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Born for Eternity PARFUM INTENSE



## AQUEEN EMERGES

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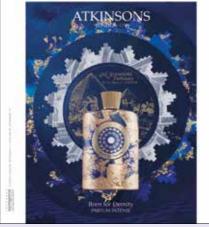
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**On the cover:** Born for Eternity Perfume Intense, by Atkinsons

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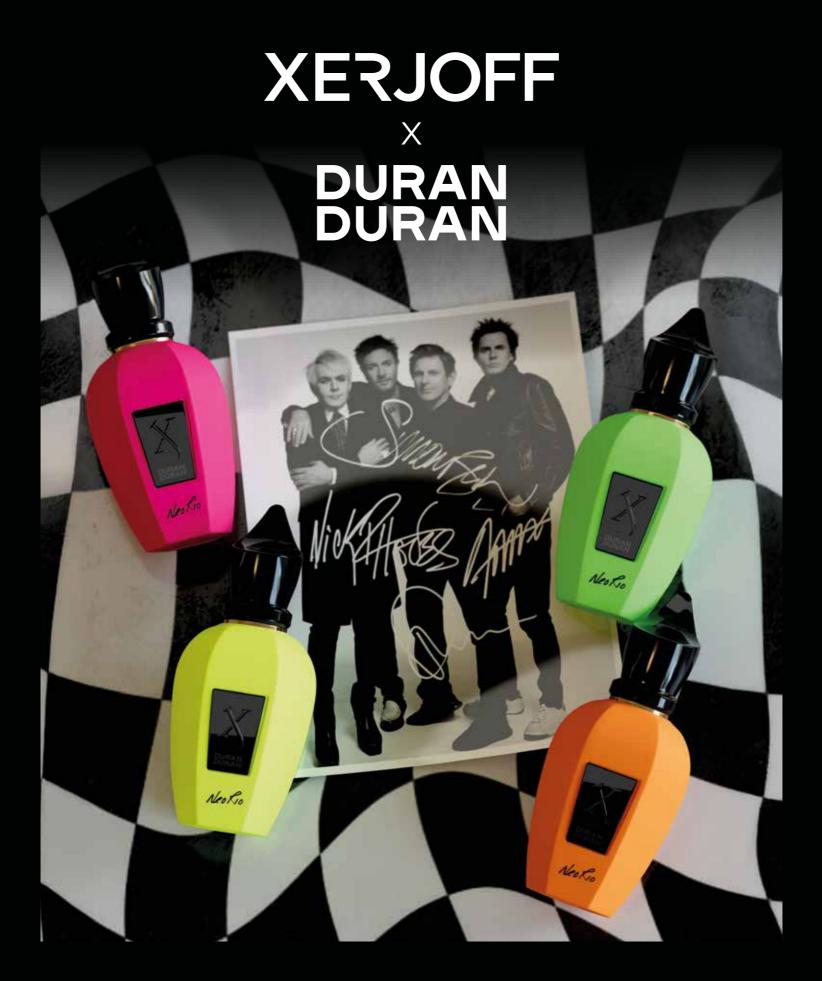
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XERJOFF.COM



## XERJOFF and DURAN DURAN



Black Moonlight and NeoRio are the two new fragrances from Xerjoff , the result of a rare and creative alliance between the Italian luxury fragrance house and the legendary British group. The realms of sound, art and luxury fragrance are merged in what was a true creative partnership from start to finish. The result, NeoRio and Black Moonlight, embody the timeless energy and bold spirit of Duran Duran, offering a sensory experience that will resonate with both perfume connoisseurs and music enthusiasts.

The two unisex scents are the result of a remarkable partnership between Sergio Momo, Xerjoff founder, and the four members of Duran Duran – Simon Le Bon, Nick Rhodes, John Taylor and Roger Taylor. Working over many months and developed across

### A TRUE COMING TOGETHER OF FORCES

several continents, their shared passion for pushing boundaries shaped every aspect of the two scents, from the perfumes themselves to the artistry of their design and packaging.

The two fragrances represent the many facets of Duran Duran. Black Moonlight is inspired by the band's darker side, paying tribute to the eerie and mysterious world they often explore in their music and videos, with a scent that oozes intrigue and sensuality. NeoRio, on the other hand, is a testament to their ever-evolving spirit and endless, boundary-breaking energy, creating a scent that is bold and captivating, a celebration of freedom and life's most exhilarating moments.



As Sergio Momo said in a recent interview, after his encounter with the band, "I realised we actually have a lot in common. Their way of creating music is actually very similar to my way of creating perfume. We work in the artistic sector of niche perfumery, blending perfume with other forms of art to create unique multisensory experiences, something Duran Duran do through their music and visuals, too."

He then described the creative process behind NeoRio and Black Moonlight as follows: "At the beginning, we would meet and I'd bring over extracts of raw materials, we'd explore those together, then I'd make some blends and we'd discuss whether we liked the initial feel and direction of what the blends felt like, ... What does Duran Duran smell like? That's where the idea was born to create one scent that reflects the darker side of Duran Duran, with ingredients like cardamom, saffron, tolu balsam and myrrh , and another than really brings Duran Duran's energy and boldness to life in scent form. The entire journey has been so interesting - Simon, Nick, Roger and John have all played their own role in each perfume from the scent itself to the inner and outer packaging, It's a true coming together of forces." Black Moonlight has top notes of bergamot and mandarin to awaken the senses, while saffron, lavender, Sambac jasmine and hazelnut envelop you in an intimate embrace. It is grounded by the base notes of patchouli, vetiver, tonka bean and benzoin to create a rich, timeless scent that mirrors Duran Duran's ability to blend art, innovation and emotion. With NeoRio, past, present and future collide, in a perfume as



magnetic and unpredictable as the band itself. It is the first Xerjoff perfume to feature four distinct variations of its illustrious flacon, and it combines an irresistible burst of candied fig and rum with the sparkling freshness of elemi absolute, before unfolding with the fiery warmth of saffron and the elegance of soft rose oil, all anchored by the creamy richness of tonka bean and the timeless depth of balsam from Peru.

The name of the perfume is printed on the flacon and coffret in Simon Le Bon's handwriting.

The launch of the fragrances coincides with Duran Duran's eagerly anticipated summer European tour.



# AL HARAMAIN PERFUMES

TRUSTED BY GENERATIONS, oved BY ALL





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KARRAMAN KOREST

TRAIT DE PARFUN

### SINCE 1970 ALARAMAIN 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.



In a world where perfume often leans into excess, Al Haramain's Natural Series brings the focus back to simplicity with authentic ingredients. This four-piece collection captures raw beauty, expressed through scent stories that are at once modern, grounded, and emotionally resonant. Crafted with precision and emotion, the Natural Series feels like a breath of fresh air. It strips away the unnecessary and leans into what matters: how a fragrance makes you feel.

Haramain Natural Amber feels like sunlight on skin, with a luminous blend of mandarin, pear, and grapefruit, which is radiant. It blooms into orange blossom, jasmine, and lily of the valley, before settling into a warm base of sandalwood, leather, amber and musk.

In contrast, boldness and spice comes with pink pepper, pineapple and grapefruit, to create Haramain Natural Oud. This is a modern magnetic oud fragrance, rich with cinnamon, cardamom, and rose, made to leave a mark.

Haramain Natural Iris brings softness with notes of mandarin, bergamot, and a crisp brightness that melts into ginger and grapefruit. The base of lily of the valley and musk creates a clean, airy trail, like white fabric swaying in a spring breeze. This scent is made for calm moments.

Haramain Natural Forest is perhaps the most playful and unexpected of the four. With zesty citron, lemon, and mint, it's a burst of freshness. Apricot, basil, and may rose in the heart give it a fruit-laced herbal edge, while the fig and dates wrap it in warmth and sweetness. This fragrance is like stepping into a forest after rainfall.

Whether worn individually or as part of a personal ritual, the Haramain Natural Series offers something rare: a moment of pause, a connection to nature, and a reminder that luxury often whispers rather than shouts.

WHEN THE HEAT RISES AND THE DAYS STRETCH INTO GOLDEN EVENINGS, SCENT BECOMES MORE THAN A DETAIL. FRESH, BOLD, AND MADE FOR THE HEAT, HARAMAIN AMBER OUD AQUA DUBAI IS YOUR GO-TO SCENT FOR WHEN THE SUN'S OUT AND THE VIBE'S HIGH IT OPENS WITH A SPLASH OF BERGAMOT AND MANDARIN, ZESTY AND SHARP LIKE THAT FIRST DIVE INTO COOL WATER. THEN COMES THE JUICY HIT OF MELON, PINEAPPLE, AND BLACK CURRANT, ALL WRAPPED IN GOLDEN AMBER. A SCENT OF TROPICAL LUXURY. FOR THE ONES WHO CARRY THE SUMMER SUN WITH THEM WHEREVER THEY GO, MAKE WAVES WITH HARAMAIN AMBER OUD AQUA DUBAI.







# INNOVATION AND QUALITY: WHEN MAKE-UP MEETS SKINCARE

2025 marks a significant change in skincare habits: the inclusion of an SPF in the daily routine is now considered an essential gesture for the health and beauty of the skin, independently of the season or the atmospheric conditions. Precisely in response to this new need, ASTRA Make-Up, the Italian beauty brand which for over 35 years has been guaranteeing for its ASTRA Lovers products with innovative textures and of very high quality at affordable prices, presented at Cosmoprof Worldwide Bologna, the Italian venue of the trade fair of reference for the cosmetics sector, a product characterized by a formula perfect for daily application to the face: SPF50 STICK SOLARE VISO - Invisible Sun Stick High Protection. With 67.7% of natural ingredients, it is the brand's first product dedicated to sun protection. This stick - transparent and lightweight - offers invisible protection, practical and ideal both as the last step in a skincare routine

> and as a base for make-up. Alongside this innovation, there is the Face Mist - Hydrating and revitalizing spray, with 98% of natural ingredients, perfect to revitalize the complexion during the day, both under and on top of make-up, guaranteeing skin that is always fresh and hydrated. With these two important references, the ASTRA Skin line - with up to





COMPANY

"This skin is our first shield, the barrier that protects us and that tells our story. Through our skincare line, we want to celebrate this defensive power, offering products that combine performance and simplicity in a daily ritual of care for all skin types, without limits of age or gender," says Daniele Batella, Senior Global Make-Up Artist & Art Director ASTRA Make-Up – "Real beauty starts from self-care and protection, every day, and this is why all the products are formulated with a very high percentage of ingredients of natural origin, and are effective and safe. ASTRA Skin is not only a skincare routine but a real invitation to respect the skin, to take care of your uniqueness and beauty in its purest state."



