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LIP CREAMY LIPSTICK NAL





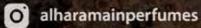
AL HARAMAIN

EXTRAIT DE PARFUM

OOML



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## Discover Haramain Azlan Perfume: Where Timeless Luxury Meets Unparalleled Sophistication



Prepare to be captivated by the temptation of the Haramain Azlan Perfume Series, an exquisite essence of luxury and grace. With meticulous craftsmanship and attention to detail, the Azlan Perfume Series sets the standard for luxurious fragrances. From its lavish packaging to its enchanting scent, Haramain Azlan Perfume offers a sensory experience like no other. Each spray unveils a harmonious blend of notes, creating an irresistible symphony of sophistication that leaves a lasting impression.

Indulge in the irresistible charm of Haramain Azlan Perfume and elevate your senses to new heights.



Experience the essence of luxury and sophistication with every tantalizing Whether a special spritz. it's occasion everyday or an indulgence, Azlan Perfume promises to envelop you in a veil of elegance that commands attention and admiration. Let Haramain Azlan Perfume Series become your signature scent, a reflection of your discerning taste and appreciation for the finer things in life. Elevate your fragrance collection and immerse yourself in the world of timeless luxury with Haramain Azlan Perfume.



### The Latest Creations

We're thrilled to introduce our newest fragrance, beautifully crafted to redefine sophistication and elegance. With incomparable attention to detail and a commitment to excellence, this latest addition to our esteemed collection embodies luxury in every essence. From the carefully selected notes to the elegantly designed packaging, this fragrance is set to make a lasting impression in the world of perfumery.

Embark on a cosmic journey with Haramain **Gold Crystal Oudh** -ancient sands whisper through tuberose, clary sage, and pink pepper. Celestial florals like orange, ylang-ylang, and jasmine weave a symphony, met by warm amber, tuberose, and oud. The gold crystal bottle is a portal to enchantment beyond time.

Meanwhile, Haramain **Gold Crystal Sapphire** is a jewel of desire-a sunset blend of citrus, lavender, geranium, sage, and jasmine, adorned with sandalwood, cedarwood, white musk, and patchouli. Encased in a sparkling bottle, it's a timeless fragrance saga, leaving a captivating trail in its wake. A duet of olfactory wonders, each a fragrant dimension to explore.

# SINCE 1970 Al haramain perfumes Leads with elegance



### Mohammed Mahtabur Rahman (Nasir)

Chairman and Managing Director of Al Haramain Perfumes Group of Companies

Export Magazine: Mr. Mahtabur Rahman, could you share the inspiring story behind the rise of AL Haramain Perfumes?

**Mahtabur Rahman:** Our story begins when my father, Mr Kazi Abdul Haque, first travelled to Makkah and smelt the musky aroma of Oudh, which inspired him to begin an agarwood trading business in Makkah and to open a couple of stores in Makkah and Madinah. AL Haramain Perfumes has offered some of the world's finest oudh and perfumes from these signature stores. Several years later, a visit to the distilleries in Taif led to an appreciation for perfumeries and the sophistication of the perfumers' craft. The development of vision, technology, staff, and resources was instrumental in shaping the global fragrance industry. AL Haramain Perfumes has thus built a business heritage, passed down from father to son and nurtured through three generations, rooted in shared values, sound business ethics and a common philosophy. Today, we have hundreds of exclusive retail outlets and thousands of stockists around the world. We are recognized as the premier producer and retailer of niche perfumes globally. In addition, with every bottle we strive to bring both our heritage and an exceptional experience to life.

# *EM:* In a crowded marketplace, AL Haramain Perfumes stands out with its unique blend of quality and identity. What elements contribute to the brand's unmistakable essence, captivating consumers worldwide?

**MR:** Al Haramain is revered for its niche perfumery distinction, owed to our exacting end-to-end development process. Spanning from concept creation to product design and post-launch optimization, we iteratively refine our methods based on feedback, delivering an unmatched customer journey. The brand's success is supported by cutting-edge technology combined with specialists who keep abreast of global trends and adhere to high standards of quality. This success model has enabled us to utilize the marketing expertise and networks necessary for the widespread innovation of new fragrances, as well as the means to invest in the production of the resources.

# EM: Looking ahead, what is your grand vision for AL Haramain Perfumes, and what legacy do you hope to leave as its esteemed leader?

**MR:** Today, AL Haramain Perfumes works within this changing social and fashion context, and this requires a flexible approach. We have always sought to increase its expertise and impact through collaboration with others. In this regard, AL Haramain Perfumes has, over the years, begun to do business with a renewed focus on environmental issues, and consumer education, and implement not only rules and regulations but also, international best practices. The Company adopted the ISO 22716:2007 Good Manufacturing Practices Standard and continues to procure all its raw materials in an ethical and environmentally sustainable manner, as this is the only way to ensure that the fragrance industry as a whole can continue to thrive in the future. We will continue to develop new and innovative fragrance concepts, expand its retail presence into new geographical territories around the globe.



### Units of Haramain Amber Oud Gold Edition Spark a Worldwide Sensation

In a landmark achievement, 2 million units of the mesmerizing Haramain Amber Oud have been swiftly swept off the shelves, marking a momentous milestone in the fragrance industry. With its tempting blend of rich amber and captivating oud, it captivates hearts and senses worldwide. Its enchanting aroma has become synonymous with luxury and elegance, setting a new standard for sophistication in the fragrance market.

From buzzing cities to composed countryside retreats, Amber Oud has found its way into the lives of fragrance fans and trendsetters alike.

Its enduring appeal lies in its ability to

evoke a sense of timeless charm and temptation, making every spray an unforgettable experience. As the demand for this unparalleled scent continues to soar, it deepens its position as a true icon in the world of perfumery, leaving an unforgettable mark on the aromatic landscape.

As demand for this iconic scent continues to soar, Amber Oud cements its legacy as a hallmark of excellence within the world of perfumery. With its universally thrilling and enduring popularity, it is setting a new standard of excellence for luxury fragrances.



### L'Aventure Gold

### Haramain L'Aventure Gold Awaits You

Embark on an unforgettable aromatic journey with Haramain L'Aventure Gold-a symphony of freshness and adventure captured in a bottle. The very name is a whispered promise, a captivating invitation to experience life's extraordinary moments with unparalleled confidence and style. As you first encounter this enchanting fragrance, envision a vibrant beginning that effortlessly melds with your spirit. Picture the lasting impression you create-a magnetic presence that captivates wherever your adventures take you. Like the journey it mirrors, it begins with an exciting burst and concludes with a sense of greatness. Let Haramain L'Aventure Gold be your soundtrack to daring adventures. Adventure awaits, and with this captivating scent, you'll not only feel as great at the end as you were at the beginning but also radiate an irresistible allure that defines the essence of this aromatic masterpiece.





**On the cover:** Lip Creamynail, the latest creation from Astra Make-Up

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# PASTA DEL CAPITANO® 1905

FROM OUR FAMILY TO YOURS



## PERLIER MANDORLA ALMOND OIL • HUILE D'AMANDE

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> PERLIER MANDORLA ALMOND OIL - HUILE D'AMANDE





# PERLIER



# LIONEL MESS

The Argentinian footballer, now playing for Inter Miami in the USA, winner of the Golden Shoe award six times and of the Ballon d'Or eight times, is now kicking off his own fragrance brand, after signing a licence agreement with Game on Product Group for the launch and global distribution. The announcement was made at Cosmoprof North America in Miami in January.

Leo, as he is fondly called by his fans worldwide, is looking forward to this new venture, saying, "I have always been passionate about fragrance and I am extremely excited to produce my very own signature cent... This is a truly unique and inspirational fragrance, in a personalized bottle, for all fans around the world."

The fragrance is to be made in the USA by perfumer Frank Voelkl, Principal Perfumer at DSM-FIRMENICH. The scent is designed to provoke a profound emotional connection, at the intersection of 'freshness' and 'warmth'.

> The Golden Shoe winner signs an inspirational fragrance for all his fans

THE CHAMPION KICKS OFF A FRAGRANCE BRAND

It is a confident, intriguing and unique Eau de Parfum that is also designed to have mass global appeal – just like Messi himself. The top notes of Fresh Cardamom, Apple Leaf and Wild Cypress immediately prepare the ground for the middle notes of Iris Root, Lavender and Leather Natureprint<sup>®</sup>, while the base of Cedarwood Virginia, Vanilla and Patchouli complete the fragrance giving it universal appeal and persistence.

Great importance is given to advertising and marketing of this new range, with a full suite of creative assets being provided to major partners at no charge, including TVC (multiple lengths), Social Media Assets, Key Visuals to support: print, Out Of Home, Digital, Point of Sale and much more. The advertising will feature Leo

Messi in a world-class, premium campaign that leans into the lifestyle/fragrance space.

Rebates will be provided to key partner to fund media placement. Leo Messi himself will also support the launch with multiple posts across all of his social platforms. Messi has a combined audience of over 650 million followers globally! The products will be available for delivery globally in September/October 2024 for a Christmas 2024 retail launch: a 100ml Eau de Parfum and a gift set comprising Eau de Parfum 100ml, Body Wash, Premium Messi Branded and Embossed Travel Toiletry Bag.

After the announcement at Cosmoprof North America, the Messi fragrance will also be on display at Cosmoprof Bologna from 21 to 24 March 2024.







### VIRGOCOSMETICS.COM



# VIRGO PNOUBA THE UNION OF TWO COMPANIES WITH DIVERSIFIED TARGETS



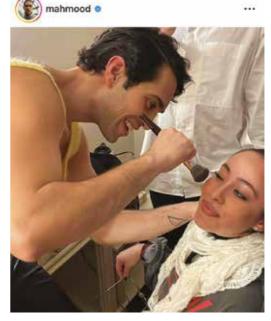
### A new chapter in the world of beauty



Virgo Cosmetics has just acquired the majority shareholding in Nouba Cosmetics, the iconic Italian brand well known for its heritage and global presence since 1978. Nouba Cosmetics, founded by the visionary make-up artist Rosy Armanini, redefined the concept of beauty through colours and innovation, putting high quality products loved all over the world on to the market. Its historical importance and global distribution make it a brand that is admired and respected, with a consolidated presence in over 40 countries. Virgo Cosmetics, on the other hand, represents the new era of beauty, with a focus on innovation and satisfying the demands of a modern and aware public.

This acquisition not only celebrates the union of two brands with diversified targets, but also represents a strategy targeted to expand the portfolio, keeping the unique identity and values of both brands.

While Nouba has built up its reputation on a rich history and a vast international distribution, Virgo stands out for its innovative approach and its capacity to capture the trends emerging from the cosmetics market. This strategic synergy allows both brands to explore new opportunities, expanding their offer and strengthening their presence on the global beauty market. The acquisition will not influence the daily operations of Nouba Cosmetics, which will continue to operate with its own identity and its dedicated team. Virgo Cosmetics undertakes to preserve the heritage and values of Nouba, ensuring that the brand continues to prosper and expand, carrying on its mission of offering high quality products which celebrate beauty in all its forms. This move represents not only a significant milestone for Virgo and Nouba but also marks a moment of great potential for the future of beauty, where tradition meets innovation to create something truly extraordinary.



Mahmood chose to wear Virgo make-up at the Sanremo Song Festival





Famous journalist and fashionist Anna Del Russo

### INTERVIEW WITH **LORENZO MARCHETTI** VIRGO ART DIRECTOR



Mahmood and Lorenzo Marchetti at Sanremo Festival

### EXPORT MAGAZINE: Lorenzo, how did the idea of acquiring Nouba Cosmetics come about?

LORENZO MARCHETTI: The idea was triggered off by the desire to expand our range of action in the world of beauty, embracing a brand with a history rich in innovation like Nouba.

In Nouba we recognize a pioneer, similar to Virgo in spirit and vision, which has always been able to anticipate consumers' wishes.

### EM: What role did you play in orchestrating this acquisition?

LM: As Creative Director, I worked in close contact with our team to evaluate how the legacy of Nouba could be integrated with the Virgo philosophy. My vision was to create a unique synergy that respected the history of Nouba, while bringing a breath of Virgo innovation into the mixture.

### EM: What does this acquisition mean for the future of Virgo Cosmetics?

LM: It means that we can expand even more, bringing with us a legacy of excellence and innovation. Nouba opens the doors to new markets and offers Virgo the opportunity to explore new dimensions in the creation of beauty products.

### EM: Which aspects of Nouba attracted you in particular?

LM: I was struck by their capacity for innovation, as shown by the invention of bronzer and liquid lipstick.

Nouba has a history of anticipating trends, which is something that resounds deeply with our mission in Virgo.

EM: how do you think Nouba will benefit from the innovation and energy of Virgo? LM: Nouba will benefit enormously from our fresh perspective and our dynamic approach to the beauty market. Together we can go beyond the traditional limits, exploring new ideas and concepts that resound with the modern consumer. The acquisition of Nouba Cosmetics by Virgo under the guidance of Lorenzo Marchetti does not only assert the rise of Virgo into the beauty world but also a tribute to the continuous evolution of the industry. With this strategic union, Marchetti has shown that looking to the future through the lens of innovation and respect for tradition is the key to continuously reinventing the art of beauty.

### EM: Were there moments of doubt or uncertainty during the acquisition process? How did you overcome them?

LM: As in every major decision, there were moments of reflection but no real doubt. The clarity of the vision shared by Virgo and Nouba has always enlightened the path. At times of uncertainty, I relied on the team and our common passion to guide our decisions.

