

Interview with Elynn Xu, Project Manager, Reed Sinopharm Exhibitions about this year's PCHI in Shanghai

PCHI|欧洲化妆品采访 受访者：国药励展PCHI项目经理 徐琳

EURO COSMETICS: *This year you present a brand new exhibition zone. Please tell us more about it.*

欧洲化妆品: 今年你们会开辟一个全新的展区，可以与我们分享下吗？

Elynn Xu: At PCHI 2016, visitors can look forward to new show segments and expansions to existing zones. This edition, we are excited to launch our latest initiative –**Fragrance@PCHI**, specially integrated to meet the industry's growing interest in fragrance. A standalone zone, **Fragrance@PCHI** will highlight products from natural oils & fragrance manufacturers. To date, visitors have viewing access to a total of 14 leading exhibitors in these areas.

With consumers showing increasing preference for cosmetics made of natural ingredients over those manufactured with chemical ingredients, PCHI is taking the lead by adding new exhibition zones at its 2016 edition. Presently, we are focusing on two ingredient segments for **Fragrance@PCHI**, but there are plans to continue expanding this zone in time to come.

徐琳: 2016年的PCHI上，观众们将会看到我们推出了全新的板块，同时，现有的展区也有所扩充。我们很荣幸地介绍本届PCHI的新举措—Fragrance@PCHI 香料展区，专为满足人们日益关注的香料行业而



Elynn Xu

特别设立。香料展区将重点展出来自于天然精油与香料制造商们的产品。截至目前，已经有14家业内领先香料制造商报名参展，在该展区展出他们的产品。

由于消费者越来越青睐购买天然原料生产的化妆品，本届PCHI率先顺应趋势，增加了新的相关展区。目前，对Fragrance@PCHI，我们重点关注两大类原料，但是，未来将会继续为该板块增添更多的原料种类。

EURO COSMETICS: *What are the most important trends in personal care and packaging?*

欧洲化妆品: 关于个人护理产品与包装，目前最主流的趋势有哪些？

Elynn Xu: There are several trends that we can see coming from the personal care and cosmetics packaging sectors. Without a doubt, the industry is under pressure to meet increasing consumer demand for clean, natural, and organic ingredients – whether in fragrance or personal care products. Eco-friendly products are also gaining popularity, as consumers are showing a preference for products that are manufactured with the environment in mind.

What is also interesting is that we observe consumers engaging in more pre-purchase research. According to a new study from TNS, 78% of Singaporean consumers typically conduct product research for personal care and beauty products such as skincare and fragrance items. With the plethora of information available on the internet, growing consumer awareness about product ingredients and efficacy has, in turn, affected the personal care industry. Now more than ever, personal care manufacturers have to ensure product disclosure (ingredients list, product claims, etc.), and this also creates an opportunity for personal care brands to present accurate product information into the market. Instead of aggressive advertising via the television or out-of-home media, companies might consider engaging in content marketing to direct vital information to savvy consumers.

Earlier this year, Mintel revealed six global

¹ Singapore Business Review, 'How Singaporeans' constant connectivity translates into bagging a bargain'

² Mintel, 'Global Packaging Trends 2016' Mintel-"2016年全球包装趋势"

packaging trends that are touted to take centre-stage in 2016. The research predicts greater customized packaging, bite-sized and clear on-pack communication, trial-sized packaging, mobile-friendly packaging, and eco-packaging – all of which present significant considerations for packaging manufacturers. At PCHi, visitors will be able to gain greater insight to the latest packaging concepts via Mintel's Packaging Innovation Zone that is held within PCHi's Packaging and Machinery segment. Returning for the third time at PCHi, the Packaging Innovation Zone will feature packaging manufacturing technologies, and packaging material innovations for cosmetics and personal care (CPC) markets.

徐琳: 关于个人护理用品与包装，我们可以看到目前有几大主流趋势。无论是香料还是个人护理产品，行业内无疑都面临着迫在眉睫的压力，那就是满足消费者对清洁、天然、有机原材料不断增长的需求。消费者对有环保理念的产品的青睐，也使环保型产品越来越受欢迎。

我们观察到一个有趣的现象，那就是消费者们越来越多地在购买前进行调查。根据TNS1的最新研究，最有代表性的是78%的新加坡消费者会在购买个人护理用及美容用品（如护肤品与香水）前，对产品进行调查。网络上可查询到非常详尽信息，消费者对产品原料及功效的关注，也将直接影响到化妆品行业。相比以往，现在要求个人护理用品制造商必须保证产品信息公开（原料清单、产品声明等等），同时这也为个人护理制造商提供了向市场传达准确的产品信息的机会。相比越来越激烈的电视及户外媒体广告推广，企业可以考虑进行内容营销，直接引导懂行的消费者。

今年早些时候，Mintel公布了2016年包装的全球六大流行趋势。根据该研究，定制化包装、

小尺寸包装、与产品相匹配的包装、试用品尺寸包装、便携式包装以及环保型包装，这几类将是包装制造商们需要重点关注的。本届PCHi上，观众可以参观PCHi包装与设备板块的创新包装展示区，了解包装行业内的最新理念。顺利举办了三届的创新包装展示区将为化妆品及个人护理用品市场展示最前沿的包装生产技术与创新包装材料。

EURO COSMETICS: *Another growing market segment in China and Asia are colour cosmetics products. What do you make of this development?*

欧洲化妆品: 在中国与亚洲，另一个不断增长的市场是彩妆用品。这方面你们有什么发展吗？

Elynn Xu: Growing demographics and economies in Asia-Pacific have led research companies to believe that China and India, in particular, will see high demand for colour cosmetics in the next five years. Research companies have expressed several reasons for this development, and these findings are especially relatable to us as show organizers, because we've dealt directly with cosmetics manufacturers and have witnessed how far the industry has grown since the first edition of PCHi in 2008. China has also been singled out by Markets And Markets to be the most promising market for the colour cosmetics industry in Asia. The research result cites reasons such as higher disposable income and rising consciousness about personal appearances.

