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COSMOPROF INDIA
Awards

Strategic partner **BEAUTYSTREETS**

2019

The finalists • Key trends • Market views

Welcome to the Cosmoprof India Awards



India, it is a market where beauty is seeing strong growth and where the potential for the sector's expansion is even stronger. It is time that this important market had its own high-profile awards, recognizing the best in beauty. Enter the Cosmoprof India Awards.

Cosmoprof India (organized by BolognaFiere and UBM) showed its confidence in the Indian market with the launch of trade show Cosmoprof India in Mumbai last year. Now, this year, it is reinforcing its commitment to the market with the debut of the Cosmoprof India Awards.

These new Awards, developed with Cosmoprof's strategic partner trend agency BEAUTYSTREAMS, aim to recognize and celebrate innovation and excellence in beauty. They reward all segments of the industry, from raw materials and formulation to packaging and finished products.

Some 103 companies entered products for this first edition of the Awards. A shortlist was drawn up, and the 20 finalists were judged by an 11-member jury, made up of Indian and international beauty executives, trend watchers and journalists. The jury judged the finalists on a strict set of criteria that included products' level of innovation, sustainable credentials, execution, as well as offline and online presence. The winners will be announced at a special gala Awards ceremony on June 12.

Being a Cosmoprof Award winner brings with it the hallmark of quality and a high-level of awareness internationally given that Cosmoprof is now a truly global event with shows in Europe (Bologna), North America (Las Vegas) and Asia (Hong Kong and India).

In this special issue, created in collaboration with Paris-based international trade publication *BW Confidential*, you can find out more about the finalists. This issue also highlights key trends that emerged from the competition and from the wider Indian beauty market, as well as views from the jury.

A big thank you to all who have taken part in the Awards and bravo to all the Cosmoprof India Awards finalists and winners!



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The Cosmoprof India Awards trophy Shining a light on innovation



The trophy for the Cosmoprof India Awards is intended to embody the innovation and creativity of the products in competition.

Designed by international agency Centdegrés, the inspiration was the idea of radiance and light, which saw the trophy take the form of a lamp-like object. The inside features different colored tones to symbolize make-up, skincare and fragrance formulas, while the outside represents the packaging.

The trophy has been created with two materials: blown tinted glass on the outside and tinted brass on the inside, in a bid to create an interesting and unusual visual effect. The trophy also features a sleek silver-colored metal base. The result is a simple, yet sophisticated, object.

This new trophy will be used for all of Cosmoprof's Awards, with only the color changing to reflect each region where the Awards take place (there are now Cosmoprof Awards in Europe at the Bologna show, in Asia at the Hong Kong and India shows and in North America at the Las Vegas show). For the Cosmoprof India Awards, a gold color has been chosen, a nod to the richness of the country's market and culture.



Inside the Awards

Organizers of the Cosmoprof India show, BolognaFiere Cosmoprof SpA general manager Enrico Zannini and UBM India managing director Yogesh Mudras talk about the aim of the Cosmoprof India Awards and what the prizes will bring to the market



Enrico Zannini
BolognaFiere Cosmoprof SpA
general manager



Yogesh Mudras
UBM India
managing director

Why launch the Cosmoprof India Awards?

Enrico Zannini: "Our Cosmoprof Awards, which are one of the main initiatives of the Cosmoprof international platform, celebrate excellence and innovation in the beauty industry globally. They are one of the most recognized awards for the sector, as they include all segments of the industry, from the supply chain to the finished product. Introducing this initiative at Cosmoprof India in 2019 is a way to reward investments in research, new technologies and innovative marketing strategies in the cosmetics sector in India. The Cosmoprof India Awards will reflect the main needs and features of the local market. The Indian beauty industry is highly influenced by traditional ingredients and treatments."

Yogesh Mudras: "The obsession over beauty is driving a boom in the global grooming industry and India is the newest hotspot. Riding on increasing awareness, purchasing power and a high premium placed on personal grooming, the cosmetics industry here is growing twice as fast as in the US and Europe—at a rate of 13% to 18%. The idea of launching the Cosmoprof India Awards on the sidelines of the exhibition is to recognize and bring those companies that have shaped this growing industry into the limelight."

