

COSMETIC360[®]

THE GLOBAL SHOWCASE FOR INNOVATION IN FRAGRANCE AND COSMETICS

EXPLORE INNOVATION
NETWORK WORLDWIDE
DEVELOP PARTNERSHIPS

16.17
OCT
2019

5^{ème}
ÉDITION

PARIS
CARROUSEL
DU LOUVRE

**2019 POST-SHOW
REPORT**

THIS IS COSMETIC 360

A real hub for exchanges and discovery, Cosmetic 360 is the place to find out about the latest innovations shaping tomorrow's beauty trends in the fragrance and cosmetics industry.

Cosmetic 360 stands out for its original concept, bringing together movers and shakers in the industry around the theme of innovation: raw materials, formulation, packaging, testing and analyses, end products, logistic, distribution, etc.

All forms of innovation are concerned: processes, marketing, technology, products, services, etc.

KEY STATISTICS



More than
5,000 unique visitors
(+10% vs 2018)



70 countries represented
 $\frac{1}{4}$ **international** visitors



220 exhibitors, including:

- > **30** start-ups
- > **6** major multinationals
- > **30%** international
- > **6 winners** at the Cosmetic 360 Awards
(recognized by the international trade press)

MEDIA COVERAGE



"Le salon Cosmetic 360 dans la cour des grands"

("The Cosmetic 360 trade fair in the big leagues")

CosmétiqueHebdo

**487
french
articles**

**100
international
media outlets**



"Personalised cosmetics that aim to be environmentally friendly, from raw materials to packaging—at the Cosmetic 360 innovation fair, held in Paris this week, the future is about green and made-to-measure products."

BFM TV



"Cosmetic 360, la feria de la innovación en cosmética y perfume"

("Cosmetic 360, the trade fair for innovation in cosmetics and perfume")

BeautyMarket.es

**235
international
articles**

**536,989
impressions
TWITTER**



**603,946
impressions
LINKEDIN**



**"Cosmetic 360 Trade Show
Spotlighted Innovation"**

wwd.com

EXHIBITOR PROFILES

220 EXHIBITORS
ACROSS SIX CATEGORIES OF EXPERTISE

RETAIL & BRANDS

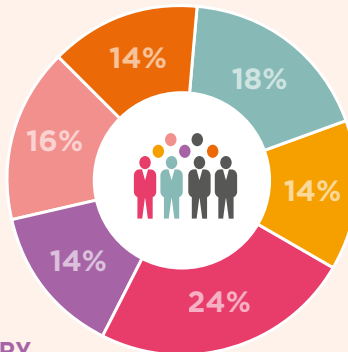
Connected beauty, scents, smart data, IoT, distributors, online sales, customization, perfumes, brands, skin care, makeup, certification, consumer experience, organic cosmetics

RAW MATERIALS

Extraction, green chemistry, active ingredients, antimicrobials, anti-ageing, biotechnology, ingredients, essential oils, antioxidants

TESTING & ANALYSES

Containers, sensory/emotional analysis, consumer tests, imaging, odour evaluation, efficacy test, skin/hair analysis, 3D skin models



PACKAGING & MANUFACTURING EQUIPMENT

Digital printing, filling systems, eco-responsible, traceability, robotics, industrial machines, laser, engraving, packaging, samples, white label

COSMETICS INDUSTRY SUPPORT FUNCTIONS

Services, software, web agency, data collection, regulations, incubator, marketplace, research programme, full service, logistics, cloud

OEM, FORMULATION, LABORATORY EQUIPMENT

Masks, textures, manufacturers, formula, makeup, sun protection, creams, colour, full service

INNOVATE – NETWORK

OPEN INNOVATION

A unique service that promotes new collaborations between project leaders and major buyers.



- 6 internationally renowned groups
- 2 days
- 180 meetings

“Cosmetic 360 is among the fairs that allow us to meet people who are project leaders and looking to get in touch with industrial groups like us” **A. Makowska**, Scientific communications project manager at L'Oréal.

CONFERENCE SESSIONS

“Activist Beauty”



A conference programme dedicated to CSR, a key theme for the industry.

Specialized conferences on ‘Activist Beauty’ for the entire industry. 11 leading experts presented their forward-looking vision of the industry to help you understand the challenges of tomorrow.

HACKATHON CHALLENGE

1 challenge on the theme “Sustainable Beauty” – 350 applicants – 44 prestigious schools – 35 students selected – 7 teams – 1 winner.



The team from IPAG Business School was recognized by the jury, composed of representatives from LVMH and its Maisons: Dior Parfums, Guerlain, Sephora and Kenzo Parfums, for the project named OASHE, which involves recycling unsold perfumes.

“An extraordinary human experience, an exceptional challenge unlike any other.. A two-days Hackathon which ended with a great victory! [...] The competition is over, but the adventure has just begun...” **O. Demenat**, Winner team.

INNOVATE – NETWORK

“Cosmetic 360 was by far the best and most dynamic innovation fair we participated in, we benefited a lot!” Glynic, start-up exhibitor at Cosmetic 360.



