

In-cosmetics comes up with a unique opportunity to connect with the world's leading suppliers



The team of EURO COSMETICS Magazine witnessed the third edition of in-cosmetics North America attracted more professionals this year.

In-cosmetics North America's renowned education program brought together international experts who delivered exclusive information on the trends set to shape the North American beauty market. Conference attendees remarked that the show had its finger on the pulse, with more than 55 sessions dedicated to key topics such as the skin microbiome, sustainable cosmetics, J-beauty and vibrational cosmetics.

Supported by the Independent Cosmetic Manufacturers and Distributors association (ICMAD) and Personal Care Products Council (PCPC), in-cosmetics was designed to help cosmetic manufacturers identify the world's most exciting ingredients. However, in-cosmetics North America went one step further than other traditional exhibitions, enabling marketers and chemists to get hands on with materials and uncover the stories behind the science.

Marketers and chemists got the chance to get hands on with new formulations that will tease the senses of their customers. The Sensory Bar showcased innovations from nine suppliers that demonstrated new textures and sensations, symbolic fragrances and novel tastes for oral care products, all to help brands capture the consumer's attention. The Sensory Bar was perfectly complemented by the show's Make-Up Bar that allowed attendees to sample a diverse array of innovative pigments.

Because of the the rise of indie brands in-cosmetics introduced a program dedicated to helping niche, highly innovative businesses grab a piece of the action. Indie brand owners were drawn to dedicated, valuable educational sessions, which provided founders with guidance on issues like marketing, establishing a brand and how to take a concept to inception. Hosted by Pam Busiek, President & CEO of ICMAD, the invaluable sessions concluded with speakers delivering up-to-date legal advice on FDA registration requirements, regulations and labelling.

The Innovation Zone featured this year unique formulations developed by ingredient suppliers, enabling visitors to test a product for its effectiveness. It brought together 20 novel active and functional ingredients that have been launched in the last

eight months, providing R&D teams with a time efficient way of identifying innovative solutions. Visitors poured over the area to learn more about the raw materials and technologies that will help inspire a new generation of beauty products.

Since it was first launched in 2016, the in-cosmetics North America Formulation Challenge has become a key date in the industry calendar as brands and contract manufacturers attempt to create a new beauty product from a mystery box of ingredients in just 90 minutes. And this year visitors to the show were able to watch the action unfold, with 145 people gathering to watch six teams battle to be crowned the region's most creative R&D team.

This year, the Masterchef-esque challenge took a twist with judge Belinda Carli informing participants from Colgate-Palmolive, Johnson & Johnson, Unilever, Shiseido, Estee Lauder and Swiss American CDMO that they were not allowed to create a water-based product. Despite many of the teams practising in the lead up to the event, the announcement visibly raised the stress levels and placed the teams under even more pressure.

After an intense 90 minutes and a scrupulous judging process – conducted by Belinda Carli and Sarah Jindal from Mintel – team Shiseido were revealed as winners with a Triple P Primer wowing the judges with an impeccable technical process and marketing story. Unilever, runner up in the previous two years, again picked up second prize with its Urban Eco-defense Eco Mist product.

In-cosmetics North America will return to New York City in 2019, running from October 23–24.

The team of EURO COSMETICS will also not miss this unique event for sure.

