### LAUNCHES TAG ELECTA, THE AIRLESS REVOLUTION IN A SQUARE FORMAT

Debuting in Lumson's 50th anniversary year, TAG ELECTA: the Italian company's first airless with pouch in a square design. The company, known for its wide range of airless solutions available in different sizes (from 15 to 100mL) and materials (glass, plastic, paper, aluminum), has recently introduced the new shape in 15, 30, and 50ml sizes. The result of Lumson's immense expertise in working with and decorating glass, a noble and versatile material perfect for enhancing cosmetic products, the new TAG ELECTA finds absolute harmony in its proportions. A shape with a sculptural, harmonious design, defined by geometric purity and precision. A solution that combines functionality without sacrificing aesthetics.

The linearity of the shape is blended with an original touch of color: orange- a vibrant hue that exudes passion, energy, vitality, and thanks to an inner lacquering decoration technique, highlights the bottle's contours to absolute perfection. All this is adorned with gold hot stamping, a color that is also reflected in the shiny gold cap and pump. TAG ELECTA, with its architectural solidity,

represents a contemporary solution with distinctive character. Design and sophistication, without overlooking safety and sustainability. Thanks to pouch technology, the new TAG ensures perfect formula integrity, protecting it from the risk of contamination. Moreover, like its predecessors, it is an airless option that facilitates responsible consumer practices thanks to the possibility of separating the components (glass from plastic) for recycling. TAG ELECTA is only the beginning of the many innovations set to define 2025—a milestone year for the Italian company as it celebrates its 50th anniversary and gears up to introduce several new products.



# Oleage Waterless and Water-free

A SUSTAINABLE FUTURE





Ana Maria Marinescu is the creator and founder of the brand Oleage

In an increasingly quality and sustainability focused market, Oleage stands out with its innovative offer of water-free products designed to meet the needs of contemporary consumers. Our Oleage Classic and Oleage Biotech lines represent excellence in skincare, providing solutions with a high concentration of active ingredients without the use of water.

#### Oleage Classic: Nourishment and Hydration for Mature Skin

The Oleage Classic line of creams and serums is dedicated to mature individuals with dry skin. Thanks to the highly concentrated nutrients, these products not only address dryness but also reduce the visibility of the wrinkles by restoring the vital substances that the skin needs. Each water-free cream is formulated to deliver superior efficacy, providing up to five times the nourishing power compared to traditional water-based products.

#### Oleage Biotech: Innovation at the Service of Beauty

The Oleage Biotech line utilizes the most advanced biotechnological technologies to create cutting-edge solutions for all skin types. By using natural ingredients combined with scientific innovations, Oleage Biotech creams and serums guarantee visible and long lasting results,

making the skin brighter and more elastic. The use of liposomal hyaluronic acid is particularly effective in preventing dehydration, keeping the skin hydrated and wrinkle-free from a young age.

#### **Key Innovations of Oleage Products**

The water-free creams and serums represent a true paradigm shift.

Characterized by a water-free formulation, these products offer several advantages:

- High concentration of active ingredients:
   The absence of water allows for greater nourishing and hydrating power.
- Pure and sustainable formulations: With fewer preservatives, they reduce the risk of irritation, making them ideal for sensitive skin.
- Environmental sustainability: Requiring less product usage, these creams last longer and therefore require less packaging over time. The ingredients are natural and therefore do not pollute the environment.

- Extended shelf life: Thanks to the absence of water, the products tend to have a longer duration.
- Versatility of use: Suitable for the face, body, and sometimes hair, they are especially convenient for travel.
- Skin compatibility: The ingredients used are sebum-like thus making the creams and serums similar and compatible with the outer structure of the skin.

#### A Sustainable Future in Beauty

We are in a historical moment where beauty and sustainability can go hand in hand. With Oleage, importers and distributors have the opportunity to offer their customers high-quality, effective, and environmentally friendly products. We invite companies in the industry to collaborate with us to bring these revolutionary products to international markets and together meet the growing demand for conscious beauty.

For more information about our special offer and to discover how we can work together, please do not hesitate to contact us. Oleage is more than just a brand; it is a commitment to sustainable beauty and healthy skin. **Preserve your beauty with Oleage.** 

**Eupalm** s.r.l is a startup Company whose mission is to promote skin wellness and protect it from the flowing of the time. Under the italian brand Oleage it offers face creams and serums that are completely water free. They contain only oils, waxes, essential oils and other 100% natural elements. Oleage Waterless – Waterfree is particularly loved for its effectiveness and sustainability, while also offering an innovative solution for those seeking high – quality beauty products.

# VATERLESS OLEAGE



#### NATURAL BIOTECH LINE PREVENTS, CLASSIC LINE SOLVES.

Solve every hydration problem by using Waterless creams and serums, naturally!

Oleage waterless: choose the white line to help your skin retain more water...

or the black line to nourish your skin and restore the substances it needs.

Only with Oleage hydration is water-free!





# OLEP (P

### AN IMMEDIATE ACCESS TO INNOVATION TO OFFER HIGHLY ADVANCED AND SUSTAINABLE SOLUTIONS



INTERVIEW WITH PIERO ACCARDO, CEO OF COLEP CP

EXPORT MAGAZINE: Also this year Beautyvibe is at Cosmoprof/Cosmopack Bologna, does this confirm that expanding on to new markets is one of your objectives?

PIERO ACCARDO: We cannot miss Bologna: it is the most important trade show in beauty and, for a company like ours which is continuously expanding, not only geographically but also in terms of innovation, Cosmoprof Bologna is the most important stage at international level to present the new products in the cosmetic sector. The beauty exhibitions represent key moments for us where we concretely show how we anticipate trends

WE INTERVIEWED PIERO ACCARDO, CEO, AND LUISELLA BOVERA, SENIOR VICE PRESIDENT – INNOVATIVE PRODUCT SOLUTIONS, COLEP CP, WHO TOLD US ABOUT THEIR MANY NEW PRODUCTS AND PROJECTS UNDER DEVELOPMENT, PRESENTED AT COSMOPROF IN BOLOGNA

and translate the needs of the market into innovations. Our approach to innovation is continuous and structured: we develop over 130 new formulations a year, we test new technologies and we have the aim of boosting innovation for all our clients.

Thanks to our Innovation Hub in Portugal and our R&D in Poland and Mexico, we are bringing to Cosmoprof not only products, but solutions conceived for the brands that want to bring cosmetic innovation quickly to the market.

EM: What are the main strategic paths of growth that you see in the next 3-5 years? PA: In the coming years, Colep Consumer Product aims to assert Beautyvibe as a platform for innovation in Beauty, integrating skills and capabilities, unique

on the international scene. Our priorities will be, in addition to the consolidation of the European market, the development of the non-European markets, in particular the USA where we are already present. It is our intention to extend our offer which today covers Hair Care, Skin Care, Personal Care and Sun Care, to other categories of the world of Beauty and Wellbeing.