### EM: What message do you want to send to the consumers and fans of Nouba with this acquisition?

LM: I want them to know that Nouba is in excellent hands. We have the greatest respect for what Nouba represents and for its consumers. This acquisition is not only a question of business, but a union of hearts, minds and visions. Together, we will celebrate beauty in all its forms, paying tribute both to innovation and to tradition.

# EM: Looking to the future, what re your hopes and your dreams for Virgo and Nouba?

LM: I am dreaming of future where Virgo and Nouba can continue to inspire, innovate and make beauty accessible to all. I want our brands to be not only synonymous with quality and innovation, but also inclusivity and personal expression.

*My greatest dream is that, through our joint efforts, we can continue to make people smile every time they use our products.* <sub>C.S.</sub>

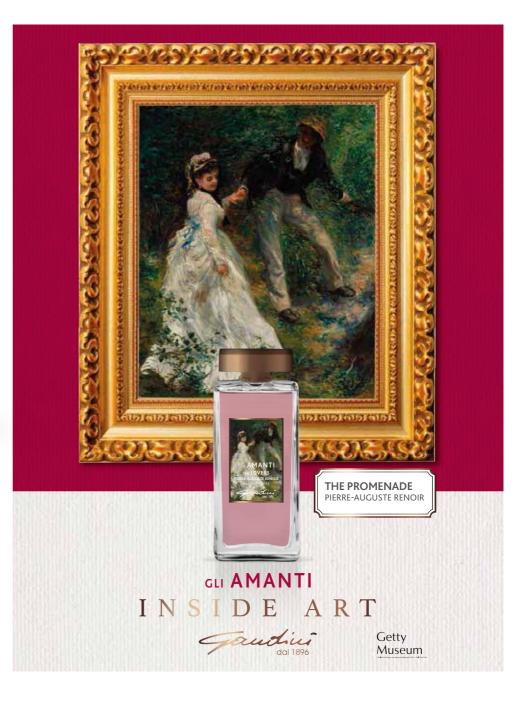


# GANDINI GLI AMANTI

Gandini's Gli Amanti is part of the Inside Art collection, a range of fragrances born from a collaboration with the Getty Museum in Los Angeles that will allow you to experience fragrances through your eyes as well, to discover new ways to be inspired and to enjoy the sensory journey of smelling a perfume through the famous canvases of great artists.



A sensorial experience that engages and surprises. An intense, fresh and enveloping fragrance in the head with notes of lemon and Rose, it transforms into a floral composition in the heart with violet and ruborose, like the ambience of Renoir's painting, closing with a warm bottom notes of amber and patchouli sweetened by notes of vanilla and caramel.





# INSIDE ART

Gaudius dal 1896





# FILA FRAGRANCES THE PURSUIT OF PERFORMANCE

In the world of athletes and fitness enthusiasts, personal care plays a key role in maintaining comfort and freshness during and after intense sport activity. Deodorants and shower gels specifically formulated for athletes go beyond simple fragrance, offering targeted benefits to improve performance and overall well- being.

## FILA'S NEW SPORT ACTIVE LINE COMFORT AND FRESHNESS

When it comes to performance at high levels, FILA Fragrances jumps into action with a new line of toiletries dedicated to those who are looking for specific benefits and a lasting feeling of freshness. FILA Fragrances' new Sport Active Line is specially designed for those who love sports and are looking for cleansing and body care products with high levels of performance.



#### **48 HOURS OF PURE PROTECTION**

Athletes require more than just a deodorant: they need an active defense against odors and the energy to get through the day. FILA Fragrances' Sport Active deodorants are formulated with a combination of innovative technologies and energizing ingredients. They offer up to 48 hours odor protection and leave the skin refreshed and dry.

### THE SHOWER GEL LINE FOR EVERY NEED

The post-workout shower is the time when skin deserves special care. FILA Fragrances' Sport Active showergels are studied to deeply cleanse, refresh and revitalize the skin stressed by intense workouts. Each showergel has its own dedicated fragrance and specific benefit, with formulations rich in active minerals and revitalizing, regenerating, moisturizing and purifying properties.



With FILA Fragrances' Sport Active Line, everyone can count on a complete range of high-performance products that meet their specific needs.





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IP CREAMYNAI CREAMY LIPSTICK

# LIP CREAMYNAL CREAMY LIPSTICK



Lip Creamynal is a line of comfortable and creamy lipsticks, available in 10 shades that are both contemporary and classic, standing the test of time. The colour is full and intense from the very first pass, the finish is luminous and vibrant, for lips that immediately look clearly defined and plumped up. ASTRA MAKE-UP

ATTENTION: THE SUBJECT IS CRIMINALLY CREAMY.



# ASTRA MAKE-UP BEYOND CONVENTIONS



Astra Make-Up, ever since its genesis, has covered an enterprising route, constant journey towards the future which has contributed to forging its distinctive identity in the vast panorama of cosmetics. The ability to overcome conventions has become an essential pillar of the brand, a distinctive feature which has made Astra a leading name in a sector in continuous evolution. Astra's success is anchored in its ability to understand the changing needs of consumers, thanks to the agility of its management and company team.

The well-known Italian brand presents new and intriguing products at Cosmoprof

The participation of Astra Make-Up in Cosmoprof Worldwide Bologna 2024 always represents a very important opportunity for the company. This event not only consolidates the bonds with its dearest customers, but is also an extraordinary opportunity to expand the brand's presence nationally and internationally.

COMPANY



The invitation to explore the latest new products at their stand, in HALL 14 - BOOTH D26 - E25, underlines Astra's continuous commitment to presenting high quality products in step with the trends.

Among the previews of Cosmoprof Worldwide Bologna 2024, the presentation of two new lines that will enrich the already extensive Astra Make-Up product range. The first, Lip Creamynal, is an ode to the timeless glamour of Old Hollywood, a lipstick available in ten contemporary and classic shades. This line promises to become an indelible icon, thanks to creamy formulas enriched with a blend of oils and esters that ensure smoothness and moisturization. A mixture of waxes gives adherence and creaminess, while the pure pigments in the texture offer full and intense colour from the first coat. The luminous and vibrant finish completes the experience, leaving lips immediately defined and with a volumized appearance.





Equally important is the expansion of the Zen Routine line to which three new face primers are added. Zen Routine Face Primer Glowing Effect, with cream infused with pearls, offers a radiant complexion. Zen Routine Multifunctional Gel, enriched with gold and bronze microspheres, uniforms the colour of the skin, giving it delicate touch of highlighting. Zen Routine Multifunctional Oil, a subliming base studded with 22 carat gold leaf, completes the range with a hint of luxury.

Looking beyond, Astra Make-Up promises a vibrant summer, with products that combine colour and performance, guaranteeing resistance even at high temperatures. Lips and eyes will be the undisputed stars, with high impact but reliable textures. The summer collection by Astra Make-Up will focus on lips and eyes, offering a product range designed to express style and personality even on the hottest days. A total commitment to give every beauty lover an unforgettable summer, through a selection of products which stand out for freshness and vitality, transforming every summer moment into an opportunity to express beauty in a unique and unforgettable way.



New Cosmesy is a leading company specializing in the development, production and packaging of private label perfumes and cosmetics for luxury brands.

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# SIFARNA ACQUIRES THE MORRIS BRAND



WITH SOLID ROOTS IN THE PHARMACEUTICAL CHANNEL, THE BERCHI FAMILY, NOW IN THE THIRD GENERATION, EXPANDED ITS ACTIVITIES IN VARIOUS DIRECTIONS STARTING A FEW YEARS AGO, BOTH IN THE FIELD OF DISTRIBUTING OWNED OR LICENSED BRANDS AND AS THE DISTRIBUTOR OF OTHER PROPERTIES' BRANDS. IN RECENT YEARS, SIFARMA, ALREADY A LEADER ON THE ITALIAN MARKET, HAS APPROACHED FOREIGN MARKETS PROPOSING SOME LINES OF ALCOHOLIC PERFUMERY, WITH AN INTERESTING PORTFOLIO OF ITALIAN BRANDS. ANOTHER IMPORTANT STEP WAS TAKEN RECENTLY WHICH WILL STRENGTHEN THE PERFUMERY DIVISION OF SIFARMA.

WE TALK ABOUT THIS WITH FABIO BERCHI.

*Sifarma has stood out on the scene of the beauty world for many years.* 

Breaking news: it will be Sifarma that relaunches one of the most prestigious brands in the history of Italian perfumery

EXPORT MAGAZINE: How has Sifarma evolved over time?

**FABIO BERCHI:** Sifarma has had a strategic (of the market) and organizational evolution and obviously with a positive reflect on the volume of sales.

We started off with a single division, the professional one in beauty salons, and today have three: beauty centres with the OPI and Dermatrophine brands, Perfumery with the fragrance brands (Morris, Gocce, Coveri, Burani, Basile, Frankie Garage and Plinksy) and with PAYOT, and Dermatology in Pharmacy with the Canova brand.

EM: 2023 was an important year for you, with the acquisition of a long-established brand of Italian perfumery. What drove you to make this important step?

**FB:** Alcoholic perfumery was the only division where Sifarma operated only with licences and without brands of its own, so the acquisition of Morris was significant of the wish to carry on an entrepreneurial project based on brands owned by the company, on which to plan investments to support its growth. Morris, with its 50 years of tradition, is perfectly in line with Sifarma's strategy in this channel.

# EM: You certainly carried out an action of rebranding? What are the values that you wanted to maintain and which changes were necessary to satisfy today's clientele?

**FB:** They are three stories which are important and very different from one another and which it is not easy to summarize in a few lines.

"Gocce di Napoleon", created in the 1980s and 1990s and made famous by numerous television campaigns, marked a period in the world of fragrances by transmitting messages of personality and discreet seduction and evoking an atmosphere of intense emotions. Its heritage, which has never been forgotten, is similar to an old musical hit which everybody recognizes and loves, Nostalgia and lively memories are the spark that rekindles passion, which has been dulled, but never extinguished.







From 1949 onwards, Morris has addressed male figures that do not let themselves be fascinated by ephemeral and passing fashions and who in fragrance seek details of style that represent them.

Faithful to these origins, the Morris brand today is evolving and presents a collection of three new fragrances with an intense character in perfect balance between tradition and modernity.

The historical logo has been transformed with a more linear and modern graphic design without losing its symbolic and evocative value.

The scorpion, the symbol of the brand, has remained as the iconic element and comes to life on

the packaging, creating a new and very original pattern.

With the same attention to the codes of the past and a wholly Italian savoir-faire, the Morriselle line is also undergoing a rebranding and a relaunch to be presented in the near future.

### EM: Which target are you addressing?

**FB:** Three very distinct targets for each brand, but all with a common

denominator of democratic luxury.

brand started which, embracing a vintage aesthetic, evokes memories of other times and relives with a new and at the same familiar appeal. The three new "Core di Nergeleer" forgerees are thete.

The three new "Gocce di Napoleon" fragrances are in a packaging with a touch of nostalgia where the symbol of the drop is transformed into a unique and distinctive pattern with high visual impact.

It was from these elements that the renewal of the

*Three different olfactory harmonies which celebrate the uniqueness of each personality.* 

Morris is a brand that has been able to assert itself over the years as synonymous with classic elegance thanks to its measured and serene English style. EM: In addition to being made in Italy and the 100% Italian expertise, what are the strengths that you are focusing on so that Morris once again shines on international markets?

**FB:** The quality of our products, the partnership with Italian essence companies who have supported us in developing collections of great modernity and in line with the latest trends, the continuous search for innovation without losing sight of the roots of the brand, and a passionate, creative and courageous work team.

Claudia Stagno



# HUDA KATTAN

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www.dayalenses.com



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# MIA COSMETICS A MANIFESTO OF ITALIAN BEAUTY

Founded by Luigi D'Amore in 2015, together with a team of professionals in the beauty and cosmetics industry, Mia Cosmetics is a brand of high quality Italian-made products, embodying all the style, attention to detail and uniqueness of what is "made in Italy."

Only one year after its foundation, MIA opened its first store outside of Italy and two years later, could count on 39 stores in Italy, seven abroad and two distributors. In 2022, MIA opened its first store in the United Arab Emirates and last year, 2023, the expansion continued, with stores opening in Egypt, the United Arab Emirates, Kosovo and Qatar and currently Mia Cosmetics are exported to thirty different countries worldwide.

An ally of the beauty of women and men all over the world





### Mia's mission and vision

Mia has as its claim Your Italian Beauty, highlighting the identity of Mia Cosmetics, designed to be unique and inimitable, as well as committed to using tested, cruelty-free ingredients, not limited by gender, age or race and promote diversity and inclusion.

For the future, Mia Cosmetics is looking to increase the amount of multifunctional products with a range of make-up references with skincare ingredients such as a concealer that can fight dark circles and under-eye bags as well as covering and highlighting the under-eye area, foundations with anti-ageing properties and eyeliners that help lashes and brows grow and more.

#### "Your Italian Beauty"

The pay-off of Mia Cosmetics encompasses all the values of the brand: love for beauty, attention to detail, passion, innovation and the Italian tradition of style. Each Mia product helps express a strong Italian personality, to make you the most beautiful version of yourself.

