

COSMETIC360

LET'S EXPLORE INNOVATION

10TH

EDITION

PARIS
2024

16 & 17
OCTOBER

INNOLYMPIAD

CARROUSEL DU LOUVRE
(PARIS)

OFFER RESERVED
for national pavilions

2 days

5,000
visitors

40 start-up

250 exhibitors

More than 50
countries represented

Why coming to COSMETIC360

An original concept that:

- ★ Showcases the **finest global innovations across the entire industry** (materials, ingredients, formulations, testing and analysis, packaging, finished products, distribution, etc.)
- ★ Presents solutions from other sectors (agri-food, digital, 3D printing, etc.) **with the potential for applications in the fragrance and cosmetics industry**
- ★ **Brings together all the players from the industry:** companies (start-ups, small and medium-size enterprises, major groups), research laboratories and schools
- ★ Unveils **technology developed by an academic research laboratory** (in partnership with CNRS, the French National Centre for Scientific Research)
- ★ Reveals the **latest international trends in cosmetics**
- ★ Brings together **the leading decision-makers in the industry** in search of the latest innovations to forge the future of beauty
- ★ Organises **Open Innovation** meetings between **international project initiators** and **major groups**, such as CHANEL, L'ORÉAL, LVMH Research, and P&B Group Pharma & Beauty
- ★ Supports the values of **the cosmetics industry in the 21st century**

INTERNATIONAL BTOB TRADE FAIR
www.cosmetic-360.com

PARIS 2024

REPRESENT YOUR COUNTRY'S INDUSTRY EXCELLENCE
AT THE COSMETICS INNOVATION WORLD CUP

Win medals for innovation

at this doubly exceptional event

(the 10th anniversary of the event AND the year of the Olympic Games in Paris).



The medal for
**KNOW-HOW/
CULTURE**

Rewards **specific know-how
or an object that symbolises**
the national industry



The medal for
TRAINING

Rewards **a training course
or an educational project**

NATIONAL
PAVILIONS



The medal for
RESEARCH

Rewards **a project born out of
public research**



The medal for
**A LOCAL
INITIATIVE**

Rewards **a support scheme for the
cosmetics industry proposed by
an association or local authority**