

THE LEADING EVENT IN LATIN AMERICA FOR PERSONAL CARE INGREDIENTS

in-cosmetics[®] latin america

São Paulo • 27–28 September 2023



2023 Post-Show Report



Organized by:



In the business of
building businesses

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#incoslatam



Cosmetics and personal care professionals gathered in São Paulo for the in-cosmetics Latin America event, making history with record-breaking attendance.

The bustling show floor in São Paulo was filled with a wealth of innovation in September 2023. in-cosmetics Latin America played host to 5,983 unique visitors from over 30 countries, a record number of 194 exhibitors, offering limitless opportunities to discover ingredients, connect, network, and learn.

Key Statistics

7.161 Total attendance (including re-visit)

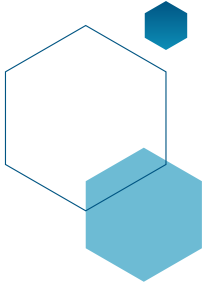
Day 1

3.428

Day 2

3.733

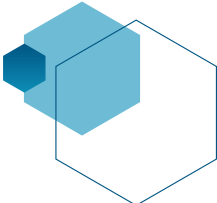
5.983 Unique visitor attendance



The event was very well organized, with comprehensive and impressive stands showcasing abundant innovations for scalp care. Every year, we witness a notable progression towards sustainability, with a growing emphasis on ingredients from natural origins.

Larissa Borges
Grupo Boticário

Visitor



Visitor Profile – Geographical Breakdown

32

COUNTRIES REPRESENTED

BRAZIL

COLOMBIA

ARGENTINA

UNITED STATES

PERU

CHINA

ECUADOR

INDIA

CHILE

MEXICO

GERMANY

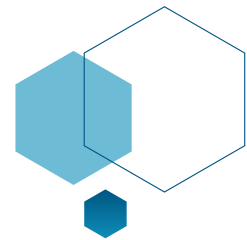
OTHERS



in-cosmetics is an opportunity to promote the region, contributing to its development. We welcome clients from the Indian, European, and American markets, which is very positive. We see the relevance of the show on a global level.

