

in-cosmetics® latin america

São Paulo • Expo Center Norte • 18-19 September 2019



2019 Post-Show Report



Organised by:



Latin America's largest platform for innovation in cosmetic ingredients!

The 6th edition of in-cosmetics Latin America in São Paulo was the largest in history. With a total of 5,701 participants, the leading event in Latin America for personal care ingredients attracted a qualified audience seeking innovation, trends and updates.

Among them were R&D specialists and formulators from the likes of **Procter & Gamble, Unilever, Natura, Johnson & Johnson, L'Occitane, L'Oréal, Avon, Belcorp, Lac, Mary Kay, Genomma Lab**, to name but a few.

Several Indie Brands also visited the show this year. The event also attracted professionals from all over Brazil, with 26% of Brazilian visitors coming from outside of São Paulo. In addition, hundreds of professionals from Argentina, Chile, Uruguay, Colombia, Peru, Costa Rica, Ecuador also attended the show.

With 14% more stands this year and 90% of the world's top ten ingredient suppliers in attendance, the event consolidated its position as the major regional launch pad in the industry with an Innovation Zone 40% larger than in 2018.

The event also welcomed the Innovation Tour - a new experience at the show - led by our Technical Advisor Cleber Barros, who guided visitors around the many innovations on display across the hall.

Two other new experiences were introduced this year. These included the Green Trail, which guided visitors to exhibitors offering environmentally conscious ingredients, and the Indie Trail, which enabled indie brands to connect with exhibitors that provide ingredients for productions up to 100kg.

Last but not least, the extensive educational programme allowed visitors to enhance their knowledge and be inspired to develop their new creations.



in-cosmetics Latin America will be back at Expo Center Norte, in São Paulo, between September 16-17, 2020.

Visitors - Key Statistics

Unique visitors:
4,736 (+18% vs 2018)

Total (including revisits):
5,701 (+18% vs 2018)

- Day 1: **2,898**
- Day 2: **2,803**



“ in-cosmetics Latin America makes a difference. It is part of a global platform that brings the main trends and launches to our region, helping us to develop more and more innovative products.”

André Matos, Researcher, O Boticário (visitor)

New visitors



52%

Visitor Profile - geographical breakdown

Top 6 LATAM Countries

Countries	Visitors
BRAZIL	4,418
ARGENTINA	53
COLOMBIA	51
PERU	16
ECUADOR	8
CHILE	7

Top 6 Brazilian states outside São Paulo

State	Visitors
PR - Paraná	170
MG - Minas Gerais	155
RJ - Rio de Janeiro	150
GO - Goiás	84
SC - Santa Catarina	80
RS - Rio Grande Do Sul	55

36 COUNTRIES REPRESENTED



VISITORS FROM
OUTSIDE SÃO PAULO

26%

BRAZILIAN
VISITORS

94%

“ We hosted visitors from large companies and were surprised with the result. We are from Goiás and will return to São Paulo in 20 days to close deals, which was only possible because of the event. We have already secured our space for next year.

Guilherme Ferreira, Chief Sales Officer, Nanoceuticals. (exhibitor) ”

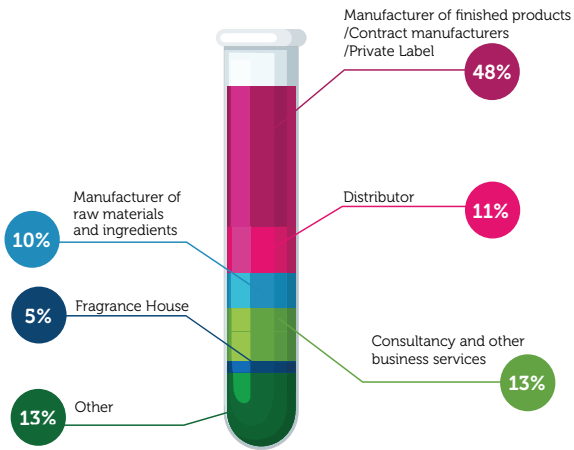
“ We met new ingredient suppliers and also had the opportunity to see the ones we already work with. We found a lot of innovation and new ingredients, especially natural, organic and vegan actives, which are our main focus.

