



Put Your Innovation on the Global Stage

AMWC Cannes 2027

1-3 April 2027 · Palais des Festivals

Company Brochure · Informa Medical Aesthetics



The Most Selective Innovation Platform in Aesthetics

Two complementary competitions, judged by the same AMWC Awards Jury. **The Innovation Lab puts your innovation on stage. The Industry Awards give it a recognized title.**



AMWC Innovation Lab

A live stage in Cannes for a limited number of selected innovations, plus a 12-month listing in the AMWC Innovation Directory.

CATEGORIES

Medical Aesthetics · Longevity & Wellness · Skincare & Hair · Regenerative Medicine · Medical Imaging & Diagnostics · Technology & AI

On site: 15 minutes on stage before up to 150 **physicians, clinic owners and distributors**, the people who prescribe, buy and distribute. Plus your own **6 m² pod** in the **Innovation Village** with your framed poster on its own display, and a seat at the **Innovator Cocktail** on Day 2 with one or two guests.

For winners: the Innovation Lab Prize, presented on stage, with the Winner badge for your website, packaging and press, and an AMWC TV Studio interview, filmed on the afternoon of Day 3.

APPLICATIONS CLOSE 1 December 2026

SELECTION RESULTS 31 December 2026, confirm in writing by 15 January 2027

WINNERS ANNOUNCED Innovation Lab ceremony, late morning of Day 3, 3 April 2027



AMWC Industry Awards

The industry's established awards program, with its seven category families, its own application and its own ceremony.

CATEGORIES

Injectables · Devices & energy · Skincare · Regenerative & longevity · Treatment protocols & threads · Intimate health · Tech & AI

Track record: running since 2012, with more than 1,600 applications to date and 100 experts expected on the jury in 2027. Both competitions are judged on science, differentiation, market potential and value to practitioners.

For winners: the AMWC trophy, engraved with your company and product name, and a label kit for your packaging and website.

APPLICATIONS CLOSE 29 January 2027

WINNERS ANNOUNCED Awards ceremony, 1 April 2027

THE JURY

Who Judges Your Innovation

Every entry is read by a named and accountable panel of practicing clinicians, researchers and industry authorities. **The same jury judges the Innovation Lab and the Industry Awards.**



INNOVATION LAB CHAIRMAN & JURY

Benoît Chardon

Global Commercial Strategist, adviser to founders in medical aesthetics



INNOVATION LAB VICE-CHAIRMAN & JURY

Bertrand Chuberre

Global Medical Affairs Strategist



Prof. Paolo Bonan

Dermatologist
Italy



Prof. Dr. Pietro Gentile

Plastic & reconstructive surgeon
Italy



Dr. Tatjana Pavicic

Dermatologist
Germany



Prof. Dr. Ali Pirayesh

Plastic & reconstructive surgeon
Netherlands



Dr. Greg Williams

Plastic & reconstructive surgeon
United Kingdom



Prof. George Kroumpouzou

Cosmetic dermatologist
United States



Dr. Jennifer Pearlman

Aesthetic & anti-aging physician
Canada



Dr. Patricia Ormiga

Dermatologist
Brazil



Dr. Pablo Gonzalez Isaza

Gynecologist
Colombia



Dr. Kyu-Ho Yi

Anatomist
South Korea



Dr. Ting Song Lim

Aesthetic physician
Malaysia



Dr. Shiou-Han Wang

Dermatologist
Taiwan

100

EXPERTS

36

COUNTRIES

The names above are **a selection of the 2027 panel**. In full, 100 experts from 36 countries are expected on the jury: **60 expert physicians** across dermatology, plastic surgery, aesthetic medicine, anti-aging medicine and related specialties, **20 industry leaders, 10 scientists and researchers and 10 finance and M&A authorities**. Every application is scored on science, differentiation, market potential and value to practitioners.

YOUR OPTIONS

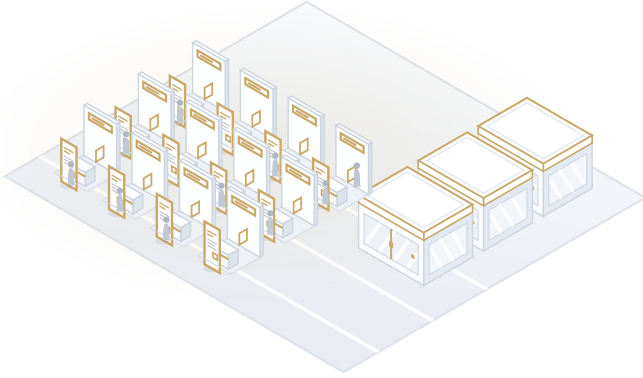
What You Get. What It Costs.

★ Only for winners.

Not selected for the Stage? Nothing further to pay,
and your Directory listing runs the full 12 months.
Selected? Confirm in writing by 15 January 2027.
Entry fees are non-refundable.
All fees in euros, excluding VAT.