99% of ingredients of natural origin originally created in 2021 with 10 essential products dedicated to a wide and heterogeneous target, now proposes in 2025 23 references which follow the same objectives as four years ago and which distinguish the three assets of the brand – ASTRA Make-Up, ASTRA Skin and ASTRA Pure Beauty – quality, safety and affordability.

In Bologna, the beauty brand made in Umbria also presented the Private Dream collection: 4 Face Palettes and 4 Eye Palettes, in which every detail speaks of exclusivity and intimacy, transforming make-up into a personal and invaluable experience. In addition there are also two new nail collections: Pastel Alchemy and Tonal Academia. If this were not enough, the brand also has in store a last new product before the summer: a fluid bronzer is coming, in three different shades, which is transformed into an ultra-lightweight veil when blended, guaranteeing



an impeccably flawless result. Extremely pleasant and sensory, it is formulated with 91% of ingredients of natural origin and contains the Tan Activator Complex, a pool of ingredients which can help the production of melanin, improving the tanning process... needless to say, its name is Sun Majesty!







ASTRA MAKE-UP

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





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

ASTRAMAKEUP.COM

### ASTRA skin

## YOUR SHIELD.

Astra's skincare line, Astra Skin, an extended range of products formulated with high percentages of ingredients of natural origin, is extended with two new products: an SPF50 stick, an invisible sunscreen that is easy to apply, and a moisturising Face Mist, designed to soothe the stress to which the skin is subjected on a daily basis.



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STICK SOLARE

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INVISIBLE SUN STICK HIGH PROTECTION

## FACE MIST

SPRAY IDRATANTE RIVITALIZZANTE

REVITALIZING HYDRATING FACE MIST

astramakeup.com

### SPF50 STICK SOLARE VISO

(INVISIBLE SUN STICK HIGH PROTECTION)

Designed to **protect** what is most precious, this product is intended to **care** for the **most delicate areas of the body**.

Derived from the need to expose oneself to the sun's rays with awareness and free of cares, SPF Stick Solare Viso (Invisible Sun Stick High Protection) presents a **perfect formula** for **daily application** to the face, celebrating the uniqueness of every detail.

Its **transparent texture** is an ode to lightness: **invisible protection** that is **easy to apply**, perfect for those who want practicality and effectiveness, **even before make-up**.

It contains **vitamin E** with antioxidant power, and **avocado oil** with emollient and film-forming properties that allow the skin to stay moisturised for longer. The **tested SPF 50** guarantees **high protection against UVA and UVB sun rays**.

A pocket-sized luxury for those who do not compromise between beauty, protection and simplicity.

### HOW TO USE:

apply generously to the skin just before exposure to the sun.

#### WARNINGS:

reapply frequently to maintain protection, especially after sweating or getting wet. Avoid prolonged exposure to the sun, especially in the hottest hours.

### 67,7% = 51,03

condo ISO16128

### **FACE MIST** SPRAY IDRATANTE RIVITALIZZANTE

(REVITALIZING HYDRATING FACE MIST)

Created to **soothe the stress** to which the skin is subjected on a daily basis, Face Mist is a **regenerating cloud of freshness** infused with precious **active ingredients**.

A **water-based spray** as **light** as a caress, perfect to accompany every moment of the day.

It can be **applied under or over make-up** to **refresh and revitalise the complexion**, restoring a fresh and regenerated appearance in one easy step. It contains an astounding pool of **ingredients** that help to **moisturise**\*, **protect and rebalance the skin**:



### HYALURONIC ACID

Increases skin hydration, for firmness, tone and elasticity, thanks to its ability to retain and absorb water.

### EXTRACTS OF ROCKET, LIQUORICE AND PRICKLY PEAR

The combination of antioxidants and soothing molecules protects sensitive skin from irritation.



### POMEGRANATE EXTRACT

Has soothing, regenerating and moisturising properties.

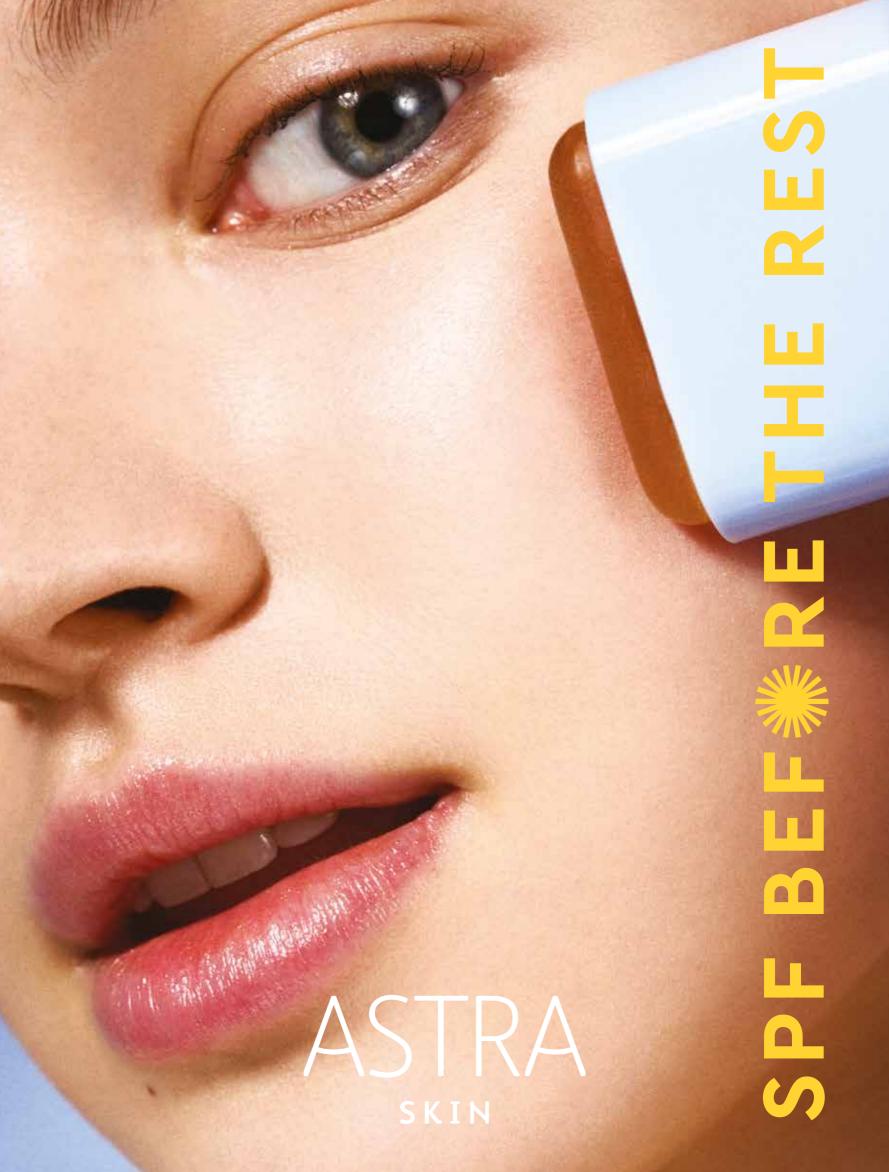
#### **RED GRAPE EXTRACT**

Rich in polyphenols, including resveratrol, which are powerful antioxidants able to counteract the negative effects of free radicals.



### HOW TO USE:

hold the bottle at about 15-20 cm and spray directly onto the face, eyes closed, or onto a cotton pad. Dab onto a cleansed face. Avoid direct contact with the eyes.



## GOURNE

### Not the usual Perfume

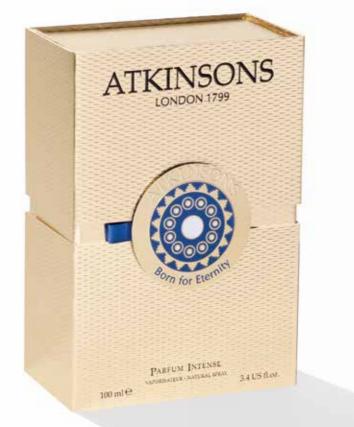
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### BORNFOR EDERNFOR THE NEW ATKINISONS ERAGRANCE BY EUROITALIA

### THE NEW ATKINSONS FRAGRANCE BY EUROITALIA PAYS TRIBUTE TO ANCIENT EGYPTIAN CIVILIZATION AND ETERNAL BEAUTY





A new addition to the Reserve Collection by Atkinsons is a reinterpretation of a masterpiece of fragrance of the past, inspired by the historic and prestigious archive of Atkinsons.

The discovery by the British archaeologist Howard Carter of the sumptuous tomb of Tutankhamun and the richly decorated golden mask worn by the mummy, contributed to the inspiration as well as celebrating eternal beauty. Jordi Fernandez, the creator of the fragrance, used three main accords for this indelible perfume.

The first is an accord of power, with the power of the Pharaohs reflected by luxurious Saffron, stimulating Cardamom, powerful Coriander and incense with a fume tone merging together to create a sumptuous olfactory symphony.









The second accord, of absolute luxury, captures all the splendour and wealth of Tutankhamun's tomb through green and floral notes of Geranium, enriched by the depth of Oud and by an inebriating nuance of Praline.

The last accord in the memorable one, which celebrates the eternal legacy of the kingdom of Tutankhamun. Leather, which makes the fragrance deeper and more persistent, is combined with the precious tones of amber and the distinctive aroma of Akigala wood, leaving behind it an indelible sensory signature. Audacious, exotic and opulent, Born for Eternity is a contemporary celebration not only of the magnificence of the Pharaohs but also of eternal beauty.

With the precious blue and gold medallion, each bottle is enhanced by gold details. Lacquered in an intense blue enamel, it is then covered with a delicate layer of gold leaf, applied by hand by Florentine craftsmen, making each bottle a unique piece.



