

COSMOPROF

WORLDWIDE BOLOGNA

BOLOGNA, ITALY

FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

NEW IN BEAUTY

EXHIBITORS' PRODUCT LAUNCHES

Discover what's new in beauty!

NewInBeauty is a curated editorial project by Cosmoprof, showcasing the most remarkable product launches from Cosmoprof Worldwide Bologna exhibitors.

Your ultimate guide to the industry's freshest innovations — created to help you make the most of your visit.

INDEX



COSMOPACK – SUPPLY CHAIN

- INGREDIENTS & RAW MATERIALS , PRIVATE LABEL & CONTRACT MANUFACTURING , PACKAGING , MACHINERY

COSMO PERFUMERY & COSMETICS

- COSMOPRIME
- EXTRAORDINARY GALLERY - COSMOPRIME
- COSMETICS & TOILETRIES
- GREEN & ORGANIC
- COUNTRY PAVILIONS

COSMO HAIR & NAIL BEAUTY SALON

- FURNISHING & EQUIPMENT
- PROFESSIONAL HAIR
- NAILWORLD
- BEAUTY & SPA
- COSMOSHOP

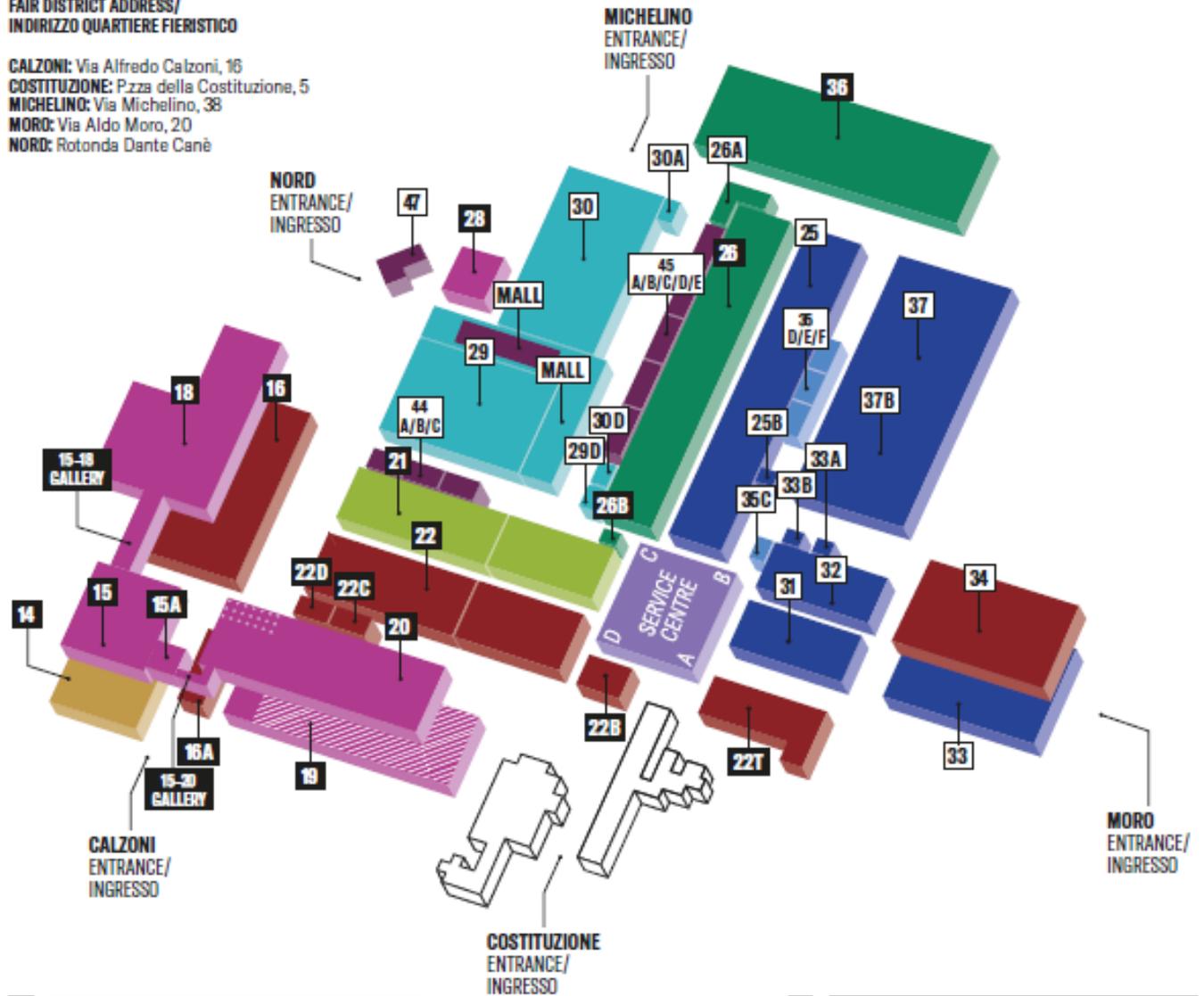
*Aggiornato al 16/01/2026



MAP

FAIR DISTRICT ADDRESS/ INDIRIZZO QUARTIERE FIERISTICO

CALZONI: Via Alfredo Calzoni, 16
COSTITUZIONE: P.zza della Costituzione, 5
MICHELINO: Via Michelino, 38
MORO: Via Aldo Moro, 20
NORD: Rotonda Dante Canè



N PAVILIONS OPEN FROM 26TH TO 28TH MARCH
 PADIGLIONI APERTI DAL 26 AL 28 MARZO

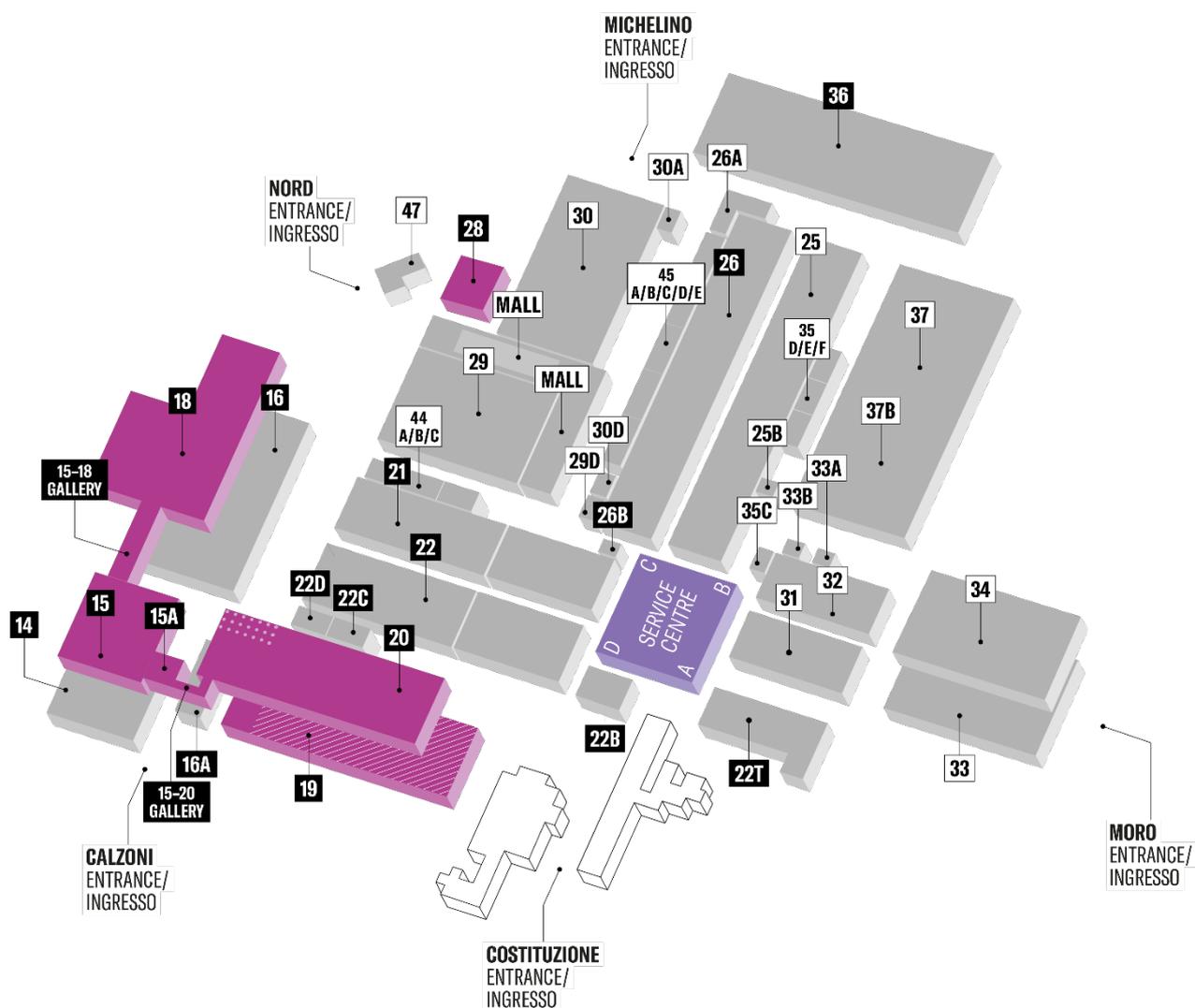
N PAVILIONS OPEN FROM 26TH TO 29TH MARCH
 PADIGLIONI APERTI DAL 26 AL 29 MARZO

26 - 28 MARCH	26 - 29 MARCH
<p>COSMO PERFUMERIES / COSMETICS</p> <ul style="list-style-type: none"> COSMOPRIME 14 EXTRAORDINARY GALLERY 14 BEAUTY TECH 14 COSMETICS & TOILETRIES SKINCARE & MAKEUP 26 FRAGRANCES & PERSONAL CARE 36 GREEN & ORGANIC 21 COUNTRY PAVILIONS 16 / 16A / 22 / 22B / 22T 	<p>COSMO HAIRNAILS & BEAUTY SALON</p> <ul style="list-style-type: none"> PROFESSIONAL HAIR 25 / 31 / 32 / 33 / 37 HUB45 37B BEAUTY&SPA 29 / 30 / MALL BEAUTY FORUM GALLERY MALL NAILWORLD 44 / 45 / 47 PROFESSIONAL NAIL AVENUE MALL COSMOSHOP 35 COUNTRY PAVILIONS 34
<p>COSMOPACK</p> <ul style="list-style-type: none"> PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING 15 / 15A / 15-18 GALLERY / 15-20 GALLERY / 18 / 19 / 20 / 28 MACHINERY 19 INGREDIENTS & RAW MATERIALS 20 	



COSMOPACK – SUPPLY CHAIN

● INGREDIENTS & RAW MATERIALS, PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING, MACHINERY



N PAVILIONS OPEN FROM 26TH TO 28TH MARCH
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ENVASES GROUP

Hall 20 – E31 – Spain

ALUWOOD – ALUMINIUM WOOD-EFFECT TECHNOLOGY

www.envases-group.com

DESCRIPTION

The Aluwood was created to solve a key dilemma in the packaging industry: **how can brands offer premium packaging with a natural aesthetic without using complex or multi-layer materials that are difficult to recycle?** The answer lies in an exclusive technology developed by the **Envases Group** that transforms aluminium into a natural sensory experience, replicating the appearance and texture of wood without adding layers or additional materials. **Aluwood is an innovative solution designed for consumers seeking authenticity, sustainability and distinctive design.**

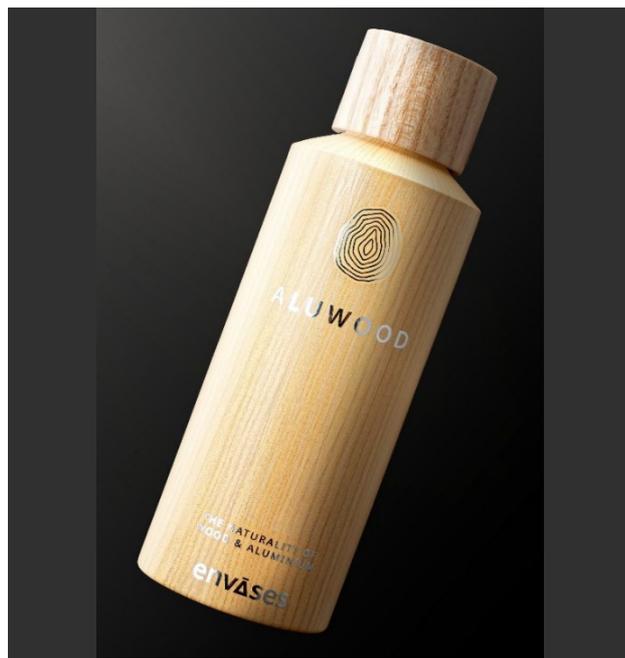
PRODUCT INNOVATION

The Aluwood is the first aluminium printing technology capable of reproducing wood textures, while maintaining a **100% monomaterial, fully recyclable packaging solution**. Key innovative elements include an ultra-high-definition wood-effect finish. The printing technology creates a unique, warm, and sensory pattern. It is available in 50% and 100% PCR aluminium, without compromising performance and remaining infinitely recyclable. It is fully compatible with existing production lines and no machinery modifications are required. Complete preservation of aluminium's technical properties. This technology enables brands to embrace natural design without sacrificing functionality or sustainability.

