

The logo for Cosmetics Design ASIA is centered at the top. It features the words "Cosmetics Design" in a bold, black, sans-serif font, with "ASIA" in a smaller, all-caps, sans-serif font directly below it. The text is enclosed within a thin black rectangular border with rounded corners.

**Cosmetics Design**  
ASIA

# **Editorial Calendar**

## **2024 & 2025**

**WilliamReed.**

# Yearly Overview 2024

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<div>12 Beauty Tech And Devices</div> <div>29 Global Cosmetics Summit</div>	<div>16 Personalisation And Customisation</div>	<div>08 Head's Up! Global Innovations In Hair And Scalp Care</div>	<div>05 Microbiome Beauty</div>	<div>10 Eco Beauty</div>	<div>07 CBD/Hemp</div> <div>12 New Frontiers In Beauty</div>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<div>05 Fragrances</div>	<div>09 Halal Cosmetics</div>	<div>06 Holistic Beauty: Self-Care And Wellness</div>	<div>04 Hair &amp; Scalp Care</div>	<div>08 Upcycled Beauty</div> <div>27 Cleanical Beauty</div>	<div>06 Personalisation, Customerisations And Beauty Tech</div>



SPECIAL EDITION



EDITORIAL WEBINAR



DIGITAL SUMMIT

# Yearly Overview 2025

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<div><div>10</div><div>Protective Beauty</div></div> <div><div>tbc</div><div>Global Cosmetics Summit</div></div>	<div><div>07</div><div>Colour Cosmetics</div></div>	<div><div>07</div><div>Multi-Sensory Beauty</div></div>			
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER



SPECIAL EDITION



EDITORIAL WEBINAR



DIGITAL SUMMIT

# 2024

JANUARY

12

29 – 31

## BEAUTY TECH AND DEVICES

The pandemic may have kicked-off the latest wave of innovation in beauty tech and design, but brands across Asia are continuing to innovate and invest in this space as they seek to enhance consumer experiences both on and offline. In our latest newsletter, we will be speaking to the leading experts on the latest developments and future expectations of the beauty tech space.

## GLOBAL COSMETICS SUMMIT

FEBRUARY

09

## PERSONALISATION AND CUSTOMISATION

The personalisation and customisation trend is in full force in Asia as companies roll-out the next wave of tech, including the ability to analyse skin and hair via video selfies. As the one-size-fits-all approach to beauty risks being consigned to the history books, we will explore personalised beauty innovations with experts in formulation, manufacturing and packaging that are blazing a path in this bespoke space.

MARCH

08

## HERE FOR THE HAIR: GLOBAL INNOVATIONS AND TRENDS IN HAIR CARE

The hair care market is estimated to hit \$99.9 billion globally in 2023, according to Statista. In this newsletter, hear from our CosmeticsDesign Global team on what the hair care market looks like today, from new formulations to innovative brands and consumer trends.



SPECIAL EDITION



EDITORIAL WEBINAR



DIGITAL SUMMIT

APRIL

05

## MICROBIOME BEAUTY

Supported by the expanding scientific research interest and concern for overall skin health, the interest in the skin microbiome is continuing to gain ground in across the beauty market. Consumers increasingly seek beauty solutions that harmonise with their skin's natural microbiome, reshaping traditional industry practices. In this special edition, we will focus on the ingredient suppliers, formulators, and brands that are taking this to the next level with innovative research and products.

MAY

10

## ECO BEAUTY

From green chemistry innovations to upcycling and circular product design, we explore the sustainable practices reshaping the cosmetics landscape. In this newsletter, we cover the future of eco beauty revolution by looking across formulation, packaging and business practices.

JUNE

07

## CBD/HEMP

CBD and hemp are finding their way into an array of products, spanning cosmetics, food, and supplements. While this category is in its infancy, the potential for significant growth is undeniable. In this edition, we will explore the opportunities, innovations and regulations that will influence this captivating beauty space.

