

THE LEADING GLOBAL EVENT FOR PERSONAL CARE INGREDIENTS

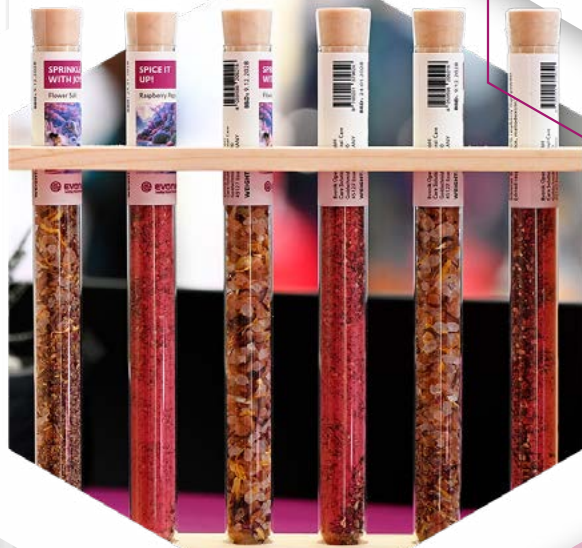
in-cosmetics® global

Presented by:



KSM-66
Ashwagandha®

WORLD'S BEST ASHWAGANDHA




2025 Post-Show Report

Amsterdam • 8 - 10 April 2025

#incosGlobal    

www.in-cosmetics.com/global

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 In the business of
building businesses



in-cosmetics Global 2025 celebrates record international presence

in-cosmetics Global 2025 made a powerful impression in Amsterdam, delivering its most international edition to date. With **84%** of attendees coming from outside the host country and a **16% increase** in international visitors, the event underscored its expanding global reach and relevance.

Spanning eight halls, **1,069** exhibitors from across the personal care value chain showcased a wide range of ingredients, technologies, and solutions – from product launches and scientific advancements to the latest in sustainable innovation and more. The event drew **10,849** unique visitors and **21,342** total visits, with the majority of attendees returning over multiple days to explore new opportunities and building valuable connections.

From established global leaders to agile start-ups, every corner of the show floor was alive with innovation and discovery. Set against Amsterdam’s forward-thinking backdrop, in-cosmetics Global 2025 brought the industry together to celebrate progress, spark collaboration, and shape the future of beauty.

Save the Date

From **14–16 April 2026**, the leading global event for personal care ingredients returns to the beauty capital, **Paris**. Don't miss this unique opportunity to explore the intersection of science, creativity, and collaboration—driving the next generation of cosmetic innovation and uniting the global industry.



We definitely feel in-cosmetics Global is an important show to visit - we work with only world class ingredient manufacturers and they're all here. We've had some successful meetings at the show – it's been amazing. If I had to describe this year's event, I'd say it was a wonderful opportunity to connect with new and existing suppliers.

Visitor

Tracey Eckersley
Formulations Director, Bio-Oil



Key statistics

21,342 Total visitors attendees
(including re-visits)

Day 1
8,142
Attendees

Day 2
8,347
Attendees

Day 3
4,853
Attendees

10,849 Total unique visitors attendees

International Visitors



Dutch Visitors



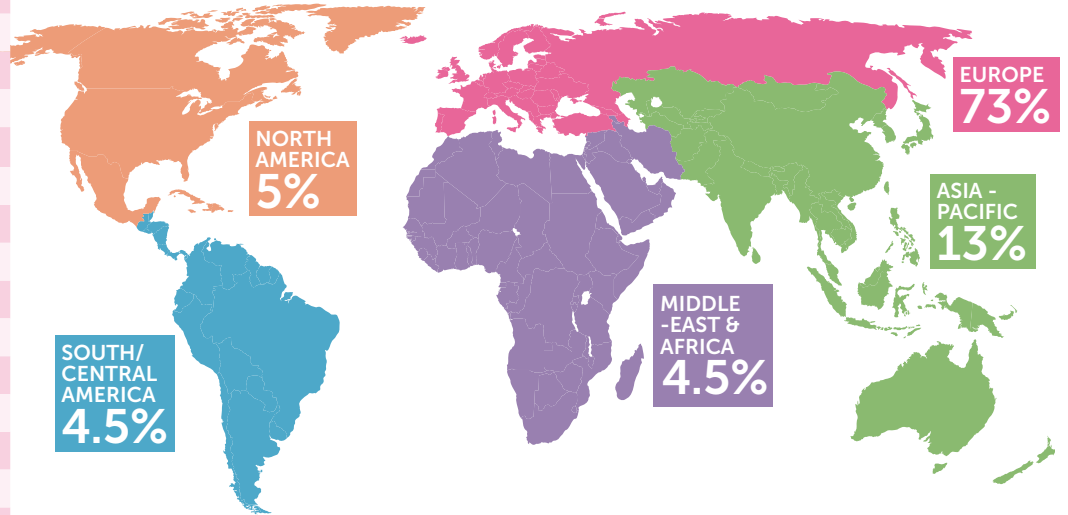
Visitor Profile | Geographical Breakdown

