

# Personal Care Technology Summit 2015

Cosmetics, Anti-Aging, Color Cosmetics,  
Hair Care, Packaging, Digital Marketing

**25-26 June The Longemont Shanghai**

The 12th session of this international conference will take place on 24-25 June 2015 in China. Organized by Shanghai Ringier Events, supported in Happi Magazine, it will bring together delegates and speakers from across Asia, Europe and North America. Since the Personal Care Conference last ran in June 2014, there has been considerable change and development within the industry. It will once again provide a review, examining the latest innovations in technology and ingredients, providing a close-up of consumer and market trends, and spotlighting as always the important and ever-changing impact of global legislation this year.

More than 50 keynote speeches will be presented across 5 industry tracks to the over 500 delegates. In addition over 60 companies will display their innovative products as well as hold products demonstrations in the exhibition area. A committee comprising of industry experts from the manufacturing sector, policy makers and R&D institutes will help formulate the topics that truly reflect the latest in technology and challenges that face the industry so as to ensure the maximum information value for delegates. A series of round table discussions, social events, activities like Cosmetics Show, Innovative Ingredients Zone will ensure that all participants have the opportunity to network and develop new business contacts.

There is no doubt that the summit will promote the development of the personal care industry towards a new level!

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**Exclusive Color Cosmetics Products' Provider:** 



Personal Care  
Questionnaire



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Personal Care News

## Multiple Panel Disucssions

- Information Exchange with Industry leading professionals, topics covering:
- The Future of Anti-Aging Skin
- Care Industry:Anti-wrinkle, Anti-spot, Sunscreen
- Development Status and the Trend of Cosmeceuticals in China
- The Trend of Anti-Aging Hair Care
- Cosmetics Regulations Updates in Asia and Europe
- Formulating with Green Alternatives like Green Emulsifiers, Surfactants and Emollients
- The Research Progress of Testing Alternatives
- How to Build a Bridge Between Cosmetic Formulators and Frontline Markets

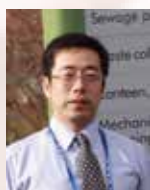
## Packaging Track Highlights

- Compatibility and Safety on Ingredients and Packaging Materials
- How to Improve the User Experience by Improving Packaging Design
- 3D Printing Packaging
- IoT Era's Impact on Packaging Products

## Color Cosmetics Track Highlights

- The latest Cosmetics Color Trends
- Make-Up Products with Skin Care
- Market Status and Trend of Korea Color Cosmetics

# Advisory Board



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Head of Guangdong Pharmaceutical University School  
of Chemistry and Chemical Engineering



Dr. Sophia ZHANG  
Senior Researcher of Skincare & Cosmetics Products  
Amway (China) R&D Center





## Speakers Will Be From:



**Dr. Mei Weiping**  
Head of R&D China Coordination  
at Beiersdorf AG



**Mr. Kang ByungHa**  
Manager  
Amorepacific



**Mr. Jiang Ligang**  
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Director of Beijing  
Research Institute Of  
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**Ms. Xiang hongYan**  
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SK-II Global Technical Marketing



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K & T Biotech Application Inc.  
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The Society of Cosmetic of Republic of China  
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**Dr. Wang Xuemin**  
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Skin & Cosmetic Research Dept.



**Dr. Liu Wei**  
Dermatologist, Professor  
of Dermatology Department  
of Dermatology, General  
Hospital Air Force



**Mr. Lai Wei**  
Department of Dermatology,  
3rd Affiliated Hospital  
of Sun Yat-sen University

## Highlights:

### Cosmetics Show

Thanks to the success of last conference, we will continue to offer a cosmetics show zone for every guest to experience live make up service. Hope to bring you beauty and joy!

### Innovative Ingredients Zone




Exhibitors will Bring their latest Ingredients and Finished Products. It Supports Video Display during Tea Breaks in the Ingredients Zone, to Show the Process in the Lab. Every Attendee is Warmly Welcomed to Enjoy the Activity, and will have the opportunity to Select the "Best Product" as Winner after Trail. The Winner will Receive a Reward by Organizer!

