

# EXPERIENCE *Lab*

International Beauty Exhibition

## GREAT SUCCESS FOR EXPERIENCE LAB

**#Make beauty happen**

*The third edition of the event dedicated to research  
and excellence beauty has come to an end*

**30 march – 2 april 2023**

Allianz MiCo, Milano Convention Centre | CityLife District

*Milano, 03 april 2023* – **The third edition of Experience Lab - International Beauty Exhibition**, held from Thursday 30 March to Sunday 2 April 2023 at the Allianz MiCo, Milano Convention Centre, has come to an end. The exhibiting brands presented to the operators of the international perfumery and beauty sector and to the public the novelties of the **skincare, suncare, oral care, make-up, grooming, baby care, bath & body, home beauty, lifestyle and beauty tools** sectors.

Brand news can be found at the following link:

<https://www.dropbox.com/scl/fo/p07mtke89mmps1ludlho4/h?dl=0&rlkey=cv3hnzeuyfbf6a5cbw8u6khhh>

The event was held in conjunction with the thirteenth edition of Esxence, The Art Perfumery Event - the international event dedicated to artistic perfumery, the events registered a total of **10,300 attendees** including operators, buyers and beauty lovers **from all over the world**.

Experience Lab promoted the positive message "**Make beauty happen**", so that one's inner well-being is the booster of one's beauty, urging women and men to live their season to the full, enhancing themselves, and helping themselves with the tools they need. Consumers, freed from outdated stereotypes, were able to discover in the exhibition, avant-garde brands that direct their attention to the freedom of being able to express themselves, studying original formulas and packs of great value celebrating **individual emancipation** and balance with oneself, without superstructures.

During the four-day event, there was no shortage of in-depth cultural events with **workshops led by beauty industry experts, popularisers and professionals** who addressed topics on consumer dynamics, attention to formulas and INCI, genderless beauty and the need to develop consumer awareness. Of particular note was the conference that took participants on a journey through time to discover the cosmetic recipes of the Renaissance.

Info: <https://experienlabmilano.com/>

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