

8th *Beauty & Health Week* TOKYO

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

For immediate release, Nov 30th, 2017 Yukino Mitani, Reed Exhibitions Japan Ltd.

This is the show to find Japanese beauty products Check Japan's high-quality Exhibits!

8th Beauty & Health Week [TOKYO] is only 2 months ahead, January 24 – 26, 2018.

The show is a leading exhibition gathering 780* exhibitors from 40* countries and will be a trend-setting venue of beauty industry in Asia. Especially, remarkable lineups of Japanese high-quality beauty products are the must-see of the show. Check out the preview of exhibits from Japan!

(*expected, including co-held shows)



Trend: Functional beauty care products are on rise

Functional beauty care products are now getting more popular and becoming a next trend following after organic/natural products. It is obvious that the market is growing by seeing the report of Fuji-keizai telling that both anti-aging beauty care market (cosmetics, body care, hair care etc.) and whitening cosmetics market has been incredibly growing and expecting becoming larger by 2-2.5 %.

Pickups from Exhibits



Product: @ More Corporation
Country: Japan

Excellent whitening force, healing power, anti aging, effect on anti-wrinkle!



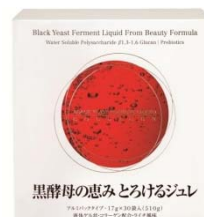
Product : Azumino no Daichi
Country: Japan

Pure water flowing through the Japan Alps, the bounty of flowers, trees and fruits for advanced moisture-retaining aging care.



Product : medicosme
Country: Japan

90 seconds magic lasts for 7 hours!
An eye cream mixture containing Fiflow BTX. Apply to wrinkles around eyes, mouth, and laugh lines.



Product : Black Yeast Beauty Jelly
Country: Japan

Beauty jelly which is blended black yeast and fish collagen. You can become beautiful from inside your body.

| Trend: Steady growth of Organic/Natural beauty care

As more and more consumers pay attention to how various products are made, Organic/Natural cosmetics has been becoming more popular in recent years in Japan. The number of Japanese cosmetics companies who make Organic/Natural cosmetics is increasing and more of those companies are exhibiting at Beauty & Health Week [TOKYO] to expand business into the world.

Pickups from Exhibits



Product: Bionigree
Country: Japan

A revolutionary serum that helps your hair grow again.
Reactivates stem cells of hair follicles and stimulates hair growth.



Product: LOLE'S
Country: Japan

Organic aloe vera extract
All natural ingredients blended with our organic aloe vera extract.



Product: job's tears cosmetics series
Country: Japan

Remove stains without straining your skin.



Product : Plant Oil
Country: Japan

Can be used for massage and also for ingredients of soap, cream and more.

| Check the latest exhibitors' products info!



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Exhibiting Inquiry

- Floor Plan/Available Booth Locations
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Contact Show Management

Or email to: bhwt@reedexpo.co.jp

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Email: cosmetics-pr@reedexpo.co.jp

Attn: Yukino Mitani

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