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Beauty and wellness innovations draw crowds at BeautyAsia 2019



Known as the region's largest one-stop trade show for the beauty, spa and health industry, BeautyAsia 2019 has concluded its 23rd edition. The annual beauty trade show gathered 155 exhibitors from 14 countries at the Suntec Singapore Convention & Exhibition Centre and welcomed close to 7,000 visitors over three days, reinforcing BeautyAsia as the preferred trade show for the market.

Gillian Loh, Project Manager of Lines Exhibition, said: *"This year, we've witnessed breakthroughs in technology showcased across a wide variety of innovations in beauty and wellness products. The success of the event and turnout of attendees is testament to the fact that the local market is robust and has an ever-growing appetite for what's new and upcoming in the beauty and wellness space."*

BeautyAsia aims to connect suppliers, manufacturers and distributors from all corners of the globe, with the goal to present new product developments and business opportunities. Exhibitors at this year's event shared positive feedback on their participation, citing this year's show as beneficial from both a networking and commercial perspective.

Hailing from Italy, exhibitor Turati Idrofilo S.P.A., which exhibited the world's first and only cosmetic dry wipes, Cotton Plus Solution 2in1, mentioned: *"We hope to popularise our products in Singapore and Asia, and BeautyAsia was the right show for us with its long-standing presence in the region. There are many wet make-up remover wipes in the market, and many do not know that they contain alcohol, parabens and preservatives that are bad for your skin. Our special formula allows us to create a natural cleanser enriched with the benefits of tonic and moisturiser too."*

In line with this year's theme of latest innovations in technology for beauty, Tokyo White, —a Singapore-owned company, introduced a teeth self-whitening service, using state-of-the-art whitening that treats the

teeth surface using LED light and photocatalytic reaction. Being a homegrown brand, Koh H.L, Executive Officer of Tokyo White said: *“Teeth whitening is becoming increasingly popular in countries like Japan and Korea and we feel confident that Singapore is a market where this is expected to grow. Compared to other teeth-whitening services that are offered locally, our product is simple to administer and promises to deliver fast results in 20 minutes.”*

BeautyAsia 2019 is an admission-free 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 23rd year, BeautyAsia is the region’s most established and definitive trade exhibition for the beauty, spa and health industry.

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