



**Wow!**

Bigger Than Ever

**PCT 2024**

个人护理品技术高峰论坛暨展览  
Personal Care Technology Convention

Nov. 27-28 | Guangzhou  
Baiyun International Convention Center

**Cosmetic Science and Sustainability**

**10+**

Technical forums

**100+**

Speakers

**5,000**

Delegates

**65%**

Brands

**250+**

Exhibitors

**800+**

Products Display

**7,000** m<sup>2</sup>

Exhibition Zone



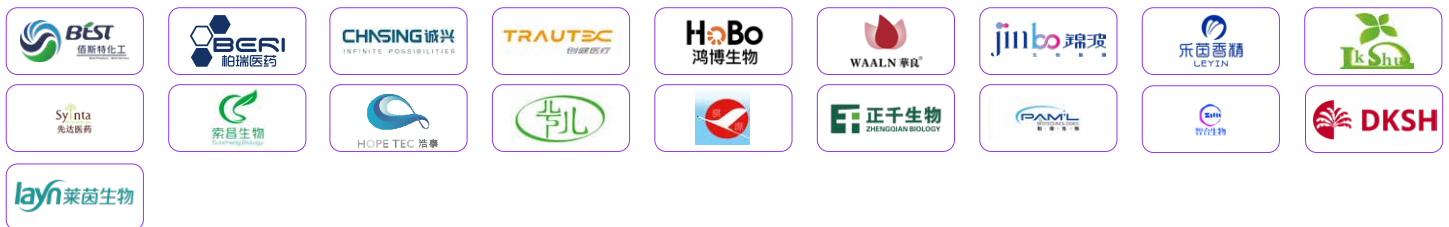
Technology, Trends,  
Business

# Trade Show Partners

## Bronze Sponsors



## Special Booth Sponsors



## Booth Sponsors



# Trade Show Partners

## Booth Sponsors



## AD Sponros



## Speech Sponsors



## Special Forum



# PCT 2024

PCT, founded in 2004 by Ringier Trade Media/Happi China magazine, has become one of the most influential personal care industry events in the Asia-Pacific region.

PCTS2024 Guangzhou will inherit the concept and pursuit of the PCT and disseminate the most advanced technology, ideas and business experience. Focusing on industry trends, technological innovation and regulatory trends, we will discuss hot topics in the field of cosmetics with leaders of government associations, experts from colleges and universities and brand experts, create a high-specification, high-standard and high-level industry exchange and innovation cooperation platform, and promote the high-quality development of the personal care industry.



## Wow!

Bigger Than Ever

### Content upgrade

leading brands, top experts, and industry leaders publish new technologies, new trends, new regulations, etc.

### Form upgrade

Plenary Conference, Technical Tracks, Customized Forum, New-tech display Forum, etc.

### Media upgrade

Multi-dimensional exposure in magazines, websites, and public accounts.

