

## **in-cosmetics Latin America reaffirms its importance to the personal care industry**

*The event welcomed 4,689 visitors and presented innovative raw materials and debates on important topics including the positive end-of-year outlook for the sector.*

**São Paulo, October 2017** – in-cosmetics Latin America concluded its successful fourth edition, confirming the importance of its strategic focus for the beauty and personal care industry throughout Latin America. Over two days visitors were presented with highly advanced and innovative raw materials, as well as exclusive studies and key market information for chemists, formulators and R&D professionals to develop their next creations.

This year saw impressive attendance figures, with a total of **4,689 visitors** - a **12%** increase on last year. Of these, **3,890** were **unique visitors**, a figure which is up **11%** since the last edition. Companies including Natura, O Boticario, Belcorp, Unique, Unilever, P&G, Johnson & Johnson, Hypermarchas, Beiersdorf, L'Oréal, Colgate-Palmolive, Estée Lauder, Mary Kay, Avon, Coty and many others attended this year's show.

According to visitor **Jhonatan Peña, Research and Development Analyst at Scandinavia Pharma – Colombia**, in-cosmetics Latin America offers visitors an exclusive look at new product launches and the chance to discover raw materials that are not yet available to the market. **Luciano Peixoto**, from **Luck Cosmetics**, cites this innovation as a key reason to visit, commenting: "it's an event that really pays off."

Daniel Zanetti, Exhibition Director of in-cosmetics Latin America, said: "The essence of B2B and the focus on raw materials is attracting an increasing number of professionals. We registered **46% new visitors** and **9%** of the total audience came from countries such as Argentina, Colombia, Chile, Paraguay, the Dominican Republic, Peru and Mexico. This impressive draw of international visitors is the result of offering an exclusive programme for industry professionals from outside Brazil, who were brought to the event to discover local news, make contacts and do business with our exhibitors."

### **Brazil to return to the position of third largest personal care market in the world**

According to the Brazilian Association of the Personal Hygiene, Perfumery and Cosmetics Industry (ABIHPEC), if end-of-year sales are strong, the sector should see growth of between 1% and 3% in 2017.

At the opening press conference, ABIHPEC's President João Carlos Basilio shared more information about the sector's future commercial expectations. He said: "There are good prospects for Brazil to surpass Japan and return to the position of the third-largest market in the world for this industry in 2018."

### **Leading industry names**

in-cosmetics Latin America provided the platform for 151 suppliers, such as Ashland, Sensient, Clariant, Gattefossé, Chemyunion, Givaudan, Ikeda, Lonza, Croda and Beraca, to showcase their latest ingredients to the region's leading cosmetics manufacturers.

As with previous years, the addition of new exhibitors created a well-rounded show. First time exhibitors for 2017 included: Amanter, Assessa, Autec, Citrefine, Dow Under Enterprises, Dupont, Hallstar, SEPPIC Brasil and Vollmens Fragrances.

### **New attractions**

The 2017 edition had two new areas, the **Make-Up Bar** and the **Protection Showcase**. At the Make-Up Bar, visitors were able to put make-up formulations to the test. Brands including Nikkol Group and Inolex showed inspiring trends in the areas of colour and pigment.

In the Protection Showcase, formulators and R&D professionals encountered cutting-edge ingredients with protection benefits. A particular highlight was **DSM**, which demonstrated the effectiveness of Pepha®-Age, an active compound that harnesses the full potential of the freshwater algae *Scenedesmus rubecens*, as it stimulates the skin's own defence against the negative impact of sunlight. Angus, Citrefine and Silab also introduced innovative solutions.

Popular areas from previous editions also returned, reinvigorated and offering fresh inspiration. The **Fragrance Trail** took visitors on a journey through new components that create the crucial olfactory element of many products. In the **Sensory Bar**, industry professionals explored skin products with unique textures and in the **Innovation Zone**, they were able to learn about the latest global launches.

The **Formulation Lab**, a working laboratory on the show floor, delivered hands-on, interactive sessions for professionals with expertise on topics including 'the development of formulations with innovative textures and optical effects' and 'single-step sensory modulation for hair and skin formulations'.

