BEAUTY FACTORY, the newest forum to bring your perfume, skincare and makeup products to life.

In the month of November, Informa group announced the evolution of Beyond Beauty Paris into two different shows, with the first event dedicated to brands – Alternative Fragrance & Beauty, from 16 to 18 June 2016 at the Carreau du Temple. The 2nd chapter of this transformation will take place on September 13-14 in the Palais des Congres in Paris, and will feature the entire development and production chain for perfumes and cosmetic products. In 2016, Informa group continues its dedication to promote and to develop high quality projects in Paris for the beauty industry.

Ingredient suppliers, formulation specialists, key players in packaging and POS display, manufacturers, quality control experts, design and trend agencies, recipients of services (evaluation tests, clinical studies, toxicology tests, in vitro studies...), formulation software, MES software, equipment manufacturers - all representatives of a specific savoir-faire will exhibit at Beauty Factory, the event dedicated to expertise and excellence.

This decidedly modern show aspires to be the showcase for creation and innovation in the universe of cosmetics and perfumes for the next century: futurist, connected and high tech. Beauty Factory is one step ahead, with an open and prospective spirit and an alternative vision of global beauty, while valuing different cultures and their own systems of knowledge. Technology in beauty will be the major theme of this event.

FOCUS ON NBIC TECHNOLOGY: NANO TECH, BIOTECH, DATA PROCESSING, TECH & CONNECT
The second show organized by Informa in Paris will have a different concept but with the same objective for all industry professionals: having access to an event which is at once specialized, comprehensive, and decidedly forward-looking. Beauty is a sector which is more and more integrating innovative and technologies. This multifaceted technology intervenes at all levels in the production and supply chains:

• Upstream
  o Optimizing the production of ingredients via Biotechnologies
  o Facilitating the conception of formulae with nanotechnologies (nanotechnologies and conception)
  o Helping to better understand biological systems via the sequences with biotechnology
  o Integrating recycled or bio-sourced components for packaging
  o Working with development assistance tools, eco-conception software...

• Downstream
  o Establishing skin diagnosis
Optimizing the effectiveness of beauty products thanks to specific tools and rituals
Visualizing and measuring the effects on the skin
Creating omnical stores

These are the Tech & Connect technologies (connected tools, diagnostic tools, rituals & tools).

SKIN AND PERFUME, 2 MAJOR AXES, STILL RELEVANT

Expert skincare, derma-cosmetics, aesthetic medicine, so-called active cosmetics, the Doctor Brands, were the most dynamic market skincare market in 2015, after an already very positive 2014, as illustrated by L’Oreal group with a growth of 8.7%, “by far [the sector] that grew the most within the group” since it has seen “a growth 8 times higher” than other segments, affirms Brigitte Libermann, for a global dermo-cosmetic market that has grown 5%*.

From conception to realization, these products appeal to the embodiment of science and technology. Achieving nearly the same standards as pharmaceuticals, these products are appreciated for their effectiveness, their skin-friendly properties, and their quasi-absolute security.

The players in the perfume industry will also have their own dedicated space, from the bottle to the pump, going through the aromas and the manufacturers, all the steps of fabrication will be represented through a selection of exhibitors.

LE LAB, THE THEMATIC LABORATORY

Rebranded under a new name, the BB LAB, recognized by ingredient suppliers and manufacturers for 10 years, will become Le Lab; with a more sophisticated design of the area, will be dedicated in 2016 to the theme “Silver Generation”, or, how to address the senior market, always large and demanding.

This is the occasion for all the participants to unveil their knowledge and inspiring new products to visitors, represented by purchasing, development, R&D, innovation and marketing functions, from small, medium and large cosmetics and perfume brands.

Beauty Factory is a must-attend event, where visitors can enter with a project and leave with new partners and collaborators by their side, to achieve it.

*Source: Brigitte Liberman, Directrice générale de la division Cosmétique Active, pour challenges.com / Propos recueillis par Thiébault Dromard en Février 2015

Coming soon: beautyfactoryparis.com
Beauty Factory is the brother event of the show Alternative Fragrance & Beauty, which will take place from 16 to 18 June 2016 in the Carreau du Temple in Paris. Together, these represent two complementary meetings where industry players and representatives can meet to synergize and produce new business opportunities.

ABOUT

Informa - Informa plc is one of the world’s leading business intelligence, knowledge, and events businesses, with more than 8,000 employees in over 150 offices across 150 cities. Informa is structured around four Operating Divisions: Academic Publishing, Business Intelligence, Knowledge & Networking and Global Exhibitions to which Informa Beauty is affiliated

- China Beauty Expo - Shanghai (18-20 Mai 2016) – en.chinabeautyexpo.com
- Beyond Beauty Asean - Bangkok (22-24 Septembre 2016) – beyondbeautyasean.com
- Cosmeeting Business Meetings - Dubai (7-8 Décembre 2015) – me.cosmeeting.com
- Spameeting Business Meetings - Dubai (7-8 Décembre 2015) – spameeting.com
- Beauty Factory - Paris (13-14 Septembre 2016) – beautyfactoryparis.com

www.informaexhibitions.com

Centdegrés - Partner of the event, Centdegrés is a global design agency present in 9 cities worldwide (Paris, Geneva, Dubai, Shanghai, Hong Kong, Casablanca, Sao Paulo and more recently Beijing and Guangzhou) with an expertise in all aspects of the strategy, creation and brand activation: strategy consulting, brand identity, product design, packaging, merchandising, architecture, digital brand activation, scenography, film production.

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