What will the Awards bring to the show?

Enrico Zannini: "The Cosmoprof India Awards aim to celebrate the most innovative products from exhibiting companies. They will focus on the most interesting proposals, which will influence the Indian beauty industry in the future."

Yogesh Mudras: "The Cosmoprof India Awards aim to formally recognize the absolute best in beauty products. The idea is to celebrate innovation and honor excellence in packaging design and formulation. This will not only generate publicity for the participating companies, but will encourage the industry to innovate and formulate products that will facilitate growth."



The Awards' strategic partner and trend company BEAUTYSTREAMS founder and ceo Lan Vu shares her vision of the prizes and views on the innovations in competition

What are the benefits of the Awards for the finalists and winners?

Enrico Zannini: "Participating in the Awards will offer extra visibility to exhibitors among top international buyers, the press and influencers who will attend the exhibition."

Yogesh Mudras: "The Cosmoprof India Awards aim to elevate the participating companies' brand awareness through exposure to buyers, top retailers, media and bloggers. The finalists and winners will receive recognition on a global scale, which will be a valuable network-building opportunity. The finalists and winners will have the privilege of using a Finalist Seal or Winner Seal. The Cosmoprof India Awards seal is an indicator of quality which generates awareness and publicity for any product bearing it. They will also have the advantage of their products being showcased on the Cosmoprof Awards website throughout the year, along with online media coverage. Winners will be presented with a Cosmoprof Global Trophy and will also benefit from social-media coverage for three months after the show."

What type of companies and products are you looking to attract with the Awards?

Enrico Zannini: "All exhibiting companies can take part in the Cosmoprof India Awards. It is a good opportunity for international companies looking to enter the Indian market and for local exhibitors, who want to make their proposal more attractive for local distributors and export managers."

Yogesh Mudras: "We are looking to attract companies in the fields of branded and unbranded products and in accessories for haircare, make-up, skincare, antiaging, Ayurveda, personal care and fragrances. We are advocates of sustainability, and so would encourage product lines that are natural and organic. Companies that manufacture raw materials and those specializing in packaging and in formulations are also an essential part of the mix."

"The Indian market has great promise, with growth of 60% in the past five years. Since Cosmoprof India debuted in 2018, the show has grown to welcome more than 300 companies, representing nearly 40 countries.

The Cosmoprof India Awards showcase the most outstanding products and brands launched within the past 12 months. We are looking for the highest levels of innovation and for excellence behind the products, focusing on ingredients and benefits to the consumer, overall brand and concept, and superb marketing. Indian culture is a rich source of inspiration for the beauty industry, which the Awards aim to highlight.

Curated in collaboration with BEAUTYSTREAMS, the Cosmoprof India Awards provide a bird's eye view of the most advanced products and brands representing Cosmoprof India 2019. We are seeing an exciting range of products, including formulations that adapt to multi-ethnic skin tones, sophisticated treatments based on the Ayurvedic concept of harmony and balance, a wealth of multisensorial ingredients and textures, and, of course, 100% vegan formulations, which are quickly becoming 'the new normal'."

Market views

The Cosmoprof India Awards jury members share their views on the trends in Indian beauty and how they see the market developing



François Arpels
founder & managing
partner Brands & Beyond



Shahnaz Husain
founder, chairperson, md
Shahnaz Husain Group



Geeta Rao
founder
Geeta's List



Vivek Sahni
co-founder & ceo
Kama Ayurveda

On the Indian beauty market

Francois Arpels: "I see more opportunities than I see challenges in a market that is shifting from functional to more premium products, which is expected to grow above 20% per year for the next five years. Beauty lends itself easily to digital communication and tech-enabled offline and online distribution channels. As a result, the future for premium beauty in India looks promising, as it is relying on a more discerning, young, tech-savvy, ready-to-experiment middle-class population with increasing disposable income. The challenges for Indian beauty brands on the world stage are to remain focused on differentiated and quality products, and link innovation with Indian culture and traditions, such as Ayurveda."

