

Press Release

Switzerland – focussed on beauty

Zurich, 15.09.2008. **Seven Swiss companies will be present at Cosmoprof Asia, to be held from 12th to 14th November 2008 in Hong Kong, to exhibit top-of-the-market products accompanied by a wide range of services in the cosmetics sector. The «SWISS Pavilion», organised by Osec, will be there, with the focus clearly on beauty.**

For centuries, mankind has engaged in the search for eternal youth and the desire for a beautiful and attractive appearance. But beauty does not come by chance – it is the result of care and attention. It comes as no surprise that expenditure on care products continues to rise. Taken as a whole, there is scarcely a market in the world that is growing like the beauty industry. The market research institute Euromonitor forecasts annual world-wide growth of just under 5.2% by 2010. Based on manufacturers' prices, the market is currently worth just under CHF 250 billion. The demand is for top-quality cosmetics and care products which reflect the latest medical and dermatological knowledge.

Face care - a growth market

Last year especially, the Swiss cosmetics sector benefited from the economic upswing. According to the Swiss cosmetics and detergent association SKW, consumption of cosmetics products rose by 7% to approx. CHF 2.4 billion. Face care, the largest component of the market, grew in Switzerland in the last two years by 10% to approx. CHF 480 million. The whole face care market benefited particularly from the launch of new products. The second largest market component, body care products, rose by 7.1%. There is also a rising trend towards more cosmetics for men, with an increase of 6.2%. Innovation is a key success factor in the cosmetics industry. There is also an unmistakable trend towards premium products, natural cosmetics and nutraceuticals. Additionally there is a boom in the sales of cosmetics marketed for the 'ageing society' target group, the population sector in the second half of their life span.

Innovative and top quality

Throughout the world, cosmetic products from Switzerland enjoy an excellent reputation. More than anything else, they stand for high-quality constituents and strict safety and hygiene controls. The producers, generally small and medium-sized business, have wide-ranging expertise and the latest production facilities. High investment levels in research and development regularly lead to the development of new and ambitious products and successful market launches. The latest scientific knowl-

edge regularly finds its way into production. Seven Swiss exhibitors will be presenting their attractive range in the «**SWISS Pavilion**» in Hall 1 to interested trade buyers and distributors. Amongst the product range will be innovative and high-quality care products for the face and body, with the spotlight on their natural constituents. By way of example, a formulation for vital and youthful skin contrasting with specific care products targeted at people with skin problems and also medical wound care products. Premium face care is another topic. Another company has among its specialities skin care products based on natural anti-ageing constituents obtained from alpine plants. Another exhibitor specialises in the manufacture of cosmetic products to suppress perspiration and body odour. There will also be an exhibitor with many years of experience in the service sector for the cosmetics industry. 'Service' covers developing and modifying new or existing products, bottling finished products and manufacturing products to clients' recipes. High-quality cosmetic products from Switzerland come with the opportunity for distributors to make a name for themselves in the beauty market and to participate in the growth potential.

«**SWISS Pavilion**» Hall 1, Stand No. 1M1A – 1M2C

Further information:

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