



in-cosmetics Global 2020 celebrates 30 years of innovation

Leading cosmetics and personal care event, in-cosmetics Global, is set to break records when it returns to Barcelona for its 30th Birthday.

Growth in the beauty and personal care industry reached a decade high last year and is set to continue unabated, according to Euromonitor[1]. In fact, the value of the global cosmetic products market is expected to reach USD 805.61 billion by 2023[2], propelled by major trends including conscious consumerism, advancements in beauty technology and the rise of 'skintellectuals' - a new breed of consumer who is more knowledgeable than ever before. And it is against this backdrop that in-cosmetics Global, the world's leading personal care ingredients event, announces its return to Barcelona in 2020, celebrating 30 years of industry innovation.

The event will be hosted in the cosmopolitan capital of Spain's Catalonia region for the sixth time in the show's three-decade history, having previously taken place in other major cities across Europe, including London, Paris, Milan and Amsterdam, since its launch in 1990. The world-renowned event - which welcomed over 12,000 visitors in 2019 offers R&D professionals an unrivalled opportunity to source the latest ingredients, network with key suppliers, and learn about the trends shaping the beauty and personal care industry.

A truly Global line-up

At the core of the event is the exceptional line-up of exhibitors, many of which return to showcase their latest innovative ingredients and services at the show year-on-year. For its debut, in-cosmetics (as it was originally called) hosted just 60 exhibitors - a number which has grown more than fourteen-fold, with 843 companies taking part in the 2019 edition. Continuing this momentum, next year the exhibitor line-up is expected to include 95% of the industry's biggest names who have showcased their products at in-cosmetics Global for decades, including the likes of Croda, Ashland and Clariant. In addition, the 2020 show is set to welcome a host of first-time exhibitors, ensuring that visitors have the opportunity to meet suppliers of all shapes and sizes including some of the freshest faces in the industry.

Stay one step ahead with the world-renowned education programme

Alongside a raft of top suppliers, in-cosmetics Global has become synonymous with opportunities to soak up market intelligence including trends, facts, figures, market analysis and research data from all corners of the personal care industry. First launched at the turn of the millennium, the Marketing Trends Theatre still continues to command many of the industry's foremost thought leaders to share their expertise twenty years on. A comprehensive educational programme of Technical Seminars also helps attendees find inspiration for new product formulations and discover alternative solutions for existing projects.

Get hands-on with a whole host of interactive elements

As one of the most popular areas at the show, the Innovation Zone offers visitors a dedicated area to source the most ground-breaking materials for future formulations, either launched at show or in the six months prior. Providing a sensory experience, attendees can test, feel and smell the products on show at the Sensory Bar, while finding inspiration for their next cosmetic creations and discovering innovative pigments/technologies at the Make-Up Bar.

Through a range of ingredient display pods, visitors can find the latest advancements in sustainable raw materials in the interactive Sustainability Corner. Previously hosted by personal care ingredient experts from the likes of Evonik and Azelis, a free-to-attend programme of interactive sessions within the Formulation Lab will provide R&D lab staff working for cosmetic manufacturers with exclusive secrets to put into practice when formulating.

The comprehensive programme across the three days promises to deliver endless, free opportunities for learning through Live Demonstrations, the Fragrance Zone, the Testing & Regulation Zone, the Lab Zone, specialist Country Pavilions, exclusive R&D Tours and the exceptionally popular Indie Trail which launched at the event for the first time last year. A full schedule of topics and speakers will be announced in the coming months.

Following its successful debut at the 2019 exhibition, Global Beauty Day will return on the second day to celebrate diversity and inclusivity in the worldwide beauty industry, spanning gender, identity, ethnicity and race. Suppliers who identify with these and help R&D professionals to cater for all are invited to join in a number of activities including exclusive round-table discussions at show.

Roziani Zulkifli, Exhibition Director of in-cosmetics Global, commented:

"Over the last 30 years, in-cosmetics Global has built its reputation as one of the industry's biggest and most important dates in the diary. The show truly has become a hotbed of innovation and the core destination for important networking and business meetings. We're incredibly proud of our history, and much like the industry upward trajectory of growth, we're excited to see the event go from strength-to-strength every year. We can't wait to show you what we have in store for 2020!"

For more information and to receive the latest updates, register to attend via the website <https://www.in-cosmetics.com/register>