



SWEDISH BEAUTY

SECOND EDITION AT COSMOPROF!

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

The background of the page is white with scattered particles of blue and purple powder. The blue powder is concentrated in the top right corner, while the purple powder is scattered across the bottom half of the page. The text is centered in the upper half of the page.

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

A project representing a mix of innovative, sustainable, high quality beauty brands from Sweden.

Full of colour, experimentation and creativity!

Bologna, 14–17 March 2019
Hall 16 D18–E21

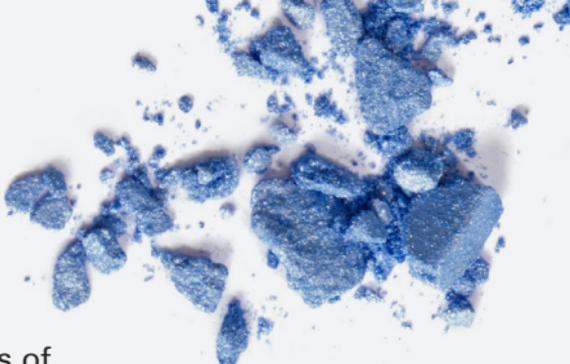
Come visit us and say “hej”!

ABOUT

Welcome to the second edition of Swedish beauty at Cosmoprof Worldwide Bologna – a collective exhibition of innovative Swedish beauty brands co-ordinated by Business Sweden. Together with 11 companies, the Swedish pavilion represents the latest innovations, trends and technologies from the Swedish beauty scene. Characterized by a clear focus on sustainability, innovation and quality, the brands in this collective exhibition are challenging the traditional beauty rules.

They are aiming towards more sustainable beauty and creating new technologies that reduce at the minimum their environmental impact and bring the consumer experience to another level. From skincare and perfumes to “makeup with a function”, the Swedish beauty exhibition provides a complete spectrum of the beauty made in Sweden.





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

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

Cosmoprof Worldwide Bologna is the world's leading cosmetics trade show dedicated to all sectors of the cosmetics industry in order to create a natural gathering point for the beauty world, discussing trends in the industry and create forecasts for the future beauty scene. The fair has over 2600 exhibitors and 260 000 visitors.

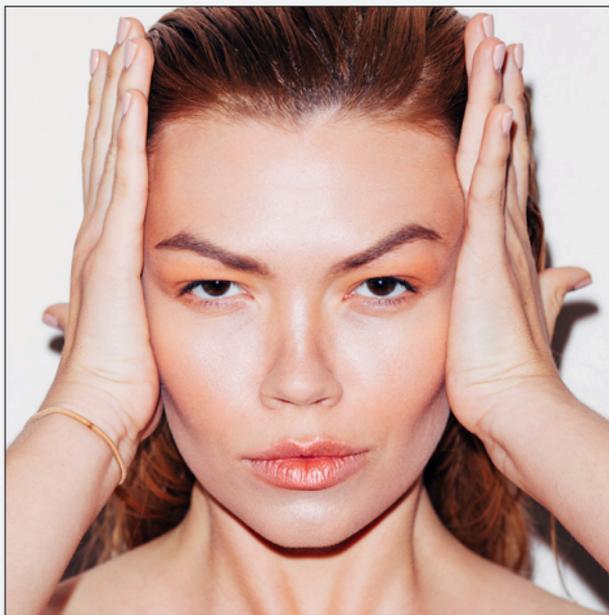
ORGANISER

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

www.business-sweden.se







BASE OF SWEDEN

A cosmetic innovative foundation created in Sweden

The star of BASEOFSWEDEN cosmetic line is an intelligent cover formula designed to effortlessly conceal skin flaws such as stretch marks, spider veins, scars and vitiligo. With this innovation in cosmetics we introduce a high stability product that combines several valuable functions for the user. This waterproof and smudge free formula creates a buildable natural nude finish to high-coverage 72h comfortable wear. The Base with its breathable, soft and silky qualities become a natural ally against skin imperfections. Therefore our innovative products are 100% cruelty free and vegan, so you can look your best with a good conscience.