CLAIMS & BENEFITS

Benefits for brands: strong shelf differentiation through a **natural look** and **premium perception**; premium positioning enabled by the **wood-effect finish**; a sustainable image that aligns with current consumer trends; suitable for both **minimalist** and **natural luxury** developments and ideal for eco-friendly, spa, wellness, and fragrance ranges.

Benefits for consumers: a **warm, tactile design** with an **organic aesthetic**; high perception of naturality with no negative impact on recyclability. It is lightweight and safe to use.





I.M.A. GROUP

Hall 19 – A10-B9 II A14-B13 - Italy

PRIMEWRAP OVERWRAPPING MACHINE

www.ima.it/en

DESCRIPTION

The Ima Bfb Primewrap overwrapping machine has been conceived to transform cosmetic packaging into an elegant and precise automated communication tool between brands and consumers. Developed for the cosmetics and perfumery sector, it combines advanced automation with refined aesthetics, ensuring **flawless wrapping that enhances product value**. Designed to meet the industry's need for flexibility, speed and sustainability, the **Primewrap supports frequent format changes, small batches and premium finishes, all the while maintaining consistent quality and operational simplicity**.

PRODUCT INNOVATION

Thanks to its fully servo-driven architecture, the Primewrap delivers **precision, repeatability and speeds of up to 70 cycles per minute**. Innovative features include a **servomotor-driven transport system, scissor knife cutting, and transversal trailing-edge sealing** for superior finish quality. Ergonomic design elements, such as top-mounted film reels and intuitive digital controls, improve usability and reduce downtime. **Its ability to handle both single products and bundled items**, while integrating seamlessly into connected packaging lines and supporting sustainable materials, positions Primewrap as a **next-generation intelligent and flexible solution for cosmetic packaging**.

CLAIMS & BENEFITS

Claims and benefits: fully servo-driven system ensuring high precision, smooth motion, and consistent wrapping quality; **production speed up to 70 cycles per minute**; **ergonomic top-mounted film reel** for easier access and faster, safer changeovers; **scissor knife cutting system** for clean, accurate film cutting; **servomotor-driven transport system**; **dedicated servomotors** for product lifting and pusher units; **transversal trailing-edge sealing** delivers tight, flawless; **servo-driven lateral plates and folding units** for controlled, high-quality package formation; simple and intuitive **changeover procedures** completed in under 5 minutes; **compatibility with thermo-sealable films, paper, and eco-friendly materials**; reduced waste and optimized material usage for sustainable production; ready for integration with **vision systems, traceability, and data management platforms**.





IL COSMETICS

Hall 15 – F14-G13 - Luxembourg

THE FIRST GRIPPY PRIMER FOR NAILS

www.ilcosmetics.com

DESCRIPTION

The Grippy Primer–Strong Grip is a next generation nail primer designed to enhance colour adhesion while reinforcing the natural nails. Inspired by the success of gripping face primers, it creates a smooth micro gripping surface that improves wear and prevents early chipping or peeling. Its lightweight, gel texture is easy to apply and dries quickly. Enriched with Pistacia Lentiscus Gum, known for its strengthening properties, the formula helps improve nail resilience and thickness while preparing nails for long-lasting colour. Packaged in a glass bottle with a precision brush, Grippy Primer targets professional nail technicians and performance-driven consumers seeking.

PRODUCT INNOVATION

The Grippy Primer is an innovative product that brings the concept of gripping primers from face makeup to nail care. While traditional nail primers focus solely on adhesion, Grippy Primer combines gripping technology with nail-benefit actives. The Strong Grip version stands out thanks to the addition of Pistacia lentiscus gum, which provides strengthening properties and improved adhesion. Its light gel texture provides controlled grip without aggressive dehydration, making it a new hybrid between a performance primer and a nail care treatment. This dual-action approach – prime, grip, and strengthen – sets it apart in the nail prep category.

CLAIMS & BENEFITS

Performance benefits: enhances adhesion of nail colour; helps prevent early chipping and peeling; improves overall wear and durability.

Nail care benefits: helps strengthen natural nails; supports improved nail resilience and thickness; prepares nails for long-lasting colour with added care.

Formula and sensory benefits: lightweight gel texture; slightly coloured for easy application control; smooths nail surface.

Professional and consumer benefits: air-dries quickly, no lamp required; easy integration into any manicure routine; suitable for professional and at-home use.





LE ANTICHE MURA S.R.L.

Hall 18 – B45 - Italy

HAIR NECTAR - NOURISHING HAIR TREATMENT

www.leantichemura.net

DESCRIPTION

This pre-shampoo treatment is based on plant oils extracts and is designed to care for weakened and damaged hair. Thanks to its concentrated formula, enriched with upcycled ingredients such as plant-based squalane, it strengthens and adds shine to the hair without weighing it down. The convenient applicator makes application easy, and rinsing is quick and effortless, leaving no greasy residue on the hair and helping to reduce water consumption during washing.

PRODUCT INNOVATION

This innovative pre-shampoo oil treatment redefines traditional hair oils by being lighter, more effective and easier to rinse out. Its uniqueness lies in the combination of a highly concentrated formula with a selection of nourishing oils and botanical actives that work in synergy to deeply nourish the hair without weighing it down. The inclusion of upcycled ingredients, such as vegetable squalane derived from olive oil, reinforces the product's sustainable approach. The result is a professional-grade treatment that delivers powerful benefits with a modern user experience.

CLAIMS & BENEFITS

Claims and benefits: Easy to use; does not weigh the hair down; contains upcycled ingredients; revitalises and adds structure to hair; quick-rinse formula; suitable for all hair types.





ANCOROTTI COSMETICS

Hall 15 – D19 - Italy

LAVA - LIP GLOSS

www.ancorotticosmetics.com

DESCRIPTION

The Lava Lip Gloss is a sensory revolution: a solid-to-oil lip treatment mimicking the fluid energy of molten magma. This anhydrous formula, enriched with Hyaluronic Filling Spheres, Shea Butter and Secret Lift, transforms from a velvety solid into a high-shine oil, providing visible plump and long-lasting hydration. Housed in a travel-friendly COEX tube, it delivers mirror-like shine and cushiony comfort without silicones. Its name reflects its unique metamorphic transformation, evoking a texture that melts from balm to glowing oil. This elixir offers deep hydration and sting-free plumping, leaving lips soft, radiant, and nourished.

PRODUCT INNOVATION

This product redefines lip care through poured anhydrous technology that creates a unique mélange effect, where two shades blend harmoniously like molten lava for a hypnotic result. The innovation lies in its transforming texture: a nourishing solid balm that melts upon contact into a lightweight, high-shine, non-sticky oil. It provides a sting-free plumping effect while improving skin firmness and repairing the barrier. It ensures deep hydration and a mirror-like shine, merging high-performance chemistry with a superior sensory experience.

CLAIMS & BENEFITS

Performance and targeted concerns:

- **Volume and plumping:** Provides powerful plumping without irritation or stinging.
- **Deep Hydration and Filling** (Hyaluronic Filling Spheres): Gives a natural “filler effect” by trapping moisture, reduces fine lines, and maintains long-term elasticity and softness (anti-wrinkle action).
- **Barrier Repair and Protection:** Sweet Almond Oil and Shea Butter to promote re-epithelialisation and repair the skin barrier, addressing dryness and chapping.

Sensory and aesthetic benefits:

- **Solid-to-oil transformation:** An anhydrous texture that melts on contact for immediate relief and “cushiony” comfort.
- **High-Shine Mirror Finish:** Delivers an intense, radiant glow and a professional, mirror-like shine without stickiness.
- **Unique aesthetic experience:** The mélange effect creates a personalised, hypnotic colour result for a visual and sensory ritual.





PDT COSMETICI SRL SOCIETÀ BENEFIT

Hall 18 – E16 - Italy

PREBIOBALANCE MILKY TONER

www.pdtcosmetici.it

DESCRIPTION

The Prebiobalance Milky is an innovative Pickering emulsion, stabilized by a physical polysaccharide network of **Microcrystalline Cellulose, Cellulose Gum, and Sphingomonas ferment extract**, eliminating the need for traditional surfactants that can disrupt the skin barrier. **This 3D network ensures high physical stability, enhances skin tolerance, and simplifies formulation.** Enriched with a synergy of prebiotics, probiotics, and postbiotics—including Inulin, fermented chicory extract, beta-glucan, biomimetic ceramides, adaptogenic Ectoin and fermented Avenoform® — **it deeply restores and balances sensitive skin's ecosystem.**

PRODUCT INNOVATION

The Prebiobalance Milky Toner sets a new standard in skincare innovation. Its Pickering technology replaces traditional surfactants with a polysaccharide network, protecting the skin barrier while supporting the microbiome. A next-generation preservative system ensures antimicrobial efficacy with **minimal impact on skin ecology.** This cold-processed, milky formula integrates biomimetic lipids, prebiotics, probiotics, and postbiotics and adaptogenic Ectoin, **creating a cohesive ecosystem that restores, protects, and balances sensitive skin.** By merging science, sustainability, and skin biology, **it redefines cosmetic formulation and establishes a benchmark for the future of skincare innovation.**

CLAIMS & BENEFITS

Our product **restores and strengthens the skin barrier** with a biomimetic ceramide complex, **while protecting and balancing the microbiome through.** It enhances skin tolerance and reduces reactivity with the help of adaptogenic Ectoinand, as well as it **deeply rebalances sensitive skin via a prebiotic synergy of inulin, beta-glucan and fermented oat.** Its sophisticated milky texture **delivers progressive active release without occlusion.** It is highly stable and performs well, supporting thermosensitive actives in cold-processed formulations.





ANTARES VISION GROUP

Hall 19 – C12-D11 - Italy

LDA – LEAK DETECTION INSPECTION SYSTEM FOR AEROSOLS

www.antaresvisiongroup.com

DESCRIPTION

The LDA (Leak Detection for Aerosol) is Antares Vision Group's innovative in-line inspection solution for cosmetic aerosol manufacturing. It is certified as part of an alternative system (ATM) to the hot water bath, ensuring compliance with the safety requirements of **Directive ADD 75/324/EEC**. Based on innovative "sniffing" technology using infrared (IR) spectroscopy, **LDA enables non-destructive, real-time micro-leak detection at full production speed**, guaranteeing safety and quality compliance for cosmetic aerosol products, such as deodorants, hair sprays and styling products.

