

## **COSMOPROF INDIA 2019 ANNOUNCED THE WINNERS OF THE FIRST EDITION OF COSMOPROF INDIA AWARDS**

**The exhibition has been the occasion to celebrate the most innovative products for the Indian market**

Mumbai, June 12, 2019 – At Cosmoprof India, during the Gala Night, which has been held on June 12 at the Hall 1 – Banquet Hall Grande of the Bombay Exhibition Center in Mumbai, winners have been announced for the first edition of **Cosmoprof India Awards**. The initiative aimed at celebrating the exhibitors of **Cosmoprof India**, who are investing in research and new technologies.

For all five categories, 103 entries have been submitted: this proves that the Indian market is constantly growing, and that local companies and players are paying more and more attention on quality and innovation. Among all proposals, 20 finalists have been selected, thanks to the contribution of the international trend agency **Beautystreams** and of the participation of 11 key players of beauty industry, who took part to the initiative as members of the jury.

For the HAIR category, the award went to the Italian company **Tricobiotos**, with **Avocado Shot**: the first hair serum on the market with a high concentration of a pure superfood – avocado, containing Omega 3, which hydrates and protects the hair.

It is **Swati Cosmetic** the best product for the MAKE UP & NAIL category, with **Swati Cosmetics Lenses**; the Swedish company launched this line of cosmetic contact lenses with natural colors.

For the category dedicated to SKINCARE, PERSONAL CARE AND FRAGRANCES, **Superfood Salad for Skin** by **Farmskin** has been rewarded; the South-Korean company combines nutrients from superfood with colostrum to create fresh skincare masks.

The attention for green beauty is at the basis of the SUSTAINABLE category. The winner is **Pink Frogs**, Italian contract manufacturer, with **Sustainable Coffee Scrub**: a facial coffee scrub using production waste from coffee company Lavazza. 99,9% of its ingredients come from natural origins, and the product contains only 3,25% of water, thus ensuring a low environmental impact. Packaging is refillable, cutting down on post-consumer waste.

For the category INNOVATION AND DESIGN FOR THE SUPPLY CHAIN, the award went to **Ancorotti Cosmetics**, with **Multi-Tecnic Foundation SFC015-00**: a universal white foundation, which transforms into a shade to match the skin tone once applied, thanks to a vegan and innovative formulation.

Winners received an exclusive trophy, created and designed by the French design agency **centdegrés**, with a special project conceived for the whole Cosmoprof platform. The inspiration was the idea of radiance and light, linked to the concepts of creativity and innovation. Inside colors symbolize make-up, skincare and fragrances, while the external outlook recalls the packaging universe.

For the Cosmoprof India Awards, a gold color has been chosen, a nod to the cultural richness of India.

For further information, <http://india.cosmoprofawards.com/en>