baseofsweden.com

B/OS
BASEOFSWEDEN



CARL&SON

Customised for men

A Swedish grooming brand with its roots in male skincare that is now launching a complete makeup range for men. Our philosophy is simple, to offer premium products that look good, feel good and do good without compromising with nature. Providing everyday essentials and hybrids between skincare and makeup by launching a range of high-quality products, in Scandinavian design, creating that everyday “no makeup, makeup look”. Our products are vegan friendly, cruelty free and dermatologically tested.

carlandson.com

**CARL
&SON**
CUSTOMISED FOR MEN



EMITÉ MAKE UP

EMITÉ MAKEUP

By artists for artists

Emité Cosmetics is Sweden's first cruelty free luxury beauty brand of cosmetics that are 100% vegan friendly. For over 10 years we have been the leading choice of Makeup Artists as their go-to brand they can trust.

Emité was created by Makeup Artists who understand women's needs and their desire of luxurious makeup at affordable prices. Artistically significant qualities such as creativity and perception have been combined with precision and fashion consciousness to become the backbone of Emité's work. These are the same qualities that the leading makeup artists possess.

emitemakeup.com



EMITÉ MAKE UP

BY ARTISTS FOR ARTISTS



GLAM OF SWEDEN

Pick'n'mix value for money

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

Visual in-store display racks filled with products of contemporary range creates a straightforward invitation for consumer to pick'n'mix high quality cosmetics at a very competitive price. A concept targeted to super markets and larger chains of retailers. Glam of Sweden's up-to-date makeup product range includes nail polish in hundreds of shades, lipstick, mascara, eye shadows, makeup tools, eye-liners and much more.

glamofsweden.se

Glam
OF SWEDEN



LINDA LANDENBERG PARFUMS

Linda Landenberg parfums consists of 4 fragrances which were created based on her philosophy – wardrobe and perfumes. During your everyday life you step into different roles where you enhance nuances of yourself depending on what the isolated moment expects from you. Linda Landenberg has achieved recognition internationally as a trusted and passionate expert in the olfactive segment. She is known to value craftsmanship and is uncompromising when it comes to quality. Linda's heritage and love for the nature is presented by an illustration with the style of Swedish folklore art – Kurbits.

lindalandenberg.com





N.C.P OLFACTIVES

Discover your signature scent

N.C.P. felt a need to disrupt the fragrance world and the rather conservative and traditional way the fragrance world has historically operated.

7 unique unisex fragrances, endless combinations. Wear alone or layer to create your own signature scents.

Through using knowledge and science, by keeping the ingredient lists short and relying on all of the members of the Olfactive family, N.C.P. sets about creating the ultimate layering concept, make it understandable and empowering. All of the eau de parfums are unique, stand alone signature scents which blend smoothly in any combination to follow however you feel, where ever you are.

ncpolfactives.com

N.C.P.



POWERLITE

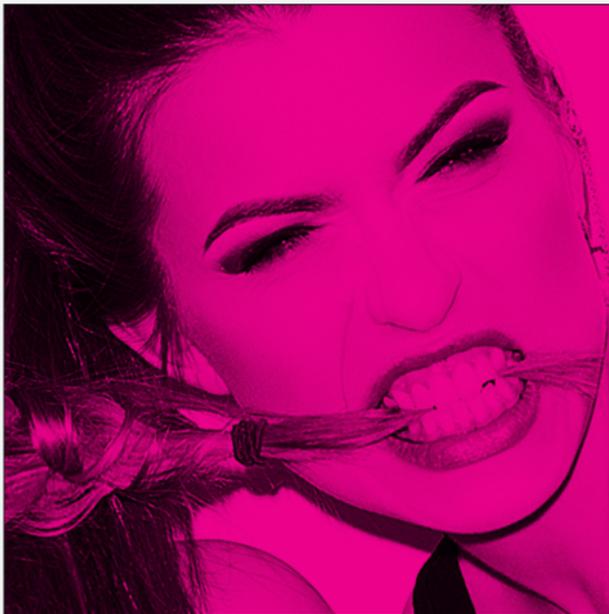
Certified Swedish manufacturing of IPL devices