Top countries by region

Netherlands	1831
Germany	997
France	915
Italy	676
United Kingdom	650
Spain	542
Poland	353
Belgium	275
Switzerland	227
Türkiye	205
Greece	131
Finland	114
Sweden	92
Bulgaria	89
Ukraine	89
Denmark	88
Portugal	66
Romania	65
Czechia	62
Austria	54
United States	453
Canada	82
China	347
Korea	234
India	223
Japan	138
Thailand	103
Indonesia	77
Philippines	48
Taiwan	45
Malaysia	44
Brazil	179
Colombia	102
Mexico	92
Argentina	53
Israel	86
South Africa	64
Tunisia	54
Algeria	44
Egypt	42
Algeria	49

114

COUNTRIES REPRESENTED



“

“We’ve had so many people approach us about distribution and we’ve met potential buyers from all over the world, everyone has been really positive and curious about our products. It’s been easy to connect with others and learn about different areas of the industry and winning an award brought even more visitors to our stand, which was a great bonus.”

Exhibitor

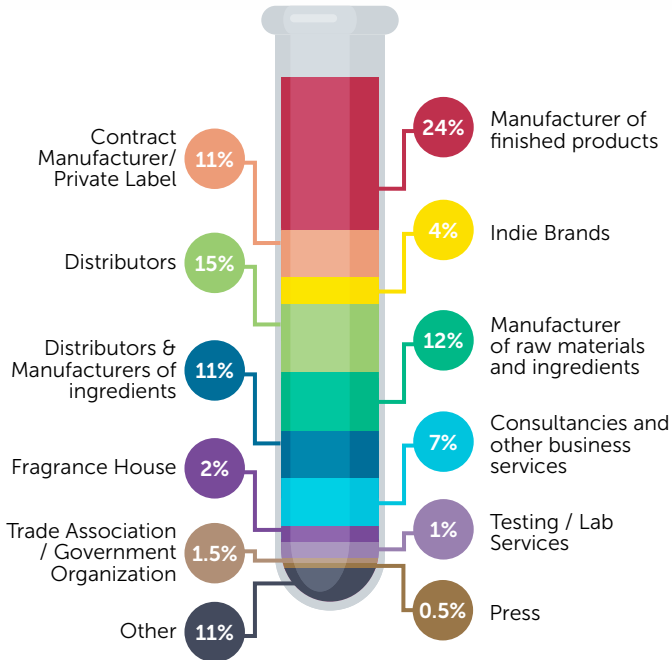
Kwanyoung Park, CEO, White Tiger Ground

”

