

FOR IMMEDIATE RELEASE

**Informa Markets in the Philippines Unveils its Newly Revamped Beauty Show –
Cosmobeauté Philippines**

Manila, Philippines – Informa Markets, the world's leading trade show organiser, officially kicks off its newly rebranded event name for the beauty industry called Cosmobeauté Philippines on 7 June 2024 at Admiral Hotel – M Gallery.

Formerly known as the philbeauty, Cosmobeauté Philippines steps up under the Cosmobeauté brand, which was established in 2005 and has expanded in Indonesia and Vietnam. It is powered by Cosmoprof Asia Hong Kong, the premier B2B event in Asia-Pacific for all sectors of the beauty industry. The transition to the Cosmobeauté brand signifies a heightened dedication to the exhibition to serve as a platform that unites professionals and stakeholders across the beauty, wellness, personal care, and related sectors through a comprehensive array of exhibitions, seminars, and workshops.

"We are excited to relaunch the beauty portfolio of Informa Markets Philippines under the name of Cosmobeauté Philippines. This event is the start of a bigger beauty trade event that opens more business opportunities, partnerships, and collaborations among local and international businesses and stakeholders.", said Ms. Rungphech Chitanuwat, the Country General Manager of Cosmobeauté Philippines.

The Cosmobeauté Philippines Launch highlighted a panel discussion centered around the theme of "Redefining Beauty and Wellness to Cultivate a Balanced Lifestyle." Distinguished panelists from diverse backgrounds, including Ms. Lala Flores, a Celebrity Makeup Artist and CEO of Inked Beauty Studio; Dr. Candy Drilon-Dalman from Centro Holistico Integrative Health and Wellness; Mr. Jim Ryan Ros from Unified Makeup Artists of the Philippines; the Creative Director of Culture Salon; and Ms. Rungphech Chitanuwat representing Informa Markets – Philippines, convened to explore current trends in the beauty industry and exchange insights spanning cosmetics, wellness, and haircare sectors.

The official logo is unveiled to invite past and new exhibitors, media partners, influencers, and industry partners such as the Chamber of Cosmetics Industry of the Philippines, the Philippine Society for Cosmetic Science Inc., Unified Makeup Artists of the Philippines, and the Professional Aesthetician Association of the Philippines. These trusted industry partners inked and signed to formalize the partnership with Cosmobeauté Philippines and display great enthusiasm in supporting the event's endeavors.

Cosmobeauté Philippines is set to be held on 4 – 6 June 2025 at the World Trade Center Metro Manila, Pasay City, Philippines, and is expected to have more than 250 exhibiting brands. It will feature beauty products, services, and technological solutions for the industry. Furthermore, Cosmobeauté Philippines will present series of workshops, seminars, and conferences tailored fit to the beauty industry, including the 17th ASCS Conference hosted by the Asian Societies of Cosmetic Scientist.

Cosmobeauté Philippines is organized by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate, and grow. We provide marketplace participants around the globe with opportunities to engage, experience, and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. For more information, please visit www.informamarkets.com.

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