

COSMOPROF

WORLDWIDE BOLOGNA

BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

NEW IN BEAUTY

EXHIBITORS' PRODUCT LAUNCHES

Discover what's new in beauty!

NewInBeauty is a curated editorial project by Cosmoprof, showcasing the most remarkable product launches from Cosmoprof Worldwide Bologna exhibitors.

Your ultimate guide to the industry's freshest innovations — created to help you make the most of your visit.

INDEX



COSMOPACK – SUPPLY CHAIN

- INGREDIENTS & RAW MATERIALS , PRIVATE LABEL & CONTRACT MANUFACTURING , PACKAGING , MACHINERY

COSMO PERFUMERY & COSMETICS

- EXTRAORDINARY GALLERY - COSMOPRIME
- COSMOPRIME
- COSMETICS & TOILETRIES
- GREEN & ORGANIC
- COUNTRY & REGION PAVILIONS

COSMO HAIR & NAIL BEAUTY SALON

- PROFESSIONAL HAIR
- NAILWORLD
- BEAUTY & SPA

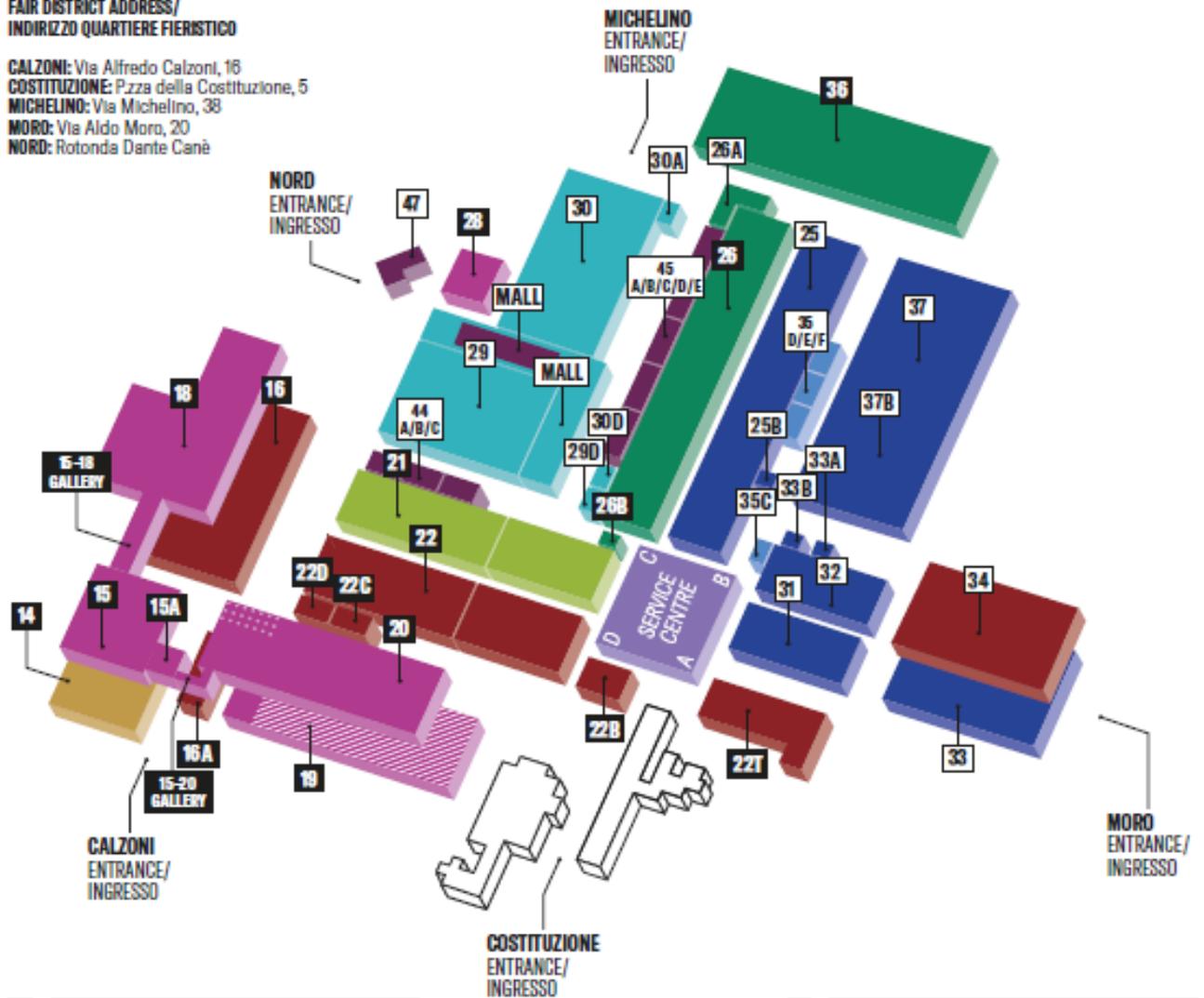
*Last update 02/27/2026



MAP

**FAIR DISTRICT ADDRESS/
INDIRIZZO QUARTIERE FIERISTICO**

CALZONI: Via Alfredo Calzoni, 16
COSTITUZIONE: Piazza della Costituzione, 5
MICHELINO: Via Michelino, 38
MORO: Via Aldo Moro, 20
NORD: Rotonda Dante Canè



M PAVILIONS OPEN FROM 26TH TO 28TH MARCH
 PADIGLIONI APERTI DAL 26 AL 28 MARZO

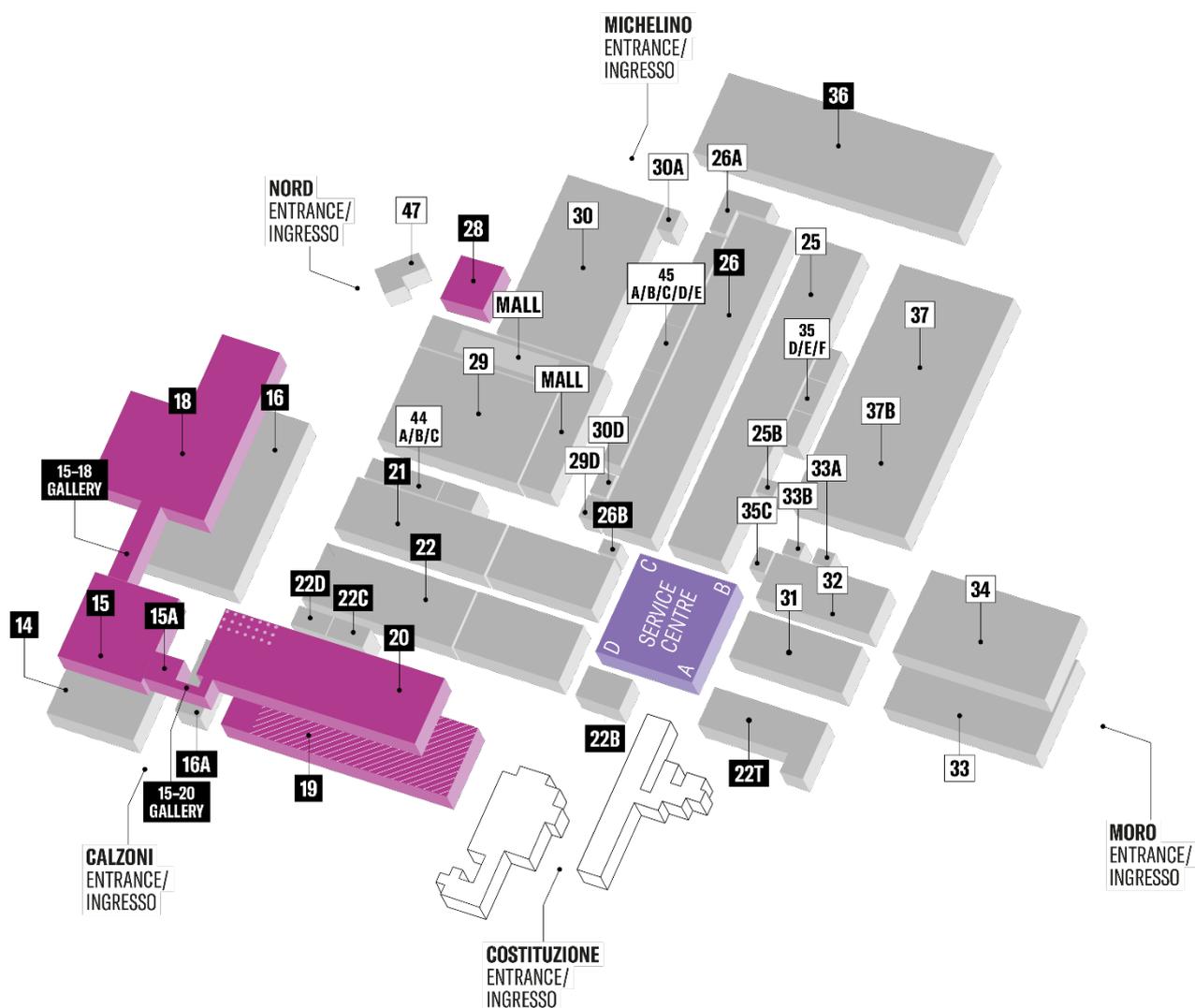
N PAVILIONS OPEN FROM 26TH TO 29TH MARCH
 PADIGLIONI APERTI DAL 26 AL 29 MARZO

26 - 28 MARCH	26 - 29 MARCH
<p>COSMO <small>PERFUMES & COSMETICS</small></p> <ul style="list-style-type: none"> COSMOPRIME 14 EXTRAORDINARY GALLERY 14 BEAUTY TECH 14 ITALIAN START UP 14 COSMETICS & TOILETRIES SKINCARE & MAKEUP 26 FRAGRANCES & PERSONAL CARE 38 	<p>COSMO <small>HABANA&A BEAUTY SALON</small></p> <ul style="list-style-type: none"> PROFESSIONAL HAIR 25 / 31 / 32 / 33 / 37 HUB&S 37B BEAUTY&SPA 29 / 30 / MALL BEAUTY FORUM GALLERY MALL COSMOSHOP 35
<p>COSMOPACK</p> <ul style="list-style-type: none"> PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING 15 / 15A / 15-18 GALLERY / 15-20 GALLERY / 18 / 19 / 20 / 28 MACHINERY 19 INGREDIENTS & RAW MATERIALS 20 	<ul style="list-style-type: none"> COUNTRY & REGION PAVILIONS 16 / 16A / 22 / 22B / 22C / 22D / 22E COUNTRY & REGION PAVILIONS 34



COSMOPACK – SUPPLY CHAIN

● INGREDIENTS & RAW MATERIALS, PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING, MACHINERY



N PAVILIONS OPEN FROM 26TH TO 28TH MARCH
PADIGLIONI APERTI DAL 26 AL 28 MARZO

N PAVILIONS OPEN FROM 26TH TO 29TH MARCH
PADIGLIONI APERTI DAL 26 AL 29 MARZO



ENVASES GROUP

Hall 20 – E31 – Spain

ALUWOOD – ALUMINIUM WOOD-EFFECT TECHNOLOGY

www.envases-group.com

DESCRIPTION

The Aluwood was created to solve a key dilemma in the packaging industry: **how can brands offer premium packaging with a natural aesthetic without using complex or multi-layer materials that are difficult to recycle?** The answer lies in an exclusive technology developed by the **Envases Group** that transforms aluminium into a natural sensory experience, replicating the appearance and texture of wood without adding layers or additional materials. **Aluwood is an innovative solution designed for consumers seeking authenticity, sustainability and distinctive design.**

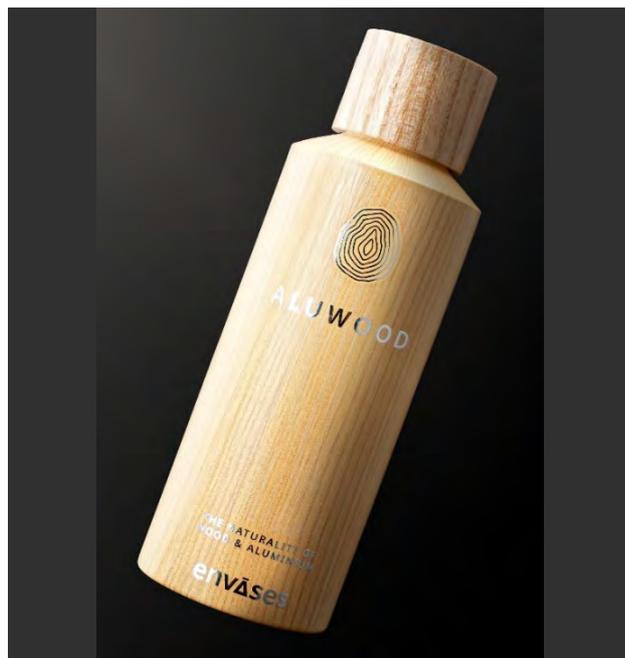
PRODUCT INNOVATION

The Aluwood is the first aluminium printing technology capable of reproducing wood textures, while maintaining a 100% monomaterial, fully recyclable packaging solution. Key innovative elements include an ultra-high-definition wood-effect finish. The printing technology creates a unique, warm, and sensory pattern. It is available in 50% and 100% PCR aluminium, without compromising performance and remaining infinitely recyclable. It is fully compatible with existing production lines and no machinery modifications are required. Complete preservation of aluminium's technical properties. This technology enables brands to embrace natural design without sacrificing functionality or sustainability.

CLAIMS & BENEFITS

Benefits for brands: strong shelf differentiation through a **natural look** and **premium perception**; premium positioning enabled by the **wood-effect finish**; a sustainable image that aligns with current consumer trends; suitable for both **minimalist** and **natural luxury** developments and ideal for eco-friendly, spa, wellness, and fragrance ranges.

Benefits for consumers: a **warm, tactile design** with an **organic aesthetic**; high perception of naturality with no negative impact on recyclability. It is lightweight and safe to use.





I.M.A. GROUP

Hall 19 – A10-B9 II A14-B13 - Italy

PRIMEWRAP OVERWRAPPING MACHINE

www.ima.it/en

DESCRIPTION

The Ima Bfb Primewrap overwrapping machine has been conceived to transform cosmetic packaging into an elegant and precise automated communication tool between brands and consumers. Developed for the cosmetics and perfumery sector, it combines advanced automation with refined aesthetics, ensuring **flawless wrapping that enhances product value**. Designed to meet the industry's need for flexibility, speed and sustainability, the Primewrap supports frequent format changes, small batches and premium finishes, all the while maintaining consistent quality and operational simplicity.

PRODUCT INNOVATION

Thanks to its fully servo-driven architecture, the Primewrap delivers precision, repeatability and speeds of up to 70 cycles per minute. Innovative features include a **servomotor-driven transport system**, **scissor knife cutting**, and **transversal trailing-edge sealing** for superior finish quality. Ergonomic design elements, such as top-mounted film reels and intuitive digital controls, improve usability and reduce downtime. **Its ability to handle both single products and bundled items**, while integrating seamlessly into connected packaging lines and supporting sustainable materials, positions Primewrap as a next-generation intelligent and flexible solution for cosmetic packaging.

CLAIMS & BENEFITS

Claims and benefits: fully servo-driven system ensuring high precision, smooth motion, and consistent wrapping quality; **production speed up to 70 cycles per minute**; **ergonomic top-mounted film reel** for easier access and faster, safer changeovers; **scissor knife cutting system** for clean, accurate film cutting; **servomotor-driven transport system**; **dedicated servomotors** for product lifting and pusher units; **transversal trailing-edge sealing** delivers tight, flawless; **servo-driven lateral plates and folding units** for controlled, high-quality package formation; simple and intuitive **changeover procedures** completed in under 5 minutes; **compatibility with thermo-sealable films, paper, and eco-friendly materials**; reduced waste and optimized material usage for sustainable production; ready for integration with **vision systems, traceability, and data management platforms**.





IL COSMETICS

Hall 15 – F14-G13 - Luxembourg

THE FIRST GRIPPY PRIMER FOR NAILS

www.ilcosmetics.com

DESCRIPTION

The Grippy Primer–Strong Grip is a next generation nail primer designed to enhance colour adhesion while reinforcing the natural nails. Inspired by the success of gripping face primers, it creates a smooth micro gripping surface that improves wear and prevents early chipping or peeling. Its lightweight, gel texture is easy to apply and dries quickly. Enriched with Pistacia Lentiscus Gum, known for its strengthening properties, the formula helps improve nail resilience and thickness while preparing nails for long-lasting colour. Packaged in a glass bottle with a precision brush, Grippy Primer targets professional nail technicians and performance-driven consumers seeking.

PRODUCT INNOVATION

The Grippy Primer is an innovative product that brings the concept of gripping primers from face makeup to nail care. While traditional nail primers focus solely on adhesion, Grippy Primer combines gripping technology with nail-benefit actives. The Strong Grip version stands out thanks to the addition of Pistacia lentiscus gum, which provides strengthening properties and improved adhesion. Its light gel texture provides controlled grip without aggressive dehydration, making it a new hybrid between a performance primer and a nail care treatment. This dual-action approach – prime, grip, and strengthen – sets it apart in the nail prep category.

CLAIMS & BENEFITS

Performance benefits: enhances adhesion of nail colour; helps prevent early chipping and peeling; improves overall wear and durability.

Nail care benefits: helps strengthen natural nails; supports improved nail resilience and thickness; prepares nails for long-lasting colour with added care.

Formula and sensory benefits: lightweight gel texture; slightly coloured for easy application control; smooths nail surface.

Professional and consumer benefits: air-dries quickly, no lamp required; easy integration into any manicure routine; suitable for professional and at-home use.





LE ANTICHE MURA S.R.L.

Hall 18 – B45 - Italy

HAIR NECTAR - NOURISHING HAIR TREATMENT

www.leantichemura.net

DESCRIPTION

This pre-shampoo treatment is based on plant oils extracts and is designed to care for weakened and damaged hair. Thanks to its concentrated formula, enriched with upcycled ingredients such as plant-based squalane, it strengthens and adds shine to the hair without weighing it down. The convenient applicator makes application easy, and rinsing is quick and effortless, leaving no greasy residue on the hair and helping to reduce water consumption during washing.

PRODUCT INNOVATION

This innovative pre-shampoo oil treatment redefines traditional hair oils by being lighter, more effective and easier to rinse out. Its uniqueness lies in the combination of a highly concentrated formula with a selection of nourishing oils and botanical actives that work in synergy to deeply nourish the hair without weighing it down. The inclusion of upcycled ingredients, such as vegetable squalane derived from olive oil, reinforces the product's sustainable approach. The result is a professional-grade treatment that delivers powerful benefits with a modern user experience.

CLAIMS & BENEFITS

Claims and benefits: Easy to use; does not weigh the hair down; contains upcycled ingredients; revitalises and adds structure to hair; quick-rinse formula; suitable for all hair types.





ANCOROTTI COSMETICS

Hall 15 – D19 - Italy

LAVA - LIP GLOSS

www.ancorotticosmetics.com

DESCRIPTION

The Lava Lip Gloss is a sensory revolution: a solid-to-oil lip treatment mimicking the fluid energy of molten magma. This anhydrous formula, enriched with Hyaluronic Filling Spheres, Shea Butter and Secret Lift, transforms from a velvety solid into a high-shine oil, providing visible plump and long-lasting hydration. Housed in a travel-friendly COEX tube, it delivers mirror-like shine and cushiony comfort without silicones. Its name reflects its unique metamorphic transformation, evoking a texture that melts from balm to glowing oil. This elixir offers deep hydration and sting-free plumping, leaving lips soft, radiant, and nourished.

PRODUCT INNOVATION

This product redefines lip care through poured anhydrous technology that creates a unique mélange effect, where two shades blend harmoniously like molten lava for a hypnotic result. The innovation lies in its transforming texture: a nourishing solid balm that melts upon contact into a lightweight, high-shine, non-sticky oil. It provides a sting-free plumping effect while improving skin firmness and repairing the barrier. It ensures deep hydration and a mirror-like shine, merging high-performance chemistry with a superior sensory experience.

CLAIMS & BENEFITS

Performance and targeted concerns:

- **Volume and plumping:** Provides powerful plumping without irritation or stinging.
- **Deep Hydration and Filling** (Hyaluronic Filling Spheres): Gives a natural “filler effect” by trapping moisture, reduces fine lines, and maintains long-term elasticity and softness (anti-wrinkle action).
- **Barrier Repair and Protection:** Sweet Almond Oil and Shea Butter to promote re-epithelialisation and repair the skin barrier, addressing dryness and chapping.

Sensory and aesthetic benefits:

- **Solid-to-oil transformation:** An anhydrous texture that melts on contact for immediate relief and “cushiony” comfort.
- **High-Shine Mirror Finish:** Delivers an intense, radiant glow and a professional, mirror-like shine without stickiness.
- **Unique aesthetic experience:** The mélange effect creates a personalised, hypnotic colour result for a visual and sensory ritual.





PDT COSMETICI SRL SOCIETÀ BENEFIT

Hall 18 – E16 - Italy

PREBIOBALANCE MILKY TONER

www.pdtcosmetici.it

DESCRIPTION

The Prebiobalance Milky is an innovative Pickering emulsion, stabilized by a physical polysaccharide network of **Microcrystalline Cellulose, Cellulose Gum, and Sphingomonas ferment extract**, eliminating the need for traditional surfactants that can disrupt the skin barrier. **This 3D network ensures high physical stability, enhances skin tolerance, and simplifies formulation.** Enriched with a synergy of prebiotics, probiotics, and postbiotics—including Inulin, fermented chicory extract, beta-glucan, biomimetic ceramides, adaptogenic Ectoin and fermented Avenoform® – **it deeply restores and balances sensitive skin's ecosystem.**

PRODUCT INNOVATION

The Prebiobalance Milky Toner sets a new standard in skincare innovation. Its Pickering technology replaces traditional surfactants with a polysaccharide network, protecting the skin barrier while supporting the microbiome. A next-generation preservative system ensures antimicrobial efficacy with **minimal impact on skin ecology.** This cold-processed, milky formula integrates biomimetic lipids, prebiotics, probiotics, and postbiotics and adaptogenic Ectoin, **creating a cohesive ecosystem that restores, protects, and balances sensitive skin.** By merging science, sustainability, and skin biology, **it redefines cosmetic formulation and establishes a benchmark for the future of skincare innovation.**

CLAIMS & BENEFITS

Our product **restores and strengthens the skin barrier** with a biomimetic ceramide complex, **while protecting and balancing the microbiome through.** It enhances skin tolerance and reduces reactivity with the help of adaptogenic Ectoinand, as well as it **deeply rebalances sensitive skin via a prebiotic synergy of inulin, beta-glucan and fermented oat.** Its sophisticated milky texture **delivers progressive active release without occlusion.** It is highly stable and performs well, supporting thermosensitive actives in cold-processed formulations.





ANTARES VISION GROUP

Hall 19 – C12-D11 - Italy

LDA – LEAK DETECTION INSPECTION SYSTEM FOR AEROSOLS

www.antaresvisiongroup.com

DESCRIPTION

The LDA (Leak Detection for Aerosol) is Antares Vision Group's innovative in-line inspection solution for cosmetic aerosol manufacturing. It is certified as part of an alternative system (ATM) to the hot water bath, ensuring compliance with the safety requirements of **Directive ADD 75/324/EEC**. Based on innovative "sniffing" technology using infrared (IR) spectroscopy, **LDA enables non-destructive, real-time micro-leak detection at full production speed**, guaranteeing safety and quality compliance for cosmetic aerosol products, such as deodorants, hair sprays and styling products.

PRODUCT INNOVATION

The LDA system revolutionizes aerosol leak testing through its proprietary sniffing method, using IR spectroscopy with broadband sources and multichannel sampling by sniffer. Unlike subjective visual inspection of water baths, **the LDA system provides objective analytical measurements in real time without immersion**. Key differentiators include: **greater sensitivity** than traditional methods, **operation at full line speed** (vs. 2-3 minute bath cycles), **non-destructive testing** (products remain market-ready), **multi-gas detection capability** (LPG, DME, HFCs, CO₂) and **Industry 4.0 connectivity with automated data archiving**. The system pinpoints leak zones (valve, crimp, base, etc), enabling targeted process improvements that would be impossible with conventional methods.

CLAIMS & BENEFITS

Quality and safety benefits: reliable and accurate in the range of parts per million at detecting micro-leaks; 100% in-line inspection ensures no defective products reach consumers; prevents brand damage from malfunctioning aerosols; eliminates explosive atmosphere risks from undetected propellant leaks.

Performance benefits: operates at full production speed; real-time analysis and automatic defect rejection; multi-gas capability (the use of LPG, rather than DME or refrigerant gases, does not affect the sensitivity; the system can also detect CO₂). Works with any kind of container material.

Operational benefits: non-destructive method keeps all tested products market-ready; extremely small footprint; zero consumables and no wear parts; no risk of water-related corrosion or overheating accidents; identifies leak location (valve, crimp, seam) for targeted maintenance.

Process intelligence: industry 4.0-ready with communication protocols; automated data archiving and historical production analysis; real-time feedback for crimping process optimization.





ORIGIN BY OCEAN

Hall 20 – A53 - Finland

OCEANBOOST™ LF: OCEAN-REGENERATING HIGH-PURITY BIOACTIVE FOR INFLAMMAGING DEFENSE

www.originbyocean.com

DESCRIPTION

The Oceanboost™, the world's first circular Fucoïdan upcycled from invasive Sargassum, bridges the gap between biotechnology and environmental regeneration by transforming an ecological burden into a high-purity bioactive that visibly reduces the appearance of inflammation. This chronic low-grade inflammation can present as sensitivity, redness or discomfort; it can also result in a loss of firmness or even dull sallow-looking skin. We are conducting proprietary clinical trials to validate efficacy in improving brightness, elasticity, hydration, longevity and skin tone.

PRODUCT INNOVATION

One of our innovations lies in decoupling skincare actives from traditional agriculture. While many natural and "sustainable" ingredients rely on land intensive crops, or sugars that fuel fermentation, the Oceanboost™ is upcycled from Sargassum requiring zero land, fresh water or fertilizers to grow. As one of the few providers of high-purity Fucoïdan scaling globally, we're transforming a niche molecule into a regenerative high-performance reality. Our harvest improves socio-economic conditions and advances SDGs in impacted communities; the more we produce, the faster we "Wash the Oceans". Our value proposition lies where skin rejuvenation powers tangible environmental impact.

CLAIMS & BENEFITS

Validated in vivo at 0.3%, the Oceanboost™ delivers multifaceted skin health benefits. Stripping tests confirmed its ability to provide immediate soothingness and, within 28 days, a significant reduction in the signs of sensitive skin. As a high-purity polysaccharide, it acts as a humectant, improving hydration and reinforcing barrier cohesion. Its sulfated bioactive groups actively modulate multiple biological functions, including collagen, hyaluronidase and elastase. This helps to protect essential ECM proteins from degradation. This protective mechanism can complement high-performance actives. Its anti-inflammatory profile can mitigate the irritation potential of retinoids and exfoliating acid formulations. Its ability to support wound healing, reduce redness and inflammation makes it a novel addition to acne-prone skin products or post-procedure dermo-cosmetics. Its efficacy at low concentrations makes it an ideal choice for color-care hybrids where formula space is limited. Its multifunctional profile supports a holistic inner-outer beauty approach.





HANGZHOU SANXING CRAFTWORK GLASS CO.,LTD

Hall 18 – C1 - China

GLASS BOTTLE

DESCRIPTION

These Premium Cosmetic Glass Bottles are ideal for packaging beauty and skincare products such as serums, essential oils, perfumes and creams. They boast high transparency, superior chemical stability and an elegant texture.

PRODUCT INNOVATION

Compared with other packaging materials, Cosmetic Glass Bottles release no harmful substances such as plasticizers.

CLAIMS & BENEFITS

Compared with other packaging materials, **the cosmetic glass bottles release no harmful substances such as plasticizers.** They can effectively isolate air, light and moisture, stably protect the active ingredients of cosmetics, delay product deterioration and ensure usage safety.





GUANGZHOU LISSON PLASTIC CO.,LTD

Hall 20 – B8 - China

T-SHAPED COSMETIC APPLICATOR WITH MICRO-CURRENT VIBRATION TECHNOLOGY

www.lissonpackaging.com

DESCRIPTION

This mass-produced T-shaped cosmetic applicator uses micro-current vibration technology to enhance absorption and efficacy. The vibration function is triggered by skin contact and the applicator operates at 12,000 RPM to deliver products deep into the skin efficiently. The ergonomic T-tip conforms to the contours of the face and neck for full coverage. The special alloy tip provides a cooling, premium tactile experience. The replaceable battery design allows for extended use. It is designed for handheld comfort and compatibility with standard cosmetic filling lines, combining innovation, usability and industrial scalability.

PRODUCT INNOVATION

This packaging integrates a T-shaped applicator with contact-triggered micro-current vibrations. The high-speed vibration, at 12,000 RPM, maximises product absorption and efficacy. The ergonomic design efficiently covers facial and neck contours, while the alloy tip provides a cooling, premium sensation. Replaceable batteries extend usage and flexibility. Unlike conventional switch-operated applicators, this solution combines functional performance, user comfort and industrial scalability. It is fully mass-produced and delivers an innovative, market-ready cosmetic application experience that combines tactile sensation, precision and design differentiation.

CLAIMS & BENEFITS

Contact-triggered micro-current vibration enhances product absorption and efficacy. The 12,000 RPM high-speed vibration ensures an even and deep application. The ergonomic T-shaped tip fits the contours of the face and neck for full coverage. The cooling alloy tip enhances the tactile experience and user satisfaction. The replaceable battery design allows for repeated use. The lightweight, handheld design ensures comfort during extended use. It is fully mass-produced and scalable, and compatible with standard cosmetic filling lines.

LISSON
PACKAGING





NINGBO BTF IMPORT & EXPORT CO.,LTD

Hall 18 – F50 - China

100% AL-PLASTIC SEPARABLE | REPLACEABLE EYELASH SERUM BOTTLE

www.btfcosmeticpack.com

DESCRIPTION

This lash growth serum bottle enables 100% aluminum-plastic separation—tool-free to disassemble for seamless sorted recycling, leading to eco-sustainability. With its sleek premium aluminum exterior, it pairs environmental responsibility with elegance. Refill-compatible, it lets users save by purchasing only refills, boosting competitiveness for eco-conscious beauty lovers.

PRODUCT INNOVATION

Boasting tool-free 100% aluminum-plastic separation for easy recycling, it features precision dual aluminum snap rings for stable, glue-free assembly (boosting automation and durability). It is refill-compatible to reduce costs and waste, and features an innovative middle ring that balances sleek aesthetics with cost-efficiency.

CLAIMS & BENEFITS

Eco-friendly and fully recyclable: the tool-free aluminum-plastic separation design enables easy sorted recycling, aligning with global circular beauty packaging goals.

Stable and durable construction: the precision dual aluminum snap-ring structure delivers tight, glue-free assembly, enhancing service life and supporting high-speed automated production.

Refillable and cost-efficient: the multi-functional refill chamber allows quick inner container replacement, reducing waste and user cost, ideal for daily and on-the-go makeup use.

Premium look at lower cost: the innovative middle ring design upgrades visual appeal and brand recognition while cutting manufacturing costs.

Precise fit and smooth user experience: the multi-dimensional positioning system ensures aligned, stable assembly with comfortable hand-feel and consistent performance.





AEROSOL SERVICE SP. ZO.O.

Hall 19- M18 - Poland

REUSO - SMART REUSE FOR EVERY SPRAY

www.aerosol.pl

DESCRIPTION

The Reuso is a reusable aerosol applicator that makes circular packaging practical and intuitive, redefining aerosol sustainability. Instead of redesigning the entire aerosol, the Reuso focuses on the part that can **easily be changed** today – the **applicator**. **Durable, detachable, and reusable**, it gives consumers a simple way to reduce waste and take part in circular packaging. The Reuso features an innovative mechanism that allows switching between three positions: **locked, activated** (spray enabled), and **easy to remove**. Created to support upcoming PPWR requirements, the Reuso empowers consumers to actively participate in sustainability with every spray.

PRODUCT INNOVATION

The Reuso stands out by transforming the aerosol applicator from a single-use component into a durable, reusable system. Its key innovation is a **patented three-position mechanism** – **locked, spray, and detach** – combining **safety, precision, and intuitive reuse**. Unlike conventional applicators that are permanently fixed to the can, the Reuso **enables repeated use with multiple refills, reducing material waste without affecting performance**. Fully compatible with standard 1" aerosol valves, it **integrates into existing filling lines without industrial disruption**. By turning circularity into a simple user action, the Reuso **delivers technological innovation through design, usability, and scalability**.

CLAIMS & BENEFITS

Enables the reuse of a single applicator across multiple aerosol refills, significantly reducing single-use plastic and packaging waste. **Transforms aerosol packaging into a visible circular system**, helping shift consumer behaviour toward reuse and recycling. **Innovative three-position mechanism ensures safety** during transport and storage, precise application during use, and effortless removal for reuse. **Maintains consistent spray performance**, accuracy, and reliability across multiple product cycles. **Ergonomic, durable design improves handling comfort and long-term usability**. Improves **recyclability efficiency** by allowing clean separation of plastic applicators and metal cans. Supports compact refill formats, **reducing transport and storage volumes and lowering associated CO₂ emissions**. Compatible with standard 1" aerosol valves, **enabling wide application across personal care, household, and pharmaceutical products**. Requires no changes to existing filling or sealing lines.





KONIRICA COSMETICS

Hall 20 – A24 - Korea

OVERNIGHT SELF TANNING HYDRATING MOISTURIZER

www.koniricacosmetics.com

DESCRIPTION

This is an **overnight self-tanning hydrating moisturizer with a clean, modern aesthetic and over 98% natural-origin**. Built on a hybrid gel-milk base, it **blends DHA and erythulose, a natural keto-sugar, to deliver a visible, even, and long-lasting tan with first results in 6 hours**. Jellyfying agents create a weightless, slippery application with vanishing hydration, while **meadowfoam oil, squalane and an emulsifier texturizing matrix** form an extreme moisturizing complex for prolonged comfort and care benefits. The transparent to semi-clear formula looks fresh in packaging. It is designed for consumers seeking an effortless, streak-free self-tan with skincare-level hydration.

PRODUCT INNOVATION

The innovation lies in its architecture rather than a single claim. **A transparent hybrid gel-milk system allows self-tanning actives to perform without heavy emulsifiers, delivering a clean, modern look and a weightless skin feel rarely seen in self-tan formats**. The DHA is paired with erythulose to **control oxidation kinetics resulting in more uniform color development and extended tan longevity**. A tailored jellyfying complex creates **instant slip and rapid absorption**, while meadowfoam oil, squalane, and natural glycols provide **long-lasting hydration without residue**. The result is a self-tan engineered as skincare, not makeup

CLAIMS & BENEFITS

Visible self-tanning effect with natural-looking color development. First visible results within 6 hours. Even and long-lasting tan thanks to the DHA + erythulose (natural keto-sugar) system. Self-tan efficacy proven. Over 98% natural-origin formula.

Performance Benefits: Extreme hydration with long-lasting moisture retention; vanishing hydration effect leaves skin supple without heaviness; moisturizing complex with meadowfoam oil and squalane for comfort and skin barrier support.

Sensory Benefits: Weightless sensoriality with ultra-light skin feel; slippery, streak-free application for effortless spreading; non-sticky, fast-absorbing finish; soft, lightweight texture from natural lightweight agents.

Skin Benefits: Hybrid gel-milk base for enhanced performance and comfort; transparent to semi-clear appearance for a clean, modern visual identity; jellyfying agents combo ensures smooth glide and uniform distribution.





UA PACKAGING

Hall 20 – E7B - China

ALU AIRLESS

www.uapkg.com

DESCRIPTION

Premium packaging often relies on double-layer structures, yet conventional acrylic outer shells conflict with evolving material responsibility. UA reframed the double-wall concept as an architectural system rather than a decorative solution. By replacing acrylic with recyclable aluminum, the outer layer becomes an integral design element. Aluminum's adaptability enables refined finishes while reinforcing a timeless aesthetic language. This material shift preserves visual hierarchy, product differentiation, and perceived value, demonstrating how thoughtful design can align form, function, and material intelligence without altering cost or compromising brand positioning.

PRODUCT INNOVATION

Instead of relying on the heavy plastic components traditionally used to convey luxury, the design replaces them with recyclable aluminum, delivering both environmental responsibility and elevated tactile quality. The metal outer layer functions as a durable, expressive shell while supporting refined finishes associated with high-end packaging. Combined with a refillable system, the product extends its lifecycle and reduces material waste without sacrificing perceived value. This approach challenges category conventions by proving that sustainability, premium feel, and commercial feasibility can coexist within a single packaging solution.

CLAIMS & BENEFITS

Within its category, the product delivers a balanced set of aesthetic, functional, and strategic benefits.

The aluminum-based double-layer structure enhances perceived quality and tactile experience while ensuring global recyclability. Its durable outer shell protects the inner container and supports refined decorative techniques, enabling brands to achieve clear product differentiation with a timeless visual language. At the same time, the material choice aligns with evolving sustainability expectations without increasing costs, allowing brands to upgrade premium expression while maintaining commercial feasibility and long-term market relevance.





YUYAO JINYI PLASTIC INDUSTRIAL CO.,LTD

Hall 20 – B7-C8 - China

LIQUID BLUSH BOTTLE

www.jy-sprayer.com

DESCRIPTION

The bullet-shaped blush packaging eliminates the need for an extra cap by adopting a twist-click mechanism to achieve sealing and unlocking, replacing traditional opening methods. The base uses high-resilience silicone material; pressing it creates an internal pressure difference that dispenses the product precisely. This design fundamentally solves the three common issues of "messy application, difficulty in dosage control, and lost caps," while delivering a smooth user experience through the intuitive "twist-press-apply" interaction, combining practicality with fun.

PRODUCT INNOVATION

We capture the deeper needs of beauty consumers: pursuing "lightweight design + clean application + engaging interaction." They seek functional packaging, freshness and ritual in the user experience.

CLAIMS & BENEFITS

Foundation, liquid blush, essence all can use.





SHINKWANG M&P

Hall 19 – L8A - Korea

GAS-FREE AIR COMPRESSION SPRAY

www.skchem.net

DESCRIPTION

It is a gas-free, air-compression, continuous-spray packaging solution designed for skincare, disinfectant, and functional cosmetic formulations. Made from recyclable PCR PET and PP materials, it offers a safer and more sustainable alternative to conventional aerosol systems. Inspired by the question, 'Why must spray packaging rely on gas?', the concept re-engineers atomisation through mechanical air pressure, enabling smooth 360-degree spraying. Air Mist reduces regulatory complexity, improves recyclability, and provides cost-efficient production compared to gas-filled systems.

PRODUCT INNOVATION

The Air Mist differentiates itself by eliminating gas propellants from spray packaging and replacing aerosol systems with mechanical air-compression technology. It delivers a continuous fine mist without pressurization, enhancing safety and reducing regulatory complexity. Constructed with recyclable PCR PET and PP materials, it supports sustainability through a simplified material structure. The system enables 360-degree spraying, including inverted use, ensuring reliable performance. Interchangeable applicator tips expand the functionality beyond traditional mist delivery. From a consumer perspective, the packaging feels entirely new and innovative, with highly praised spray power and smooth performance, creating a surprising and memorable user experience.

CLAIMS & BENEFITS

Safe for carry-on during air travel. Provides a continuous fine mist performance. It delivers a uniform, ultra-fine spray for even application (360° spray functionality). It is effective even when used upside down. It is gas-free and non-pressurised for safety. It eliminates the flammability risks associated with aerosol products. Provides an enhanced sensory experience. It provides a refreshing, lightweight mist with consistent spray strength. It is made from sustainable, recyclable materials (Recyclable post-consumer recycled, PCR PET and PP materials). It is a cost-efficient alternative to aerosols. It maintains performance without the need for gas-filling processes. The formula does not come into direct contact with gas, reducing the risk of contamination or degradation and ensuring product safety. The packaging is innovative and visually distinct. It creates a unique and surprising user experience that consumers recognise positively.





LIBO COSMETICS CO., LTD.

Hall 18 – G12 - Taiwan

ECO-PIVOT DUO LIPSTICK

www.libocosmetics.com

DESCRIPTION

Designed for the eco-conscious urbanite, this dual-ended lipstick features a modular system: swap ends between various shades or a dustproof cap. Crafted from sustainable PETG and premium aluminum, it minimizes plastic waste through its refillable, long-life design. Inspired by the "Minimalist Nomad" lifestyle, it solves the bulkiness of traditional makeup bags. It is targeted at fast-paced commuters and sustainability advocates seeking versatile, high-performance beauty products. This innovation bridges the gap between functional portability and ethical luxury.

PRODUCT INNOVATION

The Eco-Pivot introduces a revolutionary modularity that transforms lipstick from a disposable item into a permanent personal accessory. Its core innovation is the precision-engineered "Poka-yoke" (error-proofing) aluminum mechanism, which ensures a seamless and intuitive refill process that prevents accidental damage to the product. Unlike traditional plastic lipsticks, our specialized locking system allows fully customizable Logo embossing, encouraging brand loyalty and long-term reuse. By combining this rare mechanical tactile with a 100% recyclable mono-material potential, the Eco-Pivot eliminates the "single-use" mindset, drastically reducing plastic waste through a sophisticated, lifetime-use design.

CLAIMS & BENEFITS

Eco-Efficient Versatility: the modular dual-ended system allows users to carry two shades or a mix-and-match cap in one compact wand.

Waste Reduction: through its high-quality refillable design, the product significantly minimizes plastic waste, encouraging a "lifetime-use" habit over disposable alternatives.

Precision Sensory Experience: the premium aluminum construction provides a satisfying, high-end tactile weight and a crisp "click" sound during assembly.

Travel-Friendly Convenience: its slim, multi-functional design optimizes space in makeup bags, making it the perfect solution for minimalist travellers.

Durable Sustainability: utilizing robust PETG and aluminum ensures the product remains scratch-resistant and functional for years.

Customized Identity: the unique locking mechanism supports personalized logo embossing, fostering a deeper emotional connection between the user and their sustainable accessory.

LIBO





TOSLA D.O.O.

Hall 20 – C44 - Slovenia

MULTIVITAMIN LONGEVITY

www.toslanutricosmetics.com

DESCRIPTION

The Multivitamin Longevity is a daily 15 ml advanced liquid supplement shot targeting healthy ageing, uniting astaxanthin, ergothioneine, CoQ10, taurine, magnesium, vitamins D3, K2, C, and a complete B-Complex. The high-absorption format targets mitochondrial performance, cellular protection, cognition, immunity, skin vitality, and metabolic balance. This tasty, red-orange flavored formulation is created for daily use. The Multivitamin Longevity brings clinically proven ingredients to an elegant, convenient and tasty ritual—delivering comprehensive support for energy, recovery, and visible wellbeing.

PRODUCT INNOVATION

This is a first-in-category synergy combining ergothioneine, astaxanthin and CoQ10 with taurine, magnesium, vitamins D3 K2 C and a full B-Complex in a stabilized 15 ml daily dose. Its high bioavailability, single-dose compliance and multi-pathway action on mitochondria oxidative stress neuromodulation and collagen are outperforming fragmented capsule stacks. An innovative antioxidant pairing with protective formulation techniques for labile actives in combination with a rich red-orange flavor experience is creating healthy indulgence. The concept aligns with macro-trends of the industry addressing biohacking hybrid beauty-wellness and performance micro-dosing delivering a holistic multivitamin longevity solution that bridges beauty performance and preventative health in one precise daily.

CLAIMS & BENEFITS

Skin and Beauty: supports collagen formation for firm, smooth skin (Vit. C); helps maintain hair, skin, nails (Biotin, Zinc, Copper); provides antioxidant photoprotection support (Astaxanthin).

Energy and Performance: supports energy metabolism and reduces fatigue (B-Vitamins, Magnesium, C); supports mitochondrial function and recovery (CoQ10, Taurine).

Immunity and Inflammatory Balance: supports normal immune function (Vit. C, D3, B6, B9, B12, and Zinc); provides cellular antioxidant defense (Ergothioneine, Astaxanthin, CoQ10).

Cognitive and Emotional Wellbeing: supports psychological function and neurotransmitter balance (B-Complex, Magnesium); promotes relaxation/sleep quality support (Magnesium, Taurine).

Cardiovascular and Cellular Health: supports heart function and normal blood pressure (CoQ10, Magnesium); supports calcium balance and arterial flexibility (D3-K2); contributes to DNA protection from oxidative stress (C).





UDN PACKAGING CORP.

Hall 20 – E1B - China

7TH GENERATION ONE-PIECE TUBE™

www.udnpack.net

DESCRIPTION

The 7th Generation One-Piece Tube™ is UDN's latest sustainable cosmetic packaging solution. Engineered to significantly reduce plastic usage, it maintains performance and user experience. Through seven generations of structural optimization, the tube integrates the body and shoulder into a single-piece design, minimizing material consumption and simplifying recycling. Developed for skincare, sun care and personal care products, it responds to growing consumer demand for eco-conscious packaging without compromising functionality, aesthetics or market readiness.

PRODUCT INNOVATION

The innovation of the 7th Generation One-Piece Tube™ lies in its advanced one-piece structure, designed to achieve up to 51% plastic reduction compared to conventional multi-component tubes. By eliminating unnecessary components and optimizing wall thickness, the design preserves structural integrity and dispensing performance. Its mono-material approach embeds sustainability directly into the packaging architecture, making environmental responsibility an inherent function rather than an added feature.

CLAIMS & BENEFITS

Claims and benefits:

Up to 51% plastic reduction versus traditional tube structures.

One-piece construction reduces material complexity. **Mono-material design** supports recyclability.

Lower carbon footprint through material optimization. Maintains **tube strength and sealing performance**. **Compatible with existing filling and capping lines**. **Smooth squeezing and controlled dispensing**.

Suitable for **skincare, sun care and personal care applications**.





ANHUI LIKUN PACKAGING TECHNOLOGY CO.,LTD.

Hall 28 – A19 - China

80G REFILLABLE CREAM JAR

www.likunpackaging.com

DESCRIPTION

This LK1-MS152 80G glass cream jar is a skincare packaging product that balances premium texture, functionality, and practicality.

PRODUCT INNOVATION

The large calibre simplifies the filling process for semi-solid products like creams and scrubs, reducing production time and labor costs. It also makes post-use cleaning easier, supporting eco-friendly refill programmes. Once the product has been used up, the sturdy glass jar can be repurposed to store jewellery, cotton pads or DIY skincare products, thereby extending the brand's presence in consumers' daily lives.

CLAIMS & BENEFITS

Versatile application: As well as facial creams, it can also be used for body scrubs, body lotions, cleansing balms, solid perfumes, and other solid/semi-solid skincare products, offering a wide range of uses.

Dual sealing: The PP inner disc and ABS+PP outer cap form a dual sealing structure, effectively preventing leakage and volatilization of contents and maintaining product freshness.

Customizability: The jar body can be printed with brand logos, product information, usage instructions, and more (such as the "GLASS CREAM JAR" and applicable category labels in the image), helping brands to create a unique visual identity.





EFA PACKAGING INDUSTRIAL CO., LTD

Hall 20 – D7-E8 - China

A COSMETICS PACKAGING WITH STIRRING FUNCTION

www.efapack.com

DESCRIPTION

This product has a stirring function designed specifically for bulk cosmetic products. We used to notice that the bulk in cosmetics had **problems with water and oil separation and uneven color**, causing trouble for consumers. Nowadays, **simply pressing the button on the top of the product can solve these problems!** When the button is pressed, the spiral and spring components drive the mixing ring in the bottle to rotate at high speed, thoroughly mixing the ingredients. The button conforms to an **ergonomic design**, also full of smooth pressing sensation, is very easy for **single-handed operation** and creates a better lip makeup effect.

PRODUCT INNOVATION

Functional innovation: It contains an internal, **press-type stirring structure**. The first link to the "press" and "stir" functions. Just one press solves the problems of sedimentation and layering completely.

Spring collaborative reset system: The design ensures **accurate and synchronous transmission and reset of the stirring ring and button**. The compact structure runs quietly.

Added value: **Single-handed control**, entertainment and relaxation coexist with practicality and novelty.

As a cosmetic packaging innovation, 'active protect bulk' instead of 'passive storage bulk' provides a point of difference and increases the premium value.

CLAIMS & BENEFITS

As a cosmetic packaging product, this time we are launching one that precisely addresses pain points: traditional lip cosmetics have sedimentation and layering problems and need to be stirred manually before use. The product has the following features: **Outside: product size $\phi 21\text{mm} \times H107.8\text{mm}$; the press button on the top is designed with ergonomics in mind, providing a smooth pressing feel.** It also has the functions of relaxation and entertainment.

Inside: innovated by incorporating a **mechanism that combines pressing and stirring functions**. The functions of this product can thoroughly mix and blend the material formulation, preventing oil and water separation, also could allow the ingredients to fully display better colors, create a better makeup effect for users.

Materials: PETG - Excellent light transmittance and plasticity, meeting various customization requirements, with **strong chemical resistance and stability**.





ANJAC HEALTH & BEAUTY

Hall 15A – A8-B7 - France

WHIPPED HYDRATING GEL BALM

www.anjac.com

DESCRIPTION

The Whipped Hydrating Gel Balm is the ultimate answer for consumers seeking feather-light yet intensely caring textures. This on-trend whipped gel-balm features a unique, airy mousse texture that feels as fresh as a gel and as cocooning as a balm, melting instantly into the skin. Enriched with Hyaluronic Acid, it delivers triple action: deep hydration, comforting nutrition, and reinforced skin barrier. With every application, the skin is left feeling soft, plumped, and radiant, wrapped in a new-generation cloud texture that redefines daily care.

PRODUCT INNOVATION

The Whipped Hydrating Gel-Balm stands out with its ultra-sensorial whipped texture powered by Anjac Airflow technology. This airy, mousse-like structure is obtained without any propellant gas, silicone or elastomer. Upon application, the rich, cushiony touch breaks into a fresh, watery, ultra-lightweight texture delivering triple action: deep hydration, nourishing comfort and a reinforced skin barrier. This innovation is backed by unique formulation know-how, dedicated industrial equipment and expert labs that secure long-term stability and lasting, on-trend sensoriality.

CLAIMS & BENEFITS

Claims and benefits:

Provides an intense and long-lasting feeling of hydration and nutrition.

Strengthens the skin barrier and forms a protective layer to prevent transepidermal water loss.

Instantly smooths the skin's texture, leaving it plumped and healthy-looking.

Leaves the skin feeling ultra-supple and comfortable.





ASQUAN GROUP LTD.

Hall 15A – A17 – Hong Kong

BONDI

www.asquangroup.com

DESCRIPTION

The Bondi is a patent-pending dispensing system engineered to solve the long-standing challenges of low-viscosity beauty formulations. Designed for liquid skincare and haircare products such as toners, micellar waters, and lightweight oils, it features a precision push-button mechanism paired with a vented nozzle to deliver smooth, controlled, and uninterrupted flow. Developed by Asquan's in-house design and engineering teams, the concept was driven by the need to eliminate spills, airlocks, and dosing inconsistency found in traditional pour formats. It meets consumer demand for clean, intuitive, mess-free dispensing.

PRODUCT INNOVATION

The Bondi redefines dispensing in the low-viscosity category through a patent-pending push-button activation system combined with a vented nozzle architecture. Unlike squeeze bottles or open pour spouts, it prevents airlock interruption and uncontrolled flow, ensuring precise, repeatable dosing with a single press. The system delivers consistent output without tilting, shaking, or excess force, significantly improving the user experience and reducing product waste. Engineered specifically for fluid formulations, the Bondi introduces a new standard for control, cleanliness, and reliability—bridging functional performance with premium design in a category historically underserved by innovation.

CLAIMS & BENEFITS

- Claims and benefits:
- Precise, controlled dispensing for low-viscosity formulas.
- Smooth, uninterrupted flow without airlock disruption.
- Reduced product waste through measured output.
- Clean, mess-free application.
- One-handed, intuitive push-button operation.
- No squeezing, shaking, or aggressive tilting required. Improved dosing consistency versus traditional pour bottles.
- Enhanced consumer confidence and ease of use.
- Suitable for skincare and haircare liquids.
- Leak-resistant dispensing design.
- Preserves formula integrity during use.
- Elevates the sensory experience through refined interaction





ANYA COSMETIQUES SRL

Hall 20 – A37 – Italy

COLORFILL

www.anya.it

DESCRIPTION

ColorFill is a colored scalp filler designed to visually reduce thinning areas and create the effect of hair density. The formula features a blendable texture that naturally complements hair color. Its purpose is to even out the contrast between skin and hair, improving appearance without invasive procedures. Intended for a grooming-conscious male audience, the ColorFill combines elegance and function, while the name evokes the idea of color and fullness, transforming an everyday gesture into an experience of care and confidence.

PRODUCT INNOVATION

The ColorFill combines aesthetics and skincare in a unique product, a rarity in the men's segment. The blendable formula combines natural pigments for immediate effect with functional active ingredients: Cosphaderm Tocopharin, a powerful antioxidant that protects the skin, and Follicusan, which supports follicle vitality. The stick allows for quick, precise, and discreet application, creating a natural result without visible residue. Designed specifically for the modern man, it combines effectiveness and elegance, transforming the coverage of thinning areas into a unique personal care gesture on the market.

CLAIMS & BENEFITS

Claims and benefits:

- Provides visible fullness in seconds.
- Evenly distributes thinning areas in one step.
- Creates a natural-looking, fuller appearance.
- Protects and enhances the scalp.
- Is quick and easy to use.
- Revitalises hair follicles and reduces hair loss.





COSMOSOL SRL

Hall 15A – A4 – Italy

FACE BRUME SPF 50+

www.cosmosol.com

DESCRIPTION

The Face Brume SPF 50 + reimagines sun protection as a sensory beauty ritual. An ultra fine aerosol mist delivers high UVA UVB protection in an invisible weightless veil that melts instantly into the skin. The formula combines broad spectrum UV filters with a pore refining blurring active to visibly smooth skin texture and enhance its appearance. Designed for effortless reapplication even over makeup the 50 ml aerosol packaging enables a touchless on the go gesture. Created for modern urban consumers, the Face Brume SPF 50 + answers a real unmet need for effective sun protection that feels light looks perfect and fits seamlessly.

PRODUCT INNOVATION

The Face Brume SPF 50 + introduces a new concept of “sun-nification”, where sun protection becomes an integrated beauty experience rather than a separate step. What makes it unique is the combination of very high UV protection with an immediate pore-refining, delivered through an ultra-fine aerosol mist. This dual performance transforms SPF reapplication into a skin-perfecting gesture, enhancing appearance while protecting from UV damage. The touchless, weightless application redefines consumer interaction with sunscreen, encouraging frequent use and meeting a real unmet need: high-performance sun protection that improves how skin looks and feels in everyday life.

CLAIMS & BENEFITS

The Face Brume:

Very high sun protection: SPF 50+ with broad-spectrum UVA/UVB protection.

UVA 5 protection for advanced defense against photo-aging.

Water resistant (WR), suitable for active and outdoor lifestyles.

Reapplicable over makeup without altering finish or texture.

Ultra-fine mist for even, homogeneous distribution.

Touchless application for fast, on-the-go use.

Pore-refining and skin-perfecting effect with immediate soft-focus appearance.

Invisible finish: no white cast, no sticky or greasy feel.

Lightweight and refreshing sensorially, ideal for frequent use.





NECOS SRL

Hall 18 – E10-F7 – Italy

MAMMAMIA!

www.necosgroup.com

DESCRIPTION

Blush. Re-designed. Not an emulsion, not a powder, not a gel: an innovative multi-phase, hybrid, manufacturing process going over the edges of the blushers as we are used to knowing them, so far. Further boosted by Necos Lumyll® Technology, the first performance delivered upon touching the pan is indeed leading whoever to shout “mammamia!”. Environmentally friendly (short INCI list, all ingredients sourced in Europe), fully vegan and microplastic free. Suitable to develop some other product categories, Mammamia! is just the first step of a brand new generation of iconic makeup formulations.

