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**DIARY DATE: *in-cosmetics, Paris, 2010***

**What:** **in-cosmetics**, the leading global platform for personal care ingredients.

**Where:** Hall 7.3, Paris Porte de Versailles, Place de la Porte de Versailles, Paris, France.

**When:** **13 – 15 April 2010**

Tuesday 13 April 10:00 – 18:00

Wednesday 14 April 10:00 – 18:00

Thursday 15 April 10:00 – 17:00

**Background:** Europe is one of the largest markets for the cosmetics industry and is still growing year-on-year. Within that market, in-cosmetics provides *the* most comprehensive global source of industry expertise under one roof.

Celebrating its 20<sup>th</sup> anniversary this year, the event offers crucial insight into future scientific advances, emerging trends and regulations in an unrivalled educational programme. In addition, the ample networking opportunities offer key decision makers within the industry the chance to meet and discuss opportunities with potential new business partners.

**Features:** Key features at the 2010 show include:  
- **Innovation Zone** – showcases some of the latest ingredients launched by exhibitors and the most innovative beauty products as selected by Mintel Beauty Innovation  
- The fashion-themed **in-focus** platform with future concepts on  
show

- Free-to-attend 30-minute **Innovation Seminars**
- Free-to-attend **Marketing Trends** presentations
- A series of challenging, interactive **Workshops**
- NEW for this year: the in-cosmetics "**Lifetime Achievement**

#### **Award"**

**Opportunities:** This highly targeted show is the most time and cost effective way to meet potential business partners and take advantage of the endless possibilities in this ever-evolving industry.

- Meet over 500 high-quality exhibitors from around the world under one roof.
- Find out about the latest ingredients and technologies and discover solutions to help optimise your products.
- Grow your business by expanding your network of contacts and seek advice from the large number of qualified experts who will be at the show including those involved in the latest technologies, raw materials and marketing analysis operations.

**Visitors:** Key decision makers from finished product manufacturers looking to source ingredients from personal care suppliers. The show attracts formulators, ingredients buyers, scientists, marketing experts and distributors, who gather at in-cosmetics to identify the latest ingredients / technologies and establish new business contacts. Visitors who register online by 8<sup>th</sup> April will benefit from free and fast track entry to the show.

**Exhibitors:** Over 500 suppliers of raw materials and ingredients, testing/research laboratories, publications, software providers and industry associations.

**Website:** For further details, including information on visa applications, visit [www.in-cosmetics.com](http://www.in-cosmetics.com).

Follow us on Twitter: [www.twitter.com/incosmetics](https://www.twitter.com/incosmetics)

**Contact:** For details on exhibiting at the show, contact the in-cosmetics sales office on +44 (0)20 8910 7178

**How to get there:**

**By air:** The venue is around 40 minutes travel by public transport from Orly Airport or 1h10 from Charles de Gaulle (Roissy). Both airports have direct links by bus, Metro or taxi to the Porte de Versailles. Taxis from Charles de Gaulle cost approximately 52E and 35E from Orly Airport.

**By rail:** Porte de Versailles is also easily reached by Metro or taxi from Gare du Nord train station. Travel by Metro will take around 36 minutes while travel by taxi should cost around 20E.

Please note that travel by road is not advised due to the fact that traffic can be heavy in and around Paris, especially at peak times. It is worth bearing this in mind when considering taking taxis rather than using Paris' extremely efficient Metro system.

**Book your flight and hotel via the in-cosmetics travel desk:**

[www.incosmetics.com/traveldesk](http://www.incosmetics.com/traveldesk)

**- Ends -**

For further press information please contact Naomi Allsop, Penny Davies or Michelle Stoodley at the in-cosmetics group press office on +44 (0) 20 7240 2444 or e-mail [in-cosmetics@stormcom.co.uk](mailto:in-cosmetics@stormcom.co.uk)