We will act on a strategy of attracting the best talents to our Innovation Centers and, in some selected cases, also growth through external lines. Technology and the use of artificial intelligence and the completion of digital beauty solutions will increasingly be part of our service offering. We also plan to further reinforce our industrial platform which today already offers global coverage to our clients.

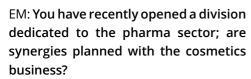












Perceing sucress Legatine the family colceveding beauty teams

> PA: Yes, this evolution reflects a strongly growing trend: the convergence between the pharma world and the beauty world, in the area of wellbeing.

> More and more consumers are looking for products with a level of effectiveness and scientific validation comparable to the pharmaceutical one.

> The boundary between the two sectors is increasingly blurring thanks to innovations such as biotech beauty, patented ingredients and more stringent testing protocols. In Beautyvibe, this synergy is already a reality. Our approach to innovation, is guided by an advanced level of research which takes inspiration from pharmaceutical models, applying the highest scientific rigour to formulation, claims, and efficacy tests. Our new wellbeing division allows us to explore highly advanced ingredients, improve the performance of skincare and haircare products and develop more targeted solutions. This contamination between beauty and pharma is not only an opportunity but a strategic direction that will elevate the beauty sector to higher standards of efficacy and innovation.

beautyvibe°

EM: Do you think that this new area of business represents, as well as a challenge, an opportunity to refine your skills at the level of technology and innovation?

PA: More than an opportunity, it can be a real game-changer for our approach to innovation. Expansion into the pharma sector allows us to further raise the bar in terms of scientific research, technological development and validation of the effectiveness of products. Today the frontier between beauty and pharma is being whittled down and we want to be amongst the leaders of this transformation. The integration of biotech technologies, next-generation ingredients and testing at pharmaceutical standards lets us develop increasingly advanced high-performance solutions and with unprecedented scientificity in the cosmetics sector. We could be at the start of a new era for the beauty sector.

EM: Have you had collaborations with university institutes, research centers and start-ups to develop new technologies, also targeted to produce and offer your customers solutions marked by sustainability?

PA: Yes, the collaborations are a fundamental part of our strategy of innovation. We operate in a dynamic ecosystem of research and development, connecting our expertise with highly advanced companies, not only in Portugal, to bring technologically advanced and highly sustainable solutions to beauty. We are referring to university institutes, partners in the field of packaging and raw materials, as well as experts in various disciplines so that they work alongside us in developing increasingly more performing products.



**INTERVIEW WITH** LUISELLA BOVERA, SENIOR VICE PRESIDENT -INNOVATIVE PRODUCT **SOLUTIONS - COLEP CP** 

EM: Considering the current and future trends of consumption in the sector of cosmetics, what is the response of Beautyvibe to meet consumers' new demands?

LB: The beauty market is undergoing an unprecedented transformation, driven by increasingly demanding and knowledgeable consumers who are looking for products that offer real results, absolute safety and tangible innovation. As the frontier between beauty, wellness and pharma is being whittled down, to respond to this revolution, we rely on three strategic levers:

SCIENCE + INNOVATION = PERFORMANCE



Our formulations come into being in our Innovation centre where a team of over 50 people studies, formulates and works on a daily basis to develop the best cosmetic products, with highly advanced tests of efficacy, in order to offer products that not only make promises, but offer measurable results.

#### **CLEAN BEAUTY & BEYOND**

95% of our formulations are clean and vegan, and 92% have clinically proven efficacy tests. Every product is conceived to offer high performances with a decisive impact, following the highest standards of safety, sustainability and transparency.

#### HYPER-SPEED DEVELOPMENT & CUSTOMIZATION

Trends change quickly and we are trying to be a step ahead. Our Innovation Model lets us develop and test new formulations very quickly, offering solutions that can be highly personalized to guarantee our customers an immediate access to innovation.

EM: Your company has focused on innovation from the very beginning. What are the areas of greatest investment for your marketing and R&D departments?

LB: Last year saw the greatest investment (3.5 million) in the opening of our Innovation Center in Porto. Our marketing and Research & Innovation divisions are structured to intercept and anticipate the macro-trends of the sector, to transform them into concrete solutions; all thanks to a model of development that integrates advanced research, technology and sustainability. Our main areas of investment include: Future-forward formulations → we develop over 130 new formulations every year, designed to offer high performances which are validated by tests of efficacy. Our Future-Forward Innovation combines market insight and technologies to create products that anticipate the demands of consumers, combining science and sensoriality.

With customizable creations and proven claims, we give brands the instruments to move easily in a continuously evolving sector, redefining the future of beauty. Patents and new technologies  $\rightarrow$  We are constantly developing new formulations and, if possible, we try to patent new products that anticipate the needs of the market.

On average, we file four to five patents each year, focusing on innovative formulas and advanced technology deliveries to improve the efficacy of the products and offer really performing solutions. Advanced sustainability and innovative packaging  $\rightarrow$  Our commitment to sustainability goes beyond the simple use of clean and natural ingredients.

We develop water-wise formulas to reduce the consumption of water, we use eco-conscious packaging and we invest in innovative materials to offer solutions that combine aesthetics, functionality and a reduced environmental impact.

In parallel, our digitalization team has improved our way of working thanks to innovative instruments such as our platform of digital management which integrates data from marketing, R&D, regulatory affairs, and packaging, providing immediate access to strategic information to optimize development processes and accelerate time-to-market.

We have built up a network of strategic partnerships, including the One Asia Network, which allows us to draw on innovations from key markets such as Japan.

In addition, we work with experts in the sector -hair stylists and beauty professionals - to test and optimize our formulations in real scenarios, ensuring high performance and adaptability to various market segments.

Our approach is clear: to combine science, technology and sustainability to offer highly advanced beauty solutions, capable of anticipating the future of the sector.



EM: Cosmoprof is a showcase for the world. What will you be focusing on to strike home?

LB: Cosmoprof is the international stage where we show the innovative DNA of Beautyvibe; our approach to being highly advanced, where science, technology and creativity merge in our process of innovation. Our focus is clear: highly targeted solutions, which combine science and sensoriality.

We will be presenting a collection of skincare which goes beyond skincare; a highly advanced collection inspired by psycho-dermatology, which tackles the deep bond between mind and skin, developing formulas designed to calm, rebalance and regenerate.

This is a new approach to beauty which takes on stress as the real hidden enemy. Living in a period of constant stress, our skin becomes the first reflection of our mental state. In the world of haircare, we can meet the growing demand for customization with a range that allows every consumer to create their made-to-measure routine, combining "concentrated shots" targeted both for the individual type of hair and for specific objectives such as moisturization, volume and repair.

Lastly, we are presenting a capsule collection dedicated to a K-trend that is taking over the world: a simple, effective and instant approach to obtain a visibly radiant, polished and glass-like skin in a few steps...



