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## SPLASH! on Fragrance To Showcase Innovative Perfumes And Scented Products

New HBA Global Juried Pavilion Presents the Latest Fragrances, Candles, and Scented Consumer Goods



NEW YORK, Dec. 6, 2012 /PRNewswire/ -- The fragrance and scent business is on an upswing, with this worldwide \$35 billion dollar industry expected to post increased year end sales and exciting new product and category launches. To spotlight these innovations, HBA Global will launch a [SPLASH! on Fragrance Pavilion](#) at its industry leading event, June 18-20, 2013, at the Jacob K. Javits Convention Center in New York.



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This curated area on the exhibit floor will feature the latest finished goods in the fragrance market including perfumes, colognes, aromatherapy products, and home scents. Fragrance-related offerings such as candles, scent diffusers, fragrance oils, personal care products, and other product offerings using scent in innovative ways will also be considered.

"The new HBA SPLASH! on Fragrance Pavilion is an exciting opportunity for new brands to gain exposure and reach a wide audience in one central location. Fragrance and fragrance delivery are such integral aspects of our products and at times may be overlooked. This event puts fragrance in the forefront," said Amy Marks-McGee, Founder, Trendincite LLC and jury member of SPLASH! on Fragrance.

Participation in [SPLASH! on Fragrance](#) is limited and acceptance is based on jury review. The jury will include press, bloggers, retailers, brand experts and entrepreneurs who have demonstrated a passion and commitment to mentoring and supporting independent and emergent talent within the fragrance industry. Fragrance and scented products eligible to apply to this pavilion for testing and review by the jury include products with no more than 2 years in distribution (U.S or international), have an interesting development story, and demonstrate unique product or packaging characteristics.

"With positive market growth, and a resurgence in innovation, this is an exciting time for fragrance development," said Jill Birkett, Brand Director, Beauty & Wellness, HBA Global. "Our audience will benefit from getting such intimate access to these brands that are emerging on the market. SPLASH! on Fragrance will allow them to meet the fragrance creators and get a closer look at the important package design and unique delivery systems."

The SPLASH! on Fragrance pavilion complements the successful debut of last year's [SPLASH! Pavilion](#) for finished goods in all beauty and personal care categories. SPLASH! was one of the most talked about areas on the show floor and received raved reviews from attendees, the media and participants.

Those selected to participate in SPLASH! on Fragrance will receive a complete turnkey package for optimum product display and face-to-face meetings as part of their contract. Other benefits include an organized blogger and media tour and attendee-driven contests. SPLASH! on Fragrance will also be widely publicized in HBA Global promotional materials and through on-line and social media initiatives.

There are a very limited number of display areas in the SPLASH! on Fragrance Pavilion and the submission deadline is January 23, 2013, with jury review the beginning of February. To apply for review or for more information go to: <http://www.hbaexpo.com/splash-fragrance> or contact Caitlin Carragee, SPLASH! Pavilions Director, [caitlin.carragee@ubm.com](mailto:caitlin.carragee@ubm.com) or 609-759-7617.

**About HBA Global Expo & Conference** [www.hbaexpo.com](http://www.hbaexpo.com) produced by UBM Live, is the premier product development source—from concept to market—for the cosmetics, personal care, skin care, fragrance and wellness industries and features a comprehensive educational program and exhibits floor. HBA visitors comprise the top prestige, mass and emerging beauty and personal care brands worldwide. The next HBA Global Expo & Conference will take place June 18-20, 2013 at the Jacob K. Javits Convention Center in New York. Connect with the HBA Global communities on [Facebook](#), [LinkedIn](#) and [Twitter](#).

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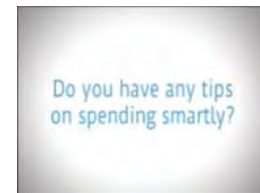
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