Shahnaz Husain: "Awareness of beauty products and treatments is at an all-time high in India. The beauty and wellness industry in India is booming and there is tremendous potential for growth. The size of India's beauty and wellness market is around \$6.5bn and its compound annual growth rate has been around 18%. The beauty market in India is expected to treble in the next five years. The herbal trend has driven the growth. There is also a growing international market for alternative medicine and Ayurvedic or herbal beauty care, and so there is much potential growth for this globally. The challenge is to develop Ayurveda and other Indian brands to compete in the international market."

Geeta Rao: "The greatest challenges are for legacy international brands to share their brand stories in interesting ways with Indian consumers. Indian beauty brands also need to understand the marketing and brand building rules internationally."

Vivek Sahni: "India is a young nascent market [in terms of usage] which is not that familiar with beauty, so education is key. It's a very new market, but just as malls are dying in the rest of the world, in India malls really started [to take off] in the past five to 10 years, and the big ones are coming up now."

On trends & what works in India

Francois Arpels: "The clear winners will be brands in color cosmetics, skincare, haircare, and fragrances that rely on organic, herbal and ayurvedic products. Key trends are driven by both ends of the value cycle: Transparent sourcing for clean, sustainable and natural products, and an experiential proposition based on new and convenient formats, customization, and digital communication and distribution channels—all while maintaining an attractive price."

Shahnaz Husain: "Going organic and eco-friendly are the trends that will mark the coming years. There is already a definite shift towards natural products and those free from parabens, sulfates, mineral oil and synthetic colors. Greater awareness of the link between

good health and beauty is influencing the demand for organic products. According to Franchise India, the organic products market in India is expected to reach Rs10,000-Rs12,000 crore (\$1.43bn-\$1.72bn) by 2020. Men's personal-care products and anti-aging treatments are also slated for growth."

Geeta Rao: "Ayurveda is what we must own on the world stage more aggressively. I don't mean a sort of 'Ayurveda lite,' but the rich repertoire of traditional knowledge that we have. This is happening and will continue to pick up momentum. Japan and Korea are great examples of countries that have managed the transition and have become leaders. The biggest opportunities will come from naturals, including niche offerings like halal and vegan beauty, and in anti-aging wellbeing" [Among millennials] laser hair removal is growing in popularity, weight loss is a concern, and healthy glowing skin is a great aspiration. Male grooming is also becoming important, while the bridal market is a huge segment for brands to play in if they can do it right."

Vivek Sahni: "Being an authentic Ayurvedic brand is absolutely essential in this market. Also, social media is becoming extremely important to beauty, and what is interesting is social media in local languages, other than English. There are so many new apps now developed in regional languages. They have incredible traction and are becoming increasingly important in terms of brand communication. Youtube in India is huge—India has one of the largest consumption levels in Asia"

On Cosmoprof India & the Awards

Shahnaz Husain: "Cosmoprof India will put the Indian beauty business in touch with Cosmoprof's international beauty community and provide opportunities for growth and for showcasing products."

Geeta Rao: "The market needs as many industry awards and events as possible so that we can work towards setting industry standards for all aspects of our business: Quality, international networks, knowledge sharing and ethics. I have followed Cosmoprof in different markets, so agreeing to be on the jury was an easy decision."

Vivek Sahni: "Cosmoprof is a great show, which is why I agreed to be on the Awards jury. It's important to have an international show in India—one of the fastest-growing markets in the world, so it's a good time for the show to be in the market."

“

The beauty market in India is expected to treble in the next five years. The herbal trend has driven the growth. There is also a growing international market for alternative medicine and Ayurvedic or herbal beauty care, and so there is much potential growth for this globally

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Shahnaz Husain Group founder, chairperson, & md-
Shahnaz Husain

The Cosmoprof India Awards jury

An 11-member jury of Indian and international executives and journalists judged the finalists of the Cosmoprof India Awards. The jury was curated by BEAUTYSTREAMS.

