



Power Sourcing with Taiwantrade



Taiwan Beauty Virtual kicked off on November 2 with 84 procurement meetings

Taiwan Beauty Virtual takes place November 2-30, 24 hours a day. It offers exhibitors and visitors an international platform which is not restricted by border and travel restrictions.

In addition to product displays and meetings, procurement meetings were held on November 3. A total of 23 exhibitors attended the event, reaching 84 sections of the conference.

Another highlight of this virtual show is the webinar. Speakers of Kantar Worldpanel, Cosmetic Valley Europe and International, Thailand's distribution channel – All about You and cosmetic material producer RAHN AG and Mintel will share their research and



insights into the development and changes in the cosmetic industry during the post-Covid-19 period, as well as the development of cosmetic raw materials.

The Webinar, which took place in the first week, included "How Covid-19 changed the beauty industry in Asia?" Ashley Kang,

the speaker, noted that in the post-Covid-19 era, consumers changed their behavior to correspond to epidemic precautions. Consumers preferred to buy make-ups with minimal steps, but with multifunctional benefits, they were more willing to place orders online and have great demand for natural and safe ingredients. Yuna Yoshiyama, a speaker from Japan, explained in her section that people were more aware of the relationships between health and the environment. People were more concerned if the products were eco-friendly when they were selected.

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The Webinar series, "The Development of Raw Material in Cosmetics", organized by HONORCHEM, presented "CELLIGENT®: Stop Epidermal Jetlag®. Keep the daily skin biorhythm well-being," and "New Chapter of Beauty Ingredients 2020" in the first week of the show. An expert from Swiss raw material company RAHNAG gave details on the former topic, while a speaker from Mintel, a global market research firm, gave



her insights and explored the latest consumer trends and product inspiration to

help create the next best-selling beauty ingredient story in the market.

In addition, three segments of product presentations were held online in the first week, with 17 exhibitors presenting their products, covering three main themes: "Pamper Your Skin: Facial Mask Brands", "Natural Beauty Secrets Section 1: Skincare Exhibitors", and "Eye Catching Colors: Vibrant Cosmetic Brands."

More webinars and presentations of products are coming this week

Webinars

- Learning from K-Beauty Post COVID-19.
- How did French Beauty Brands' marketing strategies shift during Pandemic?

"The Development of Raw Material in Cosmetics" Series:

- Postbiotics: BioStine LB37 Biotic Beauty's new wave of innovative skincare.
- Si-Zero Conditioner, Nutrients Infused.



Ashley Kang

Frankie BECHEREAU

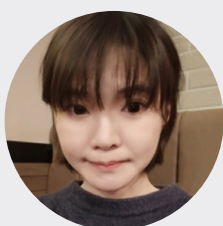
Week 2	9-Nov	10-Nov	11-Nov	12-Nov	13-Nov
Topic	Learning from K-beauty post Covid19	Postbiotics: BioStine LB37 A new wave of innovative skincare of Biotic Beauty	How French Beauty Brands' Marketing Strategies Are Shifting During the Pandemic?	New Chapter of beauty ingredients 2020	Si-Zero Conditioner, Nutrients Infused
Speaker	Ashley Kang Kantar Worldpanel, Head of Beauty sector APAC	Javier Perez Specialist International Sale Bio-Nest Biochemical Technology Co., Ltd.	Mrs. Frankie BECHEREAU, Deputy CEO - Europe & international of COSMETIC VALLEY	Rafy Ge Client Service & Insight Analyst, Mintel	Michelle Shi Regional Market Development, HBO, Care Chemicals, BASF
Week3	16-Nov	17-Nov	18-Nov	19-Nov	20-Nov
Topic	Taiwan Cosmetic Regulatory Compliance Requirement	How Covid19 had changed the beauty industry in Asia?	Product Protection Beyond Preservation	New Chapter of beauty ingredients 2020	REFORCYL®-AION: Garb' Ageing Clean-up The beauty holistic upcycling and autophagy concept
Speaker	Ms. Mei Huei Fan-Chiang Biomedical Technology and Device Research Laboratories, Industrial Technology Research Institute (ITRI)	Ashley Kang Kantar Worldpanel, Head of Beauty sector APAC	Timm Zabel Business Development Manager Product Protection APAC Care Solutions, Evonik Operations GmbH Nutrition & Care	Rafy Ge Client Service & Insight Analyst, Mintel	Philippe Aeby Head of Export Cosmetics RAHN AG

Every section takes place from **15:00 to 23:00** (GMT+8) daily

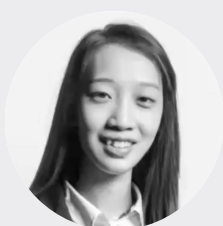
The sections marked in blue are organized by HonorChem Co., Ltd. and HonorChem SMILE UP Eco-Cosme

The organizer reserves the right to make changes to the event program

Our Webinar Speakers



Ms. Mei Huei Fan-Chiang



Rafy Ge



Michelle Shi



Timm Zabel



Javier Perez



Philippe Aeby

Upcoming products presentations

- Natural Beauty Secrets Section 2: Skincare Exhibitors
- Handy Beauty Gadgets: Tools and Machinery Exhibitors
- Pamper Your Skin: Facial Mask Brands.

