

EXPERIENCE Lab

International Beauty Exhibition

EXPERIENCE LAB: a third edition focused on free and conscious beauty

#Make beauty happen

30 march – 2 april 2023

Allianz MiCo, Milano Convention Centre | CityLife District

Experience Lab - International Beauty Exhibition, the event dedicated to beauty research and excellence, on the occasion of its third edition - scheduled from March 30 to April 2, 2023 at Allianz MiCo, Milano Convention Centre - is promoting the positive message: "Make beauty happen," to make inner well-being the booster of its own beauty.

The event, a hub of trends, innovation and content, this year celebrates emancipation, defined as maximum freedom in the choice of products that best enhance the consumer, through original formulations and great packaging. Personal freedom, to be in perfect balance with oneself, without superstructures.

Experience Lab 2023 confirmed the participation of many exhibitors from last year's edition and attracted nearly 50% of new brands, including both Italian and foreign. The event, which boasts the participation of the parent company, aims to create direct business relationships with the attending buyers and share new products with the public. In the parterre, renewed in the set-up, one can find skincare, suncare, oral care, make-up, grooming, baby care, bath & body, home beauty, lifestyle and beauty tools products.

There will be also moments of cultural insights, which will make up the calendar of events led by beauty experts, popularizers and professionals. The proposed topics will focus on the dynamics of consumption, attention to formulas and INCI, genderless beauty and the need to develop awareness in the consumer; of particular relevance is the conference that will take participants on a journey through time to discover cosmetic recipes from the Renaissance.

Experience Lab will be held in concomitance with Esxence - The Art Perfumery Event, the world's benchmark event for artistic perfumery, which is preparing its thirteenth edition in the name of the most authentic and sought-after olfactory culture.

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