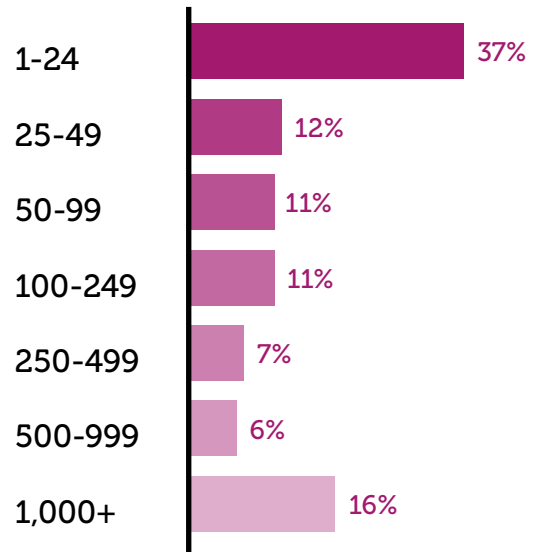


Visitor Profile | Key Demographics

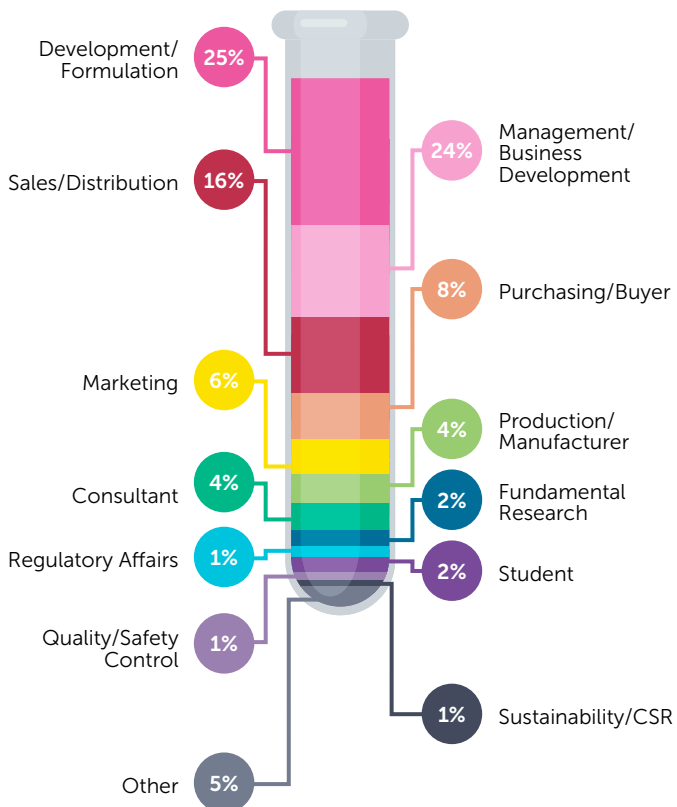
Visitors by Company Activity



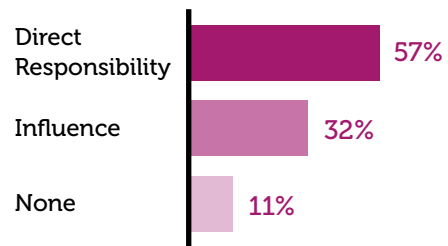
Visitors by Number of Employees



Visitors by Job Description



Buyer Decision-Making Power



“ My key objective for visiting in-cosmetics Global has been to look for new product ideas, and the show definitely delivered. I have had some great meetings with suppliers and potential new business partners, which made it a really productive visit. ”

Kjetil Roeningsland
President, Aloe Vera Cosmetics

Visitor

Visitor Profile | Product & Application Interests

Application Interest	%
Haircare	77%
Skincare	74%
Decoratives	41%
Toiletries	33%
Suncare	24%
Perfumes & Fragrances	20%
Oral Care	13%



"We have been able to reconnect with customers and showcase our new bio-based materials. We have enjoyed the personable feel to the show. I would describe the show as 'innovative, inspiring, and energetic.'"

Naomi Bedford,
Marketing Director, Grant Industries

Exhibitor



"This year, we've been to the Innovation Zone and the Sensory Bar – they're probably the best areas for us. in-cosmetics global just has something unique to it that some of the other shows don't. It's been super important for helping us to understand the market and discover new trends. If I describe my experience at this year's event, I'd say this year, just like every year, it's helped us to get some new ideas and find some new ingredients."

Angelina Tsouna
R&D Specialist, FrezyDerm

Visitor



Top 20 Product Category Interest

Active ingredients

Antioxidants

Emulsifiers, co-emulsifiers

Contract Manufacturing Services

Functional Ingredients

Emollients, lipids, petrolatum

UV filters, SPF boosters

Oils, butters

Fragrance House

Plant extracts

Bio-fermentation ingredients

Vitamins, minerals

Surfactants, foaming agents

Essential oils

Anti-microbial agents

Waxes, structuring agents, elastomers

Rheology modifiers, thickeners

Preservatives, preservative boosters

Conditioning agents

Colourants, dyes, pigments

Most Popular Products at the Show

Throughout the visitors had the opportunity to use **Colleqt QR Code** to gather information about exhibitors' offerings in our feature zones, thereby saving time and reducing waste for both parties involved. This feature also provided us with valuable insights into which products piqued the most interest of our visitors.