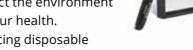
#### Two brands with the same philosophy

Mia Cosmetics offers a wide range of products in two brands which share the same philosophy: Mia Make-up with face, eye and lip products, each one formulated to meet the needs of every skin type and personality. From lipsticks to mascaras, each product has been created with care and attention to detail to give a flawless look.



Mia Proskin with cosmetics for the daily beauty routine, to counteract the imperfections of face and body: creams, serums and masks designed to effectively fight ageing or age and sun spots.

The products are formulated with the latest active ingredients of the Italian cosmetic industry to always guarantee effective and visible results. Last but not least. Mia loves the planet and is aware that the protection and preservation of the environment are essential to ensure a sustainable future for all of us and for future generations. Every day, Mia is committed to taking a step forward to defend the Planet with all the tools that can help protect the environment and our health. Reducing disposable plastics, saving electricity



or reducing waste are just small big things that each of us can do to ensure a better future. Each of the products explains intuitively how to recycle all the packaging, avoiding incorrect disposal of the components. Mia has applied the Coral Reef Safe concept and applied it to cosmetics, playing its part to safeguard the coral reef.

MIA Cosmetics have ISO 9001 certification, guaranteeing the company's commitment to maintaining a consistently high quality standard and operational excellence to support the customer.

#### Partner with MIA

With more than 1200 make-up and skincare references, a huge display proposal for different space needs and the highest mark-up, MIA Makeup is a great opportunity to increase your business with an investment based on your budget.

Depending on the space available and on the budget to be invested, Mia offers different solutions from the mono-brand store to show the entire makeup or/and skincare collection to the pop-up store, up to different POS solutions such as wall display to show a set of products tailor-made to your requirements or smallest one to show a single category.





COMPANY

# NATURE'S CARE



The New Pro Series from Nature's Care offers a comprehensive selection of supplements designed for daily use for health, vitality, strength, energy and beauty. Drawing inspiration from the breathtaking beauty and vitality of the Australian landscape, the New Pro series helps achieve optimal health and vitality through the gifts of nature, supported by scientific research and a profound respect for the environment. Only natural ingredients that are accurately sourced and adhere to the rigorous regulations set by the Australian Therapeutic Goods Administration (TGA) are used.

The Pro Series packaging exemplifies the Nature's Care dedication to quality, offering a comprehensive selection of supplements designed for daily use, to nurture bodies, minds and spirits. For strength, Nature's Care proposes Glucosamine HCL, Coenzyme Q10, Wild Krill II and Liquid Calcium plus Vitamin D & K.

For beauty, Sheep Placenta 5000 and Super Cranberry 25000 can be effective aids, thanks to being respectively a rich source of protein with over 30 different amino acids and a powerful antioxidant that assists in protecting the body from free radical damage.

General well-being can be improved with Nature's Care Garlic Oil, which also boosts the immune system.

## INSPIRED BY AUSTRALIAN NATURE FOR OPTIMAL HEALTH



Formulations crafted in partnership with specialists in nutrition, health and wellness

GM-free Manuka Honey MGO2O+, MGO4OO+ improves physical vitality, while Essence of Kangaroo 35000 assists in keeping or improving general well-being and increases body physical strength.

Propolis 2000 also helps maintain general well-being while Propolis Active Toothpaste builds a protective barrier against teeth sensitivity, helps protect teeth from decay and promotes healthy gums and fresh breath. Super Lecithin and Super Colostrum are two supplements that are respectively important for the health and composition of the cellular membrane, and supporting the immune system and helping keep the digestive system healthy.

Vitamin C Chewable Tables provide all the known benefits of Vitamin C and Prostate Plus is formulated for the symptomatic relief of medically diagnosed benign prostatic hypertrophy. Liver Detox 35000 helps maintain a healthy digestion system; Olive Leaf Extract Liquid can be useful for the relief of pain and inflammation of the joints and nutrientrich Spirulina supports energy levels, vitality and overall health and well-being. Shark Cartilage is an excellent source of mucopolysaccharides; Fish Oil Omega 3 is a natural source of Omega 3 fatty acids EPA and DHA, and Bio-Squalene 6 in 1 Plus assists in maintaining and improving general well-being.

Clear Vision 5000 can help support healthy eye function, Squalene 1G aids in keeping and improving general wellbeing and Whiz Kids Omega 3 for children is beneficial for brain and cognitive development.

Natural Care's factory is located 30 km north of Sydney. From planning, composition, design to construction, the whole process of the plant has been carefully planned to achieve the perfect combination of natural ecology protection and enterprise development.

# AQUA di Sorrento

## Timeless fragrances



AQUA di Sorrento

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AQUA di Sorrento



# AQUADI SORRENTO A TRIO OF NEW FRAGRANCES JOIN THE LINE



Inspiration comes from the lemon groves of Sorrento to the sunset at Positano Diamond International, the company specialized in fragrances and perfumes belonging to the Sodico Group, is extending its Aqua di Sorrento line with three new perfumed waters. With their refined and very light olfactory compositions, they are made with 90% of ingredients of natural origin and with natural eco-sustainable oils, respecting the "Naturals together™" programme created by the essence company dsm-firmenich, which aims to preserve the natural biodiversity in the respect of the environment, ethically and sustainably.

The three new perfumed waters are Terrazza su Capri, Giardino di Amalfi and Tramonto a Positano.



LAUNCH



Terrazza su Capri captures all the jet set elegance of Capri: opening with sparkling Mandarin, it has a floral heart of Freesia and Camelia. It is an ode to the glamorous and romantic soul of Capri, capable of enchanting poets and film stars.

The perfume of the gardens in Amalfi in the springtime inspired Giardino di Amalfi: the freshness of Green Lemon and Bergamot meets the floral sweetness of Osmanthus and Gardenia and concludes with the Mediterranean notes of Sandalwood, Cedar and Musk, forming a perfect association of fruit, flowers and trees of this unique coastline.

The sky turning orange as the sun sets over Positano and the scent of jasmine in the air is the spirit of Tramonto a Positano. As carefree as a cocktail on the beach or a midnight swim, this perfume brings with it all the magic of a unique place.

These three perfumed waters join the two fragrances, Partenope and Posillipo.

Partenope is a joyous, luminous and sparkling fragrance, Juicy gourmand notes of Lemon, Orange an Mandarin combine with the freshness of Green Apple to find, in the soft floral heart, the delicacy of Lily of the Valley petals, Jasmine and Lily. In the base notes, Musk and Cedar wood bestow seductive charm on this composition.

Posillipo is an aromatic fragrance enclosing the truest soul of the Mediterranean.

The sparkling and unexpected top notes of Bergamot, Ginger and Black Pepper are a prelude to an elegant heart with the perfumes of the Mediterranean maquis accompanied by delicate Lavender. The modern and seductive base notes of Cedarwood and Musk envelop the fragrance, making it timeless and ageless.



Diamond International currently holds the licences for Ducati – 1926, Ice and Sport – Fiat 500, Jeep, Romeo Gigli and Gattinoni, while its owned brands include Bellagio and Aqua di Sorrento.



# TURQUOSE ALL THE ELEGANCE OF BELLAGIO CAPTURED IN A NEW FRAGRANCE



## Turquoise joins the Bellagio line, a quintessential homage to the lake and its unique atmosphere

Diamond International, the company specialized in fragrances and perfumes belonging to the Sodico Group, adds a new fragrance to its Bellagio line. There is a place at the bottom of the soul where sooner or later we all return to: it has the reflections of light of an iconic spot, with a comfortable name, as soft as a light breeze on summer evenings, like the scent of the green gardens of marvellous villas. It has the name of Bellagio, a precious pearl, lying on "that arm of Lake Como", the timeless incipit of The Betrothed, the unique setting of a new dolce vita, in the shadow of the majestic Alpine peaks.

Turquoise is the name of the new fragrance. Feminine and enveloping, with its delicate and elegant notes, it recalls the fluidity of the waters surrounding Bellagio, caressed by a summer breeze. Sparkling Mediterranean notes of Orange and Mandarin, with the caress of delicate fruity touches of Lychee, prepare the way for a soft heart of flowers. Sensual touches of Jasmine and transparent accents of Freesia with the creamy juiciness of Peach are enveloped by a rich and velvety base of Cedarwood, Musk and Vanilla.

Like Bellagio Eau de Parfum, the Eau de Toilette, Body Cream and Perfume Stylo have a refined packaging with the tactile sensation of the softtouch finish and the waves in relief recall the ruffles on the lake in light blue, the symbol of elegance par excellence.

Diamond International is synonymous with excellence, experimentation in creating exclusive fragrances, highly advanced formulas and innovative packaging, to satisfy the pleasure of the senses of whoever wears them and of the brands that want to be represented by a unique emotional experience of the fragrance that excites and of precious essences that evoke unequalled atmospheres and worlds.

Diamond International currently holds the licences for Ducati – 1926, Ice and Sport – Fiat 500, Jeep, Romeo Gigli and Gattinoni, while its owned brands include Bellagio and Aqua di Sorrento.



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EAU DE PARFUM

### A TIMELESS STORY

Bellagio

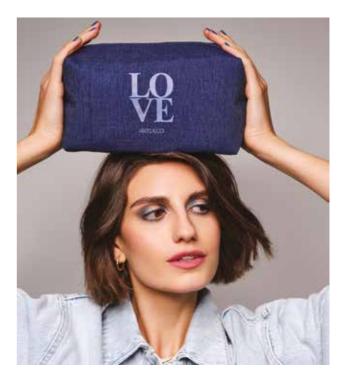


# ARTDECO CELEBRATING TIMELESS DENIM

Denim is now a "classic", legendary and timeless. To celebrate this unique fabric, which has evolved from workwear to the red carpet, ARTDECO has dedicated its spring/summer collection to it, called The denim beauty edit. In combination with brown and red tones, both matte and shimmering, an extraordinary and modern look is created. Blush Couture comes in a limited-edition jeans design with real denim. The shades suitable for all skin tones can be applied individually or mixed. The jeans design is reflected in the embossed powder. The Beauty Box Trio Limited Edition is ideal for ARTDECO eyeshadows and all ARTDECO products in a magnetic pot. The silky eyeshadows come in the new pearl shades, Pearly Magic Blue, Pearly In-crowd, Pearly Style Queen and Pearly Copper Brown, all with a delicate shimmer. The High Performance Eyeshadow Stylo creates a smoky eyes look and can be used as an eyeshadow, highlighter, eyeliner or khol liner.

### The new spring/summer collection creates an extraordinary and modern look





It comes in Matte Brown and Matte Beige. The Eyeshadow Base prevents eyeshadow from settling in the crease. The vegan Length and Volume Mascara is long-lasting, smudge-proof and fast-drying with a smooth texture to ensure even colour coverage. It comes in classic Black and Powder Blue. The new shades of Perfect Color Lipstick in the limited blue design are Classic Style, Timeless Chic and Berry Beauty. Soft Lip Liner Waterproof prevents lipstick from running and in Warm Nude and Classic Lady goes perfectly with the new spring shades of lipstick. Hot Chili Lip Booster in the new shade Berry Chili emphasizes natural lip colour and gives lips intense shine, as well as guaranteeing rosy, irresistible lips and maximum volume thanks to Red Pepper extract. For the finishing touch, high-tech Art Couture Nail Lacquer for long-lasting and brilliant shine, comes in the new shades of Must Wear, a rich berry tone, Hip Teens, a rosy nude shade and Blue Jeans, an iridescent blue.



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### PERFUMERY MADE IN THE CRADLE OF RENAISSANCE AND WORLD ART



Antonio Maretti is a made-in-Italy niche perfumery brand. From its very creation Antonio Maretti shows the Italian lifestyle not only as majestic beauty of Florence, but also by means of Italian fragrances' aesthetics. Everyone can be enchanted with the first try.

Antonio Maretti is both a neat bottle yet not devoid of Italian chic, and an exquisite perfume composition that embodies all aspects of Italian charm. It represents high-quality Italian craftsmanship and attention to detail, a small piece of art that one wishes to give and receive as a gift. It's the ability to be playful and provocative without losing your elegance.



### **RICH PEACH**

Self-sufficient, extravagant, unique Venus of the new century. Rich Peach is embodiment of opulence and modern lifestyle.

The top notes are formed from a bright combination of delicate peach and daring bergamot.

Next, **the heart notes** come into play, expressed in a refined blend of peony bouquet, freesia, and orange blossoms. The composition is completed with **base notes** of vanilla and musk, which leave a luxurious long-lasting trail.



### NYMPHOMANIA

Tempting, unique, exquisite. Venus of the new century. Nymphomania is embodiment of antique qualities and modern ethics

**The top notes** feature a daring combination of red apples and sweet whipped cream.

Next, the ensemble is joined by **heart notes** expressed in a vibrant blend of peach and lemon flowers with a touch of lotus freshness. The unusual composition concludes with the classic combination of **base notes**, including cedar and white musk, leaving behind an enchanting vanilla trail.



### **SUGAR DADDY**

Audacious, triumphant, determined Apollo of the new century. Sugar Daddy is embodiment of luxury and modern lifestyle

The composition begins with a bright, confident accord of red orange and cardamom.

**Next,** bold notes of mint and grapefruit enter the ensemble, combining with soft notes of lavender and lotus.

**The fragrance trail** is expressed through a combination of classic sandalwood and amber notes, accentuated by hints of bergamot.