### SO LOVE BY SO SOPRANI VIBRANT LOVE CAPTURED IN A FRAGRANCE

Luciano Soprani was one of the most iconic Italian fashion designers when Milan was becoming firmly established as one of the fashion capitals of the world. His designs reflected timeless good taste and elegance and the fragrances that bear his name continue the same tradition of evoking la dolce vita in a timeless and contemporary way. Evolving, the middle notes develop a floral heart, with the rich scents of Rose, Magnolia, Heliotrope and Violet. The base notes give the fragrance all its persistent sensuality and intensity, with Ambrox, Cedarwood, Sandalwood, Patchouli and Tonka Bean, like a love that grows, becoming stronger and increasingly inebriating.



So Love captures the essence of a vibrant love, full of passion and spontaneity, a feeling that makes the heart beat faster and makes every moment unforgettable.

So Love is the perfume designed for those who live love with passion and coolness, for those who want to express the beauty and intensity of a young and inebriating feeling. It is the perfect fragrance for those who wish to celebrate love in all its nuances every day.



So Love, Solo Soprani's new fragrance, by Eurocosmesi, is floral, fruity and musky. Its top notes are fresh, delicate and feminine with Bergamot, Green Tea and Raspberry, creating an olfactory experience that envelops and conquers, enveloping and captivating, much like the thrilling first moments of love.

The advertising visual features a dark-eyed model whose intense gaze embodies the depth of love. She holds a single rose, its delicate creamy-pink petals tinged with deeper pink, symbolizing a journey of passion. The fragrance is housed in an elegantly simple bottle topped by a silver cap - a reflection of timeless sophistication.



THE NEW FLORAL SCENT BY SOLO SOPRANI

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# FRESH, BOLD, UNSTOPPABLE

The iconic sportswear brand known for its dynamic and trendsetting approach, takes its vibrant energy into the world of fragrances with F-Vibes Eau de Toilette. Designed for the young, active, and fashion-forward generation, F-Vibes embodies FILA's signature fusion of sport, style, and self-expression. With two bold scents—one for him and one for her—this new fragrance duo is a celebration of movement, personality, and individuality.



### F-Vibes for Her: Fearless, Fierce, and Free

F-Vibes for Her captures the essence of today's fearless and charismatic woman. From the first spritz, bergamot and pear introduce a luminous and sparkling freshness.
The heart reveals an elegant bouquet of red rose, May rose, and jasmine, adding depth and sensuality.
The fragrance settles into a warm and enveloping base of vanilla, musk mallow, sandalwood, and patchouli, creating a

seductive yet empowering signature. FILA's bold design language is reflected in the packaging,

with vibrant pink tones and a bottle that resonates with the brand's dynamic DNA.

F-Vibes for Her is made for women who want to leave a mark—wherever they go, whatever they do.

### F-Vibes for Him: Unleash Your Power

F-Vibes for Him is an intense and magnetic fragrance, crafted for men who exude confidence and live life to the fullest. Opening with a burst of tangerine and red apple, this Eau De Toilette delivers an immediate rush of freshness and vibrancy. The heart unfolds with a sophisticated mix of lavender, violet leaves, and cinnamon, blending aromatic and spicy notes that evoke strength and charisma. The base features cedarwood, tobacco, patchouli, and amber, creating an irresistibly bold and lasting impression.

The design of the bottle reflects FILA's iconic identity: sharp, modern lines and energetic color accents, echoing the brand's heritage in sport and fashion. F-Vibes for Him is more than just a scent—it's a statement of power and individuality.



FILA F-Vibes is not just about fragrance—it's about attitude. With its daring compositions, electrifying colors, and sporty-chic aesthetic, this Eau De Toilette duo is a perfect match for Gen Z and young Millennials who embrace action, self-expression, and confidence.

Feel the energy. Embrace the vibe. Make a statement with FILA F-Vibes.



FILS



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### THE M.E.B.I. METHOD AND MORPHOLOGICAL COSMETICS: THE AESTHETIC THAT STARTS OFF FROM THE INDIVIDUAL'S PROFOUND STRUCTURE

In the panorama of professional aesthetics, INTÉGRÉE stands out for its radically different approach, which combines a scientific vision and extreme personalization. At the centre of this philosophy is the Method of Integrated Aesthetic Biology (M.E.B.I.), a structured and complete protocol which has laid the bases for a new era of skincare: that of morphological cosmetics.

The starting point is a precise study of the individual morphology, a concept which dates back to Hippocratic theories, but which INTÉGRÉE has been able to rework in a modern interpretation.

According to this vision, each individual possesses a unique psycho-physical structure, which has an in-depth influence not only over their aesthetic appearance but also the way in which the skin reacts to internal and external stimuli.

Understanding this morphology means acting on the deepest causes of imperfections, and not only on the visible manifestations. The M.E.B.I. Method is made up of three synergic phases: Diagnosis, Rebalance and Targeted Treatment.

This path allows obtaining results that are concrete, lasting and respectful of the skin's physiology.

### EM

#### Phase 1 – Diagnosis

Everything starts from a scientific evaluation, where the professional aesthetician observes the physical characteristics of the client, asks questions about their lifestyle, dietary habits, physical activity and emotional condition.

The objective is to identify the morphological type the client belongs to, i.e. the profile that best describes the structure, the metabolism and the aesthetic predispositions of the individual.

A precise diagnosis allows creating an aesthetic plan which is truly personalized, which considers the interaction between skin, body and mind.

#### Phase 2 – Rebalance

This is the preparatory phase, which is often overlooked but is fundamental. The body is detoxed and bought back to a state of balance which makes it ready to receive the aesthetic treatment. Morphological cosmetics intervenes with products based on natural ingredients and which have excellent skin compatibility.

In this phase, the treatment not only has an aesthetic value, but also a functional and rebalancing one, stimulating the lymphatic system, reactivating the microcirculation and fostering the natural processes of regeneration.

### Phase 3 – Targeted Treatment

It is only at this point that the actual aesthetic treatment is started. A synergy is created between highly performing formulations, specific manual techniques and new generation technologies, applied according to the morphology and individual objectives. Each component is chosen and dosed to work exactly where needed: whether it is about toning, purifying, draining or reshaping, the intervention is selective, deep and harmonious. What about the competitive advantage? A visible, natural and lasting result, obtained without forcing and in full respect of the biological balance.

The strength of the M.E.B.I. Method lies in its ability to combine science and personalization, exceeding the limits of traditional cosmetics. Morphological cosmetics does not offer standardized solutions, but accompanies each person along an evolving and conscious path, where the skin is read as a language of the mind and body.

INTÉGRÉE, with this integrated approach, is not limited to offering treatments, but builds up a made-to-measure system of well-being, capable of meeting the real needs of the skin and bringing out the uniqueness of each individual. It is an aesthetic that does not stop at appearance, but works in depth, where real beauty is born.





### EXPRESSIONS PARFUMÉES ANNOUNCEMENT



EXPRESSIONS PARFUMÉES IS PLEASED TO ANNOUNCE THE APPOINTMENT OF **MICAELA GIAMBERTI** AS CREATIVE DIRECTOR, RESPONSIBLE FOR PERFUMERS AND EVALUATORS AT ITS HEADQUARTERS IN GRASSE

> Micaela Giamberti has an international career spanning over two decades in the fragrance industry. She has held key positions in leading companies, distinguishing herself through her ability to blend innovation and tradition in perfume creation.

Her active participation in industry associations and her commitment to training new generations highlight her expertise, dedication, and passion for the art of perfumery. Her deep knowledge of olfactory trends and artistic sensitivity will further strengthen Expressions Parfumées' commitment to innovation and excellence. In addition to her role as Creative Director, Micaela Giamberti joins the Executive Committee of Expressions Parfumées, bringing her strategic vision and expertise to support the company's development and growth. Christophe Marin, President of Expressions Parfumées, stated: "We are thrilled to welcome Micaela to our team. Her extensive experience and creative vision will be instrumental in leading our perfumery department to new heights of innovation and excellence."

This appointment highlights Expressions Parfumées' commitment to strengthening its position as a leader in fragrance creation, combining tradition and innovation to meet the demands of a global clientele.

### About Expressions Parfumées

Founded in 1982 in Grasse, the world's perfume capital, Expressions Parfumées is a renowned fragrance creation house known for its creativity, passion, and expertise. Since 2018, the company has operated independently within the Givaudan group, a global leader in perfumery. With a presence in over 50 markets and 100% made-in-France production, Expressions Parfumées continues to innovate while maintaining strong ties to its Grassois heritage.



Kirkè overdose





### The Celebration of a Decade of Magic

Marking the 10th anniversary of the iconic Kirké, Tiziana Terenzi presents Kirké Overdose, a bold reinterpretation that transcends time and imagination. This exclusive edition amplifies the legendary charm of the original fragrance, transforming it into a luminous work of art.

A symbol of elegance, power, and transformation, Kirké Overdose stands as one of the most remarkable creations in Tiziana Terenzi's legacy. Dare to wear the legend. Step into the myth.



## PLATINUM BLEND A NEW ADDITION TO THE ATKINSONS RESERVE

### COLLECTION BY EUROITALIA





The latest addition to the prestigious Reserve Collection by Atkinsons is Platinum Blend. This fragrance takes us back to the Roaring Twenties in London and the world of the Bright Young Things, the English socialites and It girls whose names appear in the Atkinsons archives and who charlestoned their way from one lavish party to the next, draped in platinum and diamonds. Conceived by Pierre Guéros, this fragrance captures the shine and elegance of platinum. A Frosty Embrace accord captures the icy touch of platinum. The spicy saffron and opoponax nuances of Bay Oil envelop the crystalline, anise-like freshness of Belanis<sup>®</sup>, creating a rare and striking olfactory sensation. The Satiny Spell accord blends heliotrope and sandalwood, evoking the feel of

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satin on the skin. Heliotrope's floral richness and almond-vanilla notes are enhanced by sandalwood's warm, woody depth, creating a velvety embrace.