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# Unlock Market Opportunities Through New Approaches to Aging

A Preview of the Openstreams Global Beauty Industry Summit Official Report 2025

The Openstreams Global Beauty Industry Summit: The Aging Forum was a historical event held on December 12, 2024, at the United Nations Headquarters. Hosted by the Openstreams Foundation — BEAUTYSTREAMS' non-profit organization dedicated to fostering collaboration and education within the beauty sector — the summit aimed to promote a borderless exchange within the beauty industry to address the topic of aging. A total of 26 organizations from 15 countries across 6 continents supported the event by sharing key insights into local perceptions around aging and bringing a global lens to this landmark summit.











The Openstreams Global Beauty Industry Summit brought together perspectives from national associations, trade shows, institutions, and brands. Prior to this and to bring further quantitative insights to the discussion, BEAUTYSTREAMS conducted a proprietary consumer survey of over 1,000 individuals across 7 countries — Brazil, China, France, India, Morocco, Nigeria, and the United States. The survey examined consumer mindsets regarding aging in the context of a social media-driven world and examined what consumers expect from beauty products, how they feel about anti-aging terminology, and beyond, capturing insights from individuals aged 18 to 80+.

Additionally, 30 Summit participants and supporters were surveyed by the Openstreams Foundation to gather top-level industry professional insights on new terminology to address aging. Respondents included experts from Australia, China, France, Germany, Italy, Japan, South Korea, the United Kingdom, and the United States. The Openstreams Global Beauty Industry Summit Official Report 2025 compiles key findings from both the Summit and consumer surveys and serves as a guide for beauty industry players to ideate business strategies in line with an aging population and shifting consumer mindsets. In the spirit of open exchange, the report is available free of charge to all beauty industry professionals, offering a unique and comprehensive view of the global beauty sector. As a preview of the findings that shared in the full report, take a look at a selection of key topics, insights, and findings from the Summit's panel discussions.

#### PANEL DISCUSSIONS HELD AT THE OPENSTREAMS GLOBAL BEAUTY INDUSTRY SUMMIT

#### **ON-SITE EXPERTS**

We had the honor of welcoming 8 in-person experts across two roundtable discussions at The Aging Forum, held at the United Nations Headquarters in New York on December 12, 2024:

- Mr. Saehoon Lee, Chairman and President of Gyeonggi Cosmetic Committee (South Korea)
- Ms. Andrea Nagel, Senior Vice President of Cosmetic Executive Women (United States)
- Mr. Cesar Tsukuda, General Manager of Beauty Fair (Brazil)
- Dr. Cendy Wang, Representative of Bloomage Biotech, Vice-Chairperson Unit of the China Association of Fragrance Flavour and Cosmetic Industries (China)
- Mr. Nicola Palmarini, Director of the U.K. National Innovation Centre for Ageing (United Kingdom)
- Dr. Nadine Pernodet, Senior Vice President, Innovation & Technologies, R&D of the Estée Lauder Companies (United States)
- Melis del Rey, General Manager, Beauty, Baby & Beauty Tech U.S. Stores of Amazon
- Dr. Qian Zheng, Senior Vice President, Global Regenerative Beauty Domain & Advanced Research, North America of L'Oréal.

#### ONLINE INTERVIEWS HELD FOR THE OPENSTREAMS GLOBAL BEAUTY INDUSTRY SUMMIT

#### **REMOTE EXPERTS**

Experts unable to attend the Summit were interviewed online and significantly contributed to the key findings of this report:

- Ms. Kajal Anand, Representative of the All India Cosmetic Manufacturers Association (India)
- Ms. Jessica Cruel, Editor-in-Chief of Allure Magazine (United States)
- Ms. Birgit Huber, Deputy Director General of IKW, the German Cosmetic, Toiletry, Perfumery and Detergent Association (Germany)
- Mr. Benedetto Lavino, President of Cosmetica Italia (Italy)
- Mr. Christophe Masson, Chief Executive Officer of Cosmetic Valley (France)
- Mr. Joash Ouma, Founder & President of the Association of Cosmetologists Kenya (Kenya)
- Mr. Akshay Talati, Chief Innovation Officer of Supergoop! (United States)
- Ms. Tina Viney, President & Chief Executive Officer of the Aesthetics Practitioners Advisory Network (Australia)
- Mr. Joe Wang, Director of Innovation & Entrepreneurship of the China Association of Fragrance Flavour and Cosmetic Industries (China)
- Mr. Junji Yamamoto, Senior Managing Director of the Japan Cosmetic Industry Association (Japan).

#### A PREVIEW OF KEY FINDINGS:

#### **Evolving Terminology Around Aging**

As global perceptions of aging evolve, so too does the language that the beauty industry employs to communicate with consumers. The term "anti-aging," once ubiquitous in marketing campaigns, is increasingly viewed as outdated and even counterproductive, signaling a shift toward more positive, inclusive messaging. According to the Expert Survey\* conducted at the Openstreams Global Beauty Industry Summit, 50% of sthe respondents favored "healthy aging" as the best alternative to "anti-aging." "Well-aging" and "vitality-boosting" were tied as the second most popular choices, with 23.33% of participants favoring each, followed by "pro-aging" at 20%. These preferences reflect a desire to embrace aging as a natural and empowering process rather than something to be battled or erased. "Anti-aging sounds somewhat negative. Maybe it's time to change the term to 'well-aging,' 'natural aging,' or 'beautiful aging," suggested Saehoon Lee, Chairman and President of Gyeonggi Cosmetic Committee in South Korea, capturing the sentiment of a changing global industry. According to Joe Wang from CAFFCI and Tina Viney from APAN, in China and Australia, regulatory changes reflect this shift. Brands are no longer permitted to use the term "anti-aging," which is considered misleading. Claims must now focus on measurable effects, such as smoother skin or reduced wrinkles, fostering a more transparent and science-backed approach.





During the Trade Roundtable, Dr. Cendy Wang, Representative Bloomage Biotech, Vice-Chairperson Unit of CAFFCI China, emphasized importance of reframing the conversation: "We should focus on healthy aging, helping people prepare for and embrace advanced age." This shift also resonates with younger consumers, as Andrea Nagel, SVP of CEW USA, explained that "younger generations value inclusivity, so terms like 'lifting' instead of 'sagging,' or omitting age references entirely, promote

a more positive message." Dr. Nadine Pernodet, SVP, Global Skin Innovation & Technologies, R&D of the Estée Lauder Companies, also highlighted the opportunity to empower consumers: "This is the time for positivity, to give consumers the power to control how their skin ages." Dr. Qian Zheng, SVP, Global Regenerative Beauty Domain & Advanced Research, North America of L'Oréal echoed the sentiment, stating that "longevity is about striving to be the best version of yourself at any age." Remote attendees also contributed their insights to the conversation. Kajal Anand from the national Indian association, AICMA, called for "positive narratives like 'healthy aging' or 'longevity,' emphasizing empowerment and holistic well-being." Indeed, this desire to shift the narrative around aging is shared across markets.