Luana Beaumord, Product Development, Simple Organic (visitor) ”

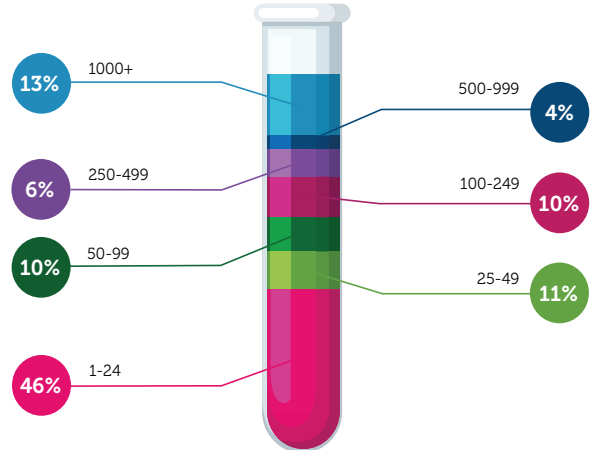


Visitor Profile and Interests

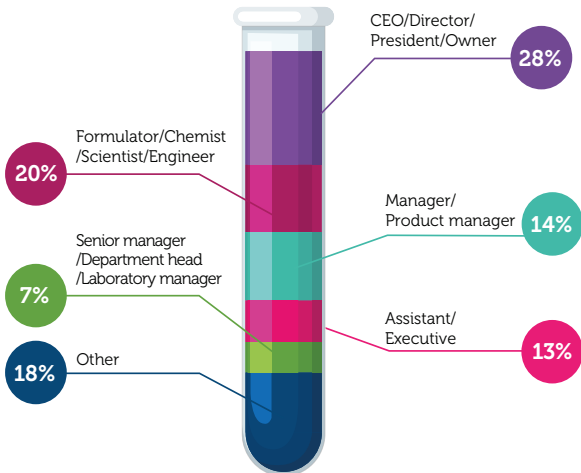
Visitors by Company Activity



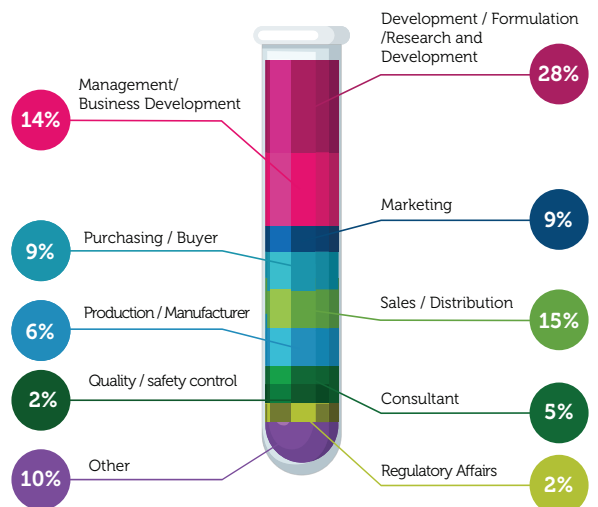
Visitors by Number of Employees



Visitors by Job Description



Visitors by Company Function



“ in-cosmetics Latin America is where we see the innovation happening in practice. We noticed a huge movement around creating innovations and bringing ingredients that meet what the consumer wants.”

Juliana Veloso, Mintel



By Product Category Interest

By Product Category Interest (% visitantes que marcaram esse segmento)

Fragrances	59%
Preservatives	53%
Conditioners	52%
Emulsifiers	47%
Rheological / Thickener Modifiers	46%
Silicones	45%
Softener / Oils / Fats	43%
Humidifier	42%
Solubilisers	40%
Antioxidants / Radical scavengers	33%
Anti-Inflammatory / Anti-Irritant / Soothing agents	31%
Waxes	30%
Botanical / Essential Oils / Plant Extracts	28%
UV filters	28%
Biological / Marine Extracts / Bio-fermentation	26%
Film former	26%
Superfatting Agents	25%
Vitamins	24%
Moisturizers	24%
Opacifiers / Pearlescents	23%
Anti-Pollution	22%
Eco / Green	22%
Oil / Vaseline Jellies	18%
Acids / AHAs / BHAs	16%
Surfactants	16%
Antibacterial	15%
Hair Dyes / Pigments / Glitters	15%
Soap Bases / Synthetic Detergents	14%
Cooling & Heating Agents	13%
Talcum / Clays	13%
Anti Aging / Anti Wrinkle	11%
Anti Acne	11%
Exfoliating	9%
Firming / Toning Agents	9%
Suspending Agents	9%
Enzymes / Enzyme Inhibitors	8%
Fillers, extenders, binders	7%
Anti-Dandruff	7%
Whitening / Bleaching Agent	5%
Anti Cellulite / Slimming	5%
Toning Agents	4%
Styling Agents / Styling	3%
Aerosol / Propellant	3%
Tanning Agents	3%
Deodorants, antiperspirant	2%
Nail Polish Ingredients	2%
Ingredients for oral hygiene	2%
Solvents / Carriers	1%



“ in-cosmetics Latin America is the place to find lots of personal care ingredient suppliers, each bringing lots of innovation, secrets and stories that all contribute to our finished product positioning.

