

# in-cosmetics® global

Paris Expo Porte de Versailles • 2-4 April 2019



Organised by:



# in-cosmetics Global celebrates success in Paris with its biggest, and busiest edition ever

in-cosmetics Global returned for its 2019 edition to a city with a long-standing reputation for innovation in cosmetics and toiletries - Paris. The location lived up to its name, with creativity in personal care ingredients and formulation celebrated in abundance among **12,366 unique visitors** (31% more than the 2018 Amsterdam show) and **843 exhibitors** – 17% of which were exhibiting at the show for the first time.

With each edition of the show, in-cosmetics Global demonstrates that it's not just Global by name, but global by nature, with 2019 seeing visitors arriving from across **114 countries**. In honour of the event's worldwide appeal, and in recognition of the importance of inclusivity in personal care, in-cosmetics Global 2019 launched **Global Beauty Day** on 3rd April, where experts discussed and honoured brands embracing diversity in the industry.

But inclusivity didn't just stop there; for the first time in-cosmetics Global introduced an initiative exclusive to Indie brands in the **Indie Trail Guide** - a printed guide that highlighted which of the show's suppliers could provide ingredients to suit a smaller production. A welcome tool that helped indie brands navigate their way across all **18,199sqm of the exhibition** – making it the biggest edition in in-cosmetics history.

Join us next year, where the show will return with its renowned education programme and business solutions to Fira Barcelona Gran Via, from 31st March - 2nd April 2020.

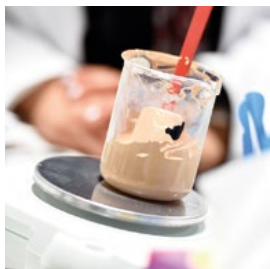


## Key Statistics

Unique visitor attendance:  
**12,366** (+31% vs 2018)

Total (including re-visits):  
**22,701**

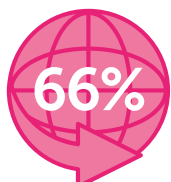
- Day 1: **8,643**
- Day 2: **8,875**
- Day 3: **5,183**



“ I've been going to in-cosmetics for many years and it is without doubt my favourite show. I'm from a small independent brand and I found all the suppliers so kind and helpful. I've made some fantastic connections over the years and am now working with some big companies. ”

*Marie Drago, Founder, Galinee (visitor)*

## International visitors vs French visitors

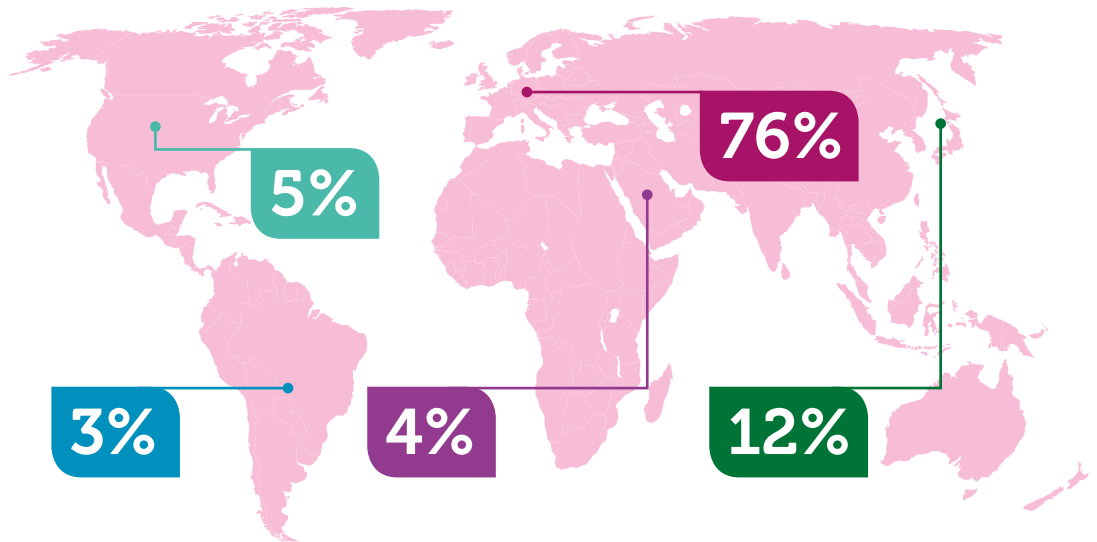


## Visitor Profile – geographical breakdown:

### Top Countries Represented

| Country        | Count |
|----------------|-------|
| France         | 4181  |
| Germany        | 652   |
| United Kingdom | 652   |
| Italy          | 610   |
| Spain          | 510   |
| United States  | 464   |
| Switzerland    | 324   |
| China          | 318   |
| South Korea    | 305   |
| Russia         | 288   |
| Netherlands    | 270   |
| Belgium        | 236   |
| Poland         | 227   |
| Japan          | 217   |
| Turkey         | 177   |
| Greece         | 156   |
| Brazil         | 152   |
| Israel         | 139   |
| India          | 136   |
| Canada         | 98    |
| Thailand       | 95    |
| Sweden         | 92    |
| Bulgaria       | 86    |
| Ukraine        | 82    |
| Colombia       | 82    |
| Portugal       | 75    |
| Indonesia      | 73    |
| Finland        | 69    |
| Tunisia        | 67    |
| Denmark        | 66    |