### Award Upgrade

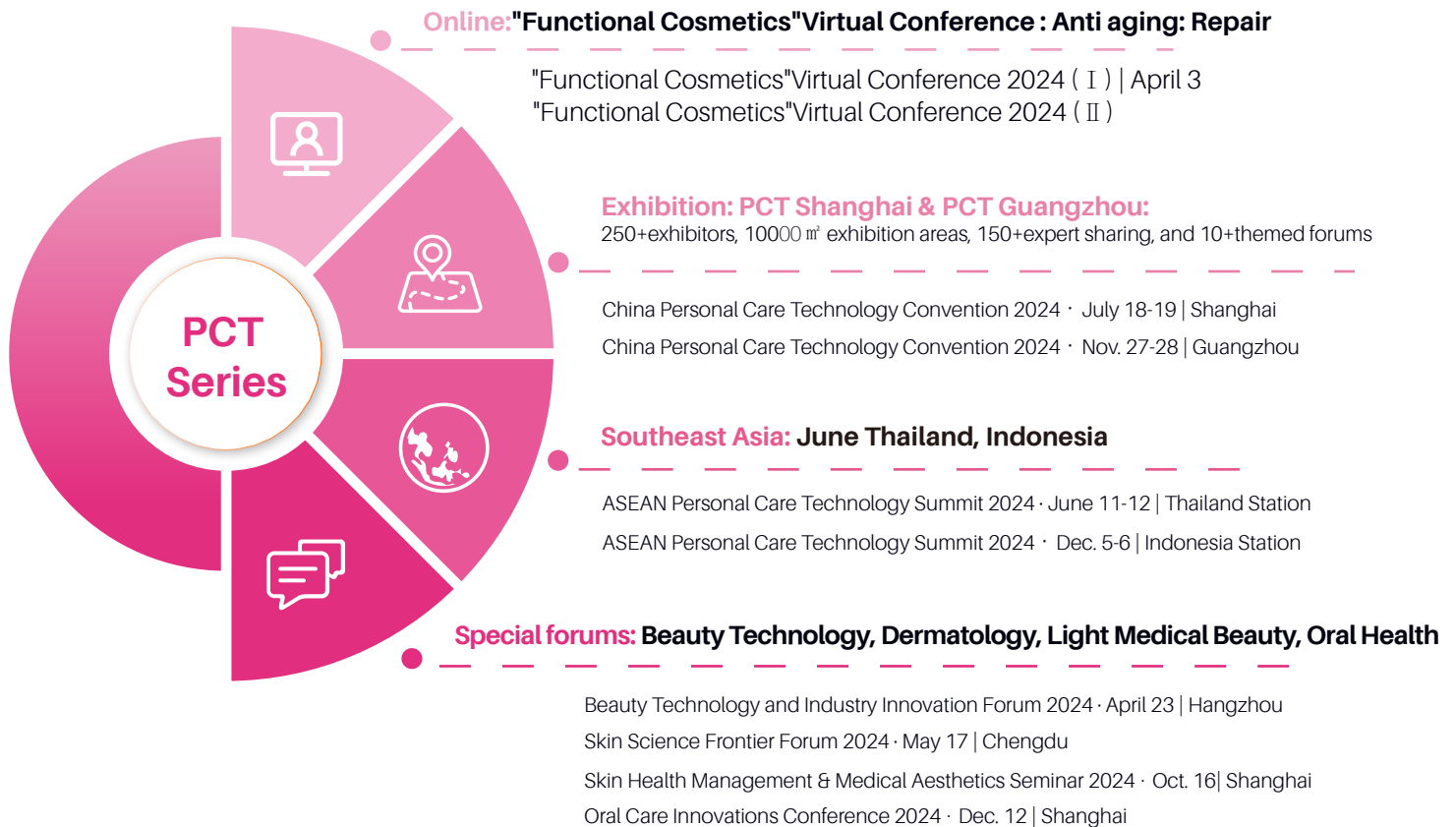
More professionals review lineup, better review process, more award categories.

### Scale upgrade

10,000<sup>m</sup>² exhibition zone, standard exhibition, special booth, special display zone, etc.



# Conference Highlights



## Why PCT

- ✓ Marketing advantages: As an important base of China's cosmetics industry, Guangzhou has a complete industrial chain and rich resources, which can better meet the needs of exhibitors and visitors and promote industrial exchanges and cooperation.
- ✓ Strong professionalism: PCTS Guangzhou focuses on the professional areas of the cosmetics industry, covering brand, raw materials, processing, testing and other aspects, so that you can learn about the latest products and technologies.
- ✓ Rich and diverse content: The exhibition covers industry trends, technological innovation, regulatory dynamics and other aspects, not only keynote speeches and new product launches, but also technical exchanges and interactive links to meet the needs of different exhibitors.
- ✓ Extensive media publicity: PCTS Guangzhou has received the support and attention of many media, and there will be major media reports on the exhibition site to improve the visibility and influence of exhibitors, and at the same time reduce marketing costs.
- ✓ Networking opportunities: communicate face-to-face with potential customers and partners, understand needs and purchase intentions, and provide products and services that are more in line with customer requirements.
- ✓ Enhance brand influence: Enhance brand reputation and loyalty through interaction with industry professionals and consumers, further consolidate and expand market share.
- ✓ Understand competitors: By observing and comparing competitors' products, exhibitors can analyze the competitive landscape in the market, explore their own strengths and weaknesses, and thus develop more targeted competitive strategies.

