

# cosmobeauté

15th Edition Malaysia International Exhibition on Aesthetics, Beauty, Cosmetics, Hair, Nail, Spa & Wellness

## Malaysia 2019

# postshow report

THE *Leading* TRADE EXHIBITION FOR BEAUTY & AESTHETICS, SPA AND WELLNESS INDUSTRY

15<sup>th</sup>-18<sup>th</sup> July  
Putra World Trade Center (PWTC)  
**KUALA LUMPUR**



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# The Leading Trade Exhibition for Malaysia's beauty Industry Growth

The 15<sup>th</sup> edition of **Cosmobeauté Malaysia** concluded with remarkable success from 15-18 July 2019, at Putra World Trade Centre, Kuala Lumpur. 12,512 visitors attended this year's exhibition, an impressive increase of 4% from the previous edition. **Cosmobeauté Malaysia 2019** was graced by **beauticians, aestheticians, manicure technicians, spa business owners, retailers and distributors of beauty products & equipment, e-commerce business owners and potential investors** looking to start a business in the beauty industry. **Cosmobeauté Malaysia** exists in order to empower beauty professionals and businesses throughout Southeast Asia. Through promoting beauty innovation, establishing meaningful partnerships and identifying business opportunities, the event is dedicated to creating a better future for professionals in the beauty industry.



## Beauté Meeting

Our exclusive business matchmaking program, **Beauté Meeting**, helps to pre-arrange meetings and find potential business partners by connecting potential trade buyers directly with **beauty & aesthetic salon owners, spa operators, distributors & retailers, e-commerce businesses, and prospective investors**. Throughout **Cosmobeauté Malaysia 2019**, **Beauté Meeting** has successfully arranged over **305 meetings** between both parties.

### Cosmobeauté Malaysia 2019 Key Facts & Figures

 **12,512** visitors from **38** countries 

 **240** exhibitors from **12** countries 

**4** country pavilions



Korea



Poland



Singapore



Taiwan

# participating major beauty associations in Malaysia

The 15<sup>th</sup> edition of Cosmobeauté Malaysia was welcomed by the continuous support of numerous associations in Malaysia such as : -  
**Association of International Certified Aesthetician (AICA), Persatuan Anggun Menawan Malaysia (PAMM), Malaysian Association of Wellness & Spa (MAWSPA), Association of Malaysian Spas (AMSPA) and International Nails Competition Association (INCA).** These renowned associations conducted insightful forums and seminars which allow beauty professionals to discover the challenges and issues faced by various sub-sectors of the beauty industry, as well as to obtain knowledge on the latest beauty trends, happenings and solutions.



Beauty Online has successfully gathered the power of togetherness of the beauty industry through "**Beauty Legacy**" to convey positive thoughts with successful achievements as encouragement to gear forward and scale new heights for the beauty industry. Cosmobeauté Malaysia 2019 is privileged to be in the presence of 10 beauty legends.



## Meditation & Yoga Inner Beauty

A yoga performance presented by Jojo Struys, a regional TV Presenter, Speaker and Wellness Personality which has aimed to demonstrate yoga's capability to head the wounds of grief, physical, disability, emotional trauma and disease.

The Spa Grooming Demo, an industry sharing by spa experts, June Yap, a life and pageantry coach of Shine from Within and Adrina Ahmad, the Vice President of Malaysia Association of Wellness and Spa (MAWSPA), showcased the correlation between a spa uniform and a spa brand; and how branding enhances spa experience.



## Spa Grooming Demo



## The Spa Fashion Show

The Spa Fashion Show by MJ by MUS, a local community fashion brand that promotes spa uniform with Borneo ethnic motif creations.