# ANTONIO MARETTI

FIRENZE



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### Discover the Botanical Elegance of Reistill Hair Care



Embrace the essence of Italian beauty with Reistill, where nature's finest ingredients converge to create a luxurious hair care experience. Rooted in a commitment to botanical excellence, Reistill harnesses the power of natural oils, roots, clays, and botanical extracts sourced from diverse corners of the world. Our dedication to clean beauty extends beyond mere formulation. It's a philosophy ingrained in every aspect of our brand.

#### **ROOTED IN BOTANICAL EXCELLENCE**

At the heart of Reistill's ethos lies a team of highly experienced professionals who leave no stone unturned in their quest for innovation. Through meticulous research and development, we craft state-of-the-art formulas that not only enhance your hair's health and beauty but also resonate with our values of sustainability and environmental responsibility. From the lush landscapes of Italy to the far reaches of the globe, our journey in sourcing the purest botanicals reflects our unwavering commitment to quality and authenticity.

#### COMMITMENT TO CLEAN BEAUTY

We take pride in ensuring that Reistill products are free from harmful ingredients commonly found in traditional hair care products. Say goodbye to sulfates SLS, parabens, and formaldehydes, and embrace a clean beauty regimen that nurtures both your hair and the planet.

#### TRANSFORMATIVE HAIR CARE SOLUTIONS

Step into the realm of Reistill Hair Care, where your daily routine transforms into a sensory journey of indulgence and self-care. Our range of shampoos, conditioners, and masks is thoughtfully curated to cater to every hair type and concern. From strengthening and nourishing damaged strands to adding volume to fine hair and soothing the scalp, each product is infused with our proprietary blend of essential minerals, organic extracts, and high-tech formulas like the Silk Protein Complex.

#### **BOTANICAL ELEGANCE IN EVERY DETAIL**

Luxuriate in the opulence of our packaging, adorned with sophisticated scents that evoke the quintessential essence of Italian beauty. With eight distinct lines tailored to meet your unique hair care needs, Reistill Hair Care invites you to experience the epitome of botanical elegance.

Elevate your beauty regimen with Reistill and discover the transformative power of nature's botanicals, one luxurious drop at a time.



### Where trends transform into timeless beauty.

Discover the essence of botanical beauty with Reistill: nurturing your hair's health and radiance with expertly crafted formulas.





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# 

### THE PLAYFUL WAY OF PERSONAL CARE

Aquolina is distributed by Selectiva SpA, an Italian company which is a market leader in the gourmet body care sector, inspired by a passion for beauty and fragrances on the one hand, and by attention to market trends and the needs of consumers on the other. With its Red Chili Pepper logo, Aquolina emphasizes its Italian origin and links the concepts of sensuality and cuisine. The fragrances, inspired by the gourmand / gourmet world, are interpreted in a modern, funny, young and playful key.

### Inspired by the gourmand/gourmet world, the brand has been delighting consumers for over 20 years

Aquolina's values are inclusivity, well-being, escapism, experience and colour. Passion and attention to detail are the values that have always guided Aquolina in the creation of its products. The result is a brand now widely known, which has transformed the daily beauty routine into a unique moment of playfulness, full of fragrances, colours, sweetness and deliciousness.

AQUOLINA fragrances are designed for longevity on the skin, giving it a delightful long-lasting scent; their performance is also guaranteed by skilfully balanced formulations designed to accentuate the fragrance to its fullest. Aquolina is for those who want to feel unique, identify with the delicious perfume she wears, leaving in her wake an unmistakable 'feel good' perfume.

All the Aquolina sweetness can be tested in different kind of body products dedicated to the care and beauty of body and mind: bath & shower gel, enveloping, delicate and wonderfully creamy; body lotion for soft and moisturized skin and scented





body mist, a cloud of deliciousness to spray all over the body.

There are many fragrances available in the Aquolina selection: from the bestsellers ICING SUGAR, WILD STRAWBERRY, SUGARY UNICORN and MILD COCONUT, to the more classic scents GOURMAND VANILLA, WHITE CHOCOLATE, DARK CHOCOLATE and PINK CHOCOLATE. Aquolina has always continued to bring out new products and fragrances, and to amaze with its originality.

With AQUOLINA, taking care of yourself becomes an unforgettable, fragrant, colourful, and sensual game to share with those you love.



DISTRIBUTED BY



 Selectiva S.p.A. is an Italian beauty company operating in the cleansing, moisturizing and fragrance categories.
 Our product are driven by the passion for beauty and fragrances, attention to market trends and consumer needs.

> Visit us at COSMOPROF WORLDWIDE BOLOGNA From 21<sup>st</sup> to 23<sup>rd</sup> March 2024 Pavilion 26 - Stand A99



# ROSA VAIA and *EVERENOSELAB* A MULTI-FACETED ACTIVITY

ROSA VAIA HAS OPENED A MULTIFACETED VENUE FOR THE CELEBRATION OF PERFUME FROM A TO Z

### A passion for fragrances

Rosa Vaia is Master Perfumer and sole owner of the company Vieffe NoseLab, located in the idyllic surroundings of the Park of the Partenio near Naples. She is always on the outlook for new ideas to create unique, beguiling and sophisticated fragrances. As from this year, she is also sharing her extensive knowledge and skills with the students of the Italian Perfumery Institute, where she holds a course on niche perfumery, from creation to production and distribution.



### We interviewed **Rosa Vaia** about her important entrepreneurial project

EXPORT MAGAZINE: You have recently opened the Vieffe NoseLab, half-way between a demonstration laboratory and a production plant; how did this project come into being? ROSA VAIA: During the pandemic, during the long walks in the open air with my family in the Park of the Partenio, in the province of

Avellino, I noticed some abandoned buildings, a former industrial estate in the park, which had been vacated after an insolvency. I saw in these ruins the potential to do something I had been thinking about for some time, a small laboratory that summarized all the production phases of fragrance and which would allow me to work directly on creativity with clients, for prototypes and small batches. This site, located in a panoramic point with a view over the Gulf of Naples, inspired me for the idea of the Noselab. After an attentive study of the constraints, and with quite a few problems, I bought it and transformed it into a production site with a reduced impact and zero emissions. EM: How did you study the environmental, part and what do you do in the Noselab?

RV: One of the criticalities deriving from the location in the Park is represented by the emissions of alcohol, which we have annulled thanks to a system of hoods; in addition, we have a very meticulous fire prevention plan. We worked very hard to avoid any type of emission and all rejects are also treated and put back into production; special attention is also paid to waste management, Concerning the buildings, there has been no increase in volume, nor do we plan any for the future. In addition, the roads and logistics are commensurate to the very reduced volume of a soft plant, which does not have large daily loads and seldom heavy vehicles. The access road that leaves from the municipal roads has stayed the same in beaten earth, along which I have planted autochthonous trees typical of the park, including aromatic plants of the Mediterranean maquis, buying the young plants from regional forestry nurseries. This green path, which is accompanied by the species of wild herbs and shrubs already present, enhances the access and at the same time reduces the impact of the traffic linked to the site's activity; it is also a prelude





to the building's panoramic terrace, which has been turned into a hanging garden for decorative and educational purposes, with the botanical species from which the raw materials for perfumery are obtained. We have created a very sustainable chain of supply, as local as possible, to work with a reduced impact, slowly and in part still by hand and of the highest quality. The aim of Vieffe Noselab is creativity and education. It is a meeting place for clients curious to know the production processes of olfactory creation, up to bottling. The packaging can be designed and developed contextually with the fragrance thanks to the samples in the showroom and support of the graphic artist. Lastly, the educational area allows bringing professionals, enthusiasts, sales personnel and students of cosmetology closer to our world.

### EM: How do you reconcile your soul as a master perfumer with that of an entrepreneuse in the world of niche perfumery?

RV: For me, doing business is on the one hand a vocation and on the other a necessity, The world of olfactory creation has always been difficult to access; although in the past few years the offer of courses and perfumery schools has increased, when I started out in composition, the path to become a nose had a first compulsory stage in French schools, then joining the large essence companies on long paths of growth and always as an employee. Independent perfumers are still rare, especially in France. In Italy the productive fabric is different, but anyway to a great extent linked to the large multinational corporations; perhaps we owe the success of niche perfumery to this and personally, I feel lucky that I had the privilege of having experienced the development of this phenomenon. After having created Coquillete in Paris, when I returned to Italy as an independent, to continue creating fragrances, I did not have many options except to create a business of my own: referring to the niche gave me the chance to devote myself to small projects and therefore to experiment, learn, and take my first steps independently and this way build up my personal path. With respect to my creative vocation, I cannot see any contradictions: after all, even historically, the artist

in the entrepreneur of himself. I work a great deal in contact with artists, who call me to curate the olfactory part of exhibitions and installations. Art is a market and so is niche perfumery. To make a living, you have to be part of it, with the awareness that not all perfumery is art and, above all if you work in niche perfumery, keeping your autonomy of interpretation, in the respect of the consumers and their curiosity.

### EM: Do you mean that perfumery focuses on an artistic aura that is not always real?

RV: There is a tendency to fuel an image of perfumery detached from the real world, as though it were located in a dreamlike dimension. In actual fact, consumers are interested in and trained to discover what is behind the product: the romantic image of the creator of perfumes, which perfumery still uses, seems obsolete to me. Fragrances are prepared according to commercial briefs, budgets and markets which the perfumer interprets personally, this is why our work is creative. But not all creativity is art and, even in niche perfumery, there are creations which are the result of more commercial logics and perfumes which are clones developed from libraries. I don't believe that we are still in the time of fairy tales: I am convinced that telling the reality of our world is the best way to present it. This is why I am fascinated by education, I hold lessons and welcome many students of cosmetology for internships in my facilities, to show the practical aspects of perfumery and to contribute to transforming their skills into a job.

### EM: Is it to break away from stereotypes that you are working on a new and more personal brand project?

**RV:** I felt the need to do something completely mine, in which I can express myself, free from any market logic, without having to move away from the idea that I intend to represent: this is the reason why this brand will be my name, Rosa Vaia. It is a completely different project from Coquillete, which is a brand I continue to believe in but which does not represent me completely. With Rosa Vaia I intend



to compose an extremely personal approach, because I would like it to be my business card, for those who want to get to know my way of seeing olfactory creation. This does not mean that I am not approaching the creations for Coquillete or for my clients without passion. The new brand will be my personal space in which to be completely sincere, which contrasts with the world of strong stimulation to which perfumery also belongs. I am aware that these creations will not be for the general public, I will make them for myself, to indulge in this luxury and to share deep inspirations, in which I deal with strong topics and difficult times in the human life.

### EM: The relationship with art was the topic of the presence of Coquillete at Esxence 2023.

**RV:** I live the figurative arts as a personal passion, not only for work. I wanted my presence at Esxence to be different, I imagined a moment of enjoyment of art at a show that aims to be an expression of culture, so I did not take my olfactory creations and I asked Professor Pasquale Lettieri to curate the presence of some works by Endless. Of this street artist I am interested in the critical reflection on massification, a comment which bares some mechanisms of society which seemed an interesting idea in this context of artistic perfumery. I designed my stand as the enjoyment of a dialogue, a blend between figurative and olfactory languages. Just as artistic perfumery intends to propose new ways of seeing what is an economic product such as fragrance become increasingly more fashionable and a status symbol, a similar drive can be read in Endless in his reinventions of portraits or images linked to the brands. Although not everyone understood this operation, for me it was a reason of great satisfaction to let clients and visitors experience a moment of pure meeting, of discussions on art and society, of promotion of contemporary art and its reflection on the world.

### EM: An artist or a work on which you would like to create a composition?

**RV:** The slashes by Lucio Fontana. But I still haven't understood which side of the canvas I am on.

Claudia Stagno

### Two new fragrances from Coquillete Parfum

#### Solo Musc: walking into a wood

Solo Musc is a unique creation that embodies the essence of innovation and sensuality that does not compromise on elegance. The first impression of Solo Musc is that of walking through a wood, with the damp earth under your feet and the earthy scent of mushrooms and truffles in the air: an explosion of wild freshness that wens the senses and prepares the ground for the adventure to come.

There is an even deeper secret in the heart of this fragrance. Silvanone Supra musk and Cascalone are interwoven in an enveloping dance, creating a sensory accord that is both seductive and refined at the same time. It is as though the wood has come to life, giving off a magnetic energy that embraces in a cold and dense embrace.

In its finale, Solo Musc leaves behind it a vortex of Musk 50 Galaxolide, Musk Propanoate Helvetolide and Musk Romanolide; a declaration of persistence and a pulsating force that plays with the skin.

Solo Musc is not only a fragrance but a complete sensory experience, the promise of adventures around every corner and the confidence of knowing that your presence does not go unnoticed. In this fragrance, Rosa Vaia has created the most audacious interpretation of the musk note, where the undergrowth of a wood leads to a dimension of pure elegance... for real connoisseurs.

### Mirranda: a fragrance for lovers of myrrh

An invigorating blast of bergamot takes you by surprise then gardenia petals open delicately creating an atmosphere of calmness and serenity. When the heart is revealed, Turkish rose and white tea blend together, creating a floral bouquet that captures the soul It is absolute of myrrh that steals the scene, with its unparalleled depth and richness, as though every drop of this elixir told a story of adventure and discovery. In the final part, this precious material warms up and becomes creamy thanks to Peru balsam and resin of myrrh: the perfect finale for a journey that is as sensory as it is spiritual.

Mirranda is not only a fragrance, it is an invitation to explore the frontiers of your being and discover the beauty hidden in the word around you.