**114** COUNTRIES REPRESENTED



Europe **76%** | North America **5%** | South/Central America **3%**  
 Asia Pacific **12%** | Middle East & Africa **4%**

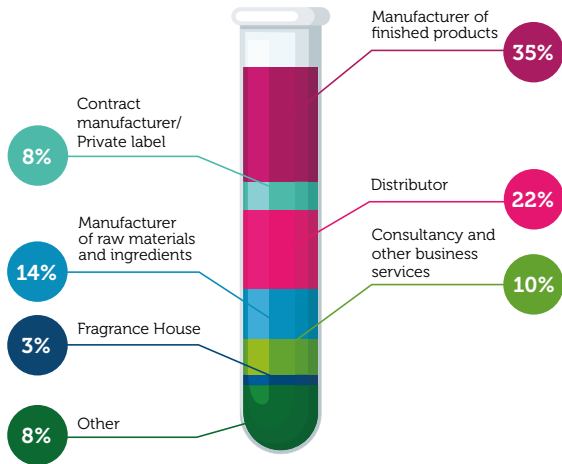
“ This year was my first time at in-cosmetics Global and it was much bigger than I imagined. It was a very elegant show and is elevated beyond other events. I visited in search of ingredients and innovation, and found a lot of new companies that I had not been exposed to before. It was a really interesting experience for me and definitely worth the trip from the USA. ”

*Michelle Corredor, Director Product Development, Estée Lauder (visitor)*

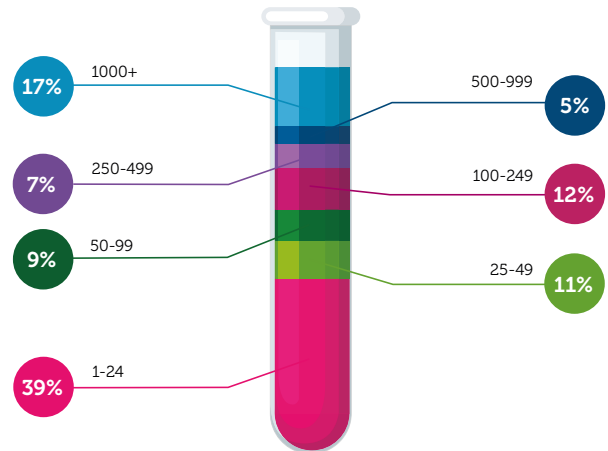


# Visitor Profile and Interests:

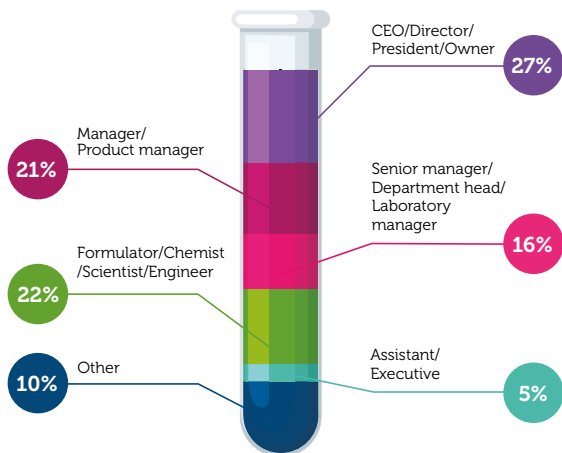
## Visitors by Company Activity



## Visitors by Number of Employees



## Visitors by Job Description



## Visitors by Company Function



“ I have been visiting the show for the last 10 years and it’s an excellent event and certainly a very very important show in the calendar for us. The main reason for visiting is to see all the key suppliers in one place and new/smaller companies that haven’t seen before. It’s a great showcase for the industry and fantastic to have everything under one roof. ”

