

# 8th *Beauty & Health Week* TOKYO

Dates: **January 24-26, 2018** Venue: **Makuhari Messe, Japan**  
Organised by: **Reed Exhibitions Japan Ltd.**

For immediate release, July 28th, 2017 Yukino Mitani, Reed Exhibitions Japan Ltd.

## Asia's New Trend Setting Exhibition for Whole Beauty & Health Industry

Date: **Jan 24 (web) - 26 (Fri), 2018**

Venue: **Makuhari Messe, Japan**  
(23min. by train from Tokyo St.)

Organiser: **Reed Exhibitions Japan Ltd.**



For those who are in beauty industry and seeking business expanding opportunities toward overseas market in Japan & Asia, Reed Exhibitions Japan Ltd. is introducing an Asia's new trend setting exhibition, 8th Beauty & Health Week [Tokyo]. The show organiser is Japan's largest and most reliable exhibition organiser and will gather 1,000\* exhibitors from 40\* countries and 30,000\* visitors under one-roof.

### *What is 8th Beauty & Health Week [Tokyo]?*

8th Beauty & Health Week [TOKYO] gathers cosmetics ingredients, packaging, private label cosmetics, finished cosmetics products, beauty & health foods, beauty goods etc. The show consists of 4 specialised exhibitions and the each exhibition will have synergetic effect as the show will get attention from whole beauty industry.



#### **4 Specialised Shows Attract Each Category in Beauty & Health Industry**

As mentioned above, 8th Beauty & Health Week [Tokyo] consists of 4 specialised shows. Each show is promoted toward its own targeted visitors by Show Management, Reed Exhibitions Japan Ltd., and gather decision makers which is realising the show a total B to B trade show.

## COSME TOKYO 2018

6th INT'L COSMETICS TRADE FAIR

<u>Exhibitors</u>	<u>Visitors</u>
<ul style="list-style-type: none"> <li>• Cosmetics Product</li> <li>• Body &amp; Skincare</li> <li>• Hair Care</li> </ul> <p style="text-align: right; margin-top: 10px;">etc.</p>	<ul style="list-style-type: none"> <li>• Importers</li> <li>• Retailers</li> <li>• Salon, Spa</li> </ul> <p style="text-align: right; margin-top: 10px;">etc.</p>



## COSME Tech 2018


8th INT'L COSMETICS DEVELOPMENT EXPO

<u>Exhibitors</u>	<u>Visitors</u>
<ul style="list-style-type: none"> <li>• Private Label</li> <li>• Container/Packaging</li> <li>• Ingredients</li> </ul> <p style="text-align: right; margin-top: 10px;">etc.</p>	<ul style="list-style-type: none"> <li>• Cosmetics Manufacture</li> <li>• Private Label Cosmetics</li> <li>• Newcomer from other industry</li> </ul> <p style="text-align: right; margin-top: 10px;">etc.</p>



## 1st Health & Beauty Goods Expo Spring

<u>Exhibitors</u>	<u>Visitors</u>
<ul style="list-style-type: none"> <li>• Beauty Goods</li> <li>• Bath Products</li> <li>• Fragrance</li> </ul> <p style="text-align: right; margin-top: 10px;">etc.</p>	<ul style="list-style-type: none"> <li>• Importer</li> <li>• Retailer</li> <li>• Apparel Store</li> </ul> <p style="text-align: right; margin-top: 10px;">etc.</p>



## INNER BEAUTY TOKYO 2018

1st BEAUTY & HEALTH FOODS EXPO

<u>Exhibitors</u>	<u>Visitors</u>
<ul style="list-style-type: none"> <li>• Beauty Drink/ Food</li> <li>• Supplement</li> <li>• Super Food</li> </ul> <p style="text-align: right; margin-top: 10px;">etc.</p>	<ul style="list-style-type: none"> <li>• Importer</li> <li>• Retailers</li> <li>• Drug Store</li> </ul> <p style="text-align: right; margin-top: 10px;">etc.</p>



#### **90,000 visitors in total with co-held shows focused on gifts, home, and interior products**

8th Beauty & Health Week [Tokyo] will be held with powerful concurrent shows which put synergetic influence to 8th Beauty & Health Week [Tokyo].

One of the concurrent shows is "GIFTEX 2018 Spring" which consists of 5 specialised exhibitions focused on variety-gift, baby & kids goods, fashion accessories, table & kitchenware and interior products. Buyers visiting GIFTEX will also visit 8th Beauty & Health Week [Tokyo] and seek trendy/unique beauty products.

The other concurrent show is "SALES PROMOTION World 2018 Spring", Japan's largest exhibition for promotion & marketing products/solutions. In total with those co-held shows, 90,000 visitors will be under one-roof and in-depth business meetings takes place everywhere.



# Exhibiting Inquiry

- Floor Plan/Available Booth Locations
- Cost Estimate/Information on Packaged Booths
- Japanese market information etc.

Contact us at: <http://www.beauty-week.jp/en/ex/>

Or email to: [bhwt@reedexpo.co.jp](mailto:bhwt@reedexpo.co.jp)

## Media Partners



>> To be a media partner

Email: [cosme-pr@reedexpo.co.jp](mailto:cosme-pr@reedexpo.co.jp)

Attn: Yukino Mitani

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