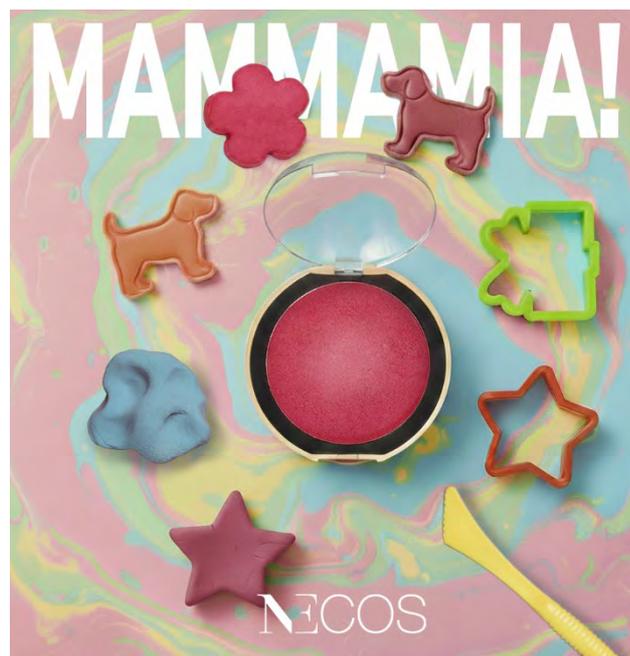
PRODUCT INNOVATION

The innovation mostly comes from the phases the manufacturing process is made of, aiming performances to join forces with sensoriality leading to a gamification of the user experience, which will be taken to her childhood when playing with modelling clay.

CLAIMS & BENEFITS

It is a unique sensory experience that requires the product to be touched.

In terms of performance, the product layer delivered is incredibly lightweight, blurring with just a few gestures and preventing an oily effect while offering efficient sebum control.





UCL CO., LTD

Hall 20 – A24 – Korea

[ACCOJE] ANTI-AGING VOLUME CAPSULE CREAM

en.accoje.com

DESCRIPTION

The Accoje Anti-Aging Volume Capsule Cream is a high-performance formula that combines a Jeju (South Korea) seaweed complex and peptides. Thanks to its MF Nano Base micro-capsule system, the cream protects the active ingredients and releases them upon application. Its rich yet silky texture provides firmness and care for wrinkles on mature skin.

PRODUCT INNOVATION

MF Nano Base micro-capsule delivery system:
Uniform dispersion structure within the cream for active ingredient stabilization.
Capsule breakage upon application for immediate ingredient release.
Dual functional design combining Jeju seaweed complex and peptides.
High-concentration texture engineered to minimize stickiness.
Pink volume capsule structure integrating performance and visual appeal.

CLAIMS & BENEFITS

Claims and benefits:
Improves skin elasticity.
Enhances skin volume and density.
Provides functional wrinkle improvement care.
Refines skin texture and smoothness.
Provides deep hydration and moisture retention.
Offers high-concentration, firm-adhering care.
Targets specific areas for anti-ageing care.
Revitalises and energises the skin.
Provides a soft, silky finish.
Minimises stickiness.





BIOSTILE D.O.O.

Hall 20 – B45 – Slovenia

LUX SHOWER OIL

www.biostileglobal.com

DESCRIPTION

The Lux Shower Oil is a premium oil-to-milk shower cleanser developed for dry to very dry body skin that needs more than basic washing. The formula combines grape seed and sunflower oils, a biomimetic ceramide complex, squalane, vitamin E, and soothing oat and calendula extracts. When mixed with water, the rich oil turns into a silky milk that rinses easily while leaving the skin soft and comforted. The name "Lux" signals luxury and premium quality, positioning the product as a "spa at home" experience. The lychee and berries fragrance delivers a luxury experience for daily body care routine.

PRODUCT INNOVATION

The Lux Shower Oil introduces advanced oil to milk transformation technology that merges high plant oil nourishment with effective gentle cleansing. Unlike traditional shower gels that can strip the skin, this formula delivers a biomimetic ceramide complex, five ceramides plus cholesterol and phytosphingosine in skin identical ratios to actively support barrier function during cleansing. Antioxidant rich grape seed oil polyphenols and vitamin E provide oxidative protection while squalane ensures a non greasy, satin finish suitable year round. The modern lychee-berries fragrance elevates the sensory experience and the 150 mL ECO HDPE pump bottle ensures hygienic controlled dosing that transforms daily showering.

CLAIMS & BENEFITS

It is specifically formulated for dry to very dry skin and is suitable for the 30+ and 50+ age groups. Its non-comedogenic profile makes it suitable for oily body skin.

Performance benefits: reduces feelings of dryness and roughness; supports compromised barrier function; helps protect against oxidative stress from UV and pollution; calms irritation and redness.

Sensory benefits: luxurious oil-to-milk transformation creates spa-like sensory experience; rich, pampering texture that doesn't feel heavy or greasy; satin, non-greasy after-feel on skin; easy rinse-off without residue; smooth, silky skin finish immediately after showering.

Technology & Formula: oil-to-milk cleansing technology for gentle yet effective cleansing; high content of nourishing plant oils; biomimetic five-ceramide complex in skin-identical ratios; botanical soothing system with oat and calendula extracts; free from parabens, silicones, and synthetic colorants.





NEXDOT

Hall 18 – F15 – France

PARELUX®

www.nexdot.fr

DESCRIPTION

The PARELUX®, based on quantum dots (Nobel Prize in Chemistry 2023), is the first solution capable of blocking UV rays and blue light while keeping transparency of semi-permanent/gel nail polish bottles. This innovation, as a transparent lacquer applied to the outer surface of the glass bottle, reveals the product inside. Consumers can finally choose their shade at a glance and observe its evolution over time, just like with traditional nail polishes.

PRODUCT INNOVATION

Currently, the market does not offer any aesthetically transparent solution that effectively protects semi-permanent/gel nail polishes from UV and blue light. Accordingly, such formulations are always packaged in opaque bottles to prevent light-induced polymerization. PARELUX® makes transparency compatible with formulation protection, allowing users to visually inspect the product directly in the bottle without opening it or consulting a color reference, thereby simplifying and enhancing the user experience.

CLAIMS & BENEFITS

The first UV-protective lacquer to ensure bottle transparency. This is the first solution on the market to provide UV protection without making the bottle opaque.

Claims and benefits:

A simplified, practical and intuitive consumer experience: **the fully transparent bottle streamlines the purchasing journey and daily use.**
Instant product visibility at purchase: **allows consumers to select their semi-permanent/gel nail polish shade at a glance, eliminating the need to consult a colour reference or open the bottle.**

Direct quality control of the product over time: **enables observation of product evolution and remaining quantity in real time, just like traditional nail polish.**

Distinctive and visually appealing design: **transforms the bottle into a premium design object for consumers.**





BEAUTYCROMIA SRL

Hall 20 – B61-C58 – Italy

THE BEAUTY SPHERE SERUM

www.beautycromia.com

DESCRIPTION

Break the sphere. Power the glow. The Beauty Sphere is a premium bi-phase priming serum designed to transform your daily routine into a playful, eye-catching ritual. At its core, a bubble-gum pink sphere infused with Japanese indigo extract becomes an iconic detail where science meets pop beauty. With a simple shake, the sphere breaks into micro-particles that float within the serum before slowly reforming, creating a continuous visual loop that anticipates performance. The texture blends the nourishment of an oil with the lightness of a serum, delivering instant elasticity, glow, and vitality.

PRODUCT INNOVATION

The Beauty Sphere Serum redefines priming skincare through a bi-phase design that fuses performance, play, and visual storytelling. Its signature bubble-gum pink sphere, infused with Japanese indigo extract and crafted by precisely balancing the density of each liquid phase, is suspended within an oil-infused, serum-light texture. With a simple shake, the sphere breaks into micro-particles that visibly disperse, then slowly reform—creating a dynamic, looping ritual that signals activation and efficacy. The formula delivers instant elasticity, glow, and vitality while transforming application into an iconic, sensorial experience where science meets pop beauty.

CLAIMS & BENEFITS

Suitable for all skin types. Powered by a special algae extract rich in vegetal taurine, **this priming serum helps revitalize and energize fatigued-looking skin, boosting elasticity, radiance and vitality.**

It's infused with Japanese indigo extract to help soothe and protect the skin. It prepares and primes the skin for make-up application. The bubble-gum pink core creates an unforgettable experience, while its oil-infused, serum-light texture enhances overall skin vitality in one **uplifting step.** It transforms daily skincare into a playful, visually engaging ritual. **It doesn't contain artificial colorants—the pink hue of the core comes from Japanese indigo.**





COSMEWAX

Hall 18 – D22 – Spain

HYBRID SHAVING & CLEANSING BALM-STICK FOR DERMAPLANING

www.cosmewax.com

DESCRIPTION

This is a solid, vegan balm (97% natural origin) designed for precision dermaplaning and facial shaving. It transforms into two sensorial phases: first, it melts into a silky veil that ensures smooth glide and protection; with water, it turns into a light milky texture that facilitates shaving and gently cleanses, leaving skin soft and radiant. Enriched with soybean, almond, jojoba, and chamomile oils, it nourishes and soothes even sensitive skin. Bisabolol helps calm irritation and strengthen the skin barrier. A hybrid ritual that combines shaving and cleansing in one simple, effective step.

PRODUCT INNOVATION

This Hybrid Shaving & Cleansing Balm-Stick redefines the dermaplaning ritual by merging skincare, shaving, and cleansing in a solid, waterless format – a pioneering concept in its category. Its lipo-soluble, silicone-free base ensures superior glide and protection without water, while its transformative texture – from solid to milk upon activation with water – turns a technical step into a sensorial, purifying experience. In the age of eco-tech minimalism, this product represents the next generation of smart hybrid skincare: efficient, sustainable, emotionally engaging, and beautifully simple.

CLAIMS & BENEFITS

Our product combines shaving precision and gentle cleansing in one effortless ritual.

Smooth glide and precision control: minimizes friction and the risk of cuts thanks to its melting texture; transforming texture, turns into a light milky cleanser upon contact with water, for effortless shaving and purified skin.

Skin comfort and barrier protection: reduces redness and tightness post-shave; instant luminosity / silky finish; delivers immediate glow and lasting softness.

Non-comedogenic and residue-free: absorbs quickly without clogging pores.

Waterless and sustainable luxury: concentrated performance, vegan and 97% natural origin.





KOSMETIKAL SRL

Hall 18 – A60-B61 – Italy

COMBINER SKINCARE PALETTE

www.kosmetikal.it

DESCRIPTION

Modular and portable skincare palette designed as a complete routine in a compact format for those who travel and live on the go. The four detachable and refillable pods allow for targeted refills reducing environmental impact and offering the possibility to create a customized palette according to the needs of the skin combining favourite products. It includes a cleansing balm that removes make up and impurities while nourishing the skin a semi solid serum that turns into a light fluid with a lifting effect, a moisturizing, rebalancing and repairing jelly cream and a transparent SPF 50 sunscreen with UVA UVB.

PRODUCT INNOVATION

The innovation lies in integrating a complete skincare routine into a modular, compact, and portable solid format, combining sustainability, customization, performance and functional design. Detachable and refillable pods enable selective refills, routine customization, and significant waste reduction. This system offers a practical alternative to single-dose formats in the hospitality sector, which will face progressive restrictions from 2030. Formulas feature evolutionary textures that transform upon contact with the skin, ensuring high sensoriality and effectiveness. Production is optimized through serial pod filling and final assembly, enhancing industrial efficiency and providing flexibility in product range and customization.

CLAIMS & BENEFITS

The product offers a complete, effective, and portable skincare routine, designed to ensure continuity of treatment even when on the go. The cleansing balm removes makeup, impurities, and lipid residues while respecting the hydrolipidic film, with a nourishing and emollient action.

The semi-solid transforming serum melts into the skin, becoming a light fluid, giving an immediate lifting effect and a feeling of freshness.

The face cream with an evolving texture changes from gel to cream, deeply moisturizing, supporting the skin barrier, and improving skin smoothness.

The transparent and comfortable SPF 50 sunscreen effectively protects against UVA/UVB rays without leaving visible residues.

The modularity of the system allows for customization, selective refilling, and waste reduction, while the solid format ensures stability, practicality, and packaging optimization.





COLEP CONSUMER PRODUCTS

Hall 15 – E28-F27 – Portugal

SKIN SYNC CLEAN SLATE MAKE-UP REMOVER PAD WITH DERMAPAD TECHNOLOGY

www.colep-cp.com

DESCRIPTION

The Clean Slate Make-Up Remover Dermapad is a disruptive aerosol-to-pad technology that merges formula and applicator into one intelligent system. Dispensed as snow-like foam, it transforms into a soft, cotton-like pad through precision aerodynamics and polymer structuring. Powered by a gentle, biodegradable, sulfate-free surfactant and a sustainable plant-based humectant blend, it dissolves makeup and impurities while leaving skin clean, soft, and hydrated. Suitable for all skin types, it meets modern on-the-go cleansing needs while reducing reliance on disposable wipes and traditional cotton pads.

PRODUCT INNOVATION

The Clean Slate Dermapad unveils breakthrough aerosol-to-pad technology, transforming into a cotton pad directly in the palm of your hand. Powered by precision aerodynamics and advanced polymer interactions, it delivers a controlled, Ice-Foam-to-Pad transformation. This disruptive tech forms solid cotton pad-like structures, infused with a cleansing essence, allowing immediate makeup removal without the need for products or tools. A game-changing fusion of smart delivery, instant texture creation and high-performance makeup removal; bringing next-level results and an entirely new skin experience in one revolutionary step.

CLAIMS & BENEFITS

- Ice-foam-to-pad breakthrough technology.
- Controlled dosing for consistent performance.
- Helps to remove makeup and daily pollution gently.
- Suitable for all skin types, including sensitive skin.
- Leaves skin clean, soft, and comfortable.
- Works to refresh and brighten skin while on the go. Biodegradable.
- Premium sensorial, cooling sensation, soft “cotton-touch” feel.
- Reduces reliance on single-use wipes and multi-step routines.





B. KOLORMAKEUP & SKINCARE S.P.A. SB BENEFIT CORPORATION

Hall 15 – A2-C1 – Italy

SOAP TINT DRAMACREAM LIP&CHEEK STAIN

www.bkolormakeup-skincare.com

DESCRIPTION

A colour that feels like nothing, a freshness that feels like everything. The Soap Tint is a next generation gloss stain formulated as an ultra light emulsion that redefines lip and cheek color. Free from the typical waxy or sticky feel, its texture echoes the fluid sensoriality of liquid hand soap, releasing a surprising sensation of freshness combined with soft emollient. The formula glides on effortlessly transforming into a sheer yet long-lasting and vibrant stain with a natural glow glassy finish. Encased in a portable vial, the packaging elevates the product to become a functional design accessory.

PRODUCT INNOVATION

The Soap Tint challenges the conventional stain category typically dominated by watery fast drying and often uneven formulas. Instead, it is designed as a true emulsion cream delivering a perceivable sensorial journey from a soft, cushiony cream to a water like break then setting into a thin luminous highly adherent veil.

CLAIMS & BENEFITS

The formula is designed to deliver a uniquely refined sensorial experience, combining an immediate sensation of freshness with a soft, cushion touch.

Upon application, the texture glides effortlessly, creating a silky, weightless feel that avoids any sticky, greasy, or heavy residue.

As the product transforms, it leaves behind a thin, luminous veil that enhances natural radiance while maintaining exceptional comfort.

The finish feels breathable and flexible, adapting seamlessly to skin and lips.

Beyond aesthetics, the texture contributes to a lasting perception of hydration and smoothness, helping preserve softness and wearability over time.

The result is colour that feels imperceptible, yet sensorially engaging and comfortable throughout the day.





APTAR BEAUTY

Hall 18 – C19 – France

ASTREA

www.aptar.com

DESCRIPTION

Discover the Astrea Airless, Aptar Beauty's latest innovation in luxury skincare packaging. This recyclable, airless glass dispenser combines high-performance protection with an elegant design, making it ideal for dermocosmetic brands seeking prestige and sustainability. The Astrea Airless is the perfect solution for brands looking to elevate their packaging with sustainable luxury, technical excellence, and custom design flexibility.

PRODUCT INNOVATION

The Airless Glass Dispenser for premium and sustainable brands.

The Astrea is a glass airless dispenser that protects your formulas while offering a premium and sustainable alternative by reducing plastic waste. Designed for skincare and cosmetic applications, it features a high-precision PE piston system housed in a transparent Type 3 tubular glass body for optimal product protection and smooth, consistent dispensing.

CLAIMS & BENEFITS

The Astrea is an airless dispenser made of glass that provides the best formula protection, a smart design and low carbon emissions.

It is ideal for brands looking for high-performance packaging with the look and feel of glass.





ART COSMETICS

Hall 15 – A14-B09 – Italy

CRYO BLUR WATERCLOUD SETTING POWDER

www.artcosmetics.it

DESCRIPTION

The Cryo Blur is a revolutionary talc-free loose powder that feels as fresh as a mist and as light as air combining performance make-up with a responsible formulation approach. Its unique dual-phase system incorporates 33% active water-gel directly into the powder structure delivering a comfortable and mattifying blurring effect. The ultra-fine texture melts onto the skin providing an immediate cooling sensation while remaining impalpable. Infused with Artcosmetics Biothox³ Technology, a triple-action complex inspired by in-clinic lifting procedures, it supports collagen synthesis, enhances contours, and smooths expression lines.

PRODUCT INNOVATION

The Cryo Blur is an innovative loose powder with a formula made of 97% ingredients of natural origin, talc-free, silicone-free and microplastics-free. Its breakthrough dual-phase system incorporates a high percentage of jellified water directly into the powder structure through an absorption process. This innovative technology, not only enhances sensorial comfort — creating a silkier less powdery and fluid like texture — but also enables the inclusion of water soluble actives within a loose powder format. By expanding formulation possibilities while reducing reliance on conventional fillers, the Cryoblur delivers a more responsible, high performance alternative combining sustainability, advanced science and superior user experience.

CLAIMS & BENEFITS

Make-up Performance: silkier, thin and fluid-like texture thanks to jellified water absorbed into the powder structure, for a comfortable mattifying effect without dryness; instant soft-focus and blurring of imperfections; long-lasting wear, without flashback.

Skincare Potential: dual-phase system enables the inclusion of water-soluble actives in a powder format, expanding formulation possibilities; actives and water can support hydration despite having a formula in powder format.

Sensorial Benefits: immediate cooling and refreshing sensation upon application; ultra-fine, airy, cloud-like texture; lightweight, impalpable finish with improved skin feel; it dresses skin with a silky veil.

Sustainability Benefits: 97% ingredients of natural origin; talc-free, silicone-free, microplastics-free, vegan; cold-process manufacturing process that reduces energy consumption; short INCI approach to minimize complexity and waste during production; sustainable sourcing of selected raw materials.



artcosmetics



COSMOPROJECT S.P.A.

Hall 15 – C18-D17 – Italy

GLOWITY – LIQUID TO TISSUE MASK

www.cosmoproject.it

DESCRIPTION

The Glowity is an advanced liquid cream that transforms into a soft, invisible tissue mask with a chewy, elastic texture and ultra mild peel off removal. Formulated with collagen boosting proteoglycans and cutting edge exosomes, it delivers renewing benefits a healthy glow and an instant glass skin effect. Its biomimetic gelling system and high refractive lipids form a breathable second skin film that enhances active ingredient penetration without stripping or irritation. The Glowity merges tissue mask efficacy with a playful, DIY peel-off ritual reinventing the mask experience.

PRODUCT INNOVATION

The Glowity redefines the face mask category by introducing a Liquid to Tissue treatment that creates a middle ground between professional skincare performance and home rituals. Its Non Invasive Metamorphosis technology transforms a liquid formula into a soft elastic film reinventing the peel-off experience through a gentle removal ritual. It addresses three key modern needs: barrier safe renewal through soft removal instant visual transformation via high refractive lipids that deliver a glass skin effect and pro aging performance powered by exosomes and proteoglycans. By combining advanced regenerative ingredients with a playful liquid to solid transformation, the Glowity establishes a distinct user experience.

CLAIMS & BENEFITS

Skin Type: suitable for all skin types, including sensitive and reactive skin; barrier-safe thanks to ultra-mild, non-aggressive removal.

Primary Skin Concerns: dullness and uneven radiance; loss of elasticity and firmness (sagging); fine lines and early pro-aging signs; dehydration; compromised skin barrier.

Performance Benefits:

Blumping: supports skin density and bounce;

Brightening: enhances luminosity and healthy glow;

Moisturizing: helps maintain hydration and skin comfort;

Glass-Skin Effect: delivers an instant smooth, polished, high-shine appearance.





MARCHESINI GROUP S.P.A.

Hall 19 – A9 – Italy

SMART DOSING, ZERO WASTE

www.marchesini.com

DESCRIPTION

This control device, first checks the empty bottle, and then the same filled one, ensuring precise quality control and reducing material waste.

It is designed for cosmetic companies seeking reliable products while optimizing both costs and sustainability.

The idea comes from the need to reduce an average waste of about 3 grams per bottle, with immediate benefits in efficiency.

PRODUCT INNOVATION

The innovation lies in integrating the dosing and weight-control system directly inside the automatic machine for the cosmetics sector, while maintaining high ergonomic standards and unchanged line speed and performance. This technology allows extremely precise checks without slowing production. The internal integration removes external devices, reduces material waste, and increases overall efficiency. The result is an advanced solution combining quality, sustainability, and reliability, fully aligned with the evolving needs of the cosmetic market.

CLAIMS & BENEFITS

Highly accurate dosing ensures the exact amount of product in every bottle.

Integrated weight control that reduces waste and eliminates the risk of overdosing.

Optimization of production costs thanks to lower scrap rates and more efficient resource usage.

Preservation of line speed and performance without any impact on production pace.

Removal of external devices makes the process simpler, safer, and requires less maintenance.

Greater process sustainability through reduced material consumption and more rational resource management.

Strengthened quality control with continuous checks integrated directly into the production flow.

Full traceability through data export of every individual product weight.





COSMAX

Hall 15 – B6-C9 II A10-B5 – Korea

MAXPACE (AUTOMATED PERSONALIZED COSMETICS MANUFACTURING SYSTEM)

www.cosmax.com

DESCRIPTION

The MaXpace is an automated manufacturing system that allows beauty brands to create personalized cosmetics at the point of experience. Using modular formulation cartridges, the platform supports skincare, foundation, and lip products within a single system. From precise ingredient dispensing and hygienic mixing to on-site completion, the MaXpace ensures consistent quality and operational reliability. Powered by the ShadeXense™ algorithm and a patent-pending formulation structure, consumer preferences are translated into tailored formulas in real time, directly connecting personalization with on-demand manufacturing.

PRODUCT INNOVATION

The MaXpace stands out with its modular, multi-formulation architecture, real-time personalization, and sustainable on-demand manufacturing model. Unlike conventional systems limited to a single formulation, the MaXpace produces skincare, foundation, and lip products simply by swapping modular cartridges within one standardized platform. By integrating the ShadeXense™ algorithm with a patent-pending prescription structure, consumer data is translated directly into production in real time, eliminating delays between recommendation and manufacturing. Operating on a made-to-order basis, the MaXpace reduces overproduction, inventory waste, and operational complexity while ensuring hygienic, consistent quality at the point of experience.

CLAIMS & BENEFITS

- On-demand creation of personalized cosmetic products.
- Immediate product manufacturing at the point of experience.
- Personalized color and formulation selection.
- Reduced decision fatigue through guided personalization.
- Freshly manufactured products with consistent quality.
- Transparent manufacturing process that enhances consumer trust.
- Engaging and interactive beauty experience.





HCT BY KDC/ONE

Hall 15 – E22-F21 II F24-G23 II F25-G26 – USA

AIRLESS PRECISION PEN

www.hctgroup.com

DESCRIPTION

The second-generation Airless Precision Pen is an elevated packaging solution designed for today's most advanced skincare and color formulas. It combines a monomaterial refillable airless pump with a custom-designed ZAMAC applicator featuring HCT's patented Cooling Tip Technology for a soothing, sensorial touch. Wrapped in a seamless full aluminum outer shell, it delivers an ultra-premium aesthetic that aligns perfectly with the functional-beauty movement – prioritizing efficiency, sustainability, and high performance in every detail.

PRODUCT INNOVATION

The Airless Precision Pen stands apart with its advanced airless technology, elevated materials, and sensorial design. Its fully sealed system protects sensitive formulas from oxidation and contamination while ensuring controlled, hygienic dispensing and exceptional product evacuation. The sleek aluminum shell flows seamlessly into a ZAMAC applicator featuring HCT's patented Cooling Tip Technology, delivering an ultra-luxury look, a soothing metal touch, and a natural cooling effect. Together, these elements create a refined, performance-driven packaging solution that enhances formula integrity and elevates the user experience.

CLAIMS & BENEFITS

Our product is **refillable** and **fully recyclable** (refill inner bottle).





KOLMAR KOREA

Hall 15 – B16-B21 – Korea

EXCELMETER TERRA VITA C SERUM

www.kolmar.co.kr

DESCRIPTION

High-concentration Vitamin C serums often experience gas generation due to temperature fluctuations, leading to increased internal pressure. This frequently results in minor leakage or abnormal pump discharge in conventional containers. To address these issues, this innovative solution combines advanced precision component design with Kolmar's expertise in formulation stabilization, achieving a new level of storage stability beyond existing packaging solutions.

PRODUCT INNOVATION

Technical Differentiation through Co-Development with Packaging Partners. "Pressure-Relief Smart Sealing" Structure Co-Developed with Kolmar: by analyzing the gas generation patterns of Vitamin C formulations, the structure was designed to effectively prevent external leakage while flexibly responding to internal pressure changes. Unlike previous-generation containers that were vulnerable to internal pressure, this product significantly reduces the likelihood of leakage during long-term storage through its pressure-sensitive design.

CLAIMS & BENEFITS

High-concentration Vitamin C serums often experience gas generation due to temperature fluctuations, leading to increased internal pressure.

This frequently results in minor leakage or abnormal pump discharge in conventional containers.

To address these issues, this innovative solution combines advanced precision component design with Kolmar's expertise in formulation stabilization, achieving a new level of storage stability beyond existing packaging solutions. Unlike previous-generation containers that were vulnerable to internal pressure, this product significantly reduces the likelihood of leakage during long-term storage through its pressure-sensitive design.





GEKA GMBH

Hall 15 – E2-F1 – Germany

SYMBIOSIS BOTTLES

www.geka-world.com

DESCRIPTION

The Symbiosis technology embodies the current trend towards sensory packaging solutions – delivering visual excitement and functional innovation. It is a groundbreaking approach that translates the process of insert moulding into insert blow moulding to produce bottles for dip-in make-up applications like mascara, lip gloss, or concealer. During manufacturing, a customized sleeve featuring individually designed windows is placed into a special blow mold. Then the inner bottle is blown directly through this sleeve. The result is a seamless fusion of components, forming uniquely shaped bottles with striking cut-outs.

PRODUCT INNOVATION

The Symbiosis represents an innovative, sensory product design featuring cut outs in various shapes and heights. Embossed, debossed and even designs are possible. It enables distinctive, elevated structures that were previously not achievable. At the same time, it supports a broad spectrum of material combinations for inner bottles and sleeves – entirely without additional adhesives or glues. It also makes sustainable mono material solutions possible, without compromising the design and even allowing lacquering to be eliminated.

CLAIMS & BENEFITS

Eye-catching and unique product design at the POS.

Packaging design technology for increased user experience.

The cut outs can be produced flush with the outside of the bottle or 3D embossed with different levels of heights to add a sensory feeling to end consumers.

Cut-outs with transparent inner bottles for easy buying decisions at the stores as different formula shades are showcased.

Different material combinations can be done i.e. plastic / metal / wood / paper sleeves, PP or PET inner bottles.

No need for additional adhesive or glue.

Further decoration processes can be added.

Sustainable mono-material solutions are possible without sacrificing the design.

Packaging solution with no category limits.

Possible to use for mascara packaging as well as lip, face, skin, or hair packaging solutions.





MPLUS COSMETICS SRL

Hall 15A – B2_A – Italy

FESTIVAL GLOW FOUNDATION

www.mpluscosmetics.com

DESCRIPTION

The Festival Glow Foundation is a lightweight, easy-to-blend fluid foundation that delivers a perfectly even, radiant complexion with excellent coverage and all-day comfort. Enriched with an advanced moisturizing complex of four hyaluronic acid types, it creates a three-dimensional hydration network for nourished, supple, and elastic skin. With 80.6% natural-origin ingredients, the formula balances performance and skin-friendly care, leaving a fresh, non-sticky, luminous finish. The Festival Glow Foundation meets the demand for flawless, hydrated, and naturally healthy-looking skin.

PRODUCT INNOVATION

The Festival Glow Foundation stands out as a next-generation fluid foundation combining high coverage with a lightweight, skin-like feel. Its advanced moisturizing complex of four hyaluronic acids forms a three-dimensional hydration network, delivering long-lasting comfort and suppleness. With 80.6% natural-origin ingredients and a vegan formulation, it balances clean beauty with high performance. The easy-to-blend, radiant formula ensures a luminous, non-sticky finish, while its travel-friendly packaging enhances usability. The Festival Glow Foundation meets modern consumers' demand for inclusive, skin-friendly, sensorial makeup, offering a flawless, healthy-looking complexion without compromising naturality or performance.

CLAIMS & BENEFITS

Delivers **natural-looking coverage** that evens skin tone and blurs imperfections.
Feels **breathable on the skin**, suitable for all-day use without heaviness.
Enriched with a complex of **four hyaluronic acids**, creating a **3D hydration network** for supple, elastic skin.
Balanced blend of oils and wetting agents **leaves a fresh, non-sticky glow**.
A **Film-forming agent** helps the makeup stay flawless throughout the day.
80.6% natural-origin ingredients, formulated to meet modern clean beauty expectations.
Designed for conscious consumers seeking cruelty-free, skin-friendly products suitable for a wide range of skin tones and types.
Fluid texture allows seamless blending with fingers, brush, or sponge for buildable coverage.
Combines **soft, silky texture** with natural finish for a luxurious, enjoyable application.





PIBIPLAST SPA

Hall 15 – F10-G9 – Italy

TWO WAY OPEN SYSTEM MASCARA

www.pibiplast.com

DESCRIPTION

The Two Way is an innovative mascara packaging system designed to simplify and enhance the everyday makeup gesture. Thanks to its dual-direction opening mechanism, the cap can be twisted either clockwise or counterclockwise, removing the concept of a “correct” opening direction. The opening gesture is immediate and natural, including for left-handed users, with no need for adaptation. Developed through a user-centric engineering approach, Two Way combines intuitive functionality, ergonomic comfort, and clean design, delivering a smoother, faster, and more inclusive experience.

PRODUCT INNOVATION

The Two Way introduces a dual-twist opening system that rethinks one of the most basic gestures in mascara usage. Unlike traditional packaging, which requires a specific rotational direction, the Two Way allows opening in both directions, adapting to the user’s instinctive movement. This intuitive mechanism enhances accessibility, ease of use, and daily comfort while reducing friction in the user experience. The innovation lies in combining mechanical simplicity with a strong experiential value, offering brands a clear, communicable functional difference that elevates perceived innovation without adding complexity to production or usage.

CLAIMS & BENEFITS

Dual-direction opening: twist right or left with no predefined direction; **faster, smoother, and more intuitive opening gesture.**

User-centric design that adapts to natural hand movement and **improved accessibility and inclusivity for a wide range of users.**

Enhanced daily comfort and ease of use.

Distinctive functional story, easy to communicate at shelf and online.

Compatible with multiple mascara formulas and applicator types.

Maintains standard filling, assembly, and production processes.

Reinforces brand perception through smart, meaningful innovation.

Immediate and intuitive opening, also suitable for left-handed users; ambidextrous, universal gesture with no predefined rules.

Enhanced inclusivity through the elimination of forced movements.





R&D COLOR SRL

Hall 20 – D51-E50 – Italy

SALT & CURL

www.redcolor.it

DESCRIPTION

The Salt & Curl is a lightweight styling spray designed to enhance the texture of wavy and curly hair, creating soft waves or defined curls with a natural, frizz-free finish. The formula combines seawater from Brittany and sea salt to boost shape and volume while maintaining a light feel. A styling ingredient delivers curl hold with conditioning benefits, supported by panthenol and an anti-frizz active to keep hair soft, hydrated, and controlled. Ideal for natural styling on damp hair before drying or to refresh curls between washes.

PRODUCT INNOVATION

The Salt & Curl stands out by combining hydrating seawater from Brittany and sea salt with a targeted styling system that enhances texture while maintaining a lightweight feel. The formula delivers soft waves or defined curls with a natural, frizz-free finish, balancing hold and conditioning in a single spray. A styling ingredient provides curl hold and conditioning benefits, while panthenol and an anti-frizz active help keep hair soft, hydrated, and controlled. Designed for use on damp hair or to refresh curls between washes, it offers effortless texture enhancement without heaviness, responding to the demand for natural-looking, controlled styling.

CLAIMS & BENEFITS

Enhances the natural texture of wavy and curly hair, supporting soft waves or defined curls.

Boosts shape and volume thanks to the combination of seawater from Brittany and sea salt.

Provides curl hold through a dedicated styling ingredient, supporting long-lasting shape.

Helps keep hair soft and hydrated thanks to panthenol.

Contributes to frizz control through an anti-frizz active.

Maintains a lightweight feel on hair, avoiding heaviness.

Delivers a natural, frizz-free finish with a non-sticky sensory experience.





MEADOW

Hall 20 – C22 – Sweden

NATULIM KĒR - BODY WASH, HAND WASH, SHAMPOO

www.natulim.com

DESCRIPTION

Regulations in the EU and North America are accelerating the shift towards sustainable packaging, yet adoption remains low. Natulim addresses this challenge with Meadow Kapsul™, a packaging technology that delivers circularity without compromise. Recognised for its laundry sheet innovations, Natulim is the first in Spain to introduce this system at scale. It pairs an aluminium can with a branded, reusable dispenser designed for instant refilling. Through the Natulim Kēr personal care line, the brand transforms refilling from a chore into a pleasurable experience, making sustainability both user-friendly and visually appealing.

PRODUCT INNOVATION

The Natulim Kēr introduces body wash, hand wash, and shampoo formats using Meadow Kapsul™ packaging technology to elevate consumers' routines. Users simply insert a pre-filled aluminium can into a reusable dispenser for a quick, contamination-free refill. A twist mechanism produces a distinctive 'pop', signalling freshness. The system leverages global aluminium can infrastructure, which achieves a 75% recycling rate, ensuring true scalability. By combining user-centred design with existing industrial capability, Natulim Kēr demonstrates that circular packaging can deliver superior usability while remaining sustainable and commercially viable.

CLAIMS & BENEFITS

The Natulim Kēr invites consumers to elevate their daily care rituals through natural formulations and the intuitive, sustainable Meadow Kapsul™, packaging system.

Key product claims include:

Formulated with natural ingredients that **gently cleanse and care for the skin.**

97% naturally derived formulas: derived mainly from **plant or mineral sources, free from silicones, PEGs and petroleum derivatives** — ensuring efficacy, skin compatibility, and reduced environmental impact.

Free from endocrine disruptors.

Refillable and circular packaging system designed for effortless replacement within seconds.

Aluminium packaging: infinitely recyclable, maintains formula stability, and avoids single use plastics.

All Natulim Kēr cans are BPA-free and contain no PFAS; they are safe, recyclable, and do not transfer compounds into the products.





FIABILA

Hall 15 – D2-E1 – France

NAIL'N'HAIR™ MILKY SERUM

www.fiabila.net

DESCRIPTION

The first all-in-one formula for nails & hair. Introducing the first-ever dual-care formula engineered for both nails and hair, a true innovation in modern multitasking beauty. As a nail polish expert, Fiabila has spent over 50 years mastering keratin and performance. Building on this heritage, we chose to extend our deep-rooted know-how and technical expertise to hair care, another essential expression of keratin beauty. This led us to develop a smart dual-action solution for hair and nails. A first-of-its-kind product delivering visible, long-lasting results while respecting its natural structures.

PRODUCT INNOVATION

Innovative dual-action kera'care!
Breaking beauty boundaries! A true pioneer in keratin care. **The first ever keratin-focused dual-care formula for nails & hair.** Nails and hair are both made of keratin, but until now, no product has been designed to care for both simultaneously. **This product bridges two traditionally separate categories, creating a unique, multifunctional solution.** One intelligent step combining Ceramides for structural reinforcement, Argan Oil for hydration & nutrition, build-up Seaweed Amino Acids & Peptides Blend for fortification, and Omega Fatty Acids for flexibility and resilience, delivering strengthened, healthy, and durable nails and hair in one step.

CLAIMS & BENEFITS

A breakthrough keratin-targeted formula engineered for both nails and hair. **One smart step. Two essentials.**

Ideal for trendsetters seeking innovative, efficient multi-tasking solutions for dry, fragile nails and hair in need of strength, nourishment, and shine. Powered by Ceramides, Argan Oil, Marine Silicium, and Omega Fatty Acids, this innovative formula strengthens, protects, and enhances nails and hair in one intelligent step.

A true category innovation, redefining efficiency, performance, and modern beauty rituals.





THÉPENIER PHARMA & COSMETICS

Hall 18 – D16 – France

VELVET BLOOM BLUSH – TRANSFORMING SOFT-FOCUS TINT

www.thepenier-pharma.com

DESCRIPTION

The Velvet Bloom Blush is a transforming liquid blush delivering an instant soft-focus, velvety finish. The lightweight fluid texture spreads effortlessly before setting into a smooth, powder-like veil on the skin. Formulated with bio-based film-forming agents and natural-origin structuring polymers, it ensures long-lasting color adherence without heaviness. The high-pigment dispersion system provides buildable intensity while maintaining a breathable second-skin feel. With a high natural-origin index, the formula combines modern sensory innovation and complexion-enhancing performance in a new-generation hybrid blush.

PRODUCT INNOVATION

The Velvet Bloom Blush combines a high-pigment liquid dispersion with a soft-focus velvet architecture. A dry-touch vegetal emollient system (dicaprylyl carbonate, undecane, tridecane) ensures rapid spreadability before setting. Functionalized vegetal wax complexes and lauroyl lysine enhance pigment adhesion and create a smooth flexible film. Silica and low refractive index powders deliver optical blurring and shine reduction. Unlike traditional cream blushes, the formula transitions from fluid glide to a diffused matte veil without heaviness, combining breathable film formation and high natural-origin composition.

CLAIMS & BENEFITS

- Instant soft-focus effect.
- Liquid-to-velvet transforming texture.
- Buildable pigment intensity.
- Long-lasting wear.
- Reduced shine appearance.
- Lightweight second-skin feel.
- Smooth matte finish without dryness.
- High pigment dispersion efficiency.
- Breathable film-forming system.
- Suitable for all skin types.
- 99.24% natural origin (ISO 16128).





PASSAGE COSMETICS LABORATORY S.A.

Hall 18 – D37-C36 – Poland

GOODTIGHT SLEEPMENT MASK

www.passage.pl

DESCRIPTION

GoodTight Sleepment Mask - your Passage to the Sleepmaxxing era. This isn't just a mask; it's a nocturnal bodyguard in a tube. Featuring our potent Neuro-glow Elixir: neuropeptide, niacinamide, and vegan equivalent of collagen. The mission? To keep your skin GoodTight - firm, lifted, and resilient. Our sleek tube features an Integrated Smart-Silicon Applicator, bringing a professional-grade facial treatment to your bathroom. It's the ultimate Sleepment (Sleep + Treatment) for you. The concept? Neuroscience meets lavender aromatics to silence neuroreceptors. Don't just sleep. Good Night Means Good Tight.

PRODUCT INNOVATION

GoodTight Sleepment Mask for the overnight treatment. This isn't a basic hydrogel cream; it's a Night Mask Jelly Elixir developed in the Sleepmaxxing era. Infused with a specialized Relax Neuropeptide that acts as your skin's "overnight supporter," mimicking the restorative power of a perfect sleep cycle. The game-changer? Our Smart Silicone Applicator: a professional tool built into the tube for professional treatment of your skin. It melts the water-gel into a "second skin," resetting neuroreceptors through lavender aromatics. It's a pro-level ritual that turns downtime into a total radiance reset. This is the future of Sleepment.

CLAIMS & BENEFITS

The GoodTight Sleepment Mask is your skin's nocturnal bodyguard.

The Ultimate Sleepment: a hybrid of sleep science and treatment that triggers deep overnight repair.

The Goodtight Effect: neuropeptides and vegan equivalent of collagen work together to leave skin feeling visibly firm, lifted, and resilient.

Pro-level Sculpting: the built-in smart silicone applicator provides the feeling of the professional treatment.

Neuro-reset: lavender-infused aromatics calm skin neuroreceptors to erase the signs of daily stress and redness.

Sleepmaxxing Glow: mimics a full 8 hours of rest, ensuring you wake up with "filter-like" radiance regardless of your bedtime.

Cooling: the auto-cooling water-gel formula instantly refreshes tired skin and eliminates morning puffiness.





LUMSON

Hall 15 – C14-D13 – Italy

FREE PUMP

www.lumson.com

DESCRIPTION

The Free by Lumson is the result of five years of research to redefine pump mechanics without metal components. The core is an advanced polymer from aerospace and medical applications adapted for the beauty industry, durable, lightweight, flexible, and resistant to mechanical thermal and chemical stress. The name reflects freedom from metal design constraints and environmental compromise while maintaining performances equal to the traditional metal spring pumps. The Free has obtained RecyClass Technology Approval Full compatible with PP stream and Letter of Compatibility Loc – Class A.

PRODUCT INNOVATION

The Free introduces a new generation of cosmetic dispensing technology by getting rid of the traditional metal spring. Entirely developed in house with a flexible durable high resistance polymer, it ensures long term dosage accuracy and performances equivalent to standard metal spring pumps. Our product is available in an airless version, the combination with a PP bottle and PP EVOH pouch guarantees maximum formula protection and a responsible packaging solution as it is fully recyclable within the polypropylene stream containing no metal components. Certified by RecyClass, The Free provides technical excellence, environmental responsibility, and premium user experience setting a new benchmark in cosmetic dispensing.

CLAIMS & BENEFITS

The Metal-free pump has performances equal to metal-spring systems.

Reliable and consistent dosage accuracy over time.

Effortless actuation and improved user comfort.

Lightweight, durable and stress-resistant polymer.

Fully in plastic.

Recyclable in the polypropylene stream when combined with a PP airless bottle.

With an airless PP bottle and PP/EVOH pouch it guarantees the maximum protection of the formula.

Reduced environmental impact compared to traditional pumps.

RecyClass Technology Approval Full compatible with PP stream and Letter of Compatibility (LoC) - Class A.





PINK FROGS COSMETICS S.R.L. SOCIETÀ BENEFIT

Hall 18 – F34 – Italy

BI-PHASIC SUN MOUSSE SPF 30

www.pinkfrogs.it

DESCRIPTION

The bi-phasic system transforms into a light, airy foam for even application without propellant gas, powered by a modern combination of organic UV filters for broad-spectrum SPF 30 protection. Innovative product that matches an alcohol-free skin comfort-formula eye-catching appearance, pleasant spreadability, quick absorption, invisible finish, hydrating action and nourishing touch to environmental commitment. The gas-free delivery helps to reduce the environmental impact. Safe, easy to use, and compliant with air-shipping constraints, it is suitable for summer lifestyles such as beach and outdoor activities.

PRODUCT INNOVATION

This unique suncare product is designed to offer users a brand new multi-sensory experience without compromise: The bi-phasic form allows the creation of a creamy mousse with no propellant gas. The two-colour appearance enhances joy at first sight. The soft mousse conveys mildness and easiness in application. The lightweight emollients leave a dry touch and smooth skin. Mild surfactants ensure pleasant spreadability without heaviness. Vitamin E and Opuntia ficus indica stem extract support skin comfort especially under sun stress

CLAIMS & BENEFITS

Broad-spectrum sun protection: it protects skin from UVA and UVB damaging rays, without affecting the pleasantness of the texture.

Evanescent, invisible, but sensory skin feel thanks to the innovative bi-phasic formula that turns into a creamy and luxury mousse after dispensing.

Quick absorbance: the product dries quickly and leaves a gentle scent of summer on your skin.

For face and body use.





REGI GROUP

Hall 15 – G14-H13 II G6-H5 – Italy

POWDER CODE

www.regi.it

DESCRIPTION

The Powder Code features an ultra soft matte powder formula enriched with oil absorbing powders that glide seamlessly over the skin. Designed for blush and bronzer, the Powder Code provides a sophisticated matte finish that remains natural throughout the day. Thanks to its patented technology, the pan's aesthetic is preserved allowing the product to maintain a flawless visually appealing look after every use. The Powder Code is perfect for anyone who wants to keep the pan design intact and for brands that display testers on counters, combining beauty durability and visual appeal.

PRODUCT INNOVATION

Discover a next generation face powder that redefines beauty through innovation. Its extraordinary technology ensures that the pan design is not merely surface printed, but extends throughout the entire powder. For this reason, the product never loses its aesthetic integrity: even after repeated use, a simple sweep of a brush reveals the design as if it were brand new. Integrated with a customizable QR Code, the product unlocks immersive multimedia content, transforming makeup into a dynamic platform for storytelling, engagement and personalization. More than makeup, it's an experience.

CLAIMS & BENEFITS

Always Perfect Pan Design: technology keeps the powder's visual design intact, even with repeated use.

Customizable digital experience: painted QR Code links to specific multimedia content (tutorials, storytelling or campaigns).

Elevates brand engagement: connects product performance with interactive and personalized brand storytelling.

Retail Friendly: perfect for brands that showcase testers, maintaining always aesthetic appeal on counters.

Smooth and Flawless Finish: ultra fine, oil absorbing powders blur pores and imperfections for a flawless complexion.

Lightweight and Buildable: soft, flexible formula allows natural coverage that can be layered without heaviness or dryness.

Sophisticated Matte Look: delivers a shine free and sophisticated look suitable for any skin tone or occasion.





FR&PARTNERS SA

Hall 18 – E22-F21 – Swiss

TURBINA - PASSIVE AGITATOR SYSTEM FOR BI-PHASE FORMULATIONS

www.fr-partners.ch

DESCRIPTION

The Turbina is a passive internal agitator that enables reliable bi-phase cosmetic formulations at scale. By embedding turbulence-inducing geometry inside standard dispensing architecture, the Turbina reduces dependence on user technique and improves mixing consistency at point of use. This allows brands to adopt lower-surfactant, lower-energy bi-phase systems without compromising performance. Weighing approximately 4 g in PCR polypropylene, the Turbina delivers measurable upstream carbon reduction through formulation simplification and reduced manufacturing energy.

PRODUCT INNOVATION

The Turbina shifts sustainability upstream. Instead of focusing only on packaging material substitution, it enables carbon reduction at the formulation and manufacturing level. By ensuring reliable physical mixing of bi-phase systems, the Turbina reduces reliance on emulsifiers and high-shear homogenisation. A 4 g PCR component unlocks measurable ingredient and process energy savings without introducing powered mechanisms or additional packaging complexity. Its retrofit capability allows climate impact reduction without tooling change or format replacement, aligning sustainability performance with real-world manufacturing constraints.

CLAIMS & BENEFITS

Net carbon positive after full footprint accounting:

7 g CO₂e net avoided per 125 ml unit (modeled midpoint).

70 metric tons CO₂e avoided at 10 million units.

Enables lower-surfactant bi-phase formulations.

Reduces embedded carbon from emulsifier systems.

Reduces high-shear homogenisation energy requirements.

Uses 4 g PCR PP (3.6 g CO₂e footprint).

Retrofittable into existing stock packaging.

No powered components or mechanical assemblies.

Supports waste prevention under PPWR.





COSMETEC S.R.L.

Hall 18 – A60-B61 II D54-E41 – Italy

ARTIC THAW CRYSTAL BALM

www.cosmetec.it

DESCRIPTION

The Artic Thaw Crystal Balm redefines summer lip care by merging arctic aesthetics with cutting-edge sensoriality. The formula features a crystalline stick resting on a deep blue base, evoking the sheer purity of an iceberg. Designed for Gen Z and Millennial consumers seeking iconic, high-performance products, **it delivers deep emollient action and an ultra-glossy finish without any stickiness.** The 'wear the cool' concept translates into an immediate multisensory experience: **the transparency of ice combined with the stimulating thrill of menthol for lips that feel regenerated, protected, and visibly plumped during exposure to summer heat.**

PRODUCT INNOVATION

The innovation lies in the perfect stability of a dual color stick that combines absolute transparency with an intense chromatic base. Thanks to sophisticated gelling agents, **the Artic Thaw Crystal Balm offers the radiance of a gloss in a solid format, ensuring precise application and a silky protective film.** The true differentiation is found in the visual contrast between the blue base and the transparent top, which anticipates the formula's 'thermal shock' effect. **The integration of balanced-release cooling actives transforms a simple lip balm gesture into an intensive treatment against dryness caused by sun and salt.**

CLAIMS & BENEFITS

Deep emollient action: instantly restores lip softness thanks to high-quality natural emollients.

Immediate ice effect: a combination of cooling actives stimulates thermal receptors for prolonged freshness.

Non-sticky protective film: a lightweight texture that envelops the lips in a glossy veil, ideal for high temperatures.

Visual Purity: a crystalline stick unique to the market that communicates freshness and cleanliness at first sight.





BERLIN PACKAGING | COSMEI

Hall 15 – A16-B15 – Italy

EASY SLIDE FACE STICK

www.cosmei.it

DESCRIPTION

This innovative face stick packaging is designed to elevate both performance and user experience. The advanced sliding opening system allows effortless, one-hand use, making application smart, fast and precise. A simple swipe-up gesture and this stick is ready to use, perfectly fitting today's on-the-go lifestyle. Ideal for face products, it is the perfect choice for localized applications such as foundation touch-ups, contouring and all-over textures, as highlighters or multiuse balms. Engineered for high performance, this beauty tool combines functionality and aesthetics for colour make-up, skin care and hybrid textures.

PRODUCT INNOVATION

New gesture for high performances. Easy to open and to apply.

CLAIMS & BENEFITS

A simple swipe-up gesture and this stick is ready to use, perfectly fitting today's on-the-go lifestyle.





EUROVETROCAP SRL

Hall 18 – F28 – Italy

NICE

www.eurovetrocap.com

DESCRIPTION

The airless bottle packaging is designed to reduce waste and simplify recycling. 99.4% of it is made from a single material, PP. It preserves formulas, especially natural ones, and dispenses over 95% of the product. It is aimed at brands and consumers who are mindful of their environmental impact. The sustainable concept guides design and development: the same pump for multiple formats, minimalist design, fewer components. It meets the need for responsible choices without compromising on performance, aesthetics and user experience.

PRODUCT INNOVATION

This packaging stands out for its concrete and measurable sustainable approach. It is made from 99.4% single-material PP, facilitating recycling, and allows for the dispensing of over 95% of the product, reducing waste. The use of the same pump for multiple formats minimises components, costs and environmental impact. Designed for natural formulas and conscious consumers, it combines environmental responsibility, functionality and quality of use, proving that sustainability and performance can coexist.

CLAIMS & BENEFITS

Single-material PP packaging (99.4%) for simplified recycling.

Waste reduction thanks to >95% product dispensing.

Protection of natural formulas without additional preservatives.

Lower environmental impact thanks to pump standardisation.

Optimisation of production and logistics volumes.

Long product life thanks to the airless system.

Fewer components compared to traditional systems.

Responsible choice for brands and conscious consumers.

Balance between sustainability, performance and user experience





BIOFARMA GROUP

Hall 15 – D6-E5 – Italy

3D MAXX PATCH FOR ATOPIC SKIN

www.biofarmagroup.com

DESCRIPTION

The 3D MAXX Patch for Atopic Skin is a fully absorbable electrospun dermocosmetic patch designed for atopic-prone and compromised skin. Made of a biomimetic nanofibrous matrix of hyaluronic acid and pullulan, it mimics the extracellular matrix to soothe, hydrate, and restore the skin barrier. Preservative-free, solvent-free, and waterless, it dissolves in seconds, delivering high concentrations of active ingredients with controlled release. Clinically proven solutions for sensitive skin, it combines dermatological science, biomimicry, and sustainability in a next-generation second-skin format.

PRODUCT INNOVATION

The 3D MAXX introduces electrospun nanofiber technology into atopic skincare. Unlike traditional creams or hydrogel patches, it forms a 200 nm biomimetic scaffold that replicates the skin's extracellular matrix, enhancing adhesion, absorption, and barrier recovery. Fully absorbable and non-occlusive, it enables high active concentration without preservatives. Clinical studies show rapid erythema reduction and significant Scord improvement. The innovation lies in transforming structural biomaterials (hyaluronic acid and pullulan) into a functional therapeutic-like dermocosmetic delivery platform, redefining how sensitive and compromised skin receives treatment.

CLAIMS & BENEFITS

- Deep, long-lasting hydration.
- Strengthened skin barrier function.
- Visible immediate lifting and tightening effect.
- Non-occlusive, breathable second-skin feel.
- Controlled and targeted active release.
- Suitable for sensitive and compromised skin.
- Preservative-free, solvent-free formulation.
- Fully absorbable.
- Waterless, lightweight, travel-friendly format.
- Sustainable, biodegradable bio-based materials.





COSTER TECNOLOGIE SPECIALI S.P.A.

Hall 18 – E12 – Italy

LEAF · FULL-PLASTIC DISPENSER PUMP

www.coster.com

DESCRIPTION

The Leaf is a full-plastic (100% polyolefins) dispenser pump designed for maximum recyclability and traditional consumer experience. Made entirely of PP, PE and a TPO membrane, it eliminates the traditional metal spring, enabling easy recycling with PET, PP and PE bottles (assessed by RecyClass and Cyclos-HTP). Ultra lightweight (10.5 g) yet high performing, it is also e-commerce ready and features traditional aesthetics, ensuring a familiar user experience while improving end of life circularity. The Leaf targets beauty and personal care brands seeking high performance packaging with verified recyclability credentials.

PRODUCT INNOVATION

The Leaf features a TPO (thermoplastic polyolefin) elastic membrane that replaces the traditional spring-stem-piston actuation system, introducing a different and innovative functional engineering while maintaining the aesthetics and consumer experience of standard dispenser pumps. The pump is entirely made of polyolefin materials (PP, PE and TPO), ensuring material compliance with design for recycling principles. It delivers consistent performance, including smooth actuation and high top load resistance.

CLAIMS & BENEFITS

- Full-plastic (100% polyolefins).
- Recyclable.
- Performance without compromise.
- Ultra-light.
- E-commerce ready – transport clip.
- Traditional aesthetics.
- Patented technology.
- Enables brands to make proven sustainable packaging claims.





HCP PACKAGING

Hall 15 – B2-C5 – Great Britain

JELLY TOUCH TOTTLE

www.hcpackaging.com

DESCRIPTION

The Jelly Touch Tottle is a playful, sensorial packaging solution combining a squeezable EBM tottle with a jelly-like silicone applicator. It enables direct dispensing, tapping and blending in one hygienic tool, delivering controlled, mess-free, glowing colour application for lips and cheeks – designed for intuitive, on-the-go beauty rituals. Target Audience: gen Z and millennial beauty brands; social-first, trend-driven colour cosmetics; hybrid skincare-makeup launches; brands focused on glowing, fresh, dewy finishes; on-the-go and travel-friendly formats

PRODUCT INNOVATION

The Jelly Touch Tottle merges dispenser and blender into a single integrated pack. Its soft, cushiony silicone tip dispenses formula directly from the tottle, allowing users to stamp and blend without separate tools. This fusion of sensoriality, controlled dispensing and playful design creates a fresh, hygienic alternative to traditional tubes paired with brushes or sponges.

CLAIMS & BENEFITS

Integrated 8-10ml EBM tottle with collar and silicone applicator for precise controlled dispensing.

One piece dispenser applicator architecture.

Non porous durable silicone applicator compatible with diverse cream and liquid textures washable.

Squeezable tottle body enables consistent mess free dosage control.

Direct dispense through tip system allows tapping stamping and blending with one ergonomic tool.

Soft jelly like silicone surface cushions skin contact for a smooth bouncy glide.

Ergonomic curve hugging applicator design follows facial contours for intuitive blending on lips and cheeks.

Stamp and blend gesture creates a fresh second skin glowing finish with minimal effort.

Bridges skincare inspired gestures with colour cosmetics.

Supports hybrid formulas liquid blush lip cheek tints glow serums.





