



INTRODUCING FIRST EDITIONS

THE EXCITING NEW DISCOVERY ZONE FOR EUROPEAN BEAUTY AT BEAUTYWORLD JAPAN TOKYO 28 to 30 April 2025

Curated by beauty industry expert Valérie Kaminov, Founder and Managing Director of International Luxury Brand Consultancy (ILBC), “First Editions” is a specially designed collective of premium European beauty. Designed exclusively for companies looking to make their debut at Beautyworld Japan Tokyo, each brand has been handpicked by Valérie Kaminov. From multi-award winners and skincare innovators to pioneers in sustainability and artisan fragrances, First Editions is a destination to discover something new, niche and noteworthy from some of Europe’s finest beauty brands.

“I am delighted with the fusion of innovation and excellence that the First Editions brands expertly showcase.” states Valerie Kaminov, International Luxury Brand Consultancy. *“Having spent over 30 years in the beauty industry and grown brands all around the world, it is a pleasure to work with these brand founders and owners to create something special for the Beautyworld Japan Tokyo visitors. This curated selection of brands is perfect for the country and beyond, they exemplify the future of the beauty industry with their differentiation and exemplary standards.”*

First Editions (East Hall 7) features brands from across multiple categories and countries, each one has been selected for their expertise, quality and distinction as well as their affinity to Japan and Asia, which is now one of the most important destinations for any beauty brand. Visitors will also have the opportunity to meet many of the brand founders and the owners who will be joining Valérie Kaminov at First Editions. Through one-on-one introductions attendees can enjoy discovering first-hand these premium European beauty brands and what inspires their creation.

MEET THE BRANDS

Le Rouge Français (Stand FE-012) - recognised as one of the most exciting brands in cosmetics Le Rouge Français breakthrough innovation have revolutionised the industry. Where conventional brands still stand for chemical or mineral pigments, Le Rouge Français

uses colours extracted from dye plants which also have biological powers. Founded in 2020 this is a brand of firsts with its introduction of plant-based makeupology and now the first biosourced lipstick case. Known as the make-up brand for hit show 'Emily in Paris', Le Rouge Français has additionally been featured on the red carpet at the Met Gala as well as a host of collaborations. This stylish and bold brand is recognised across the industry with multiple awards to its name. www.lerougefrancais.com

MAVALA Switzerland (Stand FE-001) - this family-owned brand has been setting the beauty standard since 1959. Renowned for their innovative and technical approach to beauty and wellness, MAVALA combines Swiss excellence with advanced formulations to create highly effective products that deliver visible results. Precision formulations blend with efficacy and sensoriality to create a science-backed beauty with a timeless heritage. From skincare to nail care, each formula reflects their commitment to excellence. www.mavala.com

Dr. Stine (Stand FE-006) – with its multi-award winning active Scandinavian skincare with a minimalist yet powerful approach, Dr. Stine blends science and nature for maximum results in minimal steps. Founded by medical doctor Dr. Stine Ankerstjerne, the brand embodies Nordic simplicity, offering a concise collection of multi-functional, clinically proven formulas, for a healthy, happy skin. Designed for modern life, each product is dermatologically tested, 100% vegan, and crafted to enhance skin health with clean, high-performance ingredients. Backed by scientific research and award-winning formulations, Dr. Stine's skincare streamlines routines without compromise. Targeting hydration, protection, and anti-aging, this innovative range delivers visible results. www.drstine.com

Transformulas (Stand FE-002) – founder Rosi Chapman worked with top formulators to create the multi-award winning Transformulas skincare range. Designed to deliver high performance results the collection features a mix of anti-aging creams to rejuvenate and restore along with skin fixers to enhance natural youthfulness and glow. Their Marine Miracle Signature Collection is based on eco-sourced algae skincare powered by nature and proven by science. UK based Transformulas has garnered global recognition with their innovative skincare solutions for women and men. www.transformulas.com

Tecnoskin (Stand FE-003) – developed by an experienced team of aesthetic dermatologists, the Tecnoskin formulas feature high-performing synergies of the latest active ingredients. These premium quality skincare products have an impressive reputation for their performance in proactively caring for the skin. The collection features specialised ranges including Age Pro, All in 1, Hydration, Sun Protection, Hygiene, Oily Skin and Restore, each product is designed to deliver maximum efficacy with clinically documented results. Tecnoskin vegan friendly and cruelty free products are an ideal choice for every generation. www.technoskin-derma.com

INSTYTUTUM (Stand FE-010) – this results-driven skincare was founded by Natalia Bobok, MD PHD, her vision was to create a differentiating skincare line based on multi-tasking formulas that address numerous skin concerns simultaneously. By using clinically proven next generation actives in highly efficient concentrations, she has designed a line of 19 products that are developed in Switzerland and produced in Germany. Central to

INSTYTUTUM is delivering real results through their clean, safe formulations.

www.instytutum.com

Collosol Paris (Stand FE-004) - with a heritage dating back to 1950s Paris, Collosol famed signature Eau de Lait has become a beauty icon all around the world. Originally created by a pharmacist, this flagship product is a unique cleansing formula that removes make-up and cleanses the skin to leave it soft and deeply clean. Committed to offering ethical and natural skincare the range now includes accessories alongside their make-up removers and facial cleansers. www.collosol-paris.com.