PRODUCT INNOVATION

The LDA system revolutionizes aerosol leak testing through its proprietary sniffing method, using IR spectroscopy with broadband sources and multichannel sampling by sniffer. Unlike subjective visual inspection of water baths, **the LDA system provides objective analytical measurements in real time without immersion**. Key differentiators include: **greater sensitivity** than traditional methods, **operation at full line speed** (vs. 2-3 minute bath cycles), **non-destructive testing** (products remain market-ready), **multi-gas detection capability** (LPG, DME, HFCs, CO₂) and **Industry 4.0 connectivity with automated data archiving**. The system pinpoints leak zones (valve, crimp, base, etc), enabling targeted process improvements that would be impossible with conventional methods.

CLAIMS & BENEFITS

Quality and safety benefits: reliable and accurate in the range of parts per million at detecting micro-leaks; 100% in-line inspection ensures no defective products reach consumers; prevents brand damage from malfunctioning aerosols; eliminates explosive atmosphere risks from undetected propellant leaks.

Performance benefits: operates at full production speed; real-time analysis and automatic defect rejection; multi-gas capability (the use of LPG, rather than DME or refrigerant gases, does not affect the sensitivity; the system can also detect CO₂). Works with any kind of container material.

Operational benefits: non-destructive method keeps all tested products market-ready; extremely small footprint; zero consumables and no wear parts; no risk of water-related corrosion or overheating accidents; identifies leak location (valve, crimp, seam) for targeted maintenance.

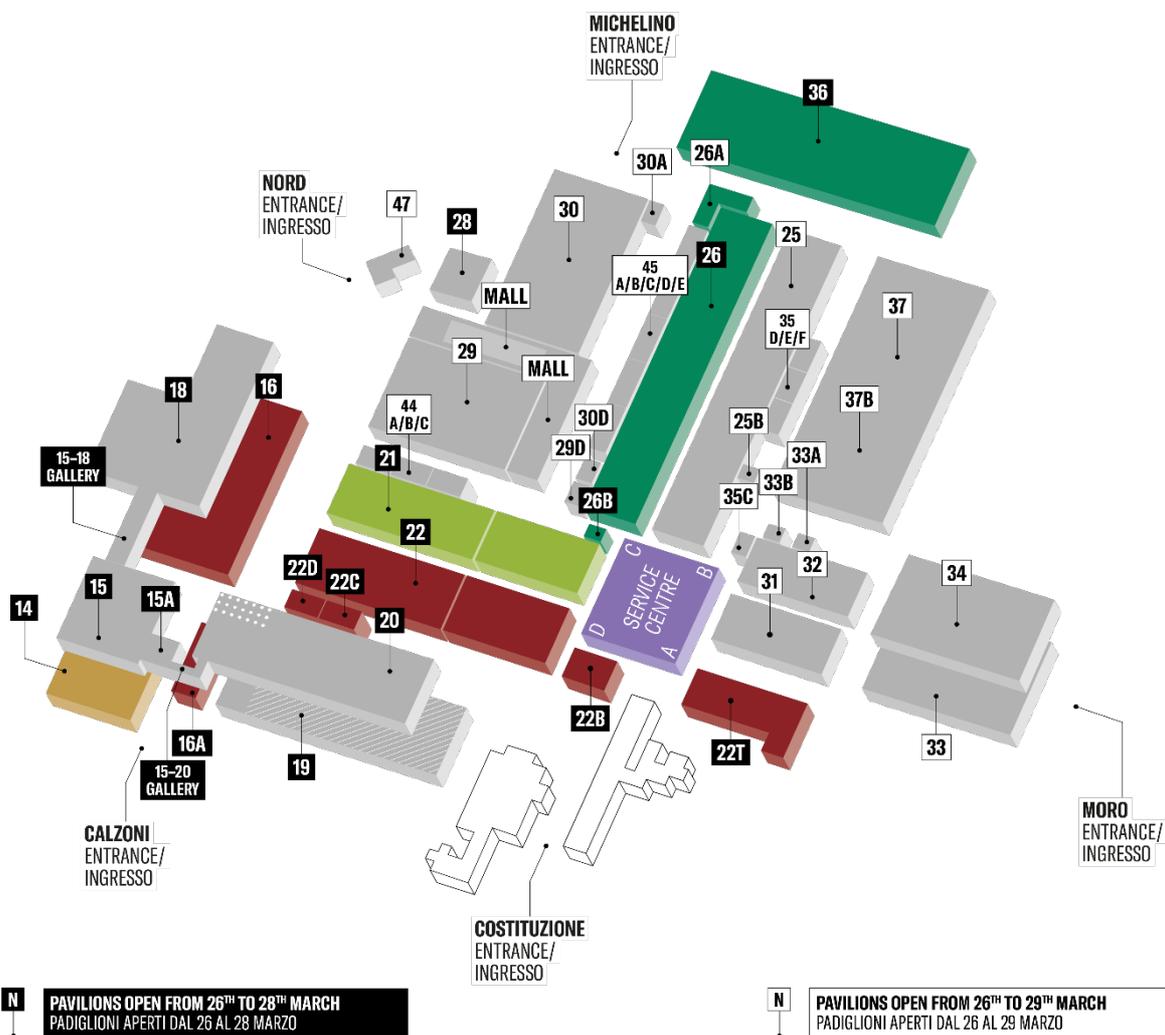
Process intelligence: industry 4.0-ready with communication protocols; automated data archiving and historical production analysis; real-time feedback for crimping process optimization.





COSMO PERFUMERY & COSMETICS

- **COSMOPRIME**
- **EXTRAORDINARY GALLERY - COSMOPRIME**
- **COSMETICS & TOILETRIES**
- **GREEN & ORGANIC**
- **COUNTRY PAVILIONS**





ROFERSAM S.A.

Hall 14 – B12-C13 – Spain

HAIR LOTION – VITALITY BEAUTÉ MEDITERRANEA

www.beautemediterranea.com

DESCRIPTION

The Vitality Hair Lotion is an advanced anti-ageing treatment containing plant-based PDRN derived from turmeric exosomes, rejuvenating peptides, and vegan keratin. Its dual-action formula works simultaneously on both the scalp and hair fibers, reactivating growth and improving density, while restoring strength, shine, and elasticity. It shields hair from pollution and heat while delivering weightless hydration. Created for those seeking to promote hair longevity and achieve stronger, denser hair, it boosts volume from the roots and promotes long-term vitality.

PRODUCT INNOVATION

The Vitality Hair Lotion takes a unique holistic approach to promoting hair longevity by treating both the scalp and existing hair fibres simultaneously. Its triple-action complex combines plant-based PDRN derived from turmeric exosomes enhanced with anti-inflammatory curcumin, a microbiome-balancing hexapeptide for scalp equilibrium, and vegan keratin with inulin to repair the hair fiber, seals split ends and protects against damage. The experience is further optimized by a precision spray with a cannula applicator, ensuring targeted delivery to the scalp and enhanced absorption. This synergy delivers measurable strength, density, and vitality from root to tip.

MARKET POSITIONING & DISTRIBUTION MARKETS

Beauté Mediterranea has a hybrid distribution strategy that encompasses both online and perfumery channels. We currently have a presence in Spain, France, Kazakhstan, Germany, China, and the Gulf region. We are seeking to expand further into Europe, Asia, and the Americas.

Why Choose Beauté Mediterranea for Distribution?

We have been manufacturing cosmetics in

Barcelona since 1979, which has given us a global market vision. We have always selected only the best and most effective products. Furthermore, our brand has a unique positioning and is easy for consumers to understand. We offer highly effective products with green technology to transform natural ingredients into powerful molecules for the skin, providing surprising textures that make for a very pleasant experience, all while ensuring efficacy tested under dermatological control.





POLYPHENOL FACTORY

Hall 14 – D20-E13-E18 – South Korea

GRABITY GO.0 HAIR LIFTING SHAMPOO EXTRA STRONG

www.grabitylabs.com

DESCRIPTION

The Grabity GO.0 Shampoo is developed by a team of scientists led by Haeshin Lee, a scientist trained at MIT and a professor of chemistry at the Korea Advanced Institute of Science and Technology. Built on patented, naturally derived polyphenol based hair protection technology, it addresses both hair loss and thinning by helping reduce hair shedding caused by breakage while reinforcing weakened aging hair fibers. This technology protects each strand improving density and resilience. Designed for consumers in their 40s and 50s who are experiencing progressive hair ageing and loss, it delivers visible, science-backed care for fuller, healthier-looking hair.

PRODUCT INNOVATION

The Grabity g0.0 shampoo differentiates itself through LiftMax 308™, a patented polyphenol delivery system designed to target hair proteins. Polyphenols naturally bind to keratin, enabling the active ingredients to adhere to the hair fiber and remain after rinsing. This creates a reservoir effect, allowing anti-hair loss and scalp-care ingredients to be retained in the hair and on the scalp, where they are released gradually over time instead of being washed away immediately. Through targeted protein adhesion and sustained delivery, this technology supports reduced hair shedding from breakage and improved hair density, delivering longer-lasting performance than conventional rinse-off shampoos.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Grabity GO.0 Shampoo is positioned as a premium, science-driven functional haircare brand, delivering visible anti-hair loss, hair lifting, and volumizing solutions for thin, fine, and low-density hair.

The primary distribution channels are premium health and beauty retailers, functional haircare-focused specialty stores, dermatology-oriented channels and curated online platforms that emphasise science-led beauty brands.

Current distribution markets include: South Korea, the United States, Japan, the United Kingdom and selected Asian markets, through both online and offline channels. Desired expansion markets include Europe (France, Germany and Italy), North America (the expanded US and Canada), the Middle East, Southeast Asia and Oceania, with a focus on premium, performance-driven beauty markets.





DSD PHARM S.L.

Hall 14 – B12-C13 – Spain

10.1 KIDS DAILY CARE SHAMPOO. DSD DE LUXE

www.dsddeluxe.com

DESCRIPTION

The Kids Shampoo is a gentle, sulfate-free cleansing solution for children aged 3–12 years. It cleanses daily without irritation, soothes the scalp, maintains the natural barrier, and improves hair manageability, while strengthening and protecting hair fibers. Designed for high skin and ocular tolerance, it is safe and comfortable for everyday use. Targeted at parents seeking a premium, safe, and effective hair care solution, it meets consumer needs by combining gentle cleansing, hydration, scalp comfort, and hair resilience in one user-friendly shampoo.

PRODUCT INNOVATION

This Kids' Shampoo stands out in the children's hair care category due to its ultra-gentle, sulfate-free formulation that combines natural coconut tensioactives, glycolipids, panthenol, betaine, calendula extract, and concentrated thermal water. Unlike conventional children's shampoos, it delivers high skin and ocular tolerance, soothes and protects the scalp, and strengthens hair fibers, all while providing optimal hydration and improved manageability. Its premium, ergonomic packaging ensures easy handling for both parents and children alike, and the user-friendly formula allows for safe daily use.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Kids Daily Care Shampoo will soon be launched internationally, reflecting the brand's global presence and professional positioning.

It will be made available through a variety of channels to reach both consumers and professionals, including authorized distributors, hair salons, dermatology and trichology clinics, and pharmacies. This multi-channel approach ensures the product is accessible to families worldwide while maintaining the brand's reputation for premium, clinically-inspired hair care.

The launch strategy combines wide market availability with targeted professional endorsement, allowing parents to discover and trust the shampoo for their children's delicate hair and scalp needs.