Connections made at the event

Initiated by Exhibitors

104,205

Initiated by Visitors

102,641



SUSTAINABILITY ZONE DISPLAY

Exhibitor	Product
Empresa Figueirense de Pesca LDA	Upcycled oil-based rheology modifiers
Givaudan Active Beauty	Neuroglow™
Sparxell	100% Plant-Based Pigments, Pearls, & Glitters
Oat Cosmetics Ltd	EcoPep: Novel, Natural Peptide
Mycolever GmbH	Fungal glycolipid for natural formulations



INNOVATION ZONE

Exhibitor	Product
ALGAKTIV S.L.	ALGAKTIV® Exometics G
Mibelle AG Biochemistry	PhytoCellTec™ Exosomes
Incospharm Corp.	Hybrid exosomes
LipoTrue	Cellaigie™
Calyxia	CalyCare™ Gel 100



SENSORY BAR

Exhibitor	Product
Safic-Alcan	Smooth Operator – Natural Blurring Primer
Givaudan Active Beauty	S3D® Reverso - The youth renewal complex
Azelis Group NV	Sensory Boost
Nikko Chemicals	"WOWOW!" - Welcome to the New World of Water-in-Oil
Momentive Performance Materials	Harmonie Natural Gel



MAKE-UP BAR

Exhibitor	Product
PolymerExpert, part of Solabia Group	OleoShine® Green – The Future of Natural Radiance
MAIAN	Isododecane Like
Lubrizol	Lubrizol PemuPur™ VISTA polymer for Makeup Formulations
J.Rettenmaier & Söhne GmbH + Co.KG	Pearlescent serum tablets for reconstitution
Azelis Group NV	Foundation 3 Ways Kit



Access zone guides



Exhibitor Profile

1,069 TOTAL EXHIBITING COMPANIES

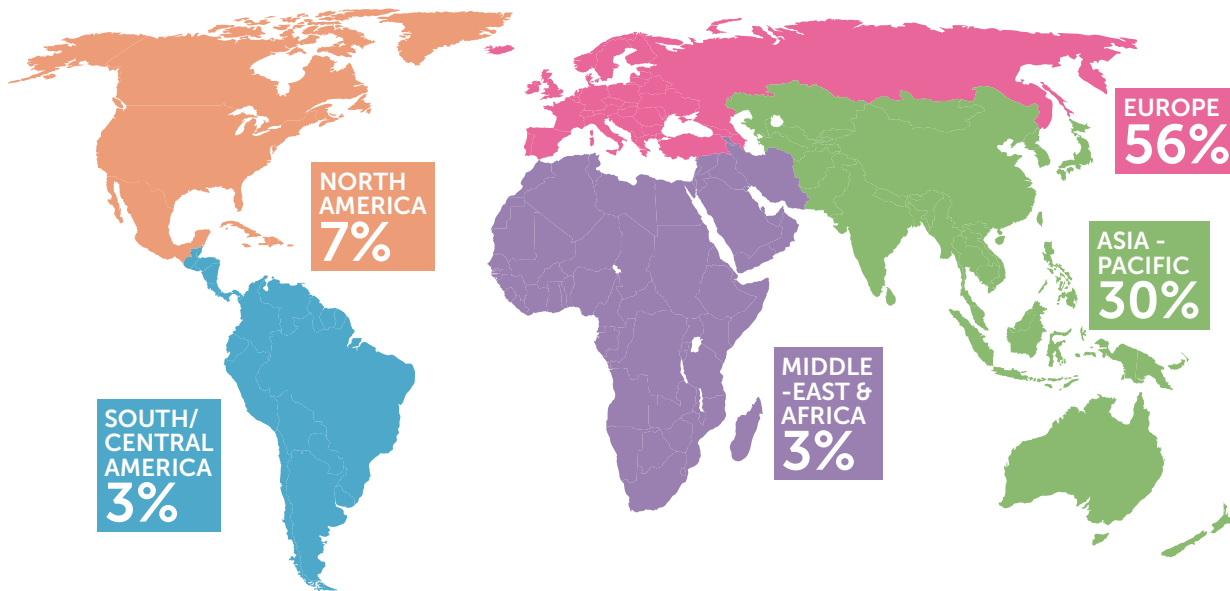
948
Main stand holder

121
Sharing companies

22,415 m²
Stand space

225
First-time exhibitors

65 COUNTRIES REPRESENTED



Top countries by region

France	159
Germany	91
Italy	65
United Kingdom	54
Spain	51
United States of America	72
Canada	5
China	164
South Korea	58
India	50
Japan	17
Taiwan	6
Brazil	18
Peru	12
Tunisia	5
Jordan	4

Top 5 exhibitors scanned by visitors

1	Lubrizol
2	CLARIANT - Lucas Meyer Cosmetics
3	Mibelle AG Biochemistry
4	Givaudan Active Beauty
5	Croda Beauty

“in-cosmetics Global is the industry’s yearly rendezvous and is the place to be. We had excellent meetings and strong interest. Trends like sensoriality and longevity are shaping the future, and this event keeps us inspired and connected.”