# Technical Sessions

## Special Forum

### Plenary session

- ✓ Personal care market trends and growth strategies
- ✓ Product innovation & Scientific communication
- ✓ Growth logic of emerging brands
- ✓ Sustainability and Biotechnological Products
- ✓ Technological innovation/consumer insights

### Moisturizing and anti-aging

- ✓ Advanced anti-aging formulation and ingredients
- ✓ Anti-aging for sensitive skin
- ✓ Retinol, plant extracts in anti-aging
- ✓ Study on skin aging, photoaging, wrinkle, etc
- ✓ Antioxidant/anti saccharification/biological rhythm
- ✓ Skin immunosenescence

### Skin Repair & Microbiome

- ✓ Skin Inflammation Management
- ✓ Photoaging and skin damage repair
- ✓ Sensitive skin product development
- ✓ The pathogenesis of sensitive skin
- ✓ Skin barrier repair and microbiome
- ✓ Medical skincare and clinical research

### Regulation & Assessment

- ✓ New ingredient claim & complete safety assessment
- ✓ Toxicological assessment and Testing
- ✓ Evaluation of efficacy in anti-aging/sun protection/whitening
- ✓ Compliance review/efficacy evaluation/claim specification

### Natural Cosmetics & Sustainability | Scalp & Hair care

- ✓ Extraction process of natural organic components and active substances
- ✓ Application of Chinese characteristic plant resources in cosmetics
- ✓ Research and Development of Plant Fermented Cosmetic Raw Materials
- ✓ Efficacy testing of natural extracts

- ✓ Efficacy Anti-inflammatory, scalp anti-aging, anti hair loss
- ✓ Formulation: shower gel, facial cleanser, makeup remover
- ✓ Study on scalp microbiome
- ✓ Evaluation strategy for hair products
- ✓ Natural ingredients for hair dye

### Sunscreen and whitening

- ✓ UV damage and repair
- ✓ Sunscreen and light aging resistance
- ✓ Physical sunscreen vs chemical sunscreen
- ✓ Light spots and pigmentation
- ✓ Skin whitening and lightening
- ✓ Environmentally friendly sunscreen

### Synthetic Biology

- ✓ Synthetic Biology of Natural Products
- ✓ Research on the efficacy of recombinant collagen and product development
- ✓ Functional ingredients based on biotechnology
- ✓ Biobased Surfactants
- ✓ Green biological manufacturing

### Frontier Technology

- ✓ RAI empowers beauty product development
- ✓ New transdermal delivery technology
- ✓ Neuroscience & Neurocosmetics
- ✓ 3D-printing in cosmetics
- ✓ Personalized cosmetics development
- ✓ New Ingredients, new evaluation method

# 93%

of the Delegates/Visitors said that PCT has brought them significant benefits

# 81%

of Delegates/Visitors have suggestions and decision-making power in the procurement process

# 89%

Exhibitors/sponsors said the conference was effective

\* Data source: PCT 2023 Guangzhou Station

## Who will you meet

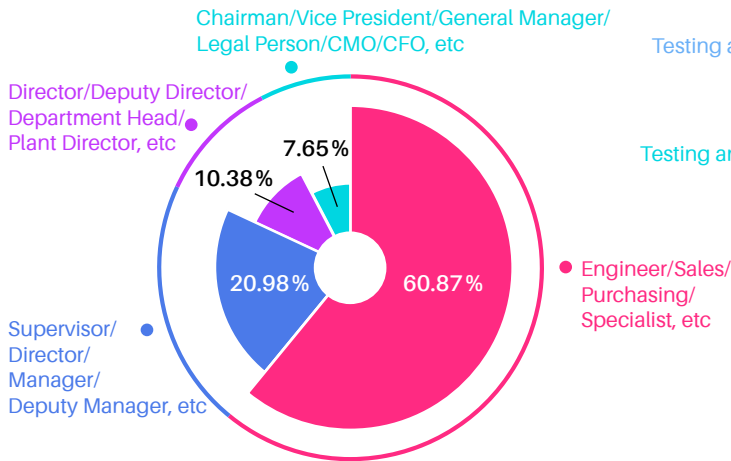
- ✓ Brands: Cosmetics/personal care products/makeups/Fragrances
- ✓ Manufacturers: Cosmetics OEMs/ODMs
- ✓ Channels: Online and offline dealers/agents/channel providers
- ✓ Research institutes: Government regulatory agencies/associations/research institutions
- ✓ Supplier: Raw ingredients/production equipment/testing/packaging material technical service provider

