



in-cosmetics Latin America is gearing up to showcase the latest innovations in personal care ingredients between 20 and 21 September at the Expo Center Norte in São Paulo.

Innovation in the personal care industry all starts with raw materials and the technology used to extract them; for example, to create a revolutionary anti-ageing cream, it's crucial that formulators have access to equally revolutionary assets and resources. It's therefore no surprise that the world's largest ingredients suppliers pour millions into research and development, and showcase the fruits of their labour and investment at in-cosmetics Latin America.

The event will see companies such as Chemyunion, Kumar Organics, Tinci, Ikeda, Clariant and Croda showcase their market-leading ingredients to manufacturers from across the region.

Daniel Zanetti, Exhibition Director in-cosmetics Latin America, commented: "Innovation is the great engine of in-cosmetics Latin America. Brand new product launches, interactive show areas and an insight into the latest marketing trends create an inspiring environment in which business thrives."

What's in store

At in-cosmetics Latin America 2017, Chemyunion will demonstrate how it uses technology, science and expertise to innovate within health and personal care.

Vollmens Fragrances will present its unique and innovative products, creatively designed to awaken the senses and emotions, including a new product using dry fragrance capsules; Colormix will introduce many new colour trends for upcoming seasons as well as new effect pigments. Bandeirante Química will present products with new technology features as nanotechnology actives and natural products through biotechnology for haircare, make-up and skincare markets. Garden Química will showcase Garden Powder Dry Plex - ideal for hair colorants as its quality blend and integrated plex technology mitigates damage to the hair.



Colormix Especialidades, Stand E77



Vollmens Fragrances, Stand E20

Awarding innovation

The Institute of Technology and Studies for Cosmetics, Toiletries and Fragrances (ITEHPEC) Innovation Award, now in its third year, will return to in-cosmetics Latin America. The Award recognises manufacturers of cosmetic ingredients that contribute to the innovation of the Brazilian HPPC industry, and aims to foster increasing competitiveness and further the development of innovative projects in the value chain.

Marina Kobayashi, Manager of Innovation at ITEHPEC commented: "Innovation plays a key role in the personal care industry; and every other year, approximately 30% of the revenue comes from product launches. It is resulted by the investment that is put into the sector. Our goal is to motivates and celebrate companies that further contribute to strengthening of the industry, and recognise those at excel at innovation."