From an Italian perspective, Benedetto Lavino, President of Cosmetica Italia, shared that "after Monaco and Japan, Italy is the world's oldest country with 24% of the population aged over 65 this year. In the cosmetics industry, communication itself has shifted its focus from counteracting aging to raising awareness, prevention, and self-enhancement, celebrating individual uniqueness." Joash Ouma, Founder & President of the Association of Cosmetologists Kenya, added to this by stating that "Kenyans nowadays view aging positively unlike decades ago. This is because the beauty industry has rampantly grown in all aspects

leading to general acceptance, self-discovery, and growth." Indeed, Jessica Cruel, Editor-in-Chief of Allure Magazine, added from an American perspective that "aging is a blessing. Terms like 'anti-aging' erase the life experiences that create signs of aging." From the perspective of the Japanese market, Junji Yamamoto, Senior Managing Director of JCiA, emphasized the need for products tailored to active older adults: "Cosmetics must not just enhance one's youthful appearance but also meet the diverse needs of elderly individuals who are engaging with society."

This evolving terminology signals more than a marketing shift — it reflects a deeper cultural transformation. By embracing terms that celebrate life stages, empower individuals, and prioritize health and inclusivity, the beauty industry is redefining its relationship with aging. With this approach, brands are not only aligning with consumer values but also contributing to a broader, more positive narrative about aging.

#### A PREVIEW OF KEY FINDINGS: Addressing Aging Through Science

The beauty industry is embracing a transformative era where science and beauty converge to tackle the complexities of aging. Dr. Cendy Wang highlighted China's commitment to research, stating that "the beauty industry should take advantage of advancements in genetics and regenerative medicine," referring to government-backed R&D initiatives on cosmetic raw materials and healthy aging products. Meanwhile, Andrea Nagel endorsed the global dedication to longevity, citing LVMH's recent partnerships with bioscience companies as evidence of the industry's commitment to innovation. These developments mark brands' dedication in leveraging cutting-edge research to enhance solutions for aging populations.

Scientific advancements are redefining beauty's relationship with aging. Dr. Nadine Pernodet of The Estée Lauder Companies shared insights into their breakthroughs with sirtuins, also known as longevity proteins: "By supporting sirtuins, we've given skin cells the power to act younger, reversing age at the cellular level." These proteins, she says, "ensure cellular health, but they decrease with age. Our technology has enabled 70-year-old skin cells to behave like those of a 35-year-old — this is true age reversal." Meanwhile, Dr. Qian Zheng of L'Oréal emphasized

#### RELATED EXPERT SURVEY 2024 FINDINGS\*:

- ■50% of respondents selected the term "healthy aging" as the best alternative to the term "anti-aging."
- With 23.33% each, "well-aging" and "vitality-boosting" both rated second favorite alternatives to "anti-aging."
- "Pro-aging" rated third with 20% and only 6.67% would keep the term "anti-aging."

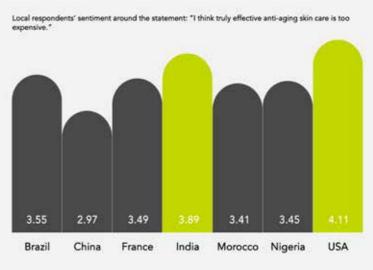
The full list of alternatives from most preferred to least preferred: healthy aging (50.0%), vitality-boosting (23.33%), well-aging (23.33%), pro-aging (20.0%), age-defying (16.67%), preventive (16.67%), longevity-inducing (16.67%), vitalizing (13.33%), age-positive (10.0%), graceful aging (10.0%), age-decelerating (6.67%), preemptive care (6.67%), age-reversing (6.67%), age-control (6.67%), age-embracing (6.67%), age-repairing (6.67%), youth-restoring (6.67%), youth-preserving (6.67%), l would keep "anti-aging" (6.67%), youth-enhancing (3.33%), life stage care (3.33%), youth-renewing (3.33%), youth-boosting (0.0%), pro-glow (0.0%), time-resistant (0.0%), age-defining (0.0%), age-relevant (0.0%), pro-radiance (0.0%), youth-reviving (0.0%).



their microbiome research, stating: "We've discovered specific bacterial strains that correlate with wrinkle severity, paving the way for precision products." Innovations such as Lancôme's HAPTA, a device designed to assist individuals with motion disabilities to apply make-up, showcase beauty's role in restoring dignity and independence. Nicola Palmarini, Director of the UK National Innovation Centre for Ageing, added that "aging innovations like transient epigenetic reprogramming and metformin research are setting the stage for longer, healthier lives." [...] For the first time, the FDA has approved a study on metformin as a drug to potentially treat all diseases by addressing aging itself. This could redefine aging as a treatable condition," he noted. The intersection of biotechnology and beauty also draws significant attention. Melis Del Rey, General Manager of Beauty, Baby & Beauty Tech U.S. Stores of Amazon, commented: "I'm fascinated by biotechnology's potential to reinvent the industry. Aging can be addressed and possibly reversed, opening exciting opportunities." Nicola Palmarini echoed the importance of such innovation, which expands into other fields like urban planning, stating that frameworks like "the City of Longevity" [which is a concept that embraces the transition from an aging society to a longevity society] empowers cities to proactively support citizens in living healthier, longer lives through urban touchpoints." Innovations in longevity are now backed by global investments. Mr. Palmarini further shared that "Saudi Arabia's Hevolution Foundation has committed \$1 billion annually to aging biology research indefinitely, transforming the global landscape of longevity science." In addition, advances in AI, such as Google's AlphaFold, are revolutionizing the understanding of protein dynamics, paving the way for significant breakthroughs in health and aging. The beauty industry is at the helm of scientific, technological, and creative convergence to address the multifaceted aspects of aging. "From groundbreaking research to societal impact initiatives, the commitment to creating a future where aging is embraced with dignity, independence, and innovation is stronger than ever," stated Lan Vu, Founder & CEO of the Openstreams Foundation.

#### **Skin Care and Age: Local Perspectives**

The survey shows striking regional differences in perceptions of anti-aging skin care affordability, with the United States (4.11) and India (3.89) expressing the highest concern, while China (2.97) perceives it as less of an issue. Interestingly, these perceptions do not align with median income levels, as even higher-income countries like the United States view effective skin care as too expensive. This highlights that affordability concerns are shaped more by local market factors and cultural attitudes than by income.



#### \* Survey of 1,083 consumers between the ages of 18 and 80+ from Brazil (115), China (206), France (110), India (223), Morocco (112), Nigeria (118), and the United States (199).

#### **Future Outlook**

BEAUTYSTREAMS, the main sponsor of the Summit and report, created this forecast with its team of senior trend forecasters. The insights incorporate key findings from the Openstreams Global Beauty Industry Summit: The Aging Forum, focusing on identifying ethical and profitable opportunities for the beauty industry. Below is a preview of the full report, which includes in-depth, category-specific recommendations for business-first strategies.