NUNA BEAUTY LAB INC

Hall 14 – F14 – USA

VOLCANIC ASH PROBIOTIC SERUM

www.nunabeauty.com

DESCRIPTION

Meet our Probiotic + Clay Serum. This dual-action formula merges pore-refining volcanic ash with a hydrating probiotic complex. It absorbs excess oil for a matte, smooth finish while delivering intense moisture to combat the dryness of traditional pore care. Its lightweight, liquid-clay texture is perfect for priming your skin. **It is vegan, clean and transparent for a truly balanced, healthy glow.**

PRODUCT INNOVATION

This serum is the future of clean, effective skincare. It combines Jeju's signature volcanic ash and seawater to refine pores and provide minerals, while Bifida Ferment supports your skin's microbiome. Every element—from the niacinamide and carrot extract for radiance to the fully recyclable, FDA-compliant packaging— has been chosen for proven results and planetary care. The serum has been lab-tested for brightness, hydration, and skin recovery. Achieve a healthy glow without compromise.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute through the following channels: **selective online beauty retailers** and **directly to consumers via the official brand website and e-commerce platforms.**

The countries of distribution include **the USA, Europe, and the UK**, as well as **the global market.**





NEOFOLLICS HAIR TECHNOLOGY EUROPE B.V.

Hall 14 – B18 – The Netherlands

NEOFOLLICS ANTI GREY HAIR SHAMPOO

www.neofollics.com

DESCRIPTION

Developed as a follow-up to the Neofollics Anti Grey Hair Serum (a Cosmoprof Awards 2024 finalist), the Neofollics Anti Grey Hair Shampoo responds to the need to preserve hair colour while caring for the hair and scalp. Rather than acting as a traditional colouring product, it functions as a gentle shampoo that gradually reduces the appearance of grey hair while maintaining scalp comfort. It subtly blends grey hairs with the natural hair colour and helps protect against oxidative stress using antioxidants such as vitamin E and botanical extracts.

PRODUCT INNOVATION

The Neofollics Anti Grey Hair Shampoo stands out by addressing a key challenge in this category: colouring grey hair without harsh dyes. Instead of oxidative colouring agents, it uses gentle, high-quality colourants that gradually adhere to grey hairs and blend them with the natural hair colour, without ammonia or peroxide. Its innovation lies in combining this subtle colour effect with advanced scalp care. Antioxidants and botanical extracts help to reduce oxidative stress, while active scalp ingredients support comfort and dandruff control. This multifunctional approach integrates aesthetics and scalp health into a simple, daily shampoo routine.

MARKET POSITIONING & DISTRIBUTION MARKETS

We are a premium, science-based hair and scalp health brand, positioned between dermatological science and cosmetic haircare. Our focus is on evidence-based formulations, ingredient transparency, and realistic results. We sell our products via direct-to-consumer (DTC) and professional retail channels, and they are suitable for pharmacies, clinics, specialised beauty retailers and online platforms. We distribute to the following countries: Europe, the UK, the Nordic countries and the Middle East (including the UAE and Saudi Arabia).





NBI NORDIC BEAUTY IMPORT OY

Hall 14 – D2-E1 – Finland

NOBE COOLING CARE SOOTHING SERUM

www.nordicbeautyworld.com

DESCRIPTION

The Nobe Cooling Care Soothing Serum is a lightweight, fragrance-free gel serum designed to instantly soothe, hydrate, and support the skin barrier. Formulated with Nordic xylitol to strengthen the skin barrier, calming aloe vera, refreshing peppermint extract, and protective ectoin, it helps to relieve the discomfort and dryness caused by stress, heat or active ingredients. The cooling texture absorbs quickly and works as a moisture booster in any skincare routine. Suitable for all skin types, especially sensitive, dehydrated, or stressed skin, it meets the need for effective yet gentle daily care.

PRODUCT INNOVATION

The Nobe Cooling Care Soothing Serum stands out in men's grooming by offering a multifunctional, no-fuss solution that addresses irritation, dehydration, and skin stress in one lightweight step. This fragrance-free, 99.99% natural-origin serum combines Nordic xylitol to strengthen the skin's barrier, cooling peppermint to soothe, aloe vera to calm, and ectoin to protect. The instant cooling effect provides immediate comfort after shaving, workouts, sun exposure, or daily stress. Designed for simplicity and performance, it fits seamlessly into men's routines, delivering visible soothing and hydration without greasiness - making it a modern alternative to traditional aftershaves.

MARKET POSITIONING & DISTRIBUTION MARKETS

Positioned as a premium Nordic natural skincare brand, the Nobe combines scientific innovation with the restorative power of Nordic nature. It operates within the selective and premium beauty segment and is distributed through curated beauty retailers, pharmacies, department stores and high-quality e-commerce platforms.

We currently distribute in Finland, Germany, Sweden, Belgium, Albania, Iceland, Denmark, Estonia, Norway, Spain, Italy, Ireland, Lithuania, Austria, the Netherlands, Mexico, Greece, Hong Kong, Portugal, Romania, Latvia and Poland.

Nobe's goal is to achieve global distribution, with strategic expansion across Europe, America, the Asia-Pacific and other international markets, where the demand for natural, science-backed and microbiome-focused skincare products is growing rapidly.





INDUSTRIAS BETER S.A.

Hall 26 – B76 - Spain

THE ORIGINAL CHARM NATURAL FIBER DETANGLING BRUSH

www.beter.es/es/

DESCRIPTION

The smallest version of the **Natural Fiber brush** in a charm format. Just as effective as it is irresistible — **you'll want to take it everywhere.**

PRODUCT INNOVATION

The XSS format **detangles hair gently and effectively.** Take it anywhere — hang it on your bag, belt loop or backpack. The anti-tangle bristles are flexible and durable, and are perfect even for fine hair.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution markets include **Europe, South America and the UAE.**





EURACOM S.R.L.

Hall 26 – B73 - Italy

SKEEN MASK

www.euracom.it

DESCRIPTION

The Skeen Mask is a cutting-edge LED facial mask designed to deliver visible skin rejuvenation from the comfort of home. Crafted from ultra-light medical-grade silicone, it features 54 LEDs emitting red, infrared, blue, and yellow light for targeted photobiostimulation. Ideal for all skin types, it reduces wrinkles, redness, acne, and hyperpigmentation. Its open-grid design offers breathability and comfort, making it the perfect non-invasive anti-ageing skincare solution.

PRODUCT INNOVATION

The Skeen Mask is the world's first to be made using injection-molded liquid silicone for a flexible, ultra-lightweight design (only 93g). It offers full-face LED coverage with 54 high-power LEDs and built-in eye protection. It delivers 4 wavelengths (red, infrared, blue, yellow) in pulsed mode, offering medical-grade photobiostimulation with no side effects. The breathable structure and form-fitting flexibility ensure maximum comfort and effectiveness—features unmatched by traditional LED masks.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our product is a high-end, home-use LED therapy device.

It is available in Italy, Germany and Spain, through e-commerce, beauty centres and pharmacies.

Our desire is to expand into the USA, Japan, South Korea and the UK.





LAM TIN TRADE LIMITED S.A.

Hall 26 – A97 – Greece

BLUESKY OMBRE PALETTE GEL-VIVID CORE

www.blueskycolors.com

DESCRIPTION

The Bluesky Ombre Palette Gel – Vivid Core is a professional tap-on ombre gel designed for seamless gradient nail art. Featuring six classic, vivid shades – black, white, red, purple, yellow, and blue –, it supports sponge tapping, hand painting, and transfer techniques. The air-cushion compact ensures even gel pickup and smooth colour diffusion, allowing artists to achieve trendy airbrushed-style gradients with ease. It is ideal for professional nail technicians and trend-driven nail art lovers seeking high-impact, creative designs.

PRODUCT INNOVATION

The innovation lies in its tap-on ombre system combined with an air-cushion palette format. Unlike traditional gel application methods, the sponge-based pickup system delivers controlled pigment diffusion, enabling effortless gradients that replicate popular airbrush effects without specialized equipment. The curated vivid core color set offers high chroma and clean blending, while the compact design ensures consistency, hygiene, and ease of use—redefining how gradient nail art is created in salons and retail settings.

MARKET POSITIONING & DISTRIBUTION MARKETS

As a potential power brand in the nail industry, Bluesky focuses on the middle-to-high-end market. Our distributors are divided into six regions: Europe, the UK, South and North America, Asia, the Middle East and Africa, and Australia. There are a total of 36 exclusive distributors globally. Regarding our brand strategy for 2026, **BLUESKY** put more emphasis on its retail line. We are exploring the possibility of working with offline distributors in Germany, France, Italy, and the UK, – countries at the forefront of fashion worldwide.





FARMEC SA

Hall 26 – A83 - Romania

GEROVITAL H3

www.farmec.ro

DESCRIPTION

The serum contains 4D Hyaluronic Acid with 4 different molecular weights. Each type is absorbed at a different rate by the skin, providing multiple benefits, including intense and long-lasting hydration, repairing effects, anti-wrinkle action and skin firming. Thanks to the inclusion of fully acetylated, ultra-low molecular weight hyaluronic acid the serum penetrates deep into the skin densifying it from within and delivering a needle free filler effect. The Wild rose seed oil provides a valuable supply of easily absorbable nutrients. It is designed for women aged 35 with mature skin who want visible anti-ageing results without invasive procedures.

PRODUCT INNOVATION

The Gerovital H3 Evolution Perfect Look Ampoules are formulated with a high performance 10 4D Hyaluronic Acid complex for multi level skin action. This innovative system combines four biocompatible molecular weights, including a fully acetylated form with a very low molecular weight that penetrates the deeper layers of the skin. This delivers hydration, regeneration and visible skin redensification, providing a 'needle-free filler' effect. The ampoule format ensures precise dosing, freshness and the optimal stability of the active ingredients, enhancing user experience through a concentrated fast absorbing serum with instant optical firmness and radiance.

MARKET POSITIONING & DISTRIBUTION MARKETS

Gerovital H3 is distributed in national markets, including online, in our own stores, and in pharmacies, drugstores, supermarkets and hypermarkets.

It is also distributed in international markets, such as Hungary, Cyprus, Greece, the Republic of Moldova, Latvia, the Netherlands and the USA.





AMKA PRODUCTS PTY LTD

Hall 26 – C77 – South Africa

STELLA FLUX PIGMENT PAINT - BRONX COLORS

www.amka.co.za

DESCRIPTION

The Stella Flux Pigment Paint is a professional-grade, multi-purpose artistry paint that expands Bronx's Makeup Artistry offering. It is designed for both pro MUAs and confident consumers. Featuring shifting chromatic pigments that transform with movement and lighting, it provides a next-generation radiance that goes beyond traditional glitter. Its highly pigmented yet creamy formula provides precise control and seamless blending for up to 24 hours of wear. It bridges the gap between artistry and everyday wearability, empowering users to recreate bold, editorial looks themselves.

PRODUCT INNOVATION

This high-impact pigment paint delivers bold colours and shimmer that last 24 hours. Use it on your eyes, on your face or on your body for a fierce, waterproof, crease-free look. Infused with squalane, hyaluronic acid and Vitamin E, it provides comfort and nourishment. It's shifting chromatic pigments that change under different lighting and movement. This multi-purpose, makeup-like-paint that is a next generation radiance product that adapts to shifting technology rather than glitter.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand is positioned in the upper mass market. The Stella Flux Pigment Paint is currently available to purchase in South Africa and Switzerland, with plans to expand to the Middle East, Australia, New Zealand, Costa Rica, Thailand and all EU countries.





FLER S.R.L.

Hall 36 – A3 - Italy

BRIGHT ME UP

www.flerworld.com

DESCRIPTION

The Bright Me Up is a brightening and smoothing treatment specifically developed for sensitive areas such as underarms, the bikini area, inner thighs and face. Its gentle yet effective formula helps improve skin tone uniformity, reduce the appearance of dark spots and enhance natural radiance, all while fully respecting skin sensitivity. Formulated with Niacinamide and a purified Sage extract, known for their balancing and illuminating properties, it works progressively to visibly even out the complexion and support the skin's natural regeneration process.