François Arpels founder & managing partner
Brands & Beyond (India)

Rekha Chaudhari president & managing director
Online Wellness (India)

Shahnaz Husain founder, chairperson, managing
director Shahnaz Husain Group (India)

Elie Papiernik design director, managing partner
Centdegrés (France)

Renee Parker head of Luxury Beauty Amazon (UK)

Oonagh Phillips editor in chief BW Confidential (France)

Roberto Pissimiglia director, Estetica Magazine (Italy)

Geeta Rao founder Geeta's List (India)

Vivek Sahni co-founder/ceo Kama Ayurveda (India)

Claudia Stagno editor in chief Export Magazine (Italy)

Lan Vu founder/ceo BEAUTYSTREAMS (US)

Trend showcase

Entries to the first edition of the Cosmoprof India Awards shine a light on trends at the forefront of the beauty industry

Superfood forward

Cosmetics based on, or inspired by superfoods, especially fruits and vegetables, are a strong trend and were much in evidence among the Awards entries. Italy's Tricobiotos has come out with Avocado Shot, which it describes as a superfood serum for the hair, enriched with avocado extract. Another finalist, Farmskin plays on the food theme, with its Superfood Salad for Skin, a skincare range that combines superfoods, such as beets or tomatoes with colostrum.

Application transfer

A number of companies have sought to replicate the success of face masks in other product categories. This was the case with an innovative entry in the awards from Ikoo Infusions' Ikoo Thermal Treatment Wrap. Just as a sheet mask is applied to the face, Ikoo's wrap is applied to the hair to provide treatment. The formula is contained in the single-use wrap and is activated by the heat generated by the head, which allows ingredients to penetrate the hair. The company says this is a completely new way of applying hair treatment.

Re-use, recycle

The award entries showed some interesting takes on the sustainability trend. Italian company Pink Frogs has recycled production waste from coffee company Lavazza for its Coffee Scrub. In a bid to take the guesswoWrk out of which parts of a pack can be recycled, pack company HCT has come up with a mono-material compact made from 100% PET. The pack also features a hole in the bottom to make it easy for the consumer to pop out the product pan and recycle the compact.

Fresh, fresh...and exciting

There is consumer demand for fresh ingredients that keep their potency and effectiveness. Italy's Mediterranea Cosmetics sought to respond to this with its Unica Lux Serum. The serum's active ingredients come in small black pearls and in a gel, which are only blended together upon pressing the bottle's pump. This means the ingredients are preserved right up until the moment the product is applied.

Vegan & natural

Vegan beauty was a key theme among Awards entries. Increasingly, companies are looking to back up their vegan credentials with certification, as with the Previa Reconstruct hair treatment line, which is approved by animal rights organization PETA. Industry watchers say vegan formulas will come to be seen as standard by consumers, rather than the products' main selling points. This can already be seen with more suppliers now offering vegan formulas, but highlighting other properties as the key innovation. Vegan formulas often go hand-in-hand with claims of natural and non-toxic ingredients. This can be seen with KeraCoffee's Maximum Straightener hair straightening formula, which is free from formaldehyde and includes organic ingredients, in addition to being vegan.

Flavor of India

Trends from India came through strongly in the Awards entries. There were numerous products in the hair treatment segment, given the importance of this category in the country. There were also a number of Ayurveda-based products, as well as innovations in the skin whitening and brightening segment.

Gentle & respectful

The need for gentler formulas was a highlight among the entries. This was especially the case in the nail and haircare categories, which often come in for criticism for using harsh chemicals. US-based Gelish's Polygel for nails for example, is said to be odorless and produces no airborne dust. Haircare company Pettenon's No Yellow Ocean Collection also claims its formulas for its limited-edition shampoo and mask treat blonde hair in a responsible way, by using algae farmed sustainably from the Pacific Ocean. Also in hair, and playing on the idea of gentle formulas, was Inebrya's (Pettenon Cosmetics) Sakura Restorative Mask, which claims to produce a feeling of wellbeing.

