

PRESS RELEASE

MALAYSIA LEADS THE WAY IN INNOVATIVE BEAUTY WITH BEAUTYEXPO & COSMOBEAUTÉ MALAYSIA 2025

From halal beauty to sustainable trends and world-class competitions, beautyexpo & Cosmobeauté Malaysia 2025 sets new benchmarks for the industry

KUALA LUMPUR, 28 AUGUST 2025 – The beauty and cosmetics industry's most anticipated trade event, the **23rd edition of beautyexpo** and the **20th edition of Cosmobeauté Malaysia**, is set to transform the **Kuala Lumpur Convention Centre** from **30 September to 3 October 2025**.

In the lead-up to the show, an exclusive industry networking and media preview was held today, offering stakeholders a first look at what is set to be Southeast Asia's leading beauty trade event. With more than **15,000 beauty professionals and buyers** expected from over **60 countries and regions**, the event solidifies Malaysia's position as the epicentre of Asia's beauty industry.

Organised by **Informa Markets Malaysia** and once again receiving the valued support of the **Ministry of Women, Family and Community Development (KPWKM)**, **Malaysia Convention & Exhibition Bureau (MyCEB)**, and the **Halal Development Corporation (HDC)**, the 2025 edition reaffirms Malaysia's role as a regional hub for beauty, cosmetics, wellness, and halal-certified products – a segment experiencing rapid growth in line with global consumer demand for ethical and safe products.

"We are witnessing a fundamental shift in consumer consciousness toward ethical beauty. The convergence of halal principles with sustainability, cruelty-free practices, and clean beauty is opening enormous opportunities for businesses. beautyexpo & Cosmobeauté Malaysia provides the perfect platform for industry leaders to explore these synergies, forge partnerships, and shape the future of beauty," said Kelie Lim, Event Director of Informa Markets Malaysia.

A key feature of this year's programme is the **Beauté Discovery Zone**, a dedicated educational platform featuring industry experts delivering talks on education, skills, and innovation in the beauty sector. The initiative reflects the event's commitment to raising professional standards and nurturing the next generation of beauty professionals.

"By combining education with hands-on opportunities, we are ensuring that Malaysia's talent pool remains competitive and future-ready," added Kelie Lim.

The 2025 edition will feature a dynamic line-up of international competitions that celebrate artistry and elevate industry benchmarks, including:

- **Bloom & Groom: Skin Management Competition 2025**, highlighting advanced skincare and aesthetic treatments, supported by our supporting partner **Malaysia Esthetic Association**, along with Diamond Sponsor **Quarz Global Sdn Bhd** and Platinum Sponsor **Impress Esteem Beauty Treatment Academy**.
- **Beyond Blades**, led by John Llyod and Jordan Tabakman, Global Educator of Gamma Plus, showcasing cutting-edge barber techniques.

- The **5th Malaysia Glory Cup International Beauty Competition**, organised by **Youshine** and hosted by **Informa Markets Malaysia**, featuring nail, eyelash, and embroidery artistry from global talent.
- **“Born to Shine” 2025 Hair Styling Competition**, presented by the **Malaysian Hairdressing Association (MHA)**, showcases creative mastery in hair design.
- **Asia Glory Hair & Beauty Awards 2.0**, organised by **M Star Agency** and co-organised by **United Asian Hairdressers Association (UAHA)**, recognising excellence across multiple beauty disciplines.

Exhibitors from fifteen countries and regions, including but not limited to **Malaysia, Mainland China, Hong Kong, Indonesia, Italy, Japan, Korea, Pakistan, Saudi Arabia, Taiwan, Thailand**, and the **United Arab Emirates**, will showcase breakthrough innovations ranging from halal-certified organic cosmetics to smart beauty devices and sustainable packaging solutions. This diverse participation reflects Malaysia's strategic position as a gateway to Southeast Asian markets and its reputation as a trusted hub for halal beauty certification.

At the Industry Networking and Media Preview, several key exhibitors took the stage to share their expertise and unveil their latest innovations ahead of the main exhibition. **Bio-Harvest** showcased the strength of its brands and innovative product lines, while **Asia Beauty**, returning once again this year, is set to debut exciting new launches at the show, offering visitors and buyers fresh opportunities to explore the latest solutions and technologies shaping the professional beauty sector.

Beyond these highlights, visitors can look forward to discovering a diverse line-up of leading names such as **Petal & Potions, Millabel, Rassalab, ALPS Globemedic, Mageline, Monarch Aesthetics, eTHEREAL, Shinewell Venture, and Unifragrance** – each bringing unique offerings that reflect the event's theme of ethical and innovative beauty.

Visitors can explore eight specialised exhibiting categories designed for the complete beauty ecosystem: **Professional Beauty, OEM/ODM, Halal Beauty, Hair & Barber, Makeup & Cosmetics, Nail, Embroidery & Lashes, Spa & Wellness** and **Training & Certification**. This comprehensive approach ensures professionals across all disciplines can discover relevant solutions and build meaningful partnerships.

The organiser would like to take this opportunity to express their sincere gratitude to the supporting partners, sponsors, and stakeholders. Their ongoing confidence in this premier trade platform underscores its capacity to drive innovation and facilitate international networking across the region.

“beautyexpo & Cosmobeauté Malaysia has long been a key platform for driving innovation, education, and international networking. The 2025 edition will expand this legacy with programmes that upskill professionals, foster creativity, and unlock new business opportunities across the region,” concluded Kelie Lim.

Industry professionals, buyers, and beauty enthusiasts can register for their visit now at bit.ly/becbm25visreg-preview.

To exhibit at beautyexpo & Cosmobeauté Malaysia, please email info.becbm@informa.com.

Visit our official websites: www.beautyexpo.com.my and www.cosmobeauteasia.com/malaysia

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NOTES TO EDITORS:

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets on Beauty segment 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, and Tokyo), the world's fastest-growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami serving the East Coast and USA, South America, and Caribbean Islands regions.

beautyexpo & Cosmobeauté Malaysia is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience, and do business through face-to-face exhibitions, specialist digital content, and actionable data solutions. As the world's leading exhibitions organiser, 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.

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