#### **RELATED CONSUMER SURVEY 2024 FINDINGS\*:**

- Belief in Preventive Skin Care: 53.4% of respondents (33.5% agree + 19.9% strongly agree) believe that anti-aging skin care should be applied at a young age to prevent signs of aging, indicating confidence in skin care's long-term benefits and proactive approach.
- Importance of Emotional Connection: 52.22% of respondents (34.29% agree + 17.93% strongly agree) feel that how a product makes them feel is more important than its anti-aging benefits, emphasizing trust in both the functional and experiential value of skin care.
- Affordability Concerns: While 58.62% (34.68% agree + 23.94% strongly agree) think effective anti-aging skin care is too expensive, this also underscores the perceived value and effectiveness of high-quality skin care products.

\*Survey of 1,083 consumers between the ages of 18 and 80+ from Brazil (115), China (206), France (110), India (223), Morocco (112), Nigeria (118), and the United States (199).



#### Retail

As the lines between beauty and health continue to blur, retail spaces — both online and offline — are uniquely positioned to meet the evolving needs of consumers. This convergence is especially critical as retailers play a growing role in promoting not just



beauty but overall well-being, fostering healthier lifestyles, and creating ethical consumer experiences.



#### Skin & Personal Care

The beauty industry is entering a transformative era as it redefines aging. Moving beyond the traditional "anti-aging" narrative, the focus now centers on longevity, holistic health, and inclusivity. This evolution reflects the changing priorities of consumers who demand ethical, science-backed

solutions that empower them to take control of their aging journey. Insights from The Aging Forum and BEAUTYSTREAMS' reports underscore the innovations driving the future of skin care and how they are reshaping perceptions of aging.

#### Hair Care & Color

As aging continues to be redefined, the hair care and hair color categories are evolving to meet the needs of consumers across all life stages. With a growing emphasis inclusivity, personalization, and science-backed innovation, the industry is moving beyond the traditional anti-aging



narrative. Instead, it champions scalp health, self-expression, and BEAUTYSTREAMS' concept of "grayclusivity" — embracing natural gray hair while addressing individual textures, tones, and lifestyles. This holistic approach acknowledges aging as a dynamic journey, offering solutions that cater to evolving needs and preferences.



#### Color Cosmetics

As consumers' expectations of beauty evolve, the color cosmetics and nail care industries are undergoing a transformation that embraces new approaches to aging, wellness, and inclusivity. No longer confined to aesthetics, these categories are increasingly to health-span beauty, emotional sustainability, catering to a diverse range

well-being, and

of life stages and individual needs. The future promises a more meaningful integration of function, self-expression, and care, reflecting the dynamic nature of beauty across generations.

#### Fragrance

As the beauty industry evolves to embrace aging as a dynamic and empowering journey, fragrance is emerging as a vital component of lifelong care. Beyond its aesthetic appeal, fragrance is becoming an essential tool for well-being, self-expression, and adaptation



to the physical and emotional changes experienced across life's stages. From functional benefits to eco-conscious innovations, the future of fragrance in beauty reflects a deep commitment to inclusivity, sustainability, and long-term consumer engagement.



#### **Packaging**

As the global population ages, the beauty industry will need to innovate packaging to meet the evolving needs of consumers across all of life's stages. Packaging is no longer just a functional element; it is becoming a medium for accessibility, sustainability, and inclusivity, reflecting

the diverse requirements of aging populations while benefiting everyone. By addressing changes in physical abilities, sensory perceptions, and consumer values, the future of beauty packaging aims to enhance well-being, convenience, and emotional connection throughout consumers' lives.

#### A Warm Thanks to the Partners Who Support Collaboration Across the Global Beauty Industry

**Main Partner** 

#### BEAUTYSTREAMS

**Supporters** 



#### **About The Openstreams Foundation**

The Openstreams Foundation is a non-profit organization committed to fostering global collaboration, raising awareness of key issues in the beauty sector, and supporting education. By providing a platform for idea exchange, addressing challenges, and advancing knowledge, the foundation drives innovation and supports growth across the beauty industry.

#### **About BEAUTYSTREAMS**

**BEAUTYSTREAMS** is the leading trend insights platform for the global beauty industry, serving as an indispensable resource for professionals across the entire beauty supply chain. It delivers future insights, product forecasts, consumer analyses, and market intelligence on both global and local levels to clients across six continents. BEAUTYSTREAMS proudly supports the Openstreams Global Beauty Industry Summit.

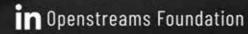


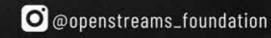
### Unlock Market Opportunities Through New Approaches to Aging

Following the Openstreams Foundation Global Beauty Industry Summit at the United Nations Headquarters, the Openstreams Foundation launches the complimentary Official Report 2025.



Main Partner
BEAUTYSTREAMS







### GOSMOPROF WORLDWIDE BOLOGNA 56TH EDITION





### THE PREMIER EVENT FOR THE GLOBAL COSMETICS INDUSTRY FOCUSES ON INNOVATION AND NEW BUSINESS OPPORTUNITIES

With over 3,000 companies from 65 countries, representing more than 10,000 brands, the exhibition space exceeds 170,000 square meters, marking a 5.8% increase compared to the previous edition. Cosmoprof Worldwide Bologna reaffirms its international scope, with 56% of exhibitors coming from Europe, 44% from non-European countries, and 22% from Italy. A total of 29 national pavilions are present in Bologna, showcasing the beauty trends and characteristics of countries such as Australia, Brazil, China, South Korea, Estonia, France, Germany, Japan, Greece, India, Indonesia, Ireland, Latvia, Norway, Pacific Islands, Poland, Czech Republic, Romania, Spain, Sweden, Ukraine, the UK, Taiwan, Turkey, and the USA. New additions for 2025 include California and Tunisia. Cosmoprof Worldwide Bologna remains a key platform for the launch of new brands and products. This is evident

in the particularly high percentage of new exhibitors compared to 2024, accounting for 35% of the total. "Cosmoprof Worldwide Bologna continues to be a strategic platform for business and innovation. The number of participating companies and the growing interest from global industry players demonstrate the vitality and resilience of the sector," states Gianpiero Calzolari, President of BolognaFiere. "The success of this event is the result of a constant commitment to creating growth opportunities for the cosmetics industry by providing tools that facilitate networking, innovation, and collaboration among key players. Thanks to these characteristics, Cosmoprof remains the most internationally oriented trade fair, a strategic business partner recognized by the Ministry of Foreign Affairs and International Cooperation, ICE - Agency for the Promotion Abroad and the Internationalization of Italian Companies, as well as Cosmetica Italia, the





national association of cosmetics companies, and public and private associations from key markets."

The collaboration with the Ministry of Foreign Affairs and International Cooperation, as well as ITA – Italian Trade Agency, has enabled the participation of over 80 delegations, including major importers, distributors, and retailers from around the world, with particular focus on the United States, Africa, and the Gulf and Middle Eastern regions.