UUTE SCIENTIFIC OY

Hall 20 – A57 – Finland

BIODIVERSITY-RICH SCALP CARE SERUM

www.uutescientific.com

DESCRIPTION

The Biodiversity-Rich Scalp Care Serum is formulated for itchy and inflamed scalp. It is non-greasy and easily absorbed formula sinks into the scalp without leaving a sticky or visible residue. It has been formulated to be unnoticeable, except for its effect on the scalp's beneficial biodiversity.

PRODUCT INNOVATION

We have created a totally new category called Biodiversity-Rich. Our active Re-Connecting Nature™ microbial extract mimics the rich microbial diversity of Finnish forest soil. It is made from 100% plant-based and sustainably produced Finnish raw materials and contains at least 600 different bacterial species. The microbes are inactivated, but their structures remain recognizable by the skin, by the pattern recognition receptors on keratinocytes and innate immunity cells. Repeated microbial exposure enhances immune regulation and tolerance in multiple ways.

CLAIMS & BENEFITS

RCN microbial extract models nature exposure. It gives people with atopic dermatitis a new type of solution alongside current emulsions/creams and medications.

Proven skin benefits include:

Enhanced skin barrier function.

Reducing redness and irritation.

In vivo, n=142, double blinded, placebo-controlled clinical study.

In addition to skin benefits, diverse microbial exposure may reduce the risk of developing immune-mediated diseases like atopic dermatitis.





INTERCOS

Hall 15 – C10-D9 – Italy

PRISMA STICK

www.intercos.com

DESCRIPTION

Blur. Sculpt. Radiate. The Prisma Stick glides effortlessly across skin, transforming in contact from soft cream to ultra-fine powder. Its innovative architecture allows precise, controlled sculpting and layering, creating a blurring finish that feels barely there, leaving the cheekbones sculpted, refined, and naturally perfected. Versatile for subtle glow or defined contouring, it delivers professional-level results in a compact, intuitive format, empowering every application with ease, sophistication, and an unmistakably polished finish.

PRODUCT INNOVATION

The Intercos Prisma Stick introduces a category-first hybrid: a solid powder stick engineered to merge the benefits of powders, creams, and sticks in one high-performance system. Its innovative architecture stabilizes the powder matrix without additives that compromise portability or precision. By combining three formats, it eliminates traditional formulation trade-offs and establishes a new subcategory of hybrid powders. The design supports professional-level sculpting and long wear in a compact, travel-ready format. The Prisma Stick delivers a technically advanced, market-first solution that redefines powder performance and sets a new benchmark for hybrid cosmetic systems.

CLAIMS & BENEFITS

Solid stick format for precise and controlled powder application.

Dual-phase architecture: structured at rest, transforming on contact for seamless placement.

Lightweight, breathable texture that feels imperceptible on skin.

Smooth, effortless glide supporting professional-level control.

Soft-focus blurring effect for sculpted, refined definition.

Eliminates common powder limitations: fallout, heaviness, chalkiness, or greasiness.

Long-wear performance ensuring all-day reliability.

Hybrid formula combining the advantages of powders, creams, and sticks.

Compact and portable design ideal for travel or on-the-go touch-ups.

High-performance system creating a new hybrid powder subcategory.



intercos
GROUP



SCHWAN COSMETICS INTERNATIONAL GMBH

Hall 15 – E12-F11 – Germany

LINE LOUD.WEAR PROUD.: META-INK IN PRIMELINER LIQUID LINER PEN

www.schwancosmetics.com

DESCRIPTION

The Line Loud.Wear Proud. is a high-performance liquid liner pen featuring Meta-ink formula with vibrant, fade-proof colors and flat or pearly-metallic finishes. Infused with hyaluronic acid and L-arginine which are known for supporting the lashline care, it's vegan, up to 78% natural origin, and free from animal-derived ingredients and common additives. The patent-pending PrimeLiner packaging offers a 0.1mm ultra-precise tip and customizable design options. It enables rapid shade launches and endless color variety. Storytelling and naming celebrate individuality and bold self-expression.

PRODUCT INNOVATION

The Meta Ink in PrimeLiner is the first liquid liner system enabling limitless color variety and finish delivered at unprecedented speed while staying within one INCI listing across the whole shade range. Thanks to proprietary formulation and process nearly any shade can be created within days with every color offering the same high brilliance coverage and long lasting wear. The patent pending PrimeLiner packaging features an airtight engine solution for a steady ink flow and stability. This combination of ultra fast stable color development and customization addresses the industry's need for rapid trend response while keeping homologation processes.

CLAIMS & BENEFITS

Endless color variety with identical high performance.

Ultra-fast shade development: new, stable colors can be created within days, enabling rapid trend response while staying within one INCI-listing.

Intense, brilliant color payoff in every shade. Smudge-proof, rub-proof, water-proof, sweat-proof, and transfer-proof for reliable, long-wear performance.

Clean, vegan, and skin-caring formula infused with hyaluronic acid and L-arginine.

Lightweight, comfortable feel; non-drying and non-flaking.

Ergonomic, patent-pending PrimeLiner packaging with ultra-precise 0.1mm tip for effortless, one-stroke application.

Even ink flow.

Free from parabens, sulfates, phenoxyethanol, animal-derived ingredients, nano-ingredients, BHT, caprylyl glycol, EDTA, silica.

Customizable packaging options and rapid production to support brand differentiation and fast launches.





NUON LLC

Hall 18 – A15 – USA

FACE CONTOUR APPLICATOR

www.nuonmedical.com

DESCRIPTION

The Face Contour Applicator is a secondary skincare applicator made from hygienic, skin-safe materials, designed to enhance topical formulas through integrated phototherapy and vibration. Created to bridge skincare and device-level performance, its sculpted curved form enables precise application on facial contours while improving absorption and microcirculation. The concept was inspired by the need for measurable cosmetic results without complicating routines, resulting in a clean, ergonomic, easy-to-sanitize design. It targets results-driven consumers and brands seeking functional delivery systems that elevate sensorial experience.

PRODUCT INNOVATION

The Face Contour Applicator stands out as a high-performance secondary applicator that transforms skincare application into an efficacy-enhancing step. Unlike traditional tools, it integrates phototherapy and vibration within a hygienic, sculpted design that simultaneously applies product, stimulates microcirculation, and supports absorption. Its curved geometry is engineered for facial contours, ensuring precision, comfort, and minimal product waste. The innovation lies in merging delivery, sensorial experience, and measurable cosmetic support in a single ergonomic format. This positions it as a new category between applicator and beauty device, offering brands a differentiated way to upgrade formulas without altering formulations.

CLAIMS & BENEFITS

Enhances absorption with gentle vibration stimulation.
Supports skin firmness and elastic appearance via integrated phototherapy.
Promotes a more radiant, revitalized complexion by boosting microcirculation.
Helps reduce product waste with targeted placement.
Provides hygienic application.
Suitable for all skin types.
Addresses common concerns such as dullness, uneven texture, and lack of firmness appearance.
Elevates sensory experience with soothing vibration for a spa-like feel.
Supports skincare performance without altering formula composition.
Ideal for serums, creams, gels, and targeted treatments.
Enhances routine efficiency by combining application and functional technology in one step.
Ergonomic curved design ensures comfort and control.
Portable and easy to sanitize for daily use and travel.





GOTHA COSMETICS

Hall 15 – G18-H17 – Italy

WATERDOUGH

www.gothacosmetics.com

DESCRIPTION

Beauty meets innovation in a texture that you've never seen and felt before. This cutting edge formula combines a unique "solid-meets-jelly" texture with a single sweep fresh effect given by chamomile water and an immediate radiant veil of dazzling color provided by the perfect mix of pearlescent pigments

PRODUCT INNOVATION

This innovation redefines sensory luxury as it suspends structure within fluidity. Poured using precision 3D design technology, each piece forms around a custom-created gem element permanently set inside the formula itself – like a jewel captured in motion. The pearly, sparkling base refracts light from every angle, enhancing depth and brilliance while maintaining a soft, tactile resilience. Fully customizable in color, embedded design, and sculpted form, the product transforms personalization into a visual centerpiece.

CLAIMS & BENEFITS

It feels supple yet **stable**, luminous yet **dimensional**—blending artistry, material science, and bespoke craftsmanship into one captivating, **gem-infused creation**.

This breakthrough solid-meets-jelly innovation delivers **multidimensional glamour** in a single swipe. **Charged with super-fine crystal shimmers and over 30% chamomile water**, the cream-to-sheen formula glides effortlessly, diffusing into long-wearing, crease-resistant, jewel-toned color. Its precision 3D-poured design suspends a custom gem effect within a pearly, sparkling base, creating a luminous crushed-gemstone finish that catches light from every angle. The **addictively bouncy texture feels refreshingly cool**, leaving a glass-like sheen that elevates any look instantly. Wear it alone for ethereal radiance or layer it as a transformative topper. Versatile as both eyeshadow and highlighter, it **delivers customizable, sophisticated sparkle that lasts**.





ITIT COSMETICS

Hall 20 – B53-C54 – Italy

GUILTY GLOW - THERE'S ALWAYS ROOM FOR A SWEET TREAT

www.ititcosmetics.it

DESCRIPTION

We have translated the universal emotional power of chocolate—an icon of comfort, indulgence, and pleasure—into a new cosmetic ritual that engages both skin and senses. This blush and bronzer collection is infused with ingredients inspired by the skin's natural well-being mechanisms, designed to promote balance, vitality, and inner harmony while enhancing natural radiance. The experience is completed by a visionary design: a holographic surface that captures and refracts light with an unprecedented, dramatic intensity. It becomes a sensorial object of desire—where innovation, aesthetics, and emotional storytelling converge.

PRODUCT INNOVATION

The Guilty Glow unites the worlds of food and beauty, transforming the iconic allure of holographic chocolate into an unprecedented cosmetic experience. This poured blush and bronzer duo enchants at first sight with a sculpted surface that reflects light in unexpected, mesmerizing holographic nuances, creating an instant sense of wonder. Inspired by contemporary pastry artistry, it introduces a new visual and emotional language to makeup—sensory, indulgent, and boldly expressive. A creation that turns desire into design and reinvents cosmetics as a moment of surprise, pleasure, and imagination.

CLAIMS & BENEFITS

Claims:

Holographic ChocoBeauty.

Cellular Recharge.

Holistic Ritual.

Stress-Proof Blush and Bronzer Duo.

Benefits:

Promotes balance, vitality, and inner harmony.

Boosts skin firmness.

Shields skin from environmental and physical stress.

Energizes skin's longevity mechanisms, fostering renewal and long-term vitality.





ICC S.R.L.

Hall 18 – F38 II G1 – Italy

AQUA PEARL HIGHLIGHTER

www.icc-italy.com

DESCRIPTION

The Aqua Pearl Highlighter is a disruptive, auto-levelling jelly redefining luxury through emotive nostalgia. The sensory experience begins upon opening: a radiant, “living” mass evokes childhood memories of playing with slime. At its core lies the “Bounce-to-Lustre Paradox”: a tactile, bouncy matrix that invites the consumer to interact with its responsive texture. As the aqueous jelly micro-fragments adhering to the fingertips are blended onto the skin, the water flash-evaporates, leaving a crystalline suspension of pearls. It targets sensory-seeking consumers demanding professional performance without the weight of waxes.

PRODUCT INNOVATION

The innovation lies in the proprietary Cohesive Aqueous Matrix, defined by three paradoxes. First, the Physical Paradox (Solid vs. Fluid): a “shape-memory” block behaving as a solid mass, yet possessing the fluid intelligence to self-level after use. Second, the Sensorial Paradox (Wet vs. Dry): an “aqua-splash” cooling sensation that evaporates into a weightless finish, bridging gel-like hydration with the non-tacky feel of a luxury powder. Finally, the Visual Paradox (Playful vs. Professional): while the vivid bulk appears ludic, its performance is the opposite of a toy, delivering a sophisticated, prismatic lustre.

CLAIMS & BENEFITS

Aqueous Sensoriality: offers an immediate “moisture-burst” sensation upon contact.

Universal Inclusivity: engineered with a transparent base, the formula ensures that as the jelly merges with the skin, the matrix vanishes to reveal an extraordinary pearly shimmer. This allows the product to enhance any complexion, to celebrate the unique beauty of every ethnicity.

Kaleidoscopic Radiance: Formulated with high-refraction pearls to ensure a sublime, vibrant lustre.

Customisable Versatility: A long-wearing, tailorable texture that empowers the individual to curate their desired level of brilliance, from a sheer dew to an intense highlight. It can be used at one's discretion across the cheeks, décolletage, or body.

Ethical Innovation: A cruelty-free formulation that marries maximum performance with a clean, conscious soul. This approach perfectly aligns high-end aesthetics with modern values, proving that unrivalled luminosity can be achieved through ethical integrity.





CHROMAVIS FAREVA

Hall 15 – A24-B23 – Italy

ANIMA - THE ART WITHIN

www.chromavis.com

DESCRIPTION

Inspired by laser-engraved crystal spheres, we developed a patent-pending, first-of-its-kind technology that creates three-dimensional visuals inside a solid cosmetic transparent matrix, transforming the product itself into a sculptural masterpiece. This breakthrough redefines cosmetic decoration: **design is no longer surface embellishment, but the inner soul of the formula, suspended within.** A radical evolution in beauty innovation, opening new creative and sensory possibilities across personal care. **A new category. A new language. From surface to essence.**

PRODUCT INNOVATION

The Anima innovation introduces a patent pending, first-of-its-kind internal laser engraving technology applied directly within a solid cosmetic matrix. Unlike traditional surface decoration, the laser is precisely focused inside the formula, sculpting suspended 2D or 3D visuals while leaving the outer surface perfectly intact. The design becomes the inner identity of the product - not an embellishment, but **its soul.** Compatible with crystal-clear or tinted-transparent matrix, this technology is scalable across categories and transforms cosmetics into **emotional, collectible pieces of art,** redefining both aesthetic expression and consumer experience.

CLAIMS & BENEFITS

- Patent pending laser engraving technology.
- Inner light architecture.
- Art embedded in matter.
- Emotional and experiential impact.
- Premium personalization potential.
- Refined, sophisticated minimalism.
- A platform for endless bespoke expressions.
- A versatile technology platform across beauty categories.





O-PAC S.R.L.

Hall 18 – C24 – Italy

DUALISM - A BIPHASIC SUPERIOR BODY AMPOULE

www.opac.it

DESCRIPTION

Dualism: a leave-on body perfecting treatment consisting of two iconic and distinct phases. When mixed, these two phases blend together to create a synergistic booster that restores skin's smoothness and even tone. This unique biphasic body serum combines the efficacy of biodegradable cellulose-based exfoliating particles, suspended in the aqueous phase, with the regenerative action of chemical exfoliating active ingredients, for a complete peel treatment. Upon application, the microgranules gently exfoliate and dissolve. Then, the oily phase envelops the skin in a silky veil: a nourishing treatment for softer skin.

PRODUCT INNOVATION

Our product is unique because it turns the exfoliation ritual into an extremely pleasant experience. The secret of the Dualism lies in the perfect balance between an ultra-fine aqueous texture, enriched with perfectly suspended biodegradable exfoliating particles, and a nourishing oily texture, enhanced with lipophilic chemical exfoliants. It offers the ease of a single step for a dual peel treatment—mechanical and chemical—delivering maximized comfort and result. Its distinctive texture, with an innovative formulation and delicate color, makes it an appealing product with extraordinary efficacy, capable of transforming the skin, leaving it extremely soft and even.

CLAIMS & BENEFITS

Maximal efficacy in one product: a superior sensorial fusion of two phases for a unique touch.

Easy application: shake and apply some drops of dualism for a simultaneous double effect without using multiple products.

Maximized well-being sensation upon application granted by the lean strategic combination of its components.

It helps reduce imperfections, roughness and dullness visibly improving overall skin appearance. This lightweight and ultra-fine ampoule formula texture ensures rapid absorption, integrating seamlessly into any body care routine.

Planet-friendliness: one single product instead of more that leads to a reduced impact on transportation and reduced waste.





NAYUE COSMETICS ITALY SRL

Hall 18 – F20 – Italy

ICED-COFFEE HYDRATING BI-PHASE MIST (K BEAUTY INSPIRED)

www.nayuecosmetics.it

DESCRIPTION

The Iced-Coffee Hydrating Bi-Phase Mist is a sensorial K-beauty inspired essence spray designed to awaken tired skin while delivering long-lasting hydration and glow. Powered by 30% botanical essential oil gel-to-water technology, it transforms instantly into a lightweight hydrating film upon application. Infused with coffee extract, cocoa antioxidants, plant lipids, and hyaluronic acid, it replenishes moisture, revitalizes dull skin, and enhances natural luminosity. The ultra-fine mist melts seamlessly into the skin without stickiness or pilling, making it ideal as a pre-makeup primer, midday refresh, or overnight hydration booster.

PRODUCT INNOVATION

This formula introduces Biomimetic Sebum Membrane Technology combined with Water-Oil Fusion Technology, mimicking the skin's natural lipid barrier to deliver deep hydration and lasting comfort. The 30% botanical gel-to-water transformation creates a protective moisture film within seconds, providing a "melted-in" glass-skin effect. Unlike traditional mists, it integrates makeup-nourishment synergy, functioning as both skincare and primer. Coffee extract and cocoa antioxidants energize fatigued skin while plant-derived lipids restore barrier integrity, making it a multi-scene hydration solution.

CLAIMS & BENEFITS

- 24-hour hydration.
- Instantly boosts moisture and radiance.
- Awakens tired, dull skin.
- Strengthens and replenishes the skin barrier.
- Improves makeup adherence ("hug-the-skin" effect).
- Smooths dry lines and softens texture.
- No stickiness, no oiliness, no pilling.
- Alcohol-free, paraben-free.
- Suitable for dry, combination, and barrier-compromised skin.
- Multi-use: primer, hydration boost, glow enhancer.





LUBRIZOL

Hall 20 – B50 – Spain

ACTIVEMARBLE™ PROAGE DUAL SERUM

www.lubrizol.com

DESCRIPTION

If you love skincare but feel tired of seeing the same types of creams and emulsions everywhere, if you crave visible results and sensorial pleasure—ActiveMarble™ Proage Dual Serum is made for you. This innovative water based gel delivers a fresh, lightweight texture. Inside the translucent gel, suspended encapsulated particles release powerful active ingredients exactly where your skin needs them. It reduces wrinkle appearance, improves skin tone evenness for a more luminous look and offers a unique visual and nourishing sensation—beauty you can see and feel. It's skincare that transforms your routine into a new experience.

PRODUCT INNOVATION

The ActiveMarble™ Proage Dual Serum doesn't just capture attention—it delivers proven skin benefits. This skincare product contains high-performance actives throughout, ensuring that what consumers see is what transforms their skin. It offers stunning aesthetics and clinically demonstrated results, creating a sensorial, results-driven experience. Lipotec Foresee Lab™ Solutions powered by Lubrizol features both phases with high-performance ingredients: translucent gel with Argireline®, Amplified peptide solution and Brighlette™ marine ingredient; solid particles encapsulating Argireline® YOUth peptide oil solution. The technology enables incorporation of actives otherwise unstable in water or oil-based phases.

CLAIMS & BENEFITS

The ActiveMarble™ Proage Dual Serum supports Skin Longevity by reducing the look of wrinkles and increasing skin luminosity.

The skincare benefits are:

A pre-synaptic and post-synaptic mechanism of action.

Reduces the strength of muscle contraction and improves the muscle relaxation after a contraction.

Regulates senescence in all the skin layers.

Helps improve and relax expression wrinkles.

Provides multifunctional effects. Skin looks 5

years younger in just 5 days. Helps delay the

wear-off effect of botulinum toxin injections by 8

weeks Brighlette™ marine ingredient. Modulates

the different phases of pigmentation. Induced the

genes involved in DNA repair in vitro. Improved

skin luminosity and skin tone evenness. Reduces

the size and melanin content of dark spots. It is a

360 anti-wrinkle solution: crow's feet, under eye

wrinkles, forehead, nasolabial folds, neck lines,

lip lines.





N&B NATURALIS IS BETTER

Hall 20 – C59-D62 – Italy

YEAH! INSTANT SKIN PERFECTOR

www.naturalis.store

DESCRIPTION

A revolutionary hybrid primer that combines instant complexion refinement with long-term skin support, for an incredible “second skin” feel and a WOW effect. It creates a breathable soft-focused texture based on vegetal waxes and high-sensory powders. The result is a lightweight, imperceptible film that smooths micro-texture, blurs pores and fine lines, and enhances makeup adhesion without a plasticized finish. Enriched with Ectoin, peptides, Niacinamide, and Saccharomyces Ferment, it supports barrier resilience and skin balance over time. Designed for ingredient-conscious consumers.

PRODUCT INNOVATION

Innovative hybrid solution that combines the perfecting power of makeup with the transformative benefits of advanced skincare. A modern, urban, multifunctional formula offering an instant “second skin” effect, uniforming complexion, refining pores, and adapting to every skin tone. It enhances glow and provides a WOW texture. Enriched with powerful peptides, ectoin, and niacinamide, it provides long-term skincare benefits, rejuvenating, firming, and plumping. Its incredibly soft texture vanishes upon application and gives exclusive emotions with every application, delivering a velvety, natural finish, radiant glow, comfort all day long, and gentle, effective action ideal for most sensitive skin.

CLAIMS & BENEFITS

Hybrid beauty innovation: combines high-performance makeup with advanced natural skincare.

Instant skin perfection: visibly improves overall complexion uniformity.

Soft-focus smoothing effect: creates a natural soft-focus finish that smooths fine lines and skin irregularities.

Natural matt-radiant finish: balances shine while preserving skin luminosity.

Second-skin feel, no mask effect: delivers an immediate WOW effect.

Enhanced makeup adhesion and performance: optimizes spreadability, adhesion, and longevity.

Progressive skin quality support: supports skin comfort, barrier integrity, and overall skin quality thanks to skincare-oriented active ingredients.

Targeted or full-face application: Can be applied selectively or all over the face.

Inclusive formula: For all skin types, including the most sensitive.



SKIN PERFECTION & GLOW IN ONE TOUCH



ZHEJIANG CONGRATS BEAUTY COSMETICS CO.,LTD

Hall 20 – A3 – China

MAKEUP REMOVE STICK

www.hecicosmetics.com

DESCRIPTION

Our product is gentle power on the go: instant makeup melting with zero harsh rubbing for all skin types. It is gentle and non-greasy.

PRODUCT INNOVATION

Designed specifically for 'dynamic lifestyles' — long-haul flights, after the gym, late-night returns home, business trips and outdoor music festivals. **When a full wash is not possible, it offers the most elegant and efficient solution.**

CLAIMS & BENEFITS

Twist, apply, dissolve — makeup melts away with no need to use your fingers. Gentle on the skin.

MAKEUP REMOVER STICK
卸妝棒

PRECISE TARGETING FOR LOCAL AREAS

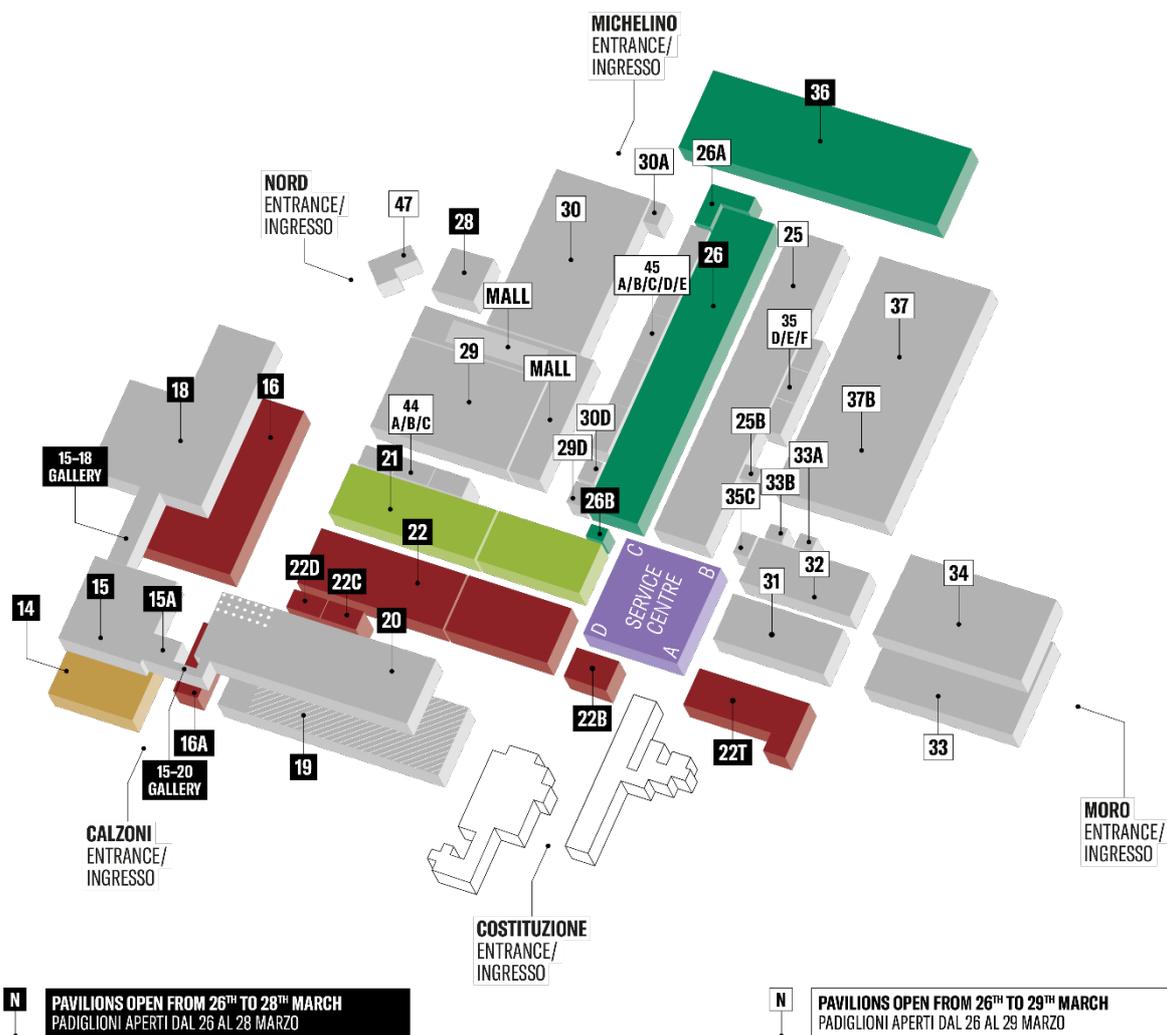
BEFORE	AFTER

1. GENTLE POWER, ON THE GO
溫和力量，隨行卸妝
2. INSTANT MAKEUP MELT
卸妝速度超快
3. ZERO HARSH RUBBING
零摩擦卸妝
4. ALL SKIN TYPES WELCOME
所有肤质皆宜
5. GENTLE & NON-GREASY
溫和且不油膩



COSMO PERFUMERY & COSMETICS

- **EXTRAORDINARY GALLERY - COSMOPRIME**
- **COSMOPRIME**
- **COSMETICS & TOILETRIES**
- **GREEN & ORGANIC**
- **COUNTRY & REGION PAVILIONS**





DR SOMJI SKINCARE

Hall 14 – 11 – Great Britain

EXOSOME BARRIER REPAIR SERUM

www.drsojmjiskincare.com

DESCRIPTION

Created by a world renowned cosmetic surgeon and skin specialist, **this breakthrough barrier repair serum is designed to restore strength and protect compromised or sensitised skin.** Ideal for those experiencing dehydration irritation weakened barriers or early signs of ageing, including users of active skincare or post treatment clients. **It boosts hydration and resilience with skin perfecting water radish exosome technology supporting natural repair and renewal processes.** Firming hexapeptides improve elasticity and smooth fine lines, while three restorative ceramides reinforce the barrier, lock in moisture and reduce water loss.

PRODUCT INNOVATION

Developed by a doctor who treats compromised skin barriers daily in his clinics. **This everyday barrier-repair serum features plant-derived exosome signalling technology.** It supports the skin's natural repair processes. It is formulated with advanced peptides, barrier-supporting lipids and calming antioxidants. It has a **lightweight, luxurious texture that layers seamlessly with other products.** It wears beautifully under makeup. It is packaged in a sleek, hygienic airless pump. **It delivers clinical-grade innovation in a refined, user-friendly format. It bridges regenerative science with daily skincare use.**

MARKET POSITIONING & DISTRIBUTION MARKETS

It is currently sold on our website (www.drsojmjiskincare.com) and at our **three Dr MediSpa clinics in London.**

We are looking for **international distributors and retailers of premium skincare products.**





FICOSOTA MARKETING NEW YORK LLC

Hall 14 – 48 – Bulgaria

ORPHEUS RESURRECTION ALL-IN-ONE SERUM

www.orpheus-skin.com

DESCRIPTION

Multi-correctional collagen-building treatment that lifts, firms, and brightens, transforming the overall complexion, density, and texture of even the most tired and stressed skin.

PRODUCT INNOVATION

Powered by our Orpheus Flower Cell Peptide Complex®, our serum is clinically proven to boost collagen production, repair stress-induced DNA damage, calm skin and protect from pollution.

MARKET POSITIONING & DISTRIBUTION MARKETS

The product is **available worldwide**.

We currently distribute to **the USA and Bulgaria**, but our desired distribution countries are: **EU, GCC and Asia**.





ROFERSAM S.A.

Hall 14 – B12-C13 – Spain

HAIR LOTION – VITALITY BEAUTÉ MEDITERRANEA

www.beautemediterranea.com

DESCRIPTION

The Vitality Hair Lotion is an advanced anti-ageing treatment containing plant-based PDRN derived from turmeric exosomes, rejuvenating peptides, and vegan keratin. Its dual-action formula works simultaneously on both the scalp and hair fibers, reactivating growth and improving density, while restoring strength, shine, and elasticity. It shields hair from pollution and heat while delivering weightless hydration. Created for those seeking to promote hair longevity and achieve stronger, denser hair, it boosts volume from the roots and promotes long-term vitality.

PRODUCT INNOVATION

The Vitality Hair Lotion takes a unique holistic approach to promoting hair longevity by treating both the scalp and existing hair fibres simultaneously. Its triple-action complex combines plant-based PDRN derived from turmeric exosomes enhanced with anti-inflammatory curcumin, a microbiome-balancing hexapeptide for scalp equilibrium, and vegan keratin with inulin to repair the hair fiber, seals split ends and protects against damage. The experience is further optimized by a precision spray with a cannula applicator, ensuring targeted delivery to the scalp and enhanced absorption. This synergy delivers measurable strength, density, and vitality from root to tip.

MARKET POSITIONING & DISTRIBUTION MARKETS

Beauté Mediterranea has a hybrid distribution strategy that encompasses both online and perfumery channels. We currently have a presence in Spain, France, Kazakhstan, Germany, China, and the Gulf region. We are seeking to expand further into Europe, Asia, and the Americas.

Why Choose Beauté Mediterranea for Distribution?

We have been manufacturing cosmetics in

Barcelona since 1979, which has given us a global market vision. We have always selected only the best and most effective products. Furthermore, our brand has a unique positioning and is easy for consumers to understand. We offer highly effective products with green technology to transform natural ingredients into powerful molecules for the skin, providing surprising textures that make for a very pleasant experience, all while ensuring efficacy tested under dermatological control.





POLYPHENOL FACTORY

Hall 14 – D20-E13-E18 – South Korea

GRABITY GO.0 HAIR LIFTING SHAMPOO EXTRA STRONG

www.grabitylabs.com

DESCRIPTION

The Grabity GO.0 Shampoo is developed by a team of scientists led by Haeshin Lee, a scientist trained at MIT and a professor of chemistry at the Korea Advanced Institute of Science and Technology. Built on patented, naturally derived polyphenol based hair protection technology, it addresses both hair loss and thinning by helping reduce hair shedding caused by breakage while reinforcing weakened aging hair fibers. This technology protects each strand improving density and resilience. Designed for consumers in their 40s and 50s who are experiencing progressive hair ageing and loss, it delivers visible, science-backed care for fuller, healthier-looking hair.

PRODUCT INNOVATION

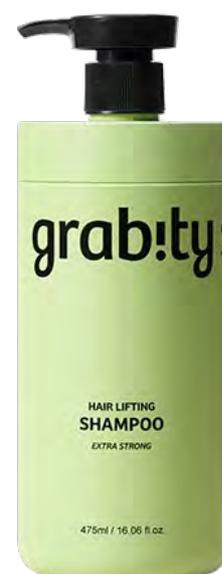
The Grabity g0.0 shampoo differentiates itself through LiftMax 308™, a patented polyphenol delivery system designed to target hair proteins. Polyphenols naturally bind to keratin, enabling the active ingredients to adhere to the hair fiber and remain after rinsing. This creates a reservoir effect, allowing anti-hair loss and scalp-care ingredients to be retained in the hair and on the scalp, where they are released gradually over time instead of being washed away immediately. Through targeted protein adhesion and sustained delivery, this technology supports reduced hair shedding from breakage and improved hair density, delivering longer-lasting performance than conventional rinse-off shampoos.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Grabity GO.0 Shampoo is positioned as a premium, science-driven functional haircare brand, delivering visible anti-hair loss, hair lifting, and volumizing solutions for thin, fine, and low-density hair.

The primary distribution channels are premium health and beauty retailers, functional haircare-focused specialty stores, dermatology-oriented channels and curated online platforms that emphasise science-led beauty brands.

Current distribution markets include: South Korea, the United States, Japan, the United Kingdom and selected Asian markets, through both online and offline channels. Desired expansion markets include Europe (France, Germany and Italy), North America (the expanded US and Canada), the Middle East, Southeast Asia and Oceania, with a focus on premium, performance-driven beauty markets.





DSD PHARM S.L.

Hall 14 – B12-C13 – Spain

10.1 KIDS DAILY CARE SHAMPOO. DSD DE LUXE

www.dsddeluxe.com

DESCRIPTION

The Kids Shampoo is a gentle, sulfate-free cleansing solution for children aged 3–12 years. It cleanses daily without irritation, soothes the scalp, maintains the natural barrier, and improves hair manageability, while strengthening and protecting hair fibers. Designed for high skin and ocular tolerance, it is safe and comfortable for everyday use. Targeted at parents seeking a premium, safe, and effective hair care solution, it meets consumer needs by combining gentle cleansing, hydration, scalp comfort, and hair resilience in one user-friendly shampoo.

PRODUCT INNOVATION

This Kids' Shampoo stands out in the children's hair care category due to its ultra-gentle, sulfate-free formulation that combines natural coconut tensioactives, glycolipids, panthenol, betaine, calendula extract, and concentrated thermal water. Unlike conventional children's shampoos, it delivers high skin and ocular tolerance, soothes and protects the scalp, and strengthens hair fibers, all while providing optimal hydration and improved manageability. Its premium, ergonomic packaging ensures easy handling for both parents and children alike, and the user-friendly formula allows for safe daily use.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Kids Daily Care Shampoo will soon be launched internationally, reflecting the brand's global presence and professional positioning.

It will be made available through a variety of channels to reach both consumers and professionals, including authorized distributors, hair salons, dermatology and trichology clinics, and pharmacies. This multi-channel approach ensures the product is accessible to families worldwide while maintaining the brand's reputation for premium, clinically-inspired hair care.

The launch strategy combines wide market availability with targeted professional endorsement, allowing parents to discover and trust the shampoo for their children's delicate hair and scalp needs.





NUNA BEAUTY LAB INC

Hall 14 – F14 – USA

VOLCANIC ASH PROBIOTIC SERUM

www.nunabeautylab.com

DESCRIPTION

Meet our Probiotic + Clay Serum. This dual-action formula merges pore-refining volcanic ash with a hydrating probiotic complex. It absorbs excess oil for a matte, smooth finish while delivering intense moisture to combat the dryness of traditional pore care. Its lightweight, liquid-clay texture is perfect for priming your skin. It is **vegan, clean and transparent for a truly balanced, healthy glow.**

PRODUCT INNOVATION

This serum is the future of clean, effective skincare. It combines Jeju's signature volcanic ash and seawater to refine pores and provide minerals, while Bifida Ferment supports your skin's microbiome. Every element—from the niacinamide and carrot extract for radiance to the fully recyclable, FDA-compliant packaging—has been chosen for proven results and planetary care. The serum has been lab-tested for brightness, hydration, and skin recovery. Achieve a healthy glow without compromise.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute through the following channels: **selective online beauty retailers** and **directly to consumers via the official brand website and e-commerce platforms.**

The countries of distribution include **the USA, Europe, and the UK**, as well as **the global market.**





NEOFOLLICS HAIR TECHNOLOGY EUROPE B.V.

Hall 14 – B18 – The Netherlands

NEOFOLLICS ANTI GREY HAIR SHAMPOO

www.neofollics.com

DESCRIPTION

Developed as a follow-up to the Neofollics Anti Grey Hair Serum (a Cosmoprof Awards 2024 finalist), the Neofollics Anti Grey Hair Shampoo responds to the need to preserve hair colour while caring for the hair and scalp. Rather than acting as a traditional colouring product, it functions as a gentle shampoo that gradually reduces the appearance of grey hair while maintaining scalp comfort. It subtly blends grey hairs with the natural hair colour and helps protect against oxidative stress using antioxidants such as vitamin E and botanical extracts.

PRODUCT INNOVATION

The Neofollics Anti Grey Hair Shampoo stands out by addressing a key challenge in this category: colouring grey hair without harsh dyes. Instead of oxidative colouring agents, it uses gentle, high-quality colourants that gradually adhere to grey hairs and blend them with the natural hair colour, without ammonia or peroxide. Its innovation lies in combining this subtle colour effect with advanced scalp care. Antioxidants and botanical extracts help to reduce oxidative stress, while active scalp ingredients support comfort and dandruff control. This multifunctional approach integrates aesthetics and scalp health into a simple, daily shampoo routine.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are a premium, science-based hair and scalp health brand, positioned between dermatological science and cosmetic haircare. Our focus is on evidence-based formulations, ingredient transparency, and realistic results. We sell our products via direct-to-consumer (DTC) and professional retail channels, and they are suitable for pharmacies, clinics, specialised beauty retailers and online platforms. We distribute to the following countries: Europe, the UK, the Nordic countries and the Middle East (including the UAE and Saudi Arabia).





NBI NORDIC BEAUTY IMPORT OY

Hall 14 – D2-E1 – Finland

NOBE COOLING CARE SOOTHING SERUM

www.nordicbeautyworld.com

DESCRIPTION

The Nobe Cooling Care Soothing Serum is a lightweight, fragrance-free gel serum designed to instantly soothe, hydrate, and support the skin barrier. Formulated with Nordic xylitol to strengthen the skin barrier, calming aloe vera, refreshing peppermint extract, and protective ectoin, it helps to relieve the discomfort and dryness caused by stress, heat or active ingredients. The cooling texture absorbs quickly and works as a moisture booster in any skincare routine. Suitable for all skin types, especially sensitive, dehydrated, or stressed skin, it meets the need for effective yet gentle daily care.

PRODUCT INNOVATION

The Nobe Cooling Care Soothing Serum stands out in men's grooming by offering a multifunctional, no-fuss solution that addresses irritation, dehydration, and skin stress in one lightweight step. This fragrance-free, 99.99% natural-origin serum combines Nordic xylitol to strengthen the skin's barrier, cooling peppermint to soothe, aloe vera to calm, and ectoin to protect. The instant cooling effect provides immediate comfort after shaving, workouts, sun exposure, or daily stress. Designed for simplicity and performance, it fits seamlessly into men's routines, delivering visible soothing and hydration without greasiness - making it a modern alternative to traditional aftershaves.

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned as a premium Nordic natural skincare brand, the Nobe combines scientific innovation with the restorative power of Nordic nature. It operates within the selective and premium beauty segment and is distributed through curated beauty retailers, pharmacies, department stores and high-quality e-commerce platforms.

We currently distribute in Finland, Germany, Sweden, Belgium, Albania, Iceland, Denmark, Estonia, Norway, Spain, Italy, Ireland, Lithuania, Austria, the Netherlands, Mexico, Greece, Hong Kong, Portugal, Romania, Latvia and Poland.

Nobe's goal is to achieve global distribution, with strategic expansion across Europe, America, the Asia-Pacific and other international markets, where the demand for natural, science-backed and microbiome-focused skincare products is growing rapidly.





BEESLINE

Hall 14 – D4-E3 – Lebanon

BEESLINE - DEODORANT POWDER - FRAGRANCE-FREE

www.beesline.fr

DESCRIPTION

Made with **98.5% natural-origin ingredients**, this powder transforms into a clinically proven 48-hour deodorant when mixed with water in your reusable Forever bottle. Naturally odor-preventing, aluminum-free, and fragrance-free, it's perfectly suited for sensitive skin. By choosing the Forever refill sachet, you will reduce plastic waste to landfill by 40.7x, starting from the second use. This is based on the comparison between a 71.2g bottle and a 1.75g sachet.

PRODUCT INNOVATION

Our innovation lies first in the waterless powder format, which is activated with water in a reusable Forever bottle to significantly reduce volume, transportation-related CO₂ emissions, and plastic waste to landfill. At the formula level, our product features a unique antibacterial duo of Zinc Lactate and Sodium Usnate, delivering high-performance odor protection without aluminum. This combination of a sustainable powder-to-liquid format and an advanced, naturally inspired COSMOS-approved antibacterial system makes our deodorant truly unique in the category.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our marketing positioning is 'Premium Accessible'. Our distribution countries are **France, Italy and Cyprus**, and we would like to expand into **the USA, Portugal, Spain, Germany, Greece, the UK and Romania**.





P.N.G STUDIO LTD

Hall 14 – 17 – Cyprus

SKINLAV REMOTE DIAGNOSTIC

www.skinlav.com

DESCRIPTION

The Skinlav Remote Diagnostic is an innovative at-home skin diagnostics platform that redefines personalization in skincare. The app allows users to order professional diagnostic films, apply them at home, and scan them using a mobile device. AI-powered analysis of the film data identifies accurate skin condition parameters and converts them into a bespoke cosmetic formula. Designed for consumers seeking precise skincare and brands embracing data-driven personalization, Skinlav replaces subjective skin assessment with measurable diagnostics, delivering a new standard for accuracy in beauty technology.

PRODUCT INNOVATION

The Skinlav Remote Diagnostic introduces a breakthrough hybrid diagnostic model that combines physical skin diagnostic films with AI powered mobile analysis. Unlike conventional digital skin analysis solutions, the Skinlav captures objective measurable skin data through applied diagnostic films. These films are scanned via the app and analyzed by artificial intelligence to calculate precise skin condition indicators. This approach bridges laboratory grade diagnostics and consumer friendly digital experience. The innovation lies in transforming professional in lab diagnostic methodology into an at home process seamlessly connected to the creation of a fully personalized cosmetic formula - all managed.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand offers premium, AI-driven, personalised skincare diagnostics.

We distribute our product worldwide (online) through a mobile application and direct-to-consumer channels, as well as through B2B partnerships.

We intend to expand into the European Union, the United Kingdom, the Middle East, North America, and the Asia-Pacific region.



LABORATORY-LEVEL SKIN ANALYSIS FROM HOME
MOBILE APP + PROFESSIONAL TEST KIT





BIOPHARMA LABORATORIES LTD.

Hall 14 – C9 – Bulgaria

BARRIFICATOR FACE MOISTURISER COBACCO

www.cobaccolove.com

DESCRIPTION

The Barrificator Face Moisturizer transcends traditional hydration, pioneering and mastering the "butter skin" aesthetic through a high-performance blend of bio-identical lipids, potent moisturizers and microbiome-balancing prebiotics. By treating skin as a living ecosystem, this all-in-one formula replaces surface-level shine with a deep-tissue, cushioned bounce. It's a benchmark in barrier-first care, recalibrating texture and complexion to achieve a soft-focus finish once thought unattainable. Designed for all skin types, this versatile powerhouse formula fits seamlessly into any regimen, to make the luxury of 'butter skin' a daily reality.

PRODUCT INNOVATION

The Barrificator redefines barrier care through Aloe HyperFerment, a biotechnological breakthrough, enhancing traditional aloe for supercharged hydration and anti-scaling properties. We use biomimetic sugars to trigger the internal production of hyaluronic acid and ceramides. Synthesized Vitamin F (essential fatty acids) and Inulin prebiotics are within a sophisticated lecithin-based emulsion to recalibrate the microbiome and lipid mantle. This bio-identical synergy reinforces the barrier's structural integrity, transforming skin surface into a high-density bouncy texture, proving that pharmaceutical-grade precision is the true architect of "Butter Skin" glow.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Barrificator defines the "Accessible Luxury" category. We challenge the overpriced luxury market by providing a high-performance, clinically-proven formula at an honest, accessible price point. Our target consumer is the "Value-Conscious Skintellectual.", someone who understands high-end ingredients.

We distribute through mass-prestige retail, such as beauty retailers like Douglas or Ulta, where high performance meets accessibility, and direct-to-consumer (DTC) and social commerce platforms, which allow us to share educational content. Our products are currently available in the EU market via direct-to-consumer and boutique retail. However, we plan to expand further into North America (USA and Canada) and the UK, where demand for affordable, high-efficacy "barrier-first" skincare products is extremely high.





GIUFRA SRL

Hall 14 – D26-E25 – Italy

ASTRA MAKE-UP VIBRAKISS STIMULATING LIP GLOSS

www.astramakeup.com

DESCRIPTION

The Vibrakiss è il primo lip gloss vibrante della storia: un piccolo self-love device invisibile che si muove tra bellezza e piacere. Lucido e leggero all'applicazione, all'apparenza è un semplice gloss, ma dopo pochi minuti un effetto vibrante prende vita sulle labbra, sottile, continuo e incredibilmente preciso. La texture è lucida e trasparente, arricchita da un delicato tocco di colore e da perle luminose che catturano e riflettono la luce. Vibrakiss si rivolge a tutti i consumatori, di ogni età, che desiderano un prodotto innovativo capace di unire make-up, comfort e un'esperienza sensoriale unica in un solo gesto.

PRODUCT INNOVATION

The Vibrakiss redefines the concept of lip gloss by introducing, for the first time, an unprecedented vibrating sensation on the lips. Glossy and light when applied, it appears to be nothing more than a gloss, but thanks to an innovative Amazonian active ingredient added to the formula, a subtle, continuous, and incredibly precise vibration is activated a few minutes after application, generating amplified micro-movements and a thrill never before experienced in a beauty product. The formula combines performance and treatment: hyaluronic acid deeply moisturizes, while mango and passion fruit oils provide softness and silkiness.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Astra Make-Up's Vibrakiss Stimulating Lip Gloss will be distributed in Italy in major chains such as OVS, Douglas, Pinalli, Caddy's, as well as in numerous selected retailers throughout the country.

In the rest of the world, it will be available in countries where the brand is already present, among the most important Spain and Turkey, but Astra is now distributed in over 50 countries in Africa, Europe, South America, the Middle East and Asia.





UAB KOSMETIKOS TYRIMŲ CENTRAS

Hall 14 – F26 – Lithuania

MICRO FUSE RETINOL - MATH SCIENTIFIC

www.mathscientific.lt

DESCRIPTION

The Micro Fuse Retinol Facial Patches are innovative skincare patches designed to target fine lines and wrinkles with precision. Powered by dissolvable micro-needle technology made from hyaluronic acid, they deliver retinol and peptides directly into the skin for enhanced absorption. The patches work painlessly to support skin renewal, improve elasticity, and visibly smooth wrinkle depth. Ideal for targeted areas such as smile lines, "crow's feet", and frown lines, they provide professional-level results at home, helping skin appear firmer, smoother, and more youthful with regular use.

PRODUCT INNOVATION

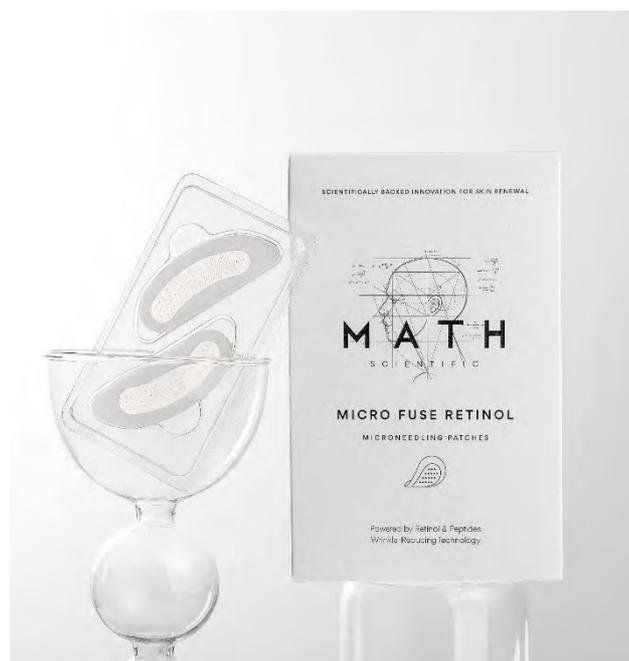
The innovation of Micro Fuse Retinol Facial Patches lies in their dissolvable micro-needle technology. Made from hyaluronic acid, the micro-needles painlessly penetrate the skin and dissolve, delivering retinol and peptides directly into targeted layers. This precise delivery system bypasses the skin's natural barrier, increasing effectiveness while reducing irritation commonly associated with retinol. By combining clinical-grade technology with safe at-home use, the patches offer a more efficient, targeted, and science-driven approach to wrinkle treatment and skin renewal.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is a science-driven, clinically inspired skincare brand with a premium dermocosmetic positioning. It is focused on Micro-needle technology, an innovative delivery system.

We offer targeted solutions for visible skin concerns such as wrinkles, loss of firmness and signs of ageing. Professional-level results, designed for safe at-home use.

We hope to expand into Southern and Western Europe, Scandinavia (Sweden, Denmark and Finland), the United Kingdom, the United States and the UAE.





FONTANA CONTARINI COSMETICS

Hall 14 – F24 – Italy

HYALU POWDER BY FONTANA CONTARINI

www.fontanacontarinime.com

DESCRIPTION

A veil of beauty that unites make-up and skincare. This impalpable, ethereal powder balances, illuminates, and sets while caring for the skin. Formulated with active levels of Hyaluronic Acid to deliver lasting hydration, improve elasticity, and smooth fine lines, and enriched with Ener-GY Plus™ for a boosting effect that promotes firmness, radiance, and a naturally glowing complexion. The Hyalu Powder awakens vitality and enhances luminosity with an anti-fatigue effect. A touch of understated luxury, refined and essential in every application. Created for a discerning, niche audience that values chic minimalism and quiet sophistication.

PRODUCT INNOVATION

At the forefront of powder skincare, this formula is designed to care for the complexion as part of a daily ritual day or night. The perfect balance between highly refined Silica Hyaluronic Acid and Ener GY Plus™. Extensive research to fine tuning the sensorial profile of each ingredient to ensure an ethereal finish. The innovation applied to this formula builds on the evolution of water infused powder technology allowing it to transform into a loose foundation with light to medium coverage that delivers an immediate sensation of hydration and freshness to the skin – breaking away from traditional make-up.

MARKET POSITIONING & DISTRIBUTION MARKETS

The brand is distributed in department stores and selected local e-commerce platforms.

The official launch took place at Cosmoprof Asia 2025.

Initial markets include Italy, GCC countries, Scandinavia, Finland, the Iberian Peninsula, Mongolia, South Korea, Vietnam and South Africa.

Next markets: India, China and the USA.





DIGITAL SKINCARE INC.

Hall 14 – B28 – USA

LÓVI - SCIENCE-BACKED AI COSMETOLOGIST YOU CAN TRUST

www.lovi.care

DESCRIPTION

The Lóvi is an all in one AI beauty technology combining face analysis, cosmetic, scanning, and daily personalized routines. The platform detects 17 facial skin conditions builds tailored skincare programs, and lets users scan skincare and makeup to instantly check if they truly fit their skin before purchase. Independent from cosmetic brands, the Lóvi provides unbiased evaluations and helps consumers and professionals replace trial and error with transparent science based decisions.

PRODUCT INNOVATION

The Lóvi's innovation lies in deep, expert-driven personalization at scale. All AI models are developed in-house and trained on tens of thousands of cosmetic products and skin cases manually annotated by dermatologists, cosmetic chemists, and formulators. The platform links face analysis (17 skin conditions) with formulation-level cosmetic fit scoring and personalized routines, evaluating full formulas, ingredient interactions, texture, and skin-condition relevance. The Lóvi's AI demonstrates over 90% concordance with expert evaluations, transforming personalization from a marketing promise into a validated, scalable beauty technology.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are a premium, AI-driven beauty technology platform positioned at the intersection of beauty technology, personalisation and data-driven skincare. It is independent from cosmetic brands, ensuring unbiased product evaluation. It has a B2C subscription-based model with integrated product discovery and marketplace redirection, and is suitable for both consumers and beauty professionals. Our distribution channels includes mobile application (iOS), direct-to-consumer digital distribution, online marketplaces via affiliate and partner integrations.

It is present in over 50 countries worldwide, with a strong presence in: United States, European Union, Middle East. We would like to expand into the following target markets: Asia-Pacific (South Korea, Japan, Southeast Asia), Latin America, EU and Middle East markets.





BEARDBURYS ESSENTIALS BY CAROBELS COSMETICS

Hall 14 – 24 – Spain

HANGOVER POWER – INSTANT ANTI-DARK CIRCLES TREATMENT

www.beardburys-essentials.com

DESCRIPTION

The Hangover Power is an instant anti-dark circles and anti-puffiness treatment designed for men who want immediate visible results without complicated routines. It reduces under-eye dark circles, puffiness, and signs of fatigue from the first application. Its fast-absorbing, highly concentrated formula, enhanced by a cooling metal applicator and exclusive Lift Complex, visibly smooths and tightens the under-eye area while progressively improving its appearance with continued use. It is aimed at active, demanding men who value simple, effective solutions and real results.

PRODUCT INNOVATION

The Hangover Power redefines men's under-eye care by focusing on correction rather than routine. It innovates the anti-dark circles and puffiness category by combining high-concentration performance with immediate visible impact. Its exclusive Lift Complex delivers an instant tightening effect, visibly reducing puffiness from the first use. Innovation is enhanced by a cooling metal applicator that amplifies the decongesting effect, stimulating microcirculation while improving sensory experience and precision. High precision. Minimal product. Maximum effect.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand is a men's grooming brand positioned in the 'masstige' market, distributed through barbershops, salons, select retailers, and e-commerce platforms.

We currently operate in Spain, the United States and other European markets.

We want to expand into Europe (France, Italy and Germany), Latin America, the Middle East and Asia through travel retail with gift sets.





BLONDE SISTER SRL

Hall 14 – 50 – Italy

3 IN 1 FIX & GO BROW GEL | BLONDESISTER

www.blondesister.com

DESCRIPTION

The 3 in 1 Fix&Go Brow Gel is an all in one brow gel that sculpts, tames, and sets every hair for a flawless look. Inspired by the viral brow lamination trend, it delivers a salon worthy laminated finish at home. The universal transparent formula adapts to all brow tones while the dual ended 3 in 1 applicator allows precise application brushing and sculpting. Ideal for medium to thick brows, it hydrates and strengthens hair with Panthenol Pro vitamin B5 100. Made in Italy and vegan friendly, and it ensures a long lasting definition.

PRODUCT INNOVATION

The 3 in 1 Fix&Go Brow Gel is driven by its innovative dual-ended 3-in-1 applicator, designed to deliver multiple brow looks with one tool. The texture-pickup applicator allows precise product control, creating a soft, natural everyday brow effect. By incorporating the other two ends, the comb and sculpting brush, users can elevate the result to a full laminated, salon-like finish. This multi-step professional result is achievable with one product and no additional tools. 100% Made in Italy and vegan-friendly, it combines performance, versatility, and professional results in a single, intuitive application experience.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is a premium indie beauty brand made in Italy and available in select perfumeries and department stores. It is also featured in Lagardère Duty Free at Rome Fiumicino Airport (FC31). Also available on MSC Cruises and via the brand's website and Amazon (US).

Our current distribution countries are:

Europe: Italy, Greece, Lithuania, Estonia, Finland and Denmark;

Russia: distributed through the Golden Apple department store;

Middle East: Kuwait and Saudi Arabia via Boutiquaat.

We are planning to expand into the GCC countries to achieve a broader Middle Eastern presence.

USA: FDA certification in progress for full collection distribution.





GENEWEL.CO.LTD.