# Past Glimpses

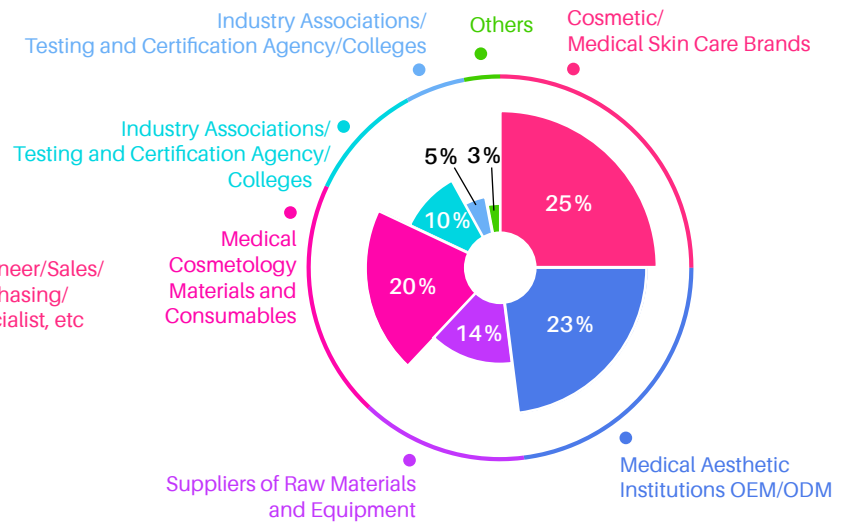
## Data Analysis

The total number of attendees: **11105** The total number of people: **5659** Attendance rate: **83.71%**

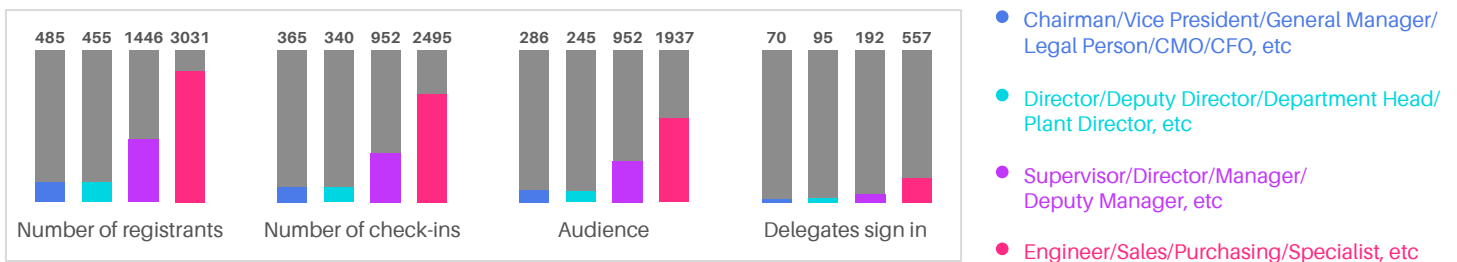
### Distribution of delegate positions



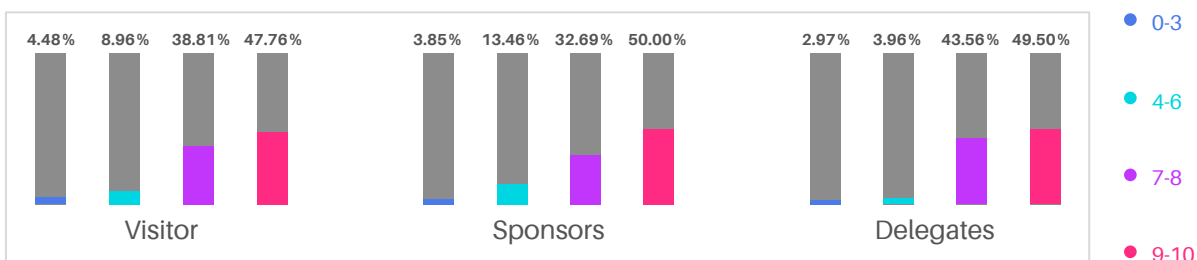
### Industry distribution of delegates



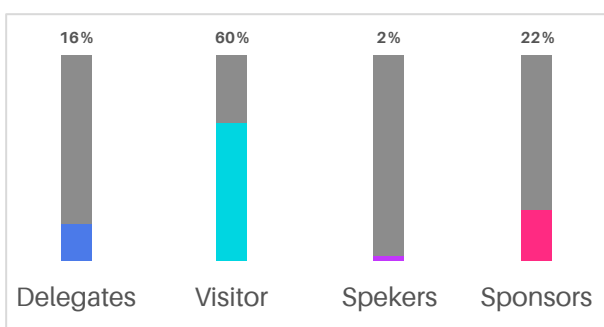
## Positions distribution and audience analysis