PRODUCT INNOVATION

The Bright Me Up stands out for its targeted approach to brightening delicate areas of the skin, a segment often underserved by traditional body care. Unlike conventional brightening treatments, that may be too aggressive, it is formulated to deliver efficacy with extreme gentleness. Its innovation lies in the synergy between Niacinamide and Sagebright, a purified sage extract that helps regulate pigmentation, while protecting the skin from environmental stressors such as pollution, UV exposure and blue light. Suitable for use after hair removal, its lightweight, non-greasy texture transforms the care of sensitive areas into a safe and reassuring daily ritual with visible, long-term results.

MARKET POSITIONING & DISTRIBUTION MARKETS

We select retail environments, including department stores, pharmacies, cosmetics shops and premium drugstores.

Our brand is presented as a **premium, inclusive shaving and body care brand** that focuses on efficacy, sensitivity, and modern rituals.

We currently distribute in **Italy, Monaco, Spain, France, Greece, the Czech Republic, Slovakia, Hungary, Estonia, Iceland, Albania, Ukraine, Belarus, Azerbaijan, Saudi Arabia and Panama**. We also have an international presence, with particular coverage across **Southern and Eastern Europe**, with growing visibility in the **Middle East** and **other international markets**. However, our ambition is to expand into the **DACH region (Germany, Austria and Switzerland)**, the **UAE**, the **Scandinavian countries** and the **United States**.





MIDSONA DENMARK A/S

Hall 21 – 014 - Sweden

URTEKRAM BEAUTY NORDIC BERRY RICH REPAIR SHAMPOO

www.midsona.dk

DESCRIPTION

The Nordic Berry Rich Repair Shampoo is a shampoo for normal to dry hair, also suitable for dehydrated, damaged hair. The formula is enriched with cloudberry extract that helps nourish and freshen up the hair. The conditioning properties of PCA Glyceryl Oleate and aloe vera help hair regain its natural softness and shine. It provides intense repair and a lightweight feeling, and it has a fruity, fresh scent. It is certified by Ecocert Cosmos Organic and is 99% natural origin and vegan. The product was just launched.

PRODUCT INNOVATION

The product is certified by Ecocert Cosmos Organic, is vegan and contains 99% natural ingredients. It is also enriched with cloudberry extract, a Nordic golden treasure ingredient that sets the product apart in its category and price range, and adds an extra dimension to the Nordic heritage that our brand represents. The packaging is made from recycled, recyclable plastic to avoid creating extra waste. The formula is great: it is a repair shampoo with extra treatment ingredients, such as PCA Glyceryl Oleate, which does not heavy or weighs the hair down.

MARKET POSITIONING & DISTRIBUTION MARKETS

We hope to expand our brand to more parts of Asia and the US in the future.

Currently, we have a distribution network covering all of Europe, the Philippines, Montenegro, the Faroe Islands. We also have a presence in the United Arab Emirates, Japan, Turkey, North Macedonia, Hong Kong, South Korea and Greenland.





ATHENA'S SRL

Hall 21 – F1 - Italy

PSPHEA SCULPT & FIRM BODY SERUM

www.athenas.it

DESCRIPTION

The Sculpt & Firm Body Serum is an advanced treatment that visibly enhances skin firmness and tone. Its patented marine ingredient, Actigym®, works with niacinamide, vitamin C, and resveratrol for multi-level regeneration, protection, and overall skin vitality. Clinically tested, it improves skin density and elasticity, supporting a more sculpted, resilient silhouette on the abdomen, arms, thighs, and glutes. Lightweight and fast-absorbing, it complements an active lifestyle while delivering noticeable results. Additionally, it helps skin adapt to sudden weight changes, promoting firmness and smoothness for a toned, confident appearance.

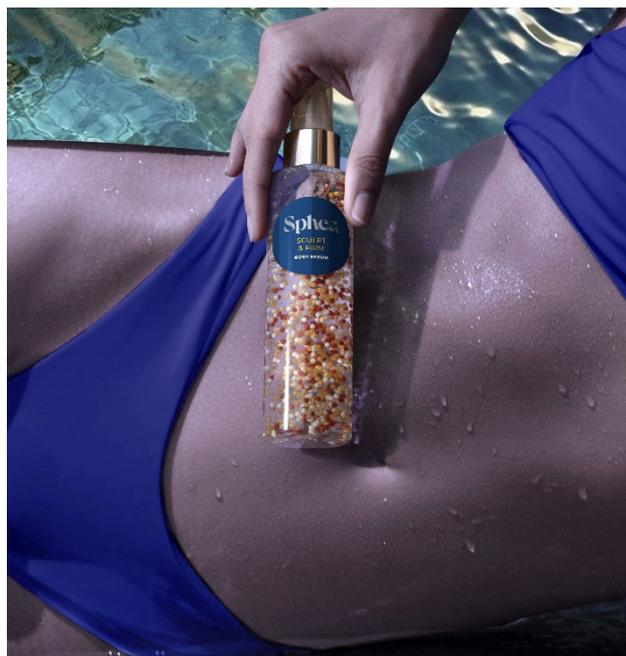
PRODUCT INNOVATION

This body serum stands out for its use of Actigym®, a patented marine ingredient derived from deep-sea microorganisms thriving in extreme ocean conditions. Mimicking the effects of exercise, it improves muscle tone and enhances skin firmness. The formula reshapes and revitalizes the skin, especially in critical areas. The synergy of Actigym® with niacinamide, vitamin C, resveratrol and raspberry oil delivers multi-level regeneration and antioxidant protection. Its sensorial, fast-absorbing texture offers an elevated user experience, making it an ideal post-workout booster for visibly toned, compact, and sculpted skin.

MARKET POSITIONING & DISTRIBUTION MARKETS

Designed for a discerning audience seeking sophisticated, effective, and distinctive beauty products, the **Sculpt & Firm Body Serum** is positioned in the luxury-prestige beauty segment. It boasts premium, high-quality formulations with a strong focus on Italian excellence, innovation, and sensorial experience.

The **Sculpt & Firm Body Serum** is available to purchase on Amazon in Italy, with plans to expand to other European and Middle Eastern markets.





COSMONDIAL GMBH & Co. KG

Hall 21 – E7 - Germany

GRN [GRÜN] SALICYLIC ACID SERUM

www.cosmondial.com

DESCRIPTION

The salicylic acid serum is particularly suitable for oily or blemished skin. The **Salicylic acid, a BHA** (beta hydroxy acid), gently removes dead skin cells, while the **organic willow bark extract** has soothing properties and contributes to a clearer, refined complexion. **Lemon myrtle extract** evens out skin tone and reduces excess shine for a clearer, more balanced complexion!

PRODUCT INNOVATION

This product redefines natural cosmetics: it is visibly effective and aesthetically appealing, and is developed and produced in Germany. There are no compromises: it is **clean, innovative and effective**. It has a **premium design** that attracts attention on the shelf. **Natural and organic cosmetics with measurable performance.** Our **Kintsugi philosophy** celebrates imperfection as part of beauty, taking inspiration from the Japanese art of repairing broken objects with gold. **This is how we view skincare: not perfecting, but strengthening and preserving their uniqueness.**

MARKET POSITIONING & DISTRIBUTION MARKETS

Our product is available **offline in retail outlets, drugstores, department stores, pharmacies and grocery stores, as well as online.**

We currently distribute it in both **Germany and Switzerland, but our ambition is to expand globally.**





FLOSLEK SP. Z O.O.

Hall 21 – 02 - Poland

FLOSLEK BIOTECH CONCEPT ACTIVE LIFTING FACE SERUM 3 X LIFT www.floslek.pl

DESCRIPTION

The Floslek Biotech Concept Active Lifting Serum 3x Lift is an advanced anti aging serum inspired by neurocosmetology and biotechnology. It combines pure Ectoin for long lasting hydration and regeneration with GABA and biopolymers that create an instant lifting matrix on the skin, providing immediate smoothing, improved firmness, and visible wrinkle reduction. Low molecular hyaluronic acid enhances elasticity and plumps the skin. Designed for the face, eye contour and lips, it targets consumers seeking fast, effective, and science driven rejuvenation. The serum meets the need for quick results, deep hydration, multi area performance and modern, conscious beauty.

PRODUCT INNOVATION

The 3xLift Technology combines instant and long-term lifting and plumping effects for visible, multidimensional rejuvenation. Biotech derived Ectoin delivers long-lasting hydration and barrier support. Neurocosmetology-inspired GABA relaxes expression lines. The multi-zone formula is suitable for the face, eye contour and lips, enhancing user performance. The 8 biopolymer lifting matrix creates an immediate tightening and smoothing effect. A lightweight, fast-absorbing serum with a refined sensorial profile. The precision dropper ensures controlled, hygienic, waste-free dosage. The sustainable packaging comprises a recyclable glass bottle and an FSC certified carton and cellophane.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our products are positioned in premium dermocosmetic retail, combining scientific credibility with modern beauty appeal.

The planned distribution strategy focuses on Poland as the core market, with growing availability across selected EU countries through online channels and specialized distributors.

The brand is seeking to expand into the Western Nordic regions, as well as fast growing premium markets such as the Middle East and the Asia-Pacific (South Korea, Japan, Singapore).

Additional strategic targets include North America (the USA, Canada) and Australia/New Zealand, where biotech driven skincare is highly valued.





CP COSMETICS CORP

Hall 22 – B44 – USA

CRYOKERA CHILLBAR

www.k-headspa.com

DESCRIPTION

The CryoKera ChillBar is a category-defining cold-activated finishing tool engineered to refine hair structure without heat. Operating at -3°C to -5°C , it contracts the cuticle, stabilizes keratin bonds, preserves internal moisture, and seals active ingredients deep within the cortex. Each pass enhances nutrient absorption, improves shine, reduces frizz, and strengthens fiber integrity. Designed for both professional treatments and premium at-home rituals, the CryoKera meets the rising consumer demand for safer, non-thermal repair solutions that deliver visible, long-lasting results.

PRODUCT INNOVATION

The CryoKera ChillBar introduces a new category in hair restoration: **cold-based repair powered by precision micro-compression**. Unlike heat tools that compromise keratin structure, the CryoKera's controlled cooling at -3°C to -5°C contracts cuticles, locks nutrients into the cortex, and prevents protein loss. Its **Cryo-Fusion delivery mechanism, Blue LED therapy, and microcurrent stabilization work together to enhance absorption and structural recovery**. Engineered for both professionals and advanced consumers, the CryoKera sets a new benchmark for **non-thermal sealing, cuticle alignment, and long-term resilience**, something not achievable with traditional heat styling or repair tools.

MARKET POSITIONING & DISTRIBUTION MARKETS

The CryoKera ChillBar is a market positioning **premium non-thermal hair restoration device**. This product is aimed at **consumers seeking heat-free solutions that deliver visible results**, as well as B2B partners such as salons, clinics, spas, and distributors.

Following its launch, it is now available for distribution in **South Korea**, in the **United States** and in **select online platforms, such as SalonCentric and Faire.com**.

The company's desire is to expand into some markets, such as: **Australia, the United Arab Emirates (Dubai), Europe (France, Spain, Italy and Germany), Canada, Singapore and Southeast Asia, Saudi Arabia and Qatar, the United Kingdom and Latin America (Mexico and Brazil)**.





METHODE BRIGITTE KETTNER GMBH

Hall 16 – A23 - Germany

PEPTIDE EYE FLUID

www.mbk-cosmetics.com

DESCRIPTION

The Peptide Eye Fluid is formulated to target puffiness, dehydration, dark circles and fine lines. It contains a blend of biomimetic peptides, dual hyaluronic acid and antioxidant-rich Haritaki extract. Its cooling metal roll-on applicator enhances absorption and reduces swelling instantly. Designed for home use, it offers visible results with minimal effort. It is suitable for all skin types and is ideal for tired, stressed or mature eyes. It is the perfect everyday solution for modern eye care routines.

