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BeautyAsia 2018 a One Stop Avenue for Global Beauty Businesses



[BeautyAsia 2018](#), a three-day beauty trade exhibition, concluded its 22nd edition year of introducing the latest beauty offerings in the region. More than 124 international exhibiting companies from 15 different countries convened in Singapore, reinforcing the BeautyAsia as the preferred trade show for the market.

Gillian Loh, Project Manager of Lines Exhibition, said: "This year at BeautyAsia, we have gathered encouraging support from a number of foreign exhibitors from countries such as Croatia and Japan participating in the trade show, as well as returning exhibitors from Korea, Taiwan and many more. For many years, BeautyAsia has been a trusted platform for global businesses to convene and showcase innovative products, as well as gain opportunities with stakeholders expanding beyond Asia. We are excited to see what lies ahead of us for next year's BeautyAsia, given that Asia's beauty and wellness market is ever-growing and the rapid development of technology brings new possibilities in the market."

BeautyAsia aims to connect suppliers, manufacturers and distributors that could result in new product developments and business opportunities. Exhibitors at this year's event have also shared encouraging feedback on their participation, citing the show's attendance and new business contacts gained.

Mr. Marc Donaldson, Founder and Managing Director of The Gorgeous Skin Company Pte Ltd, said: "As a first time exhibitor, BeautyAsia was a great platform to build up our brand and products' presence in the Asian beauty and wellness market. The responses to our newest product, Purple 8 drink, is indicative of the growing support that beauty drinks are now receiving in the region."

“Through BeautyAsia, Vitastiq was able to successfully present our products to the attendees of the trade show. As a homegrown brand from Croatia, we are grateful for the opportunity and valuable support that BeautyAsia has provided to foreign businesses like ours to venture into the beauty market of Asia,” said Selena Petrovic, Corporate Communications Manager of Vitastiq D.O.O.

Encompassing this year’s theme of natural products, FABLife—a Singapore-owned company, introduced Venna Rice Spa for the first time here in Singapore. Being a brand that is at home ground, Ms. Alice Neo, Founder of FABLife, said: “Given the long-running success of BeautyAsia, we are glad to be part of this year’s exhibition as it was an excellent avenue for us to interact with potential partners in addition to building up our portfolio in Asia.”

BeautyAsia 2018 is an annual trade show that incorporates four distinct shows: BeautyAsia, SpaAsia, HealthAsia and NaturalAsia. For more information, please visit <http://www.beautyasia.com.sg/>.

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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