



15TH ANNIVERSARY

1996-2010: COSMOPROF ASIA CELEBRATES 15 YEARS OF SUCCESS

**Press Release
For Immediate Release
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Cosmoprof Asia celebrates its 15th Anniversary this year, affirming its role as the leading beauty, health and wellness event for the Asia Pacific. The exhibition will take place from 10th to 12th November 2010. More than 1,500 exhibiting companies will take up 54,000 sqm at the Hong Kong Convention and Exhibition Centre to showcase their excellence to more than 41,000 expected visitors.

18 country and group pavilions are confirmed to-date: Australia, Belgium, mainland China, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, Poland, Singapore, Spain, Switzerland, the Taiwan region, Thailand, UK and USA.

International Buyers Programme:

On the strong request of exhibitors and visitors, this highly-successful programme will be organised for the fourth consecutive year at Cosmoprof Asia. Selected key buyers from strategically important growth markets such as mainland China, Japan, Russia, Turkey and Vietnam will meet with exhibitors in one-to-one pre-scheduled business meetings.

Focus on Packaging:

Cosmoprof Asia is the most important event in the Asia Pacific for packaging solutions, contract manufacturing and suppliers devoted to the beauty and the wellness industries.

As one of the major focus in Cosmoprof Asia, more than 300 exhibitors providing packaging solutions, contract manufacturing and full service to finished product manufacturers have already confirmed their participation in the packaging sector. They include Alcan, Baralan, Biokolor, Brivoplast, Durlin (Groupe SNPE), DuPont, Elcos, Eurovetrocap, Fiabila, French Cosmetic Workshop, Gerresheimer Glass, HCP Packaging, Hwa Sung, Ileos, Jia Hsing Enterprise, Koa Glass, Majesty Dispensing Systems, MWV, Oskar Karla, Portola Tech International, Proficos/Zennish White House, Rexam, SGD, Takemoto Packaging and Yonwoo. The packaging sector is dedicated to professionals in product development, purchasing, marketing and brand management.

This year, Cosmoprof Asia will present an educational track for professionals involved in supply chain management and brand marketing. The seminar "International Industrial Process and Local Sourcing: Where do Packaging Suppliers Meet Brands Requirements in Asia Nowadays?" will take place on 10th November 2010 and will address topics such as the impact of local market peculiarities on supplier strategy towards industrial and business development regulations, costs, distribution, the role of suppliers in the Asian market, and analysing the impact of local consumer expectation on supplier innovation. Leading speakers from the industry will share their experience



and enliven the debate: Cyril Ruiz-Moise, Chairman and General Manager of SGD Asia Pacific and Jonathan Cohen, Global Market Director for Cosmetic and Personal Care Packaging, DuPont Cosmetic Solutions.

The world of SPA meets at Cosmoprof Asia 2010:

On the occasion of its 15th anniversary, Cosmoprof Asia 2010 presents a new initiative: Spa Soul, an exclusive project devoted to high-end spa product brands.

Spa Soul will host the most exclusive brands presenting their novelties and conducting business discussions, and will be animated by Live Presentations where the companies will showcase their most innovative concepts and techniques.

Pevonia Botanica, the American elite natural skincare brand offered by prestigious spas worldwide, will be the official sponsor of Spa Soul.

A key event in Spa Soul will be the Spa Conference to be presented by Asia's top Spa gurus on 11th November. Hotel management and destination Spa directors, day Spa operators and owners, Spa trainers, manufacturers and marketers will meet to discuss this growing business, environmentally friendly and sustainable Spa concepts, the trend of medical Spa, opportunities in the Chinese market and other important issues that a spa professional needs to stay competitive in the industry. AsiaSpa magazine, one of Asia's leading luxury Spa, wellness and lifestyle publications, will be the media partner for the conference.

Cosmoprof Asia was named the Best Spa Event in the Asia Spa Awards and selected as the most important Asian event in this segment by over 250 international brands: Academie, Algotharm, Bernard Cassiere, Boline, Casmara Cosmetics, Dr. Grandel, Dr. Med. Christine Schrammek Kosmetik, Ericson Laboratoire, General Project, Germaine de Capuccini, Janssen Cosmetics, Jean d'Arcel Cosmétique, Klapp, NeoStrata, Pevonia, Pola, Promoitalia, Rosa Graf, Sal (Skin Advanced Laboratory), Selvert Thermal, Skeyndor, SkinMedica, Syneron, Thuya and Vagheggi.

Japanese nail market captures the world's attention, Seminar & Nail Demonstration:

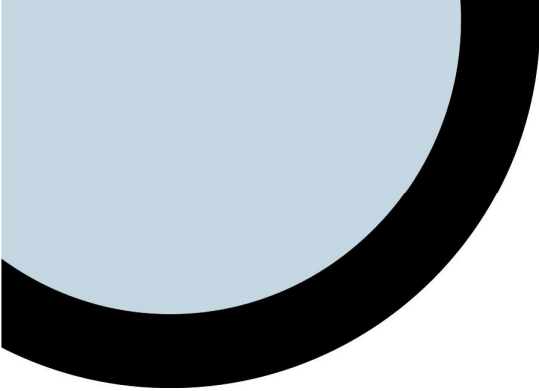
The nail industry is growing fast in Japan and keeps up its leading position in the world. The market was worth more than 200 billion yen in 2009, a sharp increase compared to 2007 (160.7 billion yen).

Cosmoprof Asia offers the opportunity for professionals interested in the Japanese professional nail and beauty salon business to learn about the market and experience live demonstrations of the latest nail techniques in a meeting organised with the NPO Japan Nailist Association.

Focus on hair:

An unprecedented number of hair companies will participate in Cosmoprof Asia 2010 on an expanded showfloor area. International names such as UKI International, Ceriotti, Muster & Dikson from Italy, Moroccanoil from Canada, BaByliss and Macadamia Natural Oil from the US, Lakmé from Spain, Ligo from Switzerland and many others will showcase the latest trends and products for everything used in a salon environment.

Cosmoprof Asia, established in 1996 in Hong Kong, has achieved notable results in its 15 years with more than 16,000 companies having exhibited in the event and over 500,000 visitors coming through its doors.



This 15th edition marks a very special year for all participants to commemorate the success of Cosmoprof Asia.

For more information (and free registration for trade visitor), check out www.cosmoprof-asia.com.

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