



SHOW NEWS



Lobby

Exhibitors

Webinar

News and Updates

Participants

Quick Start Guide★



How French Beauty Brands' Marketing Strategies Are Shifting During the Pandemic?

Living with medical mask

- Mask concern
 - Breath humidity
 - Trap oil and sebum from pores
 - Rubbing, irritation and dryness
 - Beard incomfort
- More Skin care
 - Blemishes /clogged pores / breakout
 - Hydration needed (face / lips)
- Less Makeup
 - Eye focus
 - Waterproof light foundation

Franckie BÉCHEREAU
Deputy CEO - Europe & international of COSMETIC VALLEY

Live

- Live: How French Beauty Brands' Marketing Strategies Are Shifting During the Pandemic?
03:00PM - 11:30PM (510mins) Wed, Nov 11
- Live: Product Presentation: Handy Beauty Gadgets: Tools and Machinery Exhibitors
03:45PM - 11:45PM (480mins) Wed, Nov 11
- Coming: New Chapter of beauty ingredients 2020
03:00PM - 11:30PM (510mins) Thu, Nov 12
- Coming: Product Presentation: Pamper Your Skin: Facial Mask Brands
03:45PM - 11:45PM (480mins) Thu, Nov 12

How French Beauty Brands' Marketing Strategies Are Shifting During the Pandemic?

Addressing Challenges and Assessing Opportunities in the Post-Pandemic World at Taiwan Beauty Virtual

Taiwan Beauty Virtual, which kicked off on November 2, organized a series of webinars based on global beauty markets and industry trends. At the same time, 29 exhibitors presented their new products on this platform. International visitors from 28 countries visited the show and interacted with exhibitors. To assist exhibitors to further explore global business opportunities, TAITRA, the show's organizer, arranged "one-on-one procurement meetings". It was also the first time that procurement meetings for overseas exhibitors and Taiwan domestic distribution channels had been scheduled. Over 100 meetings were held.

The Global Markets Series webinar focuses on how the beauty market is reacting to the impact of COVID-19 and their future strategies and development. In addition to a general overview of Asian beauty markets,

the webinar provides different sections that delve into beauty markets in Korea, Thailand, Japan and France. Naruedee Mekpanuwat, the product director of "All about You", a leading distribution channel in Thailand, explains the beauty industry in Thailand and demonstrates five trends. Korea plays a significant role in the Asian beauty market. The COVID-19 outbreak has changed the behavior of Korean consumers. Speaker Ashely Kang highlights the current trend in the Korean beauty market with three sets of keywords: Cleansing, Calming, Safe and Mild. Franckie BECHEREAU, deputy CEO of Europe & International at COSMETIC VALLEY, points out in her speech that the precautions and lock-down decisions resulting from COVID-19 have had a huge impact on French consumers' choice of beauty products. The series of webinars launched simultaneously with the show so

don't miss this opportunity to catch up with global trends.

Another webinar series focuses on the latest developments in cosmetic raw materials. Organized by HonorChem Co., Ltd. and HonorChem SMILE UP Eco-Cosme., the series focused on three themes: "Cosmetic Regulatory & Beauty", "Beauty Trends and Product Application Solutions", and "Development and Application of Innovative Raw Material Technology". Speakers are from Mintel, BASF, ITRI, RAHN AG and will provide their insights into their fields.

Taiwan Beauty Virtual is now online November 2- 30. Trade visitors in the beauty industry are welcome to register for their free entry.

[Register Taiwan Beauty Virtual](#)

Organizer: TAITRA Taiwan External Trade Development Council

Official website: <https://www.beautytw.com.tw/en/index.html>

Follow us on



More webinars and presentations of products are coming this week

Webinars

The areas being explored this week are:

- Taiwan cosmetic regulatory compliance requirements.
- Protection of products beyond preservation.
- REFORCYL®-AION: Clean-up of litter aging



