

# BEAUTYASIA SINGAPORE 2024 RETURNS TO THE FIRST QUARTER OF THE YEAR WITH LEADING PRODUCT INNOVATIONS

*As the saying goes, the early bird catches the worm*



The 26<sup>th</sup> edition of BeautyAsia returns to its original event period in the first quarter of the year and saw an increase in international exhibitors ready to showcase newest trends and a wide variety of products. Setting the pace for the year, exhibitors from 17 countries lead the way in the annual BeautyAsia extravaganza with their diverse range of innovative products and services, networking and gathering potential contacts and business opportunities for the year. The three-day distinguished exhibition, held in February at the prominent Marina Bay Sands, saw more than 40% increase in exhibitors from Japan and welcomed exhibitors from Australia, Austria, China, Hong Kong, Indonesia, Italy, Korea, Malaysia, Singapore, Taiwan, Thailand, Vietnam, among others. *"It's another exciting time early in the year for the beauty and wellness industry in Asia. We have witnessed how the market has evolved over the recent years and are glad to continue to gather encouraging support for BeautyAsia from foreign exhibitors near and far participating in the trade show. We are pleased to receive the heartening feedback from exhibitors at this year's event for their participation, citing new business contacts gained, successful market testing and valuable branding awareness. As the call continues for clean beauty, natural and organic skincare, inner personal well-being, sustainable holistic solutions and the emergence of AI to redefine beauty, it is without a doubt that we will see a rise in*

*exhibitors bringing in bold innovations, latest technologies and new-to-market product developments to BeautyAsia Singapore. We are excited to see what's new and upcoming in the 27<sup>th</sup> edition of BeautyAsia next year from 17-19 February 2025 at Marina Bay Sands Singapore."* added Gillian Loh, Project Manager of Lines Exhibition.



BeautyAsia has been the trusted avenue for professionals, global businesses and budding entrepreneurs to convene, connect and network with invaluable opportunities within the region's beauty and wellness industry.