Nicolas Levron
COO, AIUla Peregrina Trading,

Exhibitor



2025 Awards

Toasting Cosmetic Science Excellence

Sponsored by:  **kenvue**

With a record number of entries and a remarkable line-up of contenders, the 2025 in-cosmetics Global Awards shone a spotlight on the very best in cosmetic science innovation. Sponsored by **Kenvue**, the celebration honoured the industry's brightest breakthroughs and most visionary achievements. In front of a packed room, buzzing with energy and anticipation, the winners were revealed in a moment of celebration that captured the spirit of innovation shaping the future of beauty.

INTRODUCING YOUR WINNERS

Media Sponsors:

Cosmetics & Toiletries
The Definitive Peer-Reviewed Cosmetic Science Resource

GLOBAL COSMETIC INDUSTRY
The Beauty Innovator's Resource



Innovation Zone Best Ingredient Award 2025

Active Winners

Award	Ingredient & Exhibitor
GOLD	PRO-LONGEVIA® by Solabia Group
SILVER	Clarivine™ by Vytrus Biotech
BRONZE	PhytoCellTec™ Exosomes by Mibelle Biochemistry



Innovation Zone Best Ingredient Award 2025

Functional Winners

Award	Ingredient & Exhibitor
GOLD	Pickmulse™, by Lucas Meyer Cosmetics by Clariant
SILVER	Galguard@Prebiotic by Galaxy Surfactants Ltd
BRONZE	WTGPhLA Kimchi Filtrate Organic Preservative, WHITE TIGER GROUND LLC



Rising Star Award 2025

Winner

Evolved by Nature



Sustainable Stand Award 2025

Winner

Laboratories Expanscience

2025 Awards

Sponsored by:  **kenvue**



Green
Ingredient
Award 2025



Winners

Award	Ingredient & Exhibitor
GOLD	Pickmulse™, Lucas Meyer Cosmetics by Clariant
SILVER	LIPEX® SheaLuxe TR™, AAK
BRONZE	Melicica™, Lucas Meyer Cosmetics by Clariant



Kenvue Trusted
Science Award
2025

Winners

Award	Ingredient & Exhibitor
WINNER	Luceane, Croda Beauty
SHORTLISTED	RHEANCE® D50, Evonik
SHORTLISTED	Givaudan Active Beauty PrimalHyal™ Ultrareverse



Make-Up Bar
Award 2025

Winners

Award	Ingredient & Exhibitor
GOLD	OleoShine® Green – The Future of Natural Radiance, PolymerExpert, part of Solabia Group
SILVER	Long-lasting, natural, & transformative beauty, DAITO KASEI EUROPE
BRONZE	Pearlescent serum tablets for reconstitution, JRS - J. Rettenmaier & Söhne



Sensory Bar
Award 2025

Winners

Award	Ingredient & Exhibitor
GOLD	Sensory Boost, Azelis Group NV
SILVER	Be Your Beauty, Chemyunion
BRONZE	S3D® Reverso, Givaudan Active Beauty

Thanks to Our 2025 Judges

Innovation Zone Best Ingredient Award - Active



Julio Lamberty, VP of Innovation and Product Development, Advantice Health



Su Fen Cheong, Head of Research & Innovation, Enkos Developments



Muriel Pujos, Senior Director New Technologies R&D Skincare Research & Innovation, Coty



Jade Pagnard, Senior R&D Chemist, Church and Dwight



Jeffrey Rosevear, Head of R&D, TRINNY LONDON



Anna Pistorius, Head of R&D Product Innovation, Rituals Cosmetics Enterprise



Karin Quissell, Director of Research and Development, Rare Beauty



Christian TRAN, Ph.D, Innovation Raw, Materials Manager, L'Oréal



Dr. Gill Westgate, Director, Gill Westgate Consultancy Ltd



Ivan Souza, Ph.D., Director of R&D, Good Molecules



Sara De Mattia, R&D&I/Formulation Specialist, ME&theCHEMIST, Cosmetic Consultancy Labs

