

Publication:	Style Speak
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Country:	India



Event

Cosmoprof Asia 2008

Beauty, trends and business Oriented

COSMOPROF ASIA, the premier beauty event in the Asia Pacific region, will be held between Nov12th to 14th, at the Hong Kong Convention & Exhibition Centre.

Now in its 13th year, this trendsetting event just like each year, confirms its global role as the world's 2nd most important beauty event.

With exhibitors from almost 40 countries and regions displaying the newest trends in beauty, 17 national and group pavilions will showcase distinctive products of their countries. Nearly 40,000 qualified visitors from 100 countries and a wide range of international buyers are expected to visit the show. And this year, the International Buyer Programme, will focus on attracting buyers from India, Japan and Australia.

Themed areas to make sourcing easy

The exhibits have been divided into 5 themed sectors to provide buyers and visitors with a tailor-made and more effective sourcing platform as follows:

Retail-Distribution : Perfumery, Cosmetics & Toiletries

Natural Health: The Asian laboratory to healthy living

Pack: Packaging, Raw Materials, Machinery, Private Label and Contract Manufacturing

Beauty Salon: Beauty Salon products and equipment for professional use

Hair Salon: Hair Salon products and equipment for professional use

a unique educational opportunity

OMC Asia Zone Cup Open 2008

12-13 November, 09:30-18:30

Organised by the Organisation Mondiale Coiffure (OMC) and the Hong Kong Hairdesigners Association, the OMC Asia Zone cup will in addition to the main competition, feature inspiring product innovations and creativity, the latest educational creative programmes and fashion forecasts.

Personal Care & Cosmetics Ingredients Seminar

12 November, 14:00-16:00

This seminar aims to educate and guide Personal Care/ Cosmetic Products enterprises about the relevant technology and application issues in the industry relating to the market, regulations, ingredients, R&D, processing, etc.

A New Brave World: Consumer Choice, Realisation and Market Trends Seminar

12 November, 14:30-16:00;

The focus will be on the evolution of the health food industry, with particular reference to Asia.

Beauty Salon Management Seminar

12 November, 16:00-18:00; Rooms 204-205

A specialised beauty salon management event that aims to offer professional guidance and information about salon operations and business development.

How to Enter the Chinese Cosmetics Market- Regulations and Problems Encounter Seminar

13 November, 09:30-11:30

The seminar provides a comprehensive overview of all rules & regulations, as well as related solutions, that professionals are required to know in order to enter the Chinese cosmetics market.

Spa and Wellness Beyond 2010 Conference

13 November, 10:00-18:00;

The seminar represents a unique educational opportunity for all spa, beauty and wellness industry professionals, helping them to understand how to be successful and stay ahead in the fast-changing world of spas.

For more details about the event, please visit: www.cosmoprof-asia.com



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**Product Showcase
 Cosmoprof Asia '08**

Company: Frenchtop Natural Care Products
 Product: Hennaplus Colour Boost
 Country: Netherlands
 Function: It offers superior colour maintenance by enriching and refreshing natural or coloured hair in-between colourings. Its unique ammonia and peroxide free formula with Colour match technology revives the hair colour, making it intensive, lively, fresh and sparkling once again. Camouflages first grey hairs and outgrowth. Botanical herbs and conditioning ingredients offer superior care and gloss. Available in 9 colour variants.



Company: Tecno Elettra
 Product: Kompact Turbo 3600 Tourmaline
 Origin: Italy
 Functions: It is the shortest compact hairdryer of the market. Tourmaline is a precious stone that's ground into a fine powder, then infused into the heating element of the tourmaline hairdryer. Its high negative ion output creates sleeker, shinier, frizz-free hair.



Company: Helen Seward-ICSEA
 Product: MEDITER REMEDY
 Origin: Italy
 Function: REMEDY Multi-Active Programme: ANTI-AGE Programme for the Progressive Reconstruction of Hair. Remedy is the exclusive, professional treatment dedicated to a complete and long-lasting reconstruction of hair, which effectively acts from the depth of the hair fibre to the surface of the cuticle. Remedy represents a decisive solution for all problems connected to hair weakening, recommended each time the hair is particularly damaged and lifeless.



