



The Glo. Cal BtoB event
boosting Beauty Innovation

The 4th Edition of MakeUp in Shanghai

**Demystifying the new development trends
of high-end beauty market in China**

On July 8, 2021, MakeUp in Shanghai closed its doors on a brilliant 4th edition!

MakeUp in Shanghai and Luxe Pack brought together 220 exhibitors with their latest achievements and innovative technologies, and welcomed a community of 6,079 professionals gathering in Shanghai.

To strictly ensure the safety of all participants, this edition was held in an orderly manner under the control of sanitary measures and social distancing. Actually beyond exhibitors' expectations, and the show proved that the whole industry should unite and gather together to explore new opportunities and develop future projects.



Recovery begins with tangible results

The successful holding of this exhibition gave confidence to the entire industry with tangible results.

220 high-quality exhibitors from makeup and skincare industries, supported by their technologies and driven by innovations, have shown their continuous contributions to

innovations in the aspects of OEM/ODM, packaging, raw materials, formula and accessories..., meanwhile opened up new opportunities together. Half of them participated for the 1st time, thus contributing new power to this creative platform.

6,079 professionals attended this annual creative beauty event. They came from departments of marketing, R&D, purchasing..., and encouraged new pattern of the industry with their new projects and needs.



A record-breaking audience of the conference program

MAKEUP IN SHANGHAI held a 2-day intense conference program, attracting a record-breaking numbers of audiences!

All topics were focused on innovations and trends: deciphering the evolution and future of natural ingredients with Uniasia Group and Shanghai University of Traditional Chinese Medicine; discussing the online prestige beauty trends in China with NPD, Jahwa and Botanee; having an insight to the development of hybrid makeup and skincare product with Shiseido; following WGSN, Pechoin and Beijing Technology and Business University to explore the products with intelligent functions; hearing from Beautystreams about male beauty trends. Trend, is the core theme of MAKEUP IN SHANGHAI 2021.



NOT-TO-BE-MISSED inspirational experience: IT PRODUCTS

This experience began at the entrance of the show, with the 13 IT PRODUCTS award-winning novelties elected by international beauty experts in formulas, full-service and packaging. The exhibitors were continuously bringing creative and inspirational experiences to visitors with their latest and most disruptive innovations. Meanwhile, the IT PRODUCTS also reflected the latest technological advance in formulation, and summed up the promises of seduction, well-being and emotion of make-up and skin care innovations always more respectful of the environment. Visitors were also able to experience and test these creative products at the booths of the award-winning exhibitors.

The top three most popular products voted by the visitors are as follows:

1. Gemstone Energy Makeup Primer by **Sethic Innovation Labo**;
2. 15pcs Colorful Professional Brush Set by **Dongguan Fay Cosmetic Brushes**;
3. Book-Shape Eyeshadow Palette Packaging Box by **Shenzhen Senlarry Packaging**.



We hope to see you next year, at MAKEUP IN SHANGHAI on April 14th & 15th, 2022 at Shanghai Exhibition Center!

Quotes from visitors:

Philip WANG, Executive President, Botanee Research Institute

The overall conference process was complete and the topics were rich, which was helpful for communication between brands.

Johnnie LI, Senior Marketing Director, Shanghai Jahwa United Co., Ltd.

The summer heat didn't stop visitors' enthusiasm for MakeUp in Shanghai 2021. This edition is more international, high-end and interactive, which impressed us a lot.

Quotes from exhibitors:

Shanghai Yinong Biotechnology Co., Ltd.

I can see the continuous progress of the show, from scale, content to level, both quality and quantity are being improved. MakeUp in Shanghai does not only show the products, but also points out the development trends of the industry. At the same time, it provides a platform for professionals to communicate, and brings us business opportunities. I'm looking forward to next year's exhibition.

PANG

We used to visit MakeUp in Shanghai, this year was our first time to participate as exhibitor. We have met a lot of high quality buyers just in two days' exhibition, which was beyond our expectation. The overall feeling is that the buyers came with clear demands which matched perfectly with exhibitors' needs. We are now following up with prospects. We expect that more exhibitors and buyers will participate in this high-end targeted exhibition with high efficiency!

Lee Shin Bio-Tech Cosmetics (Shanghai) Co., Ltd.

This is our first time participating in MakeUp in Shanghai. The exhibition is of high quality, with comfortable environment, and the visiting clients were also very accurate. Overall, we are satisfied.

Zhongshan Superior Cosmetic Tools Co., Ltd.

We are manufacturer of cosmetic brushes. This is the first time we participated in such a boutique-like exhibition. MakeUp in Shanghai has always been targeting at accurate client groups. The visitor quality was OK, and it generally matches to our company's positioning. I believe that MakeUp in Shanghai will get better and better.

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MakeUp in Shanghai
14 & 15 April 2022
Shanghai Exhibition Center



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