### What you will gain from the show

- Explore the latest personal care ingredients
- Find out first-class products and draw inspiration from them
- Communicate with industry peers and establish valuable new business



# Conference Structure

Multiple Activities		Color Cosmetics Show		Ingredient Live+Video Demonstration		Title Sponsorship Seminars		New Product Presentations	
Personal Care Technology Summit 2015									
Day One: 25 June 2015 (Thursday)									
8:00	Registration and Morning Refreshment								
Plenary Session									
9:00	Welcome Speech Tom Branna, Editor, Happi Magazine								
9:10	Global Regulations and Standards Updates:Domestic and International Regulations and Standards Updates, Cosmetics GMP Updates and Requirements Mr. Xu Liang, Director of Beijing Research Institute Of Daily Chemical Industry								
9:45	Personal Care Status in Domestic and International Personal Care Market: Mr. Yaping E, Chief Research Scientist, Shanghai Yiyishen Bio Tech Co.,Ltd								
10:20	SGS								
10:55	Tea Break + New Product Presentations WACKER Onlystar								
11:15	Modular Manufacturing Changes the Lean Production in Personal Care Industry PIANCK								
11:50	Group Photo								
12:00	Luncheon + Exhibition Visit Color Cosmetics Show - Product Provided by DAIKE								
	Functional Skin Care (Anti-Aging, Sun Care)	Hair Care	Color Cosmetics	Skin Care (Skin Whitening, Efficacy Test)	Packaging				
13:30	Self-Introduction by all Attendees								
13:50			The Color Trends of Color Cosmetics/ Skin Care Products' Packaging	Chinese Medical Theory and Plant Whitening	Cosmetic Packaging Design Trends				
14:25		The latest haircare product and R&D trend in South Korea	Case sharing of Amorepacific	CRODA	coesia				
15:00	Tea Break + New Product Presentations PIANCK BRENNTAG								
15:45	Panel Discussion: The Future of Anti-Aging Skin	Latest Research on Scalp Care		Topic TBA					
16:20	Care Industry:Anti- wrinkle, Anti-spot, Sunscreen	Technologies on Anti-Hair Loss, Anti-Grey and Hair Growth	Make-Up Products with Skin Care Benefits	R&D Progress of Infant and Baby Care	Reading the Latest Packaging Trends				
16:55	The Extraction of Roselle's Active Ingredients and the Evaluation on its Skin-Care Efficiency	Topic TBA	Panel Discussion Topic: The Latest Development of Color Cosmetics Textures Research	Case Sharing of Skin Cleaing (The Formula, Technology, Trends of Facial Cleansers; The Surfactant System of Shower Foam)	Panel Discussion: The Package Trend of Color Cosmetics Products				
17:30	Panel Discussion: Development Status and the Trend of Cosmeceuticals in China	Panel Discussion: The Development of Anti-Aging Hair Care Research -- The Research of Actives		Panel Discussion: The Environmental Factors Affect R&D of Personal Care Products, and Qualitative and Quantitative Analysis for Anti-Pollution Skin Care Products					
17:40	Cocktail Party								
Day Two: 26 June 2015 (Friday)									
8:30	Registration and Morning Refreshment								
	Functional Skin Care (Anti-Aging, Sun Care)	Hair Care	Color Cosmetics	Skin Care (Skin Whitening, Efficacy Test)	Packaging				
9:00	The Development of Cosmetics Natural Functional Component Application: From cosmetics' safety and efficiency aspects, talking about the natural functional components' progress, development and future's strategic thinking of cosmetics formulation.	Ingredients Substitute for Silicon Oil and Preservative	Current Situation and Trends of Color Cosmetics Market		Cosmetic Applicator Innovations				
9:35	Onlystar® actives for cosmetic	The Application of the Innovative Hair Care Materials	Sponsor Reserved	BRENNTAG	3D Printing! How to Improve the User Experience by Improving Packaging Design				
10:10	Tea Break + New Product Presentations Color Cosmetics Show - Product Provided by DAIKE								
		Laws and Regulations	Cosmetic Formulators	Skin Care (Skin Whitening, Efficacy Test)					
10:50	The Evaluation of the Skin Care Products Efficiency	Panel Discussion: The updates of cosmetics regulations: 1) The Current Situation and Dynamic Analysis of Korean Cosmetics Regulations	Possibilities on Novel Textures and Application Methods	Panel Discussion Topic: Cosmetics Safety Test and Efficiency Technical Progress	Panel Discussion: IoT Era's Impact on Packaging Products				
11:25		2) Cosmetic Health Supervision Regulations 3) The Current Regulations and Market Supervisions of Japanese Cosmetics 4) EU's Regulations and Market Supervisions of Cosmetics	Panel Discussion: How to Build a Bridge Between Cosmetic Formulators and Frontline Markets	Panel Discussion: The Research Progress of Testing Alternatives					
12:00	Luncheon + Exhibition Visit								
Plenary Session									
13:30	Anti-Aging Skincare: Differentiate by Cutting Edge Science Ms. Xianghong Yan Senior Manager SK-II Technical Marketing P&G								
14:30	Panel Discussion: The Future of Personal Care Industry in Digital Marketing Era Mr. Wu Zhigang, General Manager, Shengshi Transmate (confirming); Mr. Tom Branna, Editor, Happi Magazine; Ms. Xianghong Yan, Senior Manager, SK-II Technical Marketing P&G; Ogilvy & Mather Advertising (confirming)								
15:30	Tea Break + New Product Presentations								
15:40	IPAD Lucky Draw								
Conference Adjourned									

