

EXPERIENCE Lab

International Beauty Exhibition

EXPERIENCE LAB

The benchmark appointment of niche beauty excellence

15 – 18 June 2022

MiCo, Milano Convention Centre | CityLife District

Milano, 15 June 2022 – **Experience Lab, the Italian benchmark appointment for niche beauty**, opens the doors of its **second edition** to the international perfumery and beauty operators and the public in the design spaces of **MiCo, Milano Convention Centre**, the beating heart of the City Life District.

The event, created as concrete response for a new type of consumer, who is digitized and interested in products other than mass market or well-known brands, presents **Endless Beauty** as *concept*, a statement of conquering self-awareness that emphasizes the value of beauty at all ages. The passage of years affects with different shades, and beauty can give the right booster to ageless appeal. Through personal care, everyone can be the best version of themselves, without crystallizing the most common dictates, living freely and learning to enhance themselves.

The 2022 edition, characterized by high quality and a strong contemporary feel, features more than **60 exhibitors**, selected through careful scouting and from all over the world (UK, USA, Taiwan, Australia, Germany, Switzerland, Denmark, Spain, France, Sweden). The brands, interpreting the needs of today's increasingly informed, evolved and conscious consumers, are ready to offer **experiences, discoveries and insights** and to present their novelties on products belonging to the **skincare, sun care, oral care, make-up, grooming, baby care, bath & body, home beauty, lifestyle and beauty tools categories**.

During the days of the event, inside the conference hall, Experience Lab offers meetings dedicated to cosmetics, workshops and talks with industry experts, which will enrich the program of with important content and live areas held by participating brands.

On display within the event are the 5 projects created by the 22 students of the Health & Beauty New Generation course of the Politecnico di Milano, a training course of excellence, which is distinguished by the operational slant of the designed teaching. The students had the opportunity to study the most suitable strategies to devise new concepts of niche cosmetics products by developing their vision, mission, design, integrated communication and the possibility of realizing brand extension projects.

In conjunction with the event, the 12th edition of **Esxence-The Art Perfumery Event**, the international event dedicated to artistic perfumery, will also be held in the spaces of MiCo, Milano Convention Centre.

Admission by invitation after registration at www.experienlabmilano.com

Opening hours

June 15-16-17, 2022 | 10:00 a.m. - 6:30 p.m. (last entry 6:00 p.m.)

June 18, 2022 | 10:00 a.m. - 4:30 p.m. (last entry 4:00 p.m.)

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