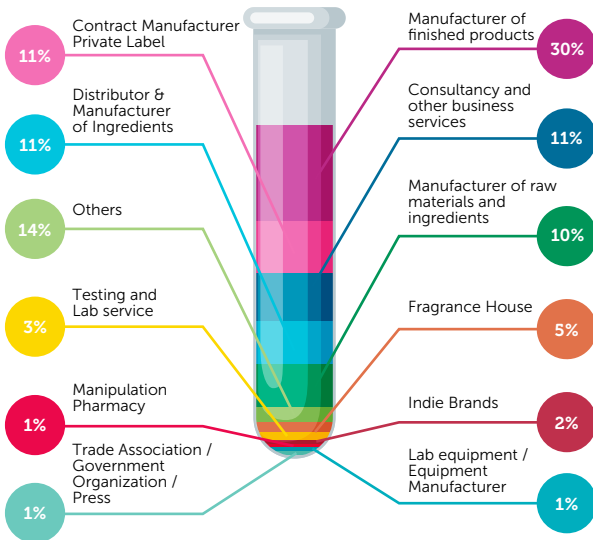
Douglas Santana
Scentec

Exhibitor

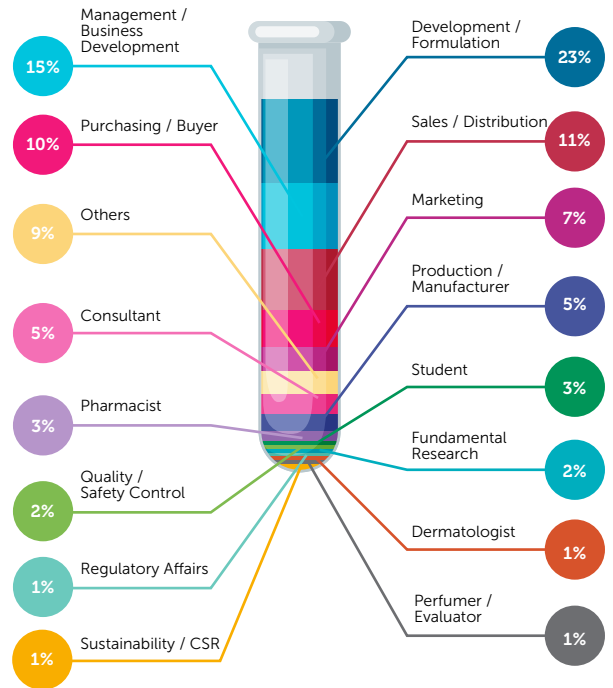


Visitor Profile and Interests

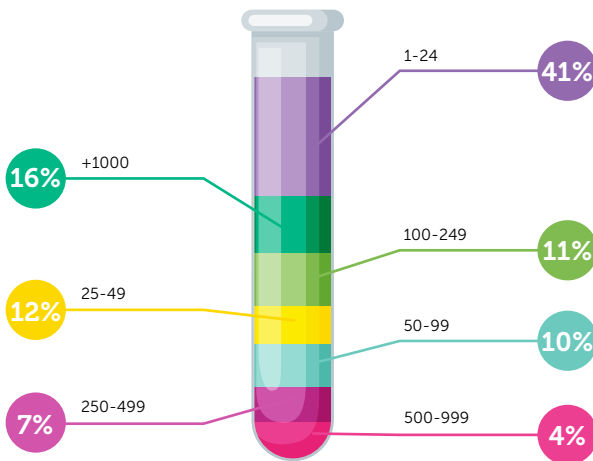
Visitors by Company Activity



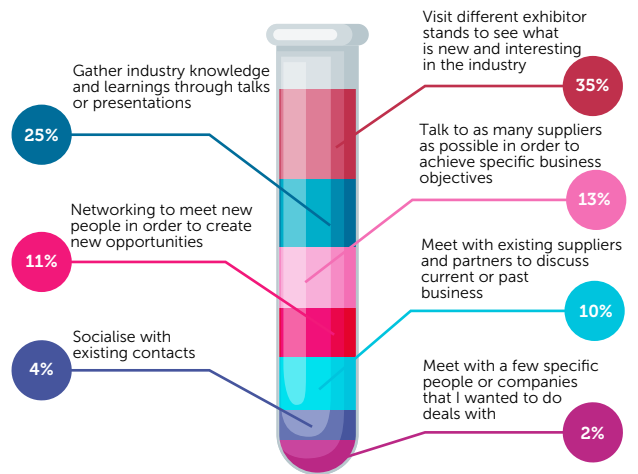
Visitors by Company Function



Visitors by Number of Employees



Primary Objective for visiting



Visitor by purchasing influence:



Interest in Clean Beauty:



Product Category Interest

By Ingredient Benefit Interest

(% of registered visitors who ticked this segment)

Moisturizing, hydrating	28%
Anti-ageing, anti-wrinkle	27%
Antioxidant	25%
Cleansing	25%
Hair conditioning, frizz control	23%
Hair growth, hair density	21%
UV protection	21%
Hair / heat / colour protection	21%
Blemish clearing	21%
Exfoliating, resurfacing, smoothing	20%
Firming, lifting, smoothing, tightening	19%
Blue / IR light protection	18%
Scalp care	16%
Anti-microbial, sanitizing	16%
Anti-Dandruff	16%
Anti-stretch marks	16%
Improve skin barrier function	15%
Deodorising, antiperspirant	15%
Soothing, anti-inflammatory	14%
Reduces dark circles / puffiness	14%
Illuminating, glow effect	14%
Hair strength / repair, anti-split ends	14%
Water resistance	14%
Brightening, lightening	14%
Anti-cellulite, slimming, toning	14%
Blurring, soft focus, pore minimising	14%
Sebum control, mattifying	12%
Plumping, volumizing	12%
Pollution / environmental protection	11%
Reduces hyperpigmentation / age spots	11%
Hair Styling	10%
Nail repair / strength	9%
Hair removal, hair growth inhibition	9%
Cooling / warming effect	9%
Self-tanning, tan enhancement	9%
Breath freshening	7%
Superfating	6%

By Product Category Interest

(% of registered visitors who ticked this segment)

Active Ingredients	62%
Essential oils	29%
Antioxidants	29%
Oils, butters	24%
Emulsifiers, co-emulsifiers	23%
Anti-microbial agents	22%
Emollients, lipids, petrolatum	22%
Colourants, dyes, pigments	21%
Vitamins, minerals	21%
Conditioning agents	20%
Plant extracts	20%
Fragrance ingredients, masking agents	19%
Formulation bases	19%
UV filters, SPF boosters	18%
Silicones	18%
Chemical exfoliants, AHA/BHA/acids	18%
Surfactants, foaming agents	17%
Waxes, structuring agents, elastomers	17%
Humectants	17%
Preservatives, preservative boosters	16%
Clays, talcs	15%
rheology modifiers, thickeners	13%
Chelating agents	13%
Solubilizers, dispersing agents	12%
Glitters, visual effect particles	12%
Bio-fermentation ingredients	11%
Marine extracts	11%
Physical exfoliants, scrubs	11%
Enzymes	11%
Film formers, styling agents	10%
Microspheres, delivery systems	10%
Buffers, pH adjusting ingredients	10%
opacifiers, pearlescents	10%
Drying, mattifying, anti-tack agents	9%
Oxidizing agents, reducing agents	9%
soap bases, syndets	9%
Bulking, binding, anti-caking agents	9%
Hair dyes, hair colourants	8%
Solvents, lacquers, aerosols, propellants	7%
Tanning Agents	7%
Laboratory scale	6%
Market research and insight	5%
Bulk manufacture	5%
Contract services	5%
Formulation and R&D	5%
Testing, product evaluation	4%
Sustainability Services Consultancy Companies	3%
Accreditation/Certification/Labelling	3%
Logistics, sample logistics	3%
Website, software, training	3%
Regulatory, compliance, certification	2%

