

# Sustainability takes center stage at Cosmopack Asia with the new project “Be Sustainable with Beauty”

**[Hong Kong, 13 November 2024]** – This year at Cosmopack Asia 2024, sustainability takes center stage thanks to our new initiative "Be Sustainable with Beauty." This new project showcases the most innovative and noteworthy sustainable solutions to be presented at AsiaWorld Expo. The carefully curated collection is made up of applications from high-calibre exhibitors and has resulted in the release of an invaluable reference ebook of sustainable suppliers. The contents highlight not only the quality of the submissions, but also each Cosmopack supplier's attention to environmental certifications and their dedication to corporate social responsibility initiatives.

## **SUSTAINABILITY DRIVING THE EVOLUTION OF BEAUTY**

Sustainability has become a collective value, deeply influencing consumer behaviour in the beauty industry. According to NielsenIQ, in recent years sustainability has evolved from a niche trend to a core expectation for consumers, especially younger generations. As the new generations of consumers increasingly demand ethical and environmentally-friendly products, this shift represents a long-term direction rather than a passing trend for the beauty industry. Recent statistics clearly show that consumers are more inclined to choose brands that use natural ingredients and adopt cruelty-free practices in their beauty products.

This growing push for sustainable beauty is particularly strong among younger consumers. A 2023 NielsenIQ study revealed that Gen Z, in particular, prefers to invest in products that align with their values. The beauty supply chain has been profoundly impacted by this shift, with companies and suppliers being called upon to contribute to the preservation of the planet's ecological balance while conducting business. With this industry context in mind, it is key that Cosmopack Asia supports sustainable suppliers, and products that embody change and alternative development models, providing a collective commitment to circularity and innovation.

## **KEY FINDINGS FROM "BE SUSTAINABLE WITH BEAUTY"**

An analysis of the data collected through the "Be Sustainable with Beauty" project shows that for the packaging sector, the most represented among the participants at Cosmopack Asia 2024, choosing truly recyclable materials, in particular polymers with established collection and recycling streams, is a top priority. In addition, reducing the use of energy intensive materials with intensive carbon footprint that are derived from limited, non-renewable natural resources is seen as essential.

The use of mono-material packaging is regarded as best practice, and when multiple materials are used, the packaging should be designed in such a way that the components can be easily separated by hand to allow consumers to dispose of the materials into different collection streams. Moreover, if consumers do not separate them, the design should facilitate the recycling process.

Packaging should also be designed to minimize both weight and volume while maintaining functionality, with unnecessary packaging that serves no clear purpose avoided.

Finally, packaging design must ensure that consumers can easily empty the contents of the container. This reduces waste, improves recyclability and contributes to better sustainability outcomes when factored in from the initial design stage.

These are the companies that have included in the project:

- Anhui Likun Packaging Science & Technology Co., Ltd. (China)
- BARALAN (Italy)
- Beauty Yaurient Cosmetics Accessories (Shenzhen) Co., Ltd (China)
- Concept 4 Limited (Hong Kong)
- Dreamtree(Huizhou)Cosmetics Co.,Ltd. (China)
- HIP LIK PACKAGING LTD (Hong Kong)
- Kumsung TSC (South Korea)
- Libo Cosmetics Co., Ltd (Taiwan)
- Ningbo Jinyu Technology Industry Co.,LTD. (China)
- O'right Inc. (Taiwan)
- Pennelli Faro (Italy)
- Pure Trade Asia Ltd (Hong Kong)
- SGD Pharma (China)
- Shinkwang M&P (South Korea)
- Sinno Cosmetic Co., Ltd. (China)
- SKILLFUL INTERNATIONAL PRINTING COMPANY LIMITED (Hong Kong)
- TAESUNG (South Korea)
- Taixing K.K. Plastic Co., LTD (China)
- UDN Packaging Corporation (China)
- Yuyao Happy Light Industrial Products Co., Ltd. (China)
- Zhejiang Sanyou Packaging Co., Ltd. (China)

For any further information please visit [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

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**ABOUT THE ORGANISERS:**

*Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia Ltd.*

**ABOUT BOLOGNAFIERE GROUP ([www.bolognafiere.it](http://www.bolognafiere.it))**

**BolognaFiere Group** is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, with most notably **Cosmoprof Worldwide Bologna**, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. This key exhibition gathers almost 250,000 stakeholders from more than 150 countries and over 3,000 exhibitors from over 70 countries each year. The Cosmoprof platform extends worldwide, with events in Bologna, Hong Kong, Las Vegas, Miami, Mumbai, and Bangkok (with **Cosmoprof Worldwide Bologna, Cosmoprof Asia, Cosmoprof North America Las Vegas and Miami, Cosmoprof India, and Cosmoprof CBE ASEAN**). Thanks to the brand's international appeal, the network gathers a global community of more than 500,000 stakeholders and over 10,000 companies and brands from within the dynamic beauty industry.

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Informa Markets Beauty has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami 2024 will serve the Americas, North, South America and Caribbean Islands Region. 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. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).