

BEAUTYSTREAMS

PRESS RELEASE

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BEAUTYSTREAMS Adapts Trend Expertise to Asian Markets at Cosmoprof Asia and Cosmopack Asia 2023

Paris, November 3, 2023 — **BEAUTYSTREAMS**, the global beauty industry reference platform, is pleased to continue its collaboration with **Cosmoprof Asia**, the leading B2B international beauty trade show in Asia, held from November 15 through November 17, 2023 at the Hong Kong Convention and Exhibition Centre, and with **Cosmopack Asia** held from November 14 through November 16, 2023 at AsiaWorld-Expo.

As with other Cosmoprof shows globally, BEAUTYSTREAMS brings its trend expertise to Cosmoprof Asia and Cosmopack Asia 2023 with projects that underline the importance of trends. Timely trend information helps brands accurately respond to consumer needs and identify opportunities in the current market climate. With so much on display at trade shows, an expert curation becomes a vital roadmap for attendees, highlighting noteworthy products across all beauty categories.

BEAUTYSTREAMS exclusively curates several special projects for this year's edition of Cosmoprof Asia and Cosmopack Asia.

The highly anticipated **CosmoTrends project comes in three formats** including a special report, live seminar, and on-site installations. **The CosmoTrends Report Asia 2023** will give a curated look into what is happening now on the beauty landscape, from evolving consumer expectations to striking products on the Asian markets. The report will be presented **live at CosmoTalks at Cosmoprof Asia on November 15, 2023 from 2:30 p.m. to 3:15 p.m., in Hall 5G of the Hong Kong Convention and Exhibition Centre**. BEAUTYSTREAMS experts **Michael Nolte, SVP Creative Director** and **Fernanda Pigatto, Global Partnerships Director** will introduce the CosmoTrends Report 2023, linking it to a future perspective of societal evolutions over the next

five years and underline emerging opportunities within the beauty industry. The CosmoTrends products will also be on display at **dedicated on-site installations in the CosmoTalks Arena at Cosmoprof Asia at the Hong Kong Convention and Exhibition Centre in Hall 5G**, and at **Cosmopack Asia at AsiaWorld-Expo in Hall 10**.

At Cosmopack Asia, Michael Nolte and Fernanda Pigatto will also give an exclusive CosmoTalks seminar exploring the five not-to-miss lifestyle shifts linked to inclusivity that will shape the future of the beauty industry. The **“CosmoVision 2023-2028: Celebrating Otherness” seminar will be held on November 15, 2023 from 11:00 a.m. to 11:45 a.m. in Hall 10, at AsiaWorld-Expo**, where BEAUTYSTREAMS experts will share a local adaptation of CosmoVision 2023-2028 and its trends, first launched at Cosmoprof Worldwide Bologna 2023. Celebrating Otherness highlights what makes an individual special, and embraces all uniqueness, even outside the mainstream. As the definition of globalization is evolving, diverse cultural influences and unique points of view will shape the beauty industry and consumption patterns in the upcoming years. Driven by consumers’ desire for customized services and products, the “one-size-fits-all approach” will gradually disappear in favor of hyper-personalization and true cultural understanding, hence local adaptation.

Finally, BEAUTYSTREAMS curates the **Cosmoprof Asia and Cosmopack Asia Awards 2023** which celebrate the excellence and innovation of Cosmoprof Asia Hong Kong's exhibiting companies. BEAUTYSTREAMS’ Awards Committee — experienced product developers and marketing specialists from the beauty industry — evaluates hundreds of submissions across each award category and a prestigious jury then selects the final winners among the categories. The Cosmoprof Asia and Cosmopack Asia Awards finalists' products will be on display at dedicated on-site installations in both venues at **Cosmoprof Asia at Hong Kong Convention and Exhibition Centre in Hall 1E Concourse (Organiser and Press Office)** and at **Cosmopack Asia at AsiaWorld-Expo in Hall 6**. In addition, for the first time, winners will have an unprecedented opportunity to showcase their achievements on the Awards installation of Cosmoprof Worldwide Bologna 2024, giving additional exposure worldwide.

The Cosmoprof Asia Awards recognize outstanding finished products in the following six categories: Hair Products, Home and Professional Devices and Tools, Personal Care and Body Care Products, Green and Organic, Skin Care Products, and Make-Up Products. The Cosmopack Asia Awards recognize the most innovative solutions in the following five categories: Make-Up

Formula, Skin Care Formula, Packaging Design and Materials, Innovative Technology, and Sustainability.

BEAUTYSTREAMS is delighted to bring their deep industry knowledge and trends expertise once again as an official partner of Cosmoprof Asia and Cosmopack Asia 2023.

For any further information or press inquiries, please contact us at: press@beautystreams.com, or meet the BEAUTYSTREAMS team **at Cosmoprof Asia in Hall 1E / Stand #1E-K5E** and at **Cosmopack Asia in Hall 3 / Stand #3-A07**.

There's still time to register for Cosmoprof Asia and Cosmopack Asia! Please follow [this link](#) to register.

About BEAUTYSTREAMS

BEAUTYSTREAMS is the global beauty industry reference and an indispensable resource for beauty industry professionals. Catering to industry insiders across the full beauty supply chain, BEAUTYSTREAMS provides future insights, product forecasts, consumer analyses, and market intelligence on a global level as well as on a local scale across six continents.

About Cosmoprof Asia

Cosmoprof Asia, the leading B2B international beauty trade show in Asia, is where global beauty trendsetters gather to introduce their cutting-edge technologies, product innovations and new solutions. The show serves as an ideal platform for the entire beauty industry to unveil the latest trends, enable partnerships and business opportunities.

About Cosmoprof Asia & Cosmopack Asia Awards

Cosmoprof Asia and Cosmopack Asia Awards celebrate innovation in the beauty industry, recognizing the best products and solutions of the exhibitors of Cosmoprof Asia Hong Kong. The exhibitors represent every sector of the beauty industry, from ingredients to branded finished products.

About CosmoTrends

The CosmoTrends Report is an essential trend guide for the beauty industry that showcases product innovation and notable brands among the exhibitors of Cosmoprof Asia 2023. Serving as an iconic roadmap for Cosmoprof Asia exhibitors, The CosmoTrends Report provides a vital perspective on where beauty is headed.