Hall 14 – 1 II 2 – Korea

PURE HYALURONIC MELTING SNOWBALL CAPSULE

www.genewel.com

DESCRIPTION

The Healimize Pure Hyaluronic Melting Capsule is a freeze-dried, single-use skin booster formulated with 99.5% pure Sodium Hyaluronate (995,169 ppm) for deep hydration and visible skin revitalization. Activated upon contact with toner, serum, or moisturizer, it melts into a fresh, concentrated treatment equivalent to 1.6 bottles of serum. Ideal for dry, sensitive, or dehydrated skin, it enhances elasticity, smoothness, and glow without irritation. The product meets modern consumer needs for hygienic, portable, preservative-free, and customizable skincare rooted in medical-grade expertise.

PRODUCT INNOVATION

What differentiates the Healimize is its medical-grade freeze-drying platform. Active ingredients are spheres crystallized at -40°C , sublimated to remove only water, and condensed into a highly potent orb, preserving freshness until activation. Each capsule contains 995,169 ppm Sodium Hyaluronate without fillers or preservatives. The single-use blister system ensures hygiene and stability while allowing personalized mixing with existing skincare. This waterless, customizable booster format combines clinical concentration, sustainability, and consumer-friendly usability—bridging pharmaceutical precision with cosmetic innovation.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is currently positioned at a mass-market price, targeting individuals aged 20 and over who are interested in innovative skincare products and developing a skincare routine.

We distribute it in the US and on the US Amazon marketplace.

Ivy Beauty USA.

We are opening markets in the MeNA area (Kuwait, Egypt, Saudi Arabia and the UAE).

We are actively looking for global retail and e-commerce channels in Europe, the USA and the UK.





SENTIER FRAGRANCE

Hall 14 – C8-D7 – Great Britain

[WATER LESS] GINSENG ANTI-AGEING DAILY SHIELD SERUM OF THE ICONIC BRAND AVANT SKINCARE

www.avant-skincare.com

DESCRIPTION

Our Advanced Ginseng Anti Ageing Daily Shield Serum is a high performance waterless daily facial serum formulated to deliver concentrated actives in their most stable and bioavailable form. Key Benefit: Daily environmental defence against oxidative stress and pollutants. Enhanced anti-ageing performance with visibly firmer smoother skin. Improved radiance and hydration via bioavailable delivery of active botanicals. Waterless and preservative minimal enabling higher concentrations of actives. Suitable for all skin types including sensitive skin due to gentle yet effective formulation.

PRODUCT INNOVATION

Our Advanced Ginseng Anti Ageing Daily Shield Serum redefines conventional anti ageing skincare through its fully waterless formulation a radical departure from traditional serums that typically contain 60–80 water. By eliminating water from the formulation, we have maximised active concentration, every drop is functional with no dilution. We have also reduced reliance on preservatives, supporting a cleaner formulation philosophy. This innovation transforms the serum from a “hydrating base with actives” into a concentrated treatment shield.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is positioned within the **premium / high-performance skincare category**.

It is targeted at **selective distribution channels that prioritise efficacy-driven and innovative formulations**.

Our products are available from **leading European e-tailers**, including **Lookfantastic, Zalando, Douglas and Nocibé**, as well as from **our official website**. They are also available **at our in-house skin clinic, where clients can receive personalised consultations, professional HydraFacial treatments, and advanced skin diagnostics under the supervision of our resident dermatologist**.

This ensures optimal product guidance, treatment efficacy, and a **fully tailored skincare experience**.





BALTLINE GLOBE SIA

Hall 14 – 18 – Latvia

LABRAINS SKIN PERFECTING PEELING MASK INTENSE

www.labrains.eu

DESCRIPTION

A new generation PHA rinse-off “skin reset” treatment—created for the moment when skin looks tired, feels reactive, and needs visible refinement without punishment. A comfort-first peeling mask that gently resurfaces the skin while supporting its natural return to balance (homeostasis). In 10–15 minutes, it helps reveal a smoother, brighter-looking complexion, a more refined skin. For “Peel-avoidant” users, those who typically cannot tolerate classic acid peels (stinging, tightness, redness). Urban skin exposed to stressors (pollution, climate shifts, over-cleansing, active overload).

PRODUCT INNOVATION

A peeling mask engineered for sensitive skin. Key differentiators: PHA-led resurfacing for a refined yet gentle peel experience; homeostasis-supportive peel architecture. The formula is intentionally structured to support the skin’s return to equilibrium during renewal—pairing resurfacing with soothing, hydration-balancing, and comfort-supporting components.

Peat + willow synergy: clarifying refinement with a calming narrative; multi-pathway “perfecting” system.

The mask incorporates tone-support (ascorbyl glucoside) and clarity-support (azelaic acid) to present a complete “skin perfecting” story: surface + tone + comfort.

MARKET POSITIONING & DISTRIBUTION MARKETS

We currently distribute to the following countries via www.labrains.eu: the Netherlands, Belgium, Germany, Portugal and the United Arab Emirates. We are looking to expand into the following countries: France, Italy, Spain, the United States, and the Scandinavian countries.





STANDARD BEAUTY

Hall 14 – 19 – Germany

SWEET TREAT TINTED LIP GLAZE WITH TRIPEPTIDES-1

www.standard-beauty.de

DESCRIPTION

The Sweet Treat Lip Glaze is a skincare powered lip oil that merges treatment and makeup. While the original clear formula launched as a lip treatment, October 2025 marked the official debut of its makeup extension: tinted lip oils. Infused with hyaluronic acid & peptides, it hydrates, smooths and strengthens the lip barrier while delivering sheer, wearable color and high shine payoff. Shades including Funfetti, Donut, Dipped Strawberry, Milk Tart and Sugar Boba transform clinical lip care into playful beauty. Designed for Gen Z and Millennials, it meets the demand for sensorial skincare led makeup.

PRODUCT INNOVATION

The Sweet Treat Lip Glaze re-engineers lip oil as a clinically inspired treatment system within a makeup format. Unlike conventional glosses that provide surface shine, only it integrates hilurlip®, a micro-sized sodium hyaluronate delivery technology designed for enhanced penetration and long-term plumping together with Sweet Lip Moisture's lamellar phospholipid network that optimizes active delivery antioxidant protection. This dual system enables measurable hydration volume enhancement and barrier support while maintaining a non-sticky high shine tinted finish.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Sweet Treat Lip Glaze is distributed through a robust omnichannel model. Existing distribution channels include direct-to-consumer (DTC) sales via the brand's own e-commerce platforms in South Africa and Germany, a dedicated warehouse in Germany for efficient European fulfilment, and availability in over 400 retail chain stores and five standalone stores across South Africa.

The brand uses a digital-first strategy, creating educational, founder-led and product-focused content on TikTok and Instagram .

Our desired distribution countries are: Germany, the United Kingdom, the Netherlands, the United Arab Emirates, Saudi Arabia, Australia, New Zealand, the USA and Canada.

Our desired distribution channels are: TikTok Shop, retail and pharmacy stores, beauty retailers, and online marketplaces.

makeup
TINTED LIP GLAZE
SUGAR BOBA





FRESH SKIN EST (JAYLA)

Hall 14 – A30 – Saudi Arabia

JK PERFUME

www.jayla.sa

DESCRIPTION

The JK Perfume by Jayla is a powdery rose and musk fragrance designed for modern women who appreciate softness with quiet strength. The scent opens with delicate rose petals wrapped in a clean, velvety musk base, creating a refined powdery aura that feels elegant and comforting. It delivers long-lasting freshness while remaining intimate and skin-like. Ideal for daily wear, the JK enhances feminine presence with subtle sophistication. The harmonious blend of floral powder and white musk meets the needs of women seeking a timeless, graceful signature scent that feels both luxurious and effortlessly wearable.

PRODUCT INNOVATION

The JK Perfume is a personal olfactory creation by Jehan AL Kayid, founder of Jayla, crafted to reflect her signature style—soft, polished, and confident. The fragrance reinterprets classic rose and musk through a modern powdery lens, balancing floral delicacy with clean sensuality. The formula was refined to enhance longevity and projection while maintaining a smooth, skin-embracing finish. Presented in Jayla's signature lavender-toned minimalist bottle, the JK translates the founder's aesthetic identity into a wearable expression of elegance, offering consumers not just a fragrance, but a personal scent story rooted in refined femininity.

MARKET POSITIONING & DISTRIBUTION MARKETS

This is a premium, accessible luxury fragrance brand, positioned within the modern, feminine, niche-inspired perfumery market. It has a strong brand identity, rooted in founder-led creation. It is distributed through the following channels: official Jayla e-commerce website (www.jayla.sa), 21 Jayla standalone retail boutiques across Saudi Arabia and selected pharmacy and beauty retail chains, including Whites and Al-Dawaa. Our distribution countries are the Kingdom of Saudi Arabia, but we desire distribution in Europe.





ASSAF

Hall 14 – A32 – Saudi Arabia

ATTACKS - ASSAF

www.3saf.com

DESCRIPTION

The Assaf's Attacks is a bold fragrance designed to give the user a strong and confident presence. The name Attacks reflects the meaning of rushing a rush that surprises the senses with a sneak Attack. The Attacks comes as a part of Assaf's new era, the era that changed the game and raised the bar to a higher level in the fragrance market. Its function is to deliver a long-lasting aromatic experience leave a strong impression from the first moment. Its most prominent benefits are its aromatic strength, high stability, and adaptation to all formal and informal occasions.

PRODUCT INNOVATION

The Attacks is unique by its composition that combines deep and fresh aromatic notes in a sophisticated and balanced way. It starts with a touch of Thai basil pepper and freesia then develops into a rich woody and floral heart and finally a strong base of amber and patchouli giving it a hold all day long. The fragrance is also distinguished by its modern and elegant packaging, which reflects the luxury of the product and is easy to use, while the spray experience gives the user a sense of strength and confidence with every note. These factors make Attacks unique

MARKET POSITIONING & DISTRIBUTION MARKETS

The fragrance is positioned within the **luxury category** and is distributed through specialized **luxury perfume retailers** and **high-end shopping malls**. It is also available through **the brand's official online stores**, allowing easy access for customers across the region. The marketing strategy focuses on **customers seeking a fragrance that combines luxury, exclusivity, and modern Arabic olfactory identity**.

Our currently available markets include: **Saudi Arabia, all Gulf countries, Iraq, Egypt, Spain, Malaysia, the United Kingdom, Palestine, Libya and Tunisia**. We aim to expand into **the United States market**, as well as **the remaining European countries**. Assaf's overall objective is to **strengthen its presence in key luxury markets, increase brand awareness and maintain an exclusive distribution strategy** that reflects the fragrance's luxury positioning and uniqueness.





ELROEL

Hall 14 – A3-A3a – Korea

PANG PANG BIG SUN CUSHION S10

www.elroel.com

DESCRIPTION

Since its debut in 2016, this product has been consistently loved for 10 years, returning in 2026 as Season 10 with enhanced efficacy and performance. It provides effective UV protection while helping to defend the skin against photoaging and heat-induced aging caused by sun exposure. Additionally, it offers a skin-tone clarifying effect, particularly for areas affected by hyperpigmentation. Recognized as the No.1 sun cushion on Korea's leading portal site.

PRODUCT INNOVATION

A perfected sunscreen developed through 10 years of accumulated technology, expertise, and customer feedback. It allows easy and even application to both the face and body without the need to use hands.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution channels are **official brand stores, Amazon, Qoo10, Shopee and Lazada**. Offline channels include **flagship stores, drugstores and pharmacy chains**.

It is currently available in **Korea, Europe, the United Kingdom, the United States, Japan, Southeast Asia and the UAE**.

However, **the target expansion markets are all regions where the product is not currently distributed**.





DAX COSMETICS SP. Z O.O.

Hall 14 – E11 – Poland

HADA LABO TOKYO DAILY DEFENSE CREAM SPF 50

www.hadalabotokyo.com

DESCRIPTION

The Hada Labo Tokyo Daily Defense Cream SPF 50 is a lightweight daily moisturizing face cream providing high UV protection and advanced skin hydration. The formula combines broad-spectrum SPF 50 protection with Super Hyaluronic Acid™, ectoin and squalane to protect the skin against environmental stressors, dehydration and premature aging. It helps strengthen the skin barrier, improves moisture levels and maintains a healthy appearance throughout the day. Designed for consumers seeking daily protection against UV radiation and urban pollution, it meets the needs of all skin types requiring hydration and preventive anti-aging care.

PRODUCT INNOVATION

The product combines high sun protection with Japanese skincare technology focused on deep hydration and skin barrier support. It features Super Hyaluronic Acid™, known for its multi-level hydration properties, combined with ectoin for environmental stress protection and squalane for barrier reinforcement. The formula provides daily defense against UV radiation and external aggressors while maintaining optimal moisture balance. Inspired by the Japanese beauty philosophy of simple and effective skincare rituals, the product delivers multifunctional protection, hydration and skin comfort in a lightweight daily-use formula suitable for urban environments.

MARKET POSITIONING & DISTRIBUTION MARKETS

The product is available in European markets with potential expansion to global markets.





INDUSTRIAS BETER S.A.

Hall 26 – B76 - Spain

THE ORIGINAL CHARM NATURAL FIBER DETANGLING BRUSH

www.beter.es/es/

DESCRIPTION

The smallest version of the Natural Fiber brush in a charm format. Just as effective as it is irresistible — **you'll want to take it everywhere.**

PRODUCT INNOVATION

The XSS format **detangles hair gently and effectively.** Take it anywhere — hang it on your bag, belt loop or backpack. The anti-tangle bristles are flexible and durable, and are perfect even for fine hair.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution markets include Europe, South America and the UAE.





EURACOM S.R.L.

Hall 26 – B73 - Italy

SKEEN MASK

www.euracom.it

DESCRIPTION

The Skeen Mask is a cutting-edge LED facial mask designed to deliver visible skin rejuvenation from the comfort of home. Crafted from ultra-light medical-grade silicone, it features 54 LEDs emitting red, infrared, blue, and yellow light for targeted photobiostimulation. Ideal for all skin types, it reduces wrinkles, redness, acne, and hyperpigmentation. Its open-grid design offers breathability and comfort, making it the perfect non-invasive anti-ageing skincare solution.

PRODUCT INNOVATION

The Skeen Mask is the world's first to be made using injection-molded liquid silicone for a flexible, ultra-lightweight design (only 93g). It offers full-face LED coverage with 54 high-power LEDs and built-in eye protection. It delivers 4 wavelengths (red, infrared, blue, yellow) in pulsed mode, offering medical-grade photobiostimulation with no side effects. The breathable structure and form-fitting flexibility ensure maximum comfort and effectiveness—features unmatched by traditional LED masks.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our product is a high-end, home-use LED therapy device.

It is available in Italy, Germany and Spain, through e-commerce, beauty centres and pharmacies.

Our desire is to expand into the USA, Japan, South Korea and the UK.





LAM TIN TRADE LIMITED S.A.

Hall 26 – A97 – Greece

BLUESKY OMBRE PALETTE GEL-VIVID CORE

www.blueskycolors.com

DESCRIPTION

The Bluesky Ombre Palette Gel – Vivid Core is a professional tap-on ombre gel designed for seamless gradient nail art. Featuring six classic, vivid shades – black, white, red, purple, yellow, and blue –, it supports sponge tapping, hand painting, and transfer techniques. The air-cushion compact ensures even gel pickup and smooth colour diffusion, allowing artists to achieve trendy airbrushed-style gradients with ease. It is ideal for professional nail technicians and trend-driven nail art lovers seeking high-impact, creative designs.

PRODUCT INNOVATION

The innovation lies in its tap-on ombre system combined with an air-cushion palette format. Unlike traditional gel application methods, the sponge-based pickup system delivers controlled pigment diffusion, enabling effortless gradients that replicate popular airbrush effects without specialized equipment. The curated vivid core color set offers high chroma and clean blending, while the compact design ensures consistency, hygiene, and ease of use—redefining how gradient nail art is created in salons and retail settings.

MARKET POSITIONING & DISTRIBUTION MARKETS

As a potential power brand in the nail industry, Bluesky focuses on the middle-to-high-end market. Our distributors are divided into six regions: Europe, the UK, South and North America, Asia, the Middle East and Africa, and Australia. There are a total of 36 exclusive distributors globally. Regarding our brand strategy for 2026, **BLUESKY** put more emphasis on its retail line. We are exploring the possibility of working with offline distributors in Germany, France, Italy, and the UK, – countries at the forefront of fashion worldwide.





FARMEC SA

Hall 26 – A83 - Romania

GEROVITAL H3

www.farmec.ro

DESCRIPTION

The serum contains 4D Hyaluronic Acid with 4 different molecular weights. Each type is absorbed at a different rate by the skin, providing multiple benefits, including intense and long-lasting hydration, repairing effects, anti-wrinkle action and skin firming. Thanks to the inclusion of fully acetylated, ultra-low molecular weight hyaluronic acid the serum penetrates deep into the skin densifying it from within and delivering a needle free filler effect. The Wild rose seed oil provides a valuable supply of easily absorbable nutrients. It is designed for women aged 35 with mature skin who want visible anti-ageing results without invasive procedures.

PRODUCT INNOVATION

The Gerovital H3 Evolution Perfect Look Ampoules are formulated with a high performance 10 4D Hyaluronic Acid complex for multi level skin action. This innovative system combines four biocompatible molecular weights, including a fully acetylated form with a very low molecular weight that penetrates the deeper layers of the skin. This delivers hydration, regeneration and visible skin redensification, providing a 'needle-free filler' effect. The ampoule format ensures precise dosing, freshness and the optimal stability of the active ingredients, enhancing user experience through a concentrated fast absorbing serum with instant optical firmness and radiance.

MARKET POSITIONING & DISTRIBUTION MARKETS

Gerovital H3 is distributed in national markets, including online, in our own stores, and in pharmacies, drugstores, supermarkets and hypermarkets.

It is also distributed in international markets, such as Hungary, Cyprus, Greece, the Republic of Moldova, Latvia, the Netherlands and the USA.





AMKA PRODUCTS PTY LTD

Hall 26 – C77 – South Africa

STELLA FLUX PIGMENT PAINT - BRONX COLORS

www.amka.co.za

DESCRIPTION

The Stella Flux Pigment Paint is a professional-grade, multi-purpose artistry paint that expands Bronx's Makeup Artistry offering. It is designed for both pro MUAs and confident consumers. Featuring shifting chromatic pigments that transform with movement and lighting, it provides a next-generation radiance that goes beyond traditional glitter. Its highly pigmented yet creamy formula provides precise control and seamless blending for up to 24 hours of wear. It bridges the gap between artistry and everyday wearability, empowering users to recreate bold, editorial looks themselves.

PRODUCT INNOVATION

This high-impact pigment paint delivers bold colours and shimmer that last 24 hours. Use it on your eyes, on your face or on your body for a fierce, waterproof, crease-free look. Infused with squalane, hyaluronic acid and Vitamin E, it provides comfort and nourishment. It's shifting chromatic pigments that change under different lighting and movement. This multi-purpose, makeup-like-paint that is a next generation radiance product that adapts to shifting technology rather than glitter.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand is positioned in the upper mass market. The Stella Flux Pigment Paint is currently available to purchase in South Africa and Switzerland, with plans to expand to the Middle East, Australia, New Zealand, Costa Rica, Thailand and all EU countries.





FLER S.R.L.

Hall 36 – A3 - Italy

BRIGHT ME UP

www.flerworld.com

DESCRIPTION

The Bright Me Up is a brightening and smoothing treatment specifically developed for sensitive areas such as underarms, the bikini area, inner thighs and face. Its gentle yet effective formula helps improve skin tone uniformity, reduce the appearance of dark spots and enhance natural radiance, all while fully respecting skin sensitivity. Formulated with Niacinamide and a purified Sage extract, known for their balancing and illuminating properties, it works progressively to visibly even out the complexion and support the skin's natural regeneration process.

PRODUCT INNOVATION

The Bright Me Up stands out for its targeted approach to brightening delicate areas of the skin, a segment often underserved by traditional body care. Unlike conventional brightening treatments, that may be too aggressive, it is formulated to deliver efficacy with extreme gentleness. Its innovation lies in the synergy between Niacinamide and Sagebright, a purified sage extract that helps regulate pigmentation, while protecting the skin from environmental stressors such as pollution, UV exposure and blue light. Suitable for use after hair removal, its lightweight, non-greasy texture transforms the care of sensitive areas into a safe and reassuring daily ritual with visible, long-term results.

MARKET POSITIONING & DISTRIBUTION MARKETS

We select retail environments, including department stores, pharmacies, cosmetics shops and premium drugstores.

Our brand is presented as a **premium, inclusive shaving and body care brand** that focuses on efficacy, sensitivity, and modern rituals.

We currently distribute in **Italy, Monaco, Spain, France, Greece, the Czech Republic, Slovakia, Hungary, Estonia, Iceland, Albania, Ukraine, Belarus, Azerbaijan, Saudi Arabia and Panama**. We also have an international presence, with particular coverage across **Southern and Eastern Europe**, with growing visibility in **the Middle East and other international markets**. However, our ambition is to expand into the **DACH region (Germany, Austria and Switzerland)**, the **UAE**, the **Scandinavian countries** and the **United States**.





HANGZHOU INTO YOU BRAND MANAGEMENT CO.,LTD.

Hall 26 – B7 - China

INTO YOU SHERO MOIST SUPER MATTE LIP&CHEEK MUD www.intoyoucosmetics.com

DESCRIPTION

Our newly upgraded soft liquid lip mud has a slightly moist, blurred matte finish. It conceals lip lines, provides even colour coverage, and lasts for 24 hours without drying out the lips. It delivers a soft matte look, smooths and evens out lip texture, and locks in moisture with a protective hydrophobic oil layer for continuous care. It is powered by 100% vegan ingredients. It is designed for consumers with dry lips who prefer a velvety matte finish and It is enriched with professional-grade repairing ingredients to maintain lip health.

PRODUCT INNOVATION

Into You's bestselling "Shero Super Matte Lip Cheek Mud" - 2nd generation. Its dual elastomer technology encapsulates clinical-grade repair oils to deliver continuous hydration and care while being worn. It maintains vivid colour and full coverage while offering a refreshing, non-drying, mud-like texture. It can be used on the lips, cheeks and eyes to create harmonious, on-trend makeup looks. The first-generation Into You Shero Super Matte Lip Cheek Mud sold over 60 million units globally.

MARKET POSITIONING & DISTRIBUTION MARKETS

The brand has set up exclusive stores in select Asian countries and regions, with over 23,700 points of sale between self-operated outlets and multi-brand stores.

Subsidiary companies have been set up in Vietnam, Indonesia, Japan and other markets.

Sales currently cover 42 countries and regions, with further expansion underway. Our brand is globally oriented, aiming to fully integrate online platforms with offline retail stores, including official e-commerce channels.

Since launch, we have received positive feedback, showing strong demand across regions.

Hydrating, Nourishing Lip Mud
Multi-Use for Eyes Lips & Cheeks

INTO YOU Shero Moist Super Matte Lip&Cheek Mud





BETTER INVENTION COMPANY LIMITED

Hall 26 – B29-C30 - China

MISTINE ULTRA PROTECTION CLEAR&LIGHT SPORT WATER RESISTANT SUNSCREEN MILK SPF50+ PA++++

www.mistineglobal.com

DESCRIPTION

The Mistine Ultra Protection Clear&light Sport Water Resistant Sunscreen Milk is an outdoor competition-level sunscreen with the highest measured SPF100+ PA++++ and has super protective power. The product applies AI intelligent dynamic membrane technology to achieve waterproof, sweat-proof and friction-proof, high-power sun protection and seawater resistance. It is online for 24 hours and can easily cope with outdoor exposure environments without getting tanned or aged. **0 alcohol** sports sunscreen, truly a perfect combination of "strong protection" and "good skin feel".

PRODUCT INNOVATION

Co-developed with a Nobel Prize-winning research team, our exclusive Ultra-Resistant Bio UV Filter Technology blocks harmful light above 700nm. In vivo tested: SPF86, 80 min super water resistance (SPF64 after water), 26x anti-tanning effect, repairs DNA & photo-thermal damage. Pioneering AI Smart Defense Dynamic Film Technology features 3-layer protection: durable outer, skin-friendly middle, breathable inner.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute in China, (Douyin, Tmall, Xiaohongshu, Vipshop, DeWu, Pinduoduo and JD.com). We also distribute to Thailand and Malaysia.





RAVI BORN TO SHINE GMBH

Hall 26 – B1 - Austria

RAVIVA COLOUR CONDITIONER - RAVI BORN TO SHINE

www.ravi.co.at

DESCRIPTION

The Raviva Colour Conditioner is a professional anti-fading conditioner developed for coloured and chemically treated hair. It works by smoothing and sealing the hair fibre after cleansing, helping preserve colour vibrancy, enhance shine, and improve manageability without weighing hair down. The formula supports hair softness, elasticity, and visual brightness, addressing the needs of consumers who want longer-lasting colour results between salon visits. The target consumer includes colour-treated hair users and salon-oriented customers seeking professional treatment performance at home.

PRODUCT INNOVATION

The Raviva Colour Conditioner differentiates itself by combining a professional fibre sealing conditioner system with a distinctive production philosophy. The formula relies on cationic conditioning agents and Silicone Quaternium 18 to smooth the cuticle, reduce colour wash out and improve shine and manageability, supported by antioxidants and UV related components to help counter colour fading. What makes the product unique is its exclusive **Full Moon Production**: each batch is manufactured only during full moon cycles reflecting a rhythm based intentional approach focused on process attention and consistency. This positions the conditioner as both a **technical treatment** and a **ritual driven experience**.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our premium professional haircare brand is positioned within the **affordable luxury segment**. The conditioner is positioned as a **professional treatment step that complements the Raviva Colour Shampoo**.

It is **distributed via direct-to-consumer e-commerce, professional partners and selected retail environments in Austria, Germany and other selected EU markets**.

The **desired distribution countries** are the **United Kingdom, Italy, France, Spain, the Benelux countries (Belgium, the Netherlands and Luxembourg), Switzerland, Scandinavia and selected non-EU international markets via professional and premium retail partners**.





PIERRE RENE SP. Z O.O.

Hall 26 – B65-C66 - Poland

SEASHELLS WHISPER STONE CANDLE BY LUBICZ GARDENS

www.lubiczgardens.pl

DESCRIPTION

The Seashells Whisper Stone Candle by Lubicz Gardens is a sculptural scented candle inspired by the softness light and organic harmony of the Baltic coast. The candle is housed in a hand crafted ceramic vessel shaped to resemble naturally smoothed coastal stones, translating nature's imperfect beauty into a refined design object. The fragrance evokes the serene atmosphere of the coast – clean airy and mineral – capturing the moment when sea breeze meets sun-warmed shells. It is designed not as a disposable product, but as a lasting interior piece.

PRODUCT INNOVATION

Unlike conventional candles, the ceramic vessel is designed first as an object of emotional and aesthetic value, inspired by real coastal stones and shells shaped by nature over time. The fragrance has been developed to complement the form and material, creating a multi-sensory narrative that is rooted in place, memory and atmosphere.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is positioned at the intersection of **concept stores, galleries, premium interior décor and lifestyle boutiques** in the premium home fragrance and décor sector.

It is currently distributed through **online channels** in **Poland**.

Our ambition is to expand into **Europe and the UK**.





MIXSOON

Hall 26 – B77-C80 - Korea

MIXSOON DERMA BOOSTER PRO

www.mixsoon.co.kr

DESCRIPTION

The Mixsoon Derma Booster Pro is an advanced all-in-one beauty device designed to deliver professional-grade skincare in the comfort of your home. Equipped with three specialized care modes—Glow (Ultrasound + EMS + LED), Elasticity (RF + EMS + LED), and Tension-Up (EMS + LED)—this device provides targeted solutions for radiance, firmness, and skin density. With its 3-in-1 technology combining ultrasound, high-frequency, and EMS microcurrents, the Derma Booster Pro enhances product absorption, improves elasticity, and revitalizes skin in just 12 minutes a day.

PRODUCT INNOVATION

This advanced, all-in-one beauty device combines ultrasound, high-frequency and EMS microcurrents. Its ergonomic, lightweight design (153g) ensures easy handling, while the USB-C fast charging feature offers ultimate convenience for daily use. Clinically tested, the device compared to skincare products has shown remarkable improvements in skin radiance (165%), texture (272%), absorption rate (298%), and absorption speed (284%) alone. Whether you're seeking a luminous glow, firmer skin, or improved skincare efficacy, the Derma Booster Pro provides powerful, visible results with every use.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our Mixsoon Derma Booster Pro is a premium home-use beauty device, available through the official online store and selected beauty retailers. It is targeted at professional-grade skincare enthusiasts.

It is currently distributed in the following countries: the United States, Southeast Asia and South Korea.

Our desired distribution countries include Europe (Italy, Spain, France, Germany, the Nordics, etc.), the Middle East and Africa.





OLIVAL D.O.O.

Hall 26 – B8 - Croatia

HIBISCUS 3IN1 LEAVE-IN HAIR MASK, OLIVAL

www.olivalcosmetics.com

DESCRIPTION

The Hibiscus 3in1 Leave-In Hair Mask provides complete care with its 3-in-1 formula. It nourishes and conditions the hair, promotes renewal, and protects against heat and dryness. Its silky, milky texture is enriched with macadamia oil and panthenol to strengthen hair elasticity and provide hydration, while the pleasant fragrance lingers on the hair for a long time.

PRODUCT INNOVATION

The uniqueness of this hair mask lies in the fact that it is multifunctional both in its use and its effects. It can be used immediately after washing, on damp hair, but also as everyday care for the lengths of dry hair. It can even be applied as a pre-wash treatment. The mask provides a threefold effect, all without weighing the hair down, thanks to a formulation that contains amodimethicone, a silicone that selectively binds to damaged areas of the hair, reduces frizz, enhances shine and softness, and helps protect the hair from heat styling and damage.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute our product through drugstores and e-commerce.

It is already available in: Croatia, Czech Republic, Slovakia, Bosnia and Herzegovina, North Macedonia, online through Notino and La Make Up.

The new countries in which you would like to be distributed are: Slovenia, Italy, Hungary, Albania, Kosovo, Austria, Germany, Switzerland, Sweden, Spain, Denmark, Finland, Iceland, Latvia, Lithuania, Bulgaria, Romania, Estonia, Greece, Cyprus, Ireland, the UK, Latvia, Norway, Poland, Portugal, Turkey, Kazakhstan, Azerbaijan, Moldova, Belarus, Ukraine and the UAE.





ROMAR GLOBAL CARE (QUIMI ROMAR, S.L.)

Hall 36 – B17-C18 - Spain

DEODORANT CERO, AGRADO COSMETIC

www.romarglobalcare.com

DESCRIPTION

This CO₂-compensated cero deodorant delivers up to 72 hours of effective sweat protection while being gentle on skin. Formulated with 0% aluminum salts and 0% alcohol, it's ideal for people with sensitive or easily irritated skin. Its vegan formula and neutral, unisex scent provide long-lasting freshness without an overpowering fragrance, making it suitable for everyday use by all genders. The product meets consumer needs for effective odor control, skin-friendly ingredients, and more sustainable personal care choices.

PRODUCT INNOVATION

This deodorant redefines the aerosol category by pairing skin-minimalist formulation with climate-conscious technology. Its 0% aluminum salts and 0% alcohol formula is designed to reduce irritation while still delivering long-lasting odor and sweat protection—an uncommon balance in high-performance sprays. The product uses a CO₂-compensated propellant system, where emissions linked to aerosol use are offset through certified environmental projects such as reforestation and renewable energy. Combined with a vegan formula and a neutral, unisex scent, it offers a next-generation deodorant experience that aligns personal care, skin comfort, and environmental responsibility.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is mainly distributed through the **perfumery channel**, both at **Druni** and **Primor**, as well as through **regional** and **national operators**. In the rest of the countries (approximately 30 markets), it is **primarily available in supermarkets**.





ARABIAN OUD INTERNATIONAL

Hall 36 – C13-D14- United Arab Emirates

YAQOOT, ARABIAN OUD

www.arabianoud.fr

DESCRIPTION

This Yaqoot is a luxurious female fragrance that opens with a vibrant burst of raspberry and pineapple, creating a joyful, fruity introduction. At its heart, creamy tuberose adds rich floral depth, while a warm vanilla base provides lasting sensuality and comfort. Inspired by the sacred ruby stone, the Yaqoot embodies strength, passion, and elegance. Designed for sophisticated women who value refinement and individuality, it appeals to those seeking a signature scent that combines radiant freshness with a plush, luxurious finish. Ideal for consumers who appreciate olfactory artistry and the power of a premium Arabian Oud creation.

PRODUCT INNOVATION

The Yaqoot stands out through its harmonious balance of vibrant fruit, delicate floral, and warm gourmand notes. The fragrance evolves from a sparkling, joyful opening to a deeply luxurious base, reflecting the journey of a rare ruby gemstone. The meticulous blending of top-quality ingredients—raspberry, pineapple, tuberose, and vanilla—creates a distinctive scent that is both radiant and enduring. The Yaqoot's innovation lies in its emotional storytelling, combining cultural symbolism, luxury aesthetics, and contemporary olfactory trends, offering a fragrance that is wearable, evocative, and empowering for a sophisticated female audience.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Yaqoot is positioned as a premium female fragrance within Arabian Oud's portfolio, offering modern luxury with a distinctive Arabian identity. Distribution is strategically targeted to markets and channels that cater to high-end consumers, ensuring brand consistency and visibility. Expansion into new international markets focuses on regions with strong luxury fragrance demand, allowing Arabian Oud to establish the Yaqoot as a globally recognized fragrance while maintaining its heritage and exclusivity. We distribute it through: luxury retail boutiques, Arabian Oud exclusive stores, high-end department stores, select online luxury platforms, specialty fragrance retailers. It is currently available in the following countries: the United Kingdom, France, Germany, Spain, Italy, Malaysia, Turkey, the UAE, Saudi Arabia, Kuwait, Bahrain, Oman and Qatar.





MARC INBANE B.V.

Hall 26 – B51-C50 – The Netherlands

TINTED SPF50 POWDER MARC INBANE

www.marcinbane.com

DESCRIPTION

The product's function: Mineral SPF50 Powder with an ultimate combination of sun protection, tint and setting powder. Advanced powder provides unprecedented broad-spectrum protection against UV-A, UV-B and blue light, while simultaneously giving the skin a natural complexion without excessive shine. The formula feels silky soft and blends effortlessly with your natural skin color for an even and flawless look. It targets women who want optimal protection against UV anytime, anywhere.

PRODUCT INNOVATION

Mineral SPF50 Powder with 3 in 1 effect: sun protection, tint and setting powder in one! It provides instant protection with mineral filters and SPF50 against UVA, UVB and blue light.

Our product creates a natural complexion and can be used over make-up.

It can easily apply over make-up, while maintaining your look.

It has an optical anti-ageing effect, visibly softening fine lines for radiant, even skin.

The powder is invisible on the skin for a natural look without excessive shine. The silky formula feels light and comfortable and does not clog pores.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution channels include a B2C and B2B webshop, beauty salons and skin clinics.

We distribute to the following countries: NL, BE, BG, CY, DK, DE, EE, FI, FR, GR, HU, IE, IS, IT, HR, LV, LT, LU, MT, AT, PL, PT, RO, SI, SK, ES, CZ, SE.

We would like to expand into the USA.





LAVERNE

Hall 36 – E13-F14 – Saudi Arabia

LOYARD BY LAVERNE RIYADH

www.laverne.com

DESCRIPTION

Launching the Loyard by Laverne marks a new chapter for the brand and its customers. The refined design crafted for a specific audience represents a unique step in the GCC region. The sophisticated fragrance and elegant 20 version of our signature flacon are dedicated to the mature woman who knows what she wants. The premium flacon adorned with a gold floral necklace and off white pearl cap epitomizes luxury. Launched during Ramadan, the fragrance is presented by Georgina Rodríguez, a highly respected influencer worldwide. The Ramadan packaging unfolds magically, celebrating the spirit of this special.

PRODUCT INNOVATION

The Loyard represents Laverne's dedication to merging Western fragrance artistry with local tradition and heritage. Crafted by the renowned perfumer Nathalie Lorson, it reflects years of Laverne's expertise and vision and stands among her finest creations. The composition delivers a long-lasting scent that is instantly recognizable, a rarity in today's market. The packaging offers a visual and sensory experience: the fragrance is presented in a round Ramadan themed box alongside two collection miniature samples and traditional bakhoor wood. Sophisticated and unique in the GCC, the flacon's royal look is crowned by luxurious packaging and exquisite details.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Laverne is a dynamic, leading brand distributed across **all channels**—including our **Loyard perfume line**—both **online** and through **exclusive distributors**, spanning **six continents**. Our presence includes markets such as **the United States, Panama, Colombia, Paraguay, Brazil, Spain, Germany, Poland, and the United Kingdom**, as well as **countries across the Middle East and North Africa**.

We are also planning further expansion within **Europe** by appointing new distributors in **Italy, Belgium, Switzerland, and the Baltic States**.





ORIEN TRADE

Hall 36 – A113-B117-C111 – Estonia

LOYARD BY LAVERNE RIYADH

www.medicube.us

DESCRIPTION

An innovative overnight brightening mask combining Kojic Acid and Turmeric in Medicube's signature wrapping film technology. Delivers 8 hours of intensive treatment while you sleep, targeting hyperpigmentation, uneven tone, and dullness. The peel-off film creates an occlusive barrier, enhancing ingredient penetration. Clinically proven to increase radiance by 33% and improve uneven skin tone by 24.7% within 3 days. It targets health-conscious individuals aged 25-45 seeking effective, convenient overnight brightening solutions for dullness, dark spots, post-inflammatory marks, and uneven skin tone. Suitable for all skin types.

PRODUCT INNOVATION

First overnight brightening treatment combining traditional Asian botanicals Kojic Acid Turmeric with K beauty wrapping film technology. This formula delivers active brightening treatment through an occlusive polyvinyl alcohol film that enhances penetration and prevents transepidermal water loss. The unique peel off format eliminates pillow transfer while maintaining 8 hours continuous delivery. Multifunctional formula includes Retinol Vitamin C, Niacinamide and Collagen for a comprehensive overnight skin transformation. Its instant, visible results and 33% radiance boost make it the first product of its kind on the market.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are a premium K-beauty brand in the mid-to-premium price segment (approximately €26-32 / \$28 USD). We specialise in **skincare treatments** and are available through **prestige beauty retailers and e-commerce**.

We are currently distributed in **the United States and North America** ().

Our online channels include **the brand'Ulta Beauty, AmazonCanadas official website, Amazon** (in multiple regions), **major beauty e-commerce platforms** and **K-beauty specialty retailers**.

Other regions we want to target are: **Australia and New Zealand, the Middle East, Southeast Asia and Latin America**.





VZK LABORATORY

Hall 26 – C7 – Serbia

VZK SENSITIVE ROSELIX AR+

www.vzklaboratory.com

DESCRIPTION

Fast absorbing formula for effective and scientific rosacea relief. Light touch, sophisticated, skin-respecting solution the rosacea community has been waiting for.

For anyone of any age with extremely sensitive skin or Rosacea-prone skin.

PRODUCT INNOVATION

Scientifically innovative deep skin delivery effect. Select ingredients for a supremely satisfying experience of application that provides a sense of effective relief as well as improved general well-being.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is high-quality, affordable dermocosmetics created by pharmacists for people of all ages. The product is intended for those with sensitive and rosacea-prone skin of all types and ages.

It is available in specialised retail outlets such as drug stores and pharmacies.

We distribute to: Serbia, Bulgaria, Greece, Croatia, Montenegro, Kosovo, Poland, the Czech Republic, Slovakia, the UAE, Kuwait, Saudi Arabia and Romania.

Our desired future market is the entire EU.





VOTREPARFUM SPOLKA Z ORGANICZONA ODPOWIEDZIALNOSCIA

Hall 36 – D2 – Poland

I AM LOVED & BIBLIOTHÈQUE DE PARFUM

www.bibliotheque-de-parfum.com

DESCRIPTION

The I Am Loved is an eau de parfum created for women who treat fragrance as a personal ritual. It opens with bergamot, moves into a soft floral heart of lily violet, cyclamen peach, and nutmeg, and settles into a warm base of cedar, vanilla, and patchouli. The packaging extends the experience. The fragrance is presented in a book like box with a small ribbon bookmark, and inside the box, the wearer finds a printed affirmation dedicated to the state I Am Loved. It is designed to help the wearer consciously return to the emotional state of being loved.

PRODUCT INNOVATION

The innovation of the I Am Loved lies in its emotion-centered fragrance concept. Part of the I Am Collection, it translates psychological states into an olfactory experience using a proprietary perfumery-psychology approach, where scent supports specific emotional conditions. Rather than following trends or focusing on complexity alone, the I Am Loved is designed as a sensory tool that helps women consciously access and sustain a feeling of being loved, accepted, and emotionally safe. To deepen the ritual, each package includes a printed affirmation inside, reinforcing the state I Am Loved with every use.

MARKET POSITIONING & DISTRIBUTION MARKETS

Emotional, story-driven niche fragrance brand. Fragrance as a tool that transforms inner reality: helps enter desired emotional states, anchors memories, and gently brings the wearer back to them.

The brand is distributed via direct-to-consumer (DTC) online sales and selective offline distribution through B2B partnerships with premium and niche-focused retailers. (Offline retail presence: Brocard, the largest premium beauty and fragrance retail chain in Ukraine, and Sabbioni in Italy.)

Our products are available in Ukraine, Poland and Canada (own warehouse). Delivery is available to over 35 European countries.

Our expansion focus is Germany – priority market with the strategic goal of establishing own warehousing to support scalable growth and faster local delivery.





NOTE COSMETICS

Hall 36 – C11 – Turkey

NOTE DAILY SKIN PERFECTOR SKIN TINT

www.notecosmetics.com

DESCRIPTION

The Note Daily Skin Perfector Skin Tint is a lightweight, hydrating formula designed to enhance the skin's natural radiance while providing daily care. Infused with nourishing ingredients, it helps to maintain skin moisture balance, leaving the complexion smooth, fresh, and healthy-looking. The non-comedogenic texture absorbs easily without greasiness, making it ideal for everyday use under or without makeup. Suitable for all skin types, including sensitive skin.

PRODUCT INNOVATION

A lightweight, hydrating formula that enhances the skin's natural radiance while maintaining moisture balance. Non-comedogenic and fast-absorbing, it provides a fresh, healthy look without greasiness. Suitable for all skin types, including sensitive skin, it can be used alone or under makeup, combining daily care and effortless radiance in one innovative product.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is distributed through: mono stores, cosmetics chains, pharmacies and online retailers.

It is already available in the following countries:

Algeria, Armenia, Azerbaijan, Bahrain, Brazil, Costa Rica, France, Greece, Haiti, Hong Kong, Iraq, Libya, Macedonia, Maldives, Mongolia, Nepal, Oman, Panama, Paraguay, Portugal, Saudi Arabia, Turkey, Turkmenistan and Yemen.





ANDMETICS GMBH

Hall 26 – C15 – Austria

A.N.D. BEAUTY HONEY DRIP SPF GLOSS

www.andbeauty.world/de

DESCRIPTION

The Honey Drip SPF Gloss makes sun protection irresistible by merging high-shine aesthetics with powerful SPF 30 protection. Designed for the beauty-conscious user, it solves the problem of traditional sticky sunscreen for lips by offering a luxurious lip care experience. It meets consumer demand for “Luxe Care” that looks iconic on social media while providing functional and reliable UV protection. As our motto says: “Come for the look. Stay for the quality.”

PRODUCT INNOVATION

Innovation meets “Sexy SPF.” While most lip glosses lack protection, and most sunscreens lack aesthetic appeal and a luxe feeling, the Honey Drip SPF Gloss achieves a high-shine finish without the white cast or heavy feel of traditional sun care. Its formulation delivers real protection in a texture that feels like a premium cosmetic oil. The iconic packaging and “Honey Drip” naming are engineered for viral story moments, making sun safety a playful part of a daily beauty routine.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are a mass-market beauty brand positioned in the drugstore segment.

Our product is distributed through leading drugstore chains and retail partners. Also available via the official A.N.D. online shop.

We currently distribute to the following countries: Germany, Austria, Switzerland, Sweden, Finland, Malta and Greece.

We are expanding further within the European Union and the United Kingdom.





GULF ORCHID PERFUME MANUFACTURING LLC

Hall 26 – A53-B54 – United Arab Emirates

VANILLA VOYAGE BY MAISON ASRAR

www.shop-gulforchid.com

DESCRIPTION

The Vanilla Voyage is a rich, buttery gourmand fragrance created to redefine modern vanilla perfumery. Built around indulgent vanilla and caramel, it unfolds into a creamy heart of milk, honey, and almond before settling into a warm base of amber, tonka bean, and musk. Designed for mass appeal with niche-level craftsmanship, it delivers an edible yet refined experience that is powerful without being overwhelming. Part of Maison Asrar's Tiramisu Collection, the Vanilla Voyage has quickly become one of the most talked-about vanilla fragrances of 2025, earning widespread acclaim from both consumers and industry tastemakers.

PRODUCT INNOVATION

The Vanilla Voyage elevates the gourmand category by delivering exceptional intensity and longevity while maintaining balance and wearability. Vanilla fragrances often lean either soft or overpowering; Vanilla Voyage bridges that gap with a creamy, structured composition that lasts over 20 hours with strong projection. Its success lies in transforming a familiar note into a bold, modern statement that performs across seasons and regions. The fragrance's rapid global adoption and repeated sell-outs—particularly in the U.S.—demonstrate its ability to redefine expectations for what a high-performing vanilla fragrance can be.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is a premium, gourmand vanilla fragrance for modern consumers who are savvy about fragrance.

Currently available in over 110 countries through Maison Asrar's official distributors, the fragrance's expansion goal is to reach customers in all remaining countries globally, maximising accessibility and brand presence.





MIDSONA DENMARK A/S

Hall 21 – 014 - Denmark

URTEKRAM BEAUTY NORDIC BERRY RICH REPAIR SHAMPOO

www.midsona.dk

DESCRIPTION

The Nordic Berry Rich Repair Shampoo is a shampoo for normal to dry hair, also suitable for dehydrated, damaged hair. The formula is enriched with cloudberry extract that helps nourish and freshen up the hair. The conditioning properties of PCA Glyceryl Oleate and aloe vera help hair regain its natural softness and shine. It provides intense repair and a lightweight feeling, and it has a fruity, fresh scent. It is certified by Ecocert Cosmos Organic and is 99% natural origin and vegan. The product was just launched.

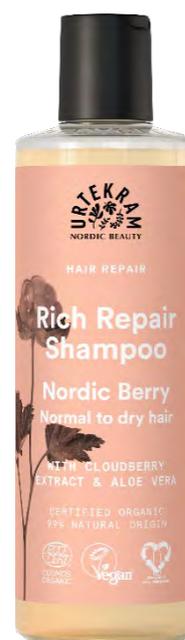
PRODUCT INNOVATION

The product is certified by Ecocert Cosmos Organic, is vegan and contains 99% natural ingredients. It is also enriched with cloudberry extract, a Nordic golden treasure ingredient that sets the product apart in its category and price range, and adds an extra dimension to the Nordic heritage that our brand represents. The packaging is made from recycled, recyclable plastic to avoid creating extra waste. The formula is great: it is a repair shampoo with extra treatment ingredients, such as PCA Glyceryl Oleate, which does not heavy or weighs the hair down.

MARKET POSITIONING & DISTRIBUTION MARKETS

We hope to expand our brand to more parts of Asia and the US in the future.

Currently, we have a distribution network covering all of Europe, the Philippines, Montenegro, the Faroe Islands. We also have a presence in the United Arab Emirates, Japan, Turkey, North Macedonia, Hong Kong, South Korea and Greenland.





ATHENA'S SRL

Hall 21 – F1 - Italy

PSPHEA SCULPT & FIRM BODY SERUM

www.athenas.it

DESCRIPTION

The **Sculpt & Firm Body Serum** is an advanced treatment that visibly enhances skin firmness and tone. Its patented marine ingredient, Actigym®, works with niacinamide, vitamin C, and resveratrol for multi-level regeneration, protection, and overall skin vitality. Clinically tested, it improves skin density and elasticity, supporting a more sculpted, resilient silhouette on the abdomen, arms, thighs, and glutes. Lightweight and fast-absorbing, it complements an active lifestyle while delivering noticeable results. Additionally, it helps skin adapt to sudden weight changes, promoting firmness and smoothness for a toned, confident appearance.

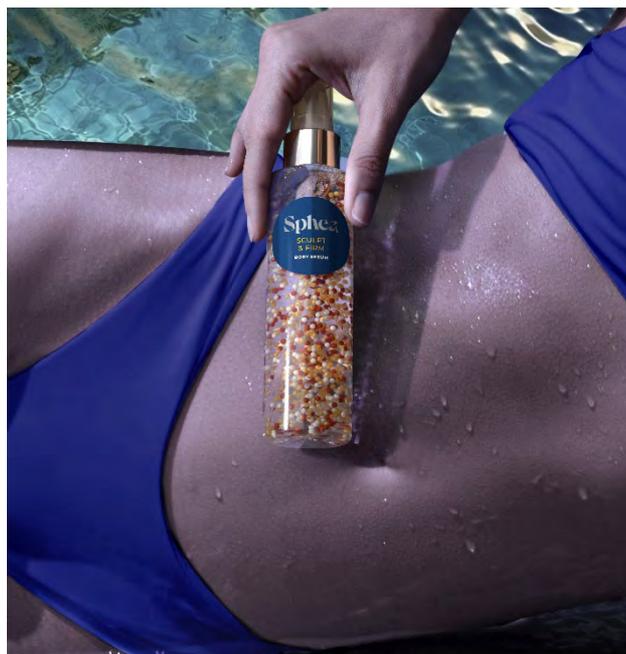
PRODUCT INNOVATION

This body serum stands out for its use of Actigym®, a patented marine ingredient derived from deep-sea microorganisms thriving in extreme ocean conditions. Mimicking the effects of exercise, it improves muscle tone and enhances skin firmness. The formula reshapes and revitalizes the skin, especially in critical areas. The synergy of Actigym® with niacinamide, vitamin C, resveratrol and raspberry oil delivers multi-level regeneration and antioxidant protection. Its sensorial, fast-absorbing texture offers an elevated user experience, making it an ideal post-workout booster for visibly toned, compact, and sculpted skin.

MARKET POSITIONING & DISTRIBUTION MARKETS

Designed for a discerning audience seeking sophisticated, effective, and distinctive beauty products, the **Sculpt & Firm Body Serum** is positioned in the luxury-prestige beauty segment. It boasts premium, high-quality formulations with a strong focus on Italian excellence, innovation, and sensorial experience.

The **Sculpt & Firm Body Serum** is available to purchase on Amazon in Italy, with plans to expand to other European and Middle Eastern markets.





COSMONDIAL GMBH & Co. KG

Hall 21 – E7 - Germany

GRN [GRÜN] SALICYLIC ACID SERUM

www.cosmondial.com

DESCRIPTION

The salicylic acid serum is particularly suitable for oily or blemished skin. The **Salicylic acid, a BHA (beta hydroxy acid), gently removes dead skin cells**, while the **organic willow bark extract has soothing properties and contributes to a clearer, refined complexion**. **Lemon myrtle extract evens out skin tone and reduces excess shine for a clearer, more balanced complexion!**

PRODUCT INNOVATION

This product redefines natural cosmetics: it is visibly effective and aesthetically appealing, and is developed and produced in Germany. There are no compromises: it is **clean, innovative and effective**. It has a **premium design that attracts attention on the shelf**. **Natural and organic cosmetics with measurable performance**. Our **Kintsugi philosophy** celebrates imperfection as part of beauty, taking inspiration from the Japanese art of repairing broken objects with gold. **This is how we view skincare: not perfecting, but strengthening and preserving their uniqueness.**

MARKET POSITIONING & DISTRIBUTION MARKETS

Our product is available **offline in retail outlets, drugstores, department stores, pharmacies and grocery stores, as well as online.**

We currently distribute it in both **Germany and Switzerland, but our ambition is to expand globally.**





FLOSLEK SP. Z O.O.

Hall 21 – 02 - Poland

FLOSLEK BIOTECH CONCEPT ACTIVE LIFTING FACE SERUM 3 X LIFT www.floslek.pl

DESCRIPTION

The Floslek Biotech Concept Active Lifting Serum 3x Lift is an advanced anti aging serum inspired by neurocosmetology and biotechnology. It combines pure Ectoin for long lasting hydration and regeneration with GABA and biopolymers that create an instant lifting matrix on the skin, providing immediate smoothing, improved firmness, and visible wrinkle reduction. Low molecular hyaluronic acid enhances elasticity and plumps the skin. Designed for the face, eye contour and lips, it targets consumers seeking fast, effective, and science driven rejuvenation. The serum meets the need for quick results, deep hydration, multi area performance and modern, conscious beauty.

PRODUCT INNOVATION

The 3xLift Technology combines instant and long-term lifting and plumping effects for visible, multidimensional rejuvenation. Biotech derived Ectoin delivers long-lasting hydration and barrier support. Neurocosmetology-inspired GABA relaxes expression lines. The multi-zone formula is suitable for the face, eye contour and lips, enhancing user performance. The 8 biopolymer lifting matrix creates an immediate tightening and smoothing effect. A lightweight, fast-absorbing serum with a refined sensorial profile. The precision dropper ensures controlled, hygienic, waste-free dosage. The sustainable packaging comprises a recyclable glass bottle and an FSC certified carton and cellophane.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our products are positioned in premium dermocosmetic retail, combining scientific credibility with modern beauty appeal.

The planned distribution strategy focuses on Poland as the core market, with growing availability across selected EU countries through online channels and specialized distributors.

The brand is seeking to expand into the Western Nordic regions, as well as fast growing premium markets such as the Middle East and the Asia-Pacific (South Korea, Japan, Singapore).

Additional strategic targets include North America (the USA, Canada) and Australia/New Zealand, where biotech driven skincare is highly valued.





ULTIMATE BEAUTY

Hall 21 – B5c - Estonia

ULTIMATE BEAUTY BEAUTY ELIXIR

www.ultimatebeauty.ee

DESCRIPTION

The Beauty Elixir is an innovative and highly effective collagen powder designed to visibly reduce wrinkles and support radiant skin strong hair and nails. The formula is based on clinically studied patented Naticol® marine collagen types I III and enhanced with MSM, liposomal hyaluronic acid, liposomal coenzyme Q10, liposomal vitamin C, liposomal zinc and liposomal Q10. Lemon cherry flavoured powder, no unpleasant aftertaste common to most collagen products. The Beauty Elixir features a clean pure formulation with no fillers or unnecessary additives.

PRODUCT INNOVATION

The Beauty Elixir's advanced formula is what makes it truly unique. It combines the most effective beauty-supporting nutrients, including clinically studied Naticol® marine collagen, liposomal hyaluronic acid, vitamin C, zinc and coenzyme Q10. This carefully selected blend works at a cellular level to maximise results and absorption. The product stands out for its exceptionally pleasant taste, free from the typical collagen aftertaste, and is made using only natural nutrients in a formulation that is clean and free from fillers or unnecessary additives.

MARKET POSITIONING & DISTRIBUTION MARKETS

The product is positioned as a premium offering in terms of both quality and price. Thanks to its high-quality formulation, clinically substantiated ingredients and refined positioning, it is an ideal fit for professional and curated retail environments, including pharmacies, beauty department stores and beauty and wellness clinics.

It is well suited to both online and offline distribution channels.

It is currently available in Estonia and Finland, and will soon be available in the United Arab Emirates.





BOTTEGA VERDE SRL

Hall 21 – C7 - Italy

ÒRIA - SAFFRON FLOWER AND VANILLA – AROMATIC DIFFUSER WITH QUARTZ CRYSTALS (15 ML)

www.bottegaverde.com

DESCRIPTION

The Òria diffuser consists of quartz crystals and a scented essence of Saffron and Vanilla.

This luminous and refined fragrance spreads throughout the house with the lightness of a morning breeze.

PRODUCT INNOVATION

The unique Òria fragrance captures the essence of the Tuscan landscape in a fresh and authentic way, evoking, with its refinement, the moment when the light breeze of dawn caresses the hands gathering pistils from newly opened flowers.

