

PRESS RELEASE

BeautyAsia 2018: Bringing the Best of Nature and Innovation

- *Asia's most recognised beauty trade show returns to Suntec Singapore from 26 - 28 February*
- *Professional beauty service providers from around the globe gather to present innovative products tailored for the Asian consumer*

Singapore, 6 February 2018 – [BeautyAsia 2018](#), an annual regional beauty trade exhibition, will return for its 22nd year from 26 – 28 February to showcase the latest beauty and wellness trends in the region.

Happening at Suntec Singapore, Convention Centre, Level 4, Halls 401-403, BeautyAsia 2018 will be gathering more than 124 exhibitors from over 15 countries that will present a diverse range of innovative products designed and created to suit the various needs of consumers in the market.

Advanced technologies are unlocking innovation and new possibilities in the beauty sector to meet rising demands among affluent consumers. From multi-purpose soap nuts to handy vitamin tracker pens and getting personalised beauty and wellness solutions from a saliva sample, the beauty industry is becoming increasingly sophisticated as new synergies between natural products and new technologies emerge.

Gillian Loh, Project Manager for the annual show organised by Lines Exhibition, said: “Over the past two decades of exhibiting in Singapore, we have witnessed how the beauty industry has evolved in the region. Through the years, we are seeing more exhibitors bringing in bold innovations enabled by technology, creativity in the provision of unique organic products, and holistic solutions that cater to personal care and health.”

Visitors can also look forward to gaining valuable insights into the drivers of Asia's beauty industry through product demonstrations and workshops by beauty experts.

“BeautyAsia is an avenue for professionals, businesses and budding entrepreneurs to network and gain invaluable opportunities. We are excited to partner with our exhibitors this year to introduce a line-up of industry workshops for visitors to understand and stay abreast of the latest in-demand products and new-to-market technologies in the region.” said Loh.

BeautyAsia 2018 incorporates four distinct shows: BeautyAsia, SpaAsia, HealthAsia and NaturalAsia. Open from 11am to 7pm during show days, admission to BeautyAsia 2018 is free and open to trade professionals only. For more information, please visit <http://www.beautyasia.com.sg/>.

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About BeautyAsia

The annual BeautyAsia show is organised by Lines Exhibition Pte Ltd, in affiliation with Lines Exposition & Management Services Pte Ltd, specialists in trade and consumer exhibitions for the beauty and IT industry including the highly successful The PC Show. Now in its 22nd year, BeautyAsia is the region's most established and definitive trade exhibition for the beauty, spa and health industry.

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Product Highlights at BeautyAsia 2018

Organic Soap Nuts

As a continuation of BeautyAsia's "natural" theme from last year, Meyer International will be showcasing its latest product, Organic Soap Nuts at BeautyAsia 2018. This unique and aptly named product is actually a multipurpose natural soap originating from the Himalayas.

Saponin, the natural soap found in these soap nuts, works just like any other cleaning product. You can use the soap nuts to wash your clothes, cooking utensils, and even to clean the floor! The organic nature of soap nuts also allows for the use by those with sensitive skin or certain skin conditions like eczema and psoriasis – its nuts!

Meyer International (Booth A1110)



Wellness-based DNA Kits

The understanding of everyone's DNA is now becoming a key focus in the evolution of beauty products customised to consumers' needs and preferences. Local start-up, Imogene Labs, develops beauty and wellness solutions best suited to each consumer, as each product is uniquely formulated based on analysis of the individual's DNA.



A quick saliva sample is all that's needed for the lab to produce a personalised report featuring specifically tailored lifestyle, dietary and fitness recommendations.

Imogene Labs (Booth G1142)

HITO Silk Collagen

Japanese distributor, Shower Trading, will be exclusively introducing its HITO silk collagen to the Singapore market at BeautyAsia 2018. Developed using Japan's latest technology, it is made from a new material with the same amino acid composition as human skin, HITO is the world's first collagen to use Type 1 collagen as a cosmetics raw material that has lower risks of allergic reactions.