# Malaysia beauty. Summit



## PRODUCT LAUNCHING

Dashing Diva, Korean nail products has successfully been launched and officially sold in selected stores distributed by Asian Beauty Corner in Malaysia. Six local social media influencers were invited to share their experience on using Dashing Diva. Dashing Diva has 80 stores worldwide including **USA, South Korea, Japan, Philippines, China and Kuwait.**



Three topics were discussed during the summit which include **"Medi-Beauty Cosmetology - Trend-leading in 2020"** by Aaron Juan, CEO of Peisheng International Co.Ltd, **"How to Double the Profits of the Company"** by Alvin Loh, National President of Persatuan Anggun Menawan Malaysia, and **"Corporate Funding Solutions"** by Angell Quah, Co-Founder & Chief Operating Officer of FBM Crowdtech Sdn Bhd.



## Malaysian Spa & Wellness industry forum BY MAWSPA & AMSPA



Cosmobeauté Malaysia 2019 celebrates a new collaboration as **Malaysian Association of Wellness & Spa (MAWSPA)** and **Association of Malaysian Spas (AMSPA)** co-hosted a series of educational talks and demonstrations. All spa operators, therapists and aspiring spa entrepreneurs were invited to participate in the forums which have provided networking and learning opportunities.



## Bumiputra Beautepreneur

Marking its 4th edition, Bumiputra Beautepreneur returns with Aisya Zulaikha HasTuah (Ambassador of Bumiputra Beautepreneur) and 400 other salon & beauty business owners from five states of Malaysia which include **Negeri Sembilan, Kedah, Perlis, Terengganu and Melaka.**



## Beauty Workshop

Another day of Cosmobeauté Malaysia 2019 equals another day of knowledge! Visitors enjoyed numerous knowledge-sharing sessions by industry professionals and be inspired with new beauty ideas, innovations, technologies and solutions.





# 7th CosmoNail Cup continues to attract international participants

The 7th edition of CosmoNail Cup Competition was well-received by more than **310 participants** from **9 countries** including **Thailand, Singapore, Taiwan, Japan and Vietnam**. The competition was divided into 2 categories - the Nail Competition held on the 2nd day of Cosmobeauté Malaysia, and the Eyelash & Embroidery Competition held on the 3rd day of the exhibition. The 2-day competition allowed contestants to unleash their artistic potential and creativity over 20 categories in both competitions.

# Art Beyond Beauty

Art Beyond Beauty where music meets art. A live makeup stage show featured 6 gurus Steven Sunny (International Celebrity Makeup Artist), Angel Kwat (Principle & Founder of Clover Makeup Academy), Bern Tan (Director of Degree Hair Studio), Nicole Xiian (National Certified Makeup Educator), Desmond Yoi (Malaysian Celebrity Makeup Artist), Sam Lim (Awards Winning Barber) and special appearances by GoAh.

Creativity doesn't just stop there!

## Make Up Box

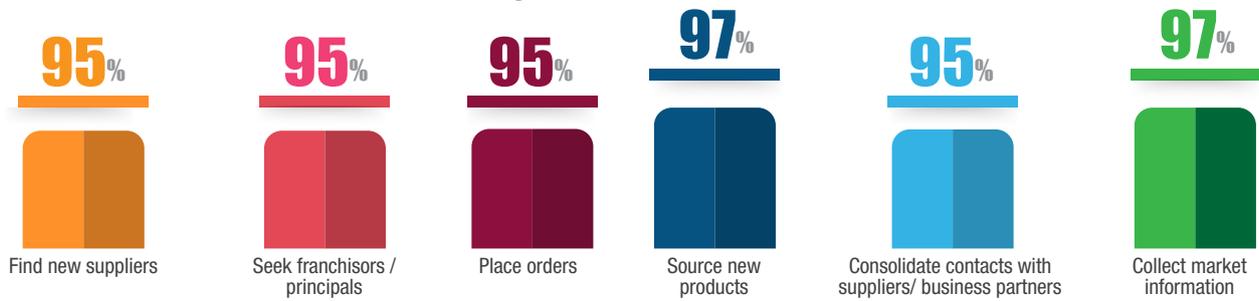
Cosmobeauté Makeup Box was graced by local talented makeup gurus inspiring visitors with live demonstration of new makeup tips and tricks.