"Cosmetics Confirmed as a Pillar of Made in Italy Excellence, Driving Innovation and Global Market Growth," declares Matteo Zoppas, President of ITA Agency. "Cosmetics continues to be a hallmark of Made in Italy, demonstrating dynamism, innovation, and an extraordinary ability to adapt to global market shifts," says Matteo Zoppas, President of ICE Agency. "From January to October 2024, Italian exports in the sector reached nearly 7 billion euros, marking a growth of over 10% compared to the same period in 2023, a year that had already seen an impressive 20.3% increase over 2022. These results confirm the leadership of our companies, which are at the forefront of research and innovation, anticipating the demands of international markets. Today, exports represent over 40% of the sector's revenue, with Italy solidifying its leadership in makeup production: 67% of products used in Europe and 55% of those worldwide are made in our country. ITA continues to support the sector's internationalisation by collaborating with BolognaFiere to expand the Cosmoprof format into key foreign markets, further strengthening the role of Italian cosmetics as an ambassador of Made in Italy worldwide. Supporting the business activities of Cosmoprof Worldwide Bologna is also Cosmetica Italia - the National Association of Cosmetics Companies, present at Block D of the Service Center with a dedicated installation. "In synergy with the Cosmoprof exhibition system, Cosmetica Italia has always promoted the competitiveness and international expansion of its member companies," says Benedetto Lavino, President of Cosmetica Italia. Italian cosmetic manufacturing is widely recognized and appreciated internationally for its innovation, high quality standards, flexibility, craftsmanship, creativity, and tradition.

#### DYNAMIC AND FUNCTIONAL BUSINESS TOOLS AND NEW SOLUTIONS TO FACILITATE OPERATORS

Cosmoprof Worldwide Bologna continues to be a strategic event for stakeholders from around the world. "The event remains the only international exhibition offering a comprehensive view of the latest developments in the beauty industry, thanks to the presence of all industry sectors in one location, from the supply chain to the finished product," highlights Enrico Zannini, General Director of BolognaFiere Cosmoprof. "The coordinated opening of all pavilions on the same day, Thursday, March 20, a formula successfully introduced last year, increases interaction between various channels and sectors. To meet the needs of operators and exhibitors looking for more dynamic and immediate tools to approach the market, this year's edition of Cosmoprof also introduces a new exhibition layout. This solution allowed us to expand the exhibition offering to include new product categories particularly influential for the market, adapting to the needs of our community."

Cosmoprof also provides essential business opportunities for the growth of the industry through services such as Cosmoprof My Match, an exclusive matchmaking software available to professionals to organize business meetings directly at the fair, and personalized consultancy services backed by the expertise of the Cosmoprof team to address the needs of all distribution channels. To optimize the participation of buyers from all major continents, the Buyer Lounges, set up in Pavilions 14 and 36, catering to the premium and prestige Cosmoprime channel and the mass market Fragrance and Cosmetics sector, play a crucial role by offering a welcoming and functional space for discreet interactions. Pavilion 37 hosts the Hair Lounge for hairstyling professionals. There is also a lounge curated by the Group of Cosmetics with Natural and Herbal Characteristics of Cosmetica Italia, located in the mezzanine between Pavilions 21 and 22, dedicated to the herbal sector.





### COSMOPROF NORTH AMERICA MIAMI



SUCCESSFULLY
CONCLUDED ITS
SECOND EDITION,
BUILDING ON
FIRST-YEAR
MOMENTUM

The second edition of Cosmoprof North America Miami successfully concluded, marking another significant milestone for the event, which maintained the momentum of its inaugural year. The threeday event, held from January 21-23, attracted approximately 19,000 visits from 115 countries, firmly establishing Cosmoprof North America Miami as a premier global beauty event. The sustained high turnout further underscores the growing demand for two major North American events to meet the evolving needs of the beauty industry.

With nearly 900 exhibitors from 49 countries showcasing innovations across various categories, including skin care, makeup, fragrance, hair care,

nails, and the entire beauty supply chain, the event saw a 28% increase in exhibitors compared to the previous year. This growth reflects the rising demand from both established brands and emerging startups eager to present their latest offerings to domestic and international audiences comprised of retailers, distributors, brands, and more.

The show demonstrated the growth of the Cosmopack and hair sectors while demonstrating the ongoing popularity of skin care, including notable ingredients like exosomes and LED devices for the hair, face, and body. Additionally, fragrance emerged as a standout feature, with a significant increase in the number of brands represented.







"We're thrilled to see that the second edition of Cosmoprof North America Miami has not only sustained the energy and dynamism of the launch edition but has truly established itself as an essential event for the beauty industry," declared Antonio Bruzzone, Chief Executive Officer of BolognaFiere Group.

A key highlight of this year's event was the continued increase in the number of countries represented, with attendees from around the world coming together to explore the latest trends, innovations, and opportunities within the beauty sector. Notably, 70% of attendees were identified as having significant buying influence, underscoring the event's role as a vital hub for business development and networking. Liza Rapay, VP, Head of Cosmoprof North America & Founder of Beauty New York, stated, "We've seen significant growth in both the number of exhibitors and the diversity of international attendees, which speaks volumes about the event's global relevance and the strength of the U.S. beauty market."



As the beauty industry evolves at an unprecedented pace, Cosmoprof North America is committed to supporting its growth and fostering valuable connections. Looking ahead, the next edition of Cosmoprof North America will take place in Las Vegas, bringing together even more global participants for its highly anticipated 22<sup>nd</sup> edition.







"The overwhelmingly positive feedback we've received in Miami confirms that the improvements we've made have resonated well with our community, and we are already looking forward to our second U.S. event in Las Vegas this July," said Leslie Perry, Executive Director of the Professional Beauty Association.

Cosmoprof North America's third showcase in Miami Beach is scheduled for January 27-29, 2026, at the Miami Beach Convention Center. The 22<sup>nd</sup> edition of Cosmoprof North America in Las Vegas will return to the Mandalay Bay Convention Center from July 15-17, 2025.

### ESXENCE

#### THE ART PERFUMERY EVENT



Silvio Levi and Maurizio Cavezzali

The 15<sup>th</sup> edition of Esxence - The Art Perfumery Event, the international leading event dedicated to artistic perfumery, closed on Saturday 22 February, confirming Milan as the capital of artistic perfumery and the hub of new trends, ready to spread an authentic and sophisticated olfactory culture.

# An attendance of around 13,500 participants at the leading international event dedicated to artistic perfumery wrapped-up

This edition was a great success: around 13,500 attendees from all over the world were able to admire a selected parterre of 384 brands - including 107 main and 277 spotlights - from 38 countries and assist to several events, round tables and talks also open to the public. There was a notable attendance of young people, reflecting the growing interest in the sector across generations.

The event was inaugurated at the presence of Barbara Mazzali, Councillor for Tourism, Fashion and Territorial Marketing of the Lombardy Region and Alessia Cappello, Councillor for Labour and Economic Development of the Municipality of Milan. Alongside, there were leading exponents of the beauty industry at national and international level, including Enrico Zannini (General Manager of BolognaFiere Cosmoprof), Benedetto Lavino (President of Cosmetica Italia) and Antonio Lucarelli (Director of ICE Milan).