# WHO SHOULD ATTEND?

Designed for Beauty Industry decision-makers, Ringier's Personal Care Technology Summit 2015 is the event you won't want to miss!

## Job titles include:

- R&D
- Supervisors
- Directors
- Corporate Management
- CEOs
- Presidents
- Vice Presidents
- QA/QC
- Business Development
- Contract Management
- Project Management
- Regulatory Affairs
- Purchasing
- Production & Manufacturing
- Testing & Measuring
- Sales/Marketing
- Lab Management

## Part of Delegates From



## Sponsor Package

### Speech and Bronze Sponsors

Outside Room <sup>①</sup>	15 minutes speech	15 minutes speech+ 1 standard booth
	USD 3,000	USD 4,100
Inside Room <sup>②</sup>	25 mins speech+10 mins end user share + 1 standard booth	
1.Plenary Session	USD 13,100	
2.Parallel Session	USD 6,400	
	Standard	Ingredient Live+Video Demonstration <sup>③</sup>

Note<sup>①</sup>: Outside Room Speech will be on Coffee Break Period, including 1 Speech Slot, 2 Tickets, 1/2 Page AD

②: Plenary Session: Including 1 Speech Slot, 1 Corner Booth, 1 Standard Booth, 1 Outside Room Speech, 6 Tickets, 1 Page AD.

Parallel Session: Including 1 Speech Slot, 1 Standard Booth, 3 Tickets, 1 Page AD.

*The Content of Speech Inside Room Should Not Involve Product Promotion. Please Share Innovative Technologies and Solutions.*

③: Speech Time: Live Demonstration of innovative Ingredients, and Videos Sharing on Processing and Case Studies.

\* Ringier reserves the rights to amend and approve the content of keynote speech materials on plenary session, to ensure its quality and it is delegate-oriented.

### Booth Sponsor

Corner Booth	USD 3,100
Standard Booth	USD 2,800

\* Including 1 Booth, 2 Tickets, 1/2 Page AD, 15 Minutes Products Presentation Outside Room.

### Special Package

Cosmetics Show Sponsor <sup>①</sup>	USD 3,300
Exclusive Sponsor for Innovative Ingredients Zone <sup>②</sup>	USD 4,800
Innovative Ingredients Zone <sup>③</sup>	USD 1,700

Note ①: Including 2 Tickets, 1 Page AD

②: Exclusive Sponsor for Innovative Ingredients Zone Opens for Test Equipment Providers and Service Providers, including 1 Standard Booth in Innovative Ingredients Zone, 2 Tickets, 1 Page AD

③: Including One Display Table, 1 Ticket, Sponsor Basic Benefits Not Included.





Ringier Events brings key executives responsible for testing, evaluating, recommending and purchasing equipment, systems and material on behalf of their companies at over 20 high levels technical conferences held each year. Quality speakers and representations from sponsors together create a valuable platform where information can be exchanged, new business contacts made. Let 's help you create your own Custom Event – and extend the reach of such events through Webinars and other digital forms.

## Exhibit Pricing:

### Standard Booth:

USD 2,800 (2M\*2M)



### 2mX2m Standard Booth

Including:

2 piece of 1.8m\*0.9m Backdrops(Chinese / English Vision)

1 Desk 1.8mX0.8m

2 Chairs

1 Desk Card

## Conference Services

15 minutes Speech

(New product / Technology / Company Promotion)

## Contact us :

Conference Manager:

Ms Yolanda Xu

yolandaxu@ringiertrade.com

+86 21 6289 5533 - 368

## Exhibit Info:

Exhibit Period: 25 June 2015 (9:00-17:00)

26 June 2015 (9:00-16:00)

Venue: 4th Floor of The Longemont Shanghai

## Map Guide:



### Corner Booth:

USD 3,100(2M\*2M)



### 2mX2m Standard Booth

Including:

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1 Desk 1.8mX0.8m

2 Chairs

1 Desk Card

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