This new fragrance is ideal for rooms, thanks to its "essence" format and quartz crystal diffuser. It is highly versatile, as it can be intensified or layered to create a bespoke fragrance.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Òria is aimed at clients who want a home fragrance with amber and woody notes. It is distributed via 340 Bottega Verde stores in Italy, on the bottegaverde.com website (EU shipping) and on selected online marketplaces.





UAB BIOK LABORATORIJA

Hall 21 – Q8 - Lithuania

ECODENTA GUM PROTECT TOOTHPASTE WITH TEA TREE OIL

www.urtekrambeauty.com

DESCRIPTION

This product is a daily-use toothpaste developed in the Ecodenta laboratory to support gum care for adults experiencing sensitive or bleeding-prone gums. Its function is to strengthen and protect the gums while maintaining gentle oral hygiene through regular use. Formulated with tea tree oil and willow extract, it addresses consumer needs for expert-developed, preventive gum care that is both effective and well tolerated. The toothpaste is intended for consumers seeking targeted gum protection as part of their everyday oral care routine.

PRODUCT INNOVATION

This toothpaste differentiates itself through a targeted gum-care concept developed under dentist supervision, addressing sensitive and bleeding-prone gums through a preventive, daily-use approach. Formulated in the Ecodenta laboratory, it combines tea tree oil, known for its antibacterial properties, with willow extract, selected for its role in supporting periodontal care. The product functions as a protective “shield” for gums while maintaining gentle tooth cleaning. Its innovation lies in integrating expert-driven gum protection with a well-tolerated formulation suitable for long-term use, meeting growing consumer demand for focused, non-aggressive gum care solutions.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are positioned as a premium/value-driven brand, distributed primarily through professional distributors and wholesalers, specialised retail partners and B2B trade partners (regional importers and resellers).

We distribute to the following countries: Ireland, Andorra, Belgium, Benelux, Bulgaria, Georgia, Iceland, Spain, the United Kingdom, Cyprus, Latvia, Poland, Lithuania, North Macedonia, Malaysia, Norway, the Netherlands, Palestine, Romania, Slovakia, Finland, Sweden, Tunisia and Germany.

We target the following markets: France, Italy, Portugal, Greece, the Czech Republic, Hungary, Austria, Switzerland, Estonia, Denmark, Croatia, Slovenia, the United Arab Emirates, Qatar and Kuwait.





UAB COSMOWAY

Hall 21 – C10 - Lithuania

5 MINUTE REVOLUTION UNDER-EYE PATCHES CLM BEAUTY LAB

www.clmbeautylab.eu

DESCRIPTION

The CLM 5 Minute Revolution Under-Eye Patches deliver visible change in just 5 minutes, with efficacy proven by multiple conducted studies. The product is created for modern cons. Their function is to instantly refresh the under-eye area by smoothing fine lines, reducing the appearance of puffiness and dark circles, and restoring hydration and comfort. It is created for modern consumers who want results without enforced stillness. A 100% natural coconut-water-fermented biocellulose sheet adheres like a second skin and works in synergy with a rich, creamy-consistency formula, staying securely in place while users move.

PRODUCT INNOVATION

Patches replace standard hydrogel with a 100% natural biocellulose sheet fermented from coconut water and replace watery gels with a rich, creamy-consistency mask. The distinctive texture is enabled by an innovative seaweed-derived thickening technology using algae sourced from Northern France, allowing unique synergy with biocellulose. The formula is built with high, optimally recommended levels of actives, including patented plant exosomes AC ExoVitalize (grapefruit and watermelon), caffeine, collagen, stabilized vitamin C, AQUADERM® SP, spirulina, and brown algae extracts, delivering fast, targeted under-eye performance.

MARKET POSITIONING & DISTRIBUTION MARKETS

These premium, fast-acting under-eye patches are designed to deliver visible results in minutes, making them ideal for consumers with limited time. They are supported by the CLM Discipline Guide mobile app (iOS/Android) to encourage consistent routine use.

Our distribution channels are direct-to-consumer (DTC) and online via the official CLM e-commerce store.

It is available via the CLM e-shop with international shipping, but there is no local retail distribution. The countries in which we wish to distribute are the new markets, such as EU/EEA countries (first expansion phase via localised digital campaigns). The United States will be the next expansion phase, supported by the existing U.S. warehouse infrastructure.





MEDIQUITOUS CO., LTD.

Hall 21 – T16 - Korea

ANILLO GARDENIA VEIL COLOR SHIELD AMPOULE TREATMENT

www.mediquitous.com

DESCRIPTION

An intensive, silicone-free conditioning treatment with a transformative watery-to-creamy formula. Deeply nourishes and repairs damaged, color-treated hair — leaving it smooth, vibrant, and protected. The ampoule-to-cream transforming texture absorbs effortlessly without weight. Silicone- and sulfate-free, vegan, cruelty-free, and dermatologically tested, it is clinically proven to improve hair damage and preserve vivid color for up to four weeks.

PRODUCT INNOVATION

This Treatment redefines color care with a fast acting, ampoule to cream transforming formula that delivers salon results in minutes. Diamond powder smooths cuticles for glass like shine, while a White Bloom Complex nourishes hair and preserves color vibrancy. Plant derived amino acids and proteins repair and strengthen from within without weighing hair down. Unlike conventional treatments, its lightweight yet intensive system deeply restores damaged, color treated hair while locking in brilliance. pH balanced, color safe, and infused with a delicate floral cotton scent, it elevates performance, sensorial experience, and efficiency in one vegan, clean formula.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute through a reputable **official website** and **premium/masstige offline beauty channel** (eg: Sephora).

Our products are sold in: Korea, Japan, Taiwan, Hong Kong, Malaysia, the US, the UAE, Ukraine and Kazakhstan.

Our target markets are: the EU, the GCC, MENA and SEA.





JABONES BELTRÁN

Hall 21 – M2e - Spain

ESSABÓ'S SPONGE MITT

www.jabonesbeltran.com

DESCRIPTION

The Essabó's Sponge Mitt is crafted from 100% natural, Spanish-grown luffa and premium cotton. Designed for consumers seeking an effective yet gentle cleansing tool, it delivers a pleasant exfoliation while respecting the skin. Its practical pocket securely holds the soap, allowing the mitt to function as sponge, soap-holder, and soap-dish in one. The selected luffa fibers soften with water, offering a comfortable sensory experience that supports daily body care. Ideal for users who value natural materials, multifunctional design, and a sustainable alternative to synthetic bath accessories.

PRODUCT INNOVATION

This Sponge Mitt uniquely combines three functions—bath sponge, soap-holder, and soap-dish—thanks to its integrated pocket that keeps the soap inside during and after use. Unlike conventional luffa accessories, it is made exclusively with 100% Spanish, artisan-processed luffa selected for its softness and skin-friendly texture. Its high-quality cotton finish enhances durability and comfort. The product stands out in the market for its natural composition, multifunctionality, and superior sensory experience, offering consumers an innovative, sustainable, and effective tool for daily cleansing and exfoliation.

MARKET POSITIONING & DISTRIBUTION MARKETS

Designed as a natural, sustainable body-care accessory and a multifunctional bath tool, it is ideal for conscious consumers. Suitable for home and professional spa environments.

Our current distribution channels include: natural and eco-friendly retail stores, beauty and personal care shops, pharmacies and parapharmacies, and e-commerce platforms.

Our product is available in Spain and selected EU countries, but we are looking to expand into the following markets: across the EU, the United Kingdom, North America and Asian markets with a high demand for natural care products.





REWIND LAB

Hall 21 – T12 - Korea

LYLYL WAVE FACIAL SONIC CLEANSER

www.lylyl.us

DESCRIPTION

The Lylyl Wave is a cavitation sonic facial cleanser that brings professional grade deep pore cleansing into the male grooming routine – in under 1 minute 500 micro vibrations per second generate microscopic air bubbles that penetrate pores and flush out sebum, fine, dust, sunscreen residue, and post shave buildup that hand washing leaves behind. Its patented triangular silicone head reaches areas men commonly neglect nose creases jawline and hairline 3 intensity levels adapt from gentle post shave cleansing to heavy duty oil and dirt removal. Clinical tests recorded 99.9% pore impurity removal in a single use.

PRODUCT INNOVATION

Men increasingly use sunscreen daily yet most rely on basic foam cleansers or soap for removal Sunscreen – especially water-resistant formulas – is not effectively removed by hand washing alone leading to clogged pores breakouts and long term skin damage. Clinical testing confirms this gap: hand washing removed only 74.8% of sunscreen while Lylyl Wave achieved 93.91% – a 1.26x improvement. Beyond sunscreen, the device addresses the broader absence of cleansing tools in men’s grooming. **One button 3 intensity levels under 1 minute. Cavitation micro vibration replaces scrubbing with air bubbles – gentle enough.**

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned as a **functional and premium men’s grooming cleansing device**, it is designed for men seeking **fast, effective facial cleansing with minimal effort**. It targets consumers concerned with **excess sebum, pores, and blackheads**.

The countries in which it is currently distributed include: **South Korea** - available through **brand-operated channels and domestic retail platforms**; **Japan** - growing adoption among **male consumers focused on clean skin, pore care, and simple grooming tools**.

We are looking forward to expanding into: **Italy** - an **entry point into the European men’s grooming and professional beauty market**; **Europe (EU)** - including **France and Germany**, where **demand for men’s skincare devices is increasing**; **North America** - the **United States and Canada**, targeting **performance-driven men’s grooming consumers**; **Asia-Pacific** - with a focus on grooming.





BLISS NATURE

Hall 21 – N1f - Spain

DEWY MILK ESSENCE TONER – ALMA SECRET

www.almasecret.com

DESCRIPTION

The Dewy Milk Essence Toner is a next-generation oil-free milky toner designed to reset stressed skin and reinforce the skin barrier. Inspired by the global “Glass Skin” trend, it deeply hydrates, calms redness, refines pores and enhances luminosity from the first application. It targets sensitive, acne-prone, dehydrated and mature skins. It meets consumer needs by combining advanced biotechnology (1% biomimetic exosomes, peptides, ceramides) with certified botanical actives. It can be used as a multifunctional hydrator for young skin or as a preparatory step to boost treatment efficacy.

PRODUCT INNOVATION

The Dewy Milk stands out by merging regenerative-inspired exosome technology (1%) with a 99% natural-origin COSMOS-certified formula – a rare combination in the essence category. Its biomimetic exosomes derived from licorice modulate inflammation and restore skin homeostasis, while a patented Amylopectin-Rice & Algae complex delivers up to 120-hour hydration and +26% softness improvement. The formula integrates peptides, ceramides, hyaluronic acid and Redupore® for barrier reinforcement and pore refinement. Oil-free yet deeply nourishing.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is positioned as a premium natural dermocosmetic, a hybrid of biotech and botanical skincare.

It is distributed via select dermocosmetic retailers, pharmacies and premium beauty e-commerce channels.

It is currently available in Spain and selected European markets.

Dewy Milk bridges the gap between traditional dermocosmetics and certified natural skincare.





TERPENIC

Hall 21 – N1e - Spain

WELL AGING FACIAL SERUM - TERPENIC

www.terpenic.com

DESCRIPTION

A daily concentrate designed to support the skin through the passage of time, enhancing firmness, radiance, and vitality. Its formula targets expression lines, reduces the appearance of dark spots and imperfections, and evens out skin tone to reveal a more uniform and luminous complexion. Rich in active ingredients that stimulate natural collagen production, it improves elasticity and smooths skin texture. Its botox-like effect enhances an immediate lifting result, softening wrinkles and helping to prevent their appearance. Carefully selected components maximize performance, delivering an effective and regenerating skincare experience.

PRODUCT INNOVATION

The Well Aging Facial Serum is a high-performance daily concentrate designed to support skin longevity through a holistic, well-aging approach. It combines potent natural actives, stimulating collagen production, improving elasticity, and visibly smoothing fine lines. It delivers both instant and long-term benefits. Antipollution protection helps defend against urban environmental stressors, preserving skin vitality. It has a Mediterranean aromatic profile from pure essential oils. Genderless, vegan, and artist-illustrated in refillable packaging, it merges performance, sustainability, and creativity within certified natural skincare.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is a premium skincare and facial care brand, sold through selected retail stores, beauty boutiques and online platforms.

Our current distribution countries include Europe (e.g. Spain, France, Germany and Italy) and Latin America (e.g. Brazil, Argentina and Colombia). However, we desire to expand into the following countries: North America (the United States, Canada); Asia (Japan, South Korea and Singapore), the Middle East (the United Arab Emirates, Saudi Arabia); additional LATAM markets (Mexico and Chile).





LA SAPONARIA SRL SOCIETA' BENEFIT

Hall 21 – A10-B9 - Italy

NO-RINSE INTIMATE CLEANSING SPRAY – ORGANIC GREEN TEA & PREBIOTICS

www.lasaponaria.it

DESCRIPTION

The No-Rinse Intimate Cleansing Spray – Organic Green Tea & Prebiotics is a Cosmos Organic certified, vegan intimate cleanser designed for on-the-go freshness. With a physiological pH of 5.5, it gently refreshes and cleanses without the need for water or rinsing. Enriched with Organic Aloe Gel (soothing), Organic Lavender Hydrosol (balancing), Organic Green Tea Extract (antioxidant) and prebiotics to support the skin's natural microbiota. Ideal for active lifestyles, it offers a more sustainable alternative to disposable wipes.

PRODUCT INNOVATION

In a category dominated by disposable wipes, our No-Rinse Intimate Cleansing Spray offers a smarter, more sustainable solution. Its water-free, no-rinse formula delivers instant freshness with just 1-2 sprays on toilet paper, eliminating the need for wipes that generate waste and often cannot be flushed. Certified Cosmos Organic and vegan, it combines Organic Green Tea (antioxidant protection), Organic Aloe (soothing), Organic Lavender Hydrosol (balancing) and prebiotics to support the intimate microbiota. With a physiological pH of 5.5, it respects delicate skin while providing practical, hygienic, on-the-go comfort – anytime, anywhere.

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned in the organic, natural and sustainable intimate care segment, it is distributed through organic and health food stores, eco-conscious retailers and zero-waste shops and it is available via the brand's official e-commerce website. It is also present on selected online green marketplaces and suitable for pharmacies and parapharmacies focused on clean beauty and sensitive skin care.

Countries where we currently distribute: Italy (primary market), selected European Union countries through retail partners and online sales. However, our desired distribution countries (expansion focus) are: Spain, France, Germany, the Benelux countries, Scandinavia and the United Kingdom.

The product targets conscious consumers seeking certified organic, practical and sustainable alternatives to disposable intimate wipes.





BIOSANTO

Hall 21 – N12 – Greece

SHIMMER GEL PLATINUM

www.biosanto.gr/el

DESCRIPTION

Moisturizing body gel with tiny, white crystals that reflect light and give a unique glow to the skin. It contains hyaluronic acid, aloe vera extract and vegetable glycerin that retain skin moisture and restore its elasticity.

PRODUCT INNOVATION

The BioSanto Shimmer Gel Platinum merges skincare and luminous beauty in one multi-use formula for body and hair. Its lightweight gel evenly disperses ultra-fine platinum shimmer for a refined, non-sticky glow. Enriched with Aloe Vera, Hyaluronic Acid and Vegetable Glycerin, it deeply hydrates while enhancing natural radiance. Designed for daily use and all skin types, it elevates shimmer products into a true care experience, complemented by premium, minimalist packaging that reflects its luxury performance.





MINTREE PREMIER LIFESTYLE AND BEAUTY PVT LTD

Hall 21 – R10 – India

INTREE 5-IN-1 BODY CARE COLLECTION (+91)

www.mintree.in

DESCRIPTION

While the skin is our largest organ, we often prioritize facial care while leaving the body neglected. Our vision for this collection is to replicate the nurturing touch of a mother, ensuring your loved ones feel deeply pampered. This curated box is designed to inspire a 'Self-Care Sunday,' encouraging a moment of pause that is often undervalued. We have crafted a complete 360-degree gifting experience by including a premium bag and a thank-you card. This ensures that from the presentation to the product, the gesture is seamless, thoughtful, and leaves the recipient feeling completely cherished.

PRODUCT INNOVATION

Finding the perfect gift shouldn't feel like a race against the clock. The market offers uninspired gift sets filled with generic products that lack personal touch. We've all been there, scrambling to find a decent shopping bag from another brand & matching card just to make a gift feel "complete." So considering this issue we have thoughtfully curated this 360 degree gifting experience by including all our bestsellers in this gift set for a touch of Love & Selfcare. It includes a premium bag & thank-you card that matches the vibe, aesthetic & premium touch of this luxury gifting experience.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are a shark tank funded organic beauty brand with a presence of over 10K+ salons and 1k+ retail presence in India. We are also present on India's largest home salon service platform called Urban Company. We have a strong and competitive portfolio on our website and we are present on all the prominent marketplaces such as Amazon, Nykaa, Tira, Flipkart, Myntra, Purple and making our way into quick-commerce as well shortly. We are doing little exports at the moment. Our export portfolio is still small. One of the key reasons for exhibiting in Cosmoprof Bologna is to build an international presence and global buyer networks. Currently, only 10% of revenues are generated via exports.

The countries that we are present in are Russia, Hong Kong, Nepal. We look forward to exploring businesses with potential buyers from the Middle East, Asia, Europe and the Us.





CLEANWAY LTD

Hall 21 – N14 – Greece

PENELOPE MOISTURISING NATURAL SUNSCREEN SPF50 - HELICHRYSUM

www.penelope-care.com

DESCRIPTION

The Penelope Face Sunscreen SPF50 is a mineral facial sunscreen offering high broad-spectrum UVA/UVB protection using 100% zinc oxide. Designed for daily use by adults and children, it combines SPF50 protection with barrier-supportive care in a lightweight, non-whitening texture. Enriched with donkey milk, panthenol, allantoin, pomegranate oil and Greek Helichrysum (Amarantos), it hydrates and soothes while protecting. It is developed and manufactured under ISO 9001, ISO 14001 and ISO 22716 standards. The Penelope range has received national awards and international consumer recognition for quality and innovation.

PRODUCT INNOVATION

The Penelope SPF50 achieves high SPF50 mineral protection with refined sensory performance—minimizing the typical white cast of zinc oxide through optimized dispersion and emulsion structuring. Developed within a research-funded circular economy project that led to peer-reviewed publication (MDPI, Cosmetics, 2023), the formula reflects scientific discipline: only ingredients meeting SPF performance and EU regulatory standards were retained. Packaging incorporates post-consumer recycled plastic, linking performance, safety and responsible production.

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned as premium mineral sun care, the product combines science-driven formulation with high natural origin content, offering dermatologically tested SPF50 protection with a refined sensory profile.

It is distributed primarily through pharmacies and selective retail channels.

The brand currently operates in Greece and selected EU markets.

Strategic expansion is planned toward Italy as a priority market, alongside broader international development.

The global ambition is to position the product within discerning markets seeking high-performance mineral sun protection supported by certified manufacturing standards, responsible sourcing and evidence-based formulation, bridging pharmaceutical credibility with contemporary sustainable beauty expectations.





CAHM EUROPE

Hall 21 – M9 – Romania

CYCLEONE BY QPEARL®

www.qpearl.com

DESCRIPTION

The CycleOne by QPearl® is a dispenser system paired with 95.7% water-free cleansing pearls wrapped in a Smart BioMaterial. Designed to eliminate single-use plastic and water-heavy logistics, it reduces CO₂ emissions by up to 99%. The recyclable stainless-steel and Tritan dispenser ensures durability, hygiene, and intuitive two-way use, delivering a truly sustainable, magical cleansing experience.

PRODUCT INNOVATION

The CycleOne by QPearl® pioneers the engineering of protein chains that break down in contact with water, something once considered impossible before our patented Smart BioMaterial (imagine meat dissolving in water). This forms a pearl containing concentrated cleansing gel which, paired with our recyclable dispenser, eliminates single-use plastic and reduces CO₂ emissions across the entire value chain by up to 99%, from sourcing and production to transport, storage, and disposal. The system delivers a magical, worry-free cleansing experience. With the CycleOne by QPearl®, you enjoy sustainability without needing to switch to traditional solid products.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is not yet available to buy in shops, but is planned to be launched at Cosmoprof 2026. It is targeting premium consumers who value sustainability and luxurious experiences, and there are advanced discussions with luxury hotel chains regarding B2B distribution.

We are looking to distribute to the following countries (new markets): **the Nordic countries (Denmark, Sweden, Norway and Finland), the Netherlands, Germany and Switzerland.**





UOGA UOGA UAB

Hall 21 – E5 – Lithuania

LIP & CHEEK TINT, UOGA UOGA

www.uogauoga.com

DESCRIPTION

This creamy lip and cheek tint provides a natural flush of colour and fresh radiance, nourishing the skin with 100% natural ingredients. It blends seamlessly to add dimension and enhance a healthy, glowing look.

It targets beauty lovers seeking a natural, versatile, and easy-to-use cosmetic for everyday wear or playful looks.

PRODUCT INNOVATION

100% natural ingredients and a super creamy formulation that melts seamlessly into the skin, providing both nourishment and a natural, long-lasting flush. It combines skincare benefits with makeup, thanks to botanical actives that hydrate and protect the skin. Its innovative refillable packaging, shaped like a mineral crystal in a metal case, offers a luxurious, tactile experience and easy application with fingers or a brush. Together, the blend of clean ingredients, multifunctional formulation, and unique, sensory packaging positions our product as a standout choice for conscious beauty consumers seeking natural, joyful cosmetics.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is now distributed in Lithuania and Europe.





B COMPANY UAB

Hall 21 – P2 – Lithuania

MOÉRIE ULTIMATE HAIR BOOST MICRO INFUSION TREATMENT

www.moerie.com

DESCRIPTION

Our Micro Infusion Hair Boost is a 4 week at home scalp therapy designed to support visibly denser fuller looking hair. The kit includes four 5ml serum vials and a precision microneedle infusion tip that creates controlled micro channels to enhance delivery of active ingredients directly to the scalp. Powered by clinically studied Redensyl™, Fulvic Acid and Bio Capigen Veg, the formula targets the scalp environment where healthy hair begins. Ideal for individuals experiencing thinning shedding or reduced density, it offers a targeted convenient alternative to salon procedures, addressing the need for effective science backed scalp care at home.

PRODUCT INNOVATION

This treatment combines a clinically studied hair growth active with a precision micro-infusion delivery system designed for safe at-home use. The attachable microneedle tip creates controlled micro-channels to optimize serum absorption directly at the scalp level. Each single-use 5ml vial ensures correct weekly dosing and freshness. Powered by Redensyl™, alongside Fulvic Acid and Bio-Capigen Veg., the formula supports the natural hair growth cycle. The integration of advanced actives with targeted micro-delivery technology positions this product between cosmetic scalp care and professional microneedling treatments.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is a premium, science-driven, at-home scalp treatment and hair density solution, positioned between cosmetic serums and professional scalp procedures.

It is targeted at the thinning hair segment.

Its distribution channels are direct-to-consumer (DTC) e-commerce, and it is currently available in the European Union and the United States





BIOFACTORIA NATURAE ET SALUS

Hall 21 – N1C – Spain

NATURAL ALOE VERA CUBES SPECIAL FOR SENSITIVE SKIN. NATURAE COSMETIC

www.naturaecosmetic.es

DESCRIPTION

100% of Natural Origin Ingredients with organic fresh leaves of Aloe Vera as main ingredient peeled, cut and macerated to ensure a homogeneous distribution of active compounds including radish extract and covered with natural wax to maintain a perfect fresh Aloe Vera for more than 2 years of shelf life. Ideal for sensitive skin.

PRODUCT INNOVATION

Our product is derived from the parenchyma of the Aloe Vera leaf, processed to ensure homogeneous incorporation throughout the entire Aloe Vera Cube. This allows the consumer to enjoy the freshly cut plant while benefiting from all the properties of Aloe Vera.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is sold through **specialized cosmetic retail channels, retail and organic stores.**





BELLABACI INTERNATIONAL

Hall 21 – R12 – Republic of South
Africa

NAUTILUS™ DUAL SHAVE & BEARD PEPTIDE OIL BY BELLABACI INTERNATIONAL www.bellabaci.com

DESCRIPTION

The NAUTILUS™ Dual Shave & Beard Peptide Oil is a corrective grooming treatment designed for both facial skin and beard fibre. Powered by Matrixyl® 3000 OS, this anhydrous peptide system supports collagen integrity, reduces shaving-induced irritation, and improves skin resilience beneath the beard. A nutrient-dense African botanical oil complex softens coarse hair, enhances razor glide, and conditions the follicular environment without greasiness. Housed in a precision airless syringe with hygienic glass reservoir, it transforms daily shaving into a structured skin-repair ritual for modern men and professional therapists.

PRODUCT INNOVATION

This product merges dermal peptide science with professional grooming. Matrixyl® 3000 OS enables Palmitoyl Tripeptide-1 and Palmitoyl Tetrapeptide-7 to function effectively in a fully oil-based system — a rare format in men's grooming. Shaving creates repetitive micro-inflammation and structural stress; this formula addresses that biological response while conditioning beard fibre. The precision airless syringe packaging protects peptide stability, prevents oxidation, and delivers controlled micro-dosing. It combines corrective skincare technology, beard conditioning performance, and medical-inspired delivery architecture in one professional treatment oil.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is sold through a professional, spa-only brand, as well as luxury hotel spas, men's grooming studios and licensed therapists.

It has not yet been launched.

However, the desired distribution markets are: USA, UK, Germany, Italy, France, Greece, Australia, New Zealand, UAE, South Africa, Canada, Scandinavia, and the Asia-Pacific luxury markets.





CP COSMETICS CORP

Hall 22 – B44 – USA

CRYOKERA CHILLBAR

www.k-headspa.com

DESCRIPTION

The CryoKera ChillBar is a category-defining cold-activated finishing tool engineered to refine hair structure without heat. Operating at -3°C to -5°C , it contracts the cuticle, stabilizes keratin bonds, preserves internal moisture, and seals active ingredients deep within the cortex. Each pass enhances nutrient absorption, improves shine, reduces frizz, and strengthens fiber integrity. Designed for both professional treatments and premium at-home rituals, the CryoKera meets the rising consumer demand for safer, non-thermal repair solutions that deliver visible, long-lasting results.

PRODUCT INNOVATION

The CryoKera ChillBar introduces a new category in hair restoration: **cold-based repair powered by precision micro-compression**. Unlike heat tools that compromise keratin structure, the CryoKera's controlled cooling at -3°C to -5°C contracts cuticles, locks nutrients into the cortex, and prevents protein loss. Its **Cryo-Fusion delivery mechanism, Blue LED therapy, and microcurrent stabilization work together to enhance absorption and structural recovery**. Engineered for both professionals and advanced consumers, the CryoKera sets a new benchmark for **non-thermal sealing, cuticle alignment, and long-term resilience**, something not achievable with traditional heat styling or repair tools.

MARKET POSITIONING & DISTRIBUTION MARKETS

The CryoKera ChillBar is a market positioning **premium non-thermal hair restoration device**. This product is aimed at **consumers seeking heat-free solutions that deliver visible results**, as well as B2B partners such as salons, clinics, spas, and distributors.

Following its launch, it is now available for distribution in **South Korea**, in the **United States** and in **select online platforms, such as SalonCentric and Faire.com**.

The company's desire is to expand into some markets, such as: **Australia, the United Arab Emirates (Dubai), Europe (France, Spain, Italy and Germany), Canada, Singapore and Southeast Asia, Saudi Arabia and Qatar, the United Kingdom and Latin America (Mexico and Brazil)**.





METHODE BRIGITTE KETTNER GMBH

Hall 16 – A23 - Germany

PEPTIDE EYE FLUID

www.mbk-cosmetics.com

DESCRIPTION

The Peptide Eye Fluid is formulated to target puffiness, dehydration, dark circles and fine lines. It contains a blend of biomimetic peptides, dual hyaluronic acid and antioxidant-rich Haritaki extract. Its cooling metal roll-on applicator enhances absorption and reduces swelling instantly. Designed for home use, it offers visible results with minimal effort. It is suitable for all skin types and is ideal for tired, stressed or mature eyes. It is the perfect everyday solution for modern eye care routines.

PRODUCT INNOVATION

The Peptide Eye Fluid combines smart ingredients with an intuitive user experience. Its formula includes biomimetic peptides to smooth fine lines, dual-molecular hyaluronic acid for deep hydration and Ayurvedic Haritaki extract to reduce puffiness and dark circles. The built-in metal roll-on applicator provides a cooling massage, supporting lymphatic drainage and boosting results. The airless tube ensures hygiene and precision with every use. This unique fusion of high-performance actives, visible effects and sensory design sets the Peptide Eye Fluid apart in the eye care category.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Methode Brigitte Kettner is a premium cosmeceutical skincare brand. We operate in the professional beauty and in the high-end retail sector, including beauty salons, pharmacies and select concept stores.

Our current distribution countries includes: Germany, Austria, Luxembourg, Italy, China, Taiwan, Singapore, Malaysia, South Korea, Switzerland, the Czech Republic, France, Latvia, Ukraine, Russia, Romania, Turkey, Spain, Denmark, Estonia, Lithuania, the United Arab Emirates, Iran, Greece and Norway.

We are looking to expand into the following countries: the United Kingdom, the USA, Canada, Australia, Japan, India, Saudi Arabia, the Netherlands, Belgium, South Africa, Brazil and as well as other global markets interested in high-performance skincare innovation.





LAUVÉE PARIS

Hall 16 – D8-f-10 - France

LAUVÉE L1 - FACIAL CLEANSING AND DRAINAGE BRUSH

www.lauvee.com

DESCRIPTION

The L1 Lauvée is a beauty-tech cleansing solution built on clinically evaluated performance and patented DMC SYSTEM technology. A clinical trial shows that it reduced the pore size by 30% and removed 100% of makeup in 35sec, compared to manual cleansing. **Benefits include deeply purified skin, refined texture, enhanced radiance, and a smoother, fresher complexion after regular use.** The target consumer values proven effectiveness, science-driven innovation, and a premium, easy-to-integrate device that elevates daily skincare and prepares skin for maximal results.

PRODUCT INNOVATION

The L1 Lauvée stands apart through a patented DMC SYSTEM technology designed to respect skin physiology while delivering **visible and measurable results.** The device combines the unique patented movements with ultra soft contact surfaces to cleanse deeply without friction. Clinical testing shows superior makeup removal, visible pore refinement and improved skin receptivity. Unlike aggressive brushes, **Lauvée preserves skin comfort and barrier balance.** The user experience feels **precise intuitive and sensorial.** The design is minimal and premium, built for daily use. **Lauvée bridges professional facial techniques and at home beauty tech offering performance aligned with clinical standards.**

MARKET POSITIONING & DISTRIBUTION MARKETS

Our premium beauty tech brand is positioned between professional facial care and daily home skincare. **It takes a science-driven, results-oriented approach that aligns with clinical standards.** Designed for expert endorsement, it is aimed at facialists and informed consumers, and is positioned above mass devices and below invasive professional equipment.

We currently distribute to **France, selected European markets and the Middle East, including the United Arab Emirates and Saudi Arabia.**

Our goal is to expand our brand across **Europe, including Germany, Italy, Spain and the United Kingdom;** as well as in **Asia (Japan and South Korea) and North America (the United States).**





HIGHTECH NATURAL ZRT.

Hall 16 – I18-M13 - Hungary

DRHAZI CRYSTAL HAIR RENEWAL SERUM

www.drhazi.com

DESCRIPTION

The Drhazi Crystal Hair Renewal Serum is a natural, 100% active biotech scalp treatment, **designed to regenerate the scalp environment and reactivate hair follicle vitality.** Its advanced formula combines peptide complexes, deuterated water, botanical regeneration extracts and a proprietary colloidal crystal system to support cellular energy balance, microcirculation and follicle signalling. **This multi-level approach strengthens hair roots, improves hair density and appearance, and supports long-term hair growth.** The lightweight serum is applied directly to the scalp without weighing down the hair, making it **suitable for daily use.**

PRODUCT INNOVATION

The formula combines advanced peptide, complexes deuterium depleted water and botanical bio stimulators with a colloidal crystal delivery system to enhance cellular signalling and microenvironment renewal around hair follicles. Unlike conventional hair serums, which focus on coating the hair fibre, **this product is designed as a true scalp therapy, supporting follicle vitality and tissue quality.** Its fast-absorbing texture enables direct scalp application without leaving a residue, and its airless packaging and Totarol preserve bioactivity and ensure precise dosing for long-term treatment.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute through **professional channels**, including **aesthetic clinics, trichology centres, and premium salons**, as well as through **premium retail and luxury concept stores**. We also sell directly to consumers through our official brand e-commerce platforms.

Our current distribution markets include: **Hungary**, our primary home market, with professional and consumer sales; **European online availability through international e-commerce platforms**; **selected professional partners in clinical and aesthetic environments.**

Our desired new distribution markets include **Western Europe (Germany, Switzerland, France, and Italy); The Middle East; East Asia (China, South Korea, and Japan) and North America.**





LUNESI LTD

Hall 22 – B2 – UK

RISING MOON SECRET SCALP TONER & LUNESI

www.lunesi.co.uk

DESCRIPTION

Designed to support hair vitality and improve scalp condition, the **Lunesi Rising Moon Secret Scalp Toner is a leave-in scalp treatment**. Its formula combines biomimetic peptide complexes, botanical extracts and active ingredients to strengthen roots and prevent hair loss. Botanical extracts help to **soothe the scalp and promote balance**. It is designed for thinning hair and stressed scalp conditions. It is suitable for daily professional and at-home use.

PRODUCT INNOVATION

The **Lunesi Rising Moon Secret Scalp Toner features a targeted scalp-care approach focused on follicle support and scalp balance**. The innovation is based on the synergistic combination of Procapil™, Capixyl™, and Elaya Renova™, supporting hair anchoring, follicle vitality, and scalp protection. Niacinamide, panthenol, and betaine improve scalp comfort, while botanical extracts help soothe and rebalance the scalp. The **lightweight leave-in format enables effective delivery without residue, suitable for daily use**.

MARKET POSITIONING & DISTRIBUTION MARKETS

This premium scalp-focused treatment sits between professional haircare and advanced dermocosmetic routines.

Our distribution channels include direct-to-consumer sales via the official brand website, sales through professional hair salons and scalp care specialists, and selective B2B partnerships with premium beauty and professional distributors.

Our distribution countries are the United Kingdom and selected countries in the European Union. We intend to expand into most European Union markets, the United States, the Middle East (select premium beauty markets) and the Asia-Pacific region (long-term strategic expansion).





ORLY INTERNATIONAL

Hall 22 – B56 – USA

PH PERFECTOR - PH REACTIVE NAIL TINT

www.orybeauty.com

DESCRIPTION

The Ph Perfector is the first-ever pH-reactive nail tint, revealing a custom blush intensity based on individual chemistry while nourishing and correcting the nail surface. Infused with **Vitamins C & E, Mastic Gum Oil, and brightening agents**, it strengthens, hydrates, and improves overall nail appearance - with no base or top coat needed. Designed for natural-nail lovers, skincare-first consumers, and busy beauty shoppers seeking effortless, personalized results. **The tint leaves a natural rosy glow even after removal.**

PRODUCT INNOVATION

The Ph Perfector introduces a new category of nail beauty: **personalized nail tint intensity powered by pH-reactive technology**. Unlike traditional nail polish, it **adjusts in real time to the wearer's unique chemistry and leaves a brightening rosy tint behind after removal**. The formula merges colour and care by infusing skincare-level ingredients - **Vitamins C & E, Mastic Gum Oil, and silica** - into a streak-free tint that requires no base or top coat. This multisensory innovation simplifies routines while **delivering customization, nourishment, and long-lasting natural radiance**.

MARKET POSITIONING & DISTRIBUTION MARKETS

We currently distribute **to the United States and Canada** via ORLY e-commerce and ULTA Beauty. Rollout to additional select retail partners is underway. We are expanding **to the UK, the EU, Asia, Latin America and the Middle East. Our ambition is global.**

Our brand represents a new category in nail care: **Color and Care**. It combines personalised, pH-reactive colour intensity with treatment benefits and maintenance-free manicures. It is ideal for consumers who prioritise skincare and clean beauty, and who want to perfect their bare nails. It is available from beauty retailers, e-commerce platforms, and skincare-focused concept stores.





SMILE & SHINE ESSENTIALS INC

Hall 22 – B39-C40 – USA

PLANT BASED WHITENING STRIPS

www.inopro.us

DESCRIPTION

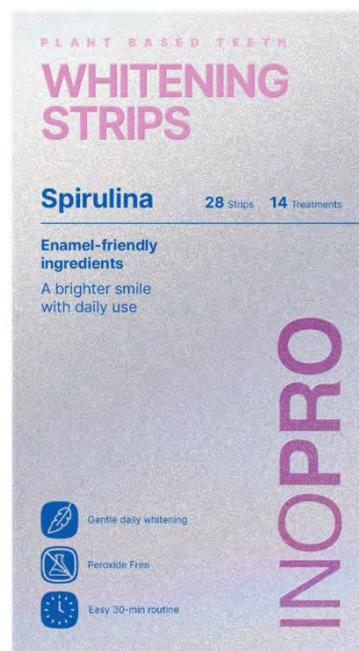
The Inopro Plant Based Whitening Strips with Spirulina are gentle, peroxide-free teeth whitening strips. Formulated with plant-derived ingredients, they effectively reduce surface stains while respecting enamel integrity. They visibly whiten teeth, remove stains caused by coffee, tea, wine and daily lifestyle factors, and support enamel care during whitening. They are ideal for consumers seeking natural, plant-based oral care, as well as those with sensitive teeth or a sensitivity to peroxide. They are also ideal for eco-conscious consumers, Millennials and Gen Z who prioritise clean beauty and sustainability.

PRODUCT INNOVATION

The Inopro Plant Based Whitening Strips are a plant-based, peroxide-free whitening formulation that uses spirulina extract as a natural active ingredient to reduce stains and care for enamel. A gentle whitening approach designed for daily use. Clean, minimalist user experience with easy-to-apply, flexible strips. Premium, cosmetic-style packaging that elevates oral care to a beauty routine.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Inopro Plant Based Whitening Strips are part of the premium plant-based oral hygiene products range, for clean beauty and conscious consumers. The product has not yet been distributed, but we intend to distribute it in the following markets: Europe (Italy, France, Germany and Spain), the United Kingdom, the United States, the Middle East and the Asia-Pacific region (South Korea and Japan).





WOORIKIDSPLUS

Hall 22B – 09– South Korea

DEARDOT WATER-ACTIVATED SHAMPOO SHEET

www.deardotcosmetic.com

DESCRIPTION

The Deardot Water Activated Shampoo Sheet is a water activated, ultra portable shampoo format designed for high-quality cleansing anywhere. Add water to transform one lightweight solid sheet into a rich lather that cleanses the scalp and hair, while maintaining a comfortable feel, without the mess of liquid bottles. Packaged in eco-friendly water soluble packaging, it is built for travel, gym, outdoor activities, and daily on the go routines where convenience and hygiene matter. Ideal for consumers who want a compact, lightweight, and lower waste hair cleansing solution with premium sensorial performance.

PRODUCT INNOVATION

This shampoo rethinks hair cleansing through PVA free solid sheet system paired with eco-friendly water-soluble packaging. Unlike conventional bottled shampoos and PVA based sheet formulations, the formula is engineered to deliver a stable and eco-friendly sheet that activates quickly with water. The innovation combines a precise single dose format for consistent use, lightweight logistics for travel and distribution, and a simplified user experience that reduces the risk of leakage while improving portability. The packaging concept further differentiates the product by replacing single use plastic with a dissolvable format designed for lower waste use.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is positioned within the premium clean haircare range and comes in travel-friendly formats.

Key distribution channels include premium beauty select stores, travel retail and duty-free outlets, the brand's official online store, and global B2B distributors and export partners.

Our desired distribution markets include Europe (France, Germany and Spain), North America (the United States and Canada), Asia (Japan, China, Hong Kong and Singapore) and the Middle East (the United Arab Emirates).





INNOVARTIS GMBH

Hall 16 – B17b– Germany

AURA - BLACK GINSENG EYE CREAM BY GINZAI

www.ginzai.de

DESCRIPTION

The Aura is a highly effective vegan PDRN eye cream containing black ginseng. Using it leads to the rejuvenation of the eye area, as it stimulates the formation of new collagen and elastin, while combating free radicals. It contracts swelling and redness and it restores the skin's hydro-lipid balance. The Aura is suitable for all skin types and is the ideal choice for those aged 25 and over seeking high-level eye area care.

PRODUCT INNOVATION

The Aura is unique in its category. For the first time, we have combined black Korean ginseng from the forest, the effects of which we have enhanced tenfold using our G-Hiexponential process, with plant-based PDRN. Enriched with over valuable organic plant substances, the result is an eye cream with outstanding effects and enthusiasm among customers.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution channels include e-commerce through our own shop and on Amazon, as well as B2B; perfumeries and pharmacies.

Countries already covered: Germany, Austria, Switzerland, Poland, Italy, Spain and Greece.

Countries sought: France, the Netherlands, the United Kingdom, Portugal, Brazil and Turkey.





DELIA COSMETICS SP. Z O.O.

Hall 16 – G14-H15 - Poland

SUNNY SPF15 NAIL ENAMEL

www.delia.pl

DESCRIPTION

The Nail enamel with SPF 15 filter is an innovative product that combines nail care with protection against harmful UV radiation. It helps to prevent photo-aging of nails caused by UV rays, which can cause physical and chemical degradation of keratin. It's a product for women who are aware of their needs and have a good understanding of the world of cosmetics, paying special attention to the care of their hands and nails. They take care of themselves and consciously give up other forms of manicure in favor of nail enamel that combines care protection and color.

PRODUCT INNOVATION

Although various products such as oils or balms with SPF for hand skin protection are available on the market, our product brings innovation to its category. Enamels with SPF directly protect the surface of the nails and limit photo aging of keratin. The combination of a nitrocellulose base and UV filters prevents photoaging of the nail plate. This innovative nail care and enamel product combines a stylish manicure with real UV radiation protection. It was created with consumers in mind who want to take care of the health and appearance of their nails without giving up color.

MARKET POSITIONING & DISTRIBUTION MARKETS

Currently, we are distributing the product to the **drugstore network in Poland.**

In the future, we would like the product to be available in foreign markets, especially in **Europe** and **South America.**





POMPONETTE

Hall 16 – C8-f - France

NIUK

www.niuk.fr

DESCRIPTION

The Niuk is a patented cryotherapy roll on device designed for advanced skincare applications. It delivers controlled cold at -18°C , combined with gentle massage and guided serum application to tighten pores, stimulate microcirculation, and enhance serum absorption. The device addresses several key beauty concerns, providing immediate decongestion, visible smoothing, improved firmness, reduced puffiness and enhanced radiance. Cold is generated in a freezer after a few minutes by an integrated phase change material, ensuring safe consistent and repeatable performance, without the need for electricity or invasive techniques.

PRODUCT INNOVATION

The Niuk redefines skincare cryotherapy through a patented contact-based cold delivery system operating at -18°C without electricity. After a few minutes in a freezer, its internal phase-change material (PCM) stores the cold and releases it progressively through a stainless-steel ball. A single rolling gesture uniquely combines intense cryotherapy, mechanical massage, and guided serum application via a patented inverted pipette system. This miniaturized, eco-responsible technology makes professional-grade cryotherapy safe, portable, and unique, delivering visible fatigue reduction and skin smoothing through a novel, integrated user experience.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Niuk is a premium therapeutic and dermocosmetic device, positioned at the intersection of beauty technology, physiotherapy and wellness. It is currently distributed to select pharmacies and dermocosmetic retailers, spas, aestheticians and wellness centres, as well as high-end beauty salons and spas. It is also sold directly to consumers via an e-commerce platform. We currently operate in France, but we want to expand into Germany, Italy, Spain, the United Kingdom, the United States, Canada, the United Arab Emirates, South Korea, Japan and Australia.





BAYLIS & HARDING PUBLIC LIMITED COMPANY

Hall 22 – C3-C1 – Great Britain

BAYLIS & HARDING GOODNESS AWAKEN LIME, MINT & EUCALYPTUS BODY WASH 500ML

www.baylisandharding.com

DESCRIPTION

The Baylis & Harding Goodness Awaken Lime, Mint & Eucalyptus Body Wash is an energising, body cleanser designed to refresh, invigorate and awaken the senses. Infused with Eucalyptus, Cardamom and Geranium essential oils, it leaves skin feeling soft, revitalised and hydrated. Perfect for consumers seeking a natural, uplifting start to their day or a midday refresh, it combines dermatologist-approved formula that is a 98% naturally derived with scientifically proven fragrance to energise both body and mind. This body wash meets consumers' needs for a sensory and cleansing experience in everyday self-care routines.

PRODUCT INNOVATION

This Body Wash transforms everyday cleansing into a revitalising ritual. Its scientifically proven fragrance awakens the senses, while essential oils of Eucalyptus, Cardamom and Geranium invigorate the body and uplift the mind. The luxurious lather and refreshing aroma deliver immediate sensory enjoyment, leaving skin soft, revitalised and hydrated. Unlike ordinary body washes, it combines functional benefits with an energising experience, helping users feel refreshed throughout the day. Made with 98% naturally derived, vegan ingredients and dermatologist approval, it delivers a premium cleansing experience.

MARKET POSITIONING & DISTRIBUTION MARKETS

Designed for those seeking an invigorating start to the day or a mid-day refresh, the Goodness Awaken Lime, Mint & Eucalyptus Body Wash combines scientifically proven fragrance with essential oils to create a mood-boosting, revitalising daily ritual that awakens the senses and refreshes both body and mind.

This product is already available in the following countries: the United Kingdom, the United States of America, the United Arab Emirates, the Czech Republic, Latvia, Poland, Iceland, Lebanon, Cyprus, Japan, Bolivia, Trinidad & Tobago, Armenia, Aruba.

We are now looking to expand our distribution to Germany, Italy, the Netherlands, France, Scandinavia, South Africa, Korea, Ecuador, the Kingdom of Saudi Arabia and Malaysia.





PROYA COSMETICS CO., LTD

Hall 22 – A31-B32 - China

TIMAGE LIGHT AND SHADOW BLENDING PALETTE

www.caitangtimage.com

DESCRIPTION

The Timage star product: Two new shades have been added to the Timage Highlighter and Contour Palette, which is designed for niche skin tones. The formula blends naturally into the skin to deliver a soft, translucent radiance that lifts and adds volume to the mid-face, creating a natural glow. Created for consumers seeking precise, seamless complexion enhancement, it meets the demand for professional yet easy-to-use sculpting.

PRODUCT INNOVATION

As a professional make-up artist brand, Timage has introduced two new shades tailored for specific skin tones. It redefines contouring by combining the traditional idea of 'sculpting with light and shadow' with the modern desire for 'complexion revitalisation', effectively tackling fatigue and dullness. The three-shade palette incorporates contouring, blushing and highlighting, providing a range of harmonious shade combinations to suit a variety of skin tones.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Timage is a premium complexion product designed for precise contouring and effortless blending. It targets beauty enthusiasts, make-up artists and consumers seeking professional results with ease.

Our current distribution channels include our official e-commerce store, select beauty retailers and social commerce platforms via KOL/KOC partnerships.

China is our primary market.





QINGDAO BAMEIER FALSE EYELASH CO.,LTD.

Hall 34 – J8 - China

1 STEP TO WEAR QUANTUM MAGNETIC LASH KIT WITH APPLICATOR

www.bameierlashes.com

DESCRIPTION

Our product uses new technology for magnetic lashes, making them more convenient to wear with no glue or liner required. Non-irritating and non-fuming. Very safe to use and can be reused.

PRODUCT INNOVATION

The 1 Step To Wear Quantum Magnetic Lash Kit With Applicator uses new technology for one-step magnetic lash application. No glue or liner required. It is non-irritating and very safe.

MARKET POSITIONING & DISTRIBUTION MARKETS

We currently distribute into the US, Europe, Asia, Australia and Canada, and etc.





GUANGDONG HUIDA ELECTRIC APPLIANCE CO., LTD.

Hall 34 – H15 - China

PRO RECHARGEABLE HAIR CLIPPER

www.moreda.com.cn

DESCRIPTION

Our product features a **charging stand**, **replaceable stainless steel blades** (30 mm and 40 mm), **detachable blades for easy cleaning and maintenance**, and an **LCD power and speed display**. It takes 3 hours to charge, and it has a **working time of 80 minutes**. There are **3 kinds of cutting speed control** and **automatic cutting force adjustment**.

PRODUCT INNOVATION

With integrated functions such as **hair cutting, trimming and cleaning**, and complete accessories including **cleaning brushes and lubricants**, there is no need to purchase additional tools. This innovative **"one machine for multiple uses"** experience is unbeatable.

MARKET POSITIONING & DISTRIBUTION MARKETS

We currently distribute to **Europe, North America, South America, the Middle East, Southeast Asia and Australia**.





ELVIS & ELVIN INC

Hall 22 – C71 - USA

ELVIS+ELVIN PEONY & PATCHOULI EAU DE PARFUM

www.elvis-elvin.com

DESCRIPTION

The Peony & Patchouli is an elegant interplay of brightness and depth. It begins with a sparkling burst of lemon and pear—cheerful and optimistic. At its heart, a lush bouquet of peony, freesia, and jasmine blooms with soft sophistication, revealing layers of floral beauty. The scent concludes with a warm, earthy base of patchouli, amber, and musk, creating a finish that's both graceful and grounded.

PRODUCT INNOVATION

The Elvis+elvin Eau de Parfum stands apart for its fine craftsmanship, clean formulation, and skin-sensual performance. Each fragrance is composed of a high concentration of premium oils to ensure a long-lasting, balanced scent that evolves beautifully on the skin. Unlike mass-market perfumes, our EDPs are developed with a skin-first mindset—crafted to be elegant, never overpowering, and safe for daily wear.

MARKET POSITIONING & DISTRIBUTION MARKETS

This premium niche fragrance is positioned within the clean, modern luxury category. It appeals to consumers seeking elegant florals with warm, sophisticated depth. It is designed for fragrance enthusiasts who value aesthetic storytelling, high-quality ingredients and refined scent development.

Our current distribution markets are the United States (online and specialty boutiques), the Philippines (Royal Duty Free Shops), and the UAE and Jordan (Avolta/Sharjah Duty Free).

We are looking to expand into Japan, South Korea, Canada, and the EU, focusing on premium retailers and travel retail (airports and airline shops).





SHENZHEN YANGWO ELECTRONIC CO.,LTD

Hall 34 – H18 - China

BEAUTIGO HIGH-SPEED HAIR DRYER

www.beutigoo.com

DESCRIPTION

The Beautigo high-speed hair dryer features AI TOF smart distance-sensing tech for dynamic temperature control, ensuring safe, non-scalding drying even close to the scalp. Its 5 billion plasma ions tame frizz, eliminate static, and nourish the scalp. The ultra-light (350g), foldable mini body fits easily in gym bags or suitcases, perfect for families, frequent travellers, and fitness enthusiasts. It solves baby hair-drying struggles and offers portable, salon-quality care anywhere.

PRODUCT INNOVATION

What sets the Beautigo apart is its aerospace-grade TOF AI distance sensing technology, enabling dynamic temperature control for a non-scalding experience even during close contact. Combined with 5 billion high-concentration plasma ions, it nourishes the scalp and reduces frizz. The ultra-light 350g foldable design solves the bulkiness of traditional dryers, making salon-quality hair care portable. A HEPA-grade filtration system with up to 98% purification efficiency captures ultra-fine dust, delivering skin-grade clean airflow. The fully sealed air intake improves durability, while the anti-hair-entanglement design ensures safer use.

MARKET POSITIONING & DISTRIBUTION MARKETS

This mid-to-premium portable hairdryer is aimed at families, frequent travellers and fitness enthusiasts. It features dynamic anti-scalding technology for safety and plasma nourishment for professional hair care.

It is available in China, Singapore and Australia, and is sold via official brand stores, major e-commerce platforms (Tmall, JD and Amazon) and premium beauty retailers.

Planned expansion into the EU, the UK, the US and Japan, leveraging CE, FCC and PSE certifications to capitalise on the demand for innovative, portable hair care devices.

A multi-channel strategy combining online direct-to-consumer (D2C) sales, offline partnerships with beauty chains, and cross-border e-commerce platforms.





NINGBO LET IT BE ARTS AND CRAFTS CO., LTD.

Hall 34 – H24 - China

BIOFRIENDLY SWEET LOVE DETANGLER

www.biohairbrush.com

DESCRIPTION

The Biofriendly Sweet Love Detangler is an eco-conscious hairbrush designed for gentle, effective detangling on wet or dry hair. Crafted from a straw-based composite, it features a 15° bowl-shaped curve that follows the scalp's natural contours, improving comfort and control. Flexible, ball-tip bristles minimize pulling, breakage, and scalp irritation while providing a light massage. The hollowed design reduces weight and improves airflow during blow-drying. Designed for breast cancer awareness, its heart motif symbolizes care and support.

PRODUCT INNOVATION

The Biofriendly Sweet Love Detangler stands out through the integration of ergonomic engineering, purpose-led design, and eco-conscious material innovation. Its 15° bowl-shaped curve is specifically engineered to follow the scalp's natural contours, enhancing detangling efficiency and comfort. The lightweight, hollowed structure improves airflow during blow-drying, while flexible ball-tip bristles reduce pulling and breakage across wet or dry hair. Crafted from a straw-based composite to reduce plastic usage, the product also incorporates a heart-shaped design dedicated to breast cancer awareness—uniting functional performance, sustainability, and social impact in a single everyday hair tool.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Biofriendly is a purpose-led, eco-conscious detangling brush that combines ergonomic performance, sustainable materials, and social impact. It targets the accessible premium segment by balancing everyday usability with thoughtful design and responsible material choices, appealing to consumers seeking gentle hair care and environmentally mindful personal care tools.

We distribute to online marketplaces (Amazon) and selected beauty retailers, concept stores and gift-focused channels.

Our distribution countries are the United States and the Philippines, and our desired distribution countries are the United Kingdom, the European Union, Canada, Japan, South Korea, Singapore, Thailand and Malaysia.





NINGBO YEXIN ELECTRIC APPLIANCE CO., LTD.

Hall 34 – L9 - China

YEXIN HAIR CLIPPER 9023

www.yexingo.com

DESCRIPTION

Designed for salon and home use, the Yexin 9023 Professional Hair Clipper is a high-performance tool. It features a powerful 7,200 RPM motor and durable stainless steel blades for precise cutting. With a built-in 1200 mAh lithium battery, the clipper offers over 90 minutes of cordless operation and recharges via USB in just two hours. The clipper has a user-friendly LCD display to show the battery status, and the blade head is washable and waterproof for easy cleaning.

PRODUCT INNOVATION

The Yexin 9023 Hair Clipper features a high-torque 7,200 RPM motor for smooth, precise cutting and an LCD screen that displays the battery level in real time. With USB charging, washable stainless steel blades and over 90 minutes of cordless runtime, it combines professional performance with user-friendly convenience for salon and home use.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Yexin 9023 is positioned as a professional-grade yet value-for-money hair clipper. Its primary distribution channel is B2B e-commerce platforms like Alibaba.com, targeting salon owners and retailers for global wholesale. It is available for global export from China. Key existing markets typically include the United States, Germany and Russia, as well as other regions where professional grooming tools are in high demand. There are plans to expand into growth markets such as France, the United Kingdom, Brazil, Saudi Arabia and India, where demand for personal care devices is rising. To successfully enter these markets, consider partnering with local distributors and participating in international beauty or barbering trade shows.





GUANGZHOU COSMECEUTICAL DAILY CHEMICAL CO., LTD.

Hall 34 – E6 - China

AOBENCHU SKIN REVITALIZING ESSENCE

www.aussiepharmabio.com

DESCRIPTION

The Aobenchu Skin Revitalizing Essence is a professional neuro-perceptive treatment originating from the polar rainforests of Tasmania. It functions by regulating the “Skin-Nerve Axis” pathway, activating sensory function and self-regulation to stabilize the root causes of sensitivity. The essence deeply hydrates, relieves fragility, and enhances skin stability, delivering a radiant, healthy complexion. It specifically targets modern urban consumers facing “neuro-overload,” stress-induced dullness, and rhythm-disrupted skin who demand mechanism-driven alternatives to standard soothing products.