*Dr. Nina Lewkowicz, Research, Unilever (visitor)*



## By Product Category interest:

### By Product Category Interest

(% of registered visitors who ticked this segment)

|  |     |
|--|-----|
| Emulsifiers  | 40% |
| Emollients, lipids                                 | 38% |
| Anti-inflammatory, anti-irritants, soothing agents | 36% |
| Antioxidants, radical scavengers                   | 35% |
| Conditioners                                       | 34% |
| Anti-pollution                                     | 34% |
| Botanicals, essential oils, plant extracts         | 33% |
| Hydration/moisturising                             | 32% |
| Fragrances   | 32% |
| Preservatives                                      | 32% |
| UV filters   | 31% |
| Anti-ageing/anti-wrinkle                           | 31% |
| Biological, marine extracts, bio-fermentation      | 30% |
| Rheology modifiers, thickeners                     | 28% |
| Film former  | 27% |
| Vitamins   | 27% |
| Anti-bacterial                                     | 26% |
| Humectants   | 25% |
| Solubilisers                                       | 25% |
| Acids/AHAs/BHAs                                    | 25% |
| Anti-acne  | 24% |
| Waxes  | 22% |
| Formulation  | 22% |
| Silicones  | 20% |
| Opacifiers, pearlescents                           | 19% |
| Colourants, pigments, glitters                     | 19% |
| Firming/lifting                                    | 18% |
| Exfoliants   | 18% |
| Surfactants  | 17% |
| Cooling, heating                                   | 17% |
| Product evaluation/testing                         | 17% |
| Lightening/whitening                               | 17% |
| Enzymes  | 16% |
| Anti-cellulite, slimming, firming                  | 16% |
| Anti-dandruff                                      | 14% |
| Soap bases, syndets                                | 14% |
| Talcs, clays                                       | 14% |
| Petroleum jellies, vaselines                       | 13% |
| Regulatory   | 13% |
| Fillers, extenders, binders                        | 12% |
| Superfatting                                       | 12% |
| Toning   | 9%  |
| Suspending agents                                  | 9%  |
| Bulk manufacture                                   | 9%  |
| Laboratory scale                                   | 8%  |
| Trade associations and media                       | 7%  |
| Hair dyes, colourants                              | 7%  |
| Deodorants, antiperspirants                        | 6%  |
| Styling agents                                     | 6%  |
| Aerosols, propellants                              | 4%  |
| Oral care ingredients                              | 4%  |
| Tanning agents                                     | 4%  |
| Nail polish ingredients                            | 3%  |
| Solvents   | 3%  |



“ This year we planned on attending almost all of the Marketing Trends sessions to learn about what is new and exciting in the industry. The programme was really great and the session we attended were brilliant. We gained so much information to take away.”

*Gisele Violin, Commercial Manager, Pink Cheeks (visitor)*



“ I thoroughly enjoyed the session I attended and learned a lot about new ingredients, new formulations and which ways to mix. It was a very educational experience, with everything very clearly explained and very well organised. I am thinking about how to incorporate some of my learnings into my business.”

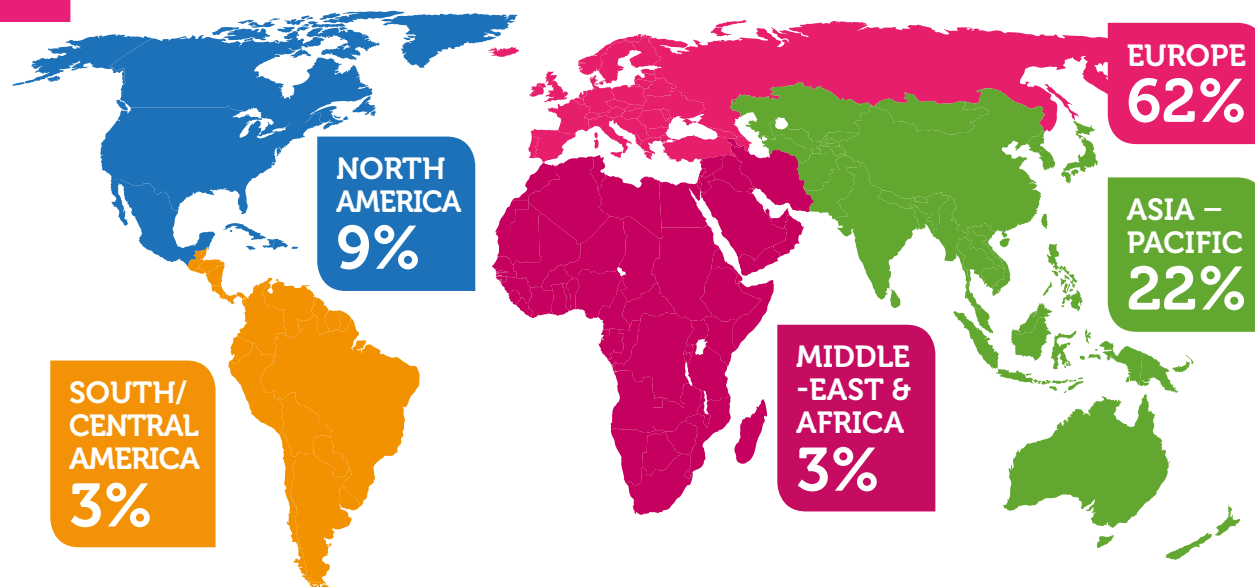
*Heidi Christensen, R&D Lab Technician, Riemann (visitor)*

