



Where
Passion
meets
Expertise

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 3

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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!

In.Cos.Pack

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

The Asian/Chinese beauty market has a history of consistent growth. We have always reviewed the new trends and beauty products flowing from this area when looking for opportunities for product growth for our company and our local manufacturing plant, In.Cos.Pack, near Shanghai...

in.cos.pack.

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

Our objectives are to meet our customers and the local brands to foster and build new relationships. Our manufacturing plant, In.Cos.Pack, near Shanghai, currently meets the specific needs and demands of the local market.

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?

At Makeup in Shanghai we will be showcasing:

- Our READY TO GO service, where you will find our best combination of application and packaging paired with formulas.
- Our revolutionary new mascara packaging, CLICK 'N GO MASCARA, that allows the mascara to be opened with merely a click. Simply apply pressure on the cap and it will click open without having to twist it. It operates similar to a click pen.
- Our extensive stock catalogue showcases our wide range of heavy-wall vials and applicators which are great for customizing a brands' lip, concealer, or foundation type products.
- Our SUSTAINABILITY solutions, through our manufacturing expertise and packaging options, will be highlighted to our beauty customers.



Lee Shin

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

We are very optimistic about the prospects of Asia, especially China's beauty market in the coming year. China is the country with the best and highest economic growth in the world, and the brands all over the world hope to enter the Chinese market. The Belt and Road Initiative led by China will also enable the Asian market to flourish.

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

MakeUp in Shanghai has always been a very professional and high-end exhibition. We have participated this kind of exhibition many times in France and the United States. We look forward to have chance to talk with the professional customers and show our latest products and technologies to them. Thaiho Group now has Leeshin (Shanghai) factory specializing in color cosmetics products in Shanghai, and Leeshin (Hangzhou) factory specializing in skincare products in Hangzhou, hoping to provide customers with both professional and one-stop service.

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?

Leeshin (Shanghai) has been deeply engaged in powder products for many years, especially in the fields of 3D baking powder and gradation powder. This time, we will bring a new breakthrough in the gradation powder, epoch-making the limit of aluminum pan to the lowest. The smallest aluminum pan size can be 2.5*1.5cm. (conventional gradation requires the length of the aluminum plate to be more than 4cm), The gradation technology has been adapted from traditional categories such as blush and highlight to eyeshadow, bringing more possibilities for future make-up palettes. At the same time, the 3D baking powder technology has also ushered in the fourth generation upgrade, so stay tuned.

Ryepeak

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

In my opinion, I think that the performance of the Asian beauty market, especially Chinese beauty market, will still be very considerable in the coming year. First, the Chinese consumer market is pursuing beauty more and more in recent years, not only because women attach importance to makeup and skin care, some men have also begun to awaken their awareness of beauty. Chinese beauty consumers continue to grow and continue to deliver their own value in Chinese beauty industry. In addition, with the issuance of the new regulations on Cosmetics Supervision and Administration in China, the beauty industry has become increasingly standardized, and with the awakening of Chinese national consciousness, the team of national beauty brands is also growing. Finally, not only in the coming year, but every day in the future, Refen will uphold the concept of serving the consumer group well, yield every product with excellent quality, and take good care of every link of product quality. Create more and more value for our consumer group and society!



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

First of all, the purposes of our company to participate in the MakeUp in Shanghai 2021 exhibition is to understand the latest trend of packaging materials during the exhibition, and to find suppliers who are expected to cooperate via the exhibition. At the same time, we also want to get knowledge about the current brand trend of the beauty industry in China and even in the Asia-Pacific region, brand packaging demand and brand processing service demand. To show Refen's image, corporate R & D and innovation strength to the outside world. Get in touch with more potential high-quality customers through MakeUp in Shanghai 2021 exhibition.

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) Coffee scrub powder: using carbonic acid oxygen injection technology, while adding fine sea salt scrub particles, adding water and coffee powder to form a coffee scrub bath to help the skin remove cutin and achieve the effect of moisturizing and brightening at the same time.
- 2) Gong Die Yu luxury beauty eye essence emulsion: instantly soothes the periphery of the eyes, instantly lift the fine lines of the corners of the eyes with mild and efficient patent composition, and reduces the depth and roughness of the wrinkles, smooth the skin of eye up to 8 hours.
- 3) Xiu Yan Xue condensation crystal essence lotion: moisturizing water texture, the suspending sea fennel stem cell essence will make our skin plump and firm; anti-age high-tech perscriptives, invigorate instantly and increase the moisturization and compactness of the skin at the same time.
- 4) Jelly permeable air cushion CC cream: jelly texture, even apply repeatedly, without any sticking floating powder; adding variety of skin nourishing essence, it will not let the skin feel any burden even though you make-up every day; auslese nano-powder imported from South Korean, to create silky cream skin.



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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 New York
2021, September 22 & 23
Javits Center



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



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



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