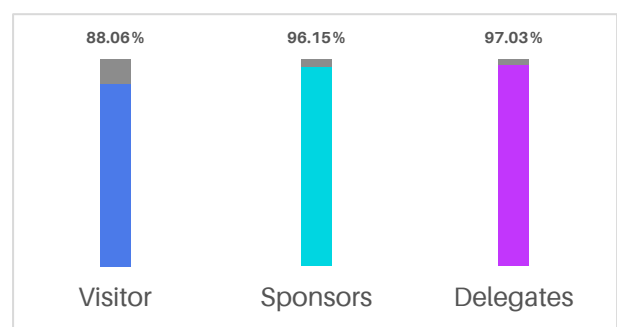
## Proportion of exhibition scores



## Type and proportion of participants



## Satisfaction by type of participant



# Visitor & Exhibitor Evaluation

The content of the forum is very professional and forward-looking, you can learn a lot of knowledge, and you can gain a lot

——P&G China



The scale of PCT is getting bigger and bigger, the exhibits are diversified, the forum is multi-session, the content is rich, involving all aspects, I hope that Jung's exhibition will be better and better

——Jodenis (Guangzhou) Beauty Salon Cosmetics Co., Ltd



There are many thematic forums in this exhibition, and the content of the conference is very rich, and you can learn some cutting-edge knowledge

——Guangzhou Blue Moon



The exhibition is very high-quality, the speech has dry goods, there are many raw material suppliers, you can meet a lot of peers and customers, the next session is very worth looking forward to!

——Bawang Guangzhou Co., Ltd.

A large-scale, technical event in the cosmetics industry!

——Perfect Commodity Co., Ltd.



The content of the forum is full of dry goods, the exhibition hall is rich in types of suppliers, and we look forward to the next exhibition

——Guangzhou Tiankiss Jiaoyan Cosmetics Co., Ltd



During the exhibition, a number of professional forums were held, and industry experts from home and abroad were invited, which provided a broad academic exchange platform and opportunities for exhibitors and visitors, and also added more highlights and value to the exhibition. We are also very honored to be recognized and supported by all exhibitors and visitors, whose high-quality participation and positive feedback are important guarantees and motivation for the smooth development of the exhibition. Finally, I wish Ringier better and better development

—— Suzhou Natong Bionanotechnology Co., Ltd



I have participated in Ringier online and offline exhibition forums for many times, and the content and service are very professional and the experience is very good. I hope that Ringier will hold more forums in Shanghai, and more opportunities for us to participate in.

——Guangzhou Qinghe Biotechnology Co., Ltd

The layout of the exhibition area is more neat, the planning and layout are better, and the planning of the event is also very good, which adds a lot of popularity to this exhibition! I hope that Ringier will make persistent efforts and the exhibition will be better and better

——Guangzhou Keang Trading Co., Ltd





# Past Speakers



**Ms. LIANG You**

Secretary General of Cosmetics Committee, Guangdong Food & Drug Technology Association for Evaluation & Certification



**Mr. Vincent GAO**

Procter & Gamble China  
GM of Scientific Communications



**Dr. Daniel JIA**

Shanghai Jahwa United Co.,Ltd  
Head of R&D Center



**Dr. ZHANG Yi**

Yatsen Group  
Advanced Tech. Director



**Mr. ZHANG Zhongxing**

ACD Medical Director  
L'Oréal China



**Dr. LV Long**

Researcher  
SIOC



**Ms. DONG Tiantian**

Director of Shandong Freda Biotechnology Co.,Ltd  
Co-founder of Dr.Alva



**Prof. LAI Wei**

Department of Dermatology  
the 3rd Affiliated Hospital  
of Sun Yat-sen University



**Dr. CHEN Liang**

Head of Science communication  
Inertia Biotechnology Co., Ltd



**Ms. LIU Yanqing**

Director  
Kao China Research Center



**Mr. Akihiro ENDO**

Sales  
NIPPON FINE CHEMICAL CO.,LTD



**Ms. LIU Xiaoying**

Chief Engineer  
Infinitus (China) Co., Ltd.



**Ms. Chellan HUANG**

Marketing Manager APAC  
Cargill Investments (China) Ltd.



**Ms. HE XiaoJing**

Director of Cosmetics  
R&D Center, Perfect (China) CO.,LTD



**Ms. SUN Jingjia**

Technical Manager  
Brenntag(Shanghai)  
Chemical Trading Co.,Ltd.