GALA DINNER

An exceptional evening at Le Lido de Paris, open to all exhibitors and visitors to pursue professional discussions while expanding your network in a delightful, refined setting.

INNOVATE – NETWORK

DECIPHERING THE IMPACT OF FUTURE TRENDS

Through an influencer country

The United States in 2019:

- GAFA & New consumption patterns
- Uberization of the beauty industry
- Influencers in digital media & Indie brands
- New lifestyle & Wellness trends
- CBD & Cosmetics...



START-UP VILLAGE

The Start-up zone and “Solutions Start-up”, tailored services for industry newcomers.

The Start-up zone allows young talents (under 5 years old) to get an extraordinary exposure and develop a strong network.

The “Solutions Start-up” pop-up accelerator provides support and expert advice, for start-ups, from: The Beauty Tech Network, Banks, Cosmetic Angels, Public Mentors, Start-up Accelerator and Incubator, etc.



TECH CORNER

Where research meets industry

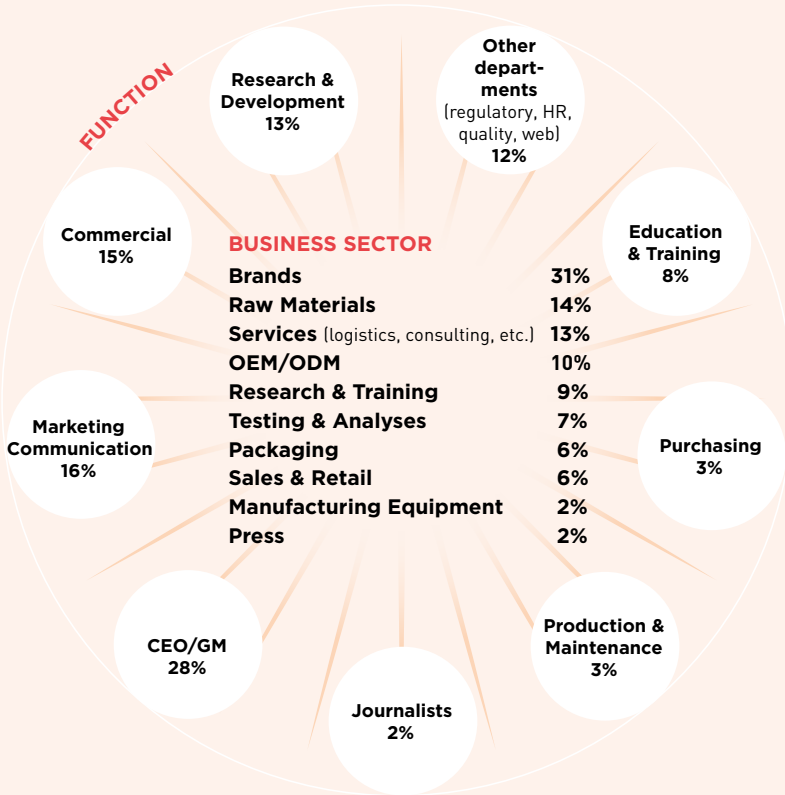
To discover the latest developments from the French National Centre for Scientific Research (CNRS) that can be applied to the beauty industry.

An exclusive presentation of the PaperTouch manufacturing system, a new technology for smart, interactive, touch-sensitive, light-up packaging.

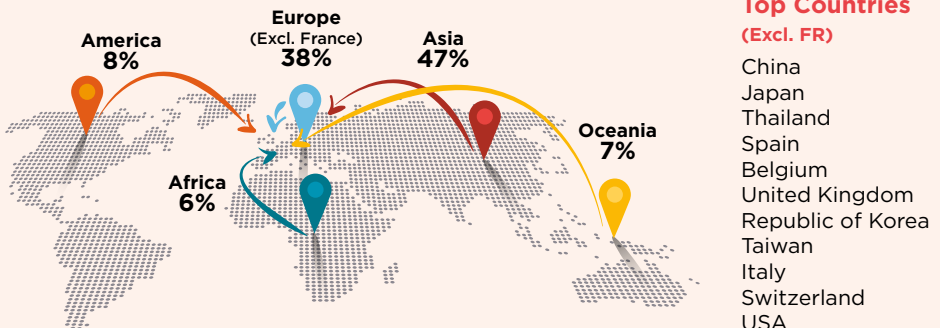


VISITOR PROFILES

MORE THAN 5,000 INTERNATIONAL DECISION-MAKERS
FROM ALL THROUGHOUT THE FRAGRANCE
AND COSMETICS VALUE CHAIN



25% INTERNATIONAL VISITORS, FROM 70 COUNTRIES





CARROUSEL DU LOUVRE
PARIS2020
OCTOBER
14-15

COSMETIC360[®]

EXPLORING INNOVATION

TO GO FURTHER:
COSMETIC360
week

**3 days in addition
to the trade show**
(Laboratory, Retail... tours)

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