

COSME TOKYO 2020 - Japan's Largest Cosmetics Trade Fair

Dates: January 20 (Mon) - 22 (Wed), 2020 Venue: Makuhari Messe, Japan



Largest ever as Trendsetting Show in Asian Cosmetics Industry

After gaining much attention and breaking its previous records in the numbers of exhibitors and visitors, COSME TOKYO [8th International Cosmetics Trade Fair] is coming back on January 20 – 22, 2020 in Japan. The three-day show gathers all kinds of cosmetics products, such as skin care, hair & body care, organic/natural product, makeup, spa beauty, fragrance, men's care, etc.

Welcoming 900 exhibitors from 35 countries/regions and 30,000 visitors, COSME TOKYO 2020 is now known as a “must-attend show” that exhibits the latest cosmetics from Japan and all around the world. Check the following show highlights and prepare yourself to visit COSME TOKYO 2020! (>> Free Visitor Registration from the [website](#))

Experience “Made in Japan” cosmetics that have never been found outside Japan

One of the most attractive features of the show is, of course, “Made-in-Japan” (J-Beauty) products. As the largest show of its kind in Japan, COSME TOKYO gathers remarkable lineups of products which cannot be found in any other exhibitions.

This is a great sourcing opportunity for international buyers to meet the surging demand of J-Beauty in the world. For the upcoming edition, high-tech products that use regional and traditional ingredients have become a prominent trend such as...

- Face mask with horse oil & Hokkaido Salmon collagen for whitening like snow
- Brightening toner containing mild rice bran water from Kyoto
- UV moist cream protecting your skin from ultraviolet rays using Mt. Fuji water

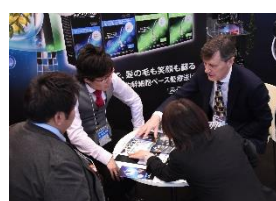


Latest products from 35 countries/regions



Another major point of this year is the enormous range of unique & diversified exhibits from 35 countries/regions. The ongoing influence of imported cosmetics in the Japanese market can be seen in the number of int'l exhibitors. International exhibitors have been increasing year by year, with European countries, such as France,

Italy, Poland, Germany, etc., together with the USA, middle eastern countries as well as Asian companies, along with lots of national pavilions. The world-famous companies, like 'L'ERBOLARIO (Italy), MEDITERRANEAN COSMETICS (Greece), etc., and lots of newcomers to Japan & Asia will showcase their brands and attract Asian visitors like the previous editions.



Strong focus on “Organic and Natural” products

Reflecting on the continued growth of organic/natural market in Japan & Asia, many exhibitors present their distinctive brands using local ingredients of each country. Not only using pure ingredients, but the products also have some specific efficacy like anti-aging, whitening, anti-pollution, etc. For example, a mask that uses certified organic herbs and contains no synthetic compounds to remove dead cells (USA), a shampoo with vegetable essence to strengthen and nourish the hair and scalp (Thailand), and cosmetics series that use “SakeKasu (Japanese sake extract)” to moisturize the skin (Japan), are attracting visitors who are eager to find new organic/natural products.



Include COSME TOKYO in your Schedule!

To visit, please register yourself as visitors >> www.cosmetokyo.jp/inv_en/

*Those without tickets will be charged JPY 5,000/person.

Are you interested in **exhibiting**?

Request exhibit info today! >> www.cosmetokyo.jp/ex_en/

*All number on this report is expected, including co-held shows

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