**Ms. Jessica GUO**

Regional Manager China  
CLR-Chemisches Laboratorium  
Dr. Kurt Richter GmbH



**Dr. HE Jingyu**

R&D Manager  
Guangzhou Huanya  
Cosmetic Technology Co.,Ltd.



**Mr. QIU Xiaofeng**

Vice President of R&D  
NOX BELLCOW



**Mr. Victor GONG**

Founder  
My ClorisLand



**Ms. TIAN Zhongrong**

Founder  
DIY FEEL



**Dr. LIU Zhe**

R&D Director  
Bloomage Biotech



**Mr. Simon HAN**

MD Manager A&P  
Eastman Chemical China



**Ms. ZHANG Ranran**

Researcher Manager  
Shiseido China Innovation Center



**Ms. WANG Jing**

R&D Director  
OSM Biological co., LTD



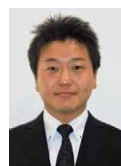
**Ms. XU Xiaoqun**

Scientific Communication Manager  
S'YOUNG INTERNATIONAL/UNIFON



**Ms. Yessica ZHANG**

Sr. Technical Manager  
Wacker



**Mr. Satoh Naoki**

Technical sales manager  
of overseas department  
Matsumoto Trading Co., Ltd

# Past Speakers



**Dr. ZHANG Yexiang**

R&D Director  
Little Dream Garden



**Ms. TANG Lifeng**

Tuiquan Technology/C+  
Co-founder



**Ms. LI Xiaomin**

PERFECT (CHINA) CO., LTD.  
General Manager



**Ms. CHEN Mo**

Adolph Research and  
Innovation Laboratory  
Efficacy Evaluation Manager



**Ms. Jessica GUO**

CLR  
Regional Manager China



**Dr. YANG Jianzhong**

Japan-China Cosmetic  
Exchange Association  
Chairman



**Ms. Eve CHEN**

dsm-firmenich  
Technical Manager Greater China



**Dr. LU Hailiang**

Shenzhen Liran Cosmetics Co., Ltd.  
Head of R&D



**Dr. LIU Junxi**

Shanghai Jiyan Biomedical  
Development Co., Ltd.  
R&D Researcher



**Dr. REN Yiping**

Nu Skin Enterprises  
Director of R&D



**Ms. HONG Yujin**

LG H&H  
Assistant Senior Researcher



**Ms. Daisy NING**

Symrise  
Product Development Manager



**Dr. SHU Peng**

Shenzhen Nujia  
Technology Co., Ltd./HBN  
Director of Product R&D



**Mr. HAN Yang**

Shiseido China CO., LTD.  
Innovation Center  
Academic Senior Expert



**Dr. LIN Mengya**

Guangzhou Uniasia Cosmetic  
Technology Co. Ltd.  
Director of Product R&D



**Ms. Julia KANG**

Lucas Meyer Cosmetics  
Marketing Manager



**Dr. JIANG Shanshan**

JALA Group  
Senior Project Manager



**Dr. WANG Jingyi**

Shanghai Chicmax Cosmetic  
Co., Ltd.  
Senior Research Scientist



**Dr. Kilala Tilaar**

Martha Tilaar Group  
CEO



**Dr. QU Xin**

Global Personal Care Innovation  
(Shanghai)  
R&D Director



**Mr. Sam YANG**

SETHIC INNOVATION LABO  
R&I Manager



**Ms. Jane LIU**

Amway (Shanghai) Innovation &  
Science Co., Ltd. I&S Manager



**Mr. XU Zebing**

Guangdong Cosmetic Quality  
Management Association  
Secretary-General



**Ms. LUO Shaoxuan**

G.D. FOODS AND COSMETICS  
TESTING CENTER CO., LTD.  
Regulatory Director



**Prof. YANG Xingfen**

Southern Medical University



**Mr. Chris LEE**

Guangzhou Yueyan  
Cosmetics Co., LTD.  
Marketing Brand Director



**Prof. GONG Shengzhao**

School of Light  
Chemical Technology  
Guangdong Industry Polytechnic

# Part of invited companies

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Procter&Gamble (China) Co., Ltd  
Shanghai Jiahua United Co., Ltd  
L'Oreal (China) Co., Ltd  
YSG-Yatsen Holding Limited  
Colgate-Palmolive (China) Co., Ltd  
Adolf Personal Care Limited  
Yunnan Botanee Bio-Technology Group Co., Ltd.  
Proya Cosmetics Co.,Ltd  
