



SWEDISH BEAUTY

THIRD EDITION AT COSMOPROF!



Sweden
Sverige

Come meet us in
the Swedish pavilion
HALL 16 D18-E21

ABOUT:

Business Sweden presents the third edition of Swedish Beauty at Cosmoprof Worldwide Bologna – a collective exhibition of innovative Swedish beauty brands co-ordinated by Business Sweden. Together with 10 companies, the Swedish pavilion represents the latest innovations, trends and technologies from the Swedish beauty scene. Characterized by a clear focus on sustainability, innovation and quality, the brands in this collective exhibition are challenging the traditional beauty rules.

They are aiming towards more sustainable beauty and creating new technologies that reduce at the minimum their environmental impact and bring the consumer experience to another level. From skincare and perfumes to “makeup no makeup”, the Swedish beauty exhibition provides a complete spectrum of the beauty made in Sweden.

SWEDISH BEAUTY

ABOUT:

The Swedish nature serves as an inspiration to many of the Swedish beauty brands, as they look for new ways of creating cosmetic products from natural ingredients and sustainable packaging in order to reach a smaller footprint on the cosmetics industry. The Swedish nature can be considered a place to seek creativity, harmony, and new ideas that can be turned into high quality beauty innovations.

The Swedish Beauty is showcased at Cosmoprof for the third year in a row, with the aim of promoting Swedish beauty brands worldwide.

Cosmoprof Worldwide Bologna is the world's leading cosmetics trade show dedicated to all sectors of the cosmetics industry in order to create a natural gathering point for the beauty world, discussing trends in the industry and create forecasts for the future beauty scene. The fair has over 2 600 exhibitors and 260 000 visitors.

SWEDISH BEAUTY

SWEDISH BEAUTY:

“SWEDISH BEAUTY” at Cosmoprof Bologna is the third edition of the collective exhibition by Business Sweden.

A project representing a mix of innovative, sustainable, high quality beauty brands from Sweden. Full of colour, experimentation and creativity!

Bologna, 12–15 March 2020,
Hall 16 D18–E21

Come and visit us and say “hej”!

ORGANIZERS:

Swedish beauty is an initiative by Business Sweden – the Swedish Invest and Trade Council. The purpose of Business Sweden is to help Swedish companies grow global sales and international companies invest and expand in Sweden.

www.business-sweden.se

SWEDISH BEAUTY



EXHIBITORS:

BASE OF SWEDEN



Makeup made to perform

BASEOFSWEDEN is a professional make up company with a strong and passionate vision: to create make-up with high functionality for active lifestyles. The company believes in a more equal beauty industry, innovation, transparency and Swedish quality where the individual is in focus.

BASEOFSWEDEN innovates active cosmetics that perform under tough and varying conditions to facilitate every day use. Our star foundation The Base is a, vegan, climate adaptive, waterproof, transfer proof, 72 HR wear innovation and 2019 CosmoAward Winner.

baseofsweden.com



B/OS
BASEOFSWEDEN

BJUWTI



The Swedish skin and hair care brand Bjuwti provides high quality products at a affordable price. Together with experienced researchers, Bjuwti has developed beauty products with proven and gentle ingredients.

Bjuwti are contributing to a better climate by striving for sustainable packaging for its products.

You are bjuwtiful!

bjuwti.com



BJUWTI

BJÖRN AXÉN



We are more than a Hair Care Brand. We are a company and a brand driven by the desire to improve all our customers well-being and self-confidence. We want to make a real difference in your life!

Our experience, our craftsmanship and our expertise help us do just that. Björn Axén started this company in 1963, with the ambition to offer the best within hair care – to everyone.

And that is still our ambition today.

bjornaxen.com

BJÖRN AXÉN

CARL&SON



Swedish CARL&SON is the first brand globally offering men with high quality skincare and “no makeup makeup”.

All skincare products are made in Sweden, always consists of minimum 95% natural ingredients and are free from parabens, silicones, sulphates and microplastics.

The new makeup line offers effective products for a natural look. Clean design, gentle, fragrance free products that are easy to use and help men look their best every day.

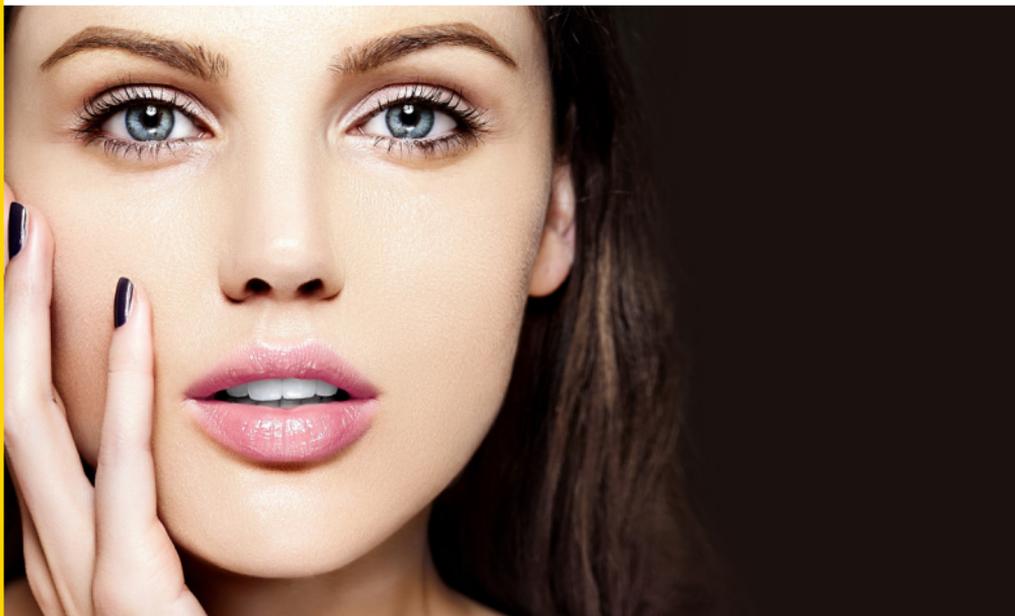
All products from CARL&SON are vegan, cruelty free and dermatologically tested.