12

## NEW FRONTIERS IN BEAUTY

Beyond the mainstream, a spectrum of specialised niches is flourishing. From taboo beauty to 'ugly' beauty, brands are carving their unique path in the cosmetics industry. Their consumers are those looking for solutions that stretch beyond ageing or acne. Instead, they are seeking expert help on areas such as intimate feminine care or melanin-rich skin care solutions. This unexplored future landscape represents opportunities to meet the less-talked-about needs and concerns of the modern beauty consumer – ultimately creating new categories in beauty. In this webinar join us and our industry experts as we explore the new frontiers in beauty and discover how cosmetic innovation can meet previously unforeseen needs and desires.



SPECIAL EDITION



EDITORIAL WEBINAR



DIGITAL SUMMIT

JULY

05

## FRAGRANCES

The fragrance sector in Asia continues to surge forward, buoyed by the enthusiastic engagement of younger consumers and the prevailing emphasis on wellness and self-care. We will examine how companies are harnessing these trends and explore the potential for continued innovation in this dynamic market.

AUGUST

09

## HALAL COSMETICS

In this special edition, we'll be talking to the APAC players at the forefront of the growth in the halal beauty sector and shining the spotlight on opportunities for future market expansion across ingredients and finished products, especially as incomes continue to rise in nation's with large Muslim populations.

SEPTEMBER

06

## SELF-CARE AND WELLNESS

Beauty has now become inseparable from the concepts of self-care and wellness. The possibilities in this sector are boundless, fuelled by a growing enthusiasm among individuals who are making their health and well-being a top priority. We will investigate how the cosmetics industry is capitalising on this opportunity and delve into the possibilities for ongoing innovation in this dynamic market.

OCTOBER

04

## HAIR AND SCALP CARE

The hair and scalp care category in Asia is experiencing remarkable growth, driven by a surge in hair 'skinification'. From new formulations to innovative brands and consumer trends, we will analyse how companies are capitalising on these trends. We will also investigate the possibilities for ongoing innovation in this vibrant market.



SPECIAL EDITION



EDITORIAL WEBINAR



DIGITAL SUMMIT

NOVEMBER

08

## UPCYCLED BEAUTY

The concept of upcycling within the beauty industry is gaining significant traction, propelled by both environmental consciousness and consumers seeking sustainable yet natural options. In this edition, we delve into how companies are embracing this trend and explore the potential for further innovation in this exciting space.

27

## CLEANICAL BEAUTY

The heightened consumer awareness for health, safety and efficacy has created the demand for ‘cleanical’ beauty – cosmetic products that focus on clinical efficacy and clean formulations. This growing trend reflects consumers' increasing desire for high-performing products that are also safe and ethical. More than ever, beauty brands must develop products backed by real scientific research while also adhering to principles of clean beauty such as ingredient transparency and eco-awareness. In this webinar, join us and our industry experts as we unravel this prominent trend from multiple angles, including ingredient sourcing, formulation, sustainable packaging, and ethical practices.

DECEMBER

06

## PERSONALISATION, CUSTOMERISATIONS AND BEAUTY TECH

The need for tailored experiences and the integration of technology reflects the evolving preferences and expectations of modern consumers. As technology continues to advance, the beauty industry is poised for further innovation in personalisation, customisation, and beauty tech to meet these demands. We will delve into how companies are leveraging these trends and explore the potential for further innovation in beauty.



SPECIAL EDITION



EDITORIAL WEBINAR



DIGITAL SUMMIT



# 2025

JANUARY

10

tbc

PROTECTIVE BEAUTY

The protective beauty trend reflects a broader shift toward conscious consumption and a desire for products that not only enhance appearance but also promote long-term well-being. In this edition, we explore the developments and shed light on the opportunities driving the protective beauty category.

COSMETICS GROWTH SUMMIT

FEBRUARY

07

COLOUR COSMETICS

The intersection of makeup innovation is reshaping the cosmetics industry as we know it. Consumers are seeking transformative experiences and the integration of cutting-edge technology in their makeup. We delve into how companies are leveraging the current trends and demands to uncover the strategies and opportunities in this space.

MARCH

07

MULTI-SENSORY BEAUTY

As consumers crave more immersive and holistic beauty experiences, the importance of sensorial elements cannot be overstated. Texture, scent, and touch converge with innovation to redefine the beauty ritual. In this edition, we explore the most recent advancements in sensory technology and innovation designed to fulfil the desires for novel and engaging experiences.