Edition after edition, Esxence proved to be the cult appointment to discover the new trends in the world of artistic perfumery. Starting with olfactory notes, the triumph of exotic fruits - such as mango, pineapple, banana and maracuja - has conquered the scene. There was also a growing presence of brands from Asia, in particular from South Korea, Vietnam, China, Singapore and Japan, taking us on a fascinating journey through distant traditions and cultures. In addition, new formats of well-known fragrances were presented, confirming an ever-expanding trend: the search for practical and travel-friendly formats, Synthetic molecules, which have long suffered from a bad reputation and sometimes considered a taboo, are now displayed within the olfactory pyramids, demonstrating the extraordinary ability of those who know how to skilfully combine the natural and synthetic worlds. Lastly, the trend is consolidating towards fostering a state of inner well-being and psychophysical balance, no longer limiting oneself to wearing a single fragrance as an olfactory signature, but changing the scent according to one's mood. It is increasingly evident that body and mind are linked.





'This 15<sup>th</sup> edition has been the most successful ever', says Maurizio Cavezzali, co-founder of Esxence and CEO of Equipe Exibit, 'thanks to the contents proposed but also to the quality of the people attending, all extremely well prepared and attentive to emerging



trends. This year, there was a significant enhancement in the booths, with a 30% increasing request for nude areas, a clear sign of maturity of the brands. It is not only the fragrances, the bottles and the packaging that shine for their uniqueness, but also the entire concept and communication, which take on a central role in the creative process. We had the possibility to see a greengrocer's counter, vending machines, an old-fashioned train carriage, a beautiful old library and ledwalls that realistically tell the story of some brands'. 'Over the course of eighteen years and fifteen editions



of Esxence, we have become an essential reference point on an international level and a central event, able of offering growth opportunities to brands of all nationalities. We have given support to new markets, with motivated retailers who have then given rise to structured forms of specialised distribution' - says Silvio Levi, co-founder of Esxence and Director of Essencional, who curated and coordinated, together with Equipe Exibit, the workshops and lectures. 'I

#### **FACTS & FIGURES OF ESXENCE 2025**

About 13,500 attendees

384 brands, divided into 107 Main Brands and 277 Spotlight

**38 countries of origin of the brands** (including some new entries: Thailand, Barbados, Lithuania and Latvia)

17. 400 square metres of exhibition space

**70% foreign exhibitors** out of the total number of exhibitors

**66% operators** out of the total number of visitors

**43 foreign operators** took part thanks to the support of **ITA - Italian Trade Agency**, from Brazil, China, South Korea, United Arab Emirates, Japan, India, Mexico and the United States

**24 conferences and meetings** were held in the **Esxence events calendar**, led by some of the most renowned experts worldwide





am particularly proud of this edition of Esxence, confirming the extraordinary dynamism of the market and an innovative capacity that will shape the sector for the next decade. In addition to being a platform for launches and business development, Esxence provides visitors and operators with content, analysis and information tools, facilitating knowledge between cultural institutions, opinion leaders and ensuring a constant comparison, with the aim of nurturing and evolving our market'.

#### Under the patronage of:

Lombardy Region, Municipality of Milan

#### With the support of:

Ministry of Foreign Affairs and International Cooperation and ITA – Italian Trade Agency

#### **Sponsor:**

**CFF Creative Flavours & Fragrances** 

Strategic Partner: Essencional

#### Partner:

Accademia del Profumo, Beautystreams, Business France, Italian Perfumery Institute, L'Osmothèque, Les Parfumables, Master Parfums, Milano Beauty Week, Mouillettes & co.



### BRIDGING INNOVATION AND EXCELLENCE AT Dubai Derma 2025

Dubai World Dermatology and Laser Conference and Exhibition (Dubai Derma) is set to continue its evolution in showcasing a seamless continuum of groundbreaking advancements on April 14th to 16th, 2025, at the Dubai World Trade Centre in the United Arab Emirates. Embarking on a transformative three-day journey, Dubai Derma 2025 is set to welcome a distinguished assembly of luminaries, including visionary speakers, skilled surgeons, renowned skin care professionals, industry trailblazers, and pivotal stakeholders.

International Congress of Dermatology (ICD), Bahrain Dermatology, Laser & Aesthetics (BDLA) and many more, which will enrich the depth of the conference's academic offerings.

Additionally, live clinical sessions will present the opportunity for exhibiting companies to present live clinical procedures, providing exclusive access for all conference attendees to witness the practical applications of cutting-edge products and technologies, including injections and lasers in a live setting.



#### A Comprehensive Experience

Dubai Derma's influence is reflected in its power to attract international brands and participants from all over the globe, where it continues to draw a diverse audience.

Beyond the figures, Dubai Derma promises a holistic experience by providing a conducive environment for networking, learning, and collaboration.

Practical workshops offer hands-on experiences.

The exhibition platform unleashes groundbreaking products and devices from companies across the globe and attendees will have the opportunity to connect with industry representatives and attend a series of practical workshops, industry partner sessions, and other more interactive activities over three days.

#### **Evolution of the Scientific Program**

In a resolute commitment to deliver an extraordinary and enriching encounter, the conference will unfold a meticulously crafted scientific program with internationally renowned speakers, scientific sessions, clinical cases and scientific poster presentations. The enhanced program will include Dermatology Sciences/Researches, Cosmetic/ Surgical Dermatology, and Updates in Dermatology Therapeutics/New Drugs & Dedicated Sessions by Dermatology Associations/Societies like: Aesthetic and Cosmetic Dermatology Association (EKDD),





### CHINA BEAUTY EXPO

#### MAY 12-14, 2025

SHANGHAI NEW INTERNATIONAL EXPO CENTER

#### **SUPPLY CHAIN**

**PACKAGING** OEM/ODM/OBM MACHINERY & EQUIPMENT **INGREDIENT & FORMULATION** 

#### **COSMETICS**

PERSONAL CARE & SKIN CARE COLOR COSMETICS PERFUME & FRAGRANCES **BABY CARE** HOUSEHOLD CLEANING

#### **PROFESSIONAL BEAUTY**

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#### **NEW DATE AND VENUE FOR**

### BEAUTYISTANBUL

#### 8-10 MAY 2025, TUYAP - ISTANBUL, TÜRKIYE

The 6<sup>th</sup> BEAUTYISTANBUL International Exhibition for Cosmetics, Beauty, Hair, Cleaning, Private Label, Packaging and Ingredients will be held on 8-10 MAY 2025 at TÜYAP FAIR CENTER, Istanbul-Türkiye, with NEW DATE and NEW VENUE!

Thanks to the new layout, visitors will experience a more easily navigable exhibition, with halls categorized by exhibitor product groups for more efficient visits.