carlandson.com



**CARL
&SON**
CUSTOMISED FOR MEN

GLAM OF SWEDEN



Pick'n'mix value for money

Glam of Sweden is a young Swedish cosmetics company presenting a clever makeup concept:

Visual in-store display racks filled with products of contemporary range creates a straightforward invitation for consumer to pick'n'mix high quality cosmetics at a very competitive price. A concept targeted to super markets and larger chains of retailers.

Glam of Sweden's up-to-date makeup product range includes nail polish in hundreds of shades, lipstick, mascara, eye shadows, makeup tools, eyeliners and much more.

Glamofsweden.se

Glam
OF SWEDEN

GRAZETTE OF SWEDEN



Swedish beauty since 1974

Grazette of Sweden is a Swedish company with its own research, development and production of professional haircare, styling and body products. Only well-documented ingredients are used with the smartest solutions from both nature and science to create high quality products, always with the greatest consideration of sustainable development for both people and planet. The whole chain takes place in Sweden, from innovation to delivery of the final product. Their own chemists perform tailor-made formula art in Grazette of Sweden's laboratory. Grazette produce both their own brands and private label. Beside the Swedish hairdresser market, Grazette is also exporting to about 10 countries in Europe and Asia.

grazette.se/en

 **GRAZETTE**[®]
OF SWEDEN

N.C.P.



It's a carefully drafted concept based on modern consumer demand in an increasing trend of easy and intuitive personalization/self-branding.

N.C.P. Olfactives

Through using knowledge and science, by keeping the ingredient lists short and relying on all of the members of the Olfactive family, N.C.P. sets about creating the ultimate layering concept. All fragrances are unisex and vegan.

N.C.P. Essentials

Unique essential face care products that can be combined to personalize your beauty routine. All N.C.P. face care products are unisex, vegan and fragrance free.

ncpolfactives.com

N.C.P.

NOBERU OF SWEDEN



Nöberu of Sweden is rooted in the concept of a comprehensive brand for men that stands out from the crowd with products that neither smell of spruce nor are sold with the help of advertising that features scantily clad women.

Nöberu wants to shake up the market and change the way society looks at male grooming. In this way, we're committed to creating a world in which men don't feel obliged to act tough, hard, or macho if they don't want to. Nöberu's ambition is for its products to take pride of place in any bathroom and be deserving of their space on the shelves in acclaimed department stores like Harrods in London and Nordiska Kompaniet in Stockholm. 2024 we want to be the biggest comprehensive brand for male grooming.

Everything comes together in our slogan
"Be yourself more"

noberu.se/en

NÖBERU
OF SWEDEN

NUTRINOVATE – RESEROL



The power of nature unleashed by innovation
– Beauty through science.

The Reserol brand was created with an idea of combining scientifically well documented potent plant polyphenols, novel ingredients and disruptive cosmetic formulations to improve health and beauty. Packed in Nordic minimalism at an affordable price level.

www.reserol.com



RESEROL
REDEFINE TIME

POWERLITE



SWEDISH
BEAUTY
Awards
2018
WINNER

Powerlite AB – Certified Swedish manufacturing of IPL devices and sheet masks MASQ+ & SerumMASQ+. Our sheet masks have been very popular and rewritten in the press. SerumMASQ+ After Sun won the Swedish Beauty Awards 2018. MASQ+ Bubble & Cleansing Foam was one of the finalists in Daisy Beauty Awards 2018 and was also nominated in Swedish Beauty & Cosmetics Awards 2017.

We are launching two new masks, MASQ+ Eye Q and MASQ+ Moisture, designed for men.

We are looking for distributors for our machines and sheet masks.

powerlite.com/en

MASQ+

POWERLITE[®]
WHEN YOU WANT RESULTS

**For more information, company info,
press release and more, please contact:
Camilla.Giacomazzo@business-sweden.se**



PARTNER:

**Scandinavian
MAN**

**EXHIBITORS: BASE OF SWEDEN, BJUWTI, BJÖRN AXÉN, CARL&SON, GLAM OF SWEDEN,
GRAZETTE OF SWEDEN, NCP, NOBERU, NUTRINOVATE – RESEROL, POWERLITE**

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