The Addictive Comfort Accord offers an elegant, unforgettable warmth. Labdanum's rich amber notes, touched with vanilla and tobacco, combine with Tonka Bean's almond and balsamic undertones for a luxurious, addictive finish.

The bottle is icy cold and sophisticated, as only platinum can be, and decorated by hand with a platinum-like finish by Florentine artisans.

Each bottle features a unique pattern, ensuring that no two designs are exactly alike. The scintillating pattern on the medallion is a perfect evocation of the Roaring Twenties in London with the frosty nuances of platinum and the intricate design of diamonds.

The box is a precious gift case, enhanced by an aluminium medallion with finely lacquered decorations.





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# FRAGRANCE



#### BLOOM

100ml





# LUNSSON CELEBRATES 50 YEARS AND MAKES ITS DEBUT IN THE WORLD OF FRAGRANCES



One thing is certain: 2025 will be a key year for Lumson. The Italian company, which closed 2024 with a turnover exceeding €134 million, is celebrating its 50th anniversary and launching its first fragrance packaging collection: 13 premium-designed solutions in 50mL and 100mL, 2 travel sizes, and 60 overcaps in different materials (wood, aluminum, plastic), for a total of over 1,500 different combinations.

#### HAPPY BIRTHDAY, LUMSON!

In 2025, Lumson turns 50. Founded as a family business with solid roots in the heart of Italy's Cosmetic Valley, and through embracing change and combining quality and attention to detail with an international vision, the company has grown into a globally recognized and appreciated brand. Over time it has expanded into large-scale production while remaining committed to the quality craftsmanship and the meticulous attention to detail that contributed to its success. To celebrate this important milestone, several 'celebratory' moments have been planned throughout the year. Together with stakeholders, clients, partners, and collaborators, the company will reflect on its extraordinary journey, revisiting the challenges and achievements that have shaped its identity.

#### EM

#### LUMSON'S FIRST COLLECTION FOR FRAGRANCE

But 2025 marks another significant turning point for the Italian company: Lumson makes its debut into the world of perfumes, presenting its solutions developed specifically for the sector. Its immense expertise in decorating glass, a noble and precious material that can be customized with various effects and finishes, and that has long been a cornerstone of Lumson's packaging, will now extend to fragrances.

It's an industry that is rapidly growing and that celebrates the talent and creativity of master perfumers who are able to transform scent into a window to the world.

"Through the years, we have built an increasingly solid, established industrial process, where products are designed, developed, and manufactured entirely in-house," explains President Matteo Moretti. "Our manufacturing model, based on continuous innovation (in 2024, the company invested 7% of its revenue in innovation) and close collaboration between all departments, from the industrial team to the laboratory, from quality control to the R&D division, allows us to create high-performance products and offer customers both standard 'turnkey' and tailor-made solutions. Now, with 50 years of experience behind us and a solid position in the makeup and skincare world, we have decided to bring this valuable wealth of knowledge, innovation, taste, and savoir-faire to the fragrance world to create something unique. Many goals have been achieved, but our eyes are already on what comes next. The future will be guided by the values that have defined our philosophy and business up until now: innovation, performance, and aesthetic research."

#### FRAGRANCES: A RAPIDLY GROWING SEGMENT

While the beauty industry is evolving towards a new approach to skin aging, better known as skin longevity, for fragrances, a new Golden Age has begun. Fragrances are becoming an integral part of holistic self-care routines and an element of wellbeing and self-expression.

Their ability to create connections, enhance wellbeing, and celebrate individuality makes them inclusive beauty allies equipped to accompany every stage of life, evolving together with us.

The numbers confirm this success. According to Euromonitor, in 2024, the global fragrance market, which was already valued at \$65.49 billion, recorded a 10,2% worldwide growth in 2024/2025. This trend also applies to artistic perfumery, which in several countries including Italy, now accounts for more than 2% of the beauty market.





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# RUDY PROFUNI ITALIAN BEAUTY BETWEEN LIFESTYLE AND HOME CARE



Rudy Profumi has been telling a story of elegance, craftsmanship and innovation since 1920 which has been able to go through the generations and win over markets well beyond the Italian borders. With deep roots in the tradition of Italian production and a vision that is always oriented towards the future, the Milanese company stands out for its ability to make luxury affordable, offering not only products for personal care, but actual lifestyle experiences.

Today Rudy Profumi is present in over 38 countries, thanks to a solid strategy made up of participation in the most important international trade fairs, strategic collaborations with local distributors and a global e-commerce network. The company has become an ambassador of Italian beauty, recognized for attention to design, the quality of its formulations and the ability to interpret tastes and trends of consumers from different cultures.

#### A lifestyle that smells of home

After having given its unmistakable artistic touch to the world of body care, Rudy now extends its creative universe to home care with the collection "La Casa di Rudy". This innovative line interprets daily gestures as minor beauty rituals, raising the standard thanks to effective, perfumed and aesthetically pleasing products.

Examples of this are the "Aromatic Herbs" Dish Soap and the "Ortus", kitchen hand soap, two references which combine functionality and design. Both are dermatologically tested and formulated with natural ingredients, ideal for those also looking for solutions of a high standard of quality in products for the home. "Ortus" has been designed to neutralize the unpleasant odours typical of the kitchen, while "Aromatic Herbs" offers an exceptional greaseremoving power without being harsh on the skin. Their fresh and enveloping scents, inspired by the aromas of the kitchen garden and of aromatic herbs, transform the domestic routine into a pleasant and relaxing sensory experience.

#### Le Maioliche by Rudy Home Edition: the home becomes the star

Among its latest new products, Rudy presents the international premiere of "Le Maioliche di Rudy -Home Edition", a new collection dedicated to home fragrances, which extends the success of the iconic line of Le Maioliche. Home diffusers and scented sprays are inspired by Italian majolica tiles and their timeless geometries, bringing into the home not only fragrance but also colour and decoration.

This new line has been conceived for those who want to enrich their home with objects of design which speak of art and tradition. The refined fragrances and the decorative packaging create a perfect balance between aesthetic and function, renewing the imagery o living Italian-style through home fragrances as well.

COMPANY





#### A continuous evolution between tradition and innovation

The journey of Rudy Profumi is not limited to the Home Care line: in recent years, the company has expanded its portfolio with successful collections such as "Nature & Arome", which celebrates naturalness and authenticity through fresh fragrances and a streamlined packaging, and "Linea Elite", dedicated to a demanding public seeking excellence in every detail. The common denominator always remains the same: to transform every creation into a complete experience, capable of creating emotion and telling the beauty of the Italian style. From the iconic foam baths to home fragrance diffusers, every Rudy product is also designed to be a perfect gift idea, enhanced by refined packaging, carefully designed gift sets and exclusive materials.

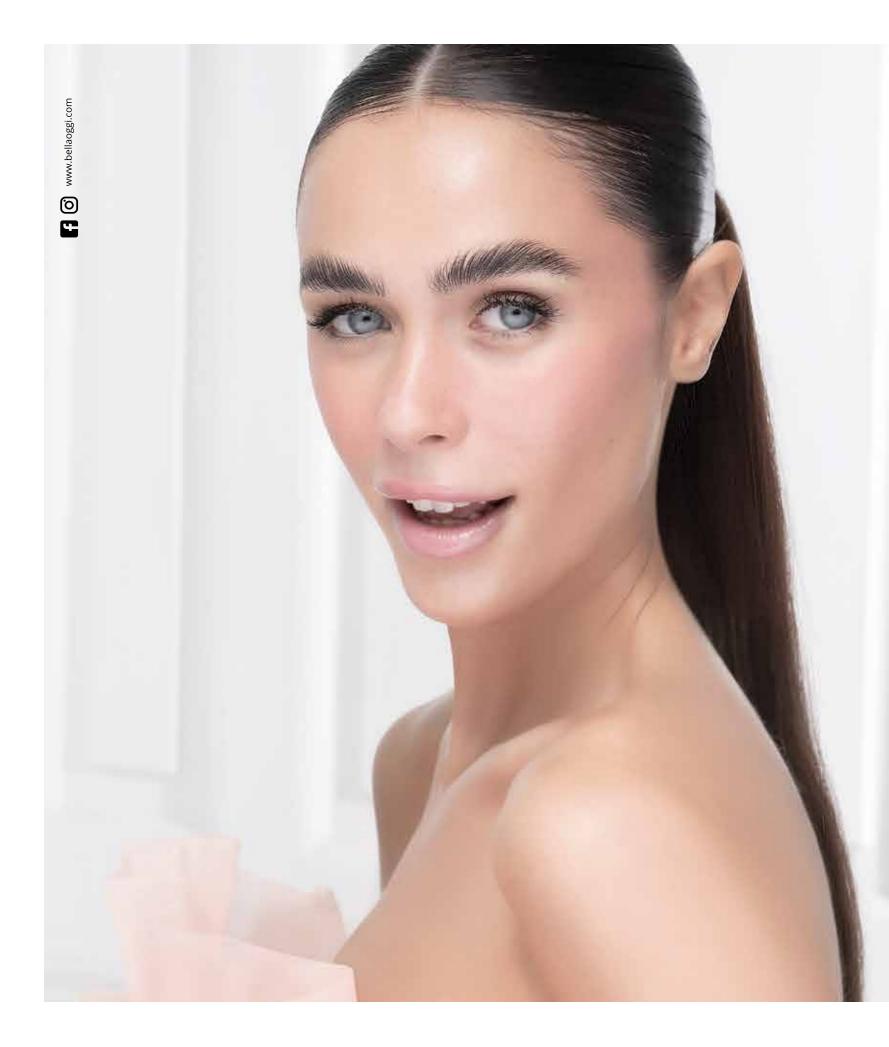






#### A message of beauty that wins over the world

From the Milan of the 1920s to global markets, Rudy Profumi continues to write its history made up of passion, creativity and quality. Looking to the future, the company renews its commitment to expand its presence internationally and offer products that are not only cosmetics or detergents, but real objects of lifestyle. Those who choose Rudy choose a vision: that of an accessible and sustainable beauty n one that is always capable of choosing.





