



**MAKEUP IN SEOUL, ONLY FOUR WEEKS TO GO...
KOREAN BEAUTY TAKES CENTRE STAGE... BRAZIL LIVE!**



Only a few days before the kick-off of the third edition of MakeUp in Seoul. An edition that once again will give pride of place to conferences and round tables... For the first time, Brazilian brands will make the trip specially to explain the specificity of the Brazilian market and present development opportunities for Korean suppliers. Meanwhile Korean professionals will explain what makes the originality and success of "Korean Beauty" and its huge influence on the entire Asian continent. Two days not to be missed...

What's new in Korea? A question that seems out of place as so many things happen in this country in terms of developments in the make-up and skincare sector. The influence is such, especially in Asia, that the "Seoulista" virus has stormed over all the Asian countries, especially China. This "Korean beauty" is truly staged and ... it works!

So you won't want to miss the conference of Mrs Lee Eun-Im Hera Brand by Amore Pacific, followed by the round table moderated by Florence Bernardin, CEO & Founder of Information & Inspiration, which will both be held on Wednesday, April 6th, from 04:15 pm to 05:45 pm in the presence of Lee Kyung-Min (KM Lee) Makeup Artist, MIN Eun-Sun, President & Editor in Chief, Fashionbiz, JEONG Ok-Ja, CEO of 'Oily Skin', Beauty Consultant - former Editor in Chief of magazines such as 'Sure', 'Instyle', 'Haute', PARK Hye-Soo, Beauty

Director, Bazaar, and Mrs. OH Sehee, President **of the Korea Make-Up Central Association.**



Mrs Lee Eun-Im



Florence Bernardin



Lee Kyung-Min



Min Eun-Sun



Jeong Ok-Ja



Park Hye-Soo



Mrs. OH Sehee

Don't miss also, still on April 6 in the afternoon from 03:15 pm to 04:00 pm the conference of Mrs Lan Vu, Founder and CEO of BeautyStreams on the **"influence of South Korea on the US market, in terms of consumer habits (skin care, colour cosmetics)."** *Please note that the conference will also include information about Asian-American consumers and the opportunity for Korean companies to market to this large, affluent group in the States.*



Brazil Live!

Brazil fascinates, Brazil surprises! And you know what ?, Brazil will be at MakeUp in Seoul! Again, you won't want to miss on April 7 from 02:00 pm to 03:00 pm the round table moderated by Vincent Gallon, Editor-in-Chief of Brazil Beauty News on **"How to penetrate this market of 100 million consumers?,"** with the participation of Felipe Bras, Make Up Manager, Natura, and of Murilo Reggiani, General Manager of the VULT company. Brazil is ranked third in the global makeup market and has recorded an average annual growth of 15.6% in the category over the last five years.



Vincent Gallon



Murilo Reggiani

Makeup products for the eyes, lips, face and nails represent 7.7% of the total cosmetics market in Brazil. The country currently holds third place in global makeup sales and has been recording an average annual growth rate of 15.6% over the last five years, according to data from Mintel.

Despite the cooling in growth rates expected for the coming years, the makeup category should continue to expand in Brazil. Mintel points to a forecast of an annual growth rate of 11.8% in the next five years. The industry is set to invest in high quality, yet more price-accessible makeup products to keep the Brazilian market heated.

Take advantage of your participation at MakeUp in Seoul to stay in one of the most luxurious hotels in the city, the Conrad Seoul Hotel at an exceptional rate. A simple click and you will experience one of the Top Ten Hotels of TripAdvisor's suggestion.

http://conradhotels.hilton.com/en/ch/groups/personalized/S/SELCICI-GMUS16-20160402/index.jhtml?WT.mc_id=POG

SAVE THE DATE

**MakeUp in Seoul
2016 April 6 & 7
Conrad Seoul Hotel**