## Exhibitor Profile:

- Main stand holders: **720**
- Stand space: **18,199 m<sup>2</sup>**
- Sharing companies: **123**
- First Time Exhibitors: **144**
- TOTAL EXHIBITING COMPANIES: 843**

## Exhibitors by Country of Origin:

### 49 COUNTRIES REPRESENTED



“ We were incredibly busy - non stop! It was our fifth year at the show but the first where we have had our own stand. We won two awards on the first evening and, as a result of that recognition and validation, a lot of people wanted to find out more about us and visited our stand. The Indie Trail also brought people to us so we were exceedingly busy! ”

**Mireia Perez Bauza, Communications Manager, Vytrus Biotech (exhibitor)**

“ We had an excellent, very busy three days with lots of visitors coming to our booth. We had a good location with good visibility and we enjoyed some very positive conversations with our customers. Last year our stand was 9sqm, this year we had 60sqm and next year we will be up to 100sqm, so you can see how successful we find the event. ”

**Stephanie Delobelle, Marketing Communications Manager, Roquette (exhibitor)**



| TOP 10 Countries | Count |
|------------------|-------|
| France           | 204   |
| China            | 88    |
| Germany          | 87    |
| United States    | 66    |
| Italy            | 55    |
| South Korea      | 45    |
| United Kingdom   | 43    |
| Spain            | 35    |
| India            | 26    |
| Netherlands      | 24    |



# The Formulation Challenge



## FORMULATION CHALLENGE

**The Formulation Challenge**, sponsored by Lonza, saw four teams, made up of R&D professionals and marketing specialists, create a brand new formulation from a box of mystery ingredients in just 90 minutes. The aim this year was to create a sleeping product with a perfect formulation that could be recreated, as well as a believable and shelf-ready marketing story.

### The competitors:

- Nuxe Group
- Alpol Cosmetique
- Hormeta
- Natur'Alps

### The judges:

Lorna Radford, in-cosmetics Global technical advisor  
Andrew McDougall, Global Haircare Analyst at Mintel

Sponsored by:

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In association with:

**ENKOS**

**MINTEL**



The mystery box of ingredients: special thanks to all those who supplied products for the challenge

## The Winner

**Nuxe Group**, purveyor of skincare, bodycare and anti-ageing beauty, took first place with a trio of scalp and hair night treatments. The set of Active Scalp Night Treatments were created for normal, greasy and dry scalps for the millennial demographic.

*Judge Radford said: "The formulation was very clearly put together and considered all aspects, such as mixing speed, temperatures and pH for preservative."*



### What went into the winning formulation?

| Tradename                      | Supplier             | Function   |
|--------------------------------|----------------------|--|
| Deionised Water                | –                    | Solvent  |
| Geogard Ultra                  | Lonza                | Preservative   |
| JD Golden Jojoba Oil           | Jojoba Desert        | Emollient  |
| Plantsil                       | Natura-Tec           | Emollient  |
| Galolive Ten                   | Gale & Cosm          | Emulsifier   |
| Sepimax Zen                    | Seppic               | Rheology modifier and stabiliser   |
| Root BioTec HO                 | Mibelle Biochemistry | Active ingredient to help users regain fuller and denser looking hair            |
| Sodium Hydroxide, 10% Solution | –                    | pH adjuster  |
| JD Jojoba Silk-Like Powder     | Jojoba Desert        | <b>For greasy hair version only</b> - to help absorb excess oil                  |
| Beeswax                        | Natura-Tec           | <b>For dry hair version only</b> - to help add extra emolliency and film forming |

“ It is really exciting to win and all down to great teamwork. The last 30 minutes were a little stressful as we raced to complete our formulations and we can't wait to take our trophy back to our company! ”

**Alexandra Mignot, Formulation Project Leader JR, Nuxe Group**

# in-cosmetics® global

Barcelona • 31 March – 2 April 2020

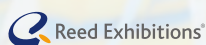
The leading global event for personal care ingredients



where personal care ingredients  
and creators come together

- **Cultivate** and consolidate existing business relationships under one roof
  - **Network** with new partners and generate lucrative new leads
- **Showcase** your products and your brand to the entire personal care industry
- **Create** a memorable brand impression to existing and potential customers

Organised by:



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