### The new rechargeable glass jar





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# FOR SUPREMŸA LA NUIT

### SUPREMŸA

LA NUIT Le: Grand Soin Anti-Age

AT NIGHT The Supreme Anti-Aging Skin Care



Designed with chronobiology in mind, the treatment works in the night, a crucial time for skin regeneration. The Supreme Anti-Ageing Skin Care unlocks every ounce of the skin's regenerative power to help it recover from daily damage sustained during the day, prepare to fight the aggressions of the following day and delay the signs of ageing. This complex works with the latest active ingredients to target 25 antiageing markers for immediate and long-term results. Morning after morning, the face will look rested, and skin will appear firmer and more youthful.

Soft and gentle, its lightweight, fluid texture blends quickly into the skin for a unique sensory experience and scented with Supremÿa La Nuit's signature floral notes, to add an exclusive touch of delicacy to the night-time ritual.

Sisley's latest innovation, Supremÿa La Nuit, The Supreme Anti-Ageing Skin Care, was launched in September 2023 after 15 years of research For such a concentrate of science, efficiency and pleasure, Sisley has chosen to call on Lumson's undeniable skills, which has developed a custom packaging with exquisite details and precious finishes. An airless glass bottle with "pouch" technology, reflecting Lumson's proven expertise where aesthetic research and attention to detail are expressed at the highest level.

Gold reigns supreme: refined and sophisticated, with metallic glares that highlights the lines of the bottle. The gold pump and the overcap covered in brushed gold aluminium with debossed logo give the bottle a truly elegant allure. The "mirror-effect" inner lacquering on the inside combined with an external lacquering in shaded semi-transparent shiny gold with UV screen printing on the outside round off the design. Lumson blends aesthetics research to safety and sustainability. The airless pouch system keeps the formula totally intact and protects it from any external contamination. And it is sustainable too: after use, the glass can be separated from the other components and recycled appropriately.



### Innovation and sustainability come first

For Lumson, a leader in primary cosmetic packaging, strongly committed to sustainability and innovation, 2024 opens with two important novelties: Slim Rechargeable Jar and Essential. The first is a 50 ml refillable glass jar with a minimal and sustainable design. Perfect for the skincare world, it was conceived with an ecodesign outlook (Re-Think), to give new life to glass jars (Re-Gen), and to raise user awareness about more conscious consumption

(Re-Act). It has a strong eco-friendly footprint: it can be made from PCR glass (25%) with an inner cup in PP. The mono-material PP cover is designed to avoid the material's typical aesthetic defects. And then there's Essential: the new aluminum collection, with a minimal, contemporary design, consisting of 4 atmospheric bottles in 50 - 75 - 100 - 150 ml sizes, combinable with cream pumps (in higher dosages) and sprays. Thanks to the use of aluminum, a customizable green material with various effects and decorations, Essential is extremely versatile and sustainable. The perfect solution for both luxury and masstige products.

### **LUMSON** LAUNCHES A RANGE OF HAIR CARE SOLUTIONS

Representing the second-largest beauty market with a 15% market share after skincare (source: Euromonitor 2023), hair care has undergone a radical transformation in the past decade, both in terms of prices and product offerings. Today, the market is divided into shampoo & conditioner (38%), hair styling products (24%), coloring products (22%), and treatments (16%) while the care segments, particularly masks and specific, often holistic treatments, have been gaining more space both on shelves and in daily routines. They've redefined hair care, paving the way for new product developments and the entry of new players. The data confirms the golden age of hair care and the dynamism of the market, with nearly 300 brands in Europe alone: between 2020 and 2023, the value of hair care grew by +11.9 billion dollars, with a retail price increase of over 15% and a CAGR of 4.8%. This growth is attributed to a renewed focus on hair and scalp care with hair becoming an essential aspect of self-care, alongside diet, exercise, and rest. The trend is moving towards holistic products that address the overall health of hair, as well as the mind, and spirit, offering sensory and emotional benefits.

### WELCOME TO SLIM, VERONA, AND ROUND

Leveraging its expertise in skincare and makeup where it is a well-established leader, Lumson has decided to enrich its portfolio with three lines dedicated to the hair care world and to do it by providing a complete 'turnkey' service including bottles, dispensing systems, decoration, and accessories.



SLIM, VERONA, and ROUND are three comprehensive hair care collections in terms of both materials used and accessories. With 19 solutions available in various sizes, these collections were created to suit different product types present in the market, from serums to masks, and to address the progressive fusion of hair care and skincare (skinification).



SLIM is a well-structured collection with clean, timeless lines. The wide variety of options provides the perfect solution for every need and type of formula. Comprising 9 different bottles ranging from 30 to 400 ml and available in various materials (glass, PET, PE), SLIM is the ideal solution for those seeking elegance and sophistication coupled with functionality and practicality. Minimalism-inspired solutions with distinctive design and clean lines in sizes ranging from 50 to 200 ml. We're talking about VERONA, the hair care line consisting of PETG bottles to be paired with both traditional and precision dispensing systems for professional applications focused on the scalp.

Then there's ROUND, the line dedicated to products more closely linked to nature. The distinctive elements of ROUND bottles include muted colors, a soft-touch finish giving them a particularly smooth feel, rounded profiles that confer a graceful, delicate look, and a wide range of dispensing systems and materials to choose from (glass and PE). The bottles, ranging from 50 to 250 ml, are designed for products that are applied directly to the hair or scalp."

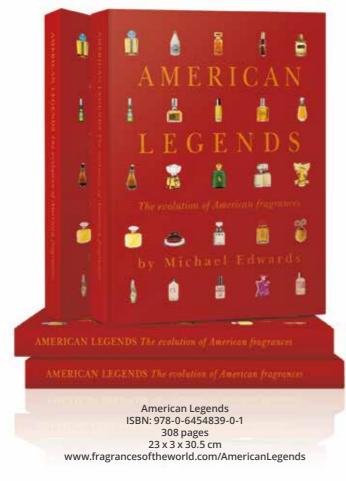


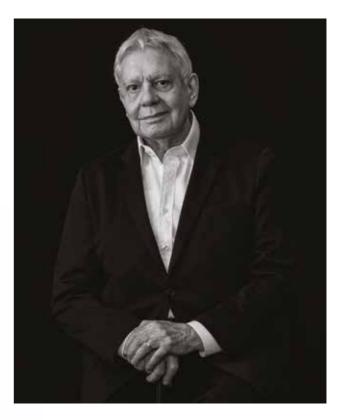


### REPORT

# American Legends THE EVOLUTION OF AMERICAN FRAGRANCES

American Legends is the long-awaited companion to Perfume Legends, the cult book in which French perfumers spoke openly for the first time about their work and the sources of their inspiration. "There is no book like it," stated Edmond Roudnitska, the celebrated perfumer. Now, in American Legends, Michael Edwards documents the evolution, richness and sheer originality of American fragrances from Elizabeth Arden's Blue Grass (1934) to Le Labo's Santal 33 (2011). The result is living history, told through the words of the creators behind forty legendary American perfumes. Michael will present American Legends in New York at the Fragrance Foundation Award Nomination luncheon on April 11<sup>th</sup>; to the Fashion Institute of Technology on April 15<sup>th</sup>; and to the American Society of Perfumers on April 18<sup>th</sup>. He will present the book to the Fragrance Foundation in London on May 16<sup>th</sup> and then in Geneva, on June 25<sup>th</sup>, at the World Perfumery Congress. The book will be available from the April 9<sup>th</sup> on fragrancesoftheworld.com





Michael Edwards is the well-known founding editor of 'Fragrances of the World', the authoritative guide to perfume classification. During a career spanning more than forty years, he and his team have classified and matched over 50,000 fragrances, family by family, scent by scent. The history of modern fragrances fascinates Michael. He is the author of 'Perfume Legends II', the seminal book that traces the evolution of French fragrances. For the first time, perfumers spoke openly about their work and the sources of their inspiration.

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COMPANY

### **BEYOND SUPPLEMENTS:** HOW **TOSLA**'S LIQUID FORMULATIONS FACE TODAY'S CHALLENGES ON THE BEAUTY MARKET



In a time when the beauty sector is facing unprecedented challenges, from market saturation to the frenetic evolution of consumers' demands, the search for differentiation and customer loyalty plays a crucial role. Digital transformation and the stringent rules on privacy complicate reaching new clients, making the loyalty of the existing ones a fundamental battlefield for the brands. Tosla Nutricosmetics, an innovative company that produces supplements for the beauty and wellness sector, is ready to redefine the panorama of beauty at Cosmoprof Worldwide - Bologna 2024. Following a year marked by major achievements, such as the inauguration of the new Super Factory and Headquarters and obtaining the prestigious B Corp certification, the Slovenian company is committed to further improving its sustainability, quality, and innovation. What makes Tosla a unique company in this sector, which is already saturated? Tosla is aware that to emerge in such a competitive environment, it is not enough to offer attractive products; they have to solve real problems. Tosla's liquid beauty supplements, thanks to the revolutionary patented VELIOUS<sup>™</sup> flavor technology and the repeated clinical tests aimed at improving the product, offer a solution that combines good value with effectiveness. Tosla supplements are not simple supplements but a daily beauty ritual that improves the consumer's well-being. At the heart of the company philosophy is a deep awareness of the need to develop products designed for repeated purchases. Their portfolio, which includes innovative formulations of liquid collagen and avant-garde solutions such as Lumina 365, an edible sun protection aid, Ceramides for the health of the skin, the elixir Haircycle+, and an Anti-Acne solution, meets this need. Tosla products prove the commitment of the company to respect its credo: to guarantee simplicity, tastiness, and effectiveness. Beauty and well-being brands will find in Tosla a reliable business partner that will support their journey in expanding their product portfolio with ready-to-drink supplements formulated for high retention, resulting in a growing number of loyal clients. Their liquid formulations are not an asset only for the client but also for the brands striving to deepen their relationship with the public, ensuring the brand's continuous growth.

Meet Tosla at Cosmoprof Bologna from 21 to 23 March, in Hall 20, Stand C44. You will have the chance to speak to Tosla's R&D specialists and discuss new ideas and opportunities that could transform your product portfolio and, ultimately, the future of your brand.

This is more than an invitation to explore the creations of Tosla; it is an appeal to join the beauty revolution, which promises to satisfy and exceed the modern consumer's expectations. **One shot, every morning.** 







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In its almost ten years of existence, the Laboratoire Sentéales, unanimously appreciated for its formulas of unequalled naturalness that are effective and kind, and for the sensory nature of its products, has succeeded in becoming the essential reference in the field of phytotherapy

### Reconciling science and conscience...

Sentéales anticipates the new "beauty" aspirations of its clients and proudly contributes to the each woman's self-esteem. The laboratory brings, often in advance, answers to the questions of our society, such as the need to preserve the environment. It has been able to reconcile science and conscience, charm and authenticity.

### **Divin Sérum**

After the Brume Vivifiante, a spray which gently gives immediate dynamism and hydration to the skin, now presented in an elegant Parma violet bottle without petrochemical derivatives, Sentéales gives us a reinterpretation of its Sérum Insolente Jeunesse.

COMPANY

This delicate nectar, reworked both in the substance and in its form, illustrates the capacity for invention and adaptation of the laboratory and its perpetual search for the most remarkable active ingredients from plants. Paeonia officinalis, rich in beneficial flavonoids and peptides, calms the skin and stimulates the production of collagen and elastin.

The original association between hibiscus flowers and the fruit of the baobab helps firm skin; in addition, their harvest is part of a programme supported by USAID to Senegal, guaranteeing the fair payment of the women working in agriculture. This vegan Serum, with nude reflections, contains almost 98% of ingredients of natural origin and for a real cure of rejuvenation, it should be used in combination with the Élixir and the Crème Insolente leunesse.



This possibility of paired use and in synergy of the Sentéales treatments is an integral part of the brand's philosophy and shows that a short and harmonious line of products can meet the problems of all skin types.

### Aromatherapy, a universal language...

Like modern aromatherapy, the universal language of which spreads well beyond France, Sentéales draws its inspiration from beyond the borders, both in the choice of active ingredients such as Damascus Rose, myrrh, prickly pear... and in the knowledge of the techniques of ancestral massage from distant continents, and likes to pay tribute to other cultures, such as recently with India, in Ginger, its delightful scented candle.



This otherness and this openness towards others explains the international presence of the laboratory in some twenty countries, which has stepped up in recent months, as in the USA where the brand was particularly showcased in New York at the recent International Aesthetics Cosmetics & Spa show. Sentéales arouse enthusiasm in the UAE where the brand is advantageously represented in the spas of the Hyatt Regency and the Ora Spa in Palm Jumeirah as well as in the Sofitel of Abu Dhabi.

The magnolia raspberry accord of the Huile Enchantée, an exquisite dry oil which hydrates the body leaving it satin-smooth, has also conquered women in Japan, where Sentéales can be found in Tokyo, at Isetan and at the Four Seasons Hotel.

Thanks to this dynamism, Sentéales can calmly inaugurate a cycle of several major launches scheduled over the next twelve months.







