

INNER BEAUTY TOKYO 2018

1st BEAUTY & HEALTH FOODS EXPO

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

For immediate release, June 1st, 2017 Yukino Mitani, Reed Exhibitions Japan Ltd.

Newly launching exhibition focused on “Inner Beauty”

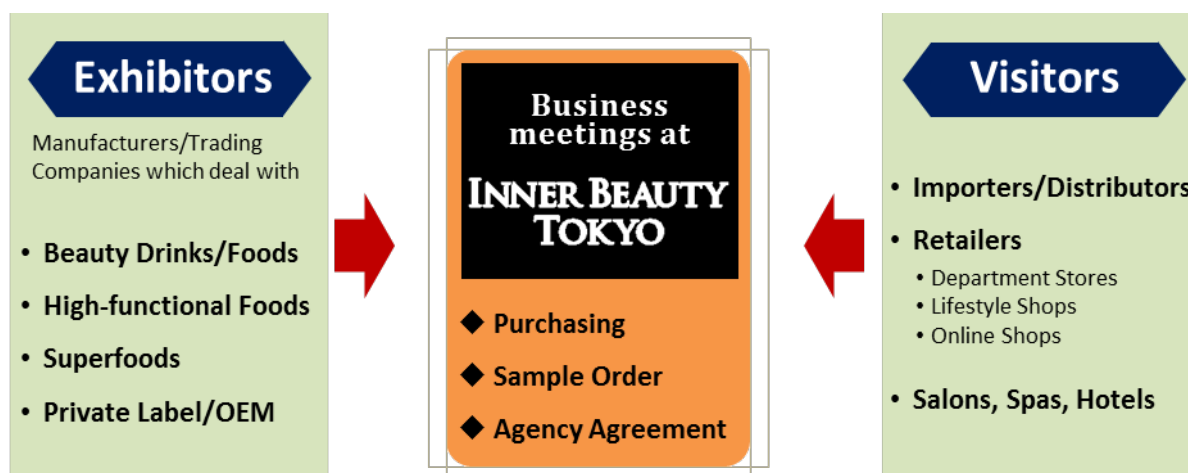
Today, Reed Exhibitions Japan Ltd., Japan’s largest exhibition organiser, is pleased to announce that INNER BEAUTY TOKYO 2018 -1st BEAUTY & HEALTH FOODS EXPO- will be newly launching on January 24 – 26, 2018. In response to the high demands from the growing market, INNER BEAUTY TOKYO will be a new trend-setting venue in Japan and Asia. Also, this grand debut will add a new value to its existing beauty exhibitions, COSME TOKYO, COSME Tech and Health & Beauty Goods Expo Winter, which will be concurrently held with. The shows will gather 780* exhibitors and 30,000* visitors. (*expected, including co-held show)

- **What is INNER BEAUTY TOKYO 2018?**

INNER BEAUTY TOKYO 2018 is a B to B exhibition focused on “Inner Beauty”.

Companies with beauty drinks, supplements, healthcare foods/drinks, superfoods and more will exhibit at the show seeking business expansion into Japan and Asia and Importers/distributors, retailers, salons/spas will visit the show to source new/unique products.

<INNER BEAUTY TOKYO 2018 Show Outline>



● **INNER BEAUTY TOKYO 2018 will become the key venue for the market**

B to B exhibition focused on inner beauty has been highly in demand in Japan. Japanese inner beauty market growth which is estimated to reach 2,159 million JPY in 2015 and diversified consumer behavior will lead and grow the market in long term. Also many visitors of COSME TOKYO such as importers/distributors, mass retailers, lifestyle shops, etc. have been requesting a good place to source wide variety of inner beauty products to expand their lineups. Meanwhile, companies with inner beauty products were also looking for the best place where they can effectively gain business opportunities.

Therefore, the show management decided to launch INNER BEAUTY TOKYO 2018 along with COSME TOKYO, COSME Tech and Health & Beauty Goods Expo Winter in an expect of high synergetic success each other.

● **Importers/distributors are looking for variety of products from overseas**

Japan is a trend-setting country in Asia. The market is always looking for new, unique, fabulous products. Especially since consumers are looking for those products from overseas, importers/distributors are eager to look and compare products from outside of Japan. INNER BEAUTY TOKYO 2018 will surely be a breakthrough of the Japanese market and the show will become another influential exhibition of total beauty together with COSME TOKYO, COSME Tech and Health & Beauty Goods Expo Winter.



Exhibiting Inquiry

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

Contact Show Management

Interested in exhibiting at concurrent shows?

For Finished Cosmetics Products:



Cosmetics Development Expo:



For Health and beauty Goods:



Organiser: Reed Exhibitions Japan Ltd.

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