# Visitors' Profile Statistics

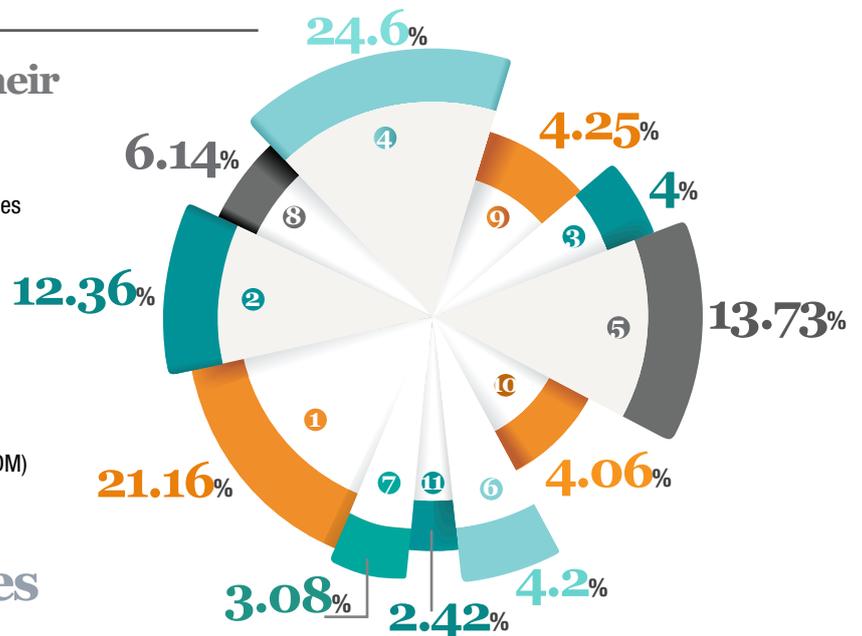


## Visitors' Objective in this exhibition:



## Visitors have indicated their area of interest as below:

- ① Perfumery, Cosmetics, & Personal Hygiene
- ② Natural Health Products / Health Food & Beverages
- ③ Dietary Supplements
- ④ Professional Care Products, Equipment & Solutions for Beauty Salon
- ⑤ Salon & Spa Furnishing & Facilities
- ⑥ Packaging & Processing Equipment
- ⑦ Raw Materials
- ⑧ Medical Aesthetics Products & Equipment
- ⑨ Product Development & Design
- ⑩ Contract Manufacturing & Private Label (OEM/ODM)
- ⑪ Others



## Visitors' Quotes

"There's so much to see and discover here at Cosmobeauté Malaysia 2019 especially exclusive Polish products that are featured for the very first time!"

**Kevin Ong**  
Sales Manager  
Essential Healthy Living Sdn Bhd



"I'm glad to be a part of this amazing experience as it allows me to discover new products and connect with lots of beauty professionals!"

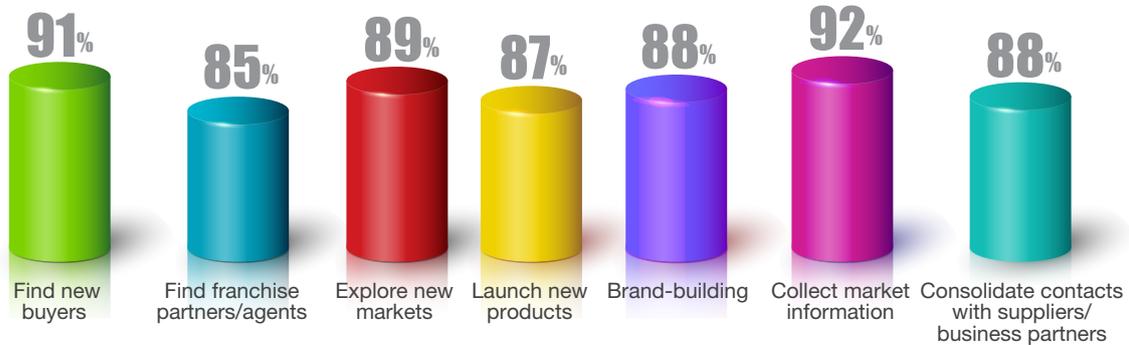
**Thong**  
Molecure Doctor  
Molecure Aesthetics