Company: Valika Cosmetic
 Product: Soft Solution Face Powder
 Origin: Korea
 Function: ACASI is new designed and surpassing the normal standards of quality. And the ACASI Makeup Collection is for professional.



Company: PHOENIX Beauty Equipment Ltd
 Product: Epilar System
 Country: Denmark
 Functions: Ideal for permanent hair reduction. It can be used for all type and color of skin.

Company: DANNÉ Montague-King
 Product: DANNÉ Bihaku Skin Brightening Treatment
 Country: USA
 Function: It is a professional program designed to help regain a brighter, more even complexion. Bihaku can either be a singular treatment to brighten the skin or a treatment program over a period of ten days to even out skin tone.



Company: Liberta Co. Ltd.
 Product: Baby Foot
 Origin: Japan
 Functions: Baby Foot is highly recommended to solve sole problems. It is easy with 3 steps - wearing, soaking the foot in the gel and washing it away, and it takes only 5 days or up to 2 weeks to remove all the dead skin cells from the sole by surprise.

For more details on products at the show please visit: www.cosmoprof-asia.com

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Company: Mirage Cosmetics, Inc.
 Product: freshMinerals
 Country: USA
 Function: Mineral makeup product contains a mixture of minerals and natural pigments. The ingredients are micronized. With no oils, fragrances, fillers, chemicals or synthetic ingredients, the powder will not block pores. It is specifically designed to allow the skin to breathe.

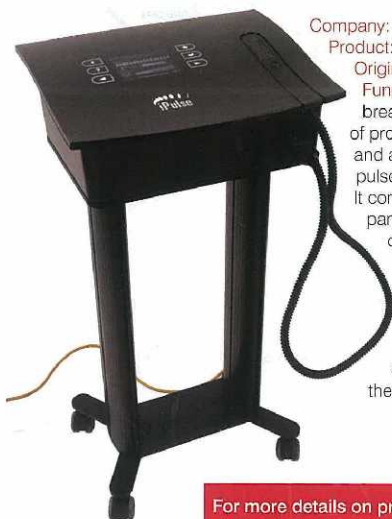


Company: Oasis Techno-Beauty Company Limited
 Product: Eporex K69 Mesotherapy (Needle-free) Based Treatment
 Origin: Italy
 Function: Effective, Pain-free, Long-lasting! Eporex Mesotherapy (needle-free) is helping men and women all over the world to

transform the way they look and feel, combining the latest in transdermal delivery technology with aesthetic mesotherapy protocols, providing effective and pain-free treatments with long-lasting results.



Company: Takara Belmont Corporation
 Product: YUME DX
 Origin: Japan
 Functions: Ahead of the times. The relaxation of the future. No longer do the best salons just offer shampoos and haircuts. Deepened and diversified relaxation menus are de rigueur. Salons who provide the more sophisticated "Head Spa" will offer their customers complete beauty and respite. YUME DX is made to realize these ideals in your salon.



Company: CyDen Limited
 Product: iPulse
 Origin: UK
 Function: iPulse™ is the latest breakthrough. The iPulse family of products provides effective and affordable intense square pulsed light (IPL) therapies. It combines spa luxury plus pampered care with the clinical effectiveness of our iPulse advanced technology. Only the iPulse experience provides the safest, most effective, and supremely comfortable treatments to the most patient skin types.



Company: Algotherrm
 Product: Inosensi Protective Caress Fluid
 Origin: France
 Functions: Ino Sensi Protective Caress Fluid is the ideal skin care product to restore skin's equilibrium. Concentrated in protective, moisturizing and anti-free radicals ingredients, its formula allows forming a light film and improving skin's natural defenses and reactivity. Its corrective green pigments evens out the complexion and tone down redness. Pulling sensations and irritations are instantly reduced and soothed after application. It makes skin supple and soft.



Company: Palladio Beauty Group
 Product: Palladio Herbal Cosmetics
 Origin: USA
 Functions: Enriched with Rice Powder and herbal and vitamin enriched ingredients. Formulated for all skin types, enriched with natural antioxidants and herbal ingredients to help produce elasticity in the skin. Helps prevent the signs of aging.

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