**CosmeticBusiness**

**International Supplier Event for the Cosmetics Industry**

**5 – 6 June 2024**

Leipzig, 05 March 2024

**CosmeticBusiness 2024: Inspirational Trends and Innovations for the Cosmetics Industry**

**Under the motto "Where Beauty Starts", we will be welcoming decision-makers from across the cosmetics industry to the largest industry get-together in Germany at this year's edition of CosmeticBusiness on 5 and 6 June. More than 400 suppliers from over 20 countries will be travelling to the trade show to provide a unique overview of the latest trends and developments in ingredients, manufacturing and packaging exclusively for the cosmetics industry. The trade show features a comprehensive conference programme, dedicated exhibition space for start-ups and a special display area for innovations. For the coming edition, the brand image of this international supplier event for the cosmetics industry has been redesigned.**

Preparations for CosmeticBusiness 2024 are in full swing. Three months ahead of the event, all 11,000 square metres of exhibition space are fully booked. "The response from the industry has been huge. This proves once again that CosmeticBusiness is a fixed date in the diary", explains Markus Geisenberger, Managing Director of Leipziger Messe. "The international trade show provides a stage for current trends and innovations in the development of all kinds of cosmetics products. The MOC in Munich is the only place where decision-makers in the cosmetics industry have such exclusive access to meeting with suppliers to discuss new projects.”

CosmeticBusiness has been relaunched for the 2024 edition with a new motto, "Where Beauty Starts", a new logo and a new look. "We live in fast-moving times, so it is vital to keep an eye on the market and continually develop to meet the needs and expectations of our visitors and exhibitors", says Markus Geisenberger. "We have relaunched the brand to give CosmeticBusiness a fresher and more contemporary image. An authentic brand identity is necessary to create trust and underline the significance of our trade show within the industry."

**A Highly International Event With Many New and Exciting Exhibitors**

More than 400 suppliers from over 20 countries will fill three exhibition halls with products and services covering the entire spectrum of new developments in cosmetics. The wide variety of exhibits ranges from ingredients and formulations to packaging solutions. Established players as well as new suppliers will be showcasing their new products. Roughly a third of registered exhibitors are from European countries outside Germany.

The event also features 40 new exhibitors who will be coming to CosmeticBusiness 2024 to present their innovations. In the **ingredients** area, suppliers such as A-Sense from Poland, the Swiss fragrance designer Essencia and the distributor Gustav Grolmann will present their range of products and services. For anyone interested in **analyses** for the wide range of products available in the cosmetics and body-care industry, Eurofins is the stand to visit to find out more about its global network of laboratories for quality assurance.

Specialists in **packaging and printing solutions** include Elanders Kaisheim and PAWI Packaging Poland. Exhibiting for the first time this year is symex from Bremerhaven. The company is presenting its **production lines** for manufacturing emulsions and suspensions in the cosmetics industry.

**Trends and Novelties in the Innovation Corner**

From innovative anti-ageing ingredients to refill solutions and lighter-weight packaging, the Innovation Corner in Hall 4 is the place to go for all visitors interested in the latest trends. At the SPOTLIGHT novelty show, new exhibitor products will be highlighted.

In the Innovation Corner, start-ups will supply fresh ideas for product developers and product managers working on new cosmetics items. Gaia Tech from Switzerland is bringing the topic of "upcycled ingredients" to CosmeticBusiness. The company utilises the potential of agricultural by-products to manufacture clean-label ingredients for the cosmetics industry.

The start-up Sea Me will also be there to showcase its zerooo recyclable packaging for cosmetics and drugstore items. Based on the concept of zero waste, the start-up offers a sustainable, low-resource and recyclable packaging system for use by the cosmetics industry, distributors and retailers.

The CosmeticBusiness trade show is complemented by a comprehensive conference programme. Speakers include Alicia Lindner from BÖRLIND, Birgit Huber from IKW and Mark Smith from NATRUE. Full details will be published on the CosmeticBusiness website in April.

**Targeted Search for Suppliers**

A list of exhibitors can be found in the digital [Exhibitor and Product Directory](https://www.cosmetic-business.com/en/exhibitors-products/exhibitors-products/?limitSearchResults=10) on the CosmeticBusiness website. Using various filters, visitors can make a targeted search for product categories, countries or topics such as innovation, green or start-up friendly.

**Tickets Available Online**

Tickets for the international supplier event can now be purchased in the [online ticket shop](https://www.cosmetic-business.com/en/visit/tickets-opening-hours/).

**About CosmeticBusiness**

CosmeticBusiness is the only international trade show in Europe where the cosmetics industry meets exclusively with its suppliers and finds solutions for the development of all cosmetic products, from active ingredients to manufacturing and packaging. As the only industry meeting place in Germany, the largest cosmetics market in Europe, the B2B trade show exhibition is a trend barometer for decision-makers from management, product management and development, marketing, as well as purchasing and production. The next edition of CosmeticBusiness will take place from 5 to 6 June 2024 at MOC Munich.

**About the Leipziger Messe**

The Leipziger Messe is one of the ten leading German trade fair companies and one of the top 50 worldwide. It organises events in Leipzig and at various locations all over Germany and abroad. With its five subsidiaries and the Congress Center Leipzig (CCL), Leipziger Messe is a comprehensive service provider covering the entire chain of the events business. It is due to this level of professionalism, that customers and visitors in 2023 voted Leipziger Messe the service champion of the trade fair industry in Germany's largest service ranking for the tenth time in a row. The Leipzig fairgrounds comprise an exhibition area of 111,900 m² and an open-air exhibition area of 70,000 m². Every year, over 270 events take place – from trade fairs, exhibitions and congresses to events. Leipzig was the first German trade fair company to be certified according to the Green Globe standards. Sustainability is a recurring theme in the Leipziger Messe's corporate activities.

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