Do check out the Neo Silk Series in addition to the HITO Collagen at their booth during BeautyAsia 2018!

Shower Trading (Booth K1132)

Personal Vitamin Tracker

Adopting a healthy lifestyle is all about making conscious efforts to change your habits and sustaining these choices. By combining traditional knowledge with modern technology, Vitastiq—the world's first personal vitamin tracker—will be making its debut appearance in Asia at this year's BeautyAsia.



With a simple reference point touch (finger), the pen-like device is able to track the trends of 26 vitamins and minerals in your body! Besides reading vitamin data, the device is also able to offer you nutrition tips in the free app that comes with it, thus making your healthy lifestyle more streamlined.

Vitastiq (Booth E1150)

Purple 8 Skin Care Drink

The vibrant colour of Purple 8 Skin Care Drink is bound to catch some eyes at BeautyAsia 2018. Besides being aesthetically pleasing, the drink is full of goodness as it contains active cocoa flavanols, hydrating water and rich vitamins derived from blueberries and strawberries – plus its tastes amazing.

This unique combination of ingredients is said to give your skin the best rejuvenation and nutrition by stimulating micro-circulation and improving blood flow. Launched by The Gorgeous Skin Company, Purple 8 is currently available at local selected stores.

The Gorgeous Skin Company (Booth K1122)



Ultra-thin Nanoneedle

Meso therapy, placenta injections, collagen injections and even local anesthetics. What makes Japan Bio Product's nanoneedle different from the others is its ultra-thin walls.

By maintaining the same outer diameter but an increased inner diameter (due to the thinner walls), JBP's nanoneedle is able reduce the patient's pain and comfort during injections. At the same time, with JBP's nanoneedle, injections for high viscosity solutions can be done better and with lesser pressure.

Japan Bio Products (Booth F1110-4)

Osaka Pavilion

Beauty products from Japan have always been highly raved about in Asia. This year, the City of Osaka Government and IBPC Osaka will be bringing an entire Pavilion to BeautyAsia 2018. The Osaka Pavilion will consist of two booths featuring a wide range of products from 7 different companies such as Topline Corp, Geol Chemical Co., Wonder Fulbeauty and more.

A different variety of products will be showcased at the event, ranging from enzyme-based health drinks, facial products containing “Gold Colloid”, diet supplements to even an all-purpose facial equipment. Go check out some of the best products Osaka has to offer by visiting the two booths.

**Osaka International Business Promotion Center
(Booths E1110 & E1121)**



New Semi-permanent Makeup Machine

Incorporating the latest and most trendy technologies, Vain Essentials will be introducing a range of products ranging from semi-permanent makeup to nail polish which are certified by HAS.

Used to enhanced the method of semi-permanent such as eyebrows, lips and eyeliner embroidery; the Bluetooth Wireless Permanent Makeup System is a completely new technology that will be launching in Singapore.

Find our more at Beauty Asia!
Vain Essentials (Booth G1120)

Beauty without Surgery

World of Beauty will be exclusively launching (for Asia) the newest and effective anti-ageing genomic organic cosmeceutical skin care line & treatment to BeautyAsia 2018.

The revolutionary AKOIA LIFT Ritual Ultra Anti Age Line for sensitive skin represents the Ultimate Science in Beauty. Infused with over 98% of purest organic botanical ingredients and plants' based stem cells, it has over 70 botanical ingredients' complex optimizes Skin DNA function with a positive impact on important biological functions.

Drop by the booth to see the wider range of products from World of Beauty.

**World of Beauty
(Booth D1121)**



Star Seed Oil

Made from a green star-like shaped fruit, the Sacha Inchi also known as the Inca peanut is indigenous to the Amazon region. Packed with proteins, nutrients, and omegas, this 100% vegetarian oil can be taken as a health supplement to fight diabetes, relieve symptoms of asthma, and even applied on wounds for healing.

With over 92% unsaturated fatty acid, more Vitamin E and Omega 3 than walnut, olive or camellia oil; the Sacha Inchi oil is perfect for overall body health.

Sacha Inchi (H1142)