

PRESS RELEASE

Closer to nature at BeautyAsia 2017

- *Asia's most recognised beauty trade show returns to Suntec Singapore for its 21st year*
- *Hundreds of professional beauty service providers to showcase their latest products*

Singapore, 1 February 2017 – Bringing a range of beauty and wellness products across the globe, BeautyAsia, the region's premium beauty trade show, returns for its 21st year.

The three-day event will be taking place from 20 – 22 February at Suntec Singapore Convention Centre, Level 4, Halls 401 – 403, 11am to 7pm daily.

Beauty mavens and industry professionals can discover an array of the latest offerings from hundreds of international exhibitors. The demand for organic and natural beauty products has been unwavering. This year's products to look out for at BeautyAsia include a new facial serum technology using a unique protein from spiders and crystal soap bars with natural fruit enzymes.

In addition to showcasing the region's unique products and services, BeautyAsia also serves as a forum for visitors to participate in product demonstrations and trade talks.

Gillian Loh, Project Manager for show organiser Lines Exhibition, said: "BeautyAsia offers businesses a passport to the world's latest and premium beauty products in a single location. This longstanding event is a testament to BeautyAsia's commitment to providing an avenue for businesses to discover new leads as well as the latest trends and technology in the market."

Visitors can also anticipate a line-up of beauty competitions that honour the creativity and expertise of beauty professionals. Join hair stylists and designers from the region in a live showcase of their talents and skills at the Singapore Hairdressing Awards 2017.

Also not to be missed at the show is the popular nail art and lash competition, NailsAsia and LashAsia 2017. Hundreds of professional nail and lash artists from the region will compete this year with a theme close to the heart of nature, "Underwater World".

Admission to BeautyAsia 2017 is free and open to trade professionals only. 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 21st International Cosmetics, Skincare,
Fragrance and Hair Products, Equipment
& Packaging Technology Exhibition

the beauty and IT industry including the highly successful The PC Show. Now in its 21st 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.

Believe it or not, that protein from a spider can do wonders to your skin by protecting 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 (Booth D1153)



Fermentation Aesthetics

Japan is home to traditional fermentation methods, and Glory International is committed to staying true to their culture by producing quality fermented products for beauty and health.

Their FERJUVE series include an anti-aging cosmetic made from Fastzyme, a vegetable lactobacillus, and Muvanadis (includes zinc and silicon), combined with grape stem cell extract. This power combination helps to improve cell activity and stimulate the skin's collagen.

Glory International Inc. (Booth D1113)

Home Facial Device

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 (Booth C1123)



Bio-enzymes Crystal Facial Soap Bar

The Magic Beauty bio-enzyme crystal cleanser is no ordinary soap bar. The crystal bars contain natural active fruit enzymes that produce peptides and amino acids to make your skin supple and glowing.

Main ingredients include bio-enzymes from papaya and pineapple that can accelerate skin metabolism, along with beta-glucan that can strengthen immune

cells under the dermal layer of skin.

Magic Beauty Creation Co. Ltd (Booth B1110)

Perfect Beauty Serum

Orawana is a leading health and beauty brand that has been a recipient of national awards.

One of its esteemed products is the Miracle of 8 beauty serum that contains 8 potent herbs, promising an ageless beauty when applied.

There is no secret to prevent the effects of aging, but these 8 herbs comprising of *Nelumbo nucifera* Benth, *Artocarpus lakoocha* Roxb, *Averrhoa carambola*, *Garcinia mangostana* Linn, *Pueraria mirifica*, *Curcumin longa*, *Centella asiatica* and *Aloe barbadensis* – form the ultimate serum that will rejuvenate the skin for a fairer and radiant complexion.



Orawana International Co., Ltd (Booth D1151)



Pure Sheep Placenta Concentrate

It's no surprise that sheep placenta works wonders for women.

The CELL ESSENCE by Jyunka is a power capsule that contains a unique blend of placenta, marina collagen, L-Gluthathione, alpha-linolenic extract and astaxanthin.

These ingredients enable cellular repair and regeneration, which ultimately nourishes the body system through detoxification and regulation of body functions.

Jyunka International Pte Ltd (Booth F1122)

Rainforest Regime Coffee Range

This is no regular cup of coffee for any coffee lover. In fact, the Rainforest Regime Coffee Range not only prides itself of its perfect blend of quality Arabica and Robusta coffee beans, but it also contains skin beautifying properties and health promoting benefits with zilch preservatives.

The range includes the *Functional 3 in 1 Instant White Coffee* for *Fitness* and *Beautifying*. It includes natural nutritional extracts that will help in slimming and skin rejuvenation.



Q&Z International Pte Ltd (Booth F1131)

Sugar Powder Nails

Sugar powder nails is a popular manicure trend that started in Japan and as the name suggests, it creates a sweet design to give you pretty looking nails.



PREANFA's sugar powder set brought in by Nail Wonderland Pte Ltd, contains 3 colours - a powdered snow like colour 'White', a gentle and elegant shimmer 'Silver', as well as a glittery beauty, 'Aurora'.

The sugar powder set is a must-have item to create a textured effect with a fuss-free experience.

Nail Wonderland Pte Ltd (Booth G1151)

Handmade Body Soap

When it comes to aromatherapy and spa treatments, the Thais always know how to do it well thanks to do their tradition of using nature's best offerings - floral and fauna.

The IATITAI body soap series feature a range of natural and fresh ingredients such as black sesame, jasmine rice, mangosteen, longan and lemongrass.



Each type of soap bar contains top quality essential nutrients that will benefit every individual needs. For example, the Longan soap bar is known to clean out toxins and create suppleness to the skin. The Mangosteen soap bar, on the other hand, works as an effective anti-bacterial and whitening agent.

My Herbal Shop Co., Ltd (Booth D1150)

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 (Booth D1120)