

Press Release

For Immediate Release

Cosmotrends Reveals 5 Major Beauty Trends in 2019

An exclusive look at everything that is cutting-edge in Asia's cosmetics industry

[HONG KONG, 13 November 2019] - Renowned global beauty trend forecasting agency **BEAUTYSTREAMS** has released its latest **Cosmotrends** report, featuring five major trends spotted among exhibitors of **Cosmoprof Asia 2019**.

This annual online trend report highlights the most striking trends among notable brands and products submissions received from exhibitors of Cosmoprof Asia. Covering the latest innovations as well as high-tech, high-performance solutions and products in the Asian market, it is truly a must-read for everyone in the beauty industry in order to stay abreast of the latest beauty trends.

The five major trends in 2019 revealed in Cosmotrends are: **ASMR BEAUTY, ERGO TECH, INTENSE CLEANSE, MEGAWATT POP** and **REDUCE TO SEDUCE**.

ASMR BEAUTY

Short for Autonomous Sensory Meridian Response, **ASMR BEAUTY** encompasses product that provide multi-sensorial and tingling experiences while enhancing the absorption of active ingredients into the skin.



A good example is the **Vit-F Sebum Detox Concentrate by Double Zero One Ltd (UK)**, a rich, hydrating and restorative facial serum oil that imparts a cooling sensation while alleviating excessive sebum production with watermelon seed oil, balancing the skin with vitamin F and detoxifying the skin with Siberian fir needle. Meanwhile, the **Herbal Revitalizing Self-Warming Masks by Visgeneer Inc. (Taiwan region)** delivers a warm feeling upon application and promotes blood circulation with plants extracts and HotFlux®. The mask features multiple precious Chinese herbs that boost the skin's vitality, as well as a patented special mask cloth that facilitates the application of precious essences.



ERGO TECH

In **ERGO TECH**, technology and design converge in the form of ergonomic tools and devices that up the beauty game, delivering professional-grade beauty solutions that diagnose, monitor, personalise, zap, track and enhance, while being pleasing to the eye and touch. This new wave of smart devices also

Organiser - Cosmoprof Asia Ltd

democratizes cutting-edge innovations, making them accessible for use in the home or on-the-go.

A perfect embodiment of this trend is the **Narci Lip Enhancer by Node (Korea)**, an innovative hands-free lip care device created using biomedical engineering technology. An optimised electromagnetic field enhances lip conditions by promoting cell metabolism and blood flow, thereby improving moisture and elasticity of damaged lips, and restoring pale or darkened lips in just 20 minutes.

INTENSE CLEANSE

INTENSE CLEANSE is a direct response to concerns regarding the assaults of pollution on our skin, featuring sophisticated cleansing products that enhance skin barrier protection, reduce free radical damage, calm inflammation, banish airborne toxins, restore skin to balanced levels of hydration and refreshes the complexion.



The **Three-Action Melting Cleanser by Cosmewax, Private Label Cosmetics (Spain)** is a luxurious product with multiple textures. It cleanses the skin from makeup and impurities while providing a warming effect. When applied, its gel texture transforms into an oil that melts makeup. And upon contact with water, the oil turns into cleansing milk. This product contains a mixture of natural antioxidants, soy bean oil and Japanese cherry blossom.



MEGAWATT POP

MEGAWATT POP features high-energy colours that boost emotion and joyful hues that invigorate with their electrifying positivity.

A notable product describing this trend is the **Nike Ultracolors by De Ruy Perfumes (Spain)** which tantalises the eye with their intense, fluorescent-hued packaging which of ultra-blue, green, pink and purple. The perfumes contain essential oils. Meanwhile, the **NewClear Beam Lip Luster – Eye Candy Collection by Intercos Group (Italy)** features a luminous lipstick that look like candy with their transparent core, fun coatings and shapes. Wax-less and weightless, its formula combines amino acid gels with rich emollients for optimal adherence and glide during application and a shimmering finish. The lipstick is created via a patent-pending process that wraps the transparent stick in multidimensional surface coatings such as extreme glitter, smooth swirl, and gemstone shine.

REDUCE TO SEDUCE

REDUCE TO SEDUCE is the sustainable approach which simply means 'to consume less', featuring multiuse products created for maximum versatility by tackling several beauty needs at the same time. In addition to reducing waste, these all-in-one products are also kinder on the wallet while helping to streamline beauty routines.



The **Flabois Milk Shake Hair Mist by Kerker (Korea)** is a multifunction hair mist providing 12 kinds of effects for hair lacking in moisture and nutrition. The mist contains protein, collagen and ceramide to provide hair with moisture and glow. The mist also helps to repair hair that has been damaged from too much colouring and perming by restoring healthy pH balance.

Think that the trends and products described above are amazing? Wait till you get to see and feel them yourself in Cosmoprof Asia from 13-15 November and be inspired by these shortlisted products at the specially designed gallery at Hall 3G and Hall 5C at Hong Kong Convention & Exhibition Centre. BEAUTYSTREAMS will continue their trend-scouting journey throughout the fair to discover more exciting products to complete the final report which will be released in December. Stay tune!

For the full **Cosmotrends** report featuring 21 shortlisted products, please visit:
<https://www.cosmoprof-asia.com/en-us/SPECIAL-EVENTS/Cosmotrends>

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NOTES TO EDITORS:

Download the high-resolution images at the following link: <http://bit.ly/2NR0gAm>

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Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and UBM Asia Ltd. UBM Asia Ltd is now trading as "Informa Markets", a division of Informa PLC.

ABOUT BOLOGNAFIERE GROUP (www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof registered more than 265.000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with **Cosmoprof Worldwide Bologna**, **Cosmoprof North America**, **Cosmoprof India**, and **Cosmoprof Asia**). Recently the fifth exhibition of the network has been announced: **Cosmoprof CBE ASEAN**, in Thailand, will focus on the cosmetic industry in South-East Asia. In 2020, South China Beauty Expo, a new show in Shenzhen, China, will be scheduled in July. The Cosmoprof platform will reinforce its influence in Europe, thanks to the acquisition of the German group Health and Beauty, in South America, thanks to the collaboration with **Beauty Fair - Feira Internacional De Beleza Profissional**, and in Asia.

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (**Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo**), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in **Miami 2020** serving the East Coast and USA, South America and Caribbean Islands regions.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.