# COVERPLA

### ACCOMPANIES THE LAUNCH OF MARINE COTON LAUNDRY FRAGRANCE



When a young brand like Marine Coton launches what is a new olfactory signature, laundry fragrance, Coverpla is there to accompany the brand with its innovative, very exclusive wellbeing routine. Marine Coton selected an extremely elegant bottle that Coverpla has introduced to its offer thanks to its recent partnership with Estal. Marine Rautureau leaves nothing to chance, and her new line inspires a very specific routine: perfumed textiles. Inspired by the scent of the soft toy that was her comforter during her childhood, the concept is simple. A dose of product goes into the washing machine with the laundry, to accompany the wearer through the day with the odor of happy memories: a luxuriously nostalgic gesture for unsuspected moments of pleasure. Made up of three fragrances - Accord Infini, Paradis Nomade and Soleil Absolu – the range rewrites the codes of perfumery for a contemporary olfactory experience. Just a few months – and trade shows – after signing its partnership with Estal, Coverpla has seen its conviction rewarded with brand interest in differentiated packaging and a very particular approach to luxury.

### One bottle: an experience in three fragrances

Faithful to her commitment to sustainable, local sourcing, Marine chose the Philos bottle in a 100ml format, fitted with a pump. Both were produced in Europe. Designed for cosmetics, home care and home fragrance, this model is adapted to various product formats (droppers, pumps, rings for diffusers, screw-on caps...). It is also offered in 50, 250 and 500ml formats and in two choices of glass type (Flint and Wild).

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# COSMOPROF WORLDWIDE 2024 THE GLOBAL CELEBRATION OF BEAUTY!

Held at the Bologna Fair District between 21<sup>st</sup> and 24<sup>th</sup> March 2024, Cosmoprof Worldwide has a new format this year, with the coordinated opening of all pavilions on the same day, Thursday, March 21<sup>st</sup>, to facilitate a multi-channel approach. Cosmopack and Cosmo Perfumery & Cosmetics is open for 3 days and closes on Saturday 23<sup>rd</sup> March.

The pavilions dedicated to the professional channels of Cosmo Hair Nail & Beauty Salon are open for 4 days and close on Sunday 24<sup>th</sup> March. The opening of all pavilions on Thursday facilitates contacts between companies and international operators across all distribution channels.

### New opening days to better meet professionals' needs

A significant change is that the fair is closed on Monday, reflecting actual transformations in the professional channel: Monday is a working day for most professional salons. Salon owners and operators of beauty centres have the opportunity to visit the fair on Thursday and Friday, usually the days most dedicated to business.

This 55<sup>th</sup> edition promises highly positive results, with over 3,000 companies from 67 countries having confirmed their presence (+4% compared to 2023) and the exhibition area is sold out.

Over one-third (35%) of the total exhibitors are showcasing at Cosmoprof for the first time, while 30 country pavilions confirm the international appeal of the event, there with the best production from Austria, Brazil, China, the Czech Republic, France,



Germany, Greece, India, Indonesia, Ireland, Japan, Korea, Latvia, Poland, Romania, Spain, Sweden, Taiwan Region, Turkey, Ukraine, UK and USA. Newcomers are Estonia, Norway, the Pacific Islands, Palestine and Singapore.

Visitor registrations and online ticket sales are also showing very positive results: since September, the Cosmoprof website has recorded over 1.7 million views from approximately 217 countries and regions worldwide. This increased interest is thanks to the promotional campaigns activated in recent months on the main digital channels.

The official social media profiles of the event are also experiencing steady growth, totalling over 400,000 followers. Online ticketing was activated earlier than in previous years, resulting in significant growth compared to last year, especially in registrations from abroad. Under a month from the start of the event, visitors from over 110 countries had registered.

Cosmoprof reaffirms its status as a global reference for suppliers, manufacturers, brand owners, buyers, distributors, retailers and operators, at an exciting

EVENTS

time for the cosmetics industry globally: according to McKinsey & Company's beauty report for 2023-2027, the sector reached a turnover of \$427 bn in 2023, and is forecast to reach \$580 bn by 2027, with an annual growth rate of 6%.

### Cosmopack

The exhibition dedicated to the supply chain, is the only trade fair event that hosts all sectors of the supply chain: ingredients and raw materials, contract manufacturing and private labels, packaging, applicators, machinery, automation and full-service solutions. For the 2024 edition, over 550 companies from 36 countries have already confirmed their participation (19% of the total exhibitors at Cosmoprof Worldwide) marking an 8% growth compared to 2023. New technologies, innovative packaging solutions and cutting-edge production processes await stakeholders for three days, also in Hall 28. In Hall 20, the Ingredients Zone hosts suppliers of raw materials, ingredients, essential oils, and fragrances for cosmetic bulk. In a circular economy and with growing attention to a more sustainable development of all production activities, ingredients are the starting point for the cosmetic supply chain to study new solutions that reduce the sector's environmental impact.



### Events

CosmoTalks returns for the three days of the show, to share insights, inspirations and future strategies to address the most current issues for the cosmetics industry. Roundtables feature more than 70 speakers, representatives of market and trend analysis agencies, brands and media worldwide discussing the state of the art of the industry and its future evolution. Cosmopack Stage in Hall 20 is a dedicated space for exhibitors to present their



From left: Benedetto Lavino, President of Cosmetica Italia; Gianpiero Calzolari, President of BolognaFiere; Matteo Masini, Executive Head of Consumer Goods, ITA Agency and Enrico Zannini, General Manager, BolognaFiere Cosmoprof

technologies and innovations, and is strategically placed near the Ingredients Zone. The perfumery sector is at the centre of dedicated initiatives, aiming to facilitate a dialogue between demand and supply. The Accademia del Profumo is at the Service Centre with an installation dedicated to the excellency of bergamot, one of the most iconic notes in the fragrance sector. A CosmoForum is held on the World Massage Meeting stage on Thursday 21<sup>st</sup> March on Egypt's entrepreneurial perspectives , organized by the ITA Agency in Cairo, with the analysis of the market, export and contract manufacturing. The B2B Beauty2 Business Awards 2024 is taking place on Thursday 21<sup>st</sup> March, with the mass-market

place on Thursday 21<sup>st</sup> March, with the mass-market stakeholders rewarding companies that developed and realized creative and innovative marketing and communication activities. On Saturday and Sunday, 23<sup>rd</sup> and 24<sup>th</sup> March, CosmoForum sessions dedicated to the Nail sector are presented in the Nail Gallery, in the Buyer Lounge in Hall 36.





### GOTHA COSMETICS A GLOBAL PRESENCE WITH THE POWER OF GEOGRAPHICAL EXPANSION



### A partner to the most innovative and fastest growing beauty brands worldwide

Gotha Cosmetics is a leading Italian contract manufacturer in colour cosmetics that has achieved rapid growth since its creation in 2005, as a spin-off of a high-end skincare company. Today it is partner to the most innovative, fast-growing beauty brands worldwide, inspiring them with innovative, disruptive make-up products. Through which they can engage, delight and surprise final consumers. Gotha is based near Milan, Italy, and has sales and marketing offices in Paris, New York, San Francisco, Suzhou and Shanghai. Its value system is built around customer-centricity, agility and service excellence, allowing long-term partnerships to be created. In the last two years, Gotha has significantly consolidated its supply chain and geographic expansion to strengthen its role as a leading, one-stop cosmetic manufacturer. The company's commitment is to add value to its business and to its partners' business to scale up and expand, while investing in innovation and technology. The constant drive for innovation enables Gotha to meet changing consumer demands, incorporate scientific advances and stay ahead of trends.



**Gotha at Make Up in Los Angeles** Present at Make Up in Los Angeles on 14 and 15 February 2024, with the claim Be You-Nique, Being unique is better than being perfect, Gotha presented its new collection which reflects the evolving preferences of modern consumers who value self-expression and authenticity, emphasizing personalization, innovation, and a deeper connection between individuals and the products they use. Acknowledging and celebrating diverse beauty standards is a key aspect of Gotha's consumercentric vision. This involved offering a wide range of products that cater to different skin tones, types and cultural backgrounds. In the words of Ilaria Prencipe, Gotha Cosmetics Global Product Development Manager & US Marketing, their beauty products "encourage experimentation

> and playfulness, allowing individuals to explore different looks and styles, and break away from traditional norms."



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## COSMOPROF NORTH AMERICA MIAMI A HIT FOR THE INAUGURAL EDITION



### The Florida venue was a bustling hub for networking

The inaugural edition of Cosmoprof North America Miami was held from 23<sup>rd</sup> to 25<sup>th</sup> January, showcasing products and services of over 700 exhibitors from 40 different countries. Visitors numbered an amazing 19,000 from 113 countries. The categories on display comprised skin care, make-up, fragrance, hair care, nails and the beauty supply chain, with the show highlighting the latest trends and groundbreaking beauty solutions. There was great satisfaction all round, with Antonio Bruzzone, CEO of BolognaFiere Group, saying, "The success of the first edition of Cosmoprof North America Miami is really a positive signal for the development strategy of the Cosmoprof network. As a global partner for business for all beauty stakeholders, our aim is to facilitate networking and commercial relationships, starting from today we can provide our global community with two specific events dedicated to the US market, enriching the global offer of our international platform." From the professionals' side, "With the success at Cosmoprof North America Miami, we look forward to the sustained momentum at Cosmoprof North America Las Vegas in July," said the Professional Beauty Association's Executive Director, Nina Daily. "These notable events underscore the power of

collaboration and a collective vision dedicated to empowering beauty professionals, strategically shaping the future of the industry."



EVENTS









The country pavilions (Brazil, China, Colombia, France, Germany, South Korea, Spain and Turkey) added a global dimension to the event, fostering international collaboration and showcasing the beauty industry's diversity.

The Buyer Program, to facilitate impactful B2B networking between exhibitors and buyers, organized many highly productive meetings.

In collaboration with the U.S. Commercial Service, 175 delegates were registered from 17 countries, including Colombia, Ecuador, Ghana, Jamaica and Mexico, fostering meaningful B2B engagements with exhibitors. Many of the CosmoTalks and Cosmopack Education sessions sold out before the event, showing the industry's great interest for these events. Topics drew keen attendees seeking invaluable insights and expertise from illustrious speakers. All this went to make Cosmoprof North America Miami a catalyst for industry professionals, providing a unique platform for networking, business expansion, and knowledge exchange. As the inaugural edition came to a close, the overwhelmingly positive response from both exhibitors and attendees affirmed the event's



success and marked the beginning of a new era for beauty innovation in the vibrant city of Miami Beach. The second stop of the Cosmoprof Network for the US beauty community will be Las Vegas for the 21<sup>st</sup> edition of Cosmoprof North America Las Vegas at the Mandalay Bay Convention Center from 23<sup>rd</sup> to 25<sup>th</sup> July 2024, with registration now open.

The second edition of Cosmoprof North America Miami is scheduled for 21<sup>st</sup> to 23<sup>rd</sup> January 2025 in Miami Beach, Florida, further consolidating its role as a crucial platform of the beauty industry in the Americas.



**BEAUTYSTREAMS** 

### Value for All: Democratic Beauty Alternatives in an Era of Economic Uncertainty



### Beauty Dupes: A Generational Shift in Consumption Habits

As the torchbearers of the digital age, Generation Z is rewriting the rules of consumerism, seeking authenticity and value over brand names. Amid challenging economic times, the younger generations are turning to brands that understand their needs: quality beauty at a reasonable price. While Millennials might have wanted to keep their knockoff beauty products and apparel on the down low, buying dupes has become incredibly popular today thanks to a shift in mindset among Gen Zs: brand names are out and finding the best deal for the same product

As the global economy faces challenges and the cost of living continues to soar, consumers are seeking new, non-traditional ways to maintain their lifestyle, and stay on trend, without breaking the bank. While the beauty industry continues to show resilience throughout periods of crisis, today's consumers are eager to find cost-effective beauty alternatives while also being more attentive to long-term health and ecological effects of their consumption habits. While global inflation is set to steadily decline to 5.8% in 2024 compared to 6.9% and 8.7% in 2023 and 2022 respectively, according to the International Monetary Fund, the after-effects of heavy inflation from the past two years are still very much present in consumers' attitudes toward spending. The impact of such economic unrest can be felt throughout industries and across markets: over 50% of consumers reported opting for lowerpriced goods, and "nonessential" categories like apparel, travel, dining, and entertainment also saw a decline. Meanwhile, beauty has shown its resilience and growth through it all. Saved by the "lipstick effect" or beauty's leading economic indicator that explains consumers' willingness to indulge in small purchases during recessions in search for emotional uplift - beauty and self-care products have still been very present in consumers' baskets. With the idea that a little indulgence can go a long way, we have witnessed the surge of "dupes," the premiumization and rising splurge-worthiness of personal care and home care products, as well as growing demand for accessibly priced sustainable alternatives.

quality is in. As defined by BEAUTYSTREAMS, this consumer mindset is attributed to Pragmatics, or the Consumer Archetype that seeks value for their money, practicality, transparency, and democratized accessibility. The dupe trend particularly appeals to Pragmatics who prefer weighing their options, doing their research, and selecting the best option for their financial situation. Today, with over five billion views on TikTok, the #dupe is fast becoming a marketing strategy in its own for brands looking to hook Gen Zs and satisfy their hunger for costeffective beauty. Brands like e.l.f. cosmetics, Clover by CLOVE + HALLOW, and Brandefy are some of the brands and services

**BEAUTYSTREAMS** 





proudly surfing on dupe culture. With price tags kept under US \$25, e.l.f. and Clover, two Gen Z-approved brands, connect with their audience in a realistic and authentic way. "Dupes done better," as self-described by Clover, the brand ascertains better ingredients, better sourcing, better packaging, and better pricing throughout their skin care and make-up product ranges, while e.l.f. showcases their "sustainably minded" efforts on their website, with packaging-reduction commitments at the forefront of their goals and actions.

