

MakeUP *in* Shanghai

SKINCARE & MAKEUP INSPIRATION

14|15 April 2022 - Shanghai Convention Center

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



2022 = WHAT'S UP IN MAKEUP FROM NORTH TO SOUTH EAST-ASIA?

Conference by Florence Bernardin

Founder & general manager of Asia Cosme Lab agency

Attend Asia Cosmelab's conference at MakeUp in Shanghai to decipher 2022 Makeup trends from north to south asia.

How to see the renewal of makeup post crisis? How to define the new power of C-K or J-beauty versus South East Asia booming markets?

Creativity has exploded with new product definitions, textures, usages, formats ...

Indie brands are pushing the boundaries of inclusivity from skin tones to skin textures.

Clean, vegan, halal, sustainable are challenging the key beauty actors.

Cross cultural influences boost Asian makeup segments.



Paris-based consultants specialized in Asian beauty trends and forecasting. [Asia Cosme Lab](#), is a unique French agency, offering trends analysis services and innovation consulting based on business intelligence about the Asian cosmetics markets.

[DOWNLOAD YOUR INVITATION](#)

While waiting for our show, discover the upcoming trends of the market: Green and Clean Make-Up in Asia!

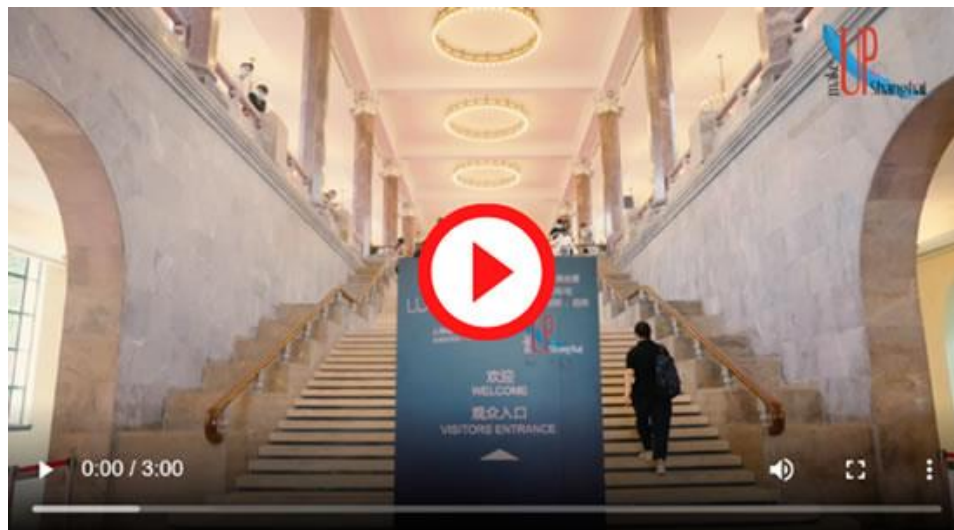


The green wave has reached Asia by infusing first the skincare category, with a focus on ingredient boost, naturality and local power. Covid-19 outbreak has not only influenced consumers to recenter about values of well-being and healthy lifestyle, but it has also promoted an **awakening to sustainability, with a rise of eco-friendly concerns**, reflected by new brands and consumers behaviors.

[Read more](#)

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Throwback to our MakeUp in Shanghai 2021 Edition!



Find the most innovative ideas at MakeUp in Shanghai, 14&15 April 2022!

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