Personalized & inclusive

One of the most interesting products playing on the personalization trend and the demand for wide ranging shades of product that cater to all ethnicities was Ancorotti's Multi-Tecnic Foundation. The foundation is white in appearance, but changes color to adapt to the user's skin tone once applied.

CosmoTrends

As strategic partner for CosmoTrends, global beauty trend agency BEAUTYSTREAMS creates trend reports for all Cosmoprof shows worldwide. This year, BEAUTYSTREAMS is excited to announce that it will create the trend report for Cosmoprof India, featuring the most innovative products among the show's exhibitors.

A committee of BEAUTYSTREAMS experts in Paris, New York, São Paulo and Asia evaluates each submission for the Cosmoprof India Awards, and analyzes the innovations. During the show, a team of BEAUTYSTREAMS editors scours the show halls and interviews exhibitors, looking for noteworthy trends and innovations. After the show, the editors meet to compare notes, and compile the CosmoTrends report. The report will be available to download by mid-July.

Cosmoprof India Awards 2019 - The Finalists

Hair

Iko Infusions Iko Thermal Treatment Wrap Beauty Essentials Marketing



Iko's Thermal Treatment Wrap, from German company Iko Infusions uses a patented technology that captures heat emanating from the scalp to activate the

natural ingredients infused in the wrap, which allows the formula to penetrate the hair. Consumers apply the wrap, which comes in single-dose sachets, after washing their hair, seal it with the sticker provided and leave it on for 15-20 minutes. The wrap has been likened to the application of sheet masks to the face, and is said to be a new way to apply hair treatment. The wrap comes in three versions: Hydrate and Shine, Color Protect & Repair and Detox and Balance.

Stand: C26 Hall 4

Avocado Shot – Tricobiotos



This hair serum from Italian company Tricobiotos claims to be the first on the market with a high concentration of a pure superfood—avocado.

This single-dose no-rinse serum includes

Omega 3 in addition to avocado extract for a formula that claims to hydrate and protect the hair. The company says that its light and fluid texture also penetrates quickly into the hair. The formula's single dose phial format also makes for easy use at home or at the salon.

Stand: E37 Hall 4

Sakura Restorative Mask – Inebrya



The 100% vegan Sakura Restorative Mask by Italian brand Inebrya (part of Pettenon Cosmetics), is a gel-mask treatment that works to hydrate and regenerate both the hair and scalp. Inspired by the Sakura cherry blossom season in Japan, the

mask is also enriched with cherry blossom extract. The formula is said to contain 96% natural ingredients. The gel texture claims to be refreshing when applied to the hair and provide a sense of wellbeing when massaged into the scalp. The gel can be applied to all hair types as a pre-shampoo product, or as a conditioning treatment on dry, damaged or bleached hair after shampooing.

Stand: C37 Hall 4

KeraCoffee Vegan Maximum Straightener Beox Professional



The vegan and gentle formula is central to this hair straightening product marketed by Brazilian company Beox Professional. The product is formaldehyde-free and contains natural and organic ingredients, such as coffee extract, essential oils

and proteins to reinforce the hair fiber and align the hair shafts to reduce

volume. The packaging is another standout feature. The grab-and-go ergonomic design is said to be fast and easy to use by hair professionals.

Stand: F32 Hall 4

Cosmoprof India Awards 2019 - The Finalists

Make-up & Nail

Gelish Polygel – Streamline Services India

This nail enhancement product from Gelish, is neither an acrylic nor a hard gel, but is said to combine the best of both. With a unique putty-like consistency, Gelish Polygel provides an even nail color with a smooth polished finish. It is said to be easier to use than other nail products and creates virtually no dust. Unlike acrylic it is odorless. The slip solution used to sculpt the PolyGel has a unique texture and was inspired by the slip liquid used by ceramicists. It comes with a double-ended PolyTool with a spatula end to slice off the product and apply it to the nails, and a brush side to move it into place.

Stand: C06 Hall 4



Mintree Nail Armstrong Mani/Pedi Mintree Lifestyle and Beauty



Nail Armstrong is an eight-step manicure and pedicure ritual by India-based Mintree Premier Lifestyle and Beauty focused on strengthening the nail. It is available in two fragrances and uses Biotin and oils to strengthen and nourish the nails.

