



Personal Care Technology Convention 2023

Technology Empowers Sustainable Beauty

November 22-23, Guangzhou Baiyun International Convention Center

Organized by Ringier Trade Media/ Happi China Magazine, Personal Care Technology Convention (Short for PCT) is dedicated to exchange ideas and showcase cutting-edge research and new technological advances in personal care industry. In 2023 Guangzhou edition, we will invite Global brand giants, innovative domestic brands, and scientific research experts to discuss hot topics including basic research, formulation development, safety assessment, product innovation, marketing strategy, and regulatory update.

Conference Highlights:

3000+ industry representatives and R&D personnel participated in the grand event -----B2B conference focusing on cosmetics R&D and formula technology exchange

200+ "one-on-one" business negotiations -----the preferred platform for broadening contacts and accurate docking

100+ celebrities and experts sharing - insight into business opportunities, interpretation of cutting-edge R&D, and common development

Main venue + 8 technical sessions -----Focus on industry technology hot spots, regulatory dynamics, hot trends

Multi-dimensional and all-round continuous exposure, pre-conference, mid-post continuous exposure ----- "magazine, Public account, website "high-density exposure before, during and after the conference, authoritative cooperative media to achieve worldwide radiation effect

7000 m² Display area -----250+ exhibitors will show you new raw materials, new products and new ideas in the industry

Factory visit - cooperate with Chengxing Machinery to take you to experience the intelligent manufacturing practice behind Guangzhou's digital factory

Special activities in the exhibition zone & black technology experience - the forum focuses on the transformation of academic achievements, marketing, trends, and product strategies; Black Technology Experience Area; "Treasure Hunt" check-in activity

Hot topics :

<p>Plenary Session: Product Innovation & Science Communication in the Beauty Industry The growth logic of cutting-edge brands How can the supply chain help brand development? Sustainability / Technology Innovation / Marketing Strategy / Market Management / Consumer Insights</p>	<p>Moisturizing & Anti-aging Development and application of anti-aging active ingredients Anti-aging of sensitive skin / A-alcohol anti-aging / plant anti-aging Anti-aging technology: anti-aging product development Skin aging mechanism and care Antioxidant/anti-glycation/biorhythm</p>	<p>Skin Microbiome Skin barrier function and microbiome research Biological fermentation technology and skin microecology Development of different technical pathways of microecology: prebiotics/probiotics/postbiotics Scalp microbial community composition and its interactions</p>
<p>Cosmetics Regulations & Inspections Raw material management practices and product registration and Filing Toxicological assessment and testing under the new regulations Cosmetics safety and quality control Cosmetic microbial control and bacteriostasis Compliance review/efficacy evaluation/claim specifications</p>	<p>Skin Repair Medical research co-creation helps repair brand development Skin Inflammation Management: Inflammation and "Sensitization" Photoaging and skin damage repair Application of soothing moisturizers in sensitive skin Pathogenesis of sensitive skin</p>	<p>Hair Care Efficacy: Soothing anti-inflammatory/scalp anti-aging/anti-hair loss Product development: shower gel, cleansing balm, cleansing oil Itchy scalp microbiome Hair Product Evaluation Strategy Innovative raw materials: silicone oil, surfactants, fragrance</p>
<p>Sun Protection & Whitening UV damage repair and Photoprotection Precision whitening Sun protection and anti-photoaging Hyperpigmentation and spot treatment Scientific Support for Whitening Claims</p>	<p>Natural Safety & Clean Beauty " Clean Beauty" & Development of Natural Cosmetics Extraction Methods of Natural Active Substances Chinese Herbs for Skin Care Fermentation in Cosmetics efficacy testing of natural extracts</p>	<p>Synthetic Biology Natural product synthetic biology research Recombinant collagen efficacy research and product development Biotechnology-based functional ingredient development Bio-based surfactant development Microalgae synthesis biotechnology and green biomanufacturing</p>

Overview in Exhibition Zone

PCT Personal Care Product Manager Development Forum

Cross the cycle and find the second growth curve of personal care products! Here, Jung will provide you with in-depth insight into beauty trends and industry developments, and reveal the vane of development for personal care product managers; In order to provide richer discussion and interaction, we sincerely invite professional consulting institutions and brand incubators to join the forum, focusing on beauty trends, consumer exploration, product development and landing strategies, as well as the future direction of China's beauty consumer market, and jointly discuss the

development path of explosive products in subdivided categories in the era of efficacy. Whether you're a personal care product manager or a beauty industry enthusiast, this forum will provide you with valuable insights and inspiration to better capitalize on the opportunities in the personal care market. Join us and start a new era of personal care products!

PCT Scientific and Technological Achievements Transformation Forum 2023

Ringier launched the PCT Technological Achievements Transformation Forum, which is committed to promoting industry-university-research collaborative innovation in the cosmetics industry and helping the industrialization of cutting-edge scientific and technological achievements. In order to promote the development of the industry, we sincerely invite well-known universities and scientific research institutions at home and abroad to participate in the forum, release the latest research and development results, deeply discuss the background and trends of the cosmetics industry, and how to translate the scientific research results into practical applications. It is hoped that through exchanges and cooperation with experts from all walks of life, the innovation and development of the industry will be promoted. Join us to jointly promote the development of the cosmetics industry and realize the transformation and industrialization of scientific and technological achievements!

PCT-New Technology Forum 2023

We focus on organizing new technology release sessions for Ringier Technology Innovation Award winners, providing you with the opportunity to learn about the cutting-edge technologies in the industry. This forum will focus on the latest technological achievements of the Ringier Technology Innovation Award winners, and you will have the opportunity to meet and interact with representatives of the companies face-to-face and learn first-hand about the innovative breakthroughs and new technology applications of these companies in the industry.

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