PRODUCT INNOVATION

The innovation lies in its “Plant Rhythm Science,” integrating Nobel Prize-inspired cellular clock gene research to awaken the skin’s natural “reversible dormancy” and self-repair rhythms. Unlike traditional soothing agents, it utilizes “Active Microbead Technology”—visual, touchable encapsulates that ensure the high bioavailability and timed-release of potent actives like Tasmanian Mountain Pepper. This multi-target precision system addresses urban “tactile fatigue” through the TRPV1 channel regulation. Furthermore, it ensures global legal traceability via Australian “93” country code barcodes, guaranteeing the purity of high-latitude native botanicals.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Aobenchu is a professional functional skincare brand that combines traditional Australian herbal wisdom with medical-grade pharmaceutical technology.

It targets high-stress urban consumers facing “Stress-Hyperpigmentation” and “Neuro-Aging”. We are currently established in mainland China and Australia, where we utilise the '93' barcode system to guarantee international traceability and legal compliance.

Its products are distributed through premium international e-commerce platforms, exclusive medical beauty salons and high-end retail boutiques.

The brand is actively seeking strategic partnerships to expand into the European Union (specifically France, Germany and Italy), Southeast Asian emerging markets and the premium beauty sector in North America.





KIKIGLOW

Hall 22B - 5 - Korea

KIKIGLOW FIG 70 NMN NAD PDRN COLLAGEN HYDROGEL MASK www.kikiglow.com

DESCRIPTION

This **color-changing hydrogel mask**, designed with less purified water and a 70% fig water base, is an intensive treatment infused with NMN, NAD⁺, plant-based PDRN, collagen and Kikiglow's patented ingredient to deliver deep hydration, brightening, slow-aging care. The visible color-changing technology allows users to visually confirm absorption of active ingredients. After use, the remaining mask can be dissolved in warm water and applied as a body serum, extending its functional use. With 34g fully absorbing hydrogel, it is designed for new-generation consumers (GenZ) seeking **effectiveness and attractiveness**.

PRODUCT INNOVATION

Unlike conventional hydrogel masks that rely on purified water, **this product uses 70% fig fruit water as its hydrogel base**, enhancing skin affinity and bioactive delivery. The integration of NMN and NAD⁺ metabolic activators with PDRN skin-regeneration technology supports improved efficacy at the **cellular energy and repair level**. Temperature-responsive technology responds to human skin temperature (36.5°C), melting gently while adhering to the skin for complete absorption. A **color-changing format visually indicates ingredient absorption during use**, enhancing application feedback and user engagement. This combination of fruit-based hydrogel and biotech actives positions it as a high-functional mask.

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned as a **premium, functional K-beauty skincare product** combining advanced ingredients and innovative technology, it is suitable for a wide range of consumers with different skin concerns. The product is also **appropriate for dermatology and aesthetic clinics**, as well as **prestigious beauty retailers**.

Domestically, it is sold through **premium channels**, including **Shinsegae Duty Free** and **City Duty Free**. Internationally, **Kikiglow** products are available in **beauty stores and pharmacy chains across Europe and the Middle East**, including in **Greece, Spain and France**, as well as in **Qatar**. They are also available at the **JOLSE store** and on the online marketplace for **South America** and the **CIS**. We are actively seeking to expand into new markets in **Europe, the US, the Middle East and Southeast Asia**, focusing on areas with strong demand for premium K-beauty and functional skincare products.





GUANGDONG FENGSHANG ELECTRONICS CO., LTD.

Hall 34 – L27 - China

F-669 DESK NAIL LAMP

www.lieqilight.com

DESCRIPTION

This professional lighting fixture has a multi-angle adjustable design, providing comfortable, precise, and flexible illumination. The downward-facing lamp head delivers soft, focused light without glare, reducing eye strain and supporting long hours of use. The focused beam function highlights key work areas for detailed and localized tasks. Its modular sliding rail design allows functional expansion with optional accessories such as a cooling fan or clock module, enhancing comfort and efficiency. Designed for nail technicians and beauty professionals, it is also suitable for individuals requiring stable, close-range lighting for extended periods.

PRODUCT INNOVATION

This product features an independent rotary knob for quick and easy adjustment of brightness and color temperature, allowing users to adapt lighting settings effortlessly. Designed for stable, long-duration operation, it supports 8–12 hours of continuous use with consistent brightness and performance. The light output can be fine-tuned at any time to match different working stages, helping professionals maintain optimal illumination for detailed tasks. Built for high-frequency professional use, the product combines intuitive control with reliable, long-lasting lighting, making it ideal for nail salons and other precision-focused environments.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are a mid-to-high-end fill light manufacturer dedicated to providing convenient, eye-friendly lighting solutions. We focus on user-centred innovation, developing products based on real usage scenarios. We are committed to high product quality, stable performance, and low after-sales requirements, meeting the needs of professional and long-term users.

We distribute through cross-border e-commerce platforms, partnerships with overseas brands and distributors, and B2B wholesale and professional industry channels.

Our products are sold in multiple countries and regions worldwide, with our main markets concentrated in Europe and North America. We are aiming to further expand our distribution within these regions, seeking broader coverage in additional countries to strengthen our market presence.





EAGLE FORTRESS BRUSH LIMITED

Hall 34 – E14 – Hong Kong

ECNESS AIRY DAYS DRY SHAMPOO GEL

www.ecnessbeauty.com

DESCRIPTION

The Ecness Airy Days Dry Shampoo Gel is a non-aerosol dry shampoo that instantly refreshes hair without the need for washing. Its lightweight, quick-drying gel texture absorbs excess oil and neutralises odour, leaving hair clean, airy and comfortable with no residue, white cast or stickiness. Its innovative gel format offers a new dry shampoo experience, enhanced by skincare-grade ingredients that prioritise scalp comfort. Designed for Gen Z and Millennial consumers, as well as travellers and busy urban lifestyles, it provides a mess-free, on-the-go solution for fresh hair.

PRODUCT INNOVATION

This product redefines the dry shampoo category through its innovative format, formulation and user experience. Unlike traditional powder or aerosol products, its lightweight gel formula provides oil absorption and odour control without leaving any residue, white cast or powder fallout. Formulated with skincare-grade ingredients, it prioritises scalp comfort and sensory performance. The airless pump packaging preserves the freshness of the formula and enables precise, hygienic dosing. Designed for modern, active lifestyles, the product leaves hair feeling clean and breathable while combining haircare and styling in a non-aerosol, next-generation solution.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are a modern, innovation-led haircare brand with a direct-to-consumer strategy at the forefront of our business model. We focus on Gen Z and Millennial consumers seeking high-performance, non-aerosol solutions that offer a refined sensory experience. The brand is positioned within the haircare-styling hybrid segment, combining daily usability with a skincare-inspired formulation.

Our products are currently available in **the United States via e-commerce channels, including the official ECNESS website.**

We are looking forward to expanding into **Europe (Italy, France, Germany and the United Kingdom), Asia-Pacific (Japan, South Korea, Singapore and Hong Kong) and the Middle East (Selective premium beauty retailers and online platforms).**

We are open to strategic international distribution partnerships that are aligned with our brand positioning and regulatory readiness.





SHANGHAI XIAFEI COSMETICS CO.,LTD.

Hall 34 – C32 - China

SILK GLOW LIPSTICK BY SOFEA

www.shxiafei.com

DESCRIPTION

The Sofea Silk Glow Lipstick targets classic lipstick users, especially those who care about a softer formula, more product value and better environmental impact. It uses a deeper cup to protect significantly softer and creamier lipstick. A moving bottom plate pushes up all the lipstick inside the cup for consumers to use. The case is made with mono resin for recycling. The empty lipstick case has a clean inner cup without residual lipstick and can be readily recycled.

PRODUCT INNOVATION

The product offers a great sensory experience. Its ultra-soft, creamy texture is enriched with sustainably sourced Undaria Pinnatifida, Jojoba Oil and Meadowfoam Seed Oil. It glides onto lips, providing gentle relief for dry and flaky lips and restoring moisture and smoothness. It creates a luscious sensory experience that consumers love. The patented 'Full Access Twist System' lipstick design allows the lipstick material to be rotated completely out of the base, eliminating the 20–30% of product typically trapped and wasted in traditional designs. This ensures complete utilisation, representing a true breakthrough in sustainable delivery. The packaging design features an entire component container.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our product is currently sold online via Taobao, as well as in physical stores in China. We are targeting the EU, the USA, Japan and Indonesia.





FUGENBIO.CO.,LTD

Hall 16 – N13d - Korea

CEPOLAB RX BIOGENIC EV COMPLEX / CEPOLAB

www.cepolab.com

DESCRIPTION

The CepoLAB RX is a professional post-procedure skincare solution designed to support the appearance of skin recovery after aesthetic treatments. Formulated with a purpose-selected strain of *Ceriporia lacerata*, it delivers a precise biogenic response to help soothe sensitive-looking skin and improve the appearance of firmness and density. In Korea, CepoLAB RX is widely incorporated into post-procedure skincare routines in dermatology clinics. It addresses the needs of skin experiencing temporary discomfort, dryness, or imbalance following aesthetic treatments, making it ideal for professional and clinic-guided skincare routines.

PRODUCT INNOVATION

The cepoLAB RX is distinguished by its use of a purpose-selected *Ceriporia lacerata* strain, rather than increased concentration or reformulation. This strain differentiation results in a unique extracellular vesicle and secondary metabolite profile, enabling a more precise and targeted biogenic response. The formulation is intentionally minimal, preservative-free, and optimized for post-procedure skin conditions. Its innovation lies in aligning strain-level biotechnology with real clinical use. This combination of strain science, precision formulation, and proven professional use sets CepoLAB RX apart.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our product is a **professional, dermatology-focused skincare solution** designed for use after procedures.

We primarily distribute through **dermatology clinics, aesthetic clinics, medical spas and professional skincare environments.**

We are currently operating in **South Korea**, where our product is actively used in dermatology clinics and aesthetic settings as part of post-procedure skincare routines.

We are looking to expand into the following markets: **Europe (EU & UK):** professional dermatology and aesthetic channels; **United States:** professional clinics and derma-focused distribution; **Japan:** clinic-guided and professional skincare markets and **Eurasian markets:** professional and medical aesthetic distribution channels.





GUANGZHOU ELOV COSMETICS CO., LTD

Hall 34 – J15 - China

62902-BEAUTY HOST BALANCE ANTI ACNE KIT 3PCS

www.elovskincare.com

DESCRIPTION

Our product contains: **Anti-Acne Mist** (100 ml): refreshes the skin, controls oil and tightens pores; **Repair Cream** (50 g): soothes irritation and strengthens the skin barrier; **Anti-Acne Roll-On Serum** (15 ml): targets blemishes and reduces breakouts. Our products control acne, calm redness and maintain hydration. We target teens and adults with oily or acne-prone skin who are seeking a gentle yet effective daily skincare routine.

PRODUCT INNOVATION

A unique 3-step system that treats, soothes, and protects acne-prone skin.

Multi-format approach: Mist for refreshing, roll-on serum for targeted treatment, cream for barrier repair.

Balanced formulation: Controls breakouts without over-drying.

User-friendly design: Compact, precise application for daily use.

Differentiation: Combines effective acne action with long-term skin health, unlike typical harsh treatments.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute our products through **online channels, as well as through skincare stores, clinics and department stores.**

We currently operate in **Europe, the US, the Middle East, Africa and Asia**, but our ambition is to expand further.





BEAUTY YAURIENT COSMETICS ACCESSORIES(SHENZHEN)CO.,LTD

Hall 34 – F26 - China

SQUARE BOX DOUBLE-HEAD BRUSH

www.beautyaurient.com

DESCRIPTION

The ultimate in portability: apply your makeup on the go.

With a round and compact design, only the size of a palm, it can be easily put in a pocket or a mini makeup bag. It is suitable for scenarios such as commuting touch-ups, short trips and business trips. Say goodbye to bulky, heavy makeup brush bags and achieve the freedom of travelling light in beauty. A light luxury texture with both good looks and solid performance. The matte white body with metal trim is simple and elegant, combining visual beauty with practical texture. The gradient dual-color bristles enhance the product.

PRODUCT INNOVATION

Design concept: light makeup on the go.

A dual-effect aesthetic portable revolution. This dual-purpose makeup brush is designed with the core logic of simplifying beauty tools and freeing up travel space. It integrates the two core functions of blush brush and eyeshadow brush into one catering to the diverse scene needs of modern women, such as daily touch ups, short trips and light makeup commutes.

It adopts a minimalist contour with a rounded triangle paired with metal trim and a matte white body combining a light luxury feel with a soft and friendly touch.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute all over the world.





COMME AVANT

Hall 16 – D12-b - France

MINERAL SPF50 LIQUID SUNSCREEN WITH KARANJA OIL COMME AVANT

www.comme-avant.bio

DESCRIPTION

Our sunscreen is titanium dioxide-free and made with 100% naturally derived ingredients. A high SPF50 protection using a single mineral filter to protect your skin safely. Suitable for the whole family, including children from birth, and for pregnant and breastfeeding women.

PRODUCT INNOVATION

Our SPF50 liquid sunscreen is COSMOS Organic certified and titanium dioxide-free. With a single mineral filter, zinc oxide, and a short ingredient list, it provides high protection for the face and body. Its fluid texture applies easily without leaving a greasy film or white marks. We have excluded all controversial or unnecessary ingredients, such as titanium dioxide, to provide protection that is safe for the skin and respectful of the environment.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute through our website and our shops in France. We also work with retail partners in France and Spain, and soon Italy.





GUANGZHOU CHUYU BIOTECHNOLOGY CO LTD

Hall 16 – N4 - China

BEACYSW FACIAL OIL

www.rainhanhk.com

DESCRIPTION

This product is a radiance smoothing facial oil designed for daytime use, combining vitamin C derivative and calendula extract to gently brighten skin, even out tone, and maintain a fresh texture. Its lightweight formula absorbs quickly without greasiness, making it ideal under makeup. It targets individuals with uneven skin tone, local dullness, and combination skin—especially working women seeking natural radiance and daytime protection.

PRODUCT INNOVATION

The product features a stabilized vitamin C derivative that resists oxidation. It is paired with calendula extract and avocado oil for brightening and soothing effects. Its unique oil-blending technology ensures hydration without heaviness. The uplifting fragrance of ylang-ylang and sweet orange peel oil enhances the sensory experience, making it suitable for daily daytime use with long-lasting radiance protection.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute through both **online** and **offline** channels.

We distribute to **Europe** and **America**.





ZHEJIANG ENCHANT COSMETIC CO., LTD.

Hall 34 – H9 - China

HONEY LIP OIL

www.yanzhuang.com

DESCRIPTION

Daily care for lips, with a base layer of honey, vitamin E, and multiple plant oils to deeply moisturize, reduce lip lines, and achieve a dewy, plump effect.

PRODUCT INNOVATION

Using honey and VE as the core repair base, a variety of vegetable oils are compounded to create a "maintenance in one" lip care formula, breaking the limitations of single moisturizing/base function, achieving day and night dual scene adaptation, and combining instant water and light makeup effect with long-lasting wrinkle reduction repair. This bottle meets the needs of both skincare grade lip care and beauty grade pre-makeup base.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute to China.





GUANGZHOU ARIEL BIOTECH CO., LTD

Hall 34 – E8 - China

SEFRALLS PDRN REPAIRING CREAM

www.arielcosmetic.com

DESCRIPTION

This professional-grade recovery cream is powered by nano-liposomal PDRN. It delivers targeted repair, barrier reconstruction, and deep soothing for sensitive, post-procedure, and compromised skin. It is designed to meet the high demand for effective, non-irritating repair solutions in the aesthetic and dermatological markets.

PRODUCT INNOVATION

It revolutionises PDRN delivery with an 'exosome-like microcapsule' system that encapsulates the active ingredient in spherical nano-liposomes (160–180 nm). This patented technology overcomes the transdermal barrier for large biomolecules, enabling unprecedented cellular uptake, sustained release, and enhanced efficacy for skin repair and anti-inflammation compared to conventional serums or creams.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand is positioned as premium skincare for sensitive and compromised skin.

We sell our products in the EU and the Americas.





FOREST AVENUE CO., LTD.

Hall 16A – 12 - Korea

MENOKIN 30 SECONDS QUICK BUBBLE MASK - REVITAL & MENOKIN

www.menokinbeauty.co

DESCRIPTION

This sheet-free bubble mask features Rose-derived PDRN, delivered through a gentle micro-bubble capsule foam for fast absorption. It revitalizes and hydrates the skin in just 30 seconds, offering results comparable to a 20-minute sheet mask – with no rinsing required. The lightweight foam allows customizable layering based on daily skin condition, making it ideal for quick, on-the-go skincare. Suitable for all ages, this mask is designed for consumers seeking skin revitalization and vitality boosting, helping restore a fresh, radiant, and energized complexion effortlessly.

PRODUCT INNOVATION

This product stands out through its patented micro-bubble capsule technology, which instantly bursts upon application to deliver active ingredients deep into the skin. Achieving results comparable to a 20-minute sheet mask in just 30 seconds is made possible by the combination of this advanced delivery system and high-quality ingredients, including Rose-derived PDRN. The sheet-free, no-rinse bubble format redefines the user experience, offering fast, effective, and convenient skin revitalization without compromising performance.

MARKET POSITIONING & DISTRIBUTION MARKETS

A fast-acting, innovative facial mask designed for modern consumers seeking instant skin results with effortless application.

It is available in the following **distribution markets**: **drugstore/health and beauty store** (Olive Young, Eveandboy, Watsons, Loft, @cosme, Plaza, etc.). And on the following **e-commerce** (Amazon, Tiktok, Shopee, brand official online store).





BSTARLIT CO., LTD.

Hall 16A – 13 - Korea

BOM LIP FLASH TINT

www.bomcosmetic.com

DESCRIPTION

A water-based formula blended with luminous oils for a dewy glow that intensifies over time. Smooth, even application with clear, natural color – no clumping. Contains hyaluronic acid for a hydrated, plump lip look.

PRODUCT INNOVATION

A skincare tint with a lip-caring formula that provides both color and conditioning. It contains almond oil, sodium hyaluronate, squalane, tocopherol, anemarrhena asphodeloides root extract. This tint uses Prism glow technology that has a water base with moisture capsules containing glossy oils and creates a dense, plump moisture barrier on the lips.

MARKET POSITIONING & DISTRIBUTION MARKETS

We operate primarily through B2B and B2C distribution models.

B2B involves supplying products to distributors, wholesalers and retailers.

B2C: direct-to-consumer sales through online platforms and selected retail channels.

We focus on offering high-quality, competitively priced products that are suitable for both professional and end-user markets.

Our current distribution countries include: Italy, France, Greece, Lithuania, the Netherlands, the Czech Republic, Germany, Vietnam and Hong Kong.





POTTER AND MOORE INNOVATIONS

Hall 22 – C32 – Great Britain

CERAMIDES BARRIER FLUID SPF50

www.creightons.com

DESCRIPTION

The Ceramides Barrier Fluid with SPF50, delivers effective broad spectrum protection against UV rays while also deeply hydrating and maintaining the skin moisture barrier for 12 hours.

This advanced formula is enriched with three essential ceramides, helping to support the skin barrier and lock in moisture.

PRODUCT INNOVATION

Balance SPF50+ is a microplastic-free formulation and has an advanced photo-stable UV filter system.

The product is ultra-lightweight and leaves no white cast.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is available on e-commerce in the United Kingdom..

The new distributors are: UK Health and Beauty, UK Grocers, APAC and UAE.





DIEFEI COSMETIC GROUP

Hall 22T – C22 – China

3D FREEZE-DRIED LOOSE POWDER

www.diefei.com

DESCRIPTION

This freeze-dried loose powder revolutionizes makeup setting. Its unique porous structure, created through a low-temperature process, offers exceptional advantages. It delivers superior oil absorption and long-lasting wear, locking makeup in place for hours. Its ultra-fine texture blends seamlessly to provide a breathable, natural-looking finish that never appears cakey or heavy. The gentle freeze-drying method preserves the potency of beneficial skincare ingredients like vitamins and botanicals, offering soothing and brightening benefits.

PRODUCT INNOVATION

Our product is advanced technology at its finest. This innovative powder combines high performance with skin care, ensuring a flawless, comfortable, and healthy-looking complexion all day.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand specialises in high-end make up product.

LIGHTWEIGHT FOUNDATION TEXTURE
OIL-ABSORBING SOFT-FOCUS EFFECT

24H LONG-LASTING MAKEUP 24H NO CONTROL 24H SMOOTH EFFECT

FUCOSORB 3ALGA C ★★★
NATURAL ANTI-BRIBANT AND ANTI-ALLERGENIC AGENT

HEPTAPEPTIDE-6
SUPPORTS CELL RENEWAL, ANTIBACTERIAL, AND ANTI-INFLAMMATORY

WHITE WILLOW BARK EXTRACT
ANTI-AGING, BRIGHTENING, AND HYDRATING

RHODIOLA EXTRACT
ANTIOXIDANT, ANTI-AGING, BRIGHTENING, ANTI-RADIATION, HYDRATING, AND ANTI-INFLAMMATORY

ECHINACEA PURPUREA EXTRACT
STIMULATE THE IMMUNE SYSTEM, BOOST THE ACTIVITY OF LYMPHOCYTES AND PHAGOCYTES, AND ENHANCE THE SKIN'S ABILITY TO RESIST BACTERIA AND INFECTIONS

SOLANUM LYCOPERSICUM
SOOTHING, MOISTURIZING, AND ANTIOXIDANT



ELAN BEAUTY SP. Z O.O.

Hall 16 – 17 – Poland

3D ÉLAN PROFESSIONAL LINE DIRECT COLOR EYEBROW TINTING SYSTEM «FLASH TINT» (SHADE 12 – BLACK TRUFFLE (BLACK); SHADE 13 – MILK CHOCOLATE (WARM BROWN); SHADE 14 – DARK COFFEE (COLD BROWN); SHADE

elancosmetics.net

DESCRIPTION

The Flash Tint is a professional direct tint for brows designed to gently colour hairs while delivering a clear, even skin stain. Its main function is to create precise, natural-looking results, making it ideal for hair-stroke techniques and for use after brow lamination or bleaching, as it does not darken the hairs. The formula requires no oxidant and maintains the skin's natural pH, ensuring a safe and comfortable procedure. Enriched with hyaluronic acid, niacinamide, collagen, amino acids, and argan oil, The Flash Tint also hydrates, nourishes, and protects the skin and hair.

PRODUCT INNOVATION

The Flash Tint introduces an innovative direct tint technology that combines skin-staining pigments with a powerful care complex in a single step. Unlike traditional tints, the formula requires no oxidant, preserves the skin's natural pH balance, and reduces the risk of irritation while delivering stable, predictable colour. The tint uniquely stains the skin without darkening the hairs, making it ideal for modern hair-stroke techniques and post-lamination use. Enriched with hyaluronic acid, niacinamide, collagen, amino acids, and argan oil, The Flash Tint transforms tinting into a caring procedure. This fusion sets the product apart within its category.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution channels are professional shops, and salons.

We currently distribute to **EU countries, Turkey, Ukraine, Canada and Australia**, but we would like to expand into **the UAE**.





13 SCENTS DBA DOSSIER INC

Hall 22 – A67-B68 – USA

LOST AMERICANA

www.dossier.eu

DESCRIPTION

The Lost Americana evokes the warmth of late-night indulgence, with its earthy, spicy and rich, decadent notes.

PRODUCT INNOVATION

The Lost Americana is Dossier's first celebrity fragrance, created in collaboration with award-winning artist, actor, and style icon mgk. Inspired by mgk's album of the same name, the Lost Americana is a genderless fragrance that is rich, earthy, spicy, and undeniably sexy. The fragrance opens with warm notes of incense, almond, and pink pepper. It then unfolds to a heart of nutmeg, myrrh, and cinnamon notes before settling into notes of vetiver, patchouli, suede, vanilla, and a hint of chocolate at the base. The Lost Americana captures mgk's reverence for American nostalgia and 90s-inspired evocativeness.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution channels include **dossier.co** and **retail partners** such as **CVS** and **Nordstrom Rack**. We currently distribute to the **United States, Canada, the United Kingdom, France, Germany, Italy, Spain, Portugal, the Middle East and North Africa, and Mexico**. We are interested in expanding to **India**.





BELCOS COSMETIC GMBH

Hall 16 – A19a – Germany

DR.BELTER »SENSI-BEL« RICH ANTI-AGE CRM BALM

www.belter-cosmetic.com

DESCRIPTION

Formulated with organic babassu and evening primrose oils, a ceramide complex, hyaluronic acid, and calming herbal extracts, this balm delivers a broad spectrum of physiological benefits. Its gentle formula is ideal for delicate skin, including the eye area, and is suitable for skin prone to eczema and psoriasis. Free from fragrance and colorants, it combines soothing, regenerating, hydrating, and barrier-supporting properties in one versatile cream.

PRODUCT INNOVATION

Advanced GreenTec Concept® formulation with precious organic oils and encapsulated actives delivers deep-soothing, regenerating, and hydrating benefits. It supports the skin barrier, maintains a healthy hydrolipidic mantle, and is suitable for delicate facial skin, including the eye area, as well as night use. Free from fragrance and preservatives and packaged in PCR materials, it merges clean beauty, sustainability, and high-performance care, offering a versatile, innovative solution that sets a new standard in sensitive-skin treatment.

MARKET POSITIONING & DISTRIBUTION MARKETS

Market positioning: Effective. Promedical. Clean.

It offers specialised, harmonised skincare for professional treatments and home routines, delivering safety, efficacy and comfort.

It is tailored to the following skin conditions: **dryness and a sensation of tightness; a tendency towards redness and irritation; itching or a burning sensation; and hypersensitivity to external factors.**





NUTRACEVIT SP. Z O.O.

Hall 16 – I19 – Poland

BIOHASKAP® – SUPERBERRY BOOSTER. SMOOTHING FACIAL SERUM

www.biohaskapcosmetics.com

DESCRIPTION

Lightweight smoothing face serum—concentrated and rich in active ingredients that enhance daily skin regeneration and hydration. Designed for all skin types especially mature skin. It smooths and moisturizes providing a feeling of comfort and relief. The formula contains fermented rice water and is enriched with 2 % of haskap berry (*Lonicera caerulea*) extract with antioxidant properties, supporting the skin in its fight against external factors fatigue and loss of firmness. It gives quick results – smoothing and reducing wrinkles just 3 minutes after application. It supports skin renewal processes and improves its elasticity.

PRODUCT INNOVATION

First cosmetic with new innovative ingredient haskap berry (*Lonicera caerulea*) extract used in the formula. We grow it organic in Poland and registered it in the INCI database. For cosmetics, wet haskap extract was made of pharmaceutical quality and rich in anthocyanins, a red pigment that is 4 times stronger than Vitamin C. Unique in the industry because, as an organic haskap grower and processor, we monitor the quality from the field to the jar, supported by scientists to maximize anthocyanin levels. We care about the environment in our organic field, using natural ingredients in the cosmetics and recycled packaging.

MARKET POSITIONING & DISTRIBUTION MARKETS

A natural, premium product that ages well.

Currently distributed in Poland, we want to expand into the EU, Korea and Japan.

The haskap (hasukapu) berry originally comes from Hokkaido, and has been approved as a novel food in the EU based on its traditional usage in Japan for more than 25 years.





JC MARKEN

Hall 16 – B25b – Germany

KERALOCK MEHRMALS VERWENDBARE PERMANENT COLORATION

www.jocosregensburg.de

DESCRIPTION

Our product represents a new generation of modern hair coloration—crafted for people who value **uncompromising quality** and **conscious beauty choices**. Its **reusable, ready-to-use** can ensure sustainable application with no product waste and effortless use for both full coloring and precise touch-ups. The pH-neutral composition offers gentle, soothing scalp comfort while remaining completely free from ammonia and ethanolamines and fully **vegan**. It delivers **impressive performance** with **reliable grey coverage** and **vibrant, even results**. The premium **packaging** reflects innovation, sustainability, and contemporary design.

PRODUCT INNOVATION

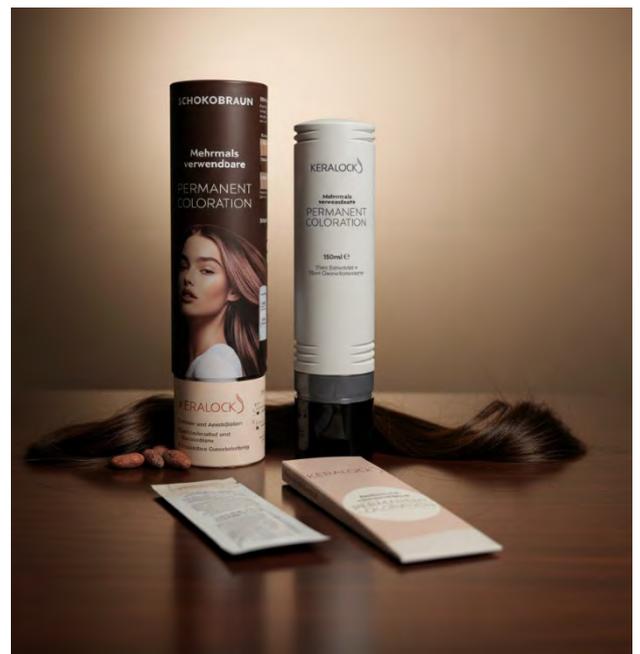
The innovation of our product is built on **three powerful pillars: system, formula, and packaging**. The system blends developer emulsion and color cream perfectly with a single click – **no shaking, no mixing, just effortless precision**. Thanks to separate storage, the coloration remains reusable for up to four months after activation, ensuring **flawless results anytime**. The formula adjusts the pH value directly to the hair, while leaving it pH-neutral on the scalp. For maximum skin protection and **optimal colouring performance**. The **packaging** makes a bold statement with its **round, modern design—compact, premium, and uniquely innovative on the shelf**.

MARKET POSITIONING & DISTRIBUTION MARKETS

The product will first be launched in **Müller Drug Stores across Germany in March 2026**.

The roll-out will continue with **Rossmann and DM later that year**.

In addition to our **home market of Germany**, the product line will also be distributed **abroad**, with **sales channels** already set up in **Italy, the UK, the Middle East and China**.





FRESHCIA BEAUTY LTD

Hall 22 – C19 – Great Britain

FRESHCIA OIL CONTROL & REFRESHING SHAMPOO POWDER REFILL PACK

www.freshcia.com

DESCRIPTION

The Freshcia Oil Control & Refreshing Shampoo Powder Refill Pack – £20 (VAT included). Each refill pack includes 4 powder sachets, and each sachet makes 250 ml of shampoo when mixed with water – 1 litre total. Formulated for oily scalps and a refreshing cleanse, this powder-to-gel shampoo is compatible with Freshcia's FlexiFill silicone bottle and offers a low-waste, high-performance experience. Available in 3 refreshing scents: Azure (Ocean), Meadow (Orris), and Cove (Coconut).

PRODUCT INNOVATION

The Freshcia's Oil Control & Refreshing Shampoo Powder Refill Pack is designed for oily scalps and consumers who crave a lightweight, clean feel. Just mix a sachet with water in the FlexiFill silicone bottle to create a full 250 ml of shampoo. With a vegan, biodegradable formula powered by a gentle amino acid-based surfactant system, it delivers effective cleansing without harsh ingredients. Free from PEGs, silicones, SLS/SLES, and mineral oils, it's ideal for sustainability-conscious consumers seeking a refillable, fun, and high-performance alternative.

MARKET POSITIONING & DISTRIBUTION MARKETS

Designed for oil control and everyday freshness, this clean, refillable haircare product appeals to eco-conscious, minimalist and travel-ready users.

It is perfect for concept stores, refill stations and sustainability-forward beauty spaces.

Its global debut is planned for Cosmoprof Worldwide Bologna 2026.

Our planned channels are the Freshcia online store and e-commerce platforms (e.g. Amazon), as well as independent eco-beauty and lifestyle retailers.

Our target markets are the UK, France, Germany, Italy, the Nordic countries, the USA, Canada, Japan, South Korea, Australia, Singapore, the UAE and Saudi Arabia.





HANGZHOU FLOWER KNOWS ELECTRONIC COMMERCE CO.,LTD

Hall 22 – A31-B32 – China

FLOWER KNOWS BUNNY GARDEN COLLECTION 6-COLOR MAKEUP PALETTE 03 RUBY BERRY

www.flowerknows.co

DESCRIPTION

Our product contains:

Two Matte Shades: Alabaster, Sugared Peach.

Two Shimmer Shades: Rosy Gleam, Peach Glow Dust.

Two Satin Shades: Raspberry, Mocha Truffle.

We've curated these palettes to be your own personal storybook.

Grounding earthy tones meet "diamond-dust" glitters that catch the light every time you blink.

PRODUCT INNOVATION

This make up palette innovates with Silky-Skin Powder Tech, Pure-Pigment System, Soft-Elastic Spheres, Oil-Lock Film Matrix, Calm & Care Formula, and Luminous Satin-Light Finish, delivering smooth, long-lasting, skin-friendly makeup with true color payoff.

MARKET POSITIONING & DISTRIBUTION MARKETS

This product is currently sold on our official website, Shopee, Lazada, TikTok, Amazon, and AliExpress.

We will soon expand to online and offline channels in Japan, South Korea, Europe, the U.S., and beyond.





BEAUTY GENERATION AB

Hall 16 – D25b – Sweden

HYDRATING HYAL EYE STICK - XLASH

www.xlash.com

DESCRIPTION

A cooling, mess-free serum stick designed to deliver targeted hydration, de-puffing effects, and radiance to under-eye, cheekbone, and décolletage areas. Powered by five hyaluronic acid types, centella asiatica, and coconut fruit extract, it hydrates deeply, soothes, and enhances natural glow while supporting skin elasticity. Ideal for busy users, travellers, and anyone seeking a convenient on-the-go hydration boost.

PRODUCT INNOVATION

A multi-layer hyaluronic acid complex (five types) for targeted zone hydration. Roll-on/stick application for precision and mess-free use. Contains Centella Asiatica and coconut extract to calm and enhance radiance. The fragrance-free formula has been ophthalmologically tested.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is a premium, hydrating eye care serum in stick format.

It is available in **the EU and UK**, as well as more **widely online**.

We are targeting expansion into **North America, Latin America, and Asia**.





FIRSTMARKET CO.,LTD.

Hall 22 – B84b – Korea

STARDUST GLOW ESSENCE

www.kocostar.com

DESCRIPTION

The Kocostar Stardust Glow Essence is a multi use Scented Glow Highlighter that combines skincare radiance and fragrance in one formula. Infused with pearl particles, it delivers a customizable glow that reacts differently under indoor and daylight while providing long lasting hydration with 13 types of hyaluronic acid and fermented ingredients. Designed for face and body use, it enhances skin's natural luminosity without heaviness. Available in three glow levels and fragrances, it allows consumers to express their mood and style effortlessly. Ideal for beauty conscious consumers seeking sensorial versatile products.

PRODUCT INNOVATION

The Kocostar Stardust Glow Essence redefines the glow category by merging skincare, fragrance, and highlighting into a single, sensorial formula. Unlike conventional highlighters, it uses light-responsive pearl particles that adapt to indoor and daylight, creating dynamic skin expressions. The formula combines 13 types of hyaluronic acid with fermentation-derived ingredients to deliver hydration alongside radiance, preventing dryness or heaviness. Its three glow levels and fragrance profiles are designed around lifestyle and mood rather than shade, offering a new way to personalize glow. The lightweight essence texture allows seamless use from face to full body.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are a global K-beauty brand offering innovative skincare products that blend functionality with trend-driven design. We focus on multi-use, lifestyle-oriented beauty solutions that appeal to beauty-conscious consumers. Distributed through established international distributors and local partners, our products are available across multiple channels, including offline retail, beauty specialty stores, and e-commerce platforms. We are supported by localized marketing activities led by regional distributors. Kocostar products are currently sold in approximately 70 countries worldwide, supported by long-term distributor partnerships and established retail networks. Combines traditional offline marketing with experiential product trials through local consumers and influencers. Expansion plans include further growth in Europe, the United States, the Middle East and Asia.





LALARECIPE

Hall 22B - 15 - Korea

LALARECIPE YUZU VITA C 3IN1 GOMMAGE CLEANSING BALM

www.lalarecipe.com

DESCRIPTION

The Yuzu Vita C 3-in-1 Gommage Cleansing Balm is a multi-functional cleanser that removes makeup, impurities, and dead skin cells in one step. It transforms from balm to oil to gommage while nourishing and refining skin texture. Enriched with Yuzu extract, AHA, PHA, and six vitamins, it supports brightening and gentle exfoliation. It is ideal for consumers seeking effective yet gentle daily cleansing with visible skin-smoothing results. The product meets consumer demand for hygienic, convenient, and multi-step skincare simplification.

PRODUCT INNOVATION

This product stands out with its twist-to-grind hygienic container that freshly dispenses balm for each use. The formula is whipped 10,000 times to create a soft, buttery texture that melts quickly into oil. As it melts, natural gommage beads form to gently exfoliate without harsh scrubbing. The triple transformation system combines cleansing balm, oil cleanser, and gommage peeling in one formula. The combination of Yuzu extract, AHA, PHA, and multi-vitamin complex supports brightening, smoothing, and skin renewal while maintaining comfort for daily use.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute through premium mass skincare and selective beauty retail outlets, as well as online e-commerce platforms, to South Korea, Southeast Asia, the Middle East, Europe and the United States (Amazon).

Our target expansion markets are Europe, North America and the GCC region.





SPOTLIGHT ORAL CARE

Hall 22 – A79b – Ireland

SPOTLIGHT ORAL CARE SONIC ONE

www.spotlightoralcare.com

DESCRIPTION

The Sonic One is Spotlight Oral Care's affordable style-led Sonic Toothbrush designed to look good and work hard. Created as the ideal trade up for Gen Z consumers switching from manual brushing, it delivers powerful sonic technology at an accessible price point. Built with value conscious individuals and families in mind it offers a high quality dentist designed brushing experience without compromise. The Sonic One integrates seamlessly into the existing Spotlight Oral Care range and is compatible with current Sonic replacement heads supporting easy ranging, strong entry level device conversion and ongoing repeat purchase opportunities.

PRODUCT INNOVATION

The Sonic One combines dentist founded credibility with accessible innovation in a category split between premium devices and low cost alternatives. Developed by Dr Lisa and Dr Vanessa Creaven, it delivers high performance sonic technology engineered for effective plaque removal at an affordable price point. Designed as a true trade up from manual brushing, particularly for Gen Z and value conscious consumers, it pairs clinical performance with sleek, style led design. Fully compatible with existing Sonic replacement heads, it integrates seamlessly into the Spotlight Oral Care ecosystem, supporting simplified ranging, strong entry level device conversion and repeat purchase growth.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is currently available in the UK and Ireland only.





AREN CIA

Hall 22C – 9 – Korea

AREN CIA VITAMIN C BOOSTER SHOT

www.aren cia.us

DESCRIPTION

An intensive brightening solution designed as a booster shot. This derma-formula contains a 5% Vitamin C Complex, which includes both pure vitamin C and its derivatives. It provides targeted care for uneven skin tone caused by dark spots and blemishes, helping to reveal a clearer, more radiant complexion.

PRODUCT INNOVATION

The boosts clarity and strengthens the skin barrier with a multi-action formula for healthy, vibrant skin.

1. **Surface layer:** helps to even out the skin tone for a clear and radiant look.
2. **Epidermis layer:** supports elasticity for a smooth, plump complexion.
3. **Dermis layer:** strengthens the skin barrier to protect against daily stress.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is currently available in the **US**, the **EU**, the **UK**, **Asia**, the **UAE**, the **CIS**, **Africa**, the **MENA region** and the **GCC**.





AMERICAN INTERNATIONAL INDUSTRIES

Hall 22 – C55 – USA

MANWAX® MICROWAVE WAX KIT

www.clubman.com

DESCRIPTION

The Manwax® Microwave Wax Kit is a complete, mess-free solution designed to deliver smooth, professional-quality hair removal at home. The easy-to-use system heats hard wax quickly and evenly in the microwave, while a reusable silicone cup keeps the process clean and convenient. Suitable for face, brows, arms, back, and body, the kit includes hard wax cubes, pre-wax prep oil to protect skin and improve adhesion, and a post-wax cooling gel to soothe after use. Designed for modern men seeking simple, effective grooming solutions, The Manwax® meets the growing demand for convenient, at-home personal care without sacrificing performance or results.

PRODUCT INNOVATION

The Manwax® Microwave Wax Kit redefines at-home waxing with a complete, mess-free system designed for convenience, precision, and professional results. Unlike traditional waxing methods, the kit features microwavable hard wax cubes that heat quickly and evenly in a reusable silicone cup, eliminating the need for bulky warmers. A skin-protecting pre-wax prep oil ensures wax adheres only to hair, not skin, minimizing discomfort, while the post-wax cooling gel instantly soothes and calms. Designed for face and body use, this all-in-one kit delivers a streamlined, hygienic waxing experience with salon-quality performance from the comfort of home.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is currently available in the United States.





SUN SARA COSMETICS CANADA LTD.

Hall 22 – C61 – Canada

ROSEMARY MINT REVITALIZING SCALP SCRUB

www.sunsarabeauty.com

DESCRIPTION

The Rosemary Mint Revitalizing Scalp Scrub is a deep-cleansing exfoliating treatment designed to refresh and purify the scalp. Formulated with rosemary and mint essence, it helps remove excess sebum, residue, and dead skin cells while delivering a cooling, soothing sensation. Regular use promotes a cleaner, healthier scalp environment and improves scalp comfort, leaving hair feeling fresher and lighter from the roots. Ideal as a weekly or professional scalp care step, it responds to consumers' demand for targeted scalp solutions beyond basic cleansing. **Ideal for oily, buildup-prone scalps.**

PRODUCT INNOVATION

This scalp scrub introduces a targeted exfoliation step into routine hair care, addressing scalp buildup that traditional shampoos often miss. The balanced exfoliating system helps cleanse deeply while remaining gentle on the scalp, enhanced by rosemary and mint for an immediate cooling effect. Designed for modern scalp needs, the formula improves scalp clarity and comfort, preparing the scalp for better absorption of follow-up treatments. Its versatility makes it ideal for salon scalp treatments and advanced home care.

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned as a professional, scalp-focused hair care solution, the Rosemary Mint range targets consumers seeking effective cleansing combined with refreshing sensory benefits.

The products are designed for both **salon and daily home use**, bridging professional performance with consumer-friendly routines. With an emphasis on **scalp balance, comfort, and freshness**, the range meets growing global demand for **functional scalp care**.

Distribution focuses on international markets, including **Europe, the Middle East, and Asia**, through **professional salon channels, distributors, and B2B partnerships**.





ARRIANI PHARMACEUTICALS SA

Hall 16 – E8c – Greece

TECNOSKIN SERUM EXPERT URBAN STRESS PHOTOAGE SHIELD

www.tecnoskin-derma.com

DESCRIPTION

The Tecnoskin Expert Serum Urban Stress & Photoage Shield is powered with an advanced DNA Repair Complex, Ectoin, and HMW Hyaluronic Acid. Its vegan friendly formula helps protect skin cells from oxidative stress, environmental aggressors - including air pollution, smoke, blue light - and photoaging. Scientifically proven to enhance fibroblasts' function, boost pro-collagen synthesis, and strongly inhibit tyrosinase activity, it delivers effective multi-functional urban skincare defense. Suitable for all ages.

PRODUCT INNOVATION

The Tecnoskin Expert Serum Urban Stress & Photoage Shield stands out in the skincare category through its scientifically advanced, multi-functional formulation powered by a cutting-edge DNA Repair Complex, Ectoin, and high-molecular-weight Hyaluronic Acid. Unlike conventional protective skincare, it not only shields the skin from oxidative stress and environmental aggressors such as air pollution, smoke, blue light, and photoaging, but also actively supports cellular recovery and long-term skin resilience. The vegan-friendly formula is clinically proven to enhance fibroblast function, stimulate pro-collagen synthesis, and significantly inhibit tyrosinase activity—addressing both structural aging and hyperpigmentation at their source.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution channels are **pharmacies, online sales** and **clinics**.

We distribute to the following countries: **Greece, Cyprus, Lithuania** and **Iraq**.

However, we would like to expand **worldwide**.





SKINOME RESEARCH AB

Hall 16 – C20a – Sweden

RETINAL CONCENTRATE SKINOME

www.skinome.com

DESCRIPTION

The Retinal Concentrate is a freshly produced high-potency concentrate formulated with only 8 ingredients and a high concentration of clinically proven actives to visibly reduce signs of aging. Retinal supports collagen and elastin production for firmer skin, while Vitamin C, niacinamide and N-acetylglucosamine help even out skin tone, reduce pigmentation and improve texture for a smoother complexion. Prebiotics support a balanced skin microbiome for healthier skin. The micro-particles are only activated when mixed with moisturizer, delivering a fresh dose with every application.

PRODUCT INNOVATION

The Retinal Concentrate stands apart through its combination of advanced formulation, patent-pending technology and minimalist design. Unlike conventional retinoid products, it uses patent-pending stabilization technology to protect retinal and other sensitive actives until the moment of use, ensuring maximum potency. The formula contains only eight ingredients, including five clinically proven hero actives: retinal, vitamin C, niacinamide, acetyl-glucosamine and prebiotics, targeting fine lines, loss of firmness, uneven tone and pigmentation while supporting the skin microbiome.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are a premium skincare brand with roots in dermatological science, skin microbiome expertise and high-performance active ingredients. Our core differentiator is: Freshly produced skincare products designed to maximise potency and efficacy with minimal ingredient formulations.

Our primary distribution channel is direct-to-consumer (DTC) via our own website:

www.skinome.com.

We currently operate in the following active markets: Sweden, Norway, Finland, Denmark and the Netherlands (Holland).

Our target expansion markets in Europe are: France, Germany, Spain, Italy, Poland, Austria and Switzerland, as well as additional selected European markets where premium skincare adoption is high. We also have long-term interest in international expansion (Japan, South Korea).





ICURE PHARM&COSMETICS INC

Hall 16A - 42 – Korea

ROSEMARY SCALP CLEANSING OIL

www.icure.co.kr

DESCRIPTION

A “scalp-first” pre-shampoo oil that resets your scalp environment. It proactively removes excess sebum and impurities, relieving stress to foster healthy hair growth. The ultimate anti-stress solution for a clean, balanced foundation before you even begin your shampoo.

PRODUCT INNOVATION

Modern scalps endure heavy sebum and environmental stressors that standard shampoos fail to fully address. We bridged this gap by applying skincare’s “double cleansing logic” to hair health, pioneering the ‘Scalp First’ concept. Our rigorous development process focused on high emulsification oils to proactively dissolve oxidized lipids and stubborn impurities without irritation. The name reflects our core philosophy prioritizing the scalp as the vital foundation for healthy hair growth. This innovation directly meets modern consumer demands for deep purification, biological stress relief, thermal comfort, offering a transformative functional solution that redefines the traditional hair care routine from the first step.

CLAIMS & BENEFITS

This pre-shampoo treatment enhances scalp hygiene by effectively dissolving excess sebum and impurities. Utilizing a non-ionic emulsification system, it rinses away cleanly without greasy residue. A botanical complex of Rosemary, Tea Tree, Olive, and Soybean oils maintains balance while providing essential hydration and antioxidant protection. Specifically, Holy Basil extract—enhanced via Phyto-Spike technology to boost Ursolic Acid—regulates cortisol-induced sebum production to address stress-related concerns. Complemented by Menthol for an instant cooling sensation, this solution effectively alleviates scalp heat and discomfort, fostering a revitalized, healthy environment for hair growth from the very first step.





LA SAVONNERIE DES ALPILLES

Hall 16 – D8-c – France

PRIVATE LABEL SOLID SHOWER GEL WITH PROBIOTICS

www.savonnerie-alpilles.fr

DESCRIPTION

The Solid Shower Gel by La Savonnerie des Alpilles is a next generation cleansing bar designed as a true alternative to liquid shower gels. Formulated with skin pH friendly surfactants and probiotics, it gently cleanses while helping preserve the skin's natural microbiome and comfort. Enriched with shea butter, it delivers a creamy generous foam and a premium sensory experience enhanced by a Grasse fragrance. With 93,7% ingredients of natural origin and zero plastic packaging. Developed as a private label solution, it enables brands to adopt solid formats without compromising performance or identity.

PRODUCT INNOVATION

This product redefines the solid shower category by combining dermatological respect, sensory performance, and industrial scalability. Unlike traditional solid cleansers, this formula respects skin pH and incorporates probiotics to support the skin barrier and microbiome balance. Its creamy, abundant foam mimics the experience of liquid shower gels, removing a major barrier to consumer adoption of solid formats. The innovation also lies in its market approach: conceived as a turnkey private label solution, it allows brands to transition from plastic packaging to solid alternatives seamlessly, without additional R&D constraints, while maintaining premium positioning and fragrance customization.

CLAIMS & BENEFITS

Skin Benefits: respects skin's natural pH; helps preserve skin microbiome balance; suitable for sensitive skin; gently cleanses without drying; provides immediate skin comfort after rinsing.

Formula and Performance: enriched with probiotics; superfatted with shea butter; creamy, generous foam; soap-free surfactant system (SCI-based): high rinseability, no tight skin feeling.

Sensory Benefits: smooth, pleasant texture; rich lather comparable to liquid shower gels; premium fragrance from Grasse ("Apricot Nectar"); pleasant hand-feel during and after use.

Sustainability and Consumer Benefits: zero plastic packaging, 93.7% natural origin ingredients; solid format reduces water transport and waste, long-lasting usage compared to liquid formats, ideal for daily use by the whole family.





ILLON CO., LTD

Hall 16 – N13b – Korea

DURIT H & DUFLOW

www.duflow.co.kr

DESCRIPTION

The Durit-H is a microcurrent-based scalp massage device equipped with twelve comb-shaped electrodes for precise and effective stimulation. The red mode supports lifting care, while the blue mode promotes healthy lymphatic circulation. Featuring bipolar electroporation technology, it enhances the absorption of scalp ampoules for improved treatment efficacy. The Durit-H is powered solely by an irregular microcurrent system and generates no heat, ensuring safe and gentle use. Weighing just 99g and designed with an ergonomic head angle, the Durit-H is optimized for comfortable, effortless, and effective self-application.

PRODUCT INNOVATION

The Durit H applies irregular microcurrents 3V, 10 μ A, 120Hz similar to the body's natural bioelectric signals, enabling continuous scalp massage without heat generation or tolerance buildup. Instead of a lithium battery, it uses standardized alkaline batteries to ensure consistent output regardless of regional power environments. To expand usability beyond scalp care, the Durit H features a patch system for areas such as the occipital region and trapezius muscles and includes a reusable acrylic storage case to enhance hygiene and convenience. With an intuitive UI UX design, it allows users of all experience levels to achieve a consistent professional-grade scalp massage experience.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is distributed through online platforms and offline retail stores in Japan, Saudi Arabia and Romania.

We would like to expand into the following markets: United States, Europe and South America.





CRÉEM KFT.

Hall 16 – I18-M13 – Hungary

MOON DROP GEL

www.creemorganics.com

DESCRIPTION

This lightweight, cooling gel-cream formula combines aloe vera and jojoba oil to instantly soothe and hydrate the skin. Hyaluronic acid and sodium PCA intensely bind moisture, while niacinamide and urea help strengthen the skin's barrier and increase comfort. Peppermint and lavender essential oils have a refreshing, invigorating effect, while the product provides a soft and velvety touch, making it ideal for refreshing and soothing the skin even in the evening. This product is for someone who does not like a greasy touch, but has dehydrated skin.

PRODUCT INNOVATION

The Moon Drop Gel revolutionizes lightweight moisturizers with its 100% organic, cooling gel-cream formula featuring aloe vera and jojoba oil, enriched with hyaluronic acid and sodium PCA—ingredients renowned for moisture retention and soothing properties. Handcrafted in our GMP-certified Hungarian lab from regenerative farm inputs, it avoids parabens, plastics, and silicones entirely.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute through **webshops** (one of our main channels is our own webshop), with **shipping available anywhere in Europe**, as well as through **concept stores, boutiques and salons**.

We are available in **Müller stores across Hungary and in Trenčín, Slovakia**, as well as through an **online retailer in Romania**.

Our distribution network is already established in certain countries: **Canada** and **Ghana**. However, we desire distribution in all over **Europe primarily**.





MENROCKUK LTD

Hall 22 – A23 – Great Britain

MEN ROCK SENSITIVE AFTER SHAVE SORBET

www.menrock.co.uk

DESCRIPTION

The Sensitive After Shave Sorbet is a vegan, fast-absorbing formula with a refreshing sorbet texture that melts into the skin to deliver instant post-shave comfort. It soothes razor irritation, reduces redness, and hydrates, while Hydrolyzed Jojoba Esters and Chelidonine help strengthen skin barrier and protect freshly shaved skin. Fragrance-free and dermatologically tested, it's ideal for sensitive or irritation-prone skin and suitable for any shaved area. It meets consumer needs for gentle, effective post-shave relief.

PRODUCT INNOVATION

The Men Rock Sensitive After Shave Sorbet introduces a breakthrough sensorial format: a cooling, sorbet-textured balm tailored for post-shave sensitivity. Unlike traditional balms or gels, it melts into the skin instantly, enhancing user experience and immediately reducing friction on freshly shaved skin. An uncommon synergy between Chelidonine and Hydrolyzed Jojoba Esters supports skin barrier restoration. Infused with 98,5% naturally derived ingredients, including marine and botanical extracts like Enteromorpha Compressa (Green Algae), Ocimum Sanctum (Holy Basil) Leaf, and Silybum Marianum (Milk Thistle) Fruit Extract, it delivers advanced performance without synthetic additives, making it perfect for sensitive skin.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is positioned as a modern men's grooming brand that focuses on performance, sensory experience and skin-friendly formulations.

It is distributed through specialist grooming retailers, beauty and lifestyle retailers, drugstore chains, barbershops and online retail platforms.

It is currently distributed in the United Kingdom, Germany, Poland, the Czech Republic, Slovakia, Greece, Romania, Serbia, Finland, Lithuania, Latvia, Estonia, Cyprus, Qatar and Nigeria, as well as in the United States and Uruguay.

Further expansion is planned across Europe, with a focus on key markets such as Italy, Spain, the Benelux countries, and the Nordics. Continued expansion across North, Central and South America (Canada, Brazil and Mexico). Growth in the Middle East and Africa will build on the existing presence and focus on the UAE, Saudi Arabia, South Africa and selected West African markets.





GIBEST CO., LTD

Hall 16A – 16 – Korea

EXO-NANO REVIVE CREAM & NINE TAILS

www.menrock.co.uk

DESCRIPTION

The Nano exosome cream with 5B exosomes delivers deep absorption and visible anti-aging effects. Powered by advanced nano-technology, it penetrates beyond the surface to boost hydration, improve firmness, and smooth the look of wrinkles. The lightweight yet nourishing texture absorbs quickly without heaviness, making it ideal for sensitive and aging skin. Designed as an all-in-one solution, it supports long-term skin vitality, providing immediate radiance and moisture. Clinically tested for hydration and elasticity improvement, the Exo-nano Revive Cream redefines daily skincare with science-driven performance and visible results.

PRODUCT INNOVATION

The Exo-nano Revive Cream stands out with its advanced nano-delivery system that reduces cream particles to pore-smaller size for exceptional absorption. Unlike traditional creams that remain on the surface, this nano-formulated texture penetrates deeply and rapidly to maximize efficacy. It contains 5 billion Lactobacillus-derived exosomes to support skin regeneration, collagen stimulation, and long-term vitality. A multi-layered complex of peptides, hyaluronic acids, ceramides, and vitamins enhances firmness, hydration, and barrier strength. The lightweight cream-to-liquid texture offers a fresh, non-greasy user experience, redefining anti-aging skincare through science-driven innovation and visible performance.

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned as a premium medical skincare brand combining clinical science and advanced nano-technology.

Focused on high-performance anti-aging and solutions for sensitive skin, it is distributed through online platforms, aesthetic clinics, dermatology centers, and professional distributors.

Currently available in South Korea, the Exo-nano Revive Cream is expanding through global e-commerce and international distribution partners into North America, Europe, Southeast Asia, the Middle East and Japan.

The Exo-nano Revive Cream bridges the gap between professional medical skincare and daily cosmetics.

The brand aims to strengthen its global presence by collaborating with trusted partners across key international beauty markets.