### **The largest Innovation Zone to date**

In addition to audience numbers, in-cosmetics Latin America closed with another memorable record; this year's **Innovation Zone** featured the most products at the show to date. On display were **28 ingredients**, launched a maximum of eight months before the event. The attraction highlighted innovations by Ajinomoto, Ashland, Elementis, Lipoid, Symrise, Lubrizol and many others.

Designed to honour products that combine innovative science and features that can demonstrate substantial benefits to manufacturers and end-users, the '**Innovation Zone Best Ingredient Award**' was presented for the first time at in-cosmetics Latin America. Announced at the cocktail reception, Givaudan scooped the gold prize with Revivyl™. Silab won silver with HAIRGENYL® and bronze was awarded to Vantage, with the PreBio™ Defense.

### **Innovation and technology**

The annual **ITEHPEC Innovation Award ceremony also took place at the event**. Organised by the Institute of Technology and Studies for Cosmetics, Toiletries and Fragrances, the accolade was created to recognize the achievements of exhibitors at in-cosmetics Latin America and to reinforce the close relationship between innovation, technology and the HPPC product industry. This time, Silab was recognized in the gold category, Clariant took silver and Lipotec was awarded bronze.

### **Exclusive studies, market information and professional updates**

The in-cosmetics Latin America educational programme delivered more than 40 hours of workshops, live demonstrations, technical seminars, and market trend presentations.

Research from leading agencies including Euromonitor International, Mintel and Peclers Paris featured in sessions exploring such subjects as 'The regulatory status of Mercosur' and 'Male beauty trends in Latin America'.

Discover the full line-up of presentations at the following link:

<http://latinamerica.in-cosmetics.com/education/Conferences/#>

### **Feedback from visitors and exhibitors**

As always, in-cosmetics Latin America made a point of listening to visitors and exhibitors about their experience. The results were clear: meetings, innovation and new business opportunities are the main value of the show.

### **Visitors**

"I was delighted with my first ever experience at in-cosmetics Latin America and hope to return next year. It's very well organised and offers the chance to discover innovations from the largest suppliers of raw materials in the world, plus several opportunities to update my technical and market knowledge. It's a very well-rounded and focused event." **Silvia**

**Sobrado – Amodil / Naturel, Argentina**

"in-cosmetics Latin America enables us to receive first-hand technical information and to hold effective meetings with the world's largest raw material suppliers. This year, I found very interesting products and new concepts that will undoubtedly inspire us in the development of innovations for the cosmetic industry." **John Jimenez, Belcorp, from Colombia**

### **Exhibitors**

"Exhibiting at in-cosmetics Latin America was very positive and brought great results for Dow, especially due to the quality of visitors attending the show. This is the biggest differentiation between this show and other events that the company participates in. At in-cosmetics Latin America, we are able to connect with our key audiences in countries such as Argentina, Chile, Peru and Argentina. This year, our focus was on new trends, where we gave our customers an exclusive preview of the innovations that we will be releasing in the coming months." **Gislene Atilio Meyer, marketing manager at Dow**

"We have been able to hold a series of successful meetings and present our innovations in detail. The Fragrance Trail was a success. We provided a sensorial experience mixing fragrance, music and colours. We were able to transmit to our customers all the expertise and innovations of Sensient. Some projects were born at in-cosmetics and many others are at the briefing stage." **Fernanda Soro, Sensient's marketing manager**

"We had a huge amount of meetings and visits to our booth from both new and current partners, which is really important to us. We are absolutely confident that the business generated at in-cosmetics will positively impact Symrise." **Alencar Lima, LATAM vice president of Symrise Aromas and Fragrances.**

"We've met several customers who are already partners alongside new companies and all were very interested in Kobo's innovations and trends. About 99% of the customers who visited us asked for samples and literature, which shows interest in our products." **Isabella Borges, executive director of Kobo Products.**

"What was most interesting was that we developed the prototypes and discovered that customers already want products exactly like those we present at in-cosmetics Latin America." **Heloise Martins, from Galena's Innovation and Development Department.**

"in-cosmetics is an event exclusively focused on business, especially for future projects. Our participation was a very positive experience and we expect to return in 2018." **Jorge Ferré, commercial director of Chemyunion.**

The 2018 edition of in-cosmetics Latin America will take place in São Paulo between **September 19<sup>th</sup> – 20<sup>th</sup>.**

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