

FOR IMMEDIATE RELEASE

## From Spider Webs to a Drop of Saliva, BeautyAsia 2017 Unveils Noteworthy Products in the Region



**Singapore, 27 February 2017** – Spider facial creams, saliva testing and more were showcased at the region’s leading beauty trade show, BeautyAsia 2017.

BeautyAsia 2017, a three-day beauty trade exhibition, concluded its 21<sup>st</sup> year of introducing the latest offerings in the industry and gathering beauty professionals to conduct business.

More than 180 international exhibiting companies from 20 different countries convened in Singapore to present their beauty and wellness products.

“Innovation and technology is becoming the forefront of the beauty industry. As with every year, BeautyAsia has brought together both local and foreign exhibitors to introduce the latest advancements in beauty and wellness,” said Gillian Loh, Project Manager of Lines Exhibition. “We are proud to be the trusted regional platform for new and existing businesses to showcase revolutionary products in Asia, and to provide opportunities for them to gather in one place for face-to-face networking.”

Some never before seen products were unveiled for the first time in Asia at the trade show this year which included *Dermanour’s Spider Lifting Cream* by Beauty Absolute Co., Ltd and Phil Pharma SRL’s *Skin Up*, a facial ultrasonic vaporizer.

Mr Filippo Merchiori, Head of Marketing, Foreign Import and Export at Phil Pharma SRL, said: “We felt that there was no better place than a regional trade show like BeautyAsia to showcase our product to our potential business partners in Asia. We are pleased to say that the overwhelming

response we've received is an affirmation to our belief that BeautyAsia is a gateway to the beauty and wellness market in Asia."

"BeautyAsia is perfectly located in Singapore that enables foreign businesses like ours to convene and network without any language or cultural barriers," said Chaiyapong Charaswiseopon, Managing Director of Beauty Absolute Co., Ltd.

Driving innovation to the beauty scene is first-time exhibitor, Imogene Labs, a genetics-driven wellness company that formulates personalised solutions based on an individual's saliva sample.

Mr Roy Chong, Business Development Manager of Imogene Labs, added that: "As we are focused on expanding our footprint in South East Asia, BeautyAsia has been a great avenue for us in establishing meaningful connections with our target partners as well as gaining new contacts in the region."

BeautyAsia also hosted its annual line-up of beauty competitions including the HACOS Hairdressing Awards, NailAsia and LashAsia. Images of the event can be found [here](#).

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**Note to Editors:**

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 21<sup>st</sup> year, BeautyAsia is the region's most established and definitive trade exhibition for the beauty, spa and health industry.

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## APPENDIX

### Product highlights at BeautyAsia 2017

#### **Spider Lifting Serum & Cream**

The science behind spider webs has always been a fascination to many. Spiders secrete protein that gives them the ability of spinning webs with unique properties such as toughness and elasticity.

Inspired by the strength of spider webs, Dermanour has developed an ingredient similar to the protein which can protect the skin's moisture and give it a tightening effect with a glowy finish.

With Swertia Chirata Extract, Instant Lift Complex, Swiss Ice Wine & Tara Gum and Argan Seeds, the Dermanour Spider Lifting Serum & Cream is recommended for the use in anti-age care for its anti wrinkle and tightening properties.



#### **Beauty Absolute Co., Ltd (Thailand)**

#### **Personalised Solutions from a Drop of Saliva**



A drop of saliva is all it takes to develop a comprehensive tailor-made solution to address your skin and body's needs.

Singapore-based company has introduced personalised solutions for health-conscious consumers, using genetics testing to assess individual traits and provide necessary treatments.

#### **Imagene Labs Pte. Ltd (Singapore)**

### **Portable Facial Device**

Skin epidermis cells constantly need energy to keep active and functional.

SKIN UP, an electronic new generation ultrasonic, micro-device is able to vaporise all the elements necessary to maintain the skin in perfect condition by atomising water particles and allowing higher penetration into the skin.

From anti-aging to active energy to luxury lifting, SKIN UP is a wonderful ally against dehydration to slow down the aging process and to oppose external environmental conditions that irritate the skin such as heat, cold, pollution, smoke and prolonged sun exposure. It is a handy device that can be used at any time of the day for just 30 seconds to provide relief and instant energy.



***Phil Pharma SRL (Italy)***



### **Facial Mask using Electric Currents**

Enjoy professional skin treatments at the comfort of your home with the home aesthetic device developed by DeepSkin.

The handy device helps to enhance the penetration of the nutrients from the facial masks to the skin using iontophoresis technology. Iontophoresis is a transdermal delivery method using micro-currents that will enable optimum skin absorption.

***Insung Information Co. Ltd (Korea)***