Week 2	10-Nov	11-Nov	12-Nov
Topic	Natural Beauty Secrets Section 2: Skincare Exhibitors	Handy Beauty Gadgets: Tools and Machinery Exhibitors	Pamper Your Skin: Facial Mask Brands
Exhibitors	<ul style="list-style-type: none"> • DFON BIOMEDICAL TECHNOLOGY • FORCEAN INC. • HAIR O'RIGHT INTERNATIONAL CORP. • INFINITEALOE TAIWAN • INTERFUZI INC. • RYATICO TRADING HOUSE 	<ul style="list-style-type: none"> • AROMATIC ENTERPRISES • IC INDIVIDUAL COSMETICS GMBH • INDUSTRIAL TECHNOLOGY RESEARCH INSTITUTE (ITRI) • SANKO GLOBAL CO., LTD. • TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL (TAITRA) • WISH-TECH AUTOMATION INTERNATIONAL CORP. 	<ul style="list-style-type: none"> • ANNIE'S WAY • DHYANA AROMATHERAPY • EAUIN INTERNATIONAL ENTERPRISE • JENNYA INTERNATIONAL • SUNNYFIELD SHIHLIN
Week3	17-Nov	18-Nov	19-Nov
Topic	Natural Beauty Secrets Section 1: Skincare Exhibitors	Eye Catching Colors: Vibrant Cosmetic Brands	Natural Beauty Secrets Section 2: Skincare Exhibitors
Exhibitors	<ul style="list-style-type: none"> • 3DL LABORATORY INC. • ANJIE BIOTECHNOLOGY • LUCY BELLE BIOLOGICAL TECHNOLOGY • MING CHYI BIOTECHNOLOGY LTD. • POD INC. (RAPPORT) • TI-UNIC BIOTECH 	<ul style="list-style-type: none"> • CHING SENG TONG COSMETIC • JING WEN COMPANY LIMITED • MEI SHUAL COSMETICS • STYLE BEAUTY GROUP • MADISON INC. • YCY BIOCHEMISTRY TECHNOLOGY 	<ul style="list-style-type: none"> • DFON BIOMEDICAL TECHNOLOGY • FORCEAN INC. • HAIR O'RIGHT INTERNATIONAL CORP. • INFINITEALOE TAIWAN • INTERFUZI INC. • RYATICO TRADING HOUSE

Every section takes place from **15:45 to 23:45** (GMT+8) daily

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Beauty Highlights ★★

www.cst-cosmetic.com

CHING SENG TONG COSMETIC CO., LTD.

As an authority on color cosmetics, Ching Seng Tong Cosmetic understands that color is the distinguishing ingredient that makes a beauty look stand out. Whether it is matte or shiny, nude or bold, CST has the formula to make your favorite colors your favorite ones. With currently over 2000 colors in its database, the professional color cosmetics manufacturer is experienced in working with clients from all over the world and in delivering to them the precise customized colors they are looking for.



As a company, CST Cosmetic complies with ISO22716 cosmetics GMP regulations from development to production to guarantee safety and quality of its offerings. At this year's Taiwan International Beauty Show, CST is looking forward to virtually showcasing its products, including colors for lips and foundation that it is particularly proud of, and connecting with new partners in the cosmetics industry. With nearly 70 years in business, CST is committed to predicting, meeting and innovating for the sake of its clients' needs.



Selling Points

- Diversity in formulas for creating color cosmetics
- Precise color for customization needs of clients
- Over 2000 colors in database



2020 11/2-11/30 Taiwan In'l Beauty Show



2020 Taiwan International Beauty Show *Virtual*

www.hong-zhuang.com

HUNG CHUANG 1941 INTERNATIONAL BEAUTY CO., LTD.

DAMAICO, a line of serums developed by Hung Chuang, is extremely effective in repairing and strengthening damaged skin. Hung Chuang has collaborated with a US R&D company in coming up with this line of products, investing time and other resources in raw material research, new application technology development, and innovation. One of the highlight products of the DAMAICO line is the Anti-Oxidant Collection Serum 3S, which contains the patented "Fullerene Peptide." This is the company's in-house developed method in combining fullerene and peptides, using a formula that maximizes the effects of the serum on the skin.



Hung Chuang has nearly 30 years of experience in the cosmeceutical industry and has always been committed to R&D and innovation. The company's mission is to achieve a high-quality skincare product that can actually suit all skin types. As such, it has devoted resources to under-

standing how the skin and its texture responds to different climates and different products.

The ultimate goal of Hung Chuang is to help everyone attain better skin regardless of the skin type or external environment.



Selling Points

- DAMAICO is extremely effective in repairing and strengthening damaged skin
- The Anti-Oxidant Collection Serum 3S contains the patented "Fullerene Peptide"
- Uses eco-friendly packaging



www.yuancare.com

YUAN WORKSHOP CO., LTD.

For Yuan Workshop, health comes from what is natural and what is local. This is why when it came to sourcing ingredients for its cleansing products, Yuan Workshop chooses herbs locally grown in Taiwan as its main ingredients. The company runs its own farm, located in the Yangmingshan National Park, where all of its herbs and plants are cultivated without using pesticides. With these natural ingredients, Yuan Workshop has developed soaps, shampoo, shower gel, toothpaste and pet wash. All of these products use natural herbal ingredients and simple packaging so that they are good for both the human body and the environment.



What really sets Yuan Workshop apart from other businesses is their ties to the local community. Yuan's farm employs those in the local township so as to empower the residents as well as grow

organic herbs and plants. This business model ensures the sustainability of the business as well as the livelihood of those in the area. With such natural ingredients, Yuan's cleansing products are safe for all skin types and leave the skin soft and clean.



Selling Points

- Uses only local, natural ingredients
- Products are clean and safe for the human body and the environment
- Employs labor from local township