Meanwhile, Brandefy is dedicated to helping consumers find the best affordable alternative to sought-after products. Calling out inflated price tags and high margins in the industry, the brand boasts their own clinically backed skin care lines along with a unique mobile application that allows users to find the perfect alternative for brand name products, sorting through the overwhelming number of brands to recommend the most cost-effective, qualitative alternative.

The allure of beauty dupes lies not only in their budget-friendly nature but also in the desire for inclusivity and accessibility. Traditional luxury brands have often been criticized for catering to a specific demographic, leaving many consumers feeling excluded. Beauty dupes offer a solution by providing quality products at affordable prices, allowing individuals from diverse backgrounds to participate in beauty trends without compromising on quality.

### The "Lipstick Effect" in Other Forms: Indulging in Premiumized Everyday Essentials

While dupes are taking the industry by storm, another form of value-driven purchasing habit has taken shape in recent years. As we've seen that consumers seek mood-elevating indulgences, we have seen rising demand for premium personal and home care essentials. Traditionally inexpensive necessities such as toothpaste, deodorant, and home cleaning products are now witnessing an upgrade in their status.

Indulging in these premiumized essentials, consumers are willing to spend more not only for the elevated aesthetics, but also for the health-related and eco-conscious aspects of such alternatives. With heightened awareness around the adverse health and ecological effects of certain conventional ingredients, such as endocrine disruptors like parabens, phthalates, or triclosan widely present in a number of personal care essentials, and ozone depleting volatile





organic compounds (or VOCs) and environmentally disruptive synthetic surfactants found in traditional cleaning products, the surge of clean, non-toxic alternatives spans far and wide. With concerns about harmful chemicals and their potential links to health and environmental issues, a portion of consumers are opting for premium alternatives that prioritize natural and safe ingredients and exclude potentially toxic ones. In the personal care department, brands like Native, Nécessaire, and MALIN+GOETZ offer splurge-worthy deodorants at a higher price point but are rid of commonly found harmful ingredients, while Marvis and Bite are reimagining toothpaste. In the home care aisle, brands like Supernatural and What Matters are rethinking cleaning formulas to eliminate harmful chemicals both for the benefit of the user and of the planet.

### The Massification of Eco-Friendly, Non-Toxic Alternatives: A Need for Equity Across Demographics

As an evolution of BEAUTYSTREAMS' forecasted Macro Movement, "The Big Slowdown," this move towards more conscious consumption and mindful selection of products illustrates consumers' willingness to find reassurance in everyday essentials.

But while the demand for non-toxic, eco-conscious alternatives is a positive sign for the future of conscious consumption, many individuals cannot afford the premium that goes into such products. Studies have revealed that in 18 out of 20 countries examined, individuals with higher incomes are more inclined to make sustainable purchases, while another study has demonstrated that 43% of individuals express that financial constraints are posing challenges in their efforts to adopt more sustainable shopping behaviors.

While heightened awareness of harmful ingredients is welcome, the need for equity in access to eco-friendly and healthy alternatives is still felt across markets.

According to recent surveys, more than 40% of consumers don't purchase sustainable goods or services simply due to its elevated cost. With a higher cost of living and strained personal finances, consumers seek affordability over sustainability.

The trade-off to opt into sustainable living options today is real, but this shouldn't deter companies to market more sustainable alternatives in the future. Sustainable sourcing, manufacturing, packaging, and a myriad of other eco-conscious processes involved in bringing sustainable alternatives to market are still recent compared to traditional manufacturing processes.

While sustainable products today play a part in a company's premiumization strategy, we can expect, and encourage, companies to continue driving innovation in sustainable processes and encourage costs to be driven down to make sustainable living more accessible to all.



### **About BEAUTYSTREAMS**

BEAUTYSTREAMS is the global beauty industry reference. It is an indispensable resource for beauty industry professionals. Catering to industry insiders across the full beauty supply chain, BEAUTYSTREAMS provides future insights, product forecasts, consumer analyses, and market intelligence on a global level as well as on a local scale across six continents. For any further information or press inquiries, please contact us at: *press@beautystreams.com*.

# BEAUTYSTREAMS

## The Go-To Trend Insights Platform for Marketing & Product Development

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### VALÉRIE KAMINOV - BIOGRAPHY

Trailblazer, entrepreneur, advisor and business strategist are just some of the ways to describe Valérie Kaminov, Founder & Managing Director of International Luxury Brand Consultancy. Valérie's enviable reputation in the world of international beauty, stems from her highly effective approach to developing brands. Her forward-thinking acumen and smart strategies are based on an innate insight into global markets, an ability that has led her to take brands to up-andcoming beauty destinations before others. This deep understanding of the industry, how to position products, where to go, who to speak to and how to get results has made IL Brand Consultancy the go-to company for beauty brands looking to grow their business around the world. Since establishing her influential consultancy, Valérie has successfully steered emerging talents to global recognition, re-established well-known names, advised on growth plans and introduced a host of beauty brands to new distribution channels. She has been instrumental in the transformation of many businesses around the world and always on the belief that profitable market entry and sustained growth require the right partners. It is why she is regarded as one of the most well-connected people in the industry. Having been at the forefront of the global cosmetics industry for over 25 years, Valerie's thought leadership and knowledge have led her to be a regular contributor to Export Magazine, creator of Connect Beauty, host at the IMF Convention, developer of the Cannes Duty Free programme as well as author of the informative market-focused Inside Cosmetics Collection that have become required reading for brands looking at global expansion. From launching brands on the international stage to being a business intelligence resource, Valérie's rare combination of skills make her an exceptional consultant and advisor.

## SAUDI ARABIA SPA AND SALON MARKET: THE RISING STAR OF THE FUTURE



Saudi Arabia has one of the highest consumption rates for cosmetics in the world and is the leading consumer of skin and haircare products in the MEA region. For this reason, it offers many opportunities for brands, and the consumer shift to clean beauty means that there is also space for new brands to penetrate this fast growing and buoyant market. A quick look at the statistics reveals just how quickly the landscape in Saudi Arabia is moving and why we can't afford to be out of touch with what's happening in this vibrant market.

### An overview of the market and its consumers

Revenue in the Saudi Arabian market amounts to US\$5.95bn in 2024 and is projected to grow by 4.22% annually (CAGR 2024-2028). The market's largest and best performing segment is Personal Care, with a market volume of US\$2.67bn in 2024.

THE MARKET'S LARGEST AND BEST PERFORMING SEGMENT IS PERSONAL CARE, WITH A MARKET VOLUME OF US\$2.67BN IN 2024.



Furthermore, while online sales currently remain relatively low, this is expected to grow to account for around 17% of overall sales during 2024. As more Saudi women join the workforce, the demand for mass beauty and personal care products

is expected to increase alongside a rising demand for Halal-certified products.

### Saudi Arabia's Young Market projects accelerated growth for the beauty market

Approximately 37% of Saudi Arabia's population is below the age of 14, and those under the age of 25 account for around 51%. Once people under the age of 29 are

included, the total percentage of young people in Saudi Arabia amount to two thirds of the kingdom's population.

This has led to a rise in the trend of social media influencers showcasing their beauty regimes over the past few years, with both national and international beauty companies turning to influencers as a route to attract the younger consumer's attention and raise brand awareness.

Saudi Arabia has one of the highest rates of smartphone ownership in the world, which is another indicator as to why brands should prioritise a strong online marketing strategy when launching into any market, especially Saudi Arabia.

When put together, this young consumer profile and the increase of women joining the workforce means that Saudi Arabia benefits from one of the highest spends per capita on cosmetics worldwide.

# A shift towards clean beauty, fuelled by COVID-19

The trend towards clean beauty comes as no surprise, with this trend sweeping across the globe due to growing environmental awareness and the responsibility that is being put on the consumer to make smarter purchasing decisions, not only for beauty and personal care but across all categories. This in turn has meant that some consumers have been left with no choice than to switch from higherpriced mass products to lower-priced premium products. As a result, there is more demand for local, eco-friendly, natural, halal and organic skincare products.

### The Saudi Arabian spa market: one to keep an eye on

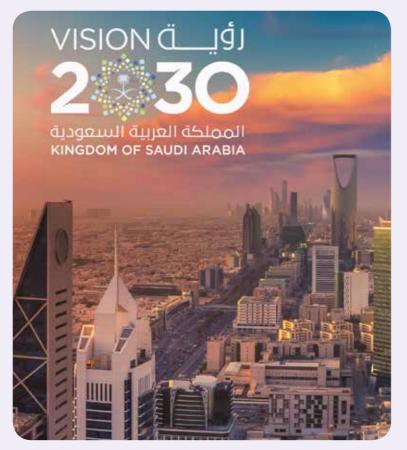
Taking into consideration all of the above factors, i.e young population, high per capita spend, women joining the workforce and a shift towards clean beauty, it is very clear that the spa and wellbeing sector in Saudi Arabia is one to keep a close eye on. Despite the negative growth due the COVID-19 pandemic, the hotel/resort spa segment accounted for the market's largest proportion in 2022, with total revenues of \$248.5 million equating to 67.5% of the market's overall value. The day/club/salon spa segment contributed revenues of \$72.3 million in 2022, which was equivalent to 19.7% of the market's aggregate value.

Table 2: Saudi Arabia spa market category segmentation: % share, by value, 2017–2022									
Category	2017	2018	2019	2020	2021	2022			
Hotel/Resort Spa	66.5%	66.6%	66.8%	67.2%	67.4%	67.5%			
Day/Club/Salon Spa	20.1%	20.0%	19.9%	19.8%	19.7%	19.7%			
Others	13.5%	13.4%	13.3%	13.0%	12.9%	12.8%			
Total	100%	100%	100%	100%	100%	100%			
Source: GlobalData					© GlobalData				

As the kingdom continues to successfully diversify its economic activities, it is also expected to benefit from an increase in tourism. Coupled with its established brand reputation and wide range of services and facilities it offers, Saudi Arabia is quickly becoming the go-to place in the MEA for wellness vacations. If we add to this the ever falling rate of unemployment, the rising disposable income, and the presence of women in the workplace with a desire to care for their health and wellness as well as their appearance, it is clear that Saudi Arabia is a very attractive market for brands to explore. The development of resorts where customers can enjoy treatments in the same location as they can sleep is highly attractive and is driving the market volume up quickly, with a projected CAGR of 12.5% between 2022-2028. Saudi Arabia's travel and tourism industry is expected to have the fastest growth in the Middle East region over the next 10 years. The government of Saudi Arabia has a strategic framework called "Saudi Vision 2030" which focuses on the development of sectors such as recreation, health, infrastructure, tourism and others to reduce its financial reliance on oil. Their main focus will be to continue to drive tourism, which will have an unquestionable effect on the growth of the spa and wellness market within Saudi Arabia. The market is highly fragmented with large, established brands operating next to small and



medium businesses. The main complexity comes from the high price sensitivity of the consumer, which affects brand loyalty as consumers aren't able to as much as they would like. However, the market is also characterised by a considerable number of buyers, and this in turn increases buying power. It should also be noted that the market has low entry barriers and is accessible to private individuals, through franchising of established brands. As the interest in wellbeing has increased due to the pandemic, so have the number of new entrants, either in the form of local and international franchises or small independent studios. Threats to the spa market include alternative methods of wellness treatments such as relaxation therapies, meditation and home spa, which are much more cost effective for the consumer and must be taken into consideration when creating a strategic plan to enter the Saudi Arabian spa market.



### Saudi Arabian Spa Market: A less mature market with a bright future holds opportunity for brands

There's no question that the Saudi Arabian market is less mature as compared to the European and North American regions, however, this should not be off-putting for brands as the market is expected to see great growth over the next five years. Although the Saudi Arabian Spa market is dominated by a few multinational firms including Jeddah Spa, Talise Spa, Assail Spa and Pearl Spa, brands who are innovative and can attract the attention of the consumer via new technologies could be set for success.



The degree of competition will be largely dependent on level of demand and market growth, but technological advancements offer brands the opportunity to stand out; better mobile apps for appointment booking, customer loyalty programs and payas-you-go services are unlikely to be adopted by the larger spa chains and therefore leave a gap in the market for smart brands to penetrate.

## Navigating the Legislation of Saudi Arabia: The key to success

It is a requirement in Saudi Arabia for all products to be listed in the Electronic System for Listing Cosmetics Products as listing aims to organise import, trade and market cosmetics products. The aim of this is to provide an integrated database of all marketed cosmetic products in Saudi Arabia, in addition to the data of their importers and local manufacturers.



R E P O R

First, brands must follow the process of notifying Cosmetics Products in Saudi Arabia. The first point is to submit product labeling. Brands must attach clear images of the products, showing its information and substitutions in a visible way. These labels must be in conformity with the Cosmetic Products Legislation and the Standard to Safety Requirements for Cosmetic Products and personal care No. GSO1943/20016. It must have its own barcode. Brands must then add product components in the Electronic system, this must include all active and inactive ingredients, role and exact concentrations. The authority has recently published a list of the banned products and restricted

A conversation with **Brooke Bergé**, Division Manager for Beauty Distribution at Ali Bin Ali Holding



I had the pleasure of meeting with Brooke at the BeautyWorld Saudi Arabia Exhibition in February this year and was blown away by her knowledge and passion for the spa market. Ali Bin Ali Group is one of the largest retail and distribution companies in Qatar and Ali Bin Ali Beauty, a Division under the Ali Bin Ali Group, is one of the fastestgrowing companies across the GCC. Ali Bin Ali Beauty are currently the Regional Leaders in Beauty Distribution, having carefully curated a best-in-class portfolio, committed to offering consumers highly effective, results orientated, clean luxury alternatives that are both ethical and sustainable whilst focusing on medicalefficacy and wellness alternatives. The Holdings success is widely known and is born out of their unwavering commitment to the long-term development and strategic growth of not just their holding but also that of their partners.