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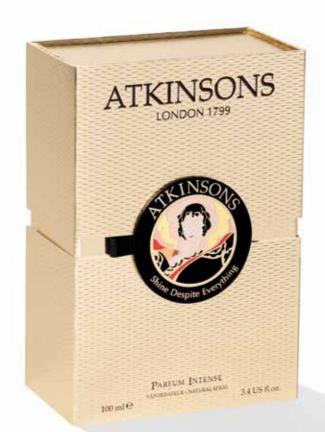
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# SHINE DESPITE EVERYTHING

#### EUROITALIA PRESENTS A NEW FRAGRANCE IN THE ATKINSONS RESERVE COLLECTION

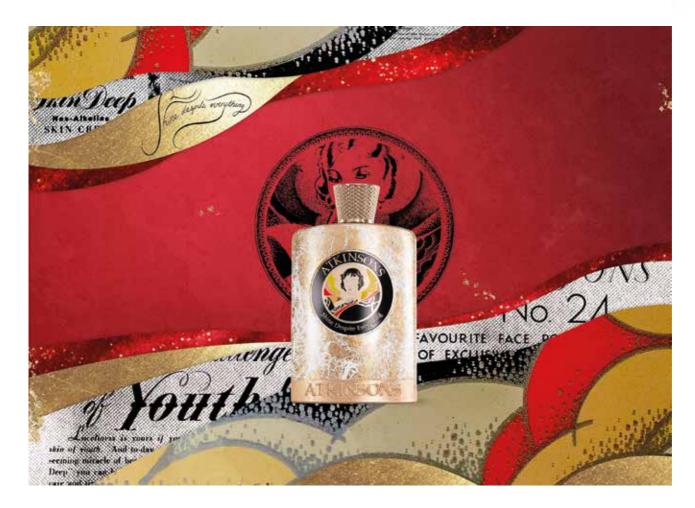
The Reserve Collection is a modern reinterpretation of olfactory masterpieces of the past, inspired by the historical and prestigious archive of Atkinsons. The aim of this collection is to celebrate early 20<sup>th</sup> century perfumes with intense bouquets and excellent raw materials, in bottles hand-decorated in Florence, making each piece unique. Shine Despite Everything represents a hope for a radiant





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future, that can allow facing the challenges of life with tenacity and without fear. The medallion bears the portrait of the famous French actress Sarah Bernhardt, the first diva of all, who left an indelible mark on the history of the theatre in the early 20<sup>th</sup> century. The name of the fragrance is inspired by her motto "Quand même" which refers to her resilience in approaching life intensely and tenaciously.

Shine Despite Everything is the creation of Jordi Fernandez, who has used three main accords for this magnificent bouquet.

A flamboyant accord captures the opulence and sophistication of the "divine Sarah". Turmeric seeds and Incense Orpur<sup>™</sup> open the scent with an unforgettable signature together with pimento berries. An avant-gardist accord captures the avant-garde spirit of the actress. Opulent Iris Orpur<sup>™</sup>, enhanced by Rosyfolia Orpur<sup>™</sup>, a powerful ingredient that amplifies diffusion, embraces unexpected, addictive notes of caramel and amber, which adds a warm, resinous depth.

The charismatic accord reflects the charismatic stage presence of the Divine Sarah, reproduced with captivating notes of Coumarine and highestquality vanilla, finished by Akigalawood<sup>™</sup> for an enchantingly soft, mesmerising trail. The bottle is embellished by a medallion inspired by the original, this time in a contemporary version, finely crafted in aluminium and enhanced by intensely vibrant colours in enamel. The white lacquer acts as a background to the gold leaf applied by hand by Florentine craftsmen, making every bottle unique, a real collector's piece.





#### VALÉRIE KAMINOV - BIOGRAPHY

Trailblazer, entrepreneur, advisor and business strategist are just some of the ways to describe Valérie Kaminov, Founder & Managing Director of International Luxury Brand Consultancy. Valérie's enviable reputation in the world of international beauty, stems from her highly effective approach to developing brands. Her forward-thinking acumen and smart strategies are based on an innate insight into global markets, an ability that has led her to take brands to up-andcoming beauty destinations before others. This deep understanding of the industry, how to position products, where to go, who to speak to and how to get results has made IL Brand Consultancy the go-to company for beauty brands looking

to grow their business around the world. Since establishing her influential consultancy, Valérie has successfully steered emerging talents to global recognition, re-established well-known names, advised on growth plans and introduced a host of beauty brands to new distribution channels. She has been instrumental in the transformation of many businesses around the world and always on the belief that profitable market entry

and sustained growth require the right partners. It is why she is regarded as one of the most well-connected people in the industry. Having been at the forefront of the global cosmetics industry for over 25 years, Valerie's thought leadership and knowledge have led her to be a regular contributor to Export Magazine, creator of Connect Beauty, host at the IMF Convention, developer of the Cannes Duty Free programme as well as author of the informative market-focused Inside Cosmetics Collection that have become required reading for brands looking at global expansion. From launching brands on the international

stage to being a business intelligence resource, Valérie's rare combination of skills make her an exceptional consultant and advisor.

# MASTERING THE SAUDI ARABIAN MARKET

Personal & Beauty Care market revenue at S6.22bn, the largest segment is Personal Care at US\$2.78bn and the overall market is expected to grow 3.43% (CAGR 2025 – 2030). The Cosmetics segment revenue amounts to US\$899.81m and has a higher expected growth rate at 4.17%.

Within the GCC (Gulf Cooperation Council), the Kingdom of Saudi Arabia stands out as the fastest growing beauty market. Rapid urbanization, increasing disposable incomes, a younger tech-savvy population eager to explore new products and services, are reshaping the country's beauty landscape.

The Kingdom has always been known for its considerable interest in beauty, and it is this historic engagement in combination with social and cultural changes that are fuelling the rapid growth the Personal Care & Beauty industry. The result is a highly dynamic market that is exciting, complex and unique. Navigating this market requires a clearly defined strategy, well-planned collaboration with the right partners and maintaining a strong brand presence. This effort is worth it as the market is demonstrating exceptional potential.

Recent Statista data values the Personal & Beauty Care market revenue at \$6.22bn, the largest segment is Personal Care at US\$2.78bn and the overall market is expected to grow 3.43% (CAGR 2025 – 2030). The Cosmetics segment revenue amounts to US\$899.81m and has a higher expected growth rate at 4.17%. A significant point is that online sales contribute to 45.5% of the total revenue for Personal & Beauty Care, which highlights the importance of brands and retailers digital channels. In terms of trends there is a surge in demand for halal certified products.

#### **Drivers of Growth**

Understanding what is driving the exponential growth of Saudi beauty is key to mastering this emerging market. A convergence of internal and external factors is redefining the marketplace, its impact is creating new opportunities for brands, driving development in the industry and influencing purchasing behaviours.

R E P O R T



These include:

- Economic diversification the strategic framework of Vision 2030 has created a greater focus on the beauty and wellness sectors, promoted entrepreneurship and provided a favourable environment for local beauty brands and those looking to enter the market.
- High-spend market Saudi consumers have a strong preference for luxury beauty products, particularly in make-up, skincare and fragrances. This higher spending is reflective of the shifting cultural norms and an increased receptivity to global beauty influences.
- 3. Generational influx the influence of the dominant younger population (over 63% are under the age of 30), their purchasing behaviour is shaped by global trends, social media and e-commerce, and can be seen through a more diversified approach to daily regimes.
- 4. Increase in opportunities both home-grown and international brands are benefitting from the increase in events such as Beautyworld Saudi Arabia, the greater diversity of retail and the evolving channels to the consumer.
- 5. Cultural shift the change in societal norms have led to an evolution of beauty standards that is reflected by a rising popularity in make-up and skincare regimens.
- 6. E-commerce revolution the digital transformation continues to make beauty more accessible and has been instrumental in introducing a greater variety of available products. This in combination with competitive pricing and a focus on personalised shopping experiences have been the main drivers behind the industry's growth. Scaling oneto-one relationships and authentic connections with the customer is key to success in the region.
- 7. Social Media with Saudi Arabia's high internet and social media penetration, it is easy to see how this channel is at the forefront of communication channels in the market. Instagram, Snapchat, Facebook and TikTok are popular while there is also a high YouTube watch time per capita. By creating easy access to trends and new products, providing inspiration and education as well as enhancing brand visibility, social media is vital asset for any beauty brand in the region.
- 8. Clean Beauty the trend for natural and organic products is linked to health and wellbeing, environmental concerns and a strong preference to avoid harmful ingredients. With local brands this is reflected by the uplift in appreciation of natural indigenous plants as hero ingredients.

A further consideration is the regional dynamics. Riyadh, the capital city, is a significant market for beauty and personal care, the large urban population are focusing more on personal grooming and appearance. The more commercial and cosmopolitan city of Jeddah has a vibrant fashion and

beauty scene with a diverse consumer base. With its growing population Dammam presents an increasing opportunity for brands. Other regions are also contributing to the profile of the country's beauty landscape.

#### Women Leading The Way

The rise of the female beauty entrepreneur is a noteworthy characteristic in Saudi Arabia and the MENA region. In many ways how their beauty industry is evolving is becoming a narrative of the overall social and cultural shifts taking place.





One of the most successful local beauty founders is Muzon Ashgar, Founder & CEO of MZN Bodycare, which when it launched in 2015 was the first Saudi handmade skin care brand. Led by Muzon Ashgar, the brand is the story of women supporting women, from vision to creation MZN Bodycare



is a women-only operation. As Muzon explains, "Supporting and empowering women has always been at the heart of MZN Bodycare. When I first started, I knew I wanted to build more than just a skincare brand – I wanted to create a space where Saudi women could grow, learn and succeed. Today, we are proud to prioritize hiring and training women, giving them opportunities in manufacturing, marketing, and business development. Seeing them flourish in their careers and knowing that MZN Bodycare plays a role in their journey is one of the most rewarding aspects of this business."

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Over the last decade the brand's impressive growth stems from three core elements of authenticity, quality and community engagement. Muzon's focus on creating products that resonate with local consumers, addressing their specific skincare needs with natural ingredients and maintaining strict quality standards clearly showcases the importance of these values in the Saudi market. Her connection to the consumer goes deeper as her products tell the story of the region's heritage with modernity. "Using natural and locally sourced ingredients isn't just a business decision: it's a way to honor memories of my childhood and bring them to life through skincare. Ingredients like date seed oil, Moringa Peregina oil, pomegranate extract and frankincense hold deep cultural significance and offer incredible skincare benefits. I see MZN Bodycare as an opportunity to provide cruelty-free, sustainable, and locally inspired formulations that not only nourish the skin but also tell a story of heritage and authenticity."