Formulae Prescott (Stand FE-005) - leading the way in the “skinimalist” movement, Formulae Prescott’s redefining smart skincare features high-performance multi-tasking products that are designed for simplicity and efficacy. Founded by Pauline Prescott, the brand merges science with nature, delivering nutrient-dense, results-driven formulations that streamline skincare routines. Their signature product, the award-winning Tri-Balm, cleanses, exfoliates, and moisturizes in one step, embodying the brand’s commitment to innovation and sustainability. Using 100% sustainably farmed ingredients, free from chemicals, silicones, and parabens, Formulae Prescott ensures eco-conscious luxury. www.formulaeprescott.com

Rexaline (Stand FE-009) - in 2008, when hyaluronic acid was not yet common in skincare, Rexaline disrupted the market by being the first to integrate it into a targeted and high-performance formula. By placing mega-hydration at the core of its strategy, Rexaline works from within to plump, smooth, and protect the skin. Their blend of advanced biotechnology scientific innovation with French cosmetic excellence has resulted in multiple industry awards and a global fan base. www.rexaline.com,

Vigneul Natural Cosmetics (Stand FE-011) - integrates Italy’s rich heritage, nature and a steadfast commitment to sustainability in their original skincare line. They harness the potent benefits of grapes sourced from their local region of Monferrato. As an ingredient grapes are known for their antioxidant properties, active compounds like polyphenols and resveratrol, and are rich in Vitamins A, C and E. Vigneul’s dedication to sustainability is demonstrated by every facet of their production process. All the products are vegan-friendly, paraben-free and cruelty-free further reflecting their unwavering dedication to ethical practices and the wellbeing of their customers and the environment. www.vigneulcosmetics.com

Rosaqua (Stand FE-007) - created by the leading rose oil distiller Erçetin Rose Oil Inc., Rosaqua is rose water in its purest form. The main ingredient rosa damascena petals are hand-picked and steam distilled in copper stills, releasing all of the rose’s antioxidant and skin refreshing properties. Rosaqua’s skincare line features seven products that help clean, hydrate, nourish and moisturize the skin. Rosaqua skincare line is accompanied by EN Rose perfume created by Domitille Bertier and Erçetin’s infamous rose oil, with 320 MHz as the highest frequency essential oil in the world. www.rosaqua.com.tr

Première Note (Stand FE-008) - founded in 2015 this fragrance house celebrates Haute Parfumerie through a reinterpreted vision of tradition and modernity. Each collection has been designed around a single idea, to showcase a key note in each fragrance. Their olfactory compositions make it possible to highlight a “Première Note”, the top note – the scent of freshly-picked roses, the sensation of burning amber, the aroma of Calabrian orange or cedar bark. These feature in the two collections of Magical Gardens and Oriental Elixirs and celebrate the brand’s ethos to create high quality, authentic and accessible fragrances. www.premierenote-parfum.fr

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For more information on any of these brands and to arrange a meeting please contact please contact Valérie Kaminov on info@ilbc.co.uk or call on +44 (0) 7789693359.

Notes to Editors:

Valérie Kaminov, Founder & Managing Director International Luxury Brand Consultancy

Valérie Kaminov extensive experience in the world of global cosmetics has led her to work with a diverse portfolio of beauty and wellness brands. As Founder & Managing Director of International Luxury Brand Consultancy, she combines a visionary approach with exceptional connections and commercial acumen to create a winning formula for her clients. For 30 years she has been helping businesses establish their names, deepen market presence, expand distribution, and open new markets. Renowned for her deep understanding of luxury beauty, strategic insight, and broad network, Valérie is a highly-sought after consultant, advisor, columnist, and speaker as well as a champion of the importance of sustainability in the industry.

About International Luxury Brand Consultancy

International Luxury Brand Consultancy was founded by Valérie Kaminov, a beauty industry expert with over three decades of experience in the global beauty sector and a well-established reputation for successfully introducing beauty brands to global markets. Through the consultancy’s knowledge, experience and connections they have an impressive track record in delivering transformative results for beauty businesses across a portfolio of beauty and wellness brands across all categories. The mix of commercial acumen, industry insight, global market intelligence and distribution know-how along with International Luxury Brand Consultancy’s global network make them the preferred choice for brands looking to develop their international footprint.

First Editions marks her first collaboration with Beautyworld Japan and this new concept provides valuable business opportunities to Japan’s beauty industry.