We are particularly impressed by the quality and speed of the technical advancements presented, reflecting a commitment to bring innovative and distinctive initiatives to the market.

João Carlos Basilio
President
ABIHPEC

Exhibitor

Exhibitor Profile

- Main stand holders: **154**
- Sharing companies: **40**

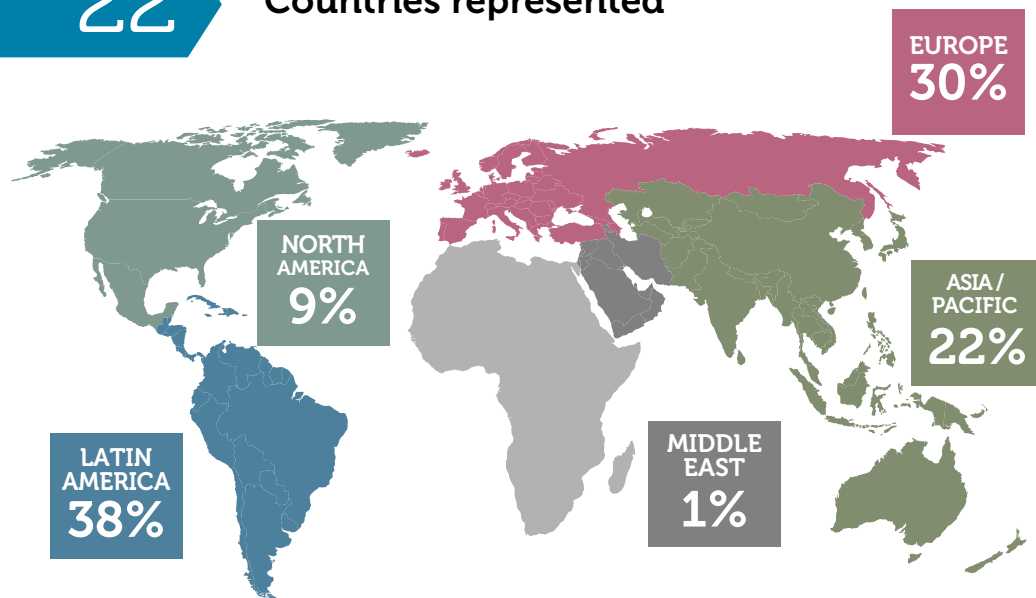
- First Time Exhibitors: **44**

TOTAL EXHIBITING COMPANIES **194**

Exhibitors by Country of Origin

22

Countries represented



Top 10 countries

Brazil
China
Germany
United States
France
India
Japan
Spain
Switzerland
Italy

“

We have selected some species and plants that are common in perfumery and that at some point were at risk of extinction. in-cosmetics Latin America is the place where we have the opportunity to showcase our creative potential.

Vanessa Azevedo
Vollmens Fragrance

Exhibitor

“

Last year, we achieved considerable success, and this edition was no different. The event's inherent potential significantly bolsters our market engagement and client interactions. Being an ingredients-focused exhibition, it draws in a specialized audience, particularly R&D teams, crucial players in project decision-making processes.

Anne Miwa Sato
BASF

Exhibitor



Featured Areas

The interactive and educational areas at in-cosmetics Latin America 2023 garnered significant popularity, featuring a wealth of market-related content.

+49 hours of content

+70 speakers

Marketing Trends



During the sessions, attendees had the opportunity to participate in lectures and panel discussions that delved into key trends, led by experts from Euromonitor, Mintel, and Beauty Streams. These sessions also featured insights about dermocosmetics and the Amazon Protagonism in the personal care industry.

Technical Seminars



Delivered by experts from raw material suppliers, these presentations offer a comprehensive overview of essential and innovative personal care ingredients. They provide in-depth insights into the benefits these ingredients offer and share scientific evidence supporting the claims related to their products.