Entrepreneur, Digital Influencer, Media Personality and Founder of Take Me To Wonder Alice Abdel Aziz is one of the new beauty trailblazers looking to enter the Saudi Arabia market. As she explains *"I first started my career in reality TV, my show was on a Saudi broadcasting channel so my first supporters and my core community is actually based in this country, that's why it has such a special place in my heart so once the brand is present here it will be a full circle moment for me."* Since launching, Take Me To Wonder has become a phenomenal success with impressive results that



The brand's presence in major pharmacies, premium retail locations, boutique stores and high-end spas across Saudi Arabia and the UAE is combined with their very genuine customer connections. Social media particularly Instagram and TikTok is playing an important role in the customer journey, making education and engagement more interactive but this also highlights the importance of transparency, influencer recommendations and reviews.



R E P O R T

demonstrate how Alice's vision "to create products that make you feel good, both physically and emotionally, and bringing that sense of excitement and curiosity back to the beauty experience" has resonated with her consumer and built an influential community. Her mastery of staying ahead of the curve by being innovative with her products, packaging and communication is combined with a strong focus on consumer behaviour, trends and market shifts, and has created an unmistakable dynamism in her brand. Sustainability and ethical production are also at the top of Take Me To Wonder's priority list as Alice explains, "For me, it's all about creating products that not only make you feel amazing but also align with a greater responsibility to the planet and its people.... it's a way to help our customers feel good about their choices, knowing that beauty and responsibility can go hand in hand."



The prioritisation of ethical beauty is at the heart of Powder, MENA's first e-commerce platform for conscious, sustainable and purpose-driven beauty that operates in Saudi Arabia, UAE, Qatar, Kuwait, Bahrain and Oman. Brainchild of Ayat Toufeeq who co-founded www.powderbeauty.com with high-profile Saudi entrepreneur Mariam Mossalli and communications consultant Amina Grimen, Powder has redefined the beauty retail landscape and has set a new standard and style in product curation. As Ayat explains, *"we're building the home of beauty; an ecommerce platform that's a source of education and discovery for the best products on earth – products that help us be the best version of ourselves."* 

Their portfolio of beauty brands is exceptional, the classic and the exclusive alongside "gateway brands" all of which have been carefully selected with their audience in mind and to enhance discoverability. "We see our role as facilitators, and it is our mission to help brands whose values align with ours, grow. We work with so many purpose-driven brands, many of whom are female-founded, who champion values such as inclusivity as part of their DNA." states Ayat Toufeeq. This forward-looking approach is combined with creating a high-touch service focus that results in Ayat and her co-founders regularly speaking with their customers to hear directly what they want, which brands interest them and the best ways to communicate with them. Customer satisfaction and repeat purchasing is a defining benchmark of success for Powder Beauty.



#### The Influence of Vision 2030

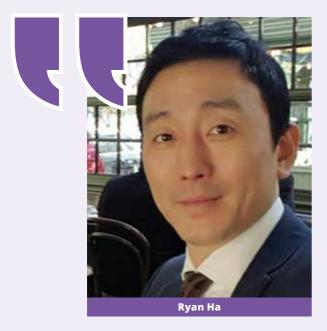
Currently valued at \$19.8 billion the Kingdom of Saudi Arabia's wellness economy is one of the fastest growing markets in the Middle East and North Africa Region (MENA). This growth is driven by strategic investments outlined in the Kingdom's Vision 2030 which emphasises enhancing Saudi's health and wellbeing whilst also supporting industry diversification.

As Muzon Ashgar, MZN Bodycare explains, "Vision 2030 has been instrumental in our growth by fostering an environment that supports local businesses, particularly women-led enterprises. The initiative has made it easier for us to scale operations, access funding, and navigate regulatory requirements. With the focus on diversifying the economy and promoting Saudimade products, we've benefited from increased visibility and expanded opportunities to partner with major retailers, luxury hotels and spas." This focus on wellness is creating significant opportunities for home-grown and international brands in the wellness tourism sector, which according to the Global Wellness Instituted experienced an average annual growth rate of 66% (2020 – 2022). In 2023 Saudi Arabia achieved the historic milestone of welcoming over 100 million tourists, hitting its target seven years early.



#### **Entering the Market**

More and more international brands are now looking to enter the Saudi beauty market. Muzon Ashgar, MZN Bodycare, advises the importance of having a deep understanding of local culture, consumer behaviour, and regulatory requirements as well as prioritising quality, ingredient transparency, and compliance with SFDA regulations. She also highlights how strategic partnerships with established retailers and pharmacies can accelerate market entry. *"Localization is key – whether in marketing, packaging, or formulation – to ensure products align with the preferences and needs of Saudi consumers. Finally, leveraging digital platforms and influencer marketing can significantly boost brand awareness and consumer trust."* 



One international company who has just launched 22 major Korean brands in Saudi Arabia is Ryan Beauty. Founder Ryan Ha initially targeted the UAE in 2019, and through in depth research he identified the potential of the KSA market even though Korean cosmetics were not highly popular at that time. For four years he reached out to the leading chain Al Nahdi Pharmacy and in 2024 the breakthrough came with Ryan Beauty's participation in Beautyworld Riyadh. This unwavering dedication has led them to become the only Korean company directly supplying Al Nahdi Pharmacy, who are now one of the biggest chains in GCC with 1,153 stores. Ryan Ha's recommendation to international brands "involves prioritizing global branding alongside local social media marketing in KSA. Throughout my ten years of experience in this field, I've observed numerous brands achieve success through this process." For Ryan Beauty and his brands including TIRTIR, Etude, Espoir, Atopalm and Isntree, his chosen channels are "definitely pharmacy chains which hold over 80% of the market share, and without a doubt, the ideal partner is Al Nahdi Pharmacy, which commands 65% of the market share in the skincare sector."



Sanjay Vadera MBE

Another thriving category attracting international interest is Saudi Arabia's fragrance sector. A notable name looking at the opportunity is The Fragrance Shop, one of the largest and most successful names in the industry and also the recipient of the Guinness Book of Records for their remarkable "Wall of Fragrances" in 2024. Their renowned CEO Sanjay Vadera MBE, has revolutionised The Fragrance Shop since he took ownership in 2008, making it into the UK's largest independent fragrance retailer with 215 stores and a thriving online presence. He is now focusing on the Middle East and specifically Saudi Arabia. Inspired by the transformative Vision 2030, Sanjay Vadera's concept for The Fragrance Shop is to blend global excellence with local resonance. As he explains "Our aim is to bring the magic of The Fragrance Shop in a way that is aligned with local preferences — from store design and service style to product assortment and marketing. It's about bringing something fresh, but doing so with humility and cultural understanding". As he highlights "what sets us apart is the way we bring it all together through immersive experiences, expert service, and a genuine love for the craft of perfumery."

Taking a collaborative approach is his primary route, with a focus on strong local partners who share their values and vision. This local foundation will be combined with the industry leading innovation and customer-centricity that The Fragrance Shop is well-known for. *"The Fragrance Shop is a growth-oriented, entrepreneurial business, and we strongly align with the goals of Vision 2030* — especially the Kingdom's commitment to economic diversification, retail innovation, and cultural enrichment. We aim to create jobs, empower local talent, and serve both local consumers and the growing number of international visitors coming to the Kingdom."

The opportunities within Saudi Arabia for beauty brands are exciting and extensive. To master the market's fast-paced evolution think innovation, differentiation and localization.



For more information on how IL Brand Consultancy can help you expand your brand, please contact us on **info@ilbc.co.uk** or visit our website at **www.ilbc.co.uk** 

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# A FRAGRANT JOURNEY OF MEMORY AND DISCOVERY



Noseway's journey began in 2019, with these words: "We hope to use our noses, to find and remember through scents, and pave a unique, fragrant path for ourselves." The result is a fully-fledged brand, created after planning and discussions with many perfumers from the brands the company already distributed and in combination with the e-taught perfumery knowledge of the company's founder, Terrence.



The six fragrances of the Noseway brand are like six short prose poems turned into perfumes, waiting to be discovered and enjoyed.

#### The collection

**Snowing Fire** is like sipping warm wine on a cold night, or tea brewing on a red stove in the mountains, where thick snow has piled up and winter feels as though it has no end.

The crackling sound of time burning like firewood, echoing through the quiet night, makes each crackle seem like the whisper of passing years.

As tea and wine steam, thoughts drift away, fragments of broken memories, pieces of forgotten moments gently linger in the heart.

Lishan tea carries a mysterious aroma, especially in the first brew, with the heat rising from a purple clay teapot that allows it to be truly savoured.

The air smells of faintly smoked pine and the subtle depth of floral and woody notes. The scent of firewood contrasts with the cold winter air outside. It is almost as though, in a slight intoxication, one can sense how fleeting life is.





The top notes are Laurel Bay leaves and Linden Blossom, which introduce the seductive heart of Damascus Rose and Lishan Tea, a prelude to the base of Sandalwood, Musk and Virginia Cedarwood.

#### More inspiration from tea

For tea connoisseurs, perfect happiness is often sipping the unique and delicate fragrance of their favourite tea with their favourite views in front of them. Of all teas, it is the cold clarity of winter tea, slowly simmering, that unveils the beauty of distant separation, like morning mist on a winter's day.

On the first sip, the subtle essence slowly spreads across the mouth. As the tea's aftertaste lingers, time seems to be hypnotized and the heart slows down. It is at that moment that the flavour of the world is gradually transformed into tea.

**Slow Brew** captures the cold beauty of winter tea, accompanied by the subtle pale green of bamboo, and the faint, almost invisible elegance of magnolia. Slow Brew has notes of Winter Tea, White Magnolia, Birch, Bamboo and Rice Aroma.

**Sprouting, Lingering**... is a fragrance with a soothing freshness. The delicate and ethereal fragrance rises during brewing, its subtlety captivating, creating a harmonious sensory experience. Warming the cup, adding the tea, waiting for the brew, pouring the tea and drizzling the pot, the crystalline purity of the tea continue to unfold.