The company says its two stand-out products are: The nourishing soak in the form of a sustainable bath bomb stick, and a nail strengthening gel with nano-nail elixir sourced from Brazil. The combined eight-step treatments are said to help strengthen the nails, reduce yellowness, prevent chipping and breaking and nourish the skin.

Stand: D07 Hall 4

Swati Cosmetic Lenses – Swati Cosmetics



This line of cosmetic contact lenses, launched by Swedish company Swati Cosmetics in February 2019, work with the wearer's eye color to create a natural-looking shade unique to them. The company says it has filled

a gap in the market by coming up with natural colors (rather than extreme shades) that are safe. The lenses have received FDA approval and are manufactured to international safety standards. The lenses come in a total of eight shades.

Stand: C25 Hall 4

Synaa 2-in-1 Kajal & Eyeliner Herbal Dream Ayurveda Creations



This waterproof and smudge-proof kajal and eyeliner combination promises high coverage with a semi-matt texture, and long-lasting results: 10 hours for the eyeliner and six hours for the kajal. The key ingredient

is chamomile flower extract, which contains natural antioxidants, is anti-inflammatory and does not irritate the eye. Offering a smooth application of even color, the formula is said to be easy-to-use and also easy to blend. The two products contain no animal-derived ingredients or harmful chemicals.

Stand: B38 Hall 4

Cosmoprof India Awards 2019 - The Finalists

Skincare Personal Care and Fragrances

Ozone Intenso Hydrate Cocoa Body Polishing Kit Ozone Ayurvedics



The Ozone Intenso Hydrate Cocoa Body Polishing kit by India-based Ozone Ayurvedics contains products based on the Ayurvedic

concept of balance and harmony. The products claim to be 100% organic and contain combinations of cocoa and essential oils to moisturize, nourish and detoxify the skin. Products include a skin clarifying and soothing body oil, a firming and nourishing body cream, sculpting body mask and a rich body serum. The kit also claims to treat cellulite-prone skin, prevent excessive pigmentation and lighten skin tone, leaving it hydrated with a natural radiance.

Stand: D37 Hall 4

Pro Derma Care AHA White Facial Kit The Body Care



The seven-step professional treatment kit, by Indian company The Body Care, targets pigmentation and dark spots to even out skin tone and brighten the complexion. The kit includes: A cleanser, preparation serum, peel mask, massage

cream, face mask, serum and sunscreen. The products for home use include a whitening face wash and hydrating and repair cream. The three key innovations of the kit are: The chemical exfoliation that boosts moisturization and increases the rate of exfoliation; the application of a serum before exfoliation and the use of an exfoliating serum at the end of the treatment to ensure that exfoliation continues for days.

Stand: A25 Hall 4

Superfood Salad for Skin – Farmskin



Superfood Salad for Skin from South Korean company Farmskin combines nutrients from superfoods with colostrum to create fresh skincare masks. The company describes itself as a colostrum-specialized cosmetics brand, whose skincare preserve the original

nutrients of colostrum using a patented technology. The superfood ingredients include tomato beet and kale. The sheet mask is made from eco-friendly cellulose.

Stand: C43 Hall 4

Unica Lux Serum – Mediterranea Cosmetics



The Unica Lux Serum by Italian company Mediterranea Cosmetics uses a new flacon pump system to combine the ingredients in the formula just before application to preserve their effectiveness. The bottle contains tiny black pearls filled with active ingredients to stimulate and reactivate collagen and elastin. The pearls are suspended in a gel containing a peptide that claims

to stimulate collagen production and has an anti-oxidant function. Pressing the pump instantly combines the gel and pearls to create a silky textured serum.

Stand: F20 Hall

Cosmoprof India Awards 2019 - The Finalists

Sustainable

No Yellow Ocean Collection – Pettenon Cosmetics



Italian company Pettenon has come up with a limited-edition of a shampoo and mask for blonde hair. The products boast sea-friendly active ingredients (algae extract from the Pacific Ocean) in a bid to cater

to blonde haircare needs in a responsible way. The company says that algae is hand-picked from farms with respect for the environment.