Technological advancements in colour cosmetics are also driving the demand for cosmetics in this region. There are now products available for everyone – organic and natural cosmetics are quickly gaining popularity, cruelty-free cosmetics are becoming more common-

place, and colour cosmetics with more innovative and personalized packaging are also more widely commissioned to capture consumers' loyalty. In Asia, the male personal care market is also presenting another opportunity for the colour cosmetics market. Influenced by fashion trends from Asia's fashion-forward countries such as South Korea (K-Wave) and Japan, male cosmetics products/brands/items are also finding their place amongst general male grooming products (toiletries and shaving products).

There is much to look forward to as the colour cosmetics industry continues its promising growth in Asia. As an industry-led event, PCHi strives to showcase these trends to our visitors, and we are hopeful that they will leave PCHi 2016 satisfied with their business and learning experience.

徐琳: 亚太地区不断增长的人口及经济规模让市场调查公司相信，中国与印度在未来五年内将迎来彩妆用品的强劲需求。市场调查公司公布了该预测的几点理由，这对作为展会主办方的我们尤其重要，因为我们是直接与化妆品生产商对接，同时从2008年举办第一届PCHi起，我们也见证了化妆品市场的一步发展。市场调查公司Markets and Markets认为中国将是亚洲最具发展潜力的彩妆用品市场。调查报告列举了一些理由，诸如更高的可支配个人收入以及对于个人形象意识不断提高等。

彩妆用品的技术发展也进一步带动了该区域消费者的购买欲望。天然有机化妆品迅速获得消费者青睐，无动物实验的化妆品变得越来越大众化，具备创新与定制包装特性的彩妆用品能更广泛地赢得消费者的忠诚度。亚洲的男性彩妆用品市场也独具市场潜力。受韩国与日本等亚洲时尚发

³ Markets And Markets, 'Color Cosmetics Market by Target Market (Prestige products and Mass products), by Application (Nail products, Lip products, Eye Make-up, Facial Make-up, Hair Color Products, Special Effects Products, and Others) and Geography - Regional Trends & Forecasts to 2020'

达国家的流行趋势影响，男性化妆用品及品牌也在传统男性清洁用品（洗漱用品与剃须用品）中找到一席之地。

我对亚洲彩妆用品市场的发展前景很乐观。PCHi作为行业内的风向标，努力向观众展示这些发展趋势，同时也希望他们在2016年PCHi上发现商机，满载而归。

Euro Cosmetics: *What can you tell us about this year's conference programme?*

欧洲化妆品: 可否告知今年展会的详情？

Elynn Xu: The PCHi 2016 Conference Programme will once again introduce up-to-date and industry-focused topics to provide attendees with a multi-dimensional platform for knowledge exchange. The PCHi Conference Programme adopts a modular structure, so delegates can choose to attend a mix of sessions across different segments for a

fully personalized and enriching learning experience.

As with past editions, our team spent much time and effort on research, seeking top international speakers and planning the conference topics for PCHi 2016. As the first industry event of the year, PCHi shoulders the responsibility of pushing out relevant sessions to mirror current changes in the industry. The PCHi 2016 Conference Programme will house 90 enriching topics under 4 specialised tracks, namely: Rules and Regulations, Technologies, Packaging, and Market Trends.

We are wholly committed to creating a dedicated conference that is engaging and relevant to the industry so that participants can derive added value from their visit, and it is our hope that the information gained through the PCHi Conference Programme will help companies to lay a solid foundation for enterprise development.

徐琳: 与往届相同，2016年PCHi将会介绍业内关注以及最前沿的主题，为观众提供全方位知识交流的平台。PCHi的会议采用模块化，参会代表们可根据个人需求，选择参加不同板块的多项会议，丰富其经验与知识。

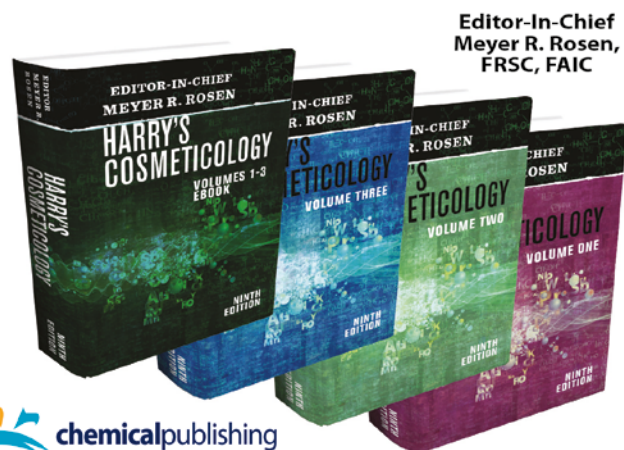
与往届相比，我们团队花费大量时间与精力邀请国际顶尖演讲嘉宾，规划2016年的会议主题。作为行业内最重量级的盛会，PCHi肩负着展现当今行业发展变化的重大责任。2016年PCHi举办的超过90场会议将划分为四个部分：政策法规，皮肤，头发护理论坛、配方研发技术论坛，检验检疫技术论坛、包装技术与趋势以及市场趋势。我们衷心地期望能为所有的参会者奉献一场会议盛宴，让所有参会者们不虚此行，获益良多，也希望会议上收获的信息能帮助他们为企业的发展建立稳固的基础。 ■

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