**Brenda Ribeiro, Researcher,
Boticário Group (visitor)**

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“ We didn't stop for a minute during the show. We love in-cosmetics Latin America because it provides us with a highly targeted audience of interest to our company.

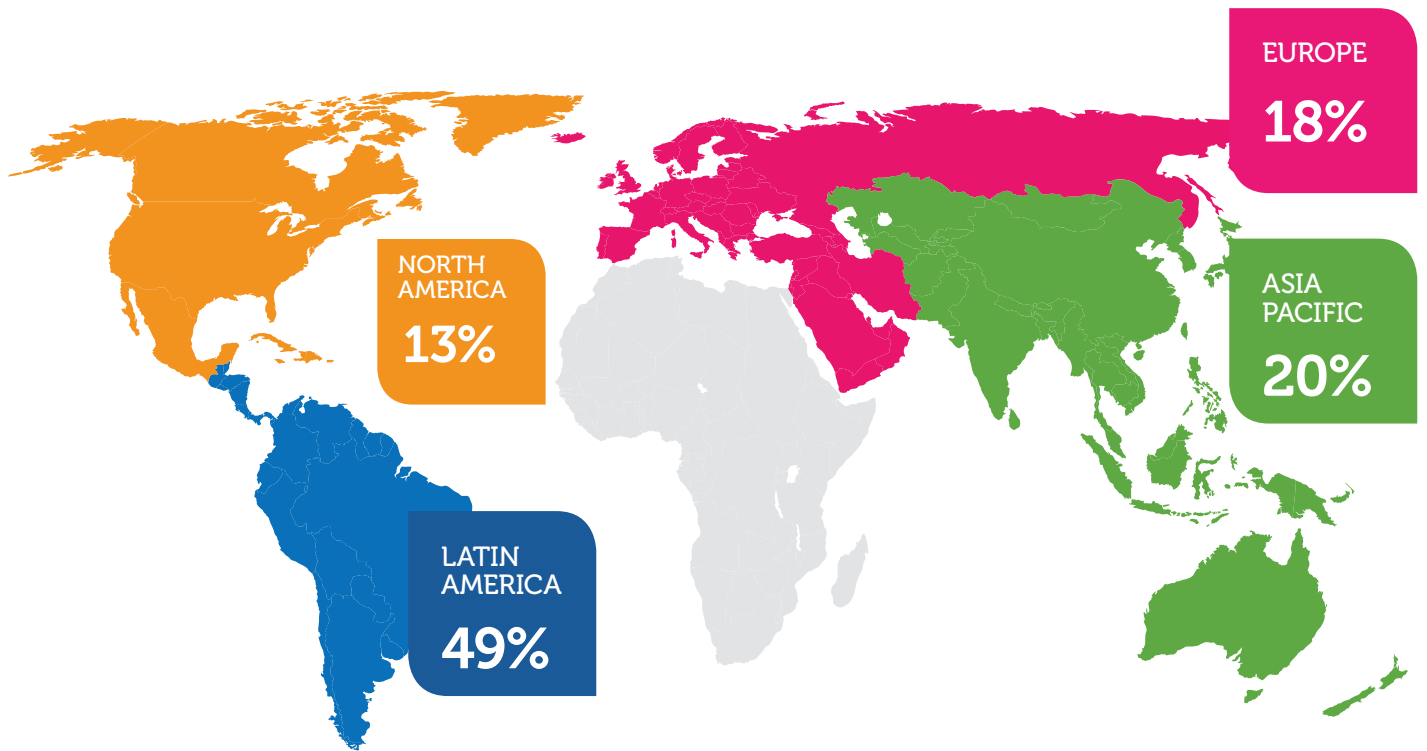
**Marianna Cyrillo, Manager
Marketing, Beraca (exhibitor)**

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Exhibitor Profile

- Main stand holders: **134**
- Sharing companies: **39**
- Total: **173**
- Stand space: **4.587 sqm**
- First time Exhibitors: **24**

Exhibitor Country of Origin



“ This is my first time at in-cosmetics Latin America and I found it very interesting. I met many new ingredient manufacturers. It really helps us to get up to date in terms of raw material, trends and new initiatives in the industry.

Ivan Alvarez, General Manager, Ivoo Cosmetics – Peru (visitor)

“ in-cosmetics Latin America is critical to the industry. Every time we think about actives for cosmetics this is the first show that comes to mind. The show is no doubt a reference for personal care manufacturers in Brazil and throughout Latin America.