# Exhibitors' Profile Statistics

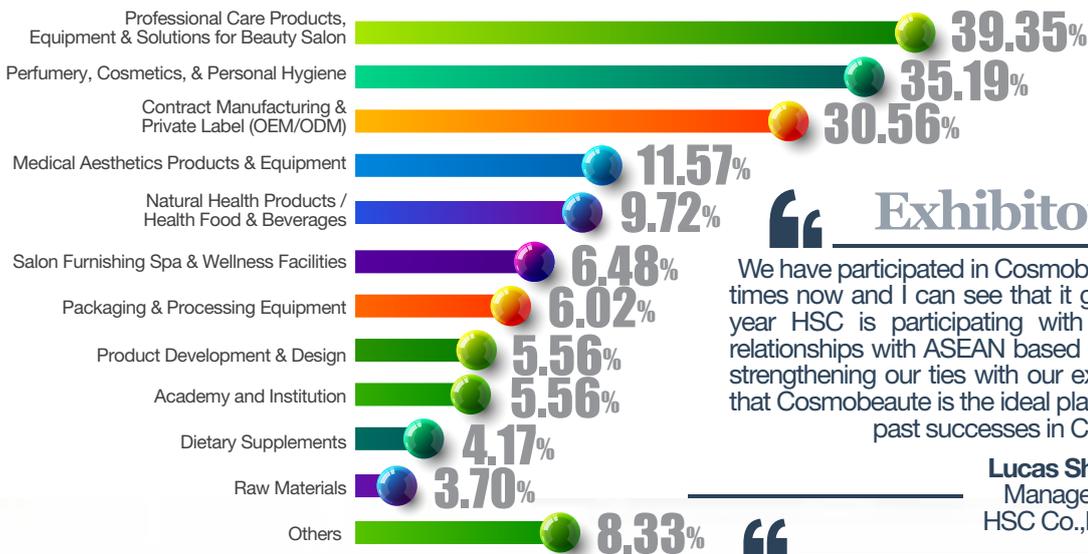
The exhibitors are from the following countries:



## Exhibitors told us they were successful in



## Exhibitors have indicated their primary business activity as below:



## Exhibitors' Quotes

We have participated in Cosmobeaute Malaysia for several times now and I can see that it gets better every year. This year HSC is participating with the goal to create new relationships with ASEAN based industry players as well as strengthening our ties with our existing partners as we find that Cosmobeaute is the ideal platform for us referring to our past successes in Cosmobeaute.

**Lucas Shin**  
Manager  
HSC Co.,Ltd

Our first Cosmobeaute Malaysia experience has been really awesome as we have managed to network with big-chain brands in Malaysia and across Asia since the first day of the exhibition. We have also managed to create networking with high-profile visitors from the Asian beauty industry.

**Damien Moran**  
Export Development Manager  
Laboratoria Natury Sp. z o.o.



**SAVE  
THE DATE**

**JULY  
13-16**

**PUTRA WORLD  
TRADE CENTRE (PWTC)  
KUALA LUMPUR  
11am-7pm**

**THE LEADING TRADE  
EXHIBITION FOR BEAUTY &  
AESTHETICS, SPA & WELLNESS  
INDUSTRY FOR 16 YEARS**

**cosmobeauté**

**Malaysia 2020**

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Organised by:



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