BY STRÖM AB

Hall 16 – D24 – Sweden

DIY NAIL & CUTICLE OIL LET'S MANGO BY STRÖM

www.bystrom.beauty/se

DESCRIPTION

The DIY Nail & Cuticle Oil is a product that moisturizes the cuticles and strengthens the nails. An oil for people who care about their nails. Almost every nail technician has met customers with dry hands and fingers. Daily use of nail & cuticle oil helps reducing dryness and makes cuticles softer.

PRODUCT INNOVATION

With a simple formula that focuses on a few basic ingredients targeted at the nail area, the product aims to help customers with cuticle problems experience improvement. Vitamin E helps the skin retain moisture and the cuticles become softer. It is also an antioxidant for the product as a whole. Jojoba oil is similar to the skin's natural fat, which contributes to rapid absorption. Its small molecules also have a greater ability to penetrate the nail plate than other oils, which can contribute to a less brittle and more flexible nail.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are the national representative in Croatia and have a webshop in Sweden and the rest of the EU. We are open to national representatives in other countries.





MANIC PANIC NYC

Hall 22 – A71 – USA

INTER-GEL-ACTIC™ HAIR COLOR KIT

www.manicpanic.com

DESCRIPTION

The “Inter-GEL-Actic Collection” is a semi-permanent gel formula crafted for everything from effortless at-home DIY color to bold, professional-grade vivid masterpieces. This semi-translucent gel gives hair bold, multi-dimensional shine. It is 100% vegan, PPD, gluten, ammonia, sulfate, and cruelty-free, and will first be available in DIY box kits including two 2 oz recyclable aluminum tubes of color, recyclable tools, and a 20mL Barrier Cream. The Inter-Gel-Actic is for “beauty disruptors” and “shade shifters” who love fluid, expressive, ever-changing hair dye to evolve and redefine themselves.

PRODUCT INNOVATION

The Inter-GEL-actic™ introduces a DIY semi-permanent gel direct dye format not commonly available in the consumer vivid color market, expanding beyond traditional cream systems. The semi-translucent gel enables visible placement control with minimal color transfer during application and is designed for towel-dried hair use rather than dry-hair application. The formula is intermixable and complements Manic Panic’s legacy cream color range. A two-tube kit design adds value and supports multi-look, multi-session use.

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned in the **vivid fashion hair colour category**, this product is backed by **nearly 50 years of heritage as a pioneer in this field**. The ultra-glossy gel format offers **DIY accessibility combined with professional-level control**. It complements traditional semi-permanent cream systems while expanding the range of options available. It is **designed for consumers who want to express their individuality through their hair colour and follow the latest trends**. It is suitable for **retail, eCommerce, and professional distributor channels**. It is currently available in **North America, South America, Australia and Asia (coming to the EU this year!)**. We also want to expand into the following territories: **Europe, the Middle East, additional Asia-Pacific territories, Central America select African markets**.





GREEN ANGEL

Hall 22 – A79a – Ireland

LOANA EAU DE PARFUM

www.greenangel.com

DESCRIPTION

The “Loana Eau de Parfum is a refined floral-oriental fragrance blending blooming florals, woody oud, and soft vanilla heart notes. Designed for modern women seeking elegance with emotional depth, it offers a luminous, balanced scent that transitions effortlessly from day to evening. Inspired by identity and confidence, Loana meets the growing demand for fragrances that combine sophistication with wearability and personal storytelling. It has received strong national editorial recognition.

PRODUCT INNOVATION

The Loana's formulation is built on a structured olfactory architecture designed for balanced diffusion, clarity, and longevity. Floral top notes evolve into a composed oud base and soft vanilla heart, ensuring smooth projection without overwhelming intensity. Developed with disciplined formulation precision and responsible ingredient sourcing, the fragrance maintains refined performance and harmonious wear from first application through dry-down. Positioned within a wellness philosophy, the Loana draws on aromatherapy inspiration to evoke calm and confidence. By uniting technical fragrance discipline with authentic emotional narrative, Loana transforms traditional perfumery into a modern, purpose-led luxury fragrance experience.

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned within the **contemporary, accessible luxury fragrance segment** and the **premium gifting and lifestyle fragrance category**, it is distributed through **established Irish department stores and lifestyle retail channels**.

It is available **nationwide in Ireland** and **via the Green Angel B2C website for worldwide online purchase**.

It is distributed in **Ireland** (national retail distribution), it is **EU-compliant and export-ready**, and is also **UK and Canada compliant**.

We are seeking **premium retail, boutique perfumery, and strategic distributor partnerships** in the following markets: **Germany and France, the wider European Union, North America, and selected Asia-Pacific markets**.





TOPRINT PRINTING (SHENZHEN) CO.,LTD

Hall 16 – N10 - China

ECO-FRIENDLY PAPER PASTE TUBE

www.toprintpackage.com

DESCRIPTION

This sophisticated packaging represents a significant innovation in plastic substitution. It uses sustainable materials to deliver an elegant aesthetic while fulfilling a commitment to environmental protection. The design features a sleek, flat-fitting, and visually uncluttered exterior that maximizes surface utility. Functionally, it employs a precision-machined "push-and-turn" thread system to ensure the product remains hermetically sealed and safe during use, meeting the needs of eco-conscious consumers.

PRODUCT INNOVATION

The product differentiates itself through a unique two-way sliding window and internal push structure, which allow paste to be hygienically dispensed or retracted. Another standout technical feature is the rotatable info-window, which cleverly conceals extensive product descriptions within the tube while maintaining a clean exterior. These engineering advancements, combined with the secure "push-and-turn" mechanism, redefine user interaction and material efficiency in the sustainable packaging category.

CLAIMS & BENEFITS

This packaging design provides a comprehensive suite of benefits, starting with its significant contribution to environmental protection through the innovative plastic substitution and the use of sustainable materials. Beyond sustainability, it delivers uncompromised safety and product integrity via a precision-machined "push-and-turn" thread system designed to prevent accidental leakage. The user experience is further elevated by an innovative two-way sliding window and an internal push structure that ensures the paste is dispensed and retracted in a completely hygienic manner. Additionally, the clever rotatable info-window maximizes surface utility to provide extensive product details without compromising the sleek, flat-fitting, and sophisticated aesthetic. Collectively, these features offer a premium sensory experience and superior functional performance for the eco-conscious consumer.





BRAIN IMPACT NEUROSCIENCE

Hall 16 – D14a - Belgium

COSMETIC AFTER-FEEL MODULATES BRAIN ACTIVITY IN SENSORY AND REWARD NETWORKS

www.brainimpact.eu

DESCRIPTION

Brain Impact Neuroscience conducted an fMRI-based R&D study on an innovative cream for Lucas Meyer Cosmetics (by Clariant) to objectively assess the emotional and sensory impact of cosmetic texture. Using functional magnetic resonance imaging (fMRI), the study focused on how residual tactile sensations after application (“after-feel”) modulate brain activity in deep and subcortical regions involved in emotion. This approach enabled the company to demonstrate how advanced brain imaging can support cosmetic R&D by quantifying subtle emotional effects beyond traditional evaluation methods.

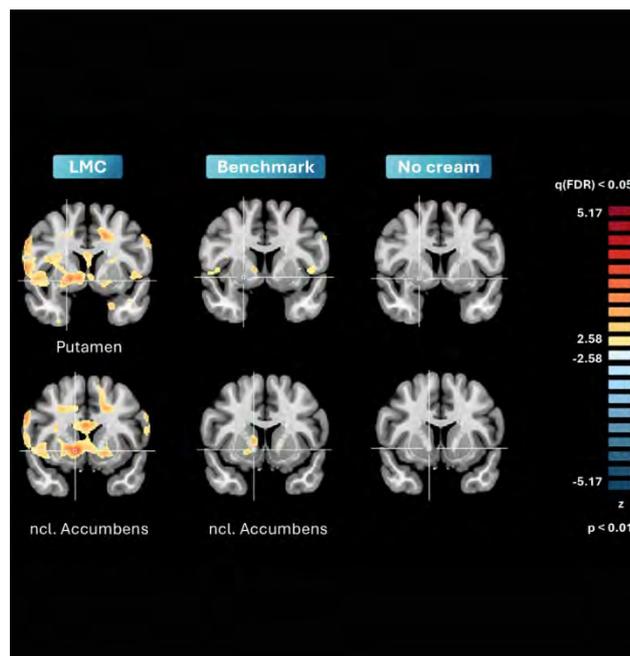
PRODUCT INNOVATION

This proof-of-concept study offers novel insights into how the sensory and emotional qualities of cosmetic products take shape in the brain, providing a neuroscientific foundation for the development of emotionally engaging textures. By linking specific formulation choices to measurable neural responses, it opens new pathways for innovation in texture formulation, enabling R&D teams to optimize sensory performance with greater precision and to differentiate products through emotionally driven formulation strategies.

CLAIMS & BENEFITS

In an fMRI-based R&D study conducted for Lucas Meyer Cosmetics, Brain Impact Neuroscience demonstrated its ability to objectively substantiate sensory and emotional claims related to the after-feel effect.

The fMRI study of Pickmulse™ cream by Lucas Meyer Cosmetics demonstrated that the application of this emulsion stimulated not only the primary somatosensory regions, but also brain areas involved in emotional processing and reward. These findings reflect the hierarchical integration of tactile input, from sensory encoding to higher-order affective appraisal.





TJ ENTERPRISE

Hall 22T – B8 – Taiwan

ULTRA 500 MICROSPHERE BROAD SPECTRUM UV SKIN TINT www.tairjiuhgroup.com

DESCRIPTION

This foundation encapsulates broad spectrum SPF 500 in patented 5-layer microspheres to deliver airy, self-healing, smudge-resistant, and waterproof protection.

PRODUCT INNOVATION

5-layer microspheres forming a self-healing mesh: encapsulate SPF 500 sunscreen with natural powders; reconnect themselves dynamically when gaps occur; no film formers; round shape allows for air gaps, thus breathable.

SPF 500 broad spectrum sunscreen: gapless protection from UVB, UVA, to blue light; achieves breakthrough 377nm critical wavelength.

“Sunscreen-in-Water-in-Oil-in-Water-in-Powder” technology: delivers textural change from water to oil to powder; eliminates high-SPF oily stickiness.

Biomimicry: composition of multiple oils mimics sebum; no silicone D4/D5/D6; infuses endophytes from rare Native Taiwanese dandelions for anti-photo-aging recovery.

CLAIMS & BENEFITS

With the self-healing microsphere mesh, the **makeup look and UV protection remain uniform and intact for a long time.**

Air gaps between spheres allow for better breathability.

Powerful gapless sunscreen with **377nm critical wavelength** blocks the most harmful Deep UVA, hence stronger and safer protection.

Sebum-mimicking oils keeps SPF above 500 even after submerged in water for 8 hours.

The inner coating maximizes pay-off and adhesion to prevent cakey look; the outer maximizes powder smoothness to deliver a luxurious fine texture like cotton fluff.

It has neither talc nor microplastic; it is reef safe, ocean friendly, vegan, cruelty-free and clean.

Excludes over 3,000 ingredients to meet FDA, EU, Japan, Sephora, LVMH, and Credo Clean lists.

Reduce emulsifier by 30%, hence less burden for the skin. Non-comedogenic.



 TJ ENTERPRISE



4MASS S.A.

Hall 16 – L7 – Poland

CLARESA HARD&EASY BUILDER GEL UV/LED

www.claresa.pl

DESCRIPTION

The Hard&Easy Gel is a hard builder gel with medium viscosity designed for professional nail technicians and advanced home users. It ensures full control during application while delivering exceptional durability. Its low elasticity and stable structure make it ideal for nail extensions, dual forms, structural builds, and natural nail reinforcement. The thixotropic liquid-memory formula prevents flooding and allows precise placement. Heatless technology reduces burning sensation during curing, improving comfort. The product meets the needs of users seeking strength, control, long-lasting wear, and a natural-looking finish.

PRODUCT INNOVATION

The Hard&Easy combines low elasticity structural stability with thixotropic liquid-memory technology and heatless curing. Unlike traditional hard gels, it remains precisely where applied while self-leveling without cuticle flooding. It enables strong extensions even with thin layers, reducing bulk while maintaining structural integrity. The heatless polymerization minimizes the burning sensation. With up to 90% coverage and optimized viscosity, it shortens working time and reduces filing. This synergy of control, durability, and comfort positions the Hard&Easy as a next-generation construction gel for professional nail architecture.

CLAIMS & BENEFITS

- Hard, low-elasticity structure.
- Stable nail skeleton construction.
- Ideal for extensions (forms & dual forms).
- Suitable for natural nail reinforcement.
- Medium viscosity for controlled modelling.
- Thixotropic liquid-memory formula.
- Self-leveling without flooding cuticles.
- Up to 90% color coverage.
- Heatless curing reduces burning sensation.
- Reduced filing time.
- Long-lasting durability.
- Suitable for professional and advanced home use.



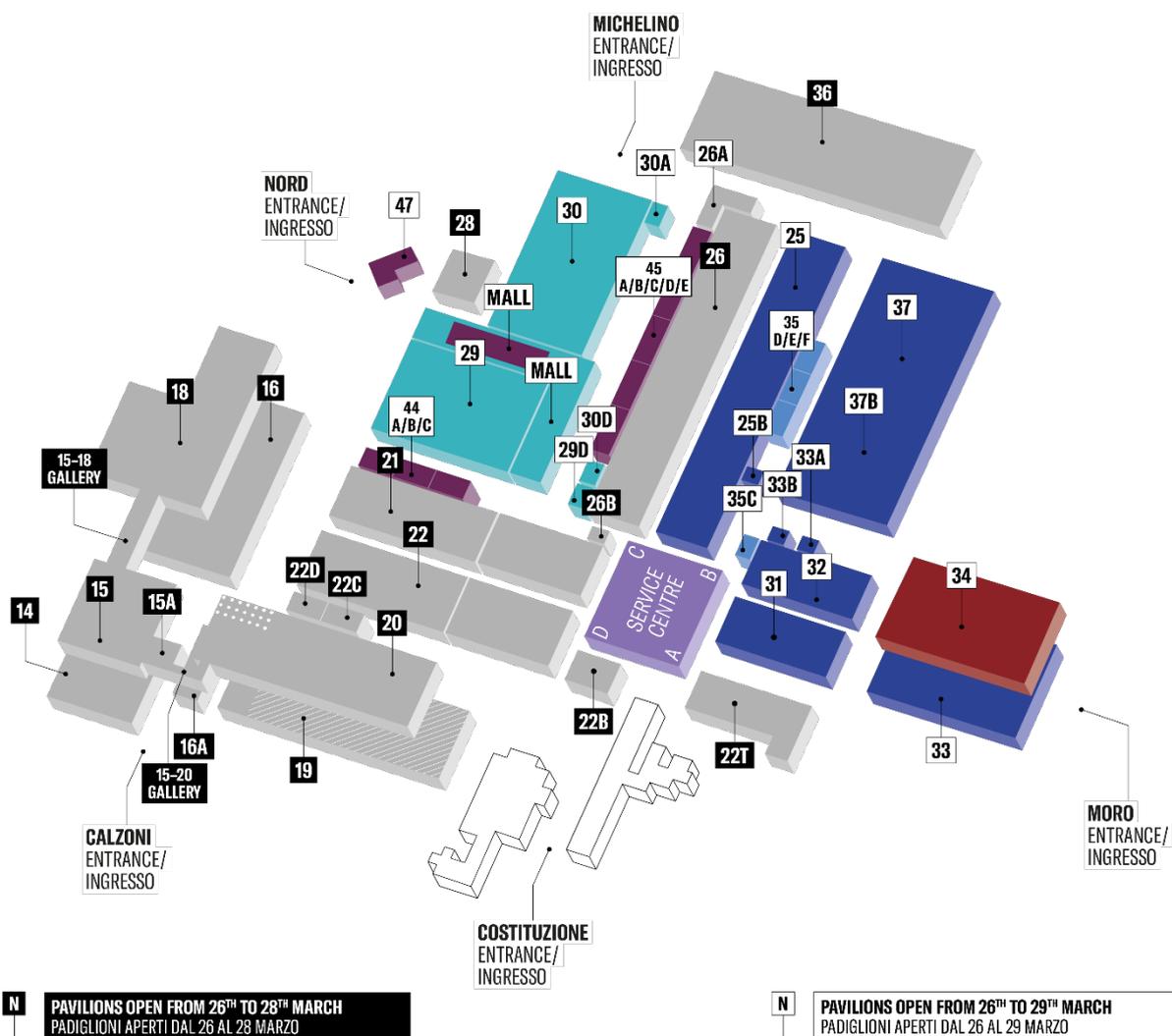


COSMO HAIR & NAIL & BEAUTY SALON

● **PROFESSIONAL HAIR**

● **NAILWORLD**

● **BEAUTY & SPA**





NILOO UG (haftungsbeschränkt)

Hall 37 – B27 - Germany

CLOUD - NILOO (LLC)

www.niloolife.com

DESCRIPTION

This water-light, no-rinse micellar scalp formula is designed for scalp care between washes. Soothes irritation in thick hair. Micelles lift sweat, sebum and pollution for instant freshness, leaving no alcohol or residue. Active trio of zinc, caffeine and niacinamide to help rebalance oil production and support scalp comfort. Green tea and white willow bark soothe the scalp and provide gentle exfoliation. **Reduces the appearance of flakes and odour-causing residue between washes.** Controlled dosing and 'stay-in-place' texture for clean, targeted application.

PRODUCT INNOVATION

The Cloud Niloo (LLC) creates a new sub-category in scalp care by combining the synergistic benefits of micellar cleansing and a toner concept in one product. **It redefines no-rinse scalp maintenance between washes: when the hair doesn't require a full wash, but the scalp needs to be refreshed, cleansed, and cared for.** The no-rinse micellar base gently lifts sweat, excess sebum, and build-up for an instant scalp-clean feeling. The high-efficacy, low-irritation active ingredient combination (zinc and niacinamide) helps to soothe irritation, reduce the appearance of white flakes and support sebum balance. Finally, the foaming dispenser delivers easy, targeted application with controlled dosing.

MARKET POSITIONING & DISTRIBUTION MARKETS

Available in **Europe** and ships out of **Germany**. It is desired to be integrated into online retail stores in **Europe, the UAE** and **North America** with 'natural' and 'vegan-friendly' messaging. Integration in hair salons offering services for naturally curly and textured hair in **Europe, North America** and **the UAE** is desired.





PANASONIC MARKETING EUROPE GMBH

Hall 33 – B19 - Italy

T-SHAPE TRIMMER ER-XT70 THE BARIKAN

www.panasonic.com

DESCRIPTION

The new professional T-Shape Trimmer ER-XT70 is perfect for creating defined and sharp lines and is **ideal for hair tattoos**.

Indicated for barbers and hairdressers who are specialized in hair tattoos and bold, sharp and detailed hairstyles.

"THE BARIKAN puts barbers first. Always."

PRODUCT INNOVATION

Thanks to its new **T-shaped blade** with a width of 41.5 mm and rounded edges, the ER-XT70 is **unique**.

It features an ergonomic design in which the **centre of gravity** is aligned with the point where the fingers naturally rest and a comfortable handle that ensures control and multi-angle versatility whether overhand or underhand.

It weighs just 150 g.

MARKET POSITIONING & DISTRIBUTION MARKETS

The product is distributed in the Pro Channel.





MIRIAM QUEVEDO, S.L.

Hall 25 – A58-B55 - Spain

BLACK BACCARA LONGEVITY NOIR OIL

www.miriamquevedo.com

DESCRIPTION

The Longevity Noir Oil is a biotechnological dry oil that activates cellular longevity in the scalp, follicles, hair fibres and skin. This elixir, for night-time spa at home rituals, is infused with unique biotechnology and a blend of precious oils and extracts. It promotes healthy hair growth by improving follicular anchoring and strengthening the cuticle to eliminate frizz. By counteracting the effects of cortisol and restoring circadian rhythms, it helps to slow down stress-related hair loss. It hydrates and provides an immediate lifting effect, reducing wrinkles and improving skin micro-relief. It is designed for sensitive, dry, ageing, reactive and normal scalps, fibres and skin.

PRODUCT INNOVATION

The Longevity Noir Oil is unique because it works through a multi-targeted approach on sensitive, ageing and reactive scalps, follicles, hair fibres and skin. Its green, vegan formulation is infused with biotechnology and precious oils and extracts, to support cellular longevity, providing an anti stress effect by regulating cortisol, restoring circadian rhythms, reducing fatigue and improving skin homeostasis. It reinforces follicular anchorage by limiting inflammation, balancing the microbiome, and stimulating cellular metabolism and microcirculation. It restores the extracellular matrix to sculpt the facial oval, refine skin texture and improve the appearance of wrinkles.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Longevity Noir Oil is distributed in carefully selected premium points of sale: **luxury retailers, luxury hotels and spas, beauty clinics, and high-end ecommerce sites.**

It is already available in: **Spain, the United States, Poland, Italy, the Czech Republic, the Benelux countries, Malaysia, Germany and Norway.** We would love to continue growing the presence of both **Miriam Quevedo** and **Longevity Noir Oil** in different markets.





PETTENON COSMETICS

Hall 25 – B22-C23 - Italy

FANOLA WONDER EXPRESS CHROMA GLAZE

www.pettenon.it

DESCRIPTION

Fanola presents a new range of technologically advanced products with instant results, designed to enhance the Wonder line and respond to the growing demand for fast products. The **Wonder Express Chroma Glaze is an innovative pigmented conditioner for all hair types. It tones the hair with zero processing time for a temporary effect, giving extreme shine and softness.** It is ideal for quick glossing services and for contrasting unwanted reflections in the salon, but thanks to its precise applicator, it is suitable for home use as well guaranteeing no overload product deposit on hair.

PRODUCT INNOVATION

More than a gloss, more than a color, more than a conditioner. The Express Chroma Glaze in the Wonder World of Fanola! Where technology meets wonder: two dimensions. One expression. An indivisible synergy. Coloured molecules and conditioning active ingredients work together to deliver an instant effect: the coloured molecules are deposited on the outside of the hair and just below its surface, while the conditioning ones envelop the cuticle, aligning the hair and enhancing its shine. This high-tech treatment revolutionizes the haircare routine giving the boost to light up each personality.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is primarily intended for **B2B distribution**, but it can also be sold to end consumers through professional channels. **The US, EMEA and APAC** are the main focus for this launch.





HAIRHOUSE2012

Hall 37 – A15 - Georgia

SHINIONI "ANGEL TOUCH" - VIRGIN PEDIATRIC WIG COLLECTION

www.shinioni.com

DESCRIPTION

The Angel Touch is the world's first pediatric wig collection exclusively, crafted from rare Virgin Caucasian hair. Designed specifically for children with medical hair loss (alopecia/chemotherapy), it solves the industry-wide issue of coarse, heavy adult hair used on sensitive young scalps. Our ultra-lightweight caps require no adhesives, offering maximum comfort for active play. The microscopic calibre of the hair mimics a child's natural bio-hair texture perfectly. This collection restores not just hair, but also the confidence and carefree joy of childhood.

PRODUCT INNOVATION

The innovation lies in the raw material used. Standard paediatric wigs use chemically processed adult hair (with a diameter of ~60-80 microns), which looks unnaturally coarse on a child. Shinioni utilizes ethically sourced Virgin Caucasian hair (~30-40 microns), which is the only type of hair on Earth fine enough to replicate a child's natural hairline. Combined with our "Derma-Soft Active Grip" cap technology, this creates a "second skin" effect that is undetectable and breathable, setting a new global standard for pediatric medical hair replacements.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand is positioned in the **ultra-premium niche/medical hair replacement sector**. We are at the intersection of luxury beauty and medical necessity.

We operate in the domestic market in **Georgia** and **sell directly to consumers online on a global scale**. Our desire is to expand into **the European Union (specifically Italy, France and Germany), North America (the USA and Canada)** and the **UAE**.





GUANGZHOU RUCHA ELECTRICAL CO.,LTD

Hall 33 – A7 - China

PROFESSIONAL 450 DEGREES IONIC HAIR STRAIGHTENER AIR SUSPENDED PLATE STRAIGHTENING FLAT IRON HAIR STRAIGHTENER

www.menarda.cn

DESCRIPTION

The Professional 450 Degrees Ionic Hair Straightener Air Suspended Plate Straightening Flat Iron Hair is a professional hair straightener, which can be for home use or salon use.

PRODUCT INNOVATION

The Professional 450 Degrees Ionic Hair Straightener Air Suspended Plate Straightening Flat Iron Hair has an unique air suspended insulation technology, which cause a lower product shell temperature.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our products are aimed at mid-to-high-end customers.

Our main distribution countries are currently the **United States, countries in the Middle East, France and Poland.** We would like to expand into **Italy, Germany** and other **European countries.**





DIMA COSMETICS

Hall 31 – A16-B17 - Italy

OXILOCK PLASMA INNER RE-BONDER LEAVE-IN

www.jeanpaulmyne.com

DESCRIPTION

The final step of the Inner Re-Bonder system is a concentrated treatment that delivers deep nourishment and advanced protection for hair lengths and fibres. Designed to strengthen the hair fiber from within, it restores softness while protecting the hair from daily external stress. This ultra-deep treatment envelops the hair fibre to help rebuild the cuticle's hydrolipidic barrier, leaving hair feeling softer, silkier and visibly shinier. It is a new approach to restoring hair's natural health, strength and beauty.

Key ingredients: Plant-based squalane, rice extract and pentapeptide.

PRODUCT INNOVATION

Its innovative formula reverses the ageing process of the hair. Thanks to its combination of amino acid peptides and plant derived squalane, it acts as a long term revitalizing system for the hair fiber. It reinforces the hair's protein structure improving its mechanical resistance and elasticity over time. The hair becomes visibly silkier softer and more elastic with enhanced structural integrity. The inclusion of squalane provides a high moisture retention capacity helping to maintain optimal hydration while preserving a lightweight, non greasy feel. Its repairing action strengthens the hair structure and creates a protective barrier.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Inner Re-Bonder Leave-In Treatment is a high-performance, professional-grade product designed to rebuild and reinforce hair from within. Targeting damaged, chemically treated and weakened hair, it offers deep internal bond repair, enhanced strength and elasticity, and long-lasting shine in a lightweight, leave-in format. It bridges the gap between professional in-salon repair systems and daily at-home maintenance.

Its key positioning pillars are: professional-grade inner fibre repair; leave-in convenience with treatment-level performance; a lightweight, non-greasy, non-build-up formula; ideal for salon recommendation and retail continuation, a premium, science-driven haircare solution.

Target audience: professional salons and stylists, consumers with damaged, over-processed, or fragile hair, and clients seeking advanced repair without the constraints of rinsing off.





PIAVE COSMETICS

Hall 37 – C32 - Brazil

BONDREPAIR MASK - PIAVE COSMETICS

www.piavecosmetics.com

DESCRIPTION

The BondRepair Mask enriched with pistachio, proteins, and amino acids restores damaged, dry hair. It regenerates the hair fiber from the inside out, restructuring it and promoting greater density, resistance, elasticity, and strength to the hair, reducing hair breakage. Ideal for damaged or chemically treated hair. **Colour-safe and vegan.**

PRODUCT INNOVATION

The BondRepair Mask contains the innovative ingredient Pistachio Extract, a powerful antioxidant rich in proteins vitamins and minerals. It protects hair from external damage increasing elasticity and reducing the risk of breakage with antiaging action.

Other key ingredients: **Baicapil** (repairs and increases density), **Plant Protein Blend** (mass replenisher that increases elasticity), **Organic Amino Acids** (reduces hair porosity), **AminoColor** (reduces fading of color-treated hair). Customers report that their hair gets stronger and less prone to breakage with a great texture. What makes this repair mask unique is that the synergy of the ingredients reconstructs without leaving hair feeling rough.

MARKET POSITIONING & DISTRIBUTION MARKETS

We carry professional and home care collections.
Who sells: distributors, retail stores and salons in Brazil.

Who sells: distributors and salons in the United States.

Our mission now is to sell all over Europe, Asia and Arabian countries.





WIDI CARE

Hall 37 – B19 - Brazil

WIDI CARE BOND GLOSS REPAIR LAMELLAR LIQUID MASK

widicare.com.br

DESCRIPTION

The Widi Care Bond Gloss Repair Lamellar Liquid Mask features an innovative formula containing a blend of amino acids and Hibiscus Flower Acid. This penetrates all the way to the cortex—the deepest part of the hair—rebuilding broken bonds and restoring the internal structure of the hair strands. With an immediate effect fluid, fast-absorbing texture, it treats the most damaged areas, bringing back strength, elasticity, density, and a visible shine from the very first application.

PRODUCT INNOVATION

Blend of amino acids: an intelligent complex with peptides and 4 amino acids of high capillary affinity that acts directly on damaged areas of the hair strand, penetrating the cortex to rebuild hair bonds, restructure the fiber and protect against thermal and chemical damage. It also restores density and visible shine. Hibiscus flower acid is extracted from the petals of the hibiscus flower and is rich in organic acids. These acids bind to hair proteins and help unite the layers of the fiber, reducing porosity, leaving the strands smoother, sealed, stronger, and with a mirror-like shine.

MARKET POSITIONING & DISTRIBUTION MARKETS

A premium yet accessible haircare brand with strong expertise in high-performance formulas developed in Brazil.

Positioned **between the masstige and premium segments**, it offers quality and efficacy at a competitive price. It is a **vegan and inclusive brand** with strong appeal to multicultural consumers. It will be available in **Portugal** and **Spain** from March 2026.





ARAM HUVIS CO.,LTD

Hall 37 – A3 - Korea

LILAI VIEW (AI SCALP SOLUTION)

www.aramhuvis.com

DESCRIPTION

The Lilai View is an innovative B2C AI scalp diagnostic device that brings professional level scalp analysis into the home. Powered by AISG technology, it utilizes advanced AI algorithms to accurately assess seven key scalp symptoms and classify ten scalp types with clinical level precision. The reliability of AISG has been clinically validated through a four-week trial involving 100 patients at Bundang Seoul National University Hospital. Its technological excellence has received global recognition. It combines AI driven diagnostics with everyday convenience.

PRODUCT INNOVATION

The Lilai View is the world's leading AI powered home scalp diagnostic device delivering precise and personalized scalp care. It uses deep learning trained on over 100'000 scalp datasets accumulated across 23 years to provide objective, reliable analysis. With just six photos, the Lilai View evaluates 10 scalp types and seven key conditions, including dandruff excess sebum redness thinning hair and keratin build-up. Based on the results, it connects to automated customized shampoo and serum formulations. Its core AISG technology was clinically validated at Bundang Seoul National University Hospital, demonstrating high effectiveness.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Lilai View is initially positioned in Korea as a premium B2C scalp diagnostic device designed to deliver professional grade analysis and customized shampoo solutions directly at home.

The Lilai View is planned to expand into selected international markets beginning with Singapore.

The product will be introduced through localized B2C e-commerce channels primarily offered as bundled packages combining the diagnostic device with customized shampoos.

The platform allows consumers to evaluate third party hair and scalp products helping them identify solutions best suited to their unique scalp profiles.

To accelerate global growth, the Lilai View is strengthening its export and distribution infrastructure and has been introduced to partners in Italy, Spain, Germany, the USA, Japan, Türkiye, the UK, Switzerland, and China.





MALETTI GROUP

Hall 33 – F20-G19 - Italy

SPA GARÇON - Maletti

www.maletti.it

DESCRIPTION

Designed by Maletti, the Spa Garçon is a multifunctional, professional device for head spas that transforms scalp treatment into a complete wellness ritual. Combining technology inspired by Korean innovation with Made in Italy design, it offers personalised, effective and deeply relaxing hair treatments. Designed for high-end hairdressers and salons, it meets the needs of customers seeking healthy skin, quality hair, and an exclusive sensory experience. The Spa Garçon elevates salon service, improving results, comfort, and perceived value.

PRODUCT INNOVATION

The Spa Garçon introduces a new standard in professional Head Spa by integrating Aqua Peel, adjustable galvanic current, LED photobiostimulation, and spray function into a single system. This combination allows for deep, non-invasive cleansing, targeted stimulation of microcirculation, and the optimal delivery of active ingredients. The ability to customize protocols, intensity, and treatments makes each experience unique. The luxury Made in Italy design and compatibility with Maletti products (Shirodara waterfall, Vapomist steam, Igloo hood and professional shampoo basins), transform the treatment into a holistic, effective and distinctive experience for the salon.

MARKET POSITIONING & DISTRIBUTION MARKETS

Maletti S.P.A. distributes its professional devices for salons, spas, and beauty centers through networks of authorized retailers, professional suppliers, and international commercial partnerships. The positioning is premium, aimed at professional operators who require reliability, design, and advanced performance. We currently operate throughout Europe, America, Asia (excluding Japan), the Middle East, Africa, and Oceania. Our global distribution covers most international professional markets. Maletti S.P.A. aims to further expand its global presence, with a particular focus on professional markets that have not yet been reached. Currently, there are no plans for distribution in Japan as we are in the process of obtaining the necessary regulatory certifications.





TRICOBOTOS S.P.A

Hall 25 – B39 - Italy

COLOREVO

www.tricobotos.it

DESCRIPTION

The Colorevo is a new color with 100% coverage, designed to guarantee flawless results even on the most difficult hair. The advanced formula offers an even easier-to-distribute texture for quick and even application. The color remains intense and vibrant over time, nourishing and protecting the hair, improving its softness and combability. Bright colors, rich in highlights and lasting shine.

PRODUCT INNOVATION

This hair color stands out for its advanced treatment-oriented formulation that combines high-performance pigmentation with fiber care. Enriched with CeraFlux Plus² and biomimetic lipids, the formula is designed to mimic the natural lipid structure of the hair fiber. These ingredients help to restore the hair's protective barrier during the coloring process, improving softness, shine, and color uniformity. This system ensures long-lasting color while preserving hair integrity, reducing dryness, and improving cosmetic performance even on sensitized hair. The result is a professional color that offers intense shades along with a visible improvement in hair quality.

MARKET POSITIONING & DISTRIBUTION MARKETS

- Cosmetic effects on the hair:
- Colour that lasts up to 18 washes.
- Even distribution of the colouring pigment.
- Respect for the hair fibre during processing.
- Greater shine.
- Reduced hair dryness.





LÉCHARMES

Hall 37 – B15b - Brazil

NEUTRALIZANTE ANTI-GREY HAIR - LÉCHARMES

www.lecharmes.com

DESCRIPTION

Visually camouflage and neutralize gray hair with gentle deposit pigments and hair treatment. This formula evens the tone and restores a natural look without permanent dye or harsh chemicals. It disguises grays without ammonia or oxidants, enhances shine and softness while maintaining your natural base and it has easy at-home application with progressive, adjustable results. It solves the aesthetic of graying hair through a safe, damage-free process. By combining treatment and camouflage, it delivers a seamless, uniform appearance that respects your original hair color. Our product targets people seeking a practical alternative to traditional coloring.

PRODUCT INNOVATION

It carves out a new market space by offering: gray camouflage without permanent commitment simultaneous care and treatment natural and progressive results, and simple at-home maintenance. It serves the consumer who doesn't want to dye the hair but isn't ready to embrace the gray—positioning the product as a new functional solution between hair skincare and coloring.

MARKET POSITIONING & DISTRIBUTION MARKETS

The product is positioned as a breakthrough innovation in the hair care category, carving out a new space between treatment and traditional coloring. It aligns with the growing trend of practical, natural, and low-chemical solutions for at-home gray hair camouflage.

It is distributed through specialty beauty retailers, pharmacies and perfumeries, beauty salons, owned e-commerce and marketplaces and social commerce (e.g., live streaming and digital sales). Distribution channels include regional cosmetic distributors, sales representatives, direct sales and digital affiliates, online platforms and specialty stores and partnerships with beauty chains and pharmacies. Our current distribution countries are: Brazil, Latin America, the United States, Europe (markets with high hair care consumption) – and the Middle East. We are looking to expand into markets with high consumption of hair coloring and treatment products and into countries with a strong beauty retail and e-commerce presence.





DREAME

Hall 33 – C9 – Hong Kong

DREAME AIRSTYLE ERA

www.global.dreametech.com

DESCRIPTION

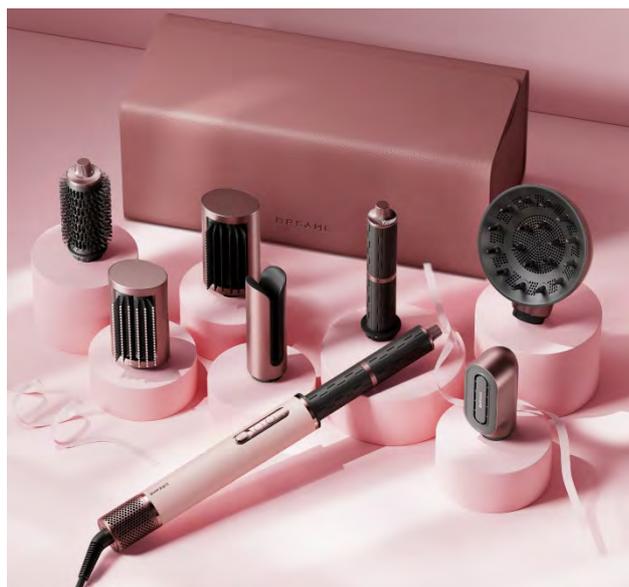
The Dreame AirStyle Era is a professional 8-in-1 hair drying and styling tool designed for at-home use, delivering salon-quality results in a simple and safe way. Thanks to its eight interchangeable magnetic attachments, it allows users to dry, straighten, curl, volumize, and define all hair types. The high-speed 110,000 RPM motor and intelligent temperature control system protect the hair fiber from overheating, ensuring healthy, shiny, and well-styled hair.

PRODUCT INNOVATION

The AirStyle Era stands out thanks to its Jet Reflux Effect technology, which generates high-pressure airflow to automatically wrap hair around the barrels. The NTC control system monitors temperature 1,000 times per second, ensuring consistent thermal protection. The eight magnetic attachments enable quick and secure changes, while the ergonomic design with a leather-textured handle provides comfort and precision. The integration of drying and styling in a single device represents a significant evolution in the category.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Dreame AirStyle Era is easy and intuitive to use thanks to its interchangeable magnetic attachment system. Select the accessory best suited to the desired style (drying, straightening, volumizing, or curling) and attach it to the main body using the Snap-On magnetic system. Turn on the device and choose the preferred temperature and airflow speed. Style on damp or slightly dry hair. Use the Cold Shot function to set the hairstyle. After use, store the product in its dedicated case. The ergonomic design and intuitive controls ensure comfortable operation, even without professional experience.





MADA SRL

Hall 25 – A24-B21 - Italy

ECOLOR

www.e-color.it

DESCRIPTION

The Ecolor is an advanced hair color technology created for high-end professional salons. The system is built around a sculptural, freestanding device featuring a 42-inch interactive touch display and an integrated dispensing architecture designed for speed, precision, and visual impact. Through an ultra-fast dispensing system, the Ecolor calculates and delivers perfectly dosed color formulas in just 18 seconds, ensuring repeatable results and total control. Integrated digital profiles store each client's color data. The Ecolor redefines the coloring experience, combining precision, speed, sustainability, and iconic design.

PRODUCT INNOVATION

The Ecolor establishes a new paradigm in professional hair coloring by merging scientific precision, intelligent automation, and refined design. At the core of the system are vacuum-sealed intelligent labs using peristaltic infusion technology. The vacuum environment preserves the color in its purest and most stable state, protecting active ingredients from oxidation and contamination while eliminating the need for traditional preservatives and stabilizers. Instant formula calculation, digital memory, and precise dosing transform color application into a controlled, repeatable, and waste-free process—setting new standards for professional salons.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is positioned in premium professional hair salons and high-end B2B beauty technology.

We started operating in Italy and Europe, but now we would like to expand to international, innovation-driven salon networks.

We target professional colorists focused on performance, design, and sustainability.





DRESSLIER

Hall 32 – B12 - Australia

DAVROE BEYOND BLONDE INTENSE ICY SHAMPOO AND CONDITIONER

www.davroe.com

DESCRIPTION

The Beyond Blonde is a premium toning system formulated for very light and platinum blonde hair. Featuring innovative dual-pigment technology with violet and black pigments, it neutralises brassiness while enhancing depth and brightness. Enriched with native Australian extracts and nourishing oils, the range delivers hydration, shine, and tone precision—without heaviness or dryness.

PRODUCT INNOVATION

The Davroe's Black Dye Complex, a breakthrough innovation designed to elevate blonde tones to new heights. This advanced complex delivers depth, striking contrast, and a cooler, more refined finish. At the heart of this formulation is a sophisticated blend of custom-developed dyes, enhanced with naturally derived Blue Butterfly Pea and Black Mulberry Extracts. Together, these botanical powerhouses subtly shift blonde tones, infusing them with the signature icy-blonde brilliance. Davroe's Black Dye Complex ensures your blonde is anything but ordinary.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute throughout Greece, Georgia, the Czech Republic, Slovakia, Italy, Spain, France, Lithuania, Switzerland, Finland, Sweden, Denmark, Poland, the UK and Ukraine.





BEOX PROFESSIONAL

Hall 37 – C68 - Brazil

BE.SAFE HEAT PROTECTION BY BEOX

www.beoxloja.com.br

DESCRIPTION

The Be.Safe is a professional thermal finishing spray developed to protect hair fibers from high temperatures generated by blow dryers, flat irons, and curling tools. Its advanced thermo-protective technology forms a lightweight protective film over the hair shaft, helping minimize structural damage caused by repeated heat exposure. Suitable for salon professionals and daily consumers, it is ideal for individuals who frequently use heat styling tools and seek effective protection without compromising softness or movement. The formula enhances smoothness, reduces frizz, improves manageability, and maintains natural flexibility in a 150ml fine-mist spray format.

PRODUCT INNOVATION

The Be.Safe differentiates itself through clinically validated thermal protection performance. Instrumental testing demonstrated significant reduction in thermal damage after exposure to five flat iron cycles at 250°C. The formula combines protective film-forming technology with conditioning performance, delivering both heat defense and sensorial improvement without weighing the hair down. The nasal vaporizing spray system ensures uniform micro-dispersion, optimizing coverage and reducing product waste.

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned within the professional thermal protection and premium styling category, it is designed for salon professionals and retail consumers alike. It has strong digital appeal and high potential for online sales

There is a high-priority focus on online sales channels, including the official website and social media-driven commerce. An integrated digital marketing strategy has been implemented to maximise direct-to-consumer sales.

It is available in Brazil through national distribution partners and in international markets via Beox's global distributor network, subject to regulatory alignment.

We would like to expand into additional global markets with a high demand for professional styling products, countries with well-developed e-commerce beauty sectors and markets that align with our premium salon positioning and have digital sales growth potential.





RICA SPA

Hall 31 – A6-B7 - Italy

CROMEARTH EXTREME - RICA HAIRCARE

www.ricahaircare.com

DESCRIPTION

The Cromearth Extreme is the new semi-permanent direct color cream with an acidic pH and without ammonia. Vibrant, ultra-modern shades are achieved thanks to intense pigments that blend harmoniously with all hair types.

Available in the following shades: **Blue Sky; Mint Green; Orange Sunset; Fuchsia Pink; Red Magenta; Bright Purple; Radiant Yellow; Crystal Clea**

PRODUCT INNOVATION

The formula is enriched with Volcanic Water from Mount Etna and with the Nutrichroma System, a precious blend of jojoba oil, prickly pear extract, and plant-based amino acids derived from soy and wheat.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute in **Italy, Europe and Canada** through **professional salons**.
Our desired distributor countries are **the USA, Asia and India**.





SEAMLESS1 BOND BUILDER

Hall 25 – A24-B21 – Australia

SEAMLESS1 BOND BUILDER

www.seamless1.com

DESCRIPTION

The Seamless1 Bond Builder is a professional-grade bond repair treatment designed to strengthen and restore chemically treated, heat-styled, and damaged hair. Using advanced amino-functional bonding technology, bioactive peptides, ceramides, and protein reconstruction, it reinforces weakened hair bonds, improves elasticity, and reduces breakage without weight or residue. The product meets consumer demand for effective repair that preserves natural movement, shine, and manageability. Targeted to stylists and performance-driven consumers, it delivers immediate visible results alongside long-term hair resilience.

PRODUCT INNOVATION

The Seamless1 Bond Builder differentiates itself through a multi-layered bonding approach that combines amino-functional silicone technology with bioactive peptides, ceramides, and protein reconstruction. Unlike single-molecule bond repair systems, its selective-deposition technology targets damaged areas of the hair fibre without overloading healthy hair. The inclusion of skin-grade peptides, fermented rice actives, and multi-weight hyaluronic acid delivers both immediate cosmetic improvement and long-term hair resilience. This advanced formulation provides professional-strength bond repair with a lightweight, luxurious user experience, redefining repair without heaviness or build-up.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Seamless1 Bond Builder is positioned as a premium, professional-strength haircare treatment, designed for salons and performance-driven consumers.

The product is distributed through professional salon supply, direct-to-salon partnerships, and selective online retail, ensuring accessibility for both stylists and at-home users seeking salon-quality results.

We distribute in Australia and European markets (via EU-compliant distribution).

Our desired countries are the United States, Canada, the Middle East, South America and the Balkan countries.

The Seamless1 aims to expand its presence in global markets by combining innovative bond-building technology, professional-grade formulation, and premium treatment packaging. This professional yet accessible positioning ensures that consumers and stylists alike experience consistent, high-performance results.





ZHUHAI EAST KINGDOM ELECTRICAL APPLIANCE CO.,LTD.

Hall 33 – A11 – China

KSKIN OIL-TREATMENT STRAIGHTENING COMB

www.kskinfactory.com

DESCRIPTION

This Kskin oil treatment steam hair straightening comb combines styling and hair care in one device. It uses a unique roller-type liquid guiding structure to deliver hair oil evenly, paired with patented double-layer metal dense teeth for efficient heat distribution. It supports multiple temperature modes for different hair types and can create straight hair, curls, volume, and other hairstyles. It brings smooth, nourished, and healthy-looking hair while reducing damage, ideal for consumers who care about daily hairstyling and hair repair.

PRODUCT INNOVATION

This styling comb features an innovative roller-type liquid guiding structure that maximizes hair care efficacy with oil. Paired with the Kskin's patented double-layer metal dense teeth and anti-scald design, it ensures even heat and efficient styling. With dedicated hair care mode and adjustable temperatures, it works as both a styling tool and a professional hair care device for safe, nourishing, and versatile hairstyling.

MARKET POSITIONING & DISTRIBUTION MARKETS

This product has been well-received in Europe and America since its launch, and we are eager to expand its availability to other markets including South America, the Middle East, Southeast Asia, and Africa.





BRAZILIAN SECRETS HAIR

Hall 25 – C76 – Brazil

HAIR.TOXX DREAM SCALP

www.braziliansecretshair.com.br

DESCRIPTION

The Dream Scalp is a biotechnological scalp treatment designed to rebalance the scalp microbiome, gently renew the skin surface, and restore physiological hydration. Powered by post-biotics, enzymatic exfoliation, hyaluronic acid, and calming lavender extract, it treats the scalp with the same precision as facial skincare. Suitable for all hair and skin types, it particularly works for dehydrated, sensitized, chemically overprocessed scalps or clients exposed to frequent environmental or mechanical stress, meeting the growing demand for effective, non-irritating scalp wellness solutions with visible comfort and balance.

PRODUCT INNOVATION

The Dream Scalp introduces a biotechnological enzymatic scalp exfoliation as a non-acid alternative to traditional peeling systems. Powered by post-biotic fermentation technology, it delivers Polyglutamic Acid (PGA) and keratolytic enzymes that promote controlled renewal through enzymatic breakdown of corneocyte adhesion, without disrupting the cell proliferation cycle. With neutral pH and no need for neutralization, it offers a gentle alternative to AHA/BHA systems. Combined with a massaging applicator that enhances distribution and absorption, the formula aligns scalp care with advanced skin-tech principles, redefining night scalp care as part of daily skincare.

MARKET POSITIONING & DISTRIBUTION MARKETS

Its positioning is as a 'masstige' scalp-care innovation that combines a premium sensory and technological experience with everyday usability at an accessible price point.

Designed for both professional salon uses and retail consumption, bridging the gap between advanced scalp treatments and daily skincare routines, officially positioning the scalp as an extension of skin-care rather than a secondary hair concern.

It complements the Sea Salt Scrub and Frost Shampoo to provide a complete routine. For home use, it functions as a day or overnight treatment to support continuous scalp hydration and comfort.

The Dream Scalp is presented in a dedicated toiletry bag, which reinforces its premium yet approachable positioning and extends the brand's presence beyond the moment of application.

The distribution strategy is focused on Europe, with strategic expansion planned for the Middle East, Latin America and the Asia-Pacific markets.





EMSIBETH SPA

Hall 25 – A54 – Italy

CROMAKEY AUTHENTIC

www.emsibeth.it

DESCRIPTION

A permanent hair colourant that is kind to the environment, your hair and you.

PRODUCT INNOVATION

Resorcine and Resorcinols Free.
It combines effectiveness and technology with respect for the well-being of both hair and the person using it. It delivers excellent results through a combination of naturally derived ingredients and cutting-edge technology.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is only for **hairdressers** and is **intended** for **professional use**.





O'RIGHT INC.

Hall 32 – A25-B26 – Taiwan

4S BONDING TECHNOLOGY (APPLIED IN O'RIGHT | P R O 4S LING FEATHER CURL LOTION)

www.orientinc.com

DESCRIPTION

This scalable system liberates the industry from reliance on hazardous Thioglycolic Acid (TG) and Hydrochloride (HCl). Prioritizing occupational safety, its Pure Cysteamine architecture mitigates pungent odors and chemical exposure risks. Core to the '4S Bonding Technology' is the Michael Addition Reaction. This mechanism actively synthesizes stable, elastic multi-sulfur cross-links within the hair structure. Compatible with cold and heat procedures, this solution transforms complex operations into a controllable workflow, redefining perming from a high-chemical risk into a consistent, health-conscious professional service.

PRODUCT INNOVATION

Redefining the category, the '4S Bonding Technology' abandons the industry's reliance on high-risk chemicals. It introduces a Pure Cysteamine Architecture that is strictly Ammonia-free, TG-free, HCl-free, and Sodium Bromate-free. This breakthrough effectively eliminates the pungent odors and respiratory hazards inherent to traditional salons, prioritizing occupational safety. Technologically, it utilizes the 'Michael Addition Reaction' to actively synthesize stable multi-sulfur cross-links, shifting the paradigm from 'breaking bonds' to 'building structure.' Enhanced by Natural Date Extract and Natural Spent Grains, this solution transforms perming into a health-centric, high-performance structural treatment.

CLAIMS & BENEFITS

It is engineered for all hair types. The gentle Pure Cysteamine System minimizes protein loss. Utilizes the Michael Addition Reaction to synthesize stable multi-sulfur cross-links for defined curls. Natural Date Extract and Natural Spent Grains strengthen the hair cortex and neutralize oxidation-induced free radicals. Natural Caffeine Extract strengthen hair roots. Low-volatility formula effectively eliminates pungent Ammonia and TG odors. Leaves hair smooth, hydrated, and frizz-free. Eliminates intermediate rinsing between agents, saving 20 minutes per session, reducing water consumption. Strictly free from Thioglycolic Acid (TG), Hydrochloride (HCl), and Sodium Bromate, reducing skin sensitization and respiratory risks. Lowers chemical burden on stylists, ensuring a safer environment for high-frequency professional use.





KAARAL SRL - SOCIETÀ BENEFIT

Hall 25 – B94-C93 II B98-C97 – Italy

MARAES LIGHTENING SYSTEM

www.kaaral.com

DESCRIPTION

The Maraes Lightening System is a revolutionary 100% vegan professional lightening system that introduces a new language for hair decoloration. It is a creative revolution that empowers hairstylists with infinite possibilities. The system combines one universal White Lightening Powder, enriched with Rosehip Seed Oil for protection and shine, with two innovative pigment boosters—Blue and Violet—that neutralize unwanted undertones during the lightening process. It adapts to every base and technique, offering flawless, customizable results while respecting hair integrity and the planet.

PRODUCT INNOVATION

The Maraes Lightening System redefines professional hair lightening with an intuitive, modular approach that turns technique into creativity. One universal White Lightening Powder combined with Blue and Violet pigment boosters offers endless customization for every hair base, lifting up to eight levels while neutralizing unwanted undertones. Enriched with Rosehip Seed Oil, the formula protects and restores the hair fiber, reducing oxidative stress for healthier, softer results. 100% vegan and ICEA certified, it reflects a strong commitment to sustainability. Innovative and adaptable, Maraes Lightening System delivers high-performance, ethical decoloration with total creative control.

MARKET POSITIONING & DISTRIBUTION MARKETS

It will be mainly distributed **offline** through the **professional channel** (hairstylist and hair salon). Our focus is the importer who, through a distribution network, will make the product **available at the hair salons**.

The online channel is also considered to make the product available for hairstylists and final consumers. The product will be **launched during Cosmoprof Bologna 2026**, therefore, it is not yet available for sale.

It will be distributed in **Europe, the USA, Canada, South America, Australia, Russia, and Middle East**.

It will be surely distributed in those countries that are purchasing the Maraes brand, but the goal is to have the product distributed in many new Countries.





MAKEMAKE INC.

Hall 37 – F14 – Korea

S000 ZEO-CICA BODY LOTION 200ML

www.s000.kr

DESCRIPTION

The S000 Zeo-Cica Body Lotion is a high-performance recovery solution for active individuals. Powered by patented Zeodualite™ technology, it effectively neutralizes 99.8% of residual chlorine and environmental pollutants. Clinically proven to deliver an astounding 623.10% skin soothing improvement and a 9.10% deep inner hydration boost after just one use. Featuring a 66.8% Centella-base, this 0.00-irritation, silicone-free formula instantly restores the skin barrier damaged by pool chemicals. It targets swimmers needing deep restoration without a greasy residue.

PRODUCT INNOVATION

The innovation lies in its Active Skin Reboot system, bridging clinical detoxification with professional repair. While traditional lotions only moisturize, the S000 utilizes a Liquid-Crystal structure to deliver patented TECA™ deep into the dermis. This delivery engineering is validated by a record-breaking 623.10% soothing efficacy against external irritation. By replacing heavy silicones with 66.8% Centella leaf water and high-functional esters, we achieved a "Vanishing Texture" that absorbs in 3 seconds. It redefines active-beauty as a technical recovery stage, ensuring immediate dressing after intense water activities.

MARKET POSITIONING & DISTRIBUTION MARKETS

The S000 brand is positioned within the specialised Active Wellness sector as a 'masstige' brand, bridging the gap between professional sports hygiene and premium skincare. Its distribution channels include direct-to-consumer (DTC) brand stores for brand storytelling, premium swim and sports specialty retailers (pro-shops), high-end department stores and duty-free shops, and curated clean beauty platforms (online and offline). It is available in: **South Korea** (the primary market, where it has a strong presence in niche sports communities), and **globally via international shipping through the official brand platform**. We want to target the extensive competitive swimming market and consumers of active lifestyles in the **USA and Canada**. We also want to expand into **Europe**, focusing on mature beauty markets with a high level of awareness of 'clean beauty' and sports recovery rituals, as well as **Japan, China, Singapore and Australia**.





ITALIAN GROUP SRL

Hall 25 – B44 – Italy

COLOROLOGY® – THE HAIR COLOR GAME

www.haircolorgame.com

DESCRIPTION

The Colorology® – The Hair Color Game is a professional educational board game designed to improve hair color evaluation and chromatic decision making skills. Based on published scientific research in color science and developed in collaboration with the University of Milan, it trains players to map hair color within a structured color space using a calibrated color compass system. The game enhances shade assessment accuracy color path planning and client target interpretation. It meets the need for structured scientifically grounded color education in salons and academies. Target includes hairdressers colorists trainers and beauty students.

PRODUCT INNOVATION

The Colorology® – The Hair Color Game is the first board game derived from peer reviewed research on hair color science and spectral reflectance measurement. Scientific studies have demonstrated the limitations of traditional instrumental color evaluation on human hair due to scattering and spatial orientation effects. The Colorology® – The Hair Color Game translates these findings into a structured perceptually grounded training system. Through a calibrated color space and proprietary color compass, it trains professionals to navigate hair color as a multidimensional spatial model rather than relying solely on numeric codes. By integrating academic research perceptual science, and experiential gameplay.