PRODUCT INNOVATION

The Peptide Eye Fluid combines smart ingredients with an intuitive user experience. Its formula includes biomimetic peptides to smooth fine lines, dual-molecular hyaluronic acid for deep hydration and Ayurvedic Haritaki extract to reduce puffiness and dark circles. The built-in metal roll-on applicator provides a cooling massage, supporting lymphatic drainage and boosting results. The airless tube ensures hygiene and precision with every use. This unique fusion of high-performance actives, visible effects and sensory design sets the Peptide Eye Fluid apart in the eye care category.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Methode Brigitte Kettner is a premium cosmeceutical skincare brand. We operate in the professional beauty and in the high-end retail sector, including beauty salons, pharmacies and select concept stores.

Our current distribution countries includes: Germany, Austria, Luxembourg, Italy, China, Taiwan, Singapore, Malaysia, South Korea, Switzerland, the Czech Republic, France, Latvia, Ukraine, Russia, Romania, Turkey, Spain, Denmark, Estonia, Lithuania, the United Arab Emirates, Iran, Greece and Norway.

We are looking to expand into the following countries: the United Kingdom, the USA, Canada, Australia, Japan, India, Saudi Arabia, the Netherlands, Belgium, South Africa, Brazil and as well as other global markets interested in high-performance skincare innovation.





LAUVÉE PARIS

Hall 16 – D8-f-10 - France

LAUVÉE L1 - FACIAL CLEANSING AND DRAINAGE BRUSH

www.lauvee.com

DESCRIPTION

The L1 Lauvée is a beauty-tech cleansing solution built on clinically evaluated performance and patented DMC SYSTEM technology. A clinical trial shows that it reduced the pore size by 30% and removed 100% of makeup in 35sec, compared to manual cleansing. **Benefits include deeply purified skin, refined texture, enhanced radiance, and a smoother, fresher complexion after regular use.** The target consumer values proven effectiveness, science-driven innovation, and a premium, easy-to-integrate device that elevates daily skincare and prepares skin for maximal results.

PRODUCT INNOVATION

The L1 Lauvée stands apart through a patented DMC SYSTEM technology designed to respect skin physiology while delivering **visible and measurable results.** The device combines the unique patented movements with ultra soft contact surfaces to cleanse deeply without friction. Clinical testing shows superior makeup removal, visible pore refinement and improved skin receptivity. Unlike aggressive brushes, **Lauvée preserves skin comfort and barrier balance.** The user experience feels **precise intuitive and sensorial.** The design is minimal and premium, built for daily use. **Lauvée bridges professional facial techniques and at home beauty tech offering performance aligned with clinical standards.**

MARKET POSITIONING & DISTRIBUTION MARKETS

Our premium beauty tech brand is positioned between professional facial care and daily home skincare. **It takes a science-driven, results-oriented approach that aligns with clinical standards.** Designed for expert endorsement, it is aimed at facialists and informed consumers, and is positioned above mass devices and below invasive professional equipment.

We currently distribute to **France, selected European markets and the Middle East, including the United Arab Emirates and Saudi Arabia.**

Our goal is to expand our brand across **Europe, including Germany, Italy, Spain and the United Kingdom;** as well as in **Asia (Japan and South Korea) and North America (the United States).**





HIGHTECH NATURAL ZRT.

Hall 16 – I18-M13 - Hungary

DRHAZI CRYSTAL HAIR RENEWAL SERUM

www.drhazi.com

DESCRIPTION

The Drhazi Crystal Hair Renewal Serum is a natural, 100% active biotech scalp treatment, designed to regenerate the scalp environment and reactivate hair follicle vitality. Its advanced formula combines peptide complexes, deuterated water, botanical regeneration extracts and a proprietary colloidal crystal system to support cellular energy balance, microcirculation and follicle signalling. This multi-level approach strengthens hair roots, improves hair density and appearance, and supports long-term hair growth. The lightweight serum is applied directly to the scalp without weighing down the hair, making it suitable for daily use.

PRODUCT INNOVATION

The formula combines advanced peptide, complexes deuterium depleted water and botanical bio stimulators with a colloidal crystal delivery system to enhance cellular signalling and microenvironment renewal around hair follicles. Unlike conventional hair serums, which focus on coating the hair fibre, this product is designed as a true scalp therapy, supporting follicle vitality and tissue quality. Its fast-absorbing texture enables direct scalp application without leaving a residue, and its airless packaging and Totarol preserve bioactivity and ensure precise dosing for long-term treatment.

MARKET POSITIONING & DISTRIBUTION MARKETS

We distribute through professional channels, including aesthetic clinics, trichology centres, and premium salons, as well as through premium retail and luxury concept stores. We also sell directly to consumers through our official brand e-commerce platforms.

Our current distribution markets include: Hungary, our primary home market, with professional and consumer sales; European online availability through international e-commerce platforms; selected professional partners in clinical and aesthetic environments.

Our desired new distribution markets include Western Europe (Germany, Switzerland, France, and Italy); The Middle East; East Asia (China, South Korea, and Japan) and North America.





LUNESI LTD

Hall 22 – B2 – UK

RISING MOON SECRET SCALP TONER & LUNESI

www.lunesi.co.uk

DESCRIPTION

Designed to support hair vitality and improve scalp condition, the **Lunesi Rising Moon Secret Scalp Toner is a leave-in scalp treatment**. Its formula combines biomimetic peptide complexes, botanical extracts and active ingredients to strengthen roots and prevent hair loss. Botanical extracts help to **soothe the scalp and promote balance**. It is designed for thinning hair and stressed scalp conditions. It is suitable for daily professional and at-home use.

PRODUCT INNOVATION

The **Lunesi Rising Moon Secret Scalp Toner** features a targeted scalp-care approach focused on follicle support and scalp balance. The innovation is based on the synergistic combination of Procapil™, Capixyl™, and Elaya Renova™, supporting hair anchoring, follicle vitality, and scalp protection. Niacinamide, panthenol, and betaine improve scalp comfort, while botanical extracts help soothe and rebalance the scalp. The **lightweight leave-in format enables effective delivery without residue, suitable for daily use**.

MARKET POSITIONING & DISTRIBUTION MARKETS

This premium scalp-focused treatment sits between professional haircare and advanced dermocosmetic routines.

Our distribution channels include direct-to-consumer sales via the official brand website, sales through professional hair salons and scalp care specialists, and selective B2B partnerships with premium beauty and professional distributors.

Our distribution countries are the United Kingdom and selected countries in the European Union. We intend to expand into most European Union markets, the United States, the Middle East (select premium beauty markets) and the Asia-Pacific region (long-term strategic expansion).





ORLY INTERNATIONAL

Hall 22 – B56 – USA

PH PERFECTOR - PH REACTIVE NAIL TINT

www.orybeauty.com

DESCRIPTION

The Ph Perfector is the first-ever pH-reactive nail tint, revealing a custom blush intensity based on individual chemistry while nourishing and correcting the nail surface. Infused with **Vitamins C & E, Mastic Gum Oil, and brightening agents**, it strengthens, hydrates, and improves overall nail appearance - with no base or top coat needed. Designed for natural-nail lovers, skincare-first consumers, and busy beauty shoppers seeking effortless, personalized results. **The tint leaves a natural rosy glow even after removal.**

PRODUCT INNOVATION

The Ph Perfector introduces a new category of nail beauty: **personalized nail tint intensity powered by pH-reactive technology**. Unlike traditional nail polish, **it adjusts in real time to the wearer's unique chemistry and leaves a brightening rosy tint behind after removal**. The formula merges colour and care by infusing skincare-level ingredients - **Vitamins C & E, Mastic Gum Oil, and silica** - into a streak-free tint that requires no base or top coat. This multisensory innovation simplifies routines while **delivering customization, nourishment, and long-lasting natural radiance**.

MARKET POSITIONING & DISTRIBUTION MARKETS

We currently distribute **to the United States and Canada** via ORLY e-commerce and ULTA Beauty. Rollout to additional select retail partners is underway. We are expanding **to the UK, the EU, Asia, Latin America and the Middle East. Our ambition is global.**

Our brand represents a new category in nail care: **Color and Care**. It combines personalised, pH-reactive colour intensity with treatment benefits and maintenance-free manicures. It is ideal for consumers who prioritise skincare and clean beauty, and who want to perfect their bare nails. It is available from beauty retailers, e-commerce platforms, and skincare-focused concept stores.





SMILE & SHINE ESSENTIALS INC

Hall 22 – B39-C40 – USA

PLANT BASED WHITENING STRIPS

www.inopro.us

DESCRIPTION

The Inopro Plant Based Whitening Strips with Spirulina are gentle, peroxide-free teeth whitening strips. Formulated with plant-derived ingredients, they effectively reduce surface stains while respecting enamel integrity. They visibly whiten teeth, remove stains caused by coffee, tea, wine and daily lifestyle factors, and support enamel care during whitening. They are ideal for consumers seeking natural, plant-based oral care, as well as those with sensitive teeth or a sensitivity to peroxide. They are also ideal for eco-conscious consumers, Millennials and Gen Z who prioritise clean beauty and sustainability.

PRODUCT INNOVATION

The Inopro Plant Based Whitening Strips are a plant-based, peroxide-free whitening formulation that uses spirulina extract as a natural active ingredient to reduce stains and care for enamel. A gentle whitening approach designed for daily use. Clean, minimalist user experience with easy-to-apply, flexible strips. Premium, cosmetic-style packaging that elevates oral care to a beauty routine.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Inopro Plant Based Whitening Strips are part of the premium plant-based oral hygiene products range, for clean beauty and conscious consumers. The product has not yet been distributed, but we intend to distribute it in the following markets: Europe (Italy, France, Germany and Spain), the United Kingdom, the United States, the Middle East and the Asia-Pacific region (South Korea and Japan).





WOORIKIDSPLUS

Hall 22B – 09– South Korea

DEARDOT WATER-ACTIVATED SHAMPOO SHEET

www.deardotcosmetic.com

DESCRIPTION

The Deardot Water Activated Shampoo Sheet is a water activated, ultra portable shampoo format designed for high-quality cleansing anywhere. Add water to transform one lightweight solid sheet into a rich lather that cleanses the scalp and hair, while maintaining a comfortable feel, without the mess of liquid bottles. Packaged in eco-friendly water soluble packaging, it is built for travel, gym, outdoor activities, and daily on the go routines where convenience and hygiene matter. Ideal for consumers who want a compact, lightweight, and lower waste hair cleansing solution with premium sensorial performance.

PRODUCT INNOVATION

This shampoo rethinks hair cleansing through PVA free solid sheet system paired with eco-friendly water-soluble packaging. Unlike conventional bottled shampoos and PVA based sheet formulations, the formula is engineered to deliver a stable and eco-friendly sheet that activates quickly with water. The innovation combines a precise single dose format for consistent use, lightweight logistics for travel and distribution, and a simplified user experience that reduces the risk of leakage while improving portability. The packaging concept further differentiates the product by replacing single use plastic with a dissolvable format designed for lower waste use.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is positioned within the premium clean haircare range and comes in travel-friendly formats.

Key distribution channels include premium beauty select stores, travel retail and duty-free outlets, the brand's official online store, and global B2B distributors and export partners.

Our desired distribution markets include Europe (France, Germany and Spain), North America (the United States and Canada), Asia (Japan, China, Hong Kong and Singapore) and the Middle East (the United Arab Emirates).





INNOVARTIS GMBH

Hall 16 – B17b– Germany

AURA - BLACK GINSENG EYE CREAM BY GINZAI

www.ginzai.de

DESCRIPTION

The Aura is a highly effective vegan PDRN eye cream containing black ginseng. Using it leads to the rejuvenation of the eye area, as it stimulates the formation of new collagen and elastin, while combating free radicals. It contracts swelling and redness and it restores the skin's hydro-lipid balance. The Aura is suitable for all skin types and is the ideal choice for those aged 25 and over seeking high-level eye area care.