Daniella Francischetti, Marketing Manager, Solabia Biotechnology (exhibitor)



TOP 10 Countries	Count
Brazil	80
United States	20
China	17
France	9
India	7
Germany	7
Spain	6
Korea	4
Switzerland	4
Japan	3
Italy	2



2019 new activities and highlights



Innovation Tour

Launched this year, the Innovation Tour was a resounding success. It took over 60 pre-selected R&D professionals on a tour around the show, visiting about 10 ingredient suppliers' stands that brought truly innovative products to the event. These tours, guided by our Official Technical Advisor Cleber Barros, also provided more information as to why those products were innovative.

“ I had a great experience participating in the Innovation Tour, it gave me access to several innovations and interesting information.

Yasmin Figueiredo,
Formulation Analyst, Pierre Fabre (visitor) ”

“ The Innovation Tour? Brought inspiration to my business

Giselle Rodrigues Melo, Product Development , Magnificatt Cosmetics (visitor) ”



Trails

In order to help visitors navigate their way around the show and facilitate interaction with exhibitors that can provide products of interest, in-cosmetics Latin America launched two new trails this year. As such, the Green Trail and the Indie Trail gave visitors the opportunity to identify the right suppliers for their brand.

“ The Indie Trail helped us find the right suppliers for our needs. With the guide, we were able to go straight to indie-friendly stands offering the products we were looking for. I've visited in-cosmetics Latin America for many years now, and found the idea of this trail wonderful.

Raquel Goldman, R&D, Labot Green Cosmetics (visitor) ”

“ We have been part of the Indie trail this year, and we were happy to receive visits from indie brands. We realize that this an important phenomenon outside Brazil and it is now spreading to our market.

Andre Henriques, LATAM Account Manager, Givaudan (exhibitor) ”



2019 new activities and highlights



Innovation Zone

The largest edition of in-cosmetics Latin America showcased a record number of brand-new ingredients this year. The Innovation Zone featured 38 products recently launched - some even at the show - with some of them displaying formulations ready to be tested and approved by visitors. Ashland was the area's main sponsor, and Cosmetics Design supported it as a media partner.



Innovation Zone Demonstrations

With 4 sessions a day and topics like "Properties and Benefits of Emollients for the skin"; "Modern & alternative preservation in cosmetic formulations/products" and "Epigenetics as an ally in the treatment of ageing", among others, the demonstrations reinforced the importance of interactive activities available to visitors at the show. Gehaka supported the area by providing equipment.



Mintel Live Demos

With a dedicated area in the Innovation Zone, leading market intelligence agency Mintel once again brought a sensory experience to the show. With three Live Demo sessions daily, they showcased some of the most important global trends in finished products, with a focus on how 'Beauty Mood Matters' and 'Natural Product Trends'.



Spotlight On

One year on from its launch at in-cosmetics Latin America, the Spotlight On area continues to attract hundreds of visitors interested in discovering key trends in three of the most topical and popular segments in the region: Haircare, Skincare and Formulations. Chemyunion sponsored the area and SPC Magazine was the media partner.

“ This year I came across lots of innovations and launches at in-cosmetics Latin America. The educational sessions provided me with many insights that I will be able to use in my daily product development routine. ”

Nathália Povia, Marketing Analyst, Avon (visitor)

Trends, Updates, and Learning



Over two days, cosmetic manufacturers were able to enjoy a comprehensive educational programme available at the show's Marketing Trends, Technical Seminars, CASIC Regulatory Conference and in the popular Technical Workshop presented by ABIHPEC.

“ The event's format allows for a valuable exchange between visitors and suppliers. It is the place to find out about trends, new concepts and what is new on the market.

This is the place to get up-to-date information on important issues such as the microbiome, natural ingredients and photo protection, which were all covered in the Marketing Trends theatre. So coming to this show is really important for our R&D community in the personal care industry. ”

Fabiana Munhoz, Advanced Search Manager, L'Oréal (visitor)

“ Attending the “Asian Beauty Now – Emerging trends and commercial opportunities” sessions at the Marketing Trends theatre was great and insightful. We hear about this in the market but the speaker explained it in detail and with examples new to me. I can now take the information about these trends back to my company, K-Beauty is an evident choice, I think it's part of evolution and of development. The time for K-Beauty is now! ”

Vitor Barbosa, Owner, Padrão Cosmetics (visitor)



Awards & Celebration

On September 18, 2019, once again, in-cosmetics Latin America provided the stage for three important awards for the beauty and personal care ingredients industry. During an evening filled with music, joy and inspiration, the event's participants had the opportunity to recognize and honour the winners of the ABIHPEC-ITEHPEC Innovation Awards, and the Innovation Zone Best Ingredient Awards as well as the Spotlight On Awards.

Check out the winners of each award:



PRELLIANCE®



Emulium® Illustro



SymReboot™ L19



SunCare Apalight FPS 30



Anargy™



SKINectura



microHA



ThermoShield Premium



Micah®