Ms. Mei Huei Fan-Chiang



Timm Zabel



Philippe Aeby

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
Week 4	23-Nov	24-Nov	25-Nov	26-Nov	27-Nov
Topic	From local to global: Cosmetic and healthcare business in Japan	Taiwan Cosmetic Regulatory Compliance Requirement	How French Beauty Brands' Marketing Strategies Are Shifting During the Pandemic?	New Chapter of beauty ingredients 2020	Learning from K-beauty post Covid19
Speaker	靈山侑菜 (よしやま ゆうな, Yuna Yoshiyama) Local Public Relations Coordinator	Ms. Mei Huei Fan-Chiang Biomedical Technology and Device Research Laboratories, Industrial Technology Research Institute (ITRI)	Mrs. Frankie BECHEREAU , Deputy CEO - Europe & international of COSMETIC VALLEY	Rafy Ge Client Service & Insight Analyst, Mintel	Ashley Kang Kantar Worldpanel, Head of Beauty sector APAC
Week 5	30-Nov				
Topic	Knowing Thailand's Beauty Trends: From the Viewpoint of Thailand's Beauty Chains				
Speaker	Naruedee Mekpanuwat Product Director, Union Medical (Thailand) Company Limited (All About You)				

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

Upcoming products presentations

Week3	16-Nov	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
Week 4	23-Nov	24-Nov	25-Nov	26-Nov
Topic		Eye Catching Colors: Vibrant Cosmetic Brands	Handy Beauty Gadgets: Tools and Machinery Exhibitors	Natural Beauty Secrets Section 1: Skincare Exhibitors
Exhibitors		<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"> • 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"> • 3DL LABORATORY INC. • ANJIE BIOTECHNOLOGY • LUCY BELLE BIOLOGICAL TECHNOLOGY • MING CHYI BIOTECHNOLOGY LTD. • POD INC. (RAPPORT) • TI-UNIC BIOTECH
Week 5	30-Nov			
Topic	Natural Beauty Secrets Section 2: Skincare Exhibitors			
Exhibitors	<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

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

www.smileupcosme.com

HONORCHEM'S SMILE UP ECO-COSME AWARDS



HonorChem is excited to invite you to enter the 4th annual "SMILE UP Eco-Cosme" competition. This competition is a chance to celebrate and recognize domestic and foreign professionals and organizations in the cosmetics industry for their contribution to making beauty cleaner, greener and better.

There are two distinct foci within the competition: the Taiwan Top 10 for Taiwanese cosmetic manufacturers, and the Cosmetics Formula for formula designers regardless of nationality. Details on qualifications and applications can be found on the competition's website.

Specifically, we encourage those interested in the "Cosmetics Formula" awards to note that this competition has three categories, all of which are open to both local and foreign entries but with different eligibilities/criteria. Namely, the categories are sustainable materials, innovative laboratories, and student group. HonorChem has set up these categories accordingly to shine a spotlight on multiple facets



of excellence in eco-cosmetics.

All winner's products will be exhibited in the Taiwan Beauty International Show—a trade show to showcase the best of the best in cosmetics—and shown on the official websites and social media pages of HonorChem and SMILE UP Eco-Cosme Awards. Winners of the Taiwan Top 10 will receive a trophy and "2021 Taiwan Top 10"

certificate with a free 1-year license to advertise as such.

Our panel of judges are industry leaders and professionals from all over the world who will ensure a fair evaluation of all products during the competition. HonorChem is committed to promoting safe and environmentally-friendly cosmetics in Taiwan, and is passionate about discovering and promoting like-minded companies and individuals. Registration for the SMILE UP Eco-Cosme competition has already begun, and will run from the 2nd of November 2020 to the 30th of April 2021. We sincerely invite you to participate in this grand event.

台灣化粧品選拔暨配方設計競賽
Taiwan Top 10 & Cosmetic Formula Competition
 Registration 2020.11.02 - 2021.04.30

SMILE UP 嘉誠微笑 2021
 SMILE UP Eco-Cosme

Sustainable Materials Innovative Laboratories Eco-cosme

www.3dlinc.com

3DL INC.

3dL Inc's Horaiois "2 in 1 Herbal Shield" is a tried-and-tested hand hydrating and intensive repairing cream that offers protection and nourishment to your hands. The cream contains ingredients such as spiraea extract, hot spring water, shea butter, vitamins B3 and B5, and herbal essential oils. This unique formula keeps the hands healthy and hydrated. The spring water soothes and prevents again, while the vitamin components, shea butter and other ingredients, such as

squalene and hyaluronic acid, all work together to lock moisture in the hands. As a special feature, the spiraea extract and essential oils provide 24-hour antibacterial and antiviral protection for the hands, which is especially important in this time of the COVID-19 pandemic.



As a company, 3dL Inc is committed to innovating in skincare solutions. Its lab is equipped with facilities that are far superior to industry standard, and customers can rest assured that the quality of its products is fully guaranteed as all 3dL products must undergo nine tests and inspections. Aside from its hand cream and other body products, 3dL also produces products for the skin and hair.