PRODUCT INNOVATION

The Aura is unique in its category. For the first time, we have combined black Korean ginseng from the forest, the effects of which we have enhanced tenfold using our G-Hiexponential process, with plant-based PDRN. Enriched with over valuable organic plant substances, the result is an eye cream with outstanding effects and enthusiasm among customers.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our distribution channels include e-commerce through our own shop and on Amazon, as well as B2B; perfumeries and pharmacies.

Countries already covered: Germany, Austria, Switzerland, Poland, Italy, Spain and Greece.

Countries sought: France, the Netherlands, the United Kingdom, Portugal, Brazil and Turkey.





DELIA COSMETICS SP. Z O.O.

Hall 16 – G14-H15 - Poland

SUNNY SPF15 NAIL ENAMEL

www.delia.pl

DESCRIPTION

The Nail enamel with SPF 15 filter is an innovative product that combines nail care with protection against harmful UV radiation. It helps to prevent photo-aging of nails caused by UV rays, which can cause physical and chemical degradation of keratin. It's a product for women who are aware of their needs and have a good understanding of the world of cosmetics, paying special attention to the care of their hands and nails. They take care of themselves and consciously give up other forms of manicure in favor of nail enamel that combines care protection and color.

PRODUCT INNOVATION

Although various products such as oils or balms with SPF for hand skin protection are available on the market, our product brings innovation to its category. Enamels with SPF directly protect the surface of the nails and limit photo aging of keratin. The combination of a nitrocellulose base and UV filters prevents photoaging of the nail plate. This innovative nail care and enamel product combines a stylish manicure with real UV radiation protection. It was created with consumers in mind who want to take care of the health and appearance of their nails without giving up color.

MARKET POSITIONING & DISTRIBUTION MARKETS

Currently, we are distributing the product to the **drugstore network in Poland.**

In the future, we would like the product to be available in foreign markets, especially in **Europe** and **South America.**





POMPONETTE

Hall 16 – C8-f - France

NIUK

www.niuk.fr

DESCRIPTION

The Niuk is a patented cryotherapy roll on device designed for advanced skincare applications. It delivers controlled cold at -18°C , combined with gentle massage and guided serum application to tighten pores, stimulate microcirculation, and enhance serum absorption. The device addresses several key beauty concerns, providing immediate decongestion, visible smoothing, improved firmness, reduced puffiness and enhanced radiance. Cold is generated in a freezer after a few minutes by an integrated phase change material, ensuring safe consistent and repeatable performance, without the need for electricity or invasive techniques.

PRODUCT INNOVATION

The Niuk redefines skincare cryotherapy through a patented contact-based cold delivery system operating at -18°C without electricity. After a few minutes in a freezer, its internal phase-change material (PCM) stores the cold and releases it progressively through a stainless-steel ball. A single rolling gesture uniquely combines intense cryotherapy, mechanical massage, and guided serum application via a patented inverted pipette system. This miniaturized, eco-responsible technology makes professional-grade cryotherapy safe, portable, and unique, delivering visible fatigue reduction and skin smoothing through a novel, integrated user experience.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Niuk is a premium therapeutic and dermocosmetic device, positioned at the intersection of beauty technology, physiotherapy and wellness. It is currently distributed to select pharmacies and dermocosmetic retailers, spas, aestheticians and wellness centres, as well as high-end beauty salons and spas. It is also sold directly to consumers via an e-commerce platform. We currently operate in France, but we want to expand into Germany, Italy, Spain, the United Kingdom, the United States, Canada, the United Arab Emirates, South Korea, Japan and Australia.





BAYLIS & HARDING PUBLIC LIMITED COMPANY

Hall 22 – C3-C1 – Great Britain

BAYLIS & HARDING GOODNESS AWAKEN LIME, MINT & EUCALYPTUS BODY WASH 500ML

www.baylisanharding.com

DESCRIPTION

The Baylis & Harding Goodness Awaken Lime, Mint & Eucalyptus Body Wash is an energising, body cleanser designed to refresh, invigorate and awaken the senses. Infused with Eucalyptus, Cardamom and Geranium essential oils, it leaves skin feeling soft, revitalised and hydrated. Perfect for consumers seeking a natural, uplifting start to their day or a midday refresh, it combines dermatologist-approved formula that is a 98% naturally derived with scientifically proven fragrance to energise both body and mind. This body wash meets consumers' needs for a sensory and cleansing experience in everyday self-care routines.

PRODUCT INNOVATION

This Body Wash transforms everyday cleansing into a revitalising ritual. Its scientifically proven fragrance awakens the senses, while essential oils of Eucalyptus, Cardamom and Geranium invigorate the body and uplift the mind. The luxurious lather and refreshing aroma deliver immediate sensory enjoyment, leaving skin soft, revitalised and hydrated. Unlike ordinary body washes, it combines functional benefits with an energising experience, helping users feel refreshed throughout the day. Made with 98% naturally derived, vegan ingredients and dermatologist approval, it delivers a premium cleansing experience.

MARKET POSITIONING & DISTRIBUTION MARKETS

Designed for those seeking an invigorating start to the day or a mid-day refresh, the Goodness Awaken Lime, Mint & Eucalyptus Body Wash combines scientifically proven fragrance with essential oils to create a mood-boosting, revitalising daily ritual that awakens the senses and refreshes both body and mind.

This product is already available in the following countries: the United Kingdom, the United States of America, the United Arab Emirates, the Czech Republic, Latvia, Poland, Iceland, Lebanon, Cyprus, Japan, Bolivia, Trinidad & Tobago, Armenia, Aruba.

We are now looking to expand our distribution to Germany, Italy, the Netherlands, France, Scandinavia, South Africa, Korea, Ecuador, the Kingdom of Saudi Arabia and Malaysia.





PROYA COSMETICS CO., LTD

Hall 22 – A31-B32 - China

TIMAGE LIGHT AND SHADOW BLENDING PALETTE

www.caitangtimage.com

DESCRIPTION

The Timage star product: Two new shades have been added to the **Timage Highlighter and Contour Palette**, which is designed for niche skin tones. **The formula blends naturally into the skin to deliver a soft, translucent radiance that lifts and adds volume to the mid-face, creating a natural glow.** Created for consumers seeking precise, seamless complexion enhancement, it meets the demand for professional yet easy-to-use sculpting.

PRODUCT INNOVATION

As a professional make-up artist brand, **Timage has introduced two new shades tailored for specific skin tones.** It redefines contouring by combining the traditional idea of **'sculpting with light and shadow'** with the modern desire for **'complexion revitalisation'**, effectively tackling fatigue and dullness. The three-shade palette incorporates contouring, blushing and highlighting, providing **a range of harmonious shade combinations to suit a variety of skin tones.**

MARKET POSITIONING & DISTRIBUTION MARKETS

The Timage is a premium complexion product designed for precise contouring and effortless blending. It targets beauty enthusiasts, make-up artists and consumers seeking professional results with ease.

Our current distribution channels include our official e-commerce store, select beauty retailers and social commerce platforms via KOL/KOC partnerships.

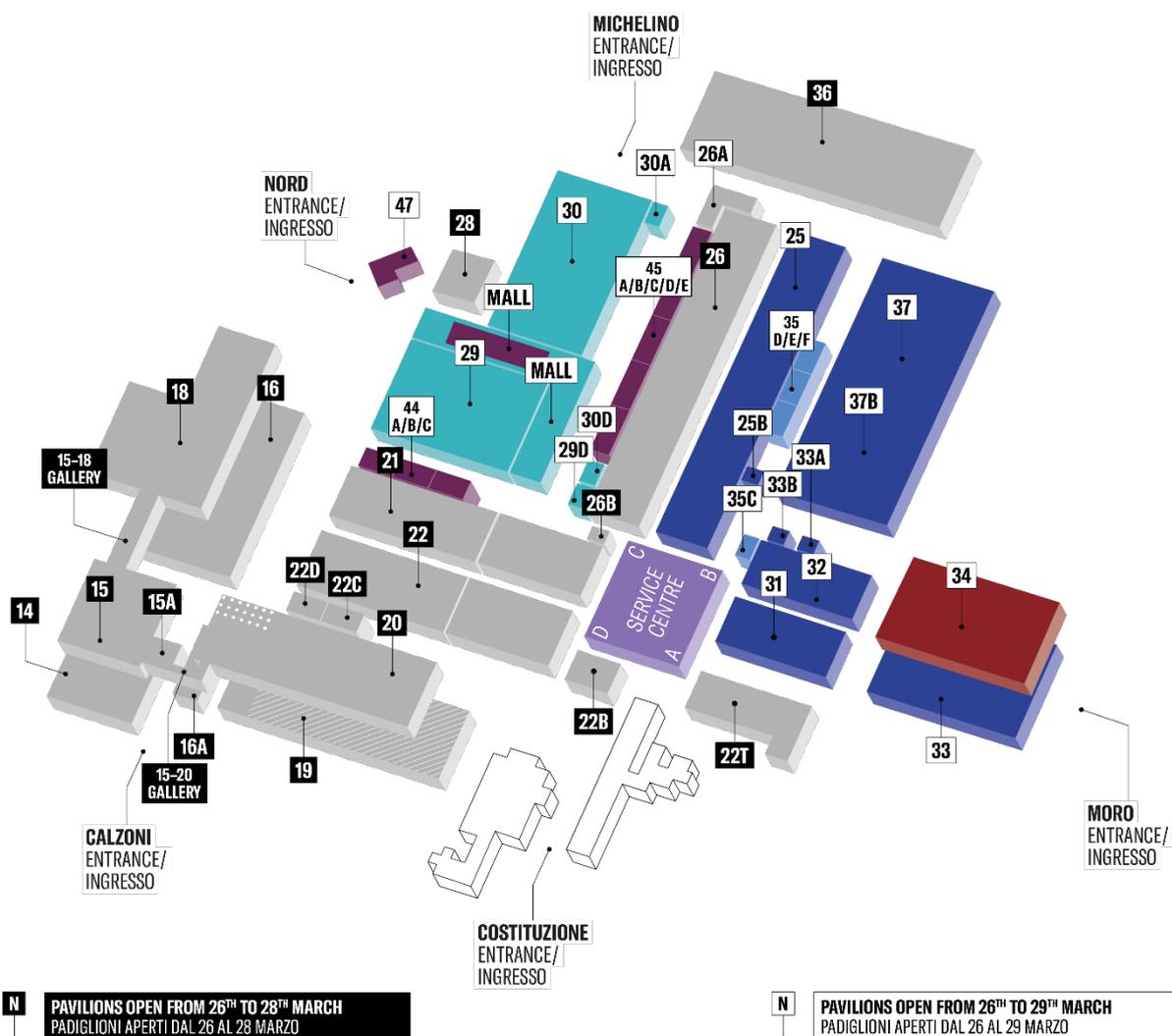
China is our primary market.





COSMO HAIR & NAIL & BEAUTY SALON

- **FURNISHING & EQUIPMENT**
- **PROFESSIONAL HAIR**
- **NAILWORLD**
- **BEAUTY & SPA**
- **COSMOSHOP**





NILOO UG (haftungsbeschränkt)

Hall 37 – B27 - Germany

CLOUD - NILOO (LLC)

www.niloolife.com

DESCRIPTION

This water-light, no-rinse micellar scalp formula is designed for scalp care between washes. Soothes irritation in thick hair. Micelles lift sweat, sebum and pollution for instant freshness, leaving no alcohol or residue. Active trio of zinc, caffeine and niacinamide to help rebalance oil production and support scalp comfort. Green tea and white willow bark soothe the scalp and provide gentle exfoliation. **Reduces the appearance of flakes and odour-causing residue between washes.** Controlled dosing and 'stay-in-place' texture for clean, targeted application.

