

make UP *in* Shanghai

IT'S ALL ABOUT MAKE-UP ! WHO'S WHO AT MAKEUP IN SHANGHAI 2018 ? Part II

In three weeks, the first edition of MakeUp in Shanghai, organised within the Luxe Pack tradeshow will open its doors. This edition is a huge opportunity to take active part in a fast-growing market. Indeed, with a 12% increase in retail sales in 2016 in China, the make-up market is far from being saturated with a significant growth in eye make-up products in recent years. (source HKTDC research). Asian Millennials, valuing the appearance are gradually forming the habit of putting-on make-up and are now the main consumers for make-up goods. For instance, young Asian women are 83% more likely to use make-up than women of 31-45 years old. In accordance with this Market evolution, MakeUp in Shanghai is featuring the top suppliers willing to share their expertise and savoir-faire with Chinese and Asian brands.





B. KOLORMAKEUP

B. Kolormakeup & skincare is a dynamic Italian makeup and skincare contract manufacturer. New themes forecasting the trends of multifaceted, demanding, and ever-evolving markets will be presented at Makeup in Shanghai: Cutting-edge material effects for lips and eyes, innovative sensorial for unique and astounding emulsions, highly functional active ingredients and stylish special effect.



C & C INTERNATIONAL

C&C International is a Korean manufacturer of innovation developing and manufacturing make-up products. Since 1997, only focused on make-up products, currently are leading K-beauty make-up category with high-quality product and fast response.



EISEN

For almost 100 years, EISEN has put quality at the heart of everything they do. They have carefully developed and manufactured every sharpener with an eye toward quality, innovation, craftsmanship and performance.



GEKA

Founded in 1925 the GEKA Group has become one of the world's leading manufacturer of brushes, applicators and of complete packaging systems for the cosmetics industry. The product portfolio comprises applicators and packaging systems for a wide range of products. In addition to that, they design, develop and source all types of accessories such as cosmetic brushes, powder puffs, sponges, hair products and massage items.



ANTE COSMETICS

Ante is the enterprise that supplies full range, professional one stop service to the high end cosmetic brands. includes OEM & ODM service. Ante Cosmetics promise is to provide excellent products and brand building solutions for both domestic and overseas customers.



STRAND

Strand Cosmetics Europe, 50 years of passion and expertise dedicated to the creation and success of formulas in the skincare and make-up industries. From formulation to production, our expert teams are dedicated to satisfying your needs.



ESSENTIA BEAUTY

Created in 1997, Essentia provides beauty concepts focused on innovation regarding both packaging and product formulation for make-up and fragrance projects. The Essentia expert team is capable of conducting the entire product development and manufacturing process by offering packaging solutions or full service according to each customer's expectations.



RED OF VIEW

RED OF VIEW offers cosmetic contract manufacturing services to clients worldwide. They offer advanced scientific formulations, custom and stock, incorporating state-of-the-art technology. Service also includes formula and colour matching, packaging sourcing, bulk supply, filling, pack-outs and kit assembly.



WECKERLE

Weckerle GmbH was founded in 1965 by Peter Weckerle, leader in two different industries. Weckerle Machines, which is one of the global leaders in manufacturing innovative filling machines for the cosmetic industry and Weckerle Cosmetics is specialized in OEM production of colour cosmetic products to serve well-known international beauty brands.



EFA

Established in 1980, EFA Packaging is a professional manufacturer in fields of cosmetics packaging including products design, R&D, production, marketing and sales. This present-day EFA packaging comprises packages for mascara, lip gloss, eyeliner, lipstick, compacts and eyeshadows as well as mascara brushes.