



Presse-Information · Press Information

**CosmeticBusiness  
International Trade Fair of the Cosmetics Supplying Industry  
6 to 7 June 2018**

Leipzig, 18 January 2018

**CosmeticBusiness bigger than ever this year**

**For the first time the international trade fair of the cosmetics supplying industry will use all four halls at the MOC Munich**

**CosmeticBusiness 2018 is attracting a great response: approximately half a year before the start of the fourteenth international trade fair of the cosmetics supplying industry, scheduled for 6 to 7 June 2018, more exhibition space has already been booked than at the last CosmeticBusiness. Thus, the trade fair will be covering more space this year: for the first time all four halls at the MOC Munich will be in use. Further new features include the Colour Cosmetics exhibition section and the Distributors Lounge.**

Once again, this year over 400 exhibitors and represented companies will be taking part in CosmeticBusiness. "CosmeticBusiness is on further course for growth. Visitors will find the biggest and most varied CosmeticBusiness so far", says Markus Geisenberger, Managing Director of Leipziger Messe, adding: "This year again CosmeticBusiness will be the most important source of inspiration for the cosmetics industry and its suppliers in the German-speaking regions. It is here that the parameters for tomorrow's cosmetic market will be set."

Solutions for the entire value-added chain in the cosmetics industry – from raw materials, to manufacturing, to packaging and marketing – will be on show on this industry platform. Of the various exhibition sections, that of manufacturing will see a particular expansion: thus, CosmeticBusiness will be building up its position as the trade fair with the biggest range of contract manufacturers and private-label producers in Germany, Austria and Switzerland.

And some 50 new exhibitors had been acquired for the trade fair so far. Among manufacturers these include, for example, Lipomaidan, Titania Fabrik and CMD Naturkosmetik; and, among raw-materials suppliers, Biesterfeld, Joh. Vögele and KahlWax. MC&Co, Livingcap and PetRing are among the packaging specialists represented for the first time. Exhibiting machinery and technology for the first time at the trade fair in Munich will be Schwab Maschinenbau and Hauschild Engineering, featuring SpeedMixer.

CosmeticBusiness also has much to offer internationally. 35 percent of exhibitors (as of today) will be coming from abroad. Numerous exhibitors will be travelling in particular from France, Italy, Poland, Switzerland and the Netherlands.

### **Colour Cosmetics exhibition section launched**

The new exhibition section Colour Cosmetics will bring together all products from suppliers for make-up. "The constant response elicited by CosmeticBusiness has enabled us to set up this new exhibition area in hall 1. In this way we intend to devote greater attention to this major subject. Visitors will be able to exchange information with potential partners in this segment all at one location, and in hall 1 also obtain trend and colour information", says Project Director Ivonne Simons.

Newly represented in the Colour Cosmetics exhibition section, for instance, will be manufacturers of colour cosmetics such as Premium Cosmetics, a subsidiary of Weckerle, a worldwide active company in the colour cosmetics industry, or Passage Cosmetics Laboratory from Poland. Producers of nail varnish, such as MAGA Cosmetic Company from Poland, will likewise be exhibiting there. And the research institute Dermatest will be at CosmeticBusiness for the first time, showing, among other things, solutions for colour measurement and mascara-volume tests.

### **Matchmaking sessions in the new Distributors Lounge**

Another premiere at CosmeticBusiness this year will be the Distributors Lounge, which will also be placed in hall 1. This is a new service, primarily for visitors and exhibitors from abroad who are in search of a distributor in the German-speaking countries. The first day of the trade fair will feature a matchmaking session in the Distributors Lounge to be held between beauty brands and distributors. At the second matchmaking session on 7 June 2018 exhibitors and distributors will meet together. All those interested will be able to register for these events free of charge on the CosmeticBusiness website from February.

The Distributors Lounge will also be home to presentations on the German and Swiss cosmetics market by the German Cosmetic, Toiletry, Perfumery and Detergent Association (IKW) and the Swiss Cosmetic and Detergent Association (SKW). Access to the Distributors Lounge, and thus to the two talks, will be available to registered participants in the matchmaking sessions.

### **Conference programme: light on new developments in the cosmetics industry**

Along with the wide range of products to be shown by exhibitors, the conference programme, featuring lectures on current topics in the sector – all of which will enjoy simultaneous translation into English or German – will provide an overview of new developments and innovations in the cosmetics and cosmetics supplying industries.

Daily trend lectures on the 2019 season's colours, for instance, including a preview of 2020, will be a part of the conference programme. There will also be talks on innovation management, and an information event organised by the IKW. The conference programme will also feature a detailed presentation of exhibitors' new products and innovations, which will be attracting great attention at the special SPOTLIGHT show in hall 1.

A new feature is also to be launched at the conference programme: the Carlin Creative Trend Bureau from Paris will be organising one-hour workshops on “Trend Drivers” and their realisation in cosmetic products. These workshops, for a maximum of 15 persons, will give participants an opportunity of close contact with the trend experts.

### **From February: visitors’ registration available, list of exhibitors online**

Pre-registration for trade visitors will be available from 6 February 2018 via the online ticket shop on the CosmeticBusiness website. Until the end of March those making their minds up early will be able to register for their visit to the trade fair free of charge and demand their free ticket. The list of exhibitors will also be online from February on the event website.

### **About CosmeticBusiness**

In 2017, 411 exhibitors and represented companies from inside and outside Germany presented themselves, their products and services at CosmeticBusiness, the international trade fair of the cosmetics supplying industry. CosmeticBusiness is the only international trade fair in Europe, at which the cosmetics industry meets up exclusively with its suppliers and finds the wherewithal for the development of all kinds of cosmetic products, from the raw materials and manufacture to packaging. The only sector meeting place in Germany, Europe’s largest cosmetics market, this B2B trade fair is indispensable as a trend barometer for decision makers in senior management positions, in product management and development, as well as those in marketing, purchasing and production. CosmeticBusiness 2018 will take place from 6 to 7 June in the MOC Munich.

### **About Leipziger Messe**

Leipziger Messe is one of the ten leading trade fair companies in Germany and numbers among the Top 50 worldwide. It stages events in Leipzig and in various locations elsewhere in Germany and abroad. With five subsidiaries and the Congress Center Leipzig (CCL) the Leipziger Messe corporate group offers integrated event expertise that is exemplary for the organisation of state-of-the-art trade fairs, conventions and events. Thanks to this range of services, in 2017 clients and visitors voted Leipziger Messe the Service Champion of the trade fair industry – for the fourth time in the row – in Germany’s biggest service ranking. The Leipzig trade fair centre takes in an exhibition area of 111,900 m<sup>2</sup> and has open-air grounds of 70,000 m<sup>2</sup>. Around 280 events take place here every year – trade fairs, exhibitions, conventions and functions – attended by up to 12,000 exhibitors and over 1.2 million visitors from all over the world. Leipziger Messe was the first German trade fair company to be certified to Green Globe Standard. Sustainability is one of the guiding principles for Leipziger Messe’s business activities.

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