PRODUCT INNOVATION

The Cloud Niloo (LLC) creates a new sub-category in scalp care by combining the synergistic benefits of micellar cleansing and a toner concept in one product. **It redefines no-rinse scalp maintenance between washes: when the hair doesn't require a full wash, but the scalp needs to be refreshed, cleansed, and cared for.** The no-rinse micellar base gently lifts sweat, excess sebum, and build-up for an instant scalp-clean feeling. The high-efficacy, low-irritation active ingredient combination (zinc and niacinamide) helps to soothe irritation, reduce the appearance of white flakes and support sebum balance. Finally, the foaming dispenser delivers easy, targeted application with controlled dosing.

MARKET POSITIONING & DISTRIBUTION MARKETS

Available in **Europe** and ships out of **Germany**. It is desired to be integrated into online retail stores in **Europe, the UAE** and **North America** with 'natural' and 'vegan-friendly' messaging. Integration in hair salons offering services for naturally curly and textured hair in **Europe, North America** and **the UAE** is desired.





PANASONIC MARKETING EUROPE GMBH

Hall 33 – B19 - Italy

T-SHAPE TRIMMER ER-XT70 THE BARIKAN

www.panasonic.com

DESCRIPTION

The new professional T-Shape Trimmer ER-XT70 is perfect for creating defined and sharp lines and is **ideal for hair tattoos**.

Indicated for barbers and hairdressers who are specialized in hair tattoos and bold, sharp and detailed hairstyles.

"THE BARIKAN puts barbers first. Always."

PRODUCT INNOVATION

Thanks to its new T-shaped blade with a width of 41.5 mm and rounded edges, the ER-XT70 is **unique**.

It features an ergonomic design in which the centre of gravity is aligned with the point where the fingers naturally rest and a comfortable handle that ensures control and multi-angle versatility whether overhead or underhand.

It weighs just 150 g.

MARKET POSITIONING & DISTRIBUTION MARKETS

The product is distributed in the Pro Channel.





MIRIAM QUEVEDO, S.L.

Hall 25 – A58-B55 - Spain

BLACK BACCARA LONGEVITY NOIR OIL

www.miriamquevedo.com

DESCRIPTION

The Longevity Noir Oil is a biotechnological dry oil that activates cellular longevity in the scalp, follicles, hair fibres and skin. This elixir, for night-time spa at home rituals, is infused with unique biotechnology and a blend of precious oils and extracts. It promotes healthy hair growth by improving follicular anchoring and strengthening the cuticle to eliminate frizz. By counteracting the effects of cortisol and restoring circadian rhythms, it helps to slow down stress-related hair loss. It hydrates and provides an immediate lifting effect, reducing wrinkles and improving skin micro-relief. It is designed for sensitive, dry, ageing, reactive and normal scalps, fibres and skin.

PRODUCT INNOVATION

The Longevity Noir Oil is unique because it works through a multi-targeted approach on sensitive, ageing and reactive scalps, follicles, hair fibres and skin. Its green, vegan formulation is infused with biotechnology and precious oils and extracts, to support cellular longevity, providing an anti stress effect by regulating cortisol, restoring circadian rhythms, reducing fatigue and improving skin homeostasis. It reinforces follicular anchorage by limiting inflammation, balancing the microbiome, and stimulating cellular metabolism and microcirculation. It restores the extracellular matrix to sculpt the facial oval, refine skin texture and improve the appearance of wrinkles.

MARKET POSITIONING & DISTRIBUTION MARKETS

The Longevity Noir Oil is distributed in carefully selected premium points of sale: luxury retailers, luxury hotels and spas, beauty clinics, and high-end ecommerce sites.

It is already available in: Spain, the United States, Poland, Italy, the Czech Republic, the Benelux countries, Malaysia, Germany and Norway. We would love to continue growing the presence of both Miriam Quevedo and Longevity Noir Oil in different markets.





PETTENON COSMETICS

Hall 25 – B22-C23 - Italy

FANOLA WONDER EXPRESS CHROMA GLAZE

www.pettenon.it

DESCRIPTION

Fanola presents a new range of technologically advanced products with instant results, designed to enhance the Wonder line and respond to the growing demand for fast products. The **Wonder Express Chroma Glaze is an innovative pigmented conditioner for all hair types. It tones the hair with zero processing time for a temporary effect, giving extreme shine and softness.** It is ideal for quick glossing services and for contrasting unwanted reflections in the salon, but thanks to its precise applicator, it is suitable for home use as well guaranteeing no overload product deposit on hair.

PRODUCT INNOVATION

More than a gloss, more than a color, more than a conditioner. The Express Chroma Glaze in the Wonder World of Fanola! Where technology meets wonder: two dimensions. One expression. An indivisible synergy. Coloured molecules and conditioning active ingredients work together to deliver an instant effect: the coloured molecules are deposited on the outside of the hair and just below its surface, while the conditioning ones envelop the cuticle, aligning the hair and enhancing its shine. This high-tech treatment revolutionizes the haircare routine giving the boost to light up each personality.

MARKET POSITIONING & DISTRIBUTION MARKETS

It is primarily intended for **B2B distribution**, but it can also be sold to end consumers through professional channels. **The US, EMEA and APAC** are the main focus for this launch.





HAIR HOUSE 2012

Hall 37 – A15 - Georgia

SHINIONI "ANGEL TOUCH" - VIRGIN PEDIATRIC WIG COLLECTION

www.shinioni.com

DESCRIPTION

The Angel Touch is the world's first pediatric wig collection exclusively, crafted from rare Virgin Caucasian hair. Designed specifically for children with medical hair loss (alopecia/chemotherapy), it solves the industry-wide issue of coarse, heavy adult hair used on sensitive young scalps. Our ultra-lightweight caps require no adhesives, offering maximum comfort for active play. The microscopic calibre of the hair mimics a child's natural bio-hair texture perfectly. This collection restores not just hair, but also the confidence and carefree joy of childhood.

PRODUCT INNOVATION

The innovation lies in the raw material used. Standard paediatric wigs use chemically processed adult hair (with a diameter of ~60-80 microns), which looks unnaturally coarse on a child. Shinioni utilizes ethically sourced Virgin Caucasian hair (~30-40 microns), which is the only type of hair on Earth fine enough to replicate a child's natural hairline. Combined with our "Derma-Soft Active Grip" cap technology, this creates a "second skin" effect that is undetectable and breathable, setting a new global standard for pediatric medical hair replacements.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our brand is positioned in the **ultra-premium niche/medical hair replacement sector**. We are at the intersection of luxury beauty and medical necessity.

We operate in the domestic market in **Georgia** and **sell directly to consumers online on a global scale**. Our desire is to expand into **the European Union (specifically Italy, France and Germany), North America (the USA and Canada)** and the **UAE**.





VIDA SRL

Hall 30 – C28–D27 - Italy

KSURGERY RETINHYAL EYE CONTOUR CREAM

www.k-surgery.com

DESCRIPTION

Specific for the eye contour, with a silky texture and rapid absorption, the **Retinhyal Eye Contour Cream** is an advanced formula enriched with **marine pentapeptides and plant flavonoids**, that **works to minimise expression lines, helping to improve bags and dark circles under the eyes and visible signs of skin laxity**. The special pool of plant exosomes in the formula has been shown to contribute to the formation of new, high-quality collagen by acting specifically on its cross-linking. Thanks to its powerful blend of retinol, bakuchiol, and exosomes, it **reduces the appearance of fine lines and wrinkles, restores firmness, and evens out skin tone**.

PRODUCT INNOVATION

The Ksurgery Retinhyal Eye Contour Cream stands out through its advanced **tri-active system combining bakuchiol, marine pentapeptide and citrus-derived exosomes** to tackle wrinkles, puffiness, and dark circles. Its formulation also blends peptidic flavonoid complexes to **improve microcirculation and reduce lines caused by muscle contraction**. Its silky, fast-absorbing texture **provides visible smoothing around the delicate eye area while supporting collagen renewal and lymphatic drainage**. By integrating plant-derived exosomes with peptide technology in an eye-safe base, it offers a unique pro-age alternative to retinol, gentle yet powerful for expression lines and under-eye concerns.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our product is available in **beauticians, beauty centres and spa hotels**.

We work in **Italy, Czech Republic, Russia, South Africa, Portugal** and we hope to launch our product in **Poland, Greece, Malta and Lithuania** too.





BANDI COSMETICS SP. Z.O.O.

Hall 29 – B44 - Poland

MORE THAN PAUSE REGENERATING ANTI-AGING CREAM www.bandi-cosmetics.co.uk

DESCRIPTION

This **regenerating, anti-aging night cream** is a velvety treatment **designed for women during peri- and post-menopause**. Working overnight, it **regenerates and rebuilds the skin, improving its density, structure, firmness and elasticity and visibly reducing wrinkles while evening out the skin tone**. By strengthening the hydrolipid barrier, it combats dryness, irritation and weakened protective function, leaving skin feeling soft, nourished and comfortably soothed. **The formula targets nine key menopausal skin concerns**, offering professional-level, mindful care for all mature skin types seeking radiance, resilience and a rested, healthy look.

PRODUCT INNOVATION

The product stands out in the category of skincare for menopausal women thanks to its **estrifemme complex, a phytohormone-powered innovation that restores hormonal balance, firms contours, boosts elasticity, smooths wrinkles, reduces redness and capillaries, and fights glycation oxidative stress**. Dermatologically proven on 20 women with atopic and sensitive skin, it caused no irritation and delivered 100% overnight regeneration and 95% improvement in firmness and elasticity after the first use.

MARKET POSITIONING & DISTRIBUTION MARKETS

Our luxury menopause skincare products are distributed in **spas, high-end pharmacies and online premium retailers**, as well as **professional beauty salons targeting hormonal skin changes**. Our distribution countries include **Spain, Albania and the UK**.

Furthermore, we are looking to expand into the following countries: **the Nordic countries, Saudi Arabia, the United Arab Emirates, Mercosur, Singapore, Indonesia, Thailand, Kenya and South Africa**.





F.G. COSMETICS SRL SOCIETÀ BENEFIT

Hall 30 – B12-C11 - Italy

HYDRA OIL BRAND: MARZIA CLINIC

www.marziaclinic.com

DESCRIPTION

The Hydra Oil is a bi-phase sun protection spray specifically developed to protect both scalp and hair during sun exposure. It helps prevent photo-induced dryness, damage, and loss of hair quality. Its lightweight formula delivers hydration, nourishment, and repair to improve softness, elasticity, and manageability without weighing the hair down. Enriched with **biomimetic vegetable proteins** and **flaxseed oil**, it supports scalp comfort and hair fiber resilience. Ideal for sun-exposed, dry, stressed, or sensitized scalps and hair, **Hydra Oil** meets the growing demand for targeted, high-performance scalp and hair sun care.

PRODUCT INNOVATION

The Hydra Oil innovates sun care by extending photoprotection beyond the skin to the scalp and hair fiber, an often-overlooked area. Its bi-phase technology combines advanced UVA-UVB filters with biomimetic hydrolyzed vegetable proteins, inspired by keratin structure, to strengthen and protect hair during sun exposure. The formula acts simultaneously on scalp comfort and hair integrity, delivering hydration, elasticity, and repair in a single spray. Lightweight oils, including flaxseed oil, create a protective lipid film without greasiness. **This integrated scalp-and-hair approach redefines sun protection as a complete, sensorial, and performance-driven ritual.**

MARKET POSITIONING & DISTRIBUTION MARKETS

Our professional skincare brand is positioned in the **premium beauty segment** and is designed for aesthetic professionals and advanced skincare rituals. The brand focuses on performance, innovation, and treatment methodology, offering results-driven solutions that integrate cosmetic science and professional expertise. **We distribute our products through professional beauty centres, aesthetic clinics, spas and wellness centres in Europe and Asia. We are now looking to expand into North America.** Marzia Clinic aims to strengthen its international presence through strategic partnerships with professional distributors, focusing on markets where advanced skincare, professional treatments, and high-performance beauty solutions are in strong demand.