Workshop INNOVATION ABIHPEC

The 8th edition of the established ABIHPEC INNOVATION WORKSHOP delved into discussions about how climate change impacts the Personal Hygiene, Perfumery, and Cosmetics sector. These discussions focused on tackling challenges and addressing pressing issues relevant to the industry. With the climate crisis calling for a stronger emphasis on sustainability and environmental preservation, the sector recognizes climate management as an urgent step toward its sustainable evolution. Highlights included developing practical sustainability plans, reducing carbon emissions, embracing circular practices, and advancing technologies, all contributing to the industry's journey toward greater sustainability.



Featured Areas

Innovation Zone

This year, a record 51 products were showcased in the **Innovation Zone**, which is the most popular feature area of the event. Each box displayed an ingredient launched within the last six months, offering the chance to explore and uncover fresh avenues to infuse innovation into your formulations.

Innovation Tours

Under the guidance of our technical advisor, Cléber Barros, the **Innovation Tours** offered attendees an exclusive insight into the latest groundbreaking releases across the industry. Tailored specifically for cosmetic/contract manufacturers, private labels, and indie brands, these tours highlighted exhibitors unveiling exclusive launches at the event, providing invaluable insights into cutting-edge ingredient technologies.


Innovation Live Demonstrations

The **Innovation Zone Live Demo** offered formulators and R&D experts a chance to learn about new formulation techniques. These sessions were thoughtfully selected to expand the spectrum of knowledge and aid formulators in staying up-to-date with the newest personal care ingredients. Held in a designated section within the Innovation Zone, the Live Demonstrations presented an exclusive opportunity to gain deeper insights into the products and services provided by suppliers.



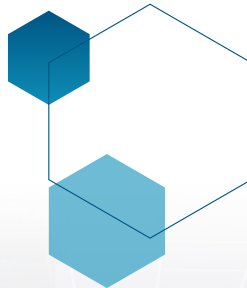
2023 Awards

The industry's growing focus on excellence and innovation was celebrated throughout the event and culminated with the announcement of the 2023 award winners.

 Winners		
	Ingredient	Exhibitor
GOLD	RetiLife™ Active Ingredient	Givaudan Active Beauty
	SeaBalance 2000 Functional Ingredient	Carbonwave
SILVER	PHOTOBIO™ - The microbiota photoprotector Active Ingredient	Vytrus Biotech
	Emulium® Dermolea MB Functional Ingredient	Gattefossé
BRONZE	Gravity™ Active Ingredient	Givaudan Active Beauty
	TEGO® FILMSTAR One MB Functional Ingredient	Evonik



 Winner	
Ingredient	Exhibitor
SeaBalance 2000 Green Ingredient	Carbonwave



Judging Panel for the Innovation Zone Best Ingredient Award 2023

- Adriana Castañeda, Project Manager, **Belcorp Colombia**
- Ana Paula de Oliveira, Founder and CEO, **Bergamía**
- Cleber Barros, CTO & Cofounder, **Escola Vinia**
- Cris Dios, Cosmetologist and Founder, **Grupo Laces**
- Larissa Spehar, Head of R&D | Executive Manager Research and Development, **L'Occitane Au Bresil**

Judging Panel for the Green Ingredient Award 2023

- Giulio Peron, CEO Guardian, **Casa Feito Brasil**
- John Jiménez, Senior Scientist Exploration, **Belcorp**
- Luciana Amiralian, Director, **Phisialia**



Judging panel for the ABIHPEC Award 2023

- Antonio Machado, **Natura**
- Beatriz Vera, **BMRV**
- Cristina Garcia, **L'Oréal**
- Flávia Addor, **MEDCIN**
- Israel Feferman, **Consideal**
- Sérgio Gonçalves, **K4R Consulting**
- Sérgio Oliveira, **Consultant**

prêmio INOVAÇÃO Edição 2023 ABIHPEC		Winners
	Ingredient	Exhibitor
GOLD	SeaBalance 2000	Carbonwave
SILVER	TEGO® FILMSTAR One MB	Evonik
BRONZE	Altheostem	Provital



The leading event in Latin America for personal care ingredients

in-cosmetics® latin america



Where cosmetics
and **ingredient
formulators** gather

- **Connect** with the personal care industry
- **Discover** the latest releases in ingredients and technologies
- **Get inspired** by trends presented by the most renowned experts
- **Find** the most important ingredient suppliers in Brazil and the world
- **Transform** possible partnerships into profitable and real businesses

São Paulo, Brazil • Expo Center Norte
25-26 September 2024

Book your stand at

   #incosLatam

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