

# International Exhibition of Beauty Brands

11/12/13 September 2006

PARIS - FRANCE

2006

# COSMEETING

Press release  
February 2006

## The COSMEETING trade show: The best international showcase of the present and future beauty industry

For its fourth consecutive year, **COSMEETING, the International Exhibition of Beauty Brands, will take place from Monday 11 to Wednesday 13 September 2006** in Hall 5 of the Parc des Expositions in Paris Nord Villepinte (France).

In 2005, **COSMEETING** attracted 302 exhibitors, including 63.9% of international origin, and 5441 visitors. In 2006, included among the 350 exhibitors present will be Sanoflore, SPPC, Geparlys, Paris Axe, Institut du Karité, Outils Rubis, Mavala, Markwins, the South African and Egyptian pavilions as well as newcomers such as Fing'rs AG Europe, Nu Vision Group, Deraah Perfumes, and Giffarine Skyline Laboratory & Healthcare.

### MEET AN INTERNATIONAL SELECTION OF KEY BRANDS

**An annual must for major international buyers and distributors on the lookout for brands with real international potential** and also for distributors concerned with spotting new talents, **COSMEETING** offers an entire range of markets for beauty and well-being products, displayed according to eight different product families (**fragrance, make-up, toiletries and beauty products, skincare, natural cosmetics, lifestyle products, accessories, nutraceuticals**), in line with demands expressed by decision makers, visitors and exhibitors.

### PREVIEW OF NEW PRODUCTS

**COSMEETING** will dedicate a special space to its **exhibitors' new products** right at the entrance to the trade show. This unique space, whose contents will be revealed in May, will serve for buyers as a **visitors' guide**.

### COSMEETING: TALENT SCOUT

An original idea launched by **COSMEETING** in 2003, the **Beauty Niche Program** will unveil innovative products and emerging new brands. As the follow-up to its international search, **COSMEETING** will again this year offer niche brands an exhibition space, **Beyond Beauty Zoom**, in the heart of the trade show, and will constitute a jury of **international selective distributors** to choose the winners of the **Beauty Challenger Awards 2006. Winners will be listed in the virtual catalog, the Beauty Niche Bible.**

The lists of challengers and jury members will be made public in late May 2006.

### COSMEETING FORUM OF INFORMATION AND EXCHANGES

**COSMEETING** and its programming committee, which includes the French Federation of Fragrance, Cosmetics and Toiletries (FIP), **ITEC France** and industry professionals will offer a unique program of high-level conferences in order to define the major challenges of the future, in every field. The program will be based on **4 cycles**:

- Cycle 1: International Cosmetics Regulations
- Cycle 2: Manufacturer/Distributor Relationships
- Cycle 3: Brands/Brand Name

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- Cycle 4: Organic/Natural Products.

#### ABOUT ITEC FRANCE

**ITEC France** is the company responsible for organizing **BEYOND BEAUTY PARIS**, which has over the last four years established itself as the leading global, international forum offering a 360° view of the beauty industry through its four trade shows: **COSMEETING, SPA & INSTITUT, CREATIVE** and **INGREDIENTS, all held on the same site**. Set up in 2002, **ITEC France** today numbers approximately twenty staff, all of whom are professionals in the international beauty industry.

**ITEC France's** aim in holding these events is best conveyed by its Beyond Beauty hallmark: to offer an effective, global tool for gathering information, identifying new customers, doing business, exchanging and communicating. "With these four trade shows held together in the same location in Paris, we hope to offer a unique venue for meetings and exchanges, a forum of expression for the latest trends and innovations, for the international beauty industry," explains David Bondi, President of **ITEC France**.

In 2006, **approximately 20,000 visitors** are expected to make beautiful things happen in the beauty business in mid-September.

#### JOINT EFFORT BETWEEN ITEC FRANCE/FRENCH FEDERATION OF FRAGRANCE, COSMETICS AND TOILETRIES

In addition, the French Federation of Fragrance, Cosmetics and Toiletries (**Fédération des Industries de la Parfumerie, the FIP**) and **ITEC France** announced their joint effort in 2005 to organize the conferences held during the **Beyond Beauty Paris** trade shows. **ITEC France** is committed to making **Beyond Beauty Paris** a must event for all (already, 35% of visitors are international and all segments of beauty distribution and the beauty market are present). The FIP provides its legal expertise and market knowledge to better protect exhibitors and their products against counterfeiters.

**[www.beyondbeautyparis.com](http://www.beyondbeautyparis.com)**

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