

**For Immediate Release**

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## **ICMAD Represents U.S.A. as “Country of Honor” at Global Beauty Event in Asia**

***Hong Kong, Asia; November 12, 2015*** - The Independent Cosmetic Manufacturers And Distributors (ICMAD) association is representing the United States as one of only two chosen "Countries of Honor" at Cosmoprof Asia, Hong Kong, Nov. 11-13.

The event marks the 20th anniversary of the world's leading beauty trade fair, which has achieved international acclaim, offering the industry unique business opportunities and a comprehensive showcase from cosmetics and toiletries to packaging and OEM.

"For more than a decade, ICMAD has been a leading force in representing and hosting entrepreneurial and independent cosmetic companies at Cosmoprof Asia, and we are honored to serve in this significant position for our members and our country," said Pamela J. Busiek, President and CEO of ICMAD.

In this role, ICMAD is functioning as a key event host, with generous support from ICMAD member companies, East Hill Industries (Richardson, TX), The Kirschner Group (Valencia, CA), and Biorius (Belgium).

Milestone festivities included an exclusive "Red Party-themed" reception on Wednesday, Nov. 11, featuring a runway fashion show, with makeup contributed generously by ICMAD member company, NYX Cosmetics (Commerce, CA), cocktails, and networking for guests. In addition, a new commemorative fragrance was unveiled to mark the special occasion.

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During the event at the Hong Kong Convention & Exhibition Centre, ICMAD will present an educational panel on "Doing Business in the World's Most Important Markets" with CEO Busiek, and ICMAD Board Secretary and General Counsel Sharon Blinkoff, of Locke Lord, LLP. ICMAD is providing resources and tools from Booth #1E J7 D, with the help of freight sponsor and ICMAD member company, Masterpiece International (New York City).

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### **About ICMAD**

ICMAD, the Independent Cosmetic Manufacturers and Distributors, has been the voice of independent cosmetic companies around the world since 1974. Offering innovative business tools, timely publications, educational programs, networking opportunities, and key advocacy support, ICMAD provides invaluable guidance and support for all facets of the independent cosmetic industry. Stay on top of the latest regulations and events with ICMAD and connect on Facebook ([www.facebook.com/ICMADTalks](http://www.facebook.com/ICMADTalks)), Twitter ([@ICMADTalks](https://twitter.com/ICMADTalks)), and online at [www.icmad.org](http://www.icmad.org).

### **About Cosmoprof Asia**

Cosmoprof Asia leads the market in providing quality and expert-led seminars; delivering in-depth knowledge exhibitors and attendees need to excel in their business and remain competitive in the dynamic beauty marketplace. Topics covered include market-specific analysis, trends forecast, as well as legislative and regulation update. It made its debut in 1996 hosting 513 exhibitors and has increased more than fourfold with 2,362 exhibitors in 2014.

Cosmoprof Asia has often been selected by some of the biggest names in hairdressing to host worldwide competitions and spectacular hair shows. The Cosmoprof Asia Spa Conference is recognized as the annual meeting point for the spa & wellness industry since 2008. [www.cosmoprof-asia.com/](http://www.cosmoprof-asia.com/)