

Beauty blooms at in-cosmetics Amsterdam

in-cosmetics Global, the leading event for personal care ingredients, will take place from April 8-10, 2025, at the RAI in Amsterdam, bringing together over 1,000 exhibitors and 12,000 attendees from around the world. This year's edition will stand out for its focus on innovation, sustainability, and regulation, solidifying its position as the global epicenter of the cosmetics industry.

IN-COSMETICS GLOBAL

KEY AREAS AND NEW FEATURES

- **Testing & Regulation Forum:** In collaboration with Skinobs, this forum will address regulatory challenges and safety and efficacy testing, helping attendees navigate the evolving regulatory landscape.
- **Marketing Trends Theatre:** Industry experts will discuss topics such as innovation in personal care and ingredient trends. Emilie Hood (Euromonitor) and Nikola Matic (Kline + Company) will highlight how brands are evolving to meet consumer demand and sourcing challenges.
- **Innovation Zone:** Sponsored by Ashland and Mintel, this section will showcase over 197 new ingredients in functional and active categories, all competing for the Innovation Zone Best Ingredient Award.
- **Sustainability Zone:** Sponsored by AAK, this area will explore strategies to reduce the environmental footprint in cosmetics, covering topics like natural silicone alternatives, sustainable packaging, and carbon footprint reduction.

TRENDS AND RESEARCH

- **Fragrances and Emotions:** Denise Herich and Jennifer



Stansbury (The Benchmarking Company) will analyze consumer preferences in fragrances and their influence on purchasing decisions.

- **Formulation Lab®:** Led by Lorna Radford and sponsored by Brenntag, this hands-on lab will allow formulators to experiment with new cosmetic techniques.
- **Technical Seminars:** With over 120 sessions sponsored by Azelis, Sytheon, and other companies, attendees will gain insights into scientific advancements and innovative formulations.

CONNECTING THE GLOBAL INDUSTRY

in-cosmetics Global will also feature specialized areas such as the Fragrance Zone, the Sensory Bar, and the Make-Up Bar, where visitors can discover the latest innovations in decorative and personal care cosmetics.

Additionally, the R&D Tours, sponsored by Mibelle, Symrise,

and Probiotal, will offer an in-depth look at emerging trends like neurocosmetics and femcare. Meanwhile, national pavilions from the UK, France, Brazil, China, and Spain will showcase regional innovations in cosmetic ingredients.

A LANDMARK EDITION

Roziani Zulkifli, event director of in-cosmetics Global, highlights that the 2025 edition will place a special emphasis on cosmetic science, safety testing, and regulation.

With the introduction of a new Premium Paid Pass, attendees will gain exclusive benefits and enhance their event experience.

With a diverse offering ranging from cutting-edge ingredients to market trends, in-cosmetics Global 2025 is once again shaping up to be an essential event for the personal care industry, fostering connection, inspiration, and collaboration on an international scale 🌱

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