Sustainable Stand Award



Kirsty Mawhinney, Director & Founder, Skin Insight Ltd



Paula Ospina, Senior Consultant, Carbon Trust



Didem Ozalp - Sustainability Data Manager RX Global

Innovation Zone Best Ingredient Award - Functional



Jeanette Berdos, Trusted Ingredients Category Manager, Haleon



Olga Colom, R&D Director Revlon Hair



Jo-Anne Chidley, Founder, Beauty Kitchen and Reposit



Monica Chandak, Chemist and Consultant, Holy Skin Cosmetics & Founder, Inclusive Cosmetics



Kelly Dobos, Consultant Cosmetic Chemist, Consultant



Andrea Mitarotonda, R&D&I/Formulation Specialist, ME&theCHEMIST, Cosmetic Consultancy Labs



Eve Merinville, Corporate RD Excellence & Skincare RD and Innovation Director, DAVINES GROUP



Pradip Hiwale, Trusted Ingredient Principal Scientist, Haleon



Kseniya Popova, Owner and Lead Formulation Chemist, Symbiotic Beauty Lab



Valentine Bayle, Functional Ingredients Manager Innovatice Ingredients Department, L'Oréal

Kenvue Trusted Science Award



Adam Ricciardone, Global Head of R&D Health and Beauty, Kenvue



Barbara Green, RPh, MS, Head of Global Upstream Research, Skin Health & Beauty, Kenvue



Joey Ly Lopopolo, Global Procurement and Innovation Leader, Kenvue



Trisha Husby, Senior Director, Skin Health & Beauty Marketing, Kenvue

Thanks to Our 2025 Judges

Rising Star Award



Dr Awanthi De Silva, (PhD, CChem MRACI), Innovation Manager, Vitex Pharmaceuticals (Head Judge)



Seongmin (Mike) Sohn, CEO & Representative Consultant, REACH24H Consulting Group



Dr Philippa Cranwell, Owner and Founder, ConsultaChem Ltd.



Yann Chilvers, Co-Founder, Covalo



Dr Mojgan Moddaresi, Scientific Advisor and Ex-founder, Personal Care Regulatory Ltd



Dr Hatem Sawaf, Managing Director, 7Hopes



Ranelle Anderson, Technical Director and Co- Founder, Ausmetix Pty Ltd

Green Ingredient Award



Amarjit Sahota, Founder, Ecovia Intelligence



Shannon Hess, Director of Responsible Sourcing, Clorox Company



Tom Hornshøj-Møller, Technical Consultant and ex-R&D Manager, Urtekram



John Jimenez, Senior Researcher at Belcorp



Emilie BONY, Responsable Ingrédients Naturels, Caudalie



Jean-Florent Campion, Research & Innovation, L'Oreal

Sensory Bar Award



Dr. Kilala Tilaar, CEO, Martha Tilaar Group



Pauline Vrugteveen - Schneider, Head of Brands & Innovation at Aizuru | Natural Home & Personal Care



Carmen Caswell, Head of Technical, TEMPLESPA



Rinki Pramanik, Director of Innovation & Product Tech, Muscle Doc Ltd



Chloe Battimelli, Head of Skincare NPD, Malaberg

Make-Up Bar



Mateja Weber, Product Innovation Consultant & Scientific Advisor



Estrella Corral, Cosmetic Market Trends and Innovations Specialist, HCT by kdcone



Mathilde Lebeau, Make Up Formula Development Specialist, PUIG



Matheus Carvalho, Senior Trends & Consumer Insights Manager, Cosnova



Breakthrough Beauty: Top 5 Innovation Zone Trends

At this year's in-cosmetics Global, we featured a record-breaking **211 new ingredients** in the Innovation Zone, from around the world. In collaboration with **Global Cosmetic Industry** and **Cosmetics & Toiletries** magazines, we provided a concise overview of the 5 key trends in ingredients and claims emerging from the event.

TREND 1: THE MIND-BEAUTY INTERSECTION

This year's Innovation Zone highlighted the industry's shift toward "mind-body beauty," with technologies that fuse mental well-being and physical appearance through wellness-driven innovation. From psychodermatology to neurocosmetics, the trend reflects a rising demand for holistic solutions.

TREND 2: LONGEVITY X SLOW AGING

Longevity was a key trend highlighted in the ingredients showcased in this year's Innovation Zone. With innovations targeting regeneration, slow-aging, and cellular renewal, brands are blending holistic wellness with advanced technologies — from biohacking to cellular rejuvenation — to meet the rising demand for healthy aging solutions.

