



7/8 July 2021
Shanghai Exhibition Center

From Chinese tradition to high tech beauty, MakeUp in Shanghai, the tailor-made BtoB event pairs global offer with local demand.

New Exhibitors, New Inspirations – Where Passion Meets Expertise

Part 1

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A vanguard panel of suppliers from Europe and Asia combining Simplicity and Emotion, Natural and Sensory, High definition and Seduction, are taking part to the 4th MakeUp in Shanghai BtoB event. From Chinese tradition to High Tech Beauty, MakeUp in Shanghai, the tailor-made B to B event, pairs GLOBAL offer with LOCAL demand. Let's find out from them why they are exhibiting at MakeUp in Shanghai 2021, their views on the upcoming Beauty market in Asia, in particular China, and most importantly what kind of cosmetics inspirations they can bring to us!

Fay Cosmetic Brushes CO., LTD

1. How do you see Asia, especially China beauty

Asia, especially China, is make-up market. With the the growth of their independent brands are exploring to thinking and of consumer groups is



Fay Cosmetic Brushes Co. , Ltd

masses, pursuing fashion and developing to the necessity of life. The market is on the rise with strong momentum, and it will still be one of the hot spots of consumption in the coming year, and it is also an inevitable trend to have a large room for growth.

market in the coming year?

still on the rise in the beauty and increase of consumer groups and spending power, domestic being promoted from learning and innovation, and the market demand slowly changing from following the

2. What are you looking forward to your participation at MakeUp in Shanghai 2021? What are your objectives?

Looking forward to seeing more industry information and industry development rules, understanding the market space and development potential of products, providing ideas and reference for the development strategy of enterprises, allowing more brands to see Fengyitang, establishing corporate image, and improving product visibility and market competitiveness. We hope to find suitable partners through MakeUp in Shanghai 2021 Exhibition, and it is our exhibition goal to fully connect customers and me and achieve win-win value.

3. What are the new range of products / solutions or innovations that brands can look forward to see from your company at MakeUp in Shanghai 2021?

New appearance, helps brand build brand style and concept. New materials, enhance product use sense, enhance consumers' reputation for brand. New technology, optimizes product quality details, and enhance consumers' loyalty to brand.



GEKA

1. How do you see Asia, especially China beauty market in the coming year?

China beauty market remains the fastest growing Beauty Market. Asian market is very demanding in terms of time-to-market and it has an appetite for innovation.



2. What are you looking forward to your participation at MakeUp in Shanghai 2021? What are your objectives?

The MakeUp in Shanghai exhibition is a good opportunity to network and make ourselves more visible to Asian brands. The fair enables us to connect and engage with existing and

new customers. We also look forward to promote our huge efforts in innovation and sustainability at the fair in April 2021.

3. What are the new range of products / solutions or innovations that brands can look forward to see from your company at MakeUp in Shanghai 2021?

We will also strengthen our market position in Asian market by proposing new products and new gesture that specifically meet the needs of regional requirements like slim packaging, thin brushes and applicators for precise application.



PANG

1. How do you see Asia, especially China beauty market in the coming year?

We have always had great confidence in the Chinese beauty market and are very optimistic. Peng's Group has been in the cosmetics industry for 38 years, witnessing the development of the industry and growing together with the Chinese cosmetics market.

With the gradual rise of domestic brands, more and more people from all walks of life at home and abroad are targeting the Chinese beauty market. This is a good opportunity. I believe that in the coming year, more than one year, Chinese cosmetics will have quality from research and development to product quality assurance. The leap forward, so that the Asian market is thriving.



2. What are you looking forward to your participation at MakeUp in Shanghai 2021? What are your objectives?

MakeUp in Shanghai is a very high-end professional exhibition in the industry. Peng has been paying attention to and visiting the exhibition. It is a great honor to participate in this event as an OEM/ODM this year. We will showcase the new skin care products that we have recently developed, especially those designed to adapt to different channels for new

channels such as live broadcasts. Looking forward to reaching cooperation with professional buyers, we have a large and comprehensive production base, professional R&D team, provide thoughtful one-stop supply chain services, and strive to empower customers.

3. What are the new range of products / solutions or innovations that brands can look forward to see from your company at MakeUp in Shanghai 2021?

1) Water Bang Bang Glacier Moisturizing Muscle Packing Box

In response to social pressure, staying up late, early skin age, and dull skin problems, a touch of water, instant moisturizing, and instant moisturizing challenge 48 hours of skin moisturizing. Added with glacier water, marine collagen, freeze-dried sea-extracted stem cells, using targeted water-lipid film transformation technology to superimpose the core components, accurately replenish water, activate cells, accelerate the rate of water-lipid film renewal and metabolism, and restore the natural protection of the skin barrier.

2) North American Witch Hazel Muscle Acne Treatment Set

Aiming at the skin problems of repeated acne, imbalance of water and oil, and enlarged pores, through scientifically compounded acne CP, it can target to reduce inflammation-inducing factors, fight inflammation from the source, improve skin repair ability, and eliminate acne without hurting the skin. Salicylic acid coated slow-release technology allows salicylic acid to reach the depth required by the skin, and at the right time and place, it hits stubborn fats, mouths, and dead skin cells, allowing them to be metabolized and discharged.



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Join our Glo.cal & Exclusive shows in 2021



MakeUp in Shanghai
2021, July 7 & 8
Shanghai Exhibition Center



MakeUp in Paris
2021, October 20 & 21
Carrousel du Louvre



MakeUp in NewYork
2021, September 22 & 23
Javits Center



MakeUp in LosAngeles
2021, December 9 & 10
Los Angeles Convention Center



Clean Beauty in London
2021, October 12 & 13
The Brewery



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THE **K**BEAUTY SCIENCE

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