Selling Points

- Tried-and-tested hand cream that protects and nourishes
- Hydrating ingredients such as vitamins B3 and B5, and shea butter
- Provides 24-hour antibacterial and antiviral protection



TRIDL
 TECHNOLOGIES INC.

BLUE BEAUTY LEADING THE WAY TO SUCCESS
 3DL, ODM, CUSTOMIZATION • 360 DEGREE SERVICES
 SKIN CARE • BODY CARE • HAIR CARE

www.orient.in

HAIR O'RIGHT INTERNATIONAL CORP.

O'right International is leading a green movement in the toothpaste industry. Its signature product, the O'right Toothpaste N° Zero, is a USDA-certified biobased product with an 100% biobased content. With such natural ingredients, O'right promotes oral hygiene without compromising the health of the rest of your body. The innovative toothpaste contains three billion green algae cells in each tube. It does not have any petroleum-based ingredients, meaning it is both safe for consumers and the environment. The toothpaste can replace the traditional abrasives with sustainable wood powder. The revolutionary formula has won the O'right Toothpaste N° Zero the honor of being named one of Good Design Best 100 (a coveted Japanese award).

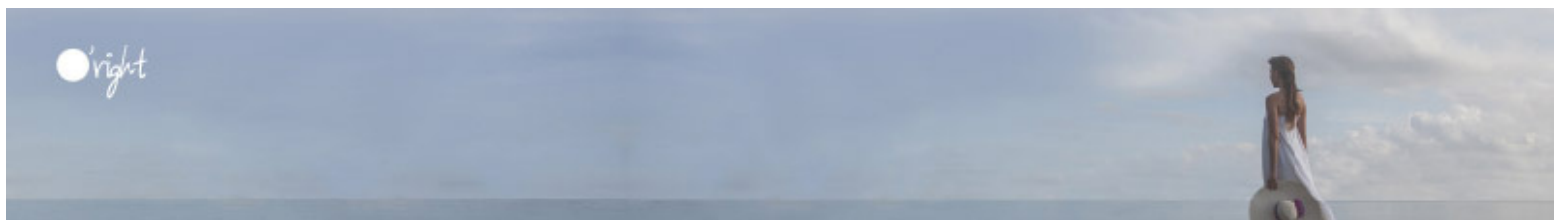
As a business, O'right International is deeply committed to environmentalism and sustainability.

The company seeks to be environmentally friendly in the ingredients it chooses to its manufacturing and production process. With oral, hair and other cosmetic needs, O'right is truly revolutionizing the industry and setting an example for its peers around the world to follow.



Selling Points

- 100% biobased formula that is safe and effective
- Contains three billion green algae cells in each tube
- Named one of the Good Design Best 100 (Japanese honor)



www.forestbeauty.com.tw

SUNNYFIELD SHIHLIN

Forest Beauty is an award-winning brand of sheet masks that uses natural ingredients to effectively tackle skin care issues. The brand's Pore Minimizing & Oil Control Masks was the winner at this year's Pure Beauty Global Awards for the "Best New Skin Care Treatment." The mask is formulated with 5 key ingredients (Lime Pearl AF, U-fermented SVB, Miniporyl, Sebocytine, and multi HA), all of which come together to give the skin a healthier and younger look. Like the award-winning mask, Forest Beauty's other masks also use ingredients found in nature, harvesting the hydrating and regenerative powers of plants for the most effective skin care.

All masks by the brand are made of 100% non-bleached cotton, making sure that they are non-toxic and non-allergenic to even the users with the most sensitive skin. Regardless of which

masks are used, users can expect to experience palpable skin hydration and elasticity within roughly two weeks of use. With such fast results, it is no wonder that Forest Beauty's masks have won multiple international accolades and are highly recommended by beauty experts and influencers.

For your ease of mind, all Forest Beauty products are produced by an ISO and GMP certified factory in Taiwan. Brought to you by Sunnyfield Shihlin Co., Ltd, the masks have been developed by a team of professionals using the most advanced biotechnology to ensure both effectiveness and safety.

Selling Points

- Winner of the 2020 Pure Beauty Global Awards for "Best New Skin Care Treatment"
- All non-toxic and non-allergenic ingredients—suitable for sensitive skin
- Visible and palpable improvement in skin hydration and elasticity

