

Beat: Lifestyle

## **ALTERNATIVE Fragrance & Beauty PARIS - The pop-up expo in the heart of Paris**

**16-18 June 2016-Carreau du Temple, PARIS**

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**USPA NEWS** - Over the two-day period, participating brands are able to woo international buyers and distributors, enlarge their sales network and make key contacts. It was the case with Alternative Frangrance & Beauty-Paris, at Le Carreau du Temple, in the heart of Paris' Upper Marais (June 16-17-18)...

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This was the 1st edition of a new-generation event, boosting business opportunities and intended to enhance brands' image and identity, giving them the chance to tell their story. Finally, it is meant to be dedicated to creative and alternative products in the beauty industry.

Alternative Fragrance & Beauty wants to respond to brands' double objective, which are :

- To develop and reinforce their sales networks;
- To expand opportunities to reach out to new audiences, and to increase the penetration rate among consumers.

To exhibit will provide :

- Increase of market share :

eg. : Increase your distribution network & find new and novel sales points. Organize a product launch. Test the potential of your brand with an audience of buyers in active sourcing. Present your products in a 'showroom' format. Arrange meetings with your networks for 2 days of business exchange.

- To live the consumer experience :

eg. Take the unique opportunity to connect with the general public. Reach out to new audiences. Generate instant turnover due to on-site sale to consumers. Achieve a real return with future customers. Partake in a unique three-day experience in a magical setting, in the heart of Paris.

- To increase communication opportunities :

eg. Add value to your brand image and reaffirm its positioning . Capture the attention of journalists and bloggers to generate buzz in the press. Network with hundreds of professionals.

5 different exhibition areas :

- The Success of zoom. With 13 years of existence, and hundreds of emerging brands revealed, join one of the best launching platforms for brands of the new generation.

- Outbreak of Perfume. For the first time in France, an event dedicated to the beauty will open up to boutique perfumeries. A true showcase dedicated to niche perfumes and their creators, honoring exceptional juices and their history.

- A World ... of Beauty. A playground created for the players from the alternative cosmetic industry with less than three years of existence (skincare, makeup, haircare“!).

- The Parade of Accessories. Situated outside the main hall, or in the heart of our Lifestyle space : entirely customizable, permitting to display all the creativity and unique positioning of one beauty accessory brand.

- Beauty Showcase. In the spirit of a true multi-brand gallery of 20-40 sqm, distributors are invited to exhibit their selection of products.

Also, numerous conferences were given during the duration of the Event (Professional days on 16-17 June & Consumers on 18 June).

The Beauty Challenger Awards competition was awarding the most promising talents of the cosmetics and perfume industry in 2016. The winners were :

- Distributors' Prize :

Baija "" Ultra Riche Skin Cream C17 "" France (Product launch date: January 2016). Anti-oxidant care "" Nourishing "" Shine booster.

- Trends & Media Prize :

Ho Karan "" Hydrating cream for men "" France (Product launch date: February 2016). The Hydrating Cream for Men fights against skin tissue dehydration caused by outside elements, stress, pollution, and shaving. Its firming and softening action preserves the elasticity of the epidermis. Its fluid and non-greasy.

- Consumers Prize :

Artis Brush "" Oval 7 Artis Brushes (collection Elite Smoke) "" USA (Date of product launch: December 2015). Conceived by a well-renowned professional makeup artist, each Artis brush is a tool of precision, that optimizes the application and blending of makeup, thanks to the CosmeFibre fibers.

- Grand prize :

The product which received the highest score, including all the jury categories, will obtain the grand prize. This year, the winner is the brand Baija for its Ultra Riche Skin Cream C17.

Source : Alternative Fragrance & Beauty

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