The heart notes of the fragrance are Jin Xuan tea leaves and Jade Dew Tea, while the base notes

contribute persistence with Vetiver, Sandalwood and Cedarwood. The top notes of Sprouting, Lingering... are Spring Oolong tea and Geranium.

Where the Light Reaches imagines light in the silent morning, gently caressing the faint shadows outside the window, as if it were a forgotten line of poetry, lowly extending through time. When light is imagined through scent, it is the faint incense burned in the afternoon, with blue smoke rising, where Pearwood and Green Sandalwood float, turning light and shadow into cloud-like black and white, and just before it fades away, one unknowingly longs for old dreams.

Rosewood and Incense open the fragrance, with Kenya Rosewood and Vetiver in its heart. The base notes of Guaiac wood, Benzoin and Paraguayan Green Sandalwood add their sensual notes.

**Sunset Rose** goes from the carefree bloom of fresh intensity, to the gradual withering, deep crimson, in the gentle caress of warm light, fades away, quietly intertwined with the lingering scent of musk.

The notes of this floral fragrance Sunset Rose are Green Tangerine, Juniper Berries, Bulgarian Rose, Rosa Chinensis and Musk.

The last fragrance in the collection is **White Peach**, the fruit which is said to be like the first kiss or first love, a blend of sour and sweet. But perhaps, what truly tastes like first love, is the delicate brew of Green Oolong and White Peach, with its light roast and refreshing freshness. The notes of this fruity fragrance are White Peach, Oolong Tea, Mysore Sandalwood and Amber.



# ACQUA DI BIELLA

#### 150 YEARS OF SOPHISTICATED AND BEAUTIFUL PERFUMES



Acqua di Biella is a long-established Italian brand of perfumery: it was founded in 1871 and in 1878 it became Official Supplier to the Royal House of Savoy. For 150 years, four generations of the same family, the Cantono family, have carefully passed down their knowledge and passion for the magnificent art of perfume making. Every fragrance features the rarest essences and, thanks to the family's legendary gift of perfume making, these are translated into sophisticated and beautiful perfumes, treasures to be prized for their purity, their history and their breathtaking beauty. Each Acqua di Biella fragrance is a 'poem' that interprets authentic and intense atmospheres through unusual combinations and rare, precious essences, the result of a long and elaborate creative process.

#### The origins and inspiration

Acqua di Biella takes its name and origins from a city known all over the world for its fine wool and magnificent fabrics, located in the heart of ancient Piedmont. The surrounding landscape, full of charm and atmosphere, is the canvas on which the creativity of Acqua di Biella lives and evolves.

The strong connection with the land of its birth ensures their continuity and authenticity of this historic brand, making Acqua di Biella fragrances unique and inimitable. It is precisely the landscape around Biella and further afield that has inspired the Acqua di Biella fragrances.

Its meticulously natural formulations blend the delicate scent of Alpine flowers with the vibrant essences of Mediterranean flora.

The use of pure and precious essential oils, combined with artisanal craftsmanship and a long-standing tradition, ensures its status as a distinguished classic Italian brand - a celebrated example of excellence in the finest Italian perfumery.



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COSMOPROF CBE ASEAN BANGKOK 2025 HIGHLY ANTICIPATED RETURN OF SOUTHEAST ASIA'S PREMIER BEAUTY TRADE PLATFORM



**EVENTS** 

Cosmoprof CBE ASEAN Bangkok, the preeminent beauty trade exhibition in Southeast Asia covering all the beauty sectors, from the supply chain to finished products, announces it return from June 25-27, 2025, at the Queen Sirikit National Convention Center, Bangkok, Thailand. The 2025 edition is poised to deliver an enhanced and more comprehensive experience for industry professionals. The event is organized through a strategic partnership between Informa Markets Asia Ltd, BolognaFiere Group, and Shanghai Baiwen Exhibition Co Ltd, This alliance ensures an event adhering to international standards of excellence, reinforcing its status as the region's premier beauty trade exhibition. Building upon its established reputation as the region's leading platform, Cosmoprof CBE ASEAN Bangkok 2025 will showcase an expanded array of exhibitors and products from international sources. This event reaffirms its position as a pivotal destination for stakeholders within the beauty sector across the Southeast Asia region.

#### ASEAN Beauty market demonstrates substantial growth

With over 600 million population the ASEAN beauty market is currently experiencing significant expansion, driven by increasing consumer expenditure and a growing demand for innovative beauty products. The Southeast Asian beauty and personal care market is projected to generate approximately USD 35.74 billion in 2025, with a compound annual growth rate (CAGR) of 3.49% from 2025 to 2029). In particular, the cosmetics market within Southeast Asia is projected to reach USD 5.45 billion in 2025, with a CAGR of 3.32% during the same period. Analyzing the data from every specific countries in the Southeast Asia region, Thailand is recognized as a hub to the wider ASEAN market, with the cosmetics industry being a substantial portion of Thailand's economy. Thailand has become a preferred location for manufacturing by global cosmetic brands due to its competitive pricing, advanced infrastructure, and skilled workforce. The country offers high-quality local products that are recognized globally, especially in the natural and organic beauty segments. Further to that, the increasing affluence of Thailand's growing middle class is driving the demand for premium beauty products, both locally and internationally, making the country an essential player in the region. The country is rich in essential oils, herbs, and tropical plants, which form the base of many traditional and modern cosmetic products in the country. In addition, the SPA industry plays a significant role in Thailand's tourism sector, contributing to its status as a leading destination for medical beauty and wellness tourism. Thanks to these elements, Thailand is recognized as a key exporter of cosmetic products, particularly in the Asia-Pacific region, reinforcing its influence in global markets.



#### Driving Market Growth, 2022-2024

From 2022 to 2024, Cosmoprof CBE ASEAN has seen impressive growth in both exhibition space and exhibitor numbers. The event's space expanded by a remarkable 96% from its inaugural year, followed by another 28% growth in the subsequent year, resulting in an average annual growth rate of 62%. Simultaneously, the number of exhibitors has steadily increased, rising by 65% from the first year and an additional 27% in the third year, reflecting the growing interest in this event.

### OSVOPROF CBE ASEAN BANGKOK

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# COSMOPROF WORLDWIDE BOLOGNA A SUCCESSFUL SHOW FOR ALL CONCERNED





For the 56<sup>th</sup> time, Bologna became, for a few days in spring, the world capital of beauty. With Cosmopack and Cosmo Perfumery & Cosmetics held from 20 to 22 March and Cosmo Hair & Nails Beauty Salon from 20 to 23 March, the city became the essential meeting point for industry stakeholders. The exclusive Buyer Programme by Cosmoprof, with its networking and matchmaking tools, helped professionals maximize their time at the event.

#### **Record-breaking figures**

With over 255,000 beauty professionals from 150 countries and 3,128 companies from 65 countries, representing more than 10,000 brands, this year's show has broken all records. The number of visitors increased by 4.5% compared to 2024, with a high number of international attendees of outstanding quality.

This was made possible by the buyer recruitment programmes and the support of the Italian Ministry of Foreign Affairs and the Trade Agency, which facilitated the presence of 80 delegations from major global markets.

There was also a 5.8% growth in exhibition space compared to 2024. With 29 country pavilions and 78% of exhibitors from outside Italy, Cosmoprof reaffirmed its leadership as a strategic event for industry stakeholders. The Italian Trade Agency also played a key role in bringing 220 operators, buyers and Key Opinion Leaders from 80 countries to Cosmoprof. The Italian cosmetic industry has also announced record-breaking numbers: a trade surplus of close to  $\leq$ 4.7 million confirms the strategic role of cosmetics in Italian manufacturing and Italian beauty companies are the second-largest exporter in











Europe and the fourth worldwide. The sector is also important in job creation, with 400,000 professionals working across the entire supply chain.

#### Showcasing innovation and new trends

The evolving needs and habits of consumers who are increasingly informed, responsible and conscious of how their choices impact their well-being, society and the environment were highlighted at Cosmoprof Worldwide Bologna 2025.





The exhibition gave industry professionals from around the world insights into the evolution of the beauty sector and the most impactful trends, from sustainability to the demand for products that cater to emerging customer clusters, from wellness-focused solutions to the influence of new technologies and AI on product experiences.

In addition, a rich programme of educational sessions, training workshops, live demonstrations, shows and special initiatives enriched the experience for attendees.



# MAKEUP IN PARIS 2025

#### CELEBRATING 15 YEARS OF BEAUTY INNOVATION







MakeUp in Paris is thrilled to announce its 15th anniversary edition, taking place on 18-19 June 2025, at the Carrousel du Louvre in the French capital. This milestone event will honour the evolution of the beauty industry and showcase the latest trends, innovations and key players shaping the future of cosmetics. The highlights of the event will include an exclusive Louvre visit, with participants able to enjoy a private tour of the Louvre, exploring iconic works of art such as the Mona Lisa and Botticelli's Venus and the Three Graces; the African Beauty Corner, showcasing the rich heritage and innovative products of African beauty brands, guided by Omolola Faleye, Founder of The Makeup Fair Series; PopUp in Lab, for a hands-on session of cosmetic creation with Luisa Oliva and her team, experimenting with natural ingredients and unique formulations and the Secondary Packaging Showcase, to discover cuttingedge packaging solutions that enhance product appeal and sustainability.



#### The Conference programme and Innovation Awards

The two days of the event have a full calendar of talks, ranging from the Rise of Men's Skincare and Grooming, How AI is Empowering the Beauty Market, the Vibrant British Beauty Market and The Valuer of Beauty on the first day, 18 June, while on the second day, 19 June, topics will include Trending Asian Ingredients, Holistic Haircare Treatments, The Rise of African Beauty Brands, Fashion & Makeup Synergy and Beauty in 2040.

The Innovation Awards comprise the IT Awards, which recognize the best innovations in accessories, formulation, full service and packaging; the Ocean Beauty Award, celebrating marine-resource-based innovations that preserve ocean ecosystems and Beauty Tank, a platform for emerging brands to pitch their unique concepts in makeup and skincare.