Stand: C37 Hall 4

Previa Reconstruct Beauty Essentials Marketing



Combining luxury and sustainability, Previa Reconstruct haircare from Previa is innovative for as much as it leaves out as what it puts in. The '0% harsh chemicals' approach means that it contains no ingredients of animal origin, artificial color, aggressive surfactants, parabens, mineral oils or petroleum derivatives. The formula is claimed to be a hydrating treatment for dry and brittle hair that includes premium ingredients, such as organic White Alba Truffle. Previa has also taken a sustainable approach to the packaging, using FSC certified paper and green polyethylene obtained from sugar cane. Previa Reconstruct is cruelty free, vegan and is signed up to PETA's program "Beauty Without Bunnies."

Stand: C26 Hall 4

Sustainable Coffee Scrub – Pink Frogs



Italian company Pink Frogs has created a facial coffee scrub using production waste from coffee company Lavazza. The scrub contains exfoliating microparticles of real coffee that turn onto a milky formula once

in contact with water. Some 99.9% of ingredients come from natural origins, and the product contains only 3.25% of water ensuring a lower environmental impact than many other exfoliators on the market. It is manufactured using a cold production process that emits less CO2 and the packaging is refillable, cutting down on post-consumer waste.

Stand: C60 Hall

The Vero Compact – HCT Group



Packaging company HCT Group's The Vero Compact is a mono-material make-up compact that has been designed to be easily recycled. It uses 100% PET plastic, which is one of the most recycled plastics in the world,

and also has a hole at the bottom to make it easier for consumers to pop out the product pan and recycle it in one step. The compact is also available in three different types of 100% PCR (Post-Consumer Recycled) materials. The product is a stock design making it an affordable environmental pack, as well as a good option for time-pressed clients.

Stand: D59 Hall 4

Cosmoprof India Awards 2019 - The Finalists

Innovation and Design for the Supply Chain

Bouncy Mousse Eye Shadow – Italcosmetici



Italy-based Italcosmetici has come up with an innovative texture for this 100% vegan eye shadow. The buildable mousse texture is ultra creamy and what the company

calls bouncy due to a special ingredient incorporated into the formula. Its buttery consistency also gives it a luxurious quality. However, despite its creamy texture, the product is 65% water based. It can be applied or blended either using a brush or fingertips and sets quickly, providing long-lasting results.

Stand: D60 Hall 4

Hypnotic Glow Duet – Regi



This compact duo from Italian contract manufacturer Regi combines two technological advances in one product. The bottom highlighter features Collision Technology that coats metal flakes with emollient and

conditioning esters, which are then worked into the base. The top highlighter features Chromaticity Technology whereby a network of polymer droplets transforms pearls into a pliable sheen of radiant color that blurs imperfections, while sealing moisture into the skin. The pigment-free formula promises luminosity and translucency.

Stand: E54 Hall 4

Lipstick Case – Innovative Group



Packaging company Innovative Group claims to have come out with the first-ever rotating lipstick case. Unlike standard lipstick cases, this rotating case does not need a separate cap thanks to a flip-top mechanism. This mechanism minimizes the risk of the lipstick drying out or being broken and

the problem of lost lipstick lids. The sleek design with dual color finish imparts a premium aspect. A creative design with real consumer benefits.

Stand: A61 Hall 4

Multi-Tecnic Foundation SFC015-00 Ancorotti Cosmetics



This innovative foundation from Italy-based Ancorotti gives new meaning to the idea of personalized products, wide shade ranges and an inclusive offer. The Multi-Tecnic Foundation is described as a 'universal foundation' that is white,

but transforms into a shade to match the wearer's skin when applied. This is due to a formula with special pigments. The

foundation is also vegan. The 'eggy pack' design allows brands to add a range of accessories (such as handles for example) to customize the product.

Stand: C64 Hall 4

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