MARKET POSITIONING & DISTRIBUTION MARKETS

This professional educational board game is positioned within **advanced salon training** and **academic colour education**.

It is targeted at **hairdressers, colour specialists, salon teams, academies** and **beauty schools**, and is suitable for **professional distributors in the haircare sector**.

It is sold **directly to consumers via the official website**.

The product is bilingual (Italian and English), enabling international expansion.

It is currently available in **Italy**.

The desired distribution countries are **the European Union countries, the United States and the United Kingdom**.





FRAMESI S.P.A.

Hall 32 – A27-B28 – Italy

MORPHOSIS RESTRUCTURE HAIR LEAVE-IN MOLECULAR BOOSTER

www.framesi.it

DESCRIPTION

The Morphosis Restructure Hair Leave-in Molecular Booster is a next-generation biomimetic restructuring anti-breakage leave-in serum designed to deeply reconstruct, strengthen, and protect both scalp and hair fiber. Acting as the final step of professional and home care routines, it prolongs reconstruction results while delivering immediate softness, shine, and manageability without weighing hair down. The product targets consumers experiencing damaged, fragile, chemically treated, heat-stressed, or environmentally exposed hair. It answers the growing demand for biomimetic, sustainable, and multi-benefit solutions.

PRODUCT INNOVATION

The Morphosis Restructure Hair Leave-in Molecular Booster acts on scalp and hair fiber. The silicone-free formula features a Patented Biomimetic Micro-Complex from upcycled Milk Thistle seeds, rich in peptides and antioxidants, that repairs keratin, stabilizes bonds, and prevents breakage. Enriched with Hyper-Fermented Rice Water for strength, shine, and hydration, it also combines Vegetal Collagen from Fermented Soy, Biotechnological Guar Gum Derivative, Biomimetic Plant Peptides, Arginine and Inositol, and a Purifying Complex of Red Grape, Ginger, and Frankincense. Airless pump tube packaging ensures optimal preservation and precise dosing.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is a premium, professional haircare product offering high-performance salon treatments and home maintenance solutions. It is distributed through professional salons, selective premium retail, cash and carry professional outlets.

The planned distribution markets for the product are: Europe, North America, Central America, South America, the Middle East, Asia, China, Oceania and Africa.

Our desired distribution countries are: Nordic countries in Europe, South Africa and India.





GAMA S.R.L.

Hall 33 – E8-F7 – Italy

IQ SFERA

www.gamaprofessional.com

DESCRIPTION

The IQ Sfera is a revolutionary professional hair dryer that redefines power, portability and design. Featuring a unique spherical shape the size of a baseball, it is one of the smallest professional-grade dryers available. Powered by an ultra-fast digital motor reaching up to 92,000 RPM and Venturi technology, it delivers exceptional airflow, intelligent temperature control, and salon-level performance. It combines iconic design with advanced technologies, including a long-life digital motor, negative ion emission, e-System C, dual microfilter and Auto Clean, ensuring faster drying, healthier hair, and reliable performance.

PRODUCT INNOVATION

The IQ Sfera redefines professional hair drying by combining extreme compactness with outstanding power and lightness (only 240g). Amongst the smallest professional-grade hair dryer ever created, designed in a unique spherical form comparable to the size of a baseball. Powered by a high-speed digital motor with Turbo mode up to 92,000 RPM, it delivers exceptional airflow enhanced by Venturi technology. Its advanced dual filtration system, with external double microfilters and internal interchangeable filters, combined with Auto Clean, Stand-by Function and e-System C, ensures intelligent performance management, maximizing efficiency, durability, and reliability.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is distributed to professional B2B outlets, including distributors, wholesalers and professional salons. It is available in the USA. However, we also want to expand to Europe, Central and South America and the Asia-Pacific region.





GUANGZHOU NAILBASE TECH CO., LTD.

Hall 47 – B16 - China

D460W CORELESS NAIL DRILL MACHINE

amdmg-nail.com

DESCRIPTION

This nail drill features a coreless motor for quiet, vibration-free operation at 35,000 RPM. A waterproof front end. With a 5000mAh battery offering 24-hour cordless use, it delivers strong nail removal. Its slim design suits both salon professionals and DIY users, providing salon-grade power with home-use convenience.

PRODUCT INNOVATION

Its key innovation is the targeted splash-proof design at the handpiece connection, activated during operation. This protects the motor during cleaning or use. The watch-inspired UI features dynamic animations for rotation and charging, and combined with a compact coreless motor in a slim aluminium alloy frame, it offers a unique blend of professional durability, user-friendly maintenance and a portable, ergonomic design.

MARKET POSITIONING & DISTRIBUTION MARKETS

Designed for use in nail salons and by professional nail technicians, this nail filing machine is positioned as a professional-grade product. It is currently sold through B2B and online platforms. It is available in Europe, North America and Southeast Asia. There are plans to expand into the Middle East and South America.





SHANGHAI HUIZI COSMETICS CO., LTD

Hall 47 – A6 - China

SHAPING SPOTLIGHT, HUIZI

www.huizi.com

DESCRIPTION

The Nail Shaping Spotlight is a portable, multi-purpose shaping spotlight designed specifically for professional nail applications. Featuring a patented curved surface shaping design, it precisely concentrates light coverage on the nail surface without exposing surrounding skin, ensuring safer and more efficient use. The natural white light delivers accurate color rendering, making nail details clearer and more realistic. Powered by AI-controlled intelligent light management, it automatically adjusts brightness and focus for optimal performance. The Nail Shaping Spotlight is compact and easy to carry.

PRODUCT INNOVATION

The Nail Shaping Spotlight redefines nail curing, combining shaping and curing in one precise action. Its patented, transparent, 3D curved shaping head mirrors the natural curve of the nail, enabling hands-on shaping while the light cures simultaneously. Focused spotlight technology concentrates light only on the nail surface, minimizing skin exposure and improving safety. Intelligent progressive light control delivers gentle-to-strong output for stable, comfortable curing. The hybrid white light + UV/LED system offers more natural color rendering and reduced visual strain. Compact, portable, and versatile, it elevates efficiency for both professional salons and at-home users.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our premium, professional nail device is designed for use in nail salons, by professional nail technicians and by home DIY users. It is distributed through **nail salons and professional studios, the official website (huizi.com), beauty retail chains and professional outlets, and social media marketing and content promotion (Instagram, Facebook and YouTube).**

We currently distribute it to **North America (the USA and Canada); Germany, France, Italy, the UK and Spain; the Nordic region (Sweden, Denmark and Norway) and in China, Japan and South Korea.** We would like to expand into **Eastern Europe, Mexico and Brazil,** as well as other **Asian countries** such as **Singapore, Malaysia, Thailand and the Middle East and Africa.** We are also interested in entering the markets in **Singapore, Malaysia, Thailand, the Middle East and Africa.**





CUPIO

Hall 45 – D2 - Romania

REUSABLE NAIL TIPS MASTER SLIM MINI APEX

www.cupiocosmetics.com

DESCRIPTION

The Cupio Master Slim Mini Apex is an innovative kit with 260 reusable nail tips featuring an ultra-thin 0.3 mm cuticle and built-in mini apex that adapts to any nail shape. Designed for gel and soft revogel applications, these flexible, transparent tips create a natural C-curve with minimal product, cutting application time in half. Perfect for professional technicians and beauty enthusiasts seeking quick, flawless manicures, the 13 numbered sizes ensure a snug fit for every nail. It meets consumer demands for reusable, efficient, salon-quality extensions with durability and ease.

PRODUCT INNOVATION

The Cupio Master Slim Mini Apex stands out through its ultra-thin 0.3 mm cuticle and built-in mini apex, replicating the natural stress area while adapting to any nail shape. Each kit offers 260 reusable tips with a 30–40 % C-curve in 13 numbered sizes, including a pinky size, housed in a tidy box for easy organization. Crafted from high-quality, flexible material with a transparent cuticle zone, these tips require minimal gel, reduce application time by half and ensure consistent, salon-quality results. This combination of precision design, reusability and ergonomic packaging makes the user experience exceptional.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand is positioned as a **premium, reusable nail tip solution that bridges salon quality with efficient application**. We supply **professional nail salons, beauty wholesalers, online retailers and specialty beauty stores**.

Our product is sold in the following markets: **Romania (Cupio stores and online), the EU (Germany, Poland, the Czech Republic, Hungary, etc.) and other regions where Cupio currently ships**. Our current distribution channels include: **direct to consumer via the Cupio website, authorised distributors and professional accounts**, as well as **through Cupio's regional e-shops and selected third-party beauty platforms**.

We desire to expand across **Western Europe (France, the UK, Spain and Italy), North America (the USA and Canada), the Middle East (the UAE and Saudi Arabia) and APAC (Japan, South Korea and Australia)**.





GUANGZHOU ICE COSMETIC CO., LTD

Hall 47 – A1 - China

ICE NOVA | 5 IN 1 BASE COAT

www.icenovagel.com

DESCRIPTION

The Ice Nova Upgrade Ice Nova Base Coat: Hema-free TPO-free formula of rubber base gel for nails make it more gentle to apply to your nails safer and healthier.

5 in 1 Base Gel In a Bottle: it can be used separately as rubber base gel for nails in bottle, base coat gel, strengthening overlay, color nail polish gel, extension nails.

PRODUCT INNOVATION

The Ice Nova 5-in-1 Base Gel features a HEMA- and TPO-free formula for safer, gentler nail application. Its versatile design works as a rubber base gel, base coat, strengthening overlay, color gel, or nail extension. The flexible, smooth texture ensures easy application with no bubbles, while its multi-functionality saves time and adapts to various nail needs—perfect for professional salons or at-home use.

MARKET POSITIONING & DISTRIBUTION MARKETS

A premium, multifunctional nail gel for health-conscious professionals and home users.

It is aimed at **nail professionals, beauty salons** and **DIY enthusiasts** who want efficient, gentle formulas.

It is distributed through **beauty distributors, salons, and online platforms.**

It is distributed **globally**, with a focus on **North America, Europe and Asia**, and can be sold through **beauty distributors, salons and online platforms.**





INOCOS COSMETICS

Hall 45 – D1 - Portugal

BIOGLITTER BY INOCOS COSMETICS

www.inocos.com

DESCRIPTION

The Inocos BioGlitter is a biodegradable glitter designed for safe application on nails and skin, delivering intense shine without environmental impact. Made from plant-based ingredients, it meets the growing demand for sustainable cosmetic solutions. Targeted at beauty professionals and conscious consumers who value innovation, performance, and environmental responsibility, it is available in 12 varieties, allowing for luminous, sophisticated, and versatile looks that combine aesthetics, safety, and sustainability.

PRODUCT INNOVATION

The Inocos BioGlitter is the first biodegradable glitter in Portugal specifically designed for nails and skin, and it can also be used in makeup. Its innovation lies in a plant-based formulation, developed to biodegrade quickly and safely in natural environments, while providing intense shine, uniform adherence, and versatile application. The distinctive packaging – a laboratory-style test tube with a cork stopper – reinforces the product's sustainable and innovative positioning, reducing environmental impact and creating a unique visual experience.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution channels are online and specialised cosmetic and nail stores.

It is currently available in: **Portugal, Spain, France, Italy, Switzerland, Lithuania, Croatia and Angola.** We would expand into **European and international markets** focused on innovation and sustainability.





LADYBIRD BEAUTY CO.,LTD.

Hall 45 – B19 - China

LED NAILS & LADYBIRD

www.eladybird.com

DESCRIPTION

It can display nails in all kinds of patterns. We can also design special LEDs according to customer requirements.

Our target products are salon nails, party nails and luxury products.

The thickness of nails is only 1.5MM, easy to use same as normally nail tips.

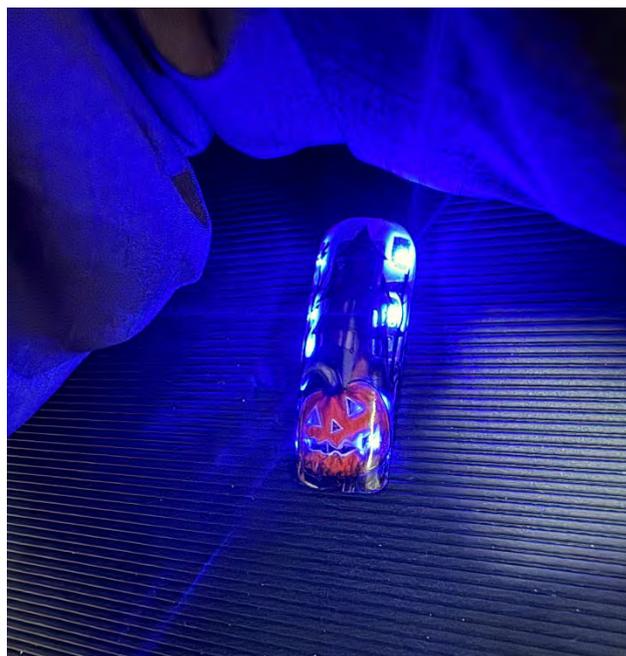
PRODUCT INNOVATION

The only one to make the nail with battery in such a thin thickness (1.5mm), very charming, instantly becomes the center of attention at any party.

We can also cooperate with luxury brands to produce customized high-end styles (with customers' logos).

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution covers the **salon nails market**, the **party nails market**, the **luxury products market** and the markets in the EU and the USA.





KALENTIN & CLASTER SAS DI CURNIS LUCIANA & FIGLI

Hall Mall – B17 - Italy

LASH & BROW LIFT KIT GLUTEN FREE

www.kalentin.com

DESCRIPTION

The Kalentin Lash and Brow Lift Kit is the first and only gluten free lamination kit in the world registered with both Gfco Usa and The Vegan Society. This dual certification ensures **high standards of safety and ethical integrity**, making the kit suitable for even the most sensitive clients. Its gentle, high performing formulas are developed through advanced cosmetic research to deliver professional results while respecting the delicate structure of lashes and brows. Designed exclusively for qualified beauty professionals, it **guarantees precision and a premium treatment experience**.

PRODUCT INNOVATION

The Kalentin Lash and Brow Lamination Kit is unique thanks to its gluten-free and high-performing formulas, featuring a cysteamine-based perm that is TGA-free (thioglycolic acid-free), making it exceptionally gentle. It is the first kit in the market to combine certified gluten-free formulations for lashes and brows lift treatments. The kit comes with two comprehensive online video courses, accessible via QR code, providing step-by-step guidance to ensure correct and effective professional use. Its exclusivity is guaranteed through territorial distribution, allowing only one certified salon per designated area, preserving prestige and controlled availability.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our current distribution countries are **Italy and the United States**.

We would like to expand into **Canada, Australia and the European Union**.





GUANGZHOU LUGX COSMETICS CO.,LTD.

Hall 47 – B14 - China

LG622&L'UGX

www.lugx.com.cn

DESCRIPTION

It offers a high quality-to-price ratio, and is a powerful brushless turbine nail dust collector with strong suction.

It has an ultra-thin body design and is quiet.

Concentrated dust inhalation.

It has an integrated switch and speed regulation for easy operation, offering excellent value for money.

PRODUCT INNOVATION

Brushless strong-suction turbine nail dust collector.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our current channels include **offline wholesale stores** and **supermarket chains**, as well as **online e-commerce platforms**.

We operate in **167 countries** around the world, including **Asia, Europe and the Americas**.





GLAMLAC OU

Hall Mall – A10 - Estonia

EXONAIL MICROBIOME SERUM-ELIXIR WITH EXOSOME-INSPIRED TECHNOLOGY

www.beautyshop.ee

DESCRIPTION

The Exonail Microbiome Serum-Elixir is a next-generation dermocosmetic nail treatment developed to restore nail barrier integrity, rebalance the nail microbiome and optimize the biological environment for healthy nail growth. The formula combines biomimetic lipids, hyaluronic acid, probiotic ferment and an exosome-inspired fruit bioactive complex to deliver multi-layer repair and biological support. A precision serum-emulsion texture ensures targeted delivery to the nail plate and matrix zone. The Exonail works on structural, hydration and microbiome levels treating the nail as a living keratin structure rather than a cosmetic surface.

PRODUCT INNOVATION

Our innovations:

Biomimetic lipid barrier restoration (ceramide-cholesterol-fatty acid complex).

Exosome-inspired bioactive fruit vesicle technology.

Microbiome-supportive probiotic system.

Hyaluronic acid hydration reservoir.

Skinification of the nail care approach.

Dermocosmetic positioning in the nail category.

Multi-level biological repair: lipid + hydration + ecological balance + bio-signalling.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand positioning is premium dermocosmetic nail care.

We distribute through professional salons, beauty clinics, select pharmacies and e-commerce to the EU and the UK.

Our target markets are the UAE, the USA and Asia.

And our target consumers include:

Those with thin, brittle or splitting nails;
those recovering from gel or acrylic nails;
those with nails that have been chemically stressed;

those with ageing nails that have reduced resilience;

professional salon clients;

consumers seeking biotech-driven nail care.





GUANGZHOU SNRQI TECHNOLOGY CO., LTD.

Hall 47 – B1 - China

AI NAIL LAMP

www.snrqi.com

DESCRIPTION

This nail lamp uses AI recognition technology to cure only the nails, significantly reducing UV exposure to the skin during manicures. The primary users are professional nail technicians.

PRODUCT INNOVATION

This product uses AI recognition and tracking to precisely position and cure the gel polish. The display screen on the lamp can clearly show the positioning and curing of the nail.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our product will be launched in **March**, and we are seeking **global distributors**.





VIDA SRL

Hall 30 – C28–D27 - Italy

KSURGERY RETINHYAL EYE CONTOUR CREAM

www.k-surgery.com

DESCRIPTION

Specific for the eye contour, with a silky texture and rapid absorption, the **Retinhyal Eye Contour Cream** is an advanced formula enriched with **marine pentapeptides and plant flavonoids**, that **works to minimise expression lines, helping to improve bags and dark circles under the eyes and visible signs of skin laxity**. The special pool of plant exosomes in the formula has been shown to contribute to the formation of new, high-quality collagen by acting specifically on its cross-linking. Thanks to its powerful blend of retinol, bakuchiol, and exosomes, **it reduces the appearance of fine lines and wrinkles, restores firmness, and evens out skin tone**.

PRODUCT INNOVATION

The **Ksurgery Retinhyal Eye Contour Cream** stands out through its advanced **tri-active system combining bakuchiol, marine pentapeptide and citrus-derived exosomes** to tackle wrinkles, puffiness, and dark circles. Its formulation also blends peptidic flavonoid complexes to **improve microcirculation and reduce lines caused by muscle contraction**. Its silky, fast-absorbing texture **provides visible smoothing around the delicate eye area while supporting collagen renewal and lymphatic drainage**. By integrating plant-derived exosomes with peptide technology in an eye-safe base, it offers a unique pro-age alternative to retinol, gentle yet powerful for expression lines and under-eye concerns.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our product is available in **beauticians, beauty centres and spa hotels**.

We work in **Italy, Czech Republic, Russia, South Africa, Portugal** and we hope to launch our product in **Poland, Greece, Malta and Lithuania** too.





BANDI COSMETICS SP. Z.O.O.

Hall 29 – B44 - Poland

MORE THAN PAUSE REGENERATING ANTI-AGING CREAM www.bandi-cosmetics.co.uk

DESCRIPTION

This **regenerating, anti-aging night cream** is a velvety treatment **designed for women during peri- and post-menopause**. Working overnight, it **regenerates and rebuilds the skin, improving its density, structure, firmness and elasticity and visibly reducing wrinkles while evening out the skin tone**. By strengthening the hydrolipid barrier, it combats dryness, irritation and weakened protective function, leaving skin feeling soft, nourished and comfortably soothed. **The formula targets nine key menopausal skin concerns**, offering professional-level, mindful care for all mature skin types seeking radiance, resilience and a rested, healthy look.

PRODUCT INNOVATION

The product stands out in the category of skincare for menopausal women thanks to its **estrafemme complex, a phytohormone-powered innovation that restores hormonal balance, firms contours, boosts elasticity, smooths wrinkles, reduces redness and capillaries, and fights glycation oxidative stress**. Dermatologically proven on 20 women with atopic and sensitive skin, it caused no irritation and delivered 100% overnight regeneration and 95% improvement in firmness and elasticity after the first use.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our luxury menopause skincare products are distributed in **spas, high-end pharmacies and online premium retailers**, as well as **professional beauty salons targeting hormonal skin changes**. Our distribution countries include **Spain, Albania and the UK**.

Furthermore, we are looking to expand into the following countries: **the Nordic countries, Saudi Arabia, the United Arab Emirates, Mercosur, Singapore, Indonesia, Thailand, Kenya and South Africa**.





F.G. COSMETICS SRL SOCIETÀ BENEFIT

Hall 30 – B12-C11 - Italy

HYDRA OIL BRAND: MARZIA CLINIC

www.marziaclinik.com

DESCRIPTION

The Hydra Oil is a bi-phase sun protection spray specifically developed to protect both scalp and hair during sun exposure. It helps prevent photo-induced dryness, damage, and loss of hair quality. Its lightweight formula delivers hydration, nourishment, and repair to improve softness, elasticity, and manageability without weighing the hair down. Enriched with **biomimetic vegetable proteins** and **flaxseed oil**, it supports **scalp comfort and hair fiber resilience**. Ideal for sun-exposed, dry, stressed, or sensitized scalps and hair, **Hydra Oil** meets the growing demand for targeted, high-performance scalp and hair sun care.

PRODUCT INNOVATION

The Hydra Oil innovates sun care by extending photoprotection beyond the skin to the scalp and hair fiber, an **often-overlooked area**. Its bi-phase technology combines advanced UVA-UVB filters with biomimetic hydrolyzed vegetable proteins, inspired by keratin structure, to strengthen and protect hair during sun exposure. The formula acts simultaneously on scalp comfort and hair integrity, delivering hydration, elasticity, and repair in a single spray. Lightweight oils, including flaxseed oil, create a protective lipid film without greasiness. **This integrated scalp-and-hair approach redefines sun protection as a complete, sensorial, and performance-driven ritual.**

MARKET POSITIONING & DISTRIBUTION MARKETS

Our professional skincare brand is positioned in the **premium beauty segment** and is designed for aesthetic professionals and advanced skincare rituals. The brand focuses on performance, innovation, and treatment methodology, offering results-driven solutions that integrate cosmetic science and professional expertise. **We distribute our products through professional beauty centres, aesthetic clinics, spas and wellness centres in Europe and Asia. We are now looking to expand into North America.** **Marzia Clinic aims to strengthen its international presence through strategic partnerships with professional distributors**, focusing on markets where advanced skincare, professional treatments, and high-performance beauty solutions are in strong demand.





GIGI COSMETIC LABORATORIES LTD

Hall 29 – A2-B3 - Israel

PRS7 CLEAR SEBO CARE

www.gigilaboratories.com

DESCRIPTION

The PRS7 CLEAR Sebo Care is a light, balancing cream designed for oily, flaky and seborrheic-prone skin. It helps to soothe redness, calm irritation and support the skin's natural balance, delivering comfort without heaviness. Its benefits include: reducing visible flakiness and oil imbalance; soothing irritation and redness associated with seborrheic and sensitive skin; promoting a calm, refreshed, healthier-looking complexion; a lightweight, non-greasy texture suitable for combination and oily skin types. Our product targets consumers with seborrheic dermatitis or seborrheic-prone skin. It is also ideal for those who need a gentle yet effective cream to restore comfort.

PRODUCT INNOVATION

Created specifically to address seborrheic dermatitis signs—oiliness flaking redness and discomfort—rather than generic “oily skin” care, it targets the microbial imbalance linked to flare ups, helping to reduce their recurrence and keep skin calmer over time. The product combines Biosulfur Liquid Microsilver to reduce fungal bacterial overgrowth, supporting clearer, more stable skin. It also contains ichthammol, a classic dermatology support ingredient associated with soothing irritated, flaky, seborrheic prone skin. Aloe bisabolol and dipotassium glycyrrhizate support comfort and help reduce visible redness without heavy occlusion. It has a modern “cleaner” preservation system.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand is positioned as a professional dermo-cosmetic therapeutic skincare brand for seborrheic-prone, oily and sensitive skin. We distribute our products through the following channels: professional cosmetology clinics; dermatology and aesthetic centres; authorised beauty salons and skin clinics, selected pharmacies and dermo-cosmetic retailers; official distributors and professional online platforms. Our current distribution countries are: Israel, the United Kingdom, Germany, Italy, France, Spain, Eastern Europe, the CIS/EAEU markets and selected Asian markets.

We are looking forward to expanding into the following markets: the United States, Canada, Australia, New Zealand, Japan, South Korea, the United Arab Emirates and other Gulf Cooperation Council countries, Brazil, Mexico and Southeast Asia, including Vietnam, Thailand and Singapore.





NICEMAY MEDICAL (HUI ZHOU) CO., LTD

Hall 29 – D42 - China

MICROCURRENT COOL GUASHA FACIA

www.nicemaybeauty.com

DESCRIPTION

The MR-2367 Microcurrent Cool Gua Sha Facial Massager combines microcurrent therapy with advanced cooling and heating functions, offering a **revolutionary skincare experience**. The cryotherapy mode **reduces swelling and soothes the skin, while the heat mode revitalizes skin cells and boosts circulation**. Equipped with a magnetic EMS head and solar panel, it generates microcurrents to activate skin cells and enhance product absorption. Its crescent-shaped design contours to the face, providing lifting for the jawline, eyes, and cheekbones. Suitable for facial, neck, shoulder, and body use, **it's perfect for home or professional use.**

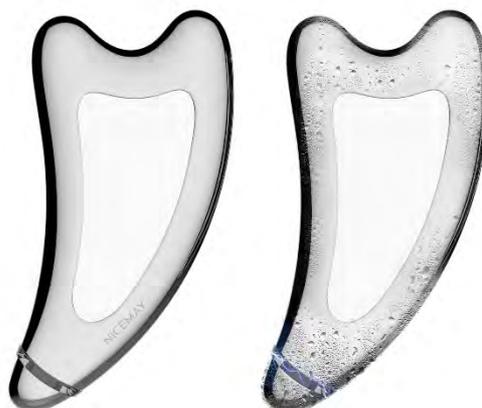
PRODUCT INNOVATION

The MR-2367 Microcurrent Cool Gua Sha Facial Massager features a dual-head, V-shaped design that contours to the face and body for multi-angle lifting, targeting the **jawline, eyes, and cheekbones**. Combining microcurrent therapy with cooling and heating functions, it **soothes the skin, reduces swelling, and promotes blood circulation**. The magnetic massage head, powered by a solar panel, generates microcurrents to activate skin cells and improve absorption of active ingredients. Made from stainless steel and zinc alloy, it offers a **luxurious, skin-friendly feel, providing a unique and effective skincare experience**

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution channels include **middle and high-end brands, online sites, e-commerce, offline chain stores and spas, social media, etc.**

The areas of distribution include **the Philippines and Vietnam**, and our desired distribution countries include **the USA, Canada, Italy, the UK, Germany, France, Sweden, Switzerland, Japan and Korea.**





MR INNOVATION CO., LTD.

Hall 30 – B78 - Korea

TELOMERE AMPOULE – TELOMERE CELL-UP PROGRAM (PROFESSIONAL AMPOULE; 5 ML × 10 EA)

www.thesera.com

DESCRIPTION

The Telomere Ampoule is a professional anti-aging ampoule designed for salons, medi-spas, and skin clinics. Each 5 ml vial combines 99.9% pure NAD⁺ and NMN with growth factors, vitamins, hyaluronic acids, and anti-glycation botanicals to help reinforce and support cellular energy. The formula targets mid-face volume loss, wrinkles, sagging, enlarged pores, and dullness. Used with Thesera's Booster Pen (microneedling + EMS + vibration), the ampoule promotes cell regeneration, lifts sagging contours, and improves skin tone and texture. Ideal for clients aged 30–60 seeking visible rejuvenation.

PRODUCT INNOVATION

The Telomere Ampoule pioneers a cell-repair-activating skincare protocol. It delivers a high concentration of NAD⁺ and NMN to help maintain telomere health and enhance cellular energy. Six recombinant growth factors (sh-oligopeptides and sh-polypeptides), 12 vitamins, 10 forms of hyaluronic acid, and anti-glycation agents (resveratrol, carnosine, Astragalus root extract) work synergistically to regenerate fibroblast function and improve elasticity. This cell-up technology offers a novel, non-injectable approach to volumize the mid-face and overall skin.

MARKET POSITIONING & DISTRIBUTION MARKETS

This premium, professional anti-ageing ampoule is designed for use in aesthetic clinics, medi-spas and dermatology offices. Focusing on telomere activation and cellular energy, it offers a non-injectable alternative for mid-face lifting and rejuvenation. It is intended for clients aged 30–60 who are showing signs of ageing, such as volume loss, wrinkles and sagging.

Current distribution is focused on South Korea (launch market), with early distribution in European, Asian and Middle Eastern clinics.

Our desired markets for 2026–27 are: Italy, Germany, North America (the USA and Canada) and the GCC region.

MR Innovation provides education, protocol manuals and marketing materials for spa partners. The emphasis is on results-driven treatments to differentiate from consumer-grade ampoules.





JANSSEN COSMETICS

Hall 30 – E28-F29 - Germany

LONGEVITY CARE CREAM

www.janssen-cosmetics.it

DESCRIPTION

The consumer focus is moving away from short-term aesthetics to prioritizing long-term skin health. And that is precisely where our product range comes into play. With the Longevity Care, Janssen Cosmetics presents a cosmeceutical system that specifically targets the activation of master genes – key factors for vital, radiant and healthy skin. The target consumer isn't based on demographics, it's made for people who seek the extraordinary, a holistic sensory luxury experience that is based on scientifically proven results and anchored in clean beauty principles. Skincare has reached a new dimension with Longevity Care.

PRODUCT INNOVATION

With the Longevity Care, Janssen Cosmetics is leading the cosmeceutical revolution: science has unlocked the secret to longevity and our dedicated team of scientific experts created a transformative skincare system that re-activates, re-structures, and re-juvenates, delivering unparalleled results and long-term skin vitality. The Longevity Care precisely activates the two genes that are responsible for skin vitality, thereby working at the baseline of aging. It is unmatched in its category because it combines research innovation, active ingredients, exceptional proven results, clean formulation, a luxury experience and product design at an attractive price point in the luxury sector.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Longevity Care product line comes in two formats – for retail and for professional use at salons and institutes.

Janssen Cosmetics is proud to be an exclusive availability for professionals via direct sales in Germany and France or through our international distribution partners.

For the non-professional consumer, we also deliver directly from our online shop directly into Germany, France, Cyprus, Bulgaria, Denmark and Malta. Janssen Cosmetics is available in 80+ countries.

We are always interested in meeting new distributors.





BIOFOR

Hall 29 – B7 - Israel

MULTI-LEVEL PADS- BIOFOR

www.biofor.co.il

DESCRIPTION

The Biofor Multi Level Face Décolleté Renewal Pads are a professional grade resurfacing treatment delivering visible skin renewal in under one minute. Double sided textured pads combine exfoliation mechanical resurfacing and barrier support to refine texture enhance glow and improve skin balance without irritation. Formulated with AHAs, BHA, niacinamide, potassium, azeloyl diglycinate, and soothing botanicals, the pads meet consumer needs for fast effective results within a simplified routine while maintaining comfort and barrier health. Suitable for all skin types, they target dullness congestion uneven tone.

PRODUCT INNOVATION

The Biofor Multi-Level Face & Décolleté Renewal Pads deliver visible results in under one minute. The two-sided pads are multi-level offering exfoliation, nourishment, and barrier reinforcement in one single step. Engineered to enhance penetration while maintaining gentle application, they give intensive action while being non-irritation, leaving behind a silky, serum-like layer that continues to work for several hours to deliver actives to strengthen epidermal barrier. No additional serum or moisturizer is required after use.

MARKET POSITIONING & DISTRIBUTION MARKETS

The professional segment is only available via clinics and skin professionals after a skin assessment.

We distribute to beauty salons and clinics in the EU via a local distributor in Germany, Austria, the Czech Republic, Hungary, Lithuania, Latvia, Estonia, Slovenia, Romania and Ukraine. Cyprus, Russia and individual clinics in the USA and Canada.





RHEA COSMETICS

Hall 29 – A6-B5 - Italy

SLIM[MI] DOWN – LEG AND ABDOMEN CONTOURING CREAM [MICROBIOME]

www.rheacosmetics.com

DESCRIPTION

The Slim[mi] Down is a microbiome-based body contouring cream designed for lower body areas, including legs and abdomen. Its fast-absorbing texture targets cellulite, localized fat deposits, and tissue stagnation through a targeted approach combining lipolytic and draining actives with pre-, pro-, and postbiotics. By supporting the balance of the cutaneous microbiome – an ecosystem regulating inflammation, barrier function, and skin responsiveness – it enhances tissue reactivity and optimizes visible smoothing and remodeling results. Ideal for consumers experiencing cellulite, fluid retention, and loss of elasticity in the lower body.

PRODUCT INNOVATION

The Slim[mi] Down is part of an integrated body contouring project articulated in two complementary treatments: the Slim[mi] Up for the upper body and Slim[mi] Down for the lower body. Rather than a single generic slimming solution, the Slim[mi] system is designed around the specific needs of each anatomical area. Slim[mi] Down features a formula, texture, and active blend tailored to the functional characteristics of the lower body—addressing cellulite, fluid stagnation, and localized adiposity. This targeted, area-specific approach maximizes effectiveness, delivering smoother, more uniform, and visibly remodeled lower body contours.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Slim[mi] Down is positioned as a **premium, science-driven lower-body contouring treatment within the Rhea Cosmetics body care range.**

Together with the Slim[mi] Up, it addresses the most common aesthetic concerns of legs and starts from the rebalancing of the cutaneous microbiome.

The Slim[mi] treatments are distributed through **Rhea Cosmetics Accredited Institutes**, (beauty salons and spas) where **Dermotechnologists®** integrate Slim[mi] Down into the clients' body routine.

Available through **selected professional channels**, at the **flagship store "Rhea Concept Store" in Bologna (Italy)**, and **via official e-commerce platforms**. We currently distribute in **Italy, Russia, Ukraine, Lithuania, the Czech Republic, Austria, Switzerland, Belgium, Estonia, and Canada**. We are seeking to expand strategically into the **Middle East and Asia-Pacific regions**.





COMFORT ZONE

Hall 30 – B38-C27 - Italy

COMFORT ZONE SKIN REGIMEN LX INSTANT SMOOTHING DRY SHEET MASK

it.comfortzoneskin.com

DESCRIPTION

The /skin regimen/Lx Instant Smoothing Dry Sheet Mask is a water-activated, freeze-dried mask designed to deliver instant smoothing, firmness and radiance with minimal environmental impact. Its innovative dry format preserves ingredient potency until the moment of activation. Functions: instant skin smoothing, improved compactness, hydration boost and enhanced texture. Target consumer: wellness-oriented adults (25–55) seeking fast, visible, professional-level results and sustainable, high-tech skincare solutions suitable for all skin types.

PRODUCT INNOVATION

This mask transforms the traditional sheet-mask experience through freeze-dried, water-activated technology, keeping the mask completely dry until use to preserve potency, reduce preservatives and minimize water consumption in production and transport. Its high-tech fiber structure activates upon soaking, ensuring optimal ingredient release and enhanced performance versus pre-soaked masks. The formulation combines dermatological actives (niacinamide, hyaluronic acid, panthenol) with botanical extracts.. The lightweight, paper-based sachet further reduces environmental impact. It is sustainable and sensorially innovative within its category.

MARKET POSITIONING & DISTRIBUTION MARKETS

A premium, professional skincare brand, it is positioned in high-end spas, wellness centres and advanced skincare clinics. Its products are distributed through luxury destination spas, hotel spas, medical spas, beauty institutes and selected pharmacies. The brand is supported by professional training, treatment protocols and expert-led services.

Available in 60+ countries via subsidiaries and distributors, we distribute it in Italy, France, the UK, Germany, Netherlands, Spain, the USA, Canada, Mexico, Brazil, China, Hong Kong, South Korea, Japan, the Middle East, Oceania. We are looking to expand into Northern and Eastern Europe. Southeast Asia and selected Middle Eastern countries are also emerging wellness-driven markets of interest to us. Our growth strategy is based on long-term, value-aligned partnerships that match our premium positioning and ethical standards.





LIKA-J

Hall 30 – G67 - Latvia

CARELIKA AMBER BODY CLEANSER

www.carelikacosmetics.com

DESCRIPTION

The Carelika Amber Body Cleanser is a skincare-inspired daily body wash designed to gently cleanse while improving overall skin quality. The formula removes impurities while supporting hydration, skin comfort, and smoothness. Developed for consumers seeking more than basic cleansing, it is suitable for all skin types, including sensitive, dry, and dull skin. The cleanser reflects the growing demand for body care products that deliver visible skin benefits while maintaining a gentle, barrier-respecting approach.

PRODUCT INNOVATION

The innovation of Carelika Amber Body Cleanser lies in its skincare-driven approach to body cleansing. By integrating succinic acid, niacinamide, salicylic acid, and aloe vera extract into a gentle cleansing base, the product bridges the gap between traditional body wash and skincare treatment. This multifunctional formulation supports purification, hydration, and skin texture refinement in one daily step, reflecting the trend of treating body care with the same performance and formulation intelligence as facial skincare.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our product is positioned in the premium body care segment; it is suitable for professional resale and selective retail, and it's designed for consumers seeking skincare-level body care. We distribute it through professional and selected commercial channels across Europe and into international skincare-focused markets. We desire to expand through professional partners and distributors.





INSPIRA COSMETICS GMBH

Hall 30 – E28-F29 - Italy

INSPIRA: MED EXOSOME CELL BOOSTER SERUM

www.inspira-cosmetics.com

DESCRIPTION

The wake-up call for dull, tired skin. With exosomes from grapefruit and watermelon modelled on human exosomes, the skin is given new energy and appears more alert and fresher. Wrinkles are softened, dark circles under the eyes are reduced – a true fountain of youth for the skin. The target group is consumers of all ages who want a more radiant, youthful skin.

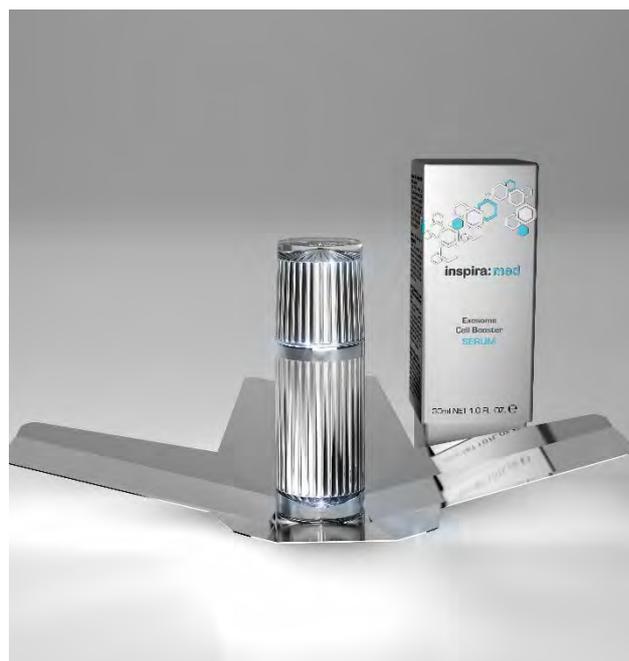
PRODUCT INNOVATION

Plant-based exosomes that are modeled on human exosomes are an innovative approach to holistic skin rejuvenation. Exosomes are particles that are naturally released by cells and are very, very small. They have only 1/800th the size of a human cell, but are crucial for the communication between the cells and release growth factors and other beneficial components that play a crucial role in reducing inflammation and promoting skin regeneration. They stimulate the production of ATP (Adenosin Tri Phosphate) the cell fuel for fresh energy and thorough skin rejuvenation.

MARKET POSITIONING & DISTRIBUTION MARKETS

The product is sold internationally in beauty salons, medical spas, pharmacies and at dermatologists.

Our main markets are the EU, the US and Asia (Singapore, Malaysia, Japan, Korea).





NEOVALIS SRL

Hall 30 – F52-G51 - Italy

4-ACTIVAGE ACTIVE ENERGY BEAUTY SPA

www.beautyspa.it

DESCRIPTION

The Active Energy is a high-performance facial serum developed within Beauty Spa's 4-Activage line, designed according to the principles of Skin Longevity. Acts by actively supporting the biological functionality of the skin over time. Provides the skin with the energy and resources it needs to do what it is inherently designed to do: regenerate, defend itself, and adapt. Recommended for ages 30 and over.

PRODUCT INNOVATION

The Beauty Spa's Longevity Tech Complex, a synergistic system of technological and natural active ingredients that acts on four key mechanisms of skin ageing: oxidative stress, low-grade chronic inflammation, degradation of structural fibres, cellular senescence. It contains: Biotech-derived sunflower sprouts extract (stimulates NAD⁺ production); Chaga mushroom-Inonotus obliquus (deep antioxidant and rebalancing activity); Retinol-like cyclic peptides (stimulate collagen production and skin turnover with high tolerability); Sesazone 6000-Ozonated Sesame Oil (improves tissue oxygenation and amplifies the effectiveness of the other active ingredients).

MARKET POSITIONING & DISTRIBUTION MARKETS

The product is sold through the professional cosmetic market, including SPAs, beauty centres, estheticians, cosmetic clinics, hotels and gyms. It is currently distributed in Italy, Switzerland, the Czech Republic, Estonia, Russia, Spain, Kazakhstan, Ukraine, Poland and Korea. However, our goal is to expand into Saudi Arabia and the United Arab Emirates.





ODA LT UAB

Hall 29 – A17 - Lithuania

**EXO-HEAL CREAM WITH EXOSOMES. EXTRAORDINARY TREATMENT
POWERED BY EXOSOME BIOTECHNOLOGY. OPTIMUM DERMA ACIDITATE**

www.optimumderma.com

DESCRIPTION

The Exo-Heal® Cream with 25 Billion Exosomes is an advanced regenerative face and neck treatment powered by milk-derived exosome biotechnology. Designed for aging, dull, and ultra-sensitive skin, it enhances elasticity, smoothness, and radiance while strengthening the skin barrier. The formula combines exosomes, triple molecular hyaluronic acid (PrimalHyal™ 3K), and ferulic acid to support hydration, collagen stimulation, and antioxidant protection. Clinically tested under dermatological supervision, it meets the needs of consumers seeking visible anti-aging performance with high skin tolerance.

PRODUCT INNOVATION

The Exo-Heal® Cream stands out through its 25 billion milk-derived exosomes, delivering high-concentration regenerative signaling molecules (proteins, growth factors, lipids, mRNA, miRNA). Unlike traditional anti-aging creams, it works through cellular communication mechanisms inspired by stem-cell science. The formula integrates triple-weight hyaluronic acid for layered hydration and collagen support, plus ferulic acid for antioxidant defense. Clinically validated multidirectional effects confirm improvements in firmness, elasticity, hydration, and texture. It bridges biotechnology and dermocosmetics, offering professional-grade regeneration in daily home care.

MARKET POSITIONING & DISTRIBUTION MARKETS

This is a premium biotechnology-based dermocosmetic product in the professional skincare segment.

It bridges the gap between clinic-level exosome regeneration and advanced daily home care. The target audience is dermatology clinics, certified cosmetologists, aesthetic professionals and informed premium consumers.

We distribute through professional cosmetology clinics and dermatology centres; ODA Clinics (Vilnius and Kaunas), official brand e-commerce platform; co-owned brand and private label partnerships, international distributors and trade exhibitions.

Our current distribution countries are Lithuania, Poland, Spain, Denmark, Belgium, France, Hong Kong. Our desired expansion markets are Germany, Italy, Austria, Switzerland, the UK, the UAE, South Korea, Singapore and the US.





SISNEO BIOSCIENCE S.L.

Hall 29 – C2c - Spain

TDX20 XGEN® SISNEO BIOSCIENCE

www.sisneo.com

DESCRIPTION

The TDX20 Xgen is a next-generation transdermal delivery device designed to activate Genosomes, ultraflexible vesicles capable of encapsulating active ingredients in real time. Through its proprietary XGEN Reactor, the system performs in situ encapsulation, achieving up to 20x higher penetration of actives compared to conventional methods. This breakthrough enables unprecedented potency, precision dosing, and personalized treatment protocols. It bridges in-clinic treatments with at-home continuity through the TDX20 Longevity Elixir, ensuring sustained results and a seamless in & out approach.

PRODUCT INNOVATION

The TDX20 Xgen introduces the first real-time encapsulation technology for aesthetic treatments. Unlike preloaded liposomes or exosomes, Genosomes open, load, and reseal active ingredients during activation. The XGEN Reactor combines controlled mechanical agitation and ultrasonic sonication to reorganize lipid bilayers, achieving over 85% active encapsulation, a concentration unattainable in conventional laboratories without compromising stability. It redefines transdermal delivery, enabling unprecedented potency, personalization, and clinical performance. No other device offers precise, on-demand encapsulation with such adaptable, high-efficiency vesicles.

MARKET POSITIONING & DISTRIBUTION MARKETS

The TDX20 Xgen is positioned as a **premium, next-generation professional device developed for advanced aesthetic clinics seeking the highest level of performance, precision, and scientific differentiation.** Sisneo Bioscience has introduced the TDX20 system through exclusive presentations to **selected clients in the United Kingdom, Hungary, Cyprus, Greece, and the Dominican Republic.** This has allowed the company to validate clinical performance, gather professional feedback, and ensure alignment with clinics that prioritize scientific rigor and premium treatment standards. With this product, **Sisneo Bioscience aims to expand internationally through carefully selected partners, with a strategic focus on Europe and the Middle East, where demand for high-performance continues to grow.** **The company's objective is to collaborate with partners who value innovation, exclusivity, and long-term technological differentiation.**





VAGHEGGI SPA

Hall 30 – D40-E39 - Italy

GLOW OIL - VAGHEGGI PHYTCOSMETICI

www.vagheggi.com

DESCRIPTION

The Body Oil, a perfect synergy of vegetable oils including coconut oil, cottonseed oil, and carrot oil, is designed to nourish and protect the skin of the body. Enriched with vitamin E and precious cosmetic pearls, it gives the skin a golden, satin-like appearance. Velvety skin with a dry touch. Easy and fast application. Specifically designed to emphasize the tanning and give an illuminating and healthy color to the skin. For all types of consumers/all types of skin to enhance the tanning.

PRODUCT INNOVATION

It contains special pearls of different sizes, suspended in a formula that ensures an even, satin-like complexion and a natural-looking finish during application. It is a real after-sun skincare treatment for summer.

It contains vitamin E, coconut oil and vegetable oils. It leaves a light, non-sticky sensation on the skin.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is available all over the world in beauty salons, spas and on e-commerce platforms.





AESTHETIC MODELINE

Hall 29 – D31 - France

SLIM + PROGRAM FROM THE CONCEPT CARE+

www.bloomea.fr/en/

DESCRIPTION

The Slim+ is a revolutionary hands-free program mastering the Multi Current Synergy for total abdominal contouring. It synchronizes High Tecar Medium Hi Ems and Low Hi Tens frequencies to treat skin fascia and all muscle layers simultaneously. This hands-free innovation delivers 100 natural results by boosting collagen as well as stimulating and toning muscles. It targets busy clients post pregnancy recovery or those seeking non invasive body refining. It meets the demand for pain-free, time-efficient, and science-backed treatments.

PRODUCT INNOVATION

The Slim+ is the breakthrough autonomous application of the Concept Care+ ecosystem. Launched in 2025, it introduces a world-first 'Multi-Current Synergy' delivered via smart-patches. While utilizing our established NeoCare Elite platform, the innovation lies in the newly engineered algorithmic synchronization of High, Medium, and Low frequencies. This allows for the first time a simultaneous 360° stimulation of skin, muscle, and nerves in a completely hands-free format. This 'Plug & Play' technology transforms traditional practice into a high-performance, autonomous treatment, ensuring deeper tissue activation and optimal cell bioavailability without manual intervention.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is positioned in the premium/professional aesthetic sector.

We target high-end clinics and beauty salons that are looking for scientifically proven, high-ROI autonomous solutions.

It is available in: France, Switzerland, Spain, Belgium, Italy, the United Kingdom and Germany. Other non-European markets: USA, Asia-Pacific and the Middle East.





BIOLINE SRL

Hall 30 – B14-C13 - Italy

BIOLINE JATO' BODY CONCEPT RETINOL-LIFT SERUM CONCENTRATE INTENSE LIFTING EFFECT 10X10ML

bioline-jato.com

DESCRIPTION

The Body Concept Retinol Lift Serum Concentrate is an intensive ultra firming and lifting body treatment formulated with a high concentration of Retinol. It targets signs of aging, loss of firmness, dryness and rough texture. This advanced gel serum stimulates skin regeneration and tones relaxed body areas, delivering an immediate lifting effect. It offers a highly scientific and clinically tested solution that meets the growing demand for treatments, addressing body laxity and overall well being. It allows for further personalization of protocols, building client loyalty through immediate and progressive results.

PRODUCT INNOVATION

The Body Concept Retinol-lift Serum Concentrate is the result of an exclusive formulation that combines a synergistic complex of four powerful actives: pure microencapsulated Retinol and Retinaldehyde, five different forms of Hyaluronic Acid with varying molecular weights, and an innovative three-dimensional tightening micro-network. This advanced combination, supported by sophisticated delivery systems, acts on multiple skin levels. On the surface, the serum intensely hydrates and provides an immediate lifting effect, visibly improving the body's contours. Deep within, it restores volume, firmness, and tone to the most relaxed areas of the body.

MARKET POSITIONING & DISTRIBUTION MARKETS

Brand marketed worldwide, with its main export destinations being North America, Southeast Asia, the Middle East and Europe — the same markets where Bioline Jatò has built its market share over the years, establishing itself among the leading premium professional beauty brands.

The products in the Bioline Jatò range, including Body Concept Retinol-Lift Serum Concentrate, have a premium market positioning, targeting a mid-to-high price range.





EXOCOBIO INC.

Hall 30 – B77 - Korea

SCALP BALANCING SHAMPOO PRO, ASCEPLUS® PRO

www.exocobio.com

DESCRIPTION

The ASCEplus® Scalp Balancing Shampoo Pro is designed to go beyond basic cleansing, helping reset scalp and skin comfort. Powered by Rose Stem Cell EV (EXO-RSC™ Technology), it supports post-cleanse scalp balance. It delivers an instant cooling sensation that refreshes a heavy, stressed-feeling scalp while cleansing thoroughly without leaving the skin stripped or tight. With continued use, the scalp feels lighter and more refreshed, even on days when sweat and oil build up quickly. It also helps prep the scalp so subsequent care steps absorb and feel better.

PRODUCT INNOVATION

The Scalp Balancing Shampoo Pro stands out with Rose EV-infused micro-beads integrated into a mild, low-irritation cleansing system. These microcrystalline cellulose beads enable visible, even dispersion of Rose Stem Cell EV (30,000 ppm, EXO-RSC™ Technology) during massage, enhancing scalp contact while maintaining stability. Unlike conventional anti-hair-loss shampoos, it combines bead-based delivery, keratolytic exfoliation (salicylic acid), and barrier-supporting niacinamide in one therapeutic reset formula. This dual-phase architecture transforms daily cleansing into a functional scalp-conditioning step that merges exosome biotechnology with dermo-cleansing science.

MARKET POSITIONING & DISTRIBUTION MARKETS

Designed for at-home use, **this clinic-level exosome skincare product** is positioned between **professional dermatology treatments** and **premium daily skincare**. It targets consumers seeking visible results without in-clinic procedures. It is currently distributed through **dermatology and aesthetic clinics, professional skincare distributors, and premium e-commerce platforms and global online marketplaces**. Currently available in **Asia** (including **Korea** and **Japan**), with desired distribution markets including **Europe, the Middle East, North America** and expanded **Asia-Pacific regions**.





PANESTETIC

Hall 30 – D28-E27 - Italy

ABR PRO - ELECTRA TECH COSMETICS

www.panestetic.com

DESCRIPTION

The Abr Pro is a professional biorevitalizing facial treatment inspired by aesthetic medicine designed to regenerate skin, deeply improve texture, tone, and firmness, and deliver visible rejuvenation from the first session. Its function is to stimulate cellular renewal, collagen production, and tissue redensification through intelligent micro encapsulation and the exclusive Abr Active Massage. The target consumers are professional aesthetic clinics, beauty centres, and end clients seeking non invasive high performance anti aging solutions. The Abr Pro offers immediate results, zero downtime, high tolerability, and year round usability.

PRODUCT INNOVATION

The Abr Pro is unique for its intelligent micro encapsulation technology combined with the exclusive ABR Active Massage enabling deep penetration of active ingredients and superior biorevitalization without needles. Inspired by aesthetic medicine, its advanced bio targeted formula unites exfoliating antioxidant and regenerative actions in a single professional protocol. The low pH enhances performance while ensuring safety even for sensitive skin. The Abr Pro stimulates collagen elastin and cellular renewal, delivering immediate visible results with zero downtime. Its professional grade packaging ensures precise dosing, hygiene, and optimal application, creating a premium user experience.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution channels include professional aesthetic clinics, high-end beauty centres, medical spas, dermatology clinics, cosmetic medicine centres and professional distributors specialising in aesthetic technologies and advanced cosmetics.

Countries where we currently operate are: Italy, Belgium, Switzerland, Austria, the Czech Republic, Slovakia and Finland.

Countries where we would like to operate are: France, Germany, the United Arab Emirates, Portugal and Japan.





SKIN SYSTEM SRL

Hall 29 – A14-B13 - Italy

CRFN+C58®

www.skinsystem.it

DESCRIPTION

The CRFN+C58® (Cellular Rejuvenation Factor) is a professional skin-regenerating cosmetic treatment formulated with an exclusive patented blend of 58 active ingredients with high cosmetic value. This blend acts directly on cells, stimulating the cellular rejuvenation process. The formula is designed to activate a rejuvenating process, supporting natural cell regeneration processes and visibly improving hydration, elasticity, density, luminosity, and evenness. Thanks to the synergistic action of its active ingredients, the CRFN+C58® comprehensively targets all major forms of skin aging, restoring skin to a more vibrant and radiant appearance.

PRODUCT INNOVATION

The strength of CRFN+C58® lies in the functional synergy of its multiple active ingredients, selected to address the skin's diverse needs and ensure its longevity. The CRFN+C58® complex combines a cocktail of 58 active nutritional ingredients identified among the highest performing in professional cosmetics: full-spectrum HA Complex, 5 Growth Factors, DMAE, exosomes, hydrolyzed DNA and RNA, glutathione, inositol, 9 vitamins, 21 amino acids, 3 minerals. An advanced formula that supports the skin's physiological mechanisms, progressively improving its structure, vitality, and radiance.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is distributed in Europe, America, Asia, Oceania, and Africa.





PODOLAND DANIEL ABRATKIEWICZ

Hall Mall – BF2 – Poland

UNIBRACE 2.0

www.podoland.pl

DESCRIPTION

The system is based on 316L surgical steel. It is an alloy of iron, chromium and nickel with the addition of molybdenum. It is made of vacuum-hardened high-carbon steel, which ensures “permanent” precision of the forming edges. The creator noticed that the braces available on the market are either too weak or too difficult to apply. He therefore decided to create a tool that “thinks for the podiatrist.” Inspiration came from prosthetics and orthodontics. The system is an “orthodontic appliance for the nail.”

PRODUCT INNOVATION

The Unibrace system and its evolution—UniBrace 2.0—is a breakthrough in podiatry that has revolutionized the approach to correcting ingrown and curled nails. It is a complete, intelligent engineering system. Its innovation lies in its structural versatility. Unlike traditional braces, the Unibrace allows for the perfect adjustment of tension to the individual patient's nail plate. The design allows force to be applied where the deformation occurs, minimizing pressure on healthy parts of the nail bed. The innovation lies in the use of a special surgical steel wire that has “shape memory.”

CLAIMS & BENEFITS

The UniBrace system, with the Jaw 2.0 module, is a medical engineering and biomechanical solution dedicated to onychoxia, i.e. the correction of the nail apparatus.

Unlike cosmetics, its action is based on physical manipulation of the keratin structure.

The product has been designed to eliminate the most difficult foot pathologies.

The UniBrace 2.0 system acts as an intelligent lever, offering technical benefits not available in older systems.

Although it is a mechanical system, it provides a number of positive subjective sensations.