Hall categorization is detailed below:

**HALL 1-2a-6-7-8-9: "COSMETICS"** – Personal Care, Skin Care, Make Up, Perfume, Cleaning, Baby Care, OTC Products.

**HALL 2b-3:** Hair, Salon Equipments, Accessories, Professional Beauty, Nail.

**HALL 4-5-10: "COSMAKING"** – Ingredients, Packaging, Machinery, Business Services.

Sth International Exhibition for Cosmetics, Beauty, Hair Cleaning, Private Label, Packaging and Ingredients

8 - 10 MAY 2025
OTUYNP FAIR CENTER
Büyükçekmece
ISTANBUL - TÜRKİYE

HALL 1-1a-2a-6-7-8-9

COSMETICS

- Personal Care
- Skin Care
- Make Up
- Perfune
- Cleaning
- Cosmetics
- Skin Care
- Make Up
- Perfune
- Cleaning
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Featuring 1,162 exhibitors from 67 countries in 10 Halls, BEAUTYISTANBUL is among the Top 5 largest cosmetics exhibitions worldwide and it is the most international cosmetics event with trade visitors from 167 countries.



Visit the event to meet 600+ exhibitors from Türkiye and 600+ international exhibitors, including the confirmed Country Pavilions from Italy, France, Spain, Poland, Brazil, South Africa, Ukraine, UAE, Indonesia, Malaysia, Palestine, Pakistan, India, Iran, Lesotho, South Korea, China and more.

Register online now at "online.beauty-istanbul.com" to attend the exhibition for free.

Upon registration, you can browse exhibitor profiles and products to interact 24/7 with messaging, online meetings or arranging physical meetings. Start conducting business before the physical event! You can download the Mobile App to use the Online Platform on the go!

We look forward to welcoming you at the 6th BEAUTYISTANBUL Exhibition on 8-10 May 2025 at TUYAP FAIR CENTER, Istanbul, Türkiye.



8-10 MAY 2025

**TUYAP** Fair Center

Buyukcekmece - Istanbul - Türkiye

New Date New Venue

1200 Exhibitors from 60 Countries



## PACKAGING PREMIERE & PCD Milan 2025

#### FOCUS ON INNOVATION AND CREATIVITY



Packaging Première & PCD Milan is not only the best showcase for packaging, design and responsible innovation, but also an occasion to experience three days full of events, talks and inspiring conversations with leading industry experts and brands from around the world.



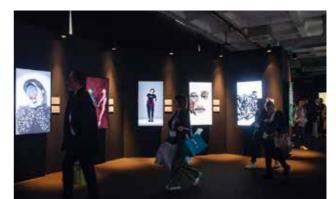


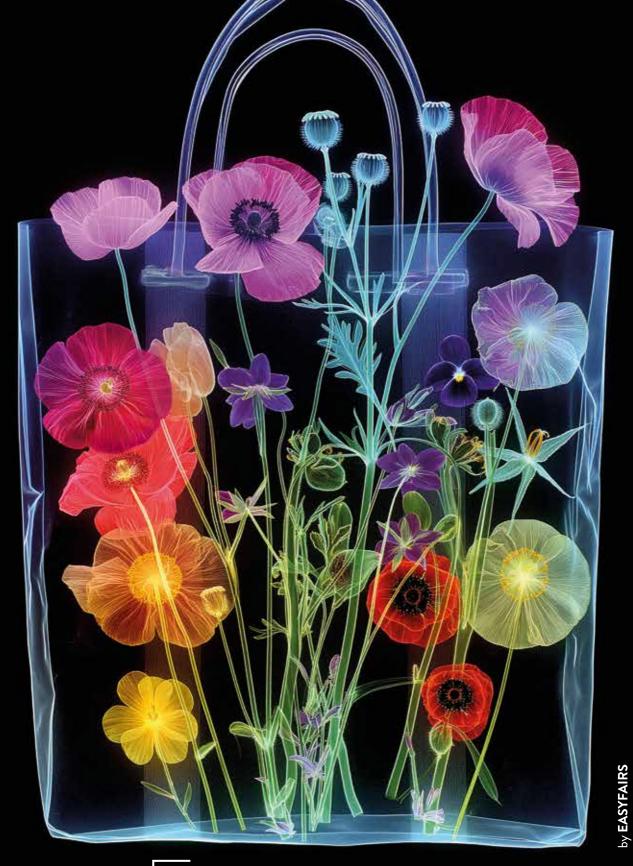




Lara Castagna, Head of Event at Packaging Première & PCD Milan underlines: 'Packaging Première & PCD Milan represents a unique opportunity to explore the trends that are redefining the world of packaging. This year we are pushing beyond traditional limits, combining technology, creativity and sustainability, to inspire all those who are contributing with their daily work to the significant evolution of this sector'. From 13 to 15 May 2025, in the main conference hall inside the pavilion, brands such as Lancôme, Twinings and Xerjoff, to name a few, will take the audience on a journey through new trends in design, sustainability, luxury, materials and technology. Confirmed guests include Stephen Pizer, Head of Packaging Strategy and Innovation at Twinings; Niingjing Zhang, International Project Manager at Lancôme; Alberto Lozano Aragonés, Sourcing Senior Manager, Spain Operations at Suntory Global; Anna Toppino, Designer at Xerjoff. Moreover, an additional conference room will be set up, turning into a real 'ring' for debate on the hot topics of the moment, with the

aim of exploring the challenges and opportunities of the future. Each day will be dedicated to one of the three pillars of Avant-Garde, the Packaging Première initiative aimed at redefining the concept of packaging design: sustainability (13 May), innovative materials (14 May), design (15 May). Once again, Avant-Garde will present an exclusive selection of cutting-edge projects, offering an overview of the latest innovations that are shaping the future of the industry. The jury, made up of renowned experts, has been receiving the very last applications before proceeding with the evaluation and selection of the new projects, which will be showcased at Packaging Première & PCD Milan in a dedicated area. One of the most exciting feature is the interpretation of the Art Gallery by artists Andrea Filippi and Gabriele Moschin, experts in the integration of Artificial Intelligence in their works, who have been entrusted with the creative vision of Packaging Première & PCD Milan 2025. Following the leitmotif of the edition, 'From AI to AI, from Artificial Intelligence to Augmented Imagination', the Art Gallery will take visitors on a journey through a new methodological approach aimed at transcending the conventional applications of this technology in art and design. A selection of artwork created by artists and students who cleverly combine Artificial Intelligence, nature and packaging will be the protagonists. Lastly, the space dedicated to branding and packaging design agencies (Design Hub - powered by Avery Dennison) expands with new key players: Avery Dennison, Anisha, NSG Design, Advision and many others. A meeting place to discover new collaborations and bring extraordinary ideas to life.





PACKAGING PREMIÈRE PCD

**13-15** May **2025**, Gate 4 - Allianz MiCo, Milan



Register for free with code 1010

> Scan the QR-code and register online

### THE HOUSE OF ARMAF



















#### COSMOPROF

WORLDWIDE BOLOGNA 20-22 MARCH 2025

HALL 36 STAND H18 - I 17 BOLOGNA, ITALY

### LAUNCHES





















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