EXPORT MAGAZINE: What factors are affecting the strength of the competition in the Saudi Arabia Spa and Salon Market? Brooke Bergé: Spa budgets have segmented the market through different price points and services, catering to different audiences and substitutes for the market are abundant.

EM: What has led to the increased investment in technological advancements to provide personalized solutions and enhance consumer experience in the Saudi Spa and Salon Market?

**BB:** The market is driven by various macroeconomic factors, including urbanization, evolving lifestyles, rising disposable income, including increased consumer spending and population growth. Technological advancements such as developing mobile apps to better serve customers can improve membership retention rates and touch-free technology is increasingly gaining popularity.

### EM: What is the go to strategy for the Spa and Salon network in the Kingdom? And why are customer acquisition and retention strategies most important?

**BB:** Spas that offer pay-as-you-go services, with a possibility of extending it to a full membership in the future are gaining more popularity by giving consumers a broader choice and great power. Upselling, loyalty programs, package deals and gift cards boost profits and gain a competitive edge. The key strategy, however, should be focused mainly on the cost of the service, as price competition has become more intensive among mid-market and budget operators. Furthermore, strategies on expanding the customer journey and more importantly improving the customer experience are extremely important, unique

use in the cosmetic products in addition to a list of preservatives and coloring items allowed in the Cosmetic Products website in accordance with article four of Implementing Regulations of the Cosmetics Products Law. With nearly 30 ingredients that are not permitted, it is imperative that brands review their ingredient list carefully before proceeding with any further registration. A brand must then submit a list of documents to continue the eCosma process and the notifier is the held representative of the product. The duration of registration takes between 3 months to one year and therefore brands must take this into careful consideration when entering the Saudi Arabian Market.

> experiences and a demand for rarity and exclusivity are also what consumers look for and where Clients gain a competitive advantage.

> EM: Why is the spa and salon market one of the biggest distribution channels in the Middle East and what integral part does the country play?

> **BB:** Saudi Arabia's travel and tourism industry is expected to have the fastest growth in the Middle East over the next decade and the performance of the market is projected to accelerate, with a growing emphasis on wellness and self-care, advancement in technology, the digitization of spa services due to rising disposable income and a rise in travel and tourism. Furthermore, as people's purchasing power increases, there is a greater demand for recreational activities and luxury experiences, leading to an increase in the number of spas and resorts.

> In conclusion, the Saudi Arabian Spa and Salon market holds great promise of growth over the next 5 years and there is opportunity for new brands to enter this market. However, due to the domination of large brands with strong foot holding, coupled with Saudi Arabia's complex legislation, brands should seek expert advice when exploring this market so that efforts aren't wasted.

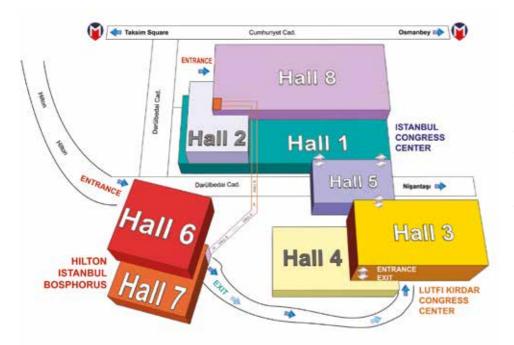




For more information on how IL Brand Consultancy can help you expand your brand, please contact us on **info@ilbc.co.uk** or visit our website at **www.ilbc.co.uk** 



# BEAUTYISTANBUL SET TO REACH 1,000 EXHIBITORS MILESTONE WITH HALL 8 LAUNCH



The 5<sup>th</sup> edition of the BEAUTYISTANBUL Exhibition is poised to achieve a landmark milestone by hosting over 1,000 exhibitors, a significant achievement marked by the inauguration of Hall 8.

This expansion introduces around 200 distinguished international manufacturers and brands.

The CosMaking area will also expand to Hall 8 to accommodate Supply Chain exhibitors, including the China pavilion. Scheduled for October 2-4, 2024, at the prestigious Istanbul Congress Center, Lutfi Kirdar, and Hilton Istanbul Bosphorus in Taksim-Istanbul-Türkiye, the 5<sup>th</sup> BEAUTYISTANBUL International Exhibition for Cosmetics, Beauty, Hair, It is also the most international event in the cosmetics sector, attracting trade visitors from 169 countries. BEAUTYISTANBUL has earned a reputation as the go-to event for buyers from the Middle East, Africa, Eastern Europe and CIS regions.

The Hosted Buyer Program, extending sponsorships to buyers from Latin America and the Far East, underscores the exhibition's global appeal, uniting buyers worldwide at a singular event.

The event serves as a crucial platform for connecting manufacturers, brands, private label and contract manufacturers, and suppliers with B2B buyers, importers, distributors, wholesalers, cosmetics chain stores, retailers, pharmacy chains, supermarkets, online stores interested in a broad range of categories, including personal care, skin care, makeup, hair care, perfume, natural & organic products, home care & cleaning products, dermocosmetics, OTC & Pharmaceuticals, baby care, beauty accessories, professional beauty, private label, ingredients, packaging, and machinery, making BEAUTYISTANBUL a pivotal event for industry stakeholders.

Download the Mobile App by scanning the QR code to register and connect with international manufacturers, brands, and suppliers. This includes exclusive country pavilions from Italy, France, Spain, Poland, Brazil, South Africa, Ukraine, Indonesia, Pakistan, Russia, South Korea, China, among others.

Home Care, Private Label, Packaging, and Ingredients promises an unparalleled industry gathering.

With 1,000+ exhibitors from 62 countries across 8 halls, BEAUTYISTANBUL is one of the top five largest cosmetics exhibitions globally. Scan QRUse Mobile App for the<br/>best exhibition experience!OutputAle Mobile App for the<br/>best exhibition expected exhibition expected exhibition exhibition

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# A MODERN TAKE ON THE CLASSIC FOUGERE IN TRAVEL RETAIL



Created by Senior Perfumer Nathalie Koobus, the new fragrance is a modern take on the classic fougère. Travelling shoppers are offered this crisp, exhilarating and untamed scent in its latest collection, Wild Mint & Lavandin, which gives a stimulating yet soothing experience bringing to life the freedom of off-grid adventure. The collection comprises a Bath & Shower Gel, Eau de Toilette and Eau de Parfum and uses the highest quality ingredients to create a fresh aromatic experience, where the wild meets the refined.

The Eau de Toilette features a reviving hit of wild mint and basil, while lavandin – a more powerful, greener variety of lavender – brings the unique Molton Brown twist. Orris root balances against rich sandalwood and tonka bean for an unexpected and contemporary fragrance. For the Eau de Parfum, the signature note is creamy nutmeg to create a warm balance to the mint, which leaves a naturally sophisticated impression.

Like all Molton Brown products, the Wild Mint & Lavandin collection is cruelty-free and created in the brand's carbon neutral factory in Hertfordshire.

Travel Retail Sales Manager Sophie Sponagle describes the new collection is these words: "This vibrant new collection encapsulates the spirit of adventure which is inherent in the travel retail market, while also delivering the premium experience and sustainable excellence which are at the heart of the Molton Brown offer."

The freedom of adventure with the new Wild Mint & Lavandin collection

EVENTS

# TFWA ASIA PACIFIC A PREVIEW OF THE EVENT IN MAY IN SINGAPORE



This event will mark the 40<sup>th</sup> anniversary of TFWA with a new format and outstanding line-up of speakers

Marina Bay Sands in Singapore will be the venue of the TFWA Asia Pacific Exhibition & Conference from 12<sup>th</sup> to 16<sup>th</sup> May.

This year, for the first time, the Exhibition will open on the same day as the Conference, with delegates having access to the exhibition from 2.30 p.m.

The Conference will host some of the industry's brightest minds taking to the stage to debate the industry's most pressing topics. The conference will open at 9.00 a.m. with a state of the industry address from TFWA President Erik Juul-Mortensen, followed by remarks from APTRA President Sunil Tuli and His Excellency Alvin Tan, Minister of Trade and Industry for Singapore. Author and economist Keyu Jin will outline her perspectives on the economic outlook of Asia Pacific and analyse the macroeconomic

challenges in the region. Business marketing expert and author Nirmalya Kumar will then discuss the growing importance of the Indian market and the vast opportunities presented throughout the region. Closing the conference, physicist, author and professor Dr Michio Kaku will paint a picture of what comes next in the ever-evolving world of tech advancement and predict how this might impact the duty free and travel retail industry. The Conference will be moderated by former AirAsiaX CEO, Azran Osman-Rani and TFWA Conference Director Michele Miranda. Two workshops will give plenty of insights: 'China Watch' and 'Decoding Today's Dwell Time'. Held over breakfast from 8 to 9 a.m., these sessions will delve into key trends currently affecting duty free and travel retail. The One2One Meeting Service is again available, to organize introductory encounters between exhibiting brands, key buyers, airports, cruise and ferry operators and airlines.

The TFWA i.lab Asia will return, located at level 1 of Marina Bay Sands, which will offer the opportunity for an immersive exploration of cutting-edge concepts set to revolutionize the future of customer experience. The TFWA Asia Pacific Lounge will be open on Monday and Tuesday evenings for after-work relaxing from 6.00 t 8.00 p.m., while Southside, Sentosa is the venue for the Singapore Social Club on Wednesday evening.





# PACKAGING PREMIERE & PCD MILAN A UNIQUE EVENT FOR THE LUXURY AND BEAUTY INDUSTRIES





Packaging Première & PCD Milan is gearing up for its upcoming edition, scheduled from May 21 to May 23 2024 in Milan. The leading event for deluxe packaging offers a unique opportunity to bring to the spotlight high-end packaging solutions for the luxury and beauty industries. Creativity, technology and sustainability are the

leitmotiv of the edition: "Our goal is to impress our loyal community of industry professionals. We are looking forward to an inspiring edition which will reveal pioneering packaging driven by the latest progresses in responsible innovation and smart design", says Pier Paolo Ponchia, Founder and Director of Packaging Première. What makes the event unique is the opportunity for visitors - professionals, designers and brands - to find innovative and sustainable solutions for the packaging of beauty, perfume, cosmetics, personal care and luxury products. PCD showcases the best suppliers of primary packaging such as airless systems, bottles, caps, glass and plastic packaging, sampling technologies, tubes, valves and pumps, while Packaging Première include the top names from raw materials and intermediates, finished products, complements and trimmings, and packaging services. In addition to the exhibition space, Packaging Première & PCD Milan also provides a key to interpreting the most relevant and latest topics in the realm of packaging from a cultural point of view. Among the conferences not to be missed, the one led by Kiko on May 22<sup>nd</sup> and another one focusing on the top trends of the Far East market, with a special analysis on Korean cosmetics, recognised as a global excellence: Jungwon Heo, Lead of Creative Center and Senior Vice

President of Korean brand Amorepacific will be the keynote speaker. The speakers worth mentioning, who will enliven the extensive schedule of talks, include Karim Rado, Brand General Manager of Garnier. Furthermore, Elena Ornaghi, Creative Coordinator of Veralab, will be on stage during the presentation of the winning projects of Avant-Garde as part of the jury for the design category. The Avant Garde project is once again evolving, involving exhibitors, design and branding agencies, material manufacturers, deluxe packaging suppliers and start-ups with the purpose of developing materials or products that are considered worthy in terms of innovation, social and environment benefit. The 2024 edition of Packaging Première and PCD Milan will be a truly immersive and interactive experience, that will engage all five senses. Visitors will embark on a journey through olfactory art, pastry mastery and digital creativity. Like a sensory symphony, Packaging Première and PCD Milan have developed the Home Fragrance project: a sweet-inspired room fragrance developed in collaboration with pastry chef Gianluca Fusto, the students of the Italian Perfumery Institute, CFF Creative Flavours & Fragrances, digital artist Vincenzo Marsiglia, New Genius Glass, Cerve, Crona & Fratus, Valtenna with Fedrigoni paper, Grafical with Fedrigoni Self-Adhesive and Luxoro.

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Acqua di Portofino	www.brunoacampora.com Acqua di Portofino Via C. Poerio 9		fax 39/0373-383342 www.chromavis.com info@chromavis.com	L'Erbolario	L'Erbolario s.p.a. V.le Milano, 74 I-26900 Lodi
	I-80121 Napoli www.acquadiportofino.com	Collistar	Collistar s.p.a. Via Pirelli, 19 - I-20124 Milano		tel. +39/0371-4911 - fax +39/0371-491411 www.erbolario.com
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Ancorota cosmetics	Via del Commercio, 1 I-26013 Crema (CR)	Covermark	Head Office: 11 Ag. Glykerios Str. GR-11147 Athens, Greece tel. +30-20/2131701 - fax +30-20/2136036		fax +39-0373-233355 www.lumson.com - lumson@lumson.com
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