

BEYOND BEAUTY AMERICAS MIAMI BEACH

PRESS RELEASE

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The Silver Lining of the B2B Beauty Industry *NEW NORMAL*

Accelerated Natural / Conscious Beauty Trends A Renewed Appreciation for Human Contact New Brilliant, Creative Business Solutions

New York, Jul 16, 2020

Accelerated Natural / Conscious Beauty Trends

The **natural, clean beauty trend** has been steadily growing for a while; however, acquiring mass resonance and becoming deeply relevant to millions of people in a matter of months, takes it from a trend to a mass lifestyle shift. Before, we chose healthy, clean skincare products because we were aligning to a *'it's good for you'* trend; now it's a life necessity.

According to **Michael Nolte, Creative Director** of trends and market research leader **BEAUTYSTREAMS**: *"Clean beauty pays off on a number of levels, not least in today's context, in which consumers associate "clean" with "safe." As a result, clean beauty is growing at lower double-digits, while traditional formulations are declining at a similar rate."*

A Renewed Appreciation for Human Contact

Organized by Informa Markets - Beauty, China Beauty Expo re-opened last week with over 90% of initial exhibitors present and an unexpected 20% increase in visitors registration compared to last year. The refreshing data, along with the extraordinary feedback from show attendees, offers a positive outlook for the rest of the global B2B beauty industry in-person events, including **BeyondBeauty Americas – Miami Beach**.

According to **Claudia Bonfiglioli, General Manager, Informa Markets - Beauty**: *"Our team has gone to extreme lengths to ensure the safety of our show participants and to optimize the show setup for all business interactions within the new health guidelines, while maximizing the business opportunities for attendees both in person and digitally. We were overwhelmed by the incredibly positive response from our industry and we continue to be dedicated to an excellent customer experience and providing a safe and profitable platform for our clients to learn, network and expand their business."*

New Brilliant, Creative Business Solutions

In spite of the disruption, human resilience and creativity typical of the beauty industry have found ways to prevail. Even though there's still a long way to go, we've seen brands open our community to diversity in a much more meaningful way. Beyond the usual business measures of reducing costs, moving towards ecommerce and pushing crisis-relevant

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beauty products, the most innovative minds of the industry have been rethinking product development, supply chain, ingredients and fulfillment processes in order to adapt. From realigning their product development and manufacturing with the products most in demand (like sanitizers), to re-vamping their ecommerce and reinventing their shipping and delivery options, **many companies have turned the disruption into a growth opportunity.**



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ABOUT INFORMA MARKETS (www.informamarkets.com):

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in **Miami 2021** serving the East coast and USA, South America and Caribbean Islands regions. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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