

Prada fragrances & Takami among L'Oréal 2022 Hainan Expo lineup



L'Oréal is bringing several beauty brands to the China International Consumer Products Expo (CICPE), running July 26 to 30 at the Hainan International Convention & Exhibition Centre in Haikou

[L'Oréal Travel Retail](#) Asia Pacific has announced it will take center stage at the China International Consumer Products Expo ([CICPE](#)) 2022 with its portfolio of 19 globally renowned beauty brands. Set to take place from July 26 to 30 at the Hainan International Convention & Exhibition Centre in Haikou, the B2B2C state-level expo will see L'Oréal debut Prada fragrances and cult-loved Takami alongside its time-honored arsenal of heritage and clinical beauty brands.

Strategically designed to be intuitive, the digital yet immersive L'Oréal Pavilion will offer guests a seamless L'Oréal CICPE 2022 experience powered by L'Oréal's innovative beauty tech. Each guest's journey will be divided into six sections, each encapsulating a key value that makes up L'Oréal Groupe's 'Sense of Purpose.'

The Future of Beauty

Continuing L'Oréal's global leadership in beauty technology innovations, L'Oréal Paris will be presenting its breakthrough Skin Genius skin analysis tool while unveiling its No.1 EU serum, Revitalift Filler Hyaluronic Acid Serum that will be exclusively available to the Hainan market. Finest apothecary skincare brand Kiehl's will debut its Derma Reader Pro Diagnosis in the travel retail market alongside the Instant Skin Reader Diagnosis QR code that launched in CICPE 2021. Visitors will get a preview of the brand's new Mr. Bones Augmented Reality tool that will be exclusive to travel retail. Over at the antioxidant skincare authority SkinCeuticals, expect a deep dive into the SKINSCOPE Diagnosis Service.

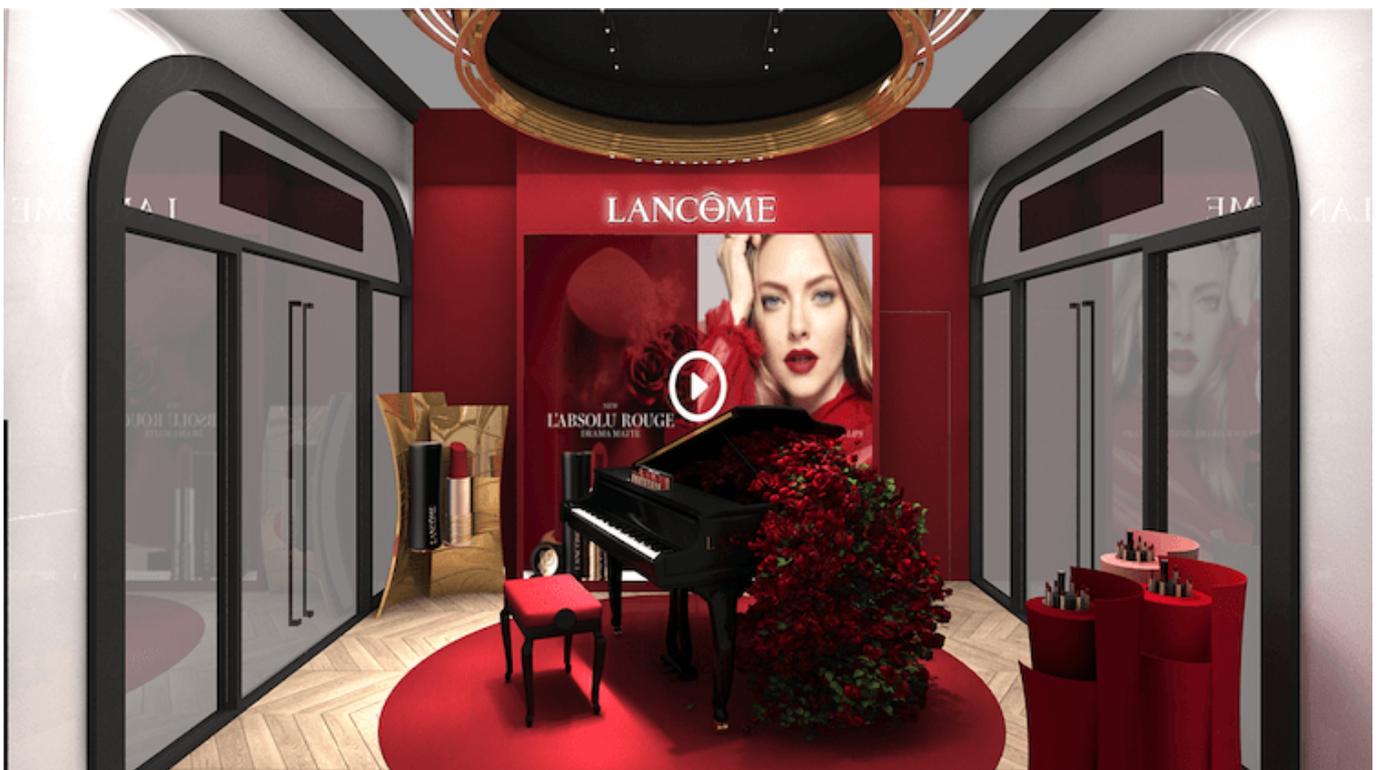
Beauty For Our Planet

As part of L'Oréal's pledge to protect the beauty of the planet, biodiversity, and natural resources, 1