TREND 3: MEDSPA-INSPIRED BEAUTY

A number of this year's new ingredient launches spotlighted the rise of clinically backed, sustainable actives inspired by medspa treatments and skin healing science. Reflecting the growing medicalisation of beauty, these innovations offer effective, ethical solutions for all skin types.

TREND 4: SCALP CARE TRENDS: RISING CONSUMER FOCUS ON HAIR WELLNESS

Haircare ingredient launches showcased innovations in scalp health and hair restoration, including natural ceramides, bio-fermentation, eco-friendly preservatives, and antifungal solutions. These ingredients address dandruff, dryness, and irritation, offering sustainable, clinically proven benefits for both consumers and manufacturers.

TREND 5: EXOSOME INNOVATION: BIOTECH BREAKTHROUGHS DRIVING NEXT-GEN SKIN REGENERATION

This year's in-cosmetics Global spotlighted the rise of exosome technology, signalling a shift toward biotech-driven regeneration in skincare. Once rooted in medical science, these nanoscale vesicles are now capturing attention for their potential to deliver targeted repair and boost skin longevity. From plant-derived mimetics to stem cell-inspired innovations, the trend reflects growing demand for precision, performance and transparency in next-gen formulations.

UNLOCK THE FULL REPORT

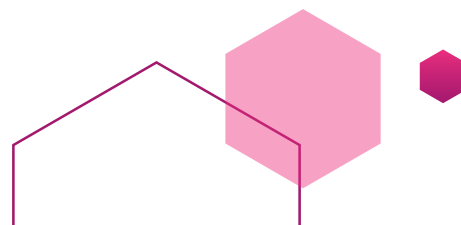
Discover how each trend translates into strategy and innovation.



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**Cosmetics
&Toiletries**
The Definitive Peer-Reviewed
Cosmetic Science Resource

**GLOBAL
COSMETIC
INDUSTRY**
The Beauty Innovator's Resource



Be a part of the in-cosmetics Community



Korea

2–4 July 2025

The only event in Korea for personal care ingredients takes place in the heart of its thriving cosmetic market in Seoul for our tenth edition.

[Visit Korea](#)



Latin America

23–24 September 2025

The Latin American event is held in the world's 4th largest beauty market, Brazil, as it welcomes participants to its next edition in São Paulo.

[Visit Latin America](#)



Asia

4–6 November 2025

The second largest event in the group, in-cosmetics Asia takes place in Bangkok, Thailand, and serves the whole Asia Pacific region.

[Visit Asia](#)

in-cosmetics Global 2025 may be over...

But it doesn't stop there! Keep discovering ingredients and connecting with suppliers **online, all year round.**



Join the world's largest ingredients platform for **FREE!**



Search by INCI, keyword

Narrow down with advanced filters, such as:



COSMOS



NATURAL



IN-COSMETICS AWARD NOMINATED

Discover 80.000+ ingredients from 1.500+ suppliers

SCAN



Would You Like to Stand Out?

If you're aiming to showcase your ingredients to global beauty creators or bring your innovative concept to life with data and claims, in-cosmetics Global offers numerous opportunities to position your products and brand for maximum impact.

EDUCATE

Present your innovative concepts, data-driven insights, groundbreaking formulations, testing and regulatory expertise, or sustainability initiatives to an engaged audience. Capture valuable leads for future engagement as visitors interact with your presentation.



TECHNICAL SEMINARS



SUSTAINABILITY ZONE THEATRE



FORMULATION LAB



SUSTAINABILITY ZONE FORUM



TESTING & REGULATORY FORUM

ENGAGE

Showcase your latest technologies and materials, giving customers and prospects the opportunity to explore and experience your innovations firsthand. Capture their interest and collect valuable data as they scan Collect QR codes.



INNOVATION ZONE



MAKE-UP BAR



SENSORY BAR



SUSTAINABILITY ZONE DISPLAY



FRAGRANCE ZONE



"The show has been helpful in attracting new people and increasing product sales. in-cosmetics Global is such an important event because it brings together the most useful and relevant people in the industry. We met a wide range of attendees and found new customers."

Exhibitor

Solene Chaigne, Technical Service Manager,
Sensient Cosmetic Technology



See you at the next show!

in-cosmetics® global

Paris • 14 - 16 April 2026

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