**CosmeticBusiness**

**International Supplier Event for the Cosmetics Industry**

**04 to 05 June 2025**

Leipzig, 10 April 2025

**CosmeticBusiness 2025: Programme provides inspiration for tomorrow**

**The cosmetics industry is facing crucial issues: new regulations, changing consumer behaviour and increasing pressure to innovate. CosmeticBusiness 2025 addresses these challenges and offers a diverse programme at the MOC Munich from 4 to 5 June. Keynote speakers such as Caroline Kroll from Nø Cosmetics and generation expert Felix Behm will provide answers to pressing questions. Numerous start-up impulse lectures and SPOTLIGHT presentations on the stage in the INNOVATION CORNER in Hall 4 will also provide even more inspiration.**

From high-calibre panel talks to keynote speeches and impulse lectures: The anniversary edition of the international supplier event for the cosmetics industry offers a packed two-day programme. While the focus on the first day of the trade fair, 4 June, will be on formulation and manufacturing, the topics on 5 June will concentrate on packaging solutions.

**Day 1 with focus on formulation & production**

Caroline Kroll, founder of **Nø Cosmetics**, shares her experiences and her secret to success in her keynote speech *"How cosmetics brands create real impact - and why it's time for a rethink".* At just 22 years old, she brought affordable, ingredient-based skincare to the German drugstore market. Today, Nø Cosmetics is setting new standards in the industry: with annual sales of over 50 million euros and a presence in more than 6,600 shops in the DACH region, the brand is one of the strongest players in the drugstore segment.

**The Ecovia Panel Talk provides an outlook on the market for natural & organic cosmetics.** Industry experts will discuss current trends, high-growth product categories and future developments in a stagnating market.

What will move beauty consumers in 2025? **Euromonitor** provides exciting insights into the latest global trends and uses current surveys and case studies to show how brands can respond successfully.

On both days, young players will be showcasing their new solutions that open up innovative perspectives for product development for cosmetics manufacturers and brands. The start-up **matrihealth** will be presenting a revolutionary method for extracting highly pure, water-soluble elastin, which is now also available on a large scale for cosmetic and skincare applications. **Labtree** shows how brands can use digital workflows and data-based tools to shorten product launches - from idea to implementation - by up to 50 per cent.

Prof Freiherr from the **Fraunhofer Institute** shows how companies can create trust with more transparency in cosmetics. She demonstrates how psychophysiological effects can be scientifically proven and why this is the key to greater credibility and brand success.

**Day 2 dedicated to sustainable packaging**

**The second day of the trade fair will be dedicated to sustainable packaging solutions and innovative materials. The cosmetics industry is facing major challenges as a result of the new EU packaging regulation (PPWR). In an expert talk moderated by forewood, leading minds of the industry will discuss specific solutions for implementing the PPWR - from the circular economy to reusable packaging and decarbonisation of the value chain.**

**Felix Behm sheds light on what Gen Z & Alpha really want in his keynote speech *"Winning the next generation of customers: What Gen Z & Alpha really want"*.** They set trends, break with convention and demand a real attitude: Gen Z and Alpha are changing the rules of the game in the market. Generation expert Felix Behm shows how companies can reach these young target groups - with relevant messages, an authentic approach and offers that really resonate.

Pioneering packaging concepts will be presented by start-ups such as **UPM Biochemicals** with UPM BioPET based on wood, **Meadow** with its KAPSUL™ technology for aluminium cans and zerooo with its reusable system for cosmetics and drugstores. **Lifocolor** will be presenting new colour and effect trends in the masterbatch sector - live at the SPOTLIGHT area in the INNOVATION CORNER.

**Premiere for workshop programme & Community Award**

New in the anniversary year is a workshop format that offers in-depth insights into practice-relevant topics. Industry professionals pass on their knowledge in small groups - for example on decorative cosmetics as a product range extension or how start-ups can safely enter the market. A total of three workshops will be offered, the number of participants is limited to 40 places each. Early registration is recommended.

The **CosmeticBusiness Community Award** will also be presented for the first time. The award will go to the most popular SPOTLIGHT innovation product. The award ceremony will take place on **5 June at 3 p.m.** on the stage in the INNOVATION CORNER.

All details of the [programme](https://www.cosmetic-business.com/en/program/agenda/?limitSearchResults=10) can be found on the CosmeticBusiness website.

**About CosmeticBusiness**

CosmeticBusiness is the only international trade fair in Europe where the cosmetics industry meets exclusively with its suppliers and finds solutions for the development of all kinds of cosmetic products, from active ingredients to manufacturing and packaging. As the most important industry meeting place in Germany, the largest cosmetics market in Europe, the B2B trade fair is an indispensable trend barometer for decision-makers from management, product management and development, marketing, purchasing and production. The next edition of CosmeticBusiness will take place from 4 to 5 June 2025 at the MOC Munich.

**About the Leipziger Messe**

The Leipziger Messe is one of the ten leading German trade fair companies and one of the top 50 worldwide. It organises events in Leipzig and at various locations all over Germany and abroad. With its five subsidiaries and the Congress Center Leipzig (CCL), Leipziger Messe is a comprehensive service provider covering the entire chain of the events business. It is due to this level of professionalism, that customers and visitors in 2024 voted the Leipziger Messe the service champion of the trade fair industry in Germany's largest service ranking for the 11th time in a row. The Leipzig fairgrounds comprise an exhibition area of 111,900 m² and an open-air exhibition area of 70,000 m². Every year, over 250 events with more than 7,800 exhibitors and over 1.2 millions visitors take place – from trade fairs, exhibitions and congresses to events. Leipzig was the first German trade fair company to be certified according to the Green Globe standards. Sustainability is a recurring theme in the Leipziger Messe's corporate activities.

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