Biotherm will be showcasing its Live by Blue Beauty commitments for ocean protection by producing effective skincare products such as the newly launched Cera Repair Cream that guests will preview. From La Roche Posay, expect to discover the marine-safe Anthelios sun care range via an interactive UV camera beauty tech.

Best of Experiential Beauty

At the premium end of L'Oréal's portfolio, visitors are invited to discover the prestigious Lancôme Absolue range, along with our Lancôme Skin Screen, our most advanced skin diagnosis tool with new exclusive eye measurements. Helena Rubinstein celebrates its 120th brand anniversary celebrations, and the exclusive Black Bandage range's 10th anniversary featuring the famed RePlasty Night Cream with be presented alongside personal skin consultations and on-site luxury hand massages. Giorgio Armani will be introducing the CREMA NERA Supreme Reviving cream and Reviscentalis Meta Concentrate Serum inspired by nature and powered by metabolite skin science. Kérastase will be presenting its most luxurious anti-ageing hair care range spanning the scalp to hair ends alongside the revolutionary microscopic Kérascan diagnosis tool for precise scalp analysis up to 600-times.



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Immersive Olfactory Beauty

Revered fragrance brand Maison Margiela will be launching its new eau de toilette for Spring, When The Rain Stops, while Giorgio Armani will unveil MY WAY and Armani/Privé. Expect Yves Saint Laurent Beauté's series of perfectly balanced yet contrasting fragrance compositions, Atelier Cologne's haute couture Collection Caravelle Bleue, and the CICPE debut of Viktor & Rolf's provocative Flowerbomb fragrance inspired by the brand's creative couture expressions.

Diverse Expression of Couture Beauty

While paying homage to its haute couture DNA, Yves Saint Laurent Beauté will be bringing Monsieur Yves Saint Laurent's defiant reinvention and attitude into the Brand's social and environment commitment. Guests will participate in Valentino Beauty's CICPE debut, and the Armani spirit which is

intimately captured in the Armani Beauty brand, an individual expression of the self through the skin. Perfectly aligned with Armani's clothing philosophy, the brand creates cosmetics, skincare and fragrances with the ultimate goal of making women feel the most beautiful in a minimal, natural way.

Beauty to Come

Finally, L'Oréal will be welcoming two brands debuting in travel retail Hainan. In its CICPE debut, Prada will be showcasing its latest fragrance offerings ahead of the official launch of its beauty line in 2023. Visitors will also get to acquaint themselves with the Japanese clinical skincare brand Takami that will soon be launching in 2023.

"We're excited to watch how the L'Oréal Pavilion at the CICPE 2022 will bring L'Oréal's all-encompassing Sense of Purpose, 'Create The Beauty That Moves The World' to life. This year, our standalone exhibition space will span a sprawling 625 square metre - much larger than the 500 square metre we had in CICPE last year as a testament to the immense growth we're witnessing. As a Group, we're extremely proud that the entirety of the L'Oréal Pavilion will be built according to L'Oréal's golden sustainability standards, optimizing weight, certified recycled, reusable, and separable materials. We welcome all our extended L'Oréal family and friends to drop by and immerse yourself in this remarkable creation," said Tao Zhang, Managing Director of L'Oréal Travel Retail Asia Pacific.



Fabrice Megarbane, President of L'Oréal North Asia Zone and CEO of L'Oréal China

"By leveraging the advantages of the Hainan market and Hainan Free Trade Port, CICPE continues serving as a ground-breaking platform for exhibitors to display their high-quality consumer goods, thus contributing to a more dynamic consumption market in Hainan and China. As a leading beauty industry player, L'Oréal is very glad to participate in CICPE for two consecutive years, to continue

seizing the immense potential of the Chinese market. And we also want to inject strong momentum into the consumption recovery this time. Moreover, 2022 marks the 25th anniversary of L'Oréal China. At this moment, we bring our new brands, products, and technologies to showcase our commitment to meeting the diversified demands of Chinese consumers, meanwhile enhancing co-evolution with all stakeholders and local partners to contribute to the high-quality development of the beauty industry in China," says Fabrice Megarbane, President of L'Oréal North Asia Zone and CEO of L'Oréal China.