Galan (Group) Co., Ltd  
Unilever (China) Investment Co., Ltd  
Kesimeishi (Guangzhou) Cosmetics Co., Ltd  
Mentholatum (China) Pharmaceutical Co., Ltd  
Guangzhou Liby Enterprise Group  
Perfect Life and Health Technology Research Institute Co., Ltd  
Guangzhou Blue Moon Industry Co., Ltd  
Guangzhou Golan Biotechnology Co., Ltd  
Guangdong Danzi Group Co., Ltd  
Guangzhou Niqu Cosmetics Co., Ltd  
Guangzhou Huanya Cosmetics Technology Co., Ltd  
Hanhou Cosmetics Co., Ltd  
Guangdong Kangaroo Mama Group Co., Ltd  
Meishang (Guangzhou) Cosmetics Co., Ltd  
Northbell Cosmetics Co., Ltd  
Guangzhou Guyu Biotechnology Co., Ltd  
Guangzhou Youbei Biotechnology Co., Ltd  
Unlimited Extreme (China) Co., Ltd  
Chanel (China) Trading Co., Ltd  
Nordray (Guangzhou) E-commerce Co., Ltd  
Shiseido (China) Investment Co., Ltd  
Amway (China) Daily Necessities Co., Ltd  
Guangzhou Langqi Industrial Co., Ltd  
Zhuhai Isjia Technology Co., Ltd  
Guangdong Marumi Biotechnology Co., Ltd  
Guangzhou Xingji Yuedong Co., Ltd  
Shenzhen Xiandi Cosmetics Co., Ltd  
Zhuhai Siyu Biotechnology Co., Ltd  
Runben Biotechnology Co., Ltd  
Lafang Jiahua Co., Ltd  
Shanghai Baique Ling Daily Chemical Co., Ltd  
Chunyan Biotechnology Co., Ltd  
Guangzhou Aibe Biotechnology Co., Ltd  
Ausimi Daily Chemical (Guangzhou) Co., Ltd  
Guangdong Sanhao Technology Co., Ltd  
Bawang (Guangzhou) Co., Ltd  
Guangzhou Kashi Cosmetics Co., Ltd  
Gaobao Cosmetics (China) Co., Ltd  
Foshan An'an Beauty and Health Products Co., Ltd  
Gaosi Cosmetics Sales (China) Co., Ltd  
Guangdong Longdi Group Co., Ltd  
Guangdong Piaoying Industrial Co., Ltd  
Guangdong Shaohe Pearl Co., Ltd  
Guangdong Sun God Group Co., Ltd  
Guangdong Wanning Chain Commerce Co., Ltd  
Guangdong Xingmei Cosmetics Co., Ltd  
Guangdong Yalijie Fine Chemical Co., Ltd  
Guangdong Yana Group Co., Ltd  
Guangdong Yaqian Cosmetics Co., Ltd  
Guangdong Yawei Biotechnology Co., Ltd  
Guangdong Zhenlisi Cosmetics Co., Ltd  
Guangzhou Baiyunshan Jingxiu Tang Pharmaceutical Co., Ltd  
Guangzhou Jiaolan Jiaren Cosmetic Chain Co., Ltd  
Guangzhou Cardilian Cosmetics Co., Ltd  
Guangzhou Caishi Cosmetics Co., Ltd  
Guangzhou Dikai Cosmetics Co., Ltd  
Guangzhou Jiaolan Cosmetics Co., Ltd  
Guangzhou Pop Beauty Fashion Commercial Co., Ltd  
Guangzhou Luhan Decoration Cosmetic Technology Co., Ltd  
Guangzhou Qiaomei Cosmetics Co., Ltd  
Guangzhou Youxi Cosmetics Co., Ltd  
Guangzhou Wenya Daily Cosmetics Co., Ltd  
Hainan Hairun Pearl Co., Ltd  
Hainan Jingrun Pearl Biotechnology Co., Ltd  
Dongshengyuan Research Institute (Guangzhou) Co., Ltd  
Foshan Qianbi Cosmetics Co., Ltd  
Guangdong Da'ao Cosmetics Co., Ltd  
Guangdong Jiadanting Daily Necessities Co., Ltd  
Guangdong Kewei Biotechnology Co., Ltd  
Guangzhou Baihuafang Cosmetics Co., Ltd  
Guangzhou Diequan Cosmetics Co., Ltd  
Guangzhou Haodi Group Co., Ltd  
Guangzhou Junchen Cosmetics Co., Ltd  
Guangzhou Kangyoumei Cosmetics Co., Ltd  
Guangzhou Meiku Information Technology Co., Ltd  
Guangzhou Mingmen Youxiu Biotechnology Co., Ltd  
Guangzhou Haoyu Cosmetics Co., Ltd  
Guangzhou Jilian Daily Chemical Co., Ltd  
Guangzhou Meichi Cosmetics Co., Ltd  
Guangzhou Ouli Cosmetics Company  
Jialibao Cosmetics (China) Co., Ltd  
