



## MAKEUP IN SAOPAULO: A SUPERB SECOND EDITION



Figures, all the figures, only figures! In a totally unfavourable economic background, the second edition of MakeUp in SaoPaulo last December, appeared as an exception. Another proof of the dynamism of the make-up sector and of its stakeholders in the country. The event will have attracted in two days more than 1200 visitors; that is simply, twice as many as the previous first edition with, of course, a majority of Brazilians visitors. To note a significant increase in the number of foreign visitors from fifteen different countries, with coming first, the United States, Mexico, Panama. Brand's marketing teams accounted for the great majority of visitors with nearly 40% of visitors, followed by R&D teams.

**A second edition, as usual, widely commented and praised by exhibitors as shown by comments below. Big thanks also to the entire ABIHPEC team whose support and presence remains a very strong element of the event. And "Long live MakeUp in SaoPaulo in 2016".**



"Everything was perfect!".... Was the comment general expressed by exhibitors and visitors alike, following this second edition of MakeUp in SaoPaulo. Conferences will have gathered in total, over two days, nearly 1,000 people. The atmosphere, of course, as expected in Brazil, was festive but also dedicated to business.

It must be said that the level of conferences and round tables was particularly high with the presence of managers from the main leading Brazilian brands.

Make-up animations on Brazil and its incredible nature were also a great success. At the end of the day, visitors gathered around the schools' booths to see the final results of students' artistic performances.

A word must be said on the venue itself, which in particular due to its clarity and ease of access, was also unanimously praised by participants.

**They loved it and they say it!**

ADHESPACK

## Press Release –MakeUp in Sao Paulo - 13.01.2016

The MakeUp In SaoPaulo was a very good opportunity to show to the market the Adhespack launching products for 2016. We received very important visitors at our booth during these two days of exhibition. We also were very proud to have two of our products recognized by the Innovation Tree on this event.

### BARALAN

We would like to thank the Beauteam staff for the perfect organization.  
The show was a great occasion to meet new contacts and better learn the Brazilian market.

### BEAUTYSTREAM

Thanks to you all!

### COSMETICA EM FOCO

The show was excellent and people loved the presentation subject.  
By the way, it is a small show in space but a huge event in terms of discussions and business opportunities for attendants. Congratulations! Many presentations are in our scope for 2016 posts.

### COSMOGEN

High profile visitors. Quality and quantity.  
Business contacts were very good, with promising leads for developing new customers / projects  
We can already confirm our participation to next year's event.  
Thanks to all of you! This was our first time at MakeUp in SaoPaulo and it was very profitable!

### FIABILA

A second edition of MakeUp in SaoPaulo in a very dynamic market.

### GEKA-WORLD

The 2015 make up exhibition in Sao Paulo was a big event for Geka do Brazil as we did start production locally 6 months ago. We were expecting to meet all our local customers and prospects and we did! They were all present and showed big interest to our new facility! It was the second time we were exhibited and once again we were very satisfied with the quality of the contacts and the different presentations we attended.  
Geka do Brazil will attend the next exhibition in December 2016!

### GRANADO

A quick note to congratulate you for the perfect organization of the show in Sao Paulo. I was only able to visit it today in the afternoon, but my team was there since yesterday and I heard only praise. Big thanks also for the show area... To be honest I wasn't expecting much traffic ... but it seems that with all the visitors and requests, the girls at the stand were unable to take five. And I was also very grateful for your invitation to participate to the round table... always interesting. Congratulations to you all. You are friendly and efficient and you never stop a minute!  
Ate a proxima!

### INFORMATION ET INSPIRATION

Thanks to the whole Beauteam team, Sandra, Morgane, Charlito, Isabelle and Charles Emmanuel for their amazing work!! It was a great show full of dynamism and positivism.  
Many thanks.

### INSPIRATION ET CREATION

I was delighted to participate to this event in Sao Paulo.  
As always, the organization and venue were excellent and the people I met greatly appreciated the quality and professionalism of this event. Congratulations to all!

### MILY MAKEUP

Thank you so much for allowing me to be part of this adventure and finding a place for Mily Make Up !

### PECLERS

Thank you once more for inviting us to present our trends at the MakeUp in SaoPaulo.  
Great contacts were established and we are very happy to have participated.  
I hope we can repeat this partnership next year!

### SCHWAN

MakeUp in SaoPaulo is an innovative event, gathering the right people at the right place. We introduced of innovations to high-end decisions makers and the feedback of projects and briefs was immediate.  
Our expectations were more than met! Congratulations to the Beauteam team!

## Press Release –MakeUp in Sao Paulo - 13.01.2016

### SIMP

Thanks again to the whole Beauteam team for the impeccable organization of this show and conferences. See you...

### SLEEVEVER

Congratulations for this second edition of MakeUp in SaoPaulo, which is growing every year and continues to keep the same family spirit and friendliness.

We are pleased with our participation to this 2015 edition because in addition to having the opportunity of meeting direct and indirect customers in an exceptional setting, the show also allows us to immerse ourselves in the world of make-up, a market with numerous product innovations and where the new trends and looks of tomorrow's consumers take shape.

We appreciated the fact technique was put forward with the Innovation Tree Products. A more than ever unavoidable trade show in the world of Make Up for both brands and sub-contractors and a constantly reinforced global reach that promises us promising common prospects for the future.

### STRAND

The show was interesting to better understand this market, which remains complex for European suppliers.

Thanks to all of you. Attending conferences and participating (a first time for me) to a round table was very rewarding, I had a lot of fun.

Obrigada!

### TOPLINE

Excellent show, very busy for the most part! Great opportunity for us to meet our Brazilian customers at once and to see some new potential customers. See you next year!

### WECKERLE

We were particularly impressed by this second edition of Makeup in Sao Paulo, we believe that the show has already consolidated its presence, this second year, with the significant presence of several industry professionals. It is also worth emphasizing that both the organization and location of the event were outstanding his year. We look forward to seeing you next year!

SAVE THE DATE

MakeUp in SaoPaulo

December 2016