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Pavilions from China and Thailand (top to bottom)

Cosmoprof Asia, 2008 this November was far more action packed than previous years. As the global economic situation worsens, exhibitors and attendees were conscious of making the best deals and using the platform for exchange to best advantage. "Cosmoprof Asia has become a strategic place to be at a time when the industry is questioning its future," Laura Zaccagnini, International Affairs Manager, Sogecos Spa, commented at the inaugural press conference. Many of the global top trade publications, including *Salon India* attended Cosmoprof to chronicle beauty trends and for an exchange of views with CEOs and leaders of companies represented at the show; to look back at the changing scenario of 2008 and ahead at the coming year. Some highlights, as chronicled by our team:

Show participation
 There were 1,357 exhibiting companies (an increase from 1,265 in 2007) and 39,467 attendees (6.44 percent more than the previous year). These included importers, distributors, hair and beauty salon owners and spas, as well as global beauty leaders, all under one roof. Country pavilions that represented large numbers included Australia, China, France, Germany, Italy, Thailand Switzerland, Taiwan, Thailand, the UK, USA, etc.

New brands at the show
 New and innovative brands included Alcan, HCP, Interecos, Rexam, Dermalogica, Dibi, Germaine De Capuccini, LPG, Babyllas, Lakmé, Takara Belmont, Elcos, Asia Pacific, Bioline, Aska, Giffarine and many more.

New logo
 Cosmoprof has changed its logo as well as the colors, with a new lighter font and a changed advertising campaign. The result: a more dynamic look, the organizers tell us.

India on the cards
 An important announcement: Cosmoprof is now looking seriously at the Indian market and will make its first committed move in 2010. This may be in the form of seminars and day conferences as it will do in China next year. "There will also be an opportunity to meet with peers, network and discuss business opportunities," says Laura Zaccagnini. Look out for further announcements confirming dates and finer details.

Natural trends
 Natural products were an important trend at the show, particularly with the Australian pavilions and brands such as Nature's Gold and Indio, a fast growing brand on the international market. Indio, launched only in January this year is already in 240 outlets, and will be in Korea, Singapore and



Natural products from Australia (Nature's Gold) and Spain (Svayndor) (top)

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Alisei Bionte (top) and Israeli brand Mineral Flowers (second from top). Packaging trends from China (bottom two)

UK within the year. They are studying the Indian market for growth as well. "The brand is an aesthetician's choice, perfect for the professional market," says Indo Sales Director Scott Michaelson. Mineral care lines in make-up, a big trend in the West were a big attraction. Israeli brand Mineral flowers, took the concept one step further to show off chrysanthemums and other flower based products.

Beauty salon management

An interesting seminar for those aspiring to open salons and others grappling with running an existing one. Annie Fung, International Spa and Beauty Lecturer, Owner of More Than Skin Urban Spa offered professional guidelines and information on salon operations and business development. Her advice:

- Ensure the branding of your product
- Create customer loyalty for your brand
- Look for partnerships that can help in brand building
- Study the competition and ensure your own strengths
- Be careful about the products you use in your spa/salon
- Determine the best support and training for the staff, especially for product usage

Packaging

An array of packaging displays that can change the entire positioning of a product. Clearer transparent packaging

and metallics vied for attention within the larger theme of sustainable, environment-friendly packaging. Lipstick cases with a metallic finish and mirrors at strategic angles continue to be a trend.

Olympics of hairdressing

The OMC Asia Cup 2008, known as the Olympics of Hairdressing, was held for the first time in Hong Kong. The two day tournament attracted more than 1,000 professionals. Held in conjunction with Cosmoprof Asia, Organisation Mondiale Coiffure (OMC) and the Hong Kong Hairdesigners Associations, the competition had more than 300 participants from different countries. Blossom Kochhar, President of the Indian Hairdressers Association and of the Indian chapter of the OMC was one of the judges at the event. Kochhar explains: "The first day was about technical aspects and the second was fashion. We thought it was important to show off the street looks that hairdressers need to keep in mind." Some of the key styles that emerged from the event: Asymmetric looks are very much in, but with a soft finish. Blonde highlights in dark hair. Burgundy colors in hair work well with dark skin.

Looking ahead

Cosmoprof Asia will be held next year from November 11 to 13, 2009 in Hong Kong. 🌐



The OMC Asia Cup 2008 with styling showcased by Pivot Point