Powerlite is a leading Swedish certified manufacturer of high quality equipment for aesthetic clinics and salons, offering a patented technology for IPL. The company also sells sheet masks that have quickly become a big success in Sweden. MASQ+ is the premium line sold at beauty salons, clinics and pharmacies. SerumMASQ+ is the brand's retail line, sold in the grocery stores but also online in leading e-commerce websites. Unique for their masks is that they are adapted to western skin and the rugged Nordic climate.

powerlite.com

SWEDISH
BEAUTY
Awards
2018
WINNER

POWERLITE[®]
WHEN YOU WANT RESULTS



SMILE LAB

Cosmetics for your smile

Smile lab offers innovative cosmetics for your smile. Since 2011, the company has successfully repositioned oral care into the beauty category by offering high-end, eye catching products, targeting young consumers.

The company's philosophy is to present the smile as a powerful beauty statement and a modern status symbol. Smile lab is a global brand and sold in leading beauty chains in Europe, Asia and the Middle East.

smilelab.com

smile**lab**[®]



SWATI COSMETICS

Revolutionary series of cosmetic contact lenses

SWATI Cosmetics designs and develops cosmetic lenses that work with your existing eye color to create a natural-looking shade, unique to you. With these lenses, you wear the color you feel.

The cosmetic lenses have been developed to fill a gap in the market. The brands' ambition is to create the same kind of revolution that the lipstick did as it came in fashion during the early 20th century. An opportunity for women, men and artists not the least to adapt their facial features to things like outfit, occasion or mood.

swati.com

SWATI®

COSMETIC LENSES



CCS SKINCARE BRANDS

Oliva

Oliva is a comprehensive skin care range based on natural ingredients that nourishes and hydrates the skin. The essence of all Oliva products is organically grown and certified olive oil and olive leaf extract. The products are 100% vegan-friendly and completely free from ingredients of animal origin. Olive oil is one of the oldest beauty agents and has been used for over two thousand years because of its hydrating, nourishing and protective properties. It is one of the most natural and effective skincare ingredients due to its rich fats and antioxidants.

olivaskincare.se





CCS SKINCARE BRANDS

Indy Beauty

Indy Beauty offers a wide-ranging set of skin care and beauty products that are developed to give the skin moisture and glow, with extracts from water lily and white peony. All products are 100% vegan, and are developed and manufactured in Sweden. The idea behind the brand is to be able to offer high-quality vegan beauty products that are kind to your skin. Indy Beauty is unique in the sense that it is run together with Youtube star Therése Lindgren, and her followers have been involved in each stage of Indy Beauty's development process, from product and packaging design to brand name.

indybeauty.se

**indy
beauty**
Therése Lindgren



VIVA LA DIVA

Absolutely fabulous makeup

Viva La Diva is an exciting, colorful and vegan makeup brand. The idea of Viva La Diva began in Stockholm at the turn of the century, when it was hard to find extraordinary makeup at reasonable prices. This needed to be changed - Everyone has the right to look fabulous! Viva La Diva instantly became one of the most sought after mass market cosmetic brands due to playful design, extravagant attitude and divine pricing. We strive to offer a balance between good quality and price, we are conscious about the environment and all products are Vegan safe and Cruelty free.

vivaladiva.se

Viva la Diva

Absolutely fabulous makeup!

STOCKHOLM



For more information, company info,
press release and more, please contact:

Camilla.Giacomazzo@business-sweden.se

	 <small>THE SWEDISH TRADE & INVEST COUNCIL</small>	
 <small>KNOWLEDGE AND FUNCTION IN A PERFECT PACKAGE</small>		
 <small>SPONSORS</small>	 <small>FUNCTIONAL FOODS</small>	 <small>NORWEGIAN WHOLE GRAIN CRISP BREAD</small>
<p>BASE OF SWEDEN, CARL&SON, EMITÉ MAKEUP, GLAM OF SWEDEN, LINDA LANDENBERG PARFUMS, NCP CONCEPT, POWERLITE, SMILE LAB, SWATI COSMETICS, TRIMB HEALTHCARE, VIVA LA DIVA</p>		
<p>SWEDISH BEAUTY – SECOND EDITION AT COSMOPROF!</p>		