



Press release

Paris, July 2010

Beyond Beauty Paris 2010

From 12 to 15 September

The future of beauty is now!

All the latest trends from Europe to Asia, new brands, sustainable innovations in all their forms, all the latest in new generation organics, everything for the spa ... For its eighth edition, with its three exhibitions and more than 50 conferences, Beyond Beauty Paris promotes the beauty of tomorrow.



COSMEETING 2010

Revealing new talent

Cosmeeting is the exhibition that embodies the resurgence of beauty. Most of the brands at ZOOM are still unknown, presenting themselves to distributors for the first time. The common denominators for all of them are originality, quality - and hope.

Cosmeeting is a unique opportunity to find, in one place, all the new concepts, products, and techniques that will help retail chains to differentiate themselves. More than 200 exhibitors who will amaze them.

- At **ZOOM**, the most important section of the exhibition that brings emerging brands together. This year, more than 50 young brands less than 5 years old are gathered together to exemplify the new generation.
- At **BEYOND ZOOM**, around twenty brands that originated at Zoom and which are now positioned in the selective sector, will again be present at the event.
- At **Natural & Organic**, this 2010 edition will see the huge presence of the French Beauty

industry with the important COSMEBIO pavilion and its members. More quality, more glamorous, more associated with scientific research, more ethical and sustainable - certified brands will be seen here under a new light.

- A vast array of **international brands**. China, the United States, Australia, Japan, New Zealand, Bulgaria, Korea ... are present at Cosmeeting 2010 to present products from distant corners of the world and to conquer European markets. The European offer will mark its presence with brands from Germany, Switzerland, Belgium, Cyprus, etc....

THE BEAUTY CHALLENGER AWARDS

Selected by distributors, the press and bloggers

The competition that everybody looks forward to - the **Beauty Challenger Awards** - will be held on **Monday, 13 September** at **Cosmeeting**. Around sixty ZOOM and Beyond ZOOM brands will be contenders for one of the five prizes awarded by French and international distributors (Printemps, Galeries Lafayette, Nocibé, Marionnaud, Douglas, Sephora for the French market, but also Beauty Cube and JC Apotecari from Spain, La Rinascente from Italy, Space NK from England and the United States and Seibu from Japan, among others.)

The Beauty Organic Award – the prize for the best certified brand
The Beauty Pharma Award – selected among brands sold in pharmacies and parapharmacies
The Emerging Brand Award
The Niche Brand Award
The Jury's Favourite Award

"For us who are constantly approached by new brands, it serves as an extraordinary gateway to projects that we had not necessarily paid attention to. It allows us to look at them from an objective viewpoint. This year, I look forward to discovering novelties that are yet unknown".

Sandrine Israel, Beauty Marketing Manager, Nocibé

NEW! Journalists and bloggers elect their own Beauty Challenger with:

A prize for the Women and Beauty Media's Favourite.

At the conclusion of a day-long presentation by 50 brands on Zoom, 90 editors from the women and beauty press will choose the most promising Beauty brand of tomorrow.

The Beauty Blog Favourite

Writers posting on "trends" and "beauty" blogs will be present to select their favourite brands with the same discernment that prompted them to write.

THE INNOVATION AWARD

An unprecedented partnership to enter the German market



INNOVATION AWARDS 2010

For the very first time, the foremost network of independent perfumeries in Germany, BEAUTY ALLIANCE, partners with the BEYOND BEAUTY PARIS event, in collaboration with MERK VISION, to create the INNOVATION AWARD. This prize will determine the most innovative brand that will be distributed exclusively through its network of about 1000 outlets.

An exceptional opportunity for the brands at Cosmeeting and European Spa to penetrate the German market. The competition is open, after enrolment, to all the brands participating in the exhibition, provided they are new, with a sound and innovative concept and are not yet distributed in Germany.

Thirty of them will try their luck but the winner will be revealed only in October after several stages of qualification.

THE BEYOND BEAUTY PARIS CONFERENCES

The most extensive programme of conferences on Beauty, bilingual and free

A tremendous opportunity, for visitors to Beyond Beauty Paris - several series of conferences infused with fresh content on a wide range of subjects treated by the best contemporary experts.

Conferences on "Trends"

Materials, colours, concepts ... the most qualified consultants and trend and design offices open up new horizons:

- Les grands courants de la saison, les impulsions créatives de demain pour orienter ses choix, by PECLERS
- « Le luxe post-crise » by the famous NELLY RODI agency
- Cosmétique Hors standard, entrons dans la beauté d'après, by CARLIN
- Les tendances dictées par l'évolution du consommateur by MINTEL
- "What's up in China" with Florence Bernardin

... but also IPSOS, AMERICAN SUPPLY, TRENDSOURCING, COSMETIC RESEARCH INTERNATIONAL and many others !

The COSMEETING series

Lectures of 45 minutes each and an outstanding selection of speakers will identify the new benchmarks in distribution, emerging brands, markets, organics, the Web, make-up, consumers...

Among others:

- En quoi la cosmétique biologique peut-elle aider à préserver et développer la biodiversité ? avec Aïny, 66°30, Mademoiselle Bio
- Picture of the German market: figures, market and distribution analysis, profile of consumers and their expectations... with Merk Vision and Beauty Alliance
- La distribution sélective a-t-elle un avenir sur le web ? with Joël Palix from Thierry Mugler, Catherine Barba and Venteprivée.com
- La pharmacie : un circuit de choix pour des marques Bio bien préparées
- Maquillage ou le nouvel âge de l'anti-âge ? by Pascale Brousse from Trend Sourcing
- Beauté et e-commerce : 10 règles d'or pour un site rentable, by Catherine Barba Malinea Group
- Produits cosmétiques biologiques : quelle certification? Comment optimiser sa démarche ?

... And more than 15 others exclusive themes !

Find all the Beyond Beauty Paris conference programmes on
<http://www.beyondbeautyparis.com/REG/en/ConfList.aspx>

BEYOND BEAUTY PARIS 2010

COSMEETING - 12, 13, 14 & 15 September 2010

EUROPEAN SPA EXHIBITION & SUMMIT - 12, 13, 14 & 15 September 2010

CREATIVE - 13, 14 & 15 September 2010

More information on BEYOND BEAUTY PARIS :

www.beyondbeautyparis.com

www.blogbeyondbeauty.com

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