Jiaoyunshi Cosmetics (Shanghai) Co., Ltd  
JIUZHITANG co., ltd  
Kristin Dior Commercial (Shanghai) Co., Ltd  
Christina (China) Trading Co., Ltd  
Mary Kay (China) Cosmetics Co., Ltd  
Mingchen Health Products Co., Ltd  
Qiya Group Co., Ltd  
Watsons Group (Hong Kong) Limited  
Sasa Cosmetics (China) Co., Ltd  
Yabao Pharmaceutical Group Co., Ltd  
Zhongshan Mayer Daily Necessities Co., Ltd  
Zhuhai Xiting Biotechnology Co., Ltd  
Guangdong Shichangsheng Cosmetics Manufacturing Co., Ltd  
Guangdong Sibuy Group  
Guangzhou Bawei Biotechnology Co., Ltd  
Guangzhou Keying Cosmetics Co., Ltd  
Guangzhou Membrane Biotech Co., Ltd  
Guangzhou Touzhen Biotechnology Co., Ltd  
Guangzhou Non additive Cosmetics Co., Ltd  
Guangzhou Yachun Cosmetics Manufacturing Co., Ltd  
Jialibao (Guangzhou) Biotechnology Co., Ltd  
Kazilan Group (Hong Kong) Limited  
Shandong Banmu Huatian Biotechnology Co., Ltd  
Guangzhou Jiaolan Cosmetics Co., Ltd  
Guangzhou Yuehui Cosmetics Co., Ltd  
Oululian Biotechnology Co., Ltd  
Jimei Cosmetics (Dongguan) Co., Ltd  
Guangdong Yueji Cosmetics Co., Ltd  
Vibro Daily Necessities (Guangdong) Co., Ltd  
Guangzhou Di Si Fine Chemical Co., Ltd  
Jiamei (Guangzhou) Health Technology Co., Ltd  
Guangzhou Aobeisi Cosmetics Co., Ltd  
Guangzhou Mengxilan Cosmetics Co., Ltd  
Guangzhou Avril Lavigne Cosmetics Co., Ltd  
Guangzhou Cikang Biotechnology Co., Ltd  
Guangzhou Porcelain Cosmetics Co., Ltd  
Zodennis (Guangzhou) Beauty and Cosmetics Co., Ltd  
Xinbaizhuang (Guangzhou) Technology R&D Center  
Guangzhou Yihua Biotechnology Co., Ltd  
Guangdong Huaxia Youmei Biotechnology Co., Ltd  
Shenzhen Mianzi Logic Cosmetics Co., Ltd  
Guangzhou Baiyunshan Jingxiu Tang Pharmaceutical Co., Ltd  
Frog Prince (China) Daily Chemical Co., Ltd  
Guangzhou Huachujian Biotechnology Co., Ltd  
Guangzhou Youminquan Biotechnology Co., Ltd  
Zhongshan Kasi Biotechnology Co., Ltd  
Guangzhou Kousi En Cosmetic Technology Co., Ltd  
Euromark Guangzhou Cosmetics Co., Ltd  
Guangzhou Yuanxiang Biotechnology Co., Ltd



# About Organizer

## Ringier Trade Media Ltd

From print media to integrated multimedia solutions Ringier Trade Media Ltd has consistently been a front runner in the application of new communication technologies. As a leading B2B industrial information provider the company has successfully promoted industrial development for the past 26 years. With a focus on quality content, industry knowledge, excellent service to the communities we serve our various media channels connect and engage with industry experts, suppliers and users.

Ringier Trade Media has been shaped by its commitment to innovation, and meeting the needs of customers & readers.

With award winning editorial content, Industry sourcing publishes 13 industry trade journals, plus annual buyer guides and multiple trade show dailies. The company has been successfully linking buyers and suppliers in China and South East Asia, and the rest of the world to the mutual benefits of all parties.



## Contact Us

### Exhibition/Speech/Sponsorship Contact



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Irene Huang  
Conference Planner

### Media cooperation



Harriet Tian  
Conference Planner

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