

EXCITEMENT BUILDS AT BEAUTYASIA SINGAPORE 2025

When opportunities meets innovations

Everyone was ready to roll right before the exhibition started. With enthusiasm and a positive mindset from exhibitors and visitors all ready to network, BeautyAsia 2025 lead the start of the year with plentiful of business opportunities in the beauty and wellness market. Esteemed exhibitors share exciting bold innovations and improved formulations, while respected visitors attended with the willingness to learn and explore new possibilities. It is as such that the 27th edition of BeautyAsia remain a successful networking stage for international professionals to gather annually at this well-regarded event. BeautyAsia continues to see a rise in international participation year on year. The 2025 exhibition attracted exhibitors from 21 countries with leading pavilions from Japan, Poland, Singapore and Taiwan, as well as notable participants from Australia, China, Germany, Hong Kong, Israel, Italy, Macau,



Malaysia, South Korea, Switzerland, UAE, USA, amongst others. Trade visitors were treated to a plethora of up-to-the-minute trends and sought-after products. Not only a platform for new business opportunities, at BeautyAsia 2025, exhibitors offered interactive demonstrations that unveil new technological products, shed light on the science behind the innovation and the eventual beneficial effects. It was a case where exhibitors impart knowledge and visitors gaining insightful value which improved their decision-making process. "We are heartened to see the invaluable interaction between the exhibitors and visitors as they network to discover new possibilities in the beauty and wellness industry. This year we see a stronger presence of health products for men and women, natural essential oils and fragrances as part of the exhibition as compared to previous editions. Not forgetting the

customisable beauty care formulations, all of these continue to meet the emphasis on inner beauty as well as physical and mental well-being. 'Successful Event', 'Valuable Interactions', 'New Business Contacts' are some encouraging feedback we are thankful to have received from our esteemed exhibitors. We are appreciative of the continuous gathered support from exhibitors around the world for BeautyAsia Singapore. With a promising outlook for the beauty and wellness industry, we are certainly thrilled to look forward to new cutting-edge developments exhibitors would bring to the product showcase at the 28th edition of BeautyAsia next April 20-22, 2026 at Marina Bay Sands Singapore." said Gillian Loh, Project Manager of Lines Exhibition. BeautyAsia Singapore, the gateway into the Southeast Asian region - a perfect avenue to test bed pioneering products, initiate market penetration and engage in brand strengthening.