# SKINCARE & MAKEUP INSPIRATION

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## THE NEXT BEAUTYSTANBUL EXHIBITION IS TO BE HELD ON 7-9 MAY 2026!



Following the 6<sup>th</sup> edition with a new venue and new dates on 8-10 May 2025 at the TUYAP Fair Center in Istanbul, Türkiye, the 7<sup>th</sup> edition of the BEAUTYISTANBUL International Exhibition for Cosmetics, Beauty, Hair, Cleaning, Private Label, Packaging, and Ingredients will take place on 7-9 May 2026.

The addition of Hall 11 will further expand the COSMETICS and COSMAKING sections of the

exhibition, continuing the event's growth and enhancing the hall categorization structure. The updated hall categorization is detailed below:

HALL 1-2a-6-7-8-9-10-11: "COSMETICS" – Personal Care, Skin Care, Make Up, Perfume, Cleaning, Baby Care, OTC Products. HALL 2b-3: Hair, Salon Equipments, Accessories, Professional Beauty, Nail HALL 4-5-10-11: "COSMAKING" – Ingredients, Packaging, Machinery, Business Services. Featuring 1,300 manufacturers, brands, and suppliers from 63 countries across 11 halls, BEAUTYISTANBUL ranks among the Top 5 largest cosmetics exhibitions worldwide. In addition, it is the most international cosmetics event, welcoming trade visitors from 167 countries.

In addition to 600 exhibitors from Türkiye, Country Pavilions include China, Italy, Korea, India, Poland, United Arab Emirates, France, Pakistan, Spain, Malaysia, South Africa, Indonesia, Russia, Iran, Ukraine, Brazil, Palestine, Senegal, Ghana, Colombia and over 700 international exhibitors.

BEAUTYISTANBUL is recognized not only as a key event for buyers from the Middle East but also as the most visited cosmetics exhibition by trade professionals from Africa, Eastern Europe, the CIS, and Central Asia. The Hosted Buyer Program further extends its global impact by sponsoring buyers from Latin America and the Far East, making it a truly international event.

We look forward to welcoming you to the 7th BEAUTYISTANBUL Exhibition on 7-9 May 2026 at the TUYAP Fair Center in Istanbul, Türkiye.



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7<sup>th</sup> International Exhibition for Cosmetics, Beauty, Hair Cleaning, Private Label, Packaging and Ingredients



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1300 Exhibitors from 60 Countries



# TRAVEL RETAIL NEXT GENERATION





Travel Retail Next Generation is the theme for the 2025 TFWA Asia Pacific Exhibition and Conference, running from Sunday 11 to Thursday 15 May at Marina Bay Sands Expo & Convention Centre, Singapore. The stage is set by the Conference on Monday 12 May with the Exhibition opening on the same day at 1.00 p.m. In his opening address, the new TFWA President, Philippe Margueritte, will be examining the region's evolving landscape, addressing key challenges and emerging opportunities that will shape the future of travel retail.

The speakers are Alvin Tan, Sunil Tuli, Charles Reed Anderson, Ibrahim Ibrahim and Jason Lai, with Michele Miranda and Azran Oman-Rani moderating.

#### A new look

The event has a refreshed appearance this year, with timeless design blending with distinct style in its scenography. Organic shapes, contrasting materials and a warm colour palette will run through the public areas. Natural greenery and pale wood screens will create a harmonious atmosphere. Iconic totem components inspired by Singapore, such as the unmistakable Supertrees from the Gardens by the Bay, will add a unique local touch while serving as signposts for programme information and wayfinding during the event. The revived concept will be brought to life through furniture and decoration that is welcoming, functional, modern,

**EVENTS** 

eco-friendly and comfortable, flowing through all the service areas (such as the registration area, bars, business centre, press centre, rest areas and the ONE2ONE meeting rooms), complementing the vibrant exhibitor stands.



#### The networking agenda

The networking agenda has been curated to ensure maximum opportunities for delegates to chat over business, including a coffee break. A Welcome Cocktail will take place on Sunday 11 May at Gardens by the Bay. Themed the 'Enchanted Gardens,' the cocktail will have a futuristic ambiance as a tribute to the conference and exhibition's focus on the next generation of travel retail.



The TFWA Asia Pacific Lounge will be returning on Monday, Tuesday and Wednesday with extending opening times from 6 p.m. to 9 p.m. on level 4 of Marina Bay Sands. It will feature an expanded space for both indoor and outdoor socializing and new decoration, while food will also be served to make the evening more memorable.



#### Μ $\mathbf{M}$ Ε N P R R R 6

#### **SUN 11 MAY**

09:00 - 18:00 Registration Level 1, Marina Bay Sands Expo & Convention Centre

19:30 Welcome Cocktail, theme "Enchanted Gardens" Flower Dome, Gardens by the Bay



#### **MON 12 MAY**

08:00 - 09:00 Welcome coffee Foyer, Level 5, Marina Bay Sands Expo & Convention Centre

09:00 - 18:00 Registration Level 1. Marina Bay Sands Expo & Convention Centre

09:00 - 12:30 **TFWA Asia Pacific** Conference Grand Ballroom, Level 5, Marina Bay Sands Expo

& Convention Centre 10:45 - 11:30 Networking coffee break Foyer, Level 5, Marina Bay Sands

Expo & Convention Centre

13:00 - 18:00 **Exhibition, TFWA i.lab** Asia & ONE2ONE meetings Level 1 & Basement 2, Marina Bay Sands Expo & Convention Centre

18:00 - 21:00 **TFWA Asia Pacific Lounge** Level 4, Marina Bay Sands Expo & Convention Centre

#### **TUE 13 MAY**

08:00 - 09:00 **TFWA Workshop** -**Market Watch: China** Begonia Room, Level 3, Marina Bay Sands Expo & Convention Centre

09:00 - 18:00 Registration Level 1, Marina Bay Sands Expo & Convention Centre

09:00 - 18:00 **Exhibition, TFWA i.lab** Asia & ONE2ONE meetings Level 1 & Basement 2, Marina Bay Sands Expo & Convention Centre

16:00 - 17:00 **TFWA Workshop** -Market Watch: India Begonia Room, Level 3, Marina Bay Sands Expo & Convention Centre

18:00 - 20:00 **TFWA Asia Pacific Lounge** Level 4, Marina Bay Sands Expo & Convention Centre

#### WED 14 MAY

09:00 - 18:00 Registration Level 1, Marina Bay Sands Expo & Convention Centre

09:00 - 18:00 **Exhibition**, **TFWA** i.lab Asia & ONE2ONE meetings Level 1 & Basement 2, Marina Bay Sands Expo & Convention Centre

18:00 - 20:00 **TFWA Asia Pacific Lounge** Level 4, Marina Bay Sands Expo & Convention Centre

**THU 15 MAY** 

Exhibition, TFWA i.lab Asia & ONE2ONE meetings Level 1 & Basement 2, Marina Bay Sands Expo & Convention Centre



09:00 - 17:00 Registration

Level 1, Marina Bay Sands Expo & Convention Centre 09:00 - 17:00





# InterCHARM Korea WILL BE HELD AT COEX, SEOUL FROM 2-4 JULY

The Global Total Cosmetics & Beauty Show '2025 InterCHARM Korea' is set to take place at COEX, Seoul for three days from July 2 to July 4. This marks the 23rd edition of the event, cohosted by Seoul Messe Co., Ltd. and Reed K Exhibitions Ltd., and annually certified by the Ministry of Trade, Industry, and Energy as a global beauty industry trade exhibition. Over the years, it has earned accolades as a must-visit global event, with more than 3,000 international buyers from 50 countries attending annually, cementing its status as the exhibition where global buyers converge. The recently held exhibition, which is the largest in the country, featured participation from 461 domestic and international companies with 604 booths.

It attracted over 3,000 overseas buyers from 25 countries, providing various business opportunities and programs, establishing itself as a prominent global B2B event.

- Simultaneously held with 'in-cosmetics Korea', The First Global Total B2B Professional Beauty Show in Korea will be launched under the slogan '360 Degree Beauty Journey: from Personal Care Ingredients to Products'.
- Supporting the Entry of K-Beauty into the Global Market by Simultaneously Hosting a Consultation Meeting with over 200 Overseas Buyers.
- Providing International Business Networking Opportunities through Hosting Global Market Trend and Business Seminars.

Starting from 2024, InterCHARM Korea has been held simultaneously with the global personal care ingredients exhibition 'in-cosmetics Korea', creating a global total B2B professional beauty show where attendees can see everything from cosmetic ingredients to finished products in one place.

As a result, there was a 47% increase in participating companies and a 61% increase in visiting buyers. The simultaneous hosting will continue in 2025, and visitors can attend both exhibitions without an entrance fee with pre-registration.

(On-site registration costs 20,000 KRW) Detailed information and pre-registration can be checked through the link.



#### What to Expect at InterCHARM Korea 2025

Invitation of the Largest-Ever Overseas Big Buyers : This year, InterCHARM Korea is expanding in scale to become the largest beauty and cosmetics trade fair in South Korea. The organizers are allocating their largest-ever budget to host extensive offline consultation meetings, personally inviting key buyers from major countries, including the Americas, Europe, Japan, and emerging markets in Southeast Asia, thereby creating a platform for domestic companies to enhance their overseas export opportunities. All About That Beauty Seminar: Attendees can expect a wealth of insights into the latest beauty and cosmetics trends, technologies, and sustainability during the 'All About That Beauty Seminar'. The semiar will also serve as a networking opportunity to discuss the industry's future.

Experts from the beauty and cosmetics industry will share the latest information and practical experiences, providing attendees with fresh ideas and perspectives.

It is expected to be a venue where business opportunities can be actively expanded through networking with global experts.'

Through the hosting of InterCHARM Korea from July 2 to July 4, we will do our utmost to provide various business opportunities to cosmetics companies and buyers from around the world. Additionally, by laying the foundation as a global exhibition in 2025, we plan to hold the largest exhibition again in the country in 2026, using the entire COEX from the 1<sup>st</sup> to the 3<sup>rd</sup> floor, together with 'in-cosmetics Korea'.



360° BEAUTY JOURNEY: from Personal Care Ingredients to Products

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