OFFER	AMWC INNOVATION LAB · ONE APPLICATION, TWO FEES		SEPARATE COMPETITION	INNOVATION LAB + INDUSTRY AWARDS
	LEVEL 1 AMWC Innovation Directory €1,500 paid on application apply by 1 December 2026	LEVEL 2 Innovation Lab Stage +€4,500 €6,000 total only if selected by the jury	AMWC Industry Awards €3,500 separate application apply by 29 January 2027	RECOMMENDED Ultimate Innovation Path €9,000 Stage fee €4,000 instead of €4,500 the complete route €5,000 if not selected for the Stage
POSITIONING	BE DISCOVERED	BE SHOWCASED	BE RECOGNIZED	ALL OF THE ABOVE
12-month Innovation Directory listing Your own listing on the AMWC website: product photo, short description and the story behind your innovation	✓	✓	—	✓
Assessed by the AMWC Awards Jury, 100 experts	✓	✓	✓	✓
Included in Innovation Lab communications Collective newsletters, e-shots and social posts, where AMWC presents the Innovation Lab as a whole	✓	✓	—	✓
15-minute live session in Cannes In front of up to 150 physicians, clinic owners and distributors	—	✓	—	✓
Pod in the Innovation Village Your own 6 m ² pod, with your framed poster and its QR code to your online data room. One larger stand of 16 m ² , available as a paid upgrade	—	✓	—	✓
Seat at the Innovator Cocktail Day 2 at 7:30 PM. One seat for you, plus one or two guests, all included	—	✓	—	✓
Presentation coaching by Benoît Chardon Chairman of the AMWC Innovation Lab, adviser to founders in medical aesthetics	—	✓	—	✓
Filmed, shared on social, featured in the press PRIME Journal and The Aesthetic Show Guide, 200,000+ readers	—	✓	—	✓
"Selected 2027" badge For your website, packaging and press. Licensed for 12 months	—	✓	—	✓
The Innovation Lab Prize Presented on stage, with the Winner badge. Awarded to 1 in 5 selected companies	—	★	—	★
AMWC TV Studio interview A 3-minute film and a short social cut, produced in the AMWC studio. Filmed on the afternoon of Day 3, Saturday 3 April 2027	—	★	—	★
Industry Awards entry and ceremony	—	—	✓	✓

The Innovation Village



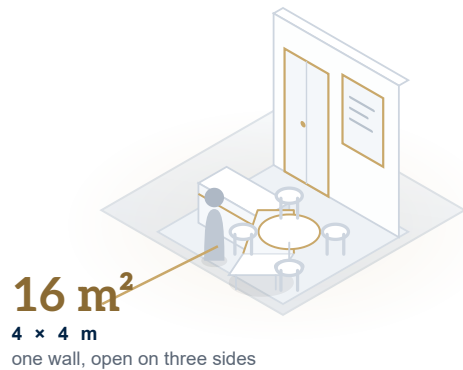
Included for every selected company

Your own pod, included. A 6 m² pod on the 1,000 m² Village floor for three days, at no extra cost, where physicians and distributors can see the product work rather than hear about it.

Your framed poster on its own display. It carries your innovation and the QR code to your data room.

A seat at the Innovator Cocktail. Day 2 at 7:30 PM. Your seat and one or two guests, all included, alongside the other selected companies and the Innovation Lab partners. 100 to 150 guests. The room where the selected companies, the jury and the partners actually meet.

Want the biggest stand in the Village? Your 6 m² pod is included. One larger stand **replaces** it, for a fee on top of your Innovation Lab fee. **One position only.**



€10,000

Larger stand • 16 m²

Peninsula stand, open on three sides, a 55" screen, a live demonstration station, seating for four and a lockable storeroom.

One position only.

PROOF

The Companies Selected in 2026

In 2026 the concept ran as the **AMWC Catalyst Stage: 25 companies selected, 6 winners.**

L'ORÉAL	VIVACY PARIS	Hydrafacial	TEOXANE	CUTERA® A New Energy in Aesthetics	NEAUVIA™	WONDER®	MERZ AESTHETICS®	SKINTECH® PHARMA GROUP
BABOR	SINGLEAN	CMed® AESTHETICS	DERMADROP MED MEDICAL-GRADE SKIN SOLUTIONS	Syntr Health Technologies	RAPALOGIX HEALTH	Collagendep® GLI SPECIALISTI DEL COLLAGENE	DERMOAROMA®	X O M D™
	SCITON® BECAUSE RESULTS MATTER	BIOFORMULA THE ITALIAN BEAUTY SOLUTION	CIRCADI®	WOMAN essentials gynceuticals	KORU® PHARMA	ema AESTHETICS Many Beautiful Returns.	NanoSkinBio SWISS CONCEPT	

WHAT THEY DID NEXT



L'Oréal

AMWC Catalyst Winner, 2026. Used the title in its Vichy launch campaign.

Announced by the company on LinkedIn.



Rapalogix

AMWC Catalyst Winner, 2026. Announced a \$20M Series A, three months after the event.

Announced by the company in a press release.

Both companies announced these outcomes themselves; we claim no credit for them.

How to Apply

AMWC Innovation Lab

Applications close 1 December 2026

- 1 Submit your innovation and pay €1,500.
Company details, your innovation and its stage of development, why it matters, plus images and any studies or patents.
- 2 The jury assesses your application.
Selection results by 31 December 2026, so you have three months to prepare.
- 3 If selected, confirm in writing by 15 January 2027.
€4,500, invoiced after 29 January 2027.
- 4 Present live in Cannes, 1–3 April 2027.
- 5 Winners receive their prize at the Innovation Lab ceremony.
Late morning of Day 3, Saturday 3 April 2027, followed by the winners' AMWC TV Studio interviews that afternoon.

Apply to the Innovation Lab

AMWC Industry Awards

Applications close 29 January 2027

- 1 Submit your entry and pay €3,500.
One primary category per entry.
- 2 The jury assesses your entry.
The same AMWC Awards Jury as the Innovation Lab.
- 3 Winners are recognized at the ceremony, 1 April 2027.

Enter the AMWC Industry Awards

RECOMMENDED

Ultimate Innovation Path

LAB & INDUSTRY AWARDS

Both competitions, one route. Lab closes 1 December 2026, Industry Awards 29 January 2027.

- 1 Enter both and pay €5,000.
One Innovation Lab application and one Industry Awards entry, each by its own deadline.
- 2 The same jury assesses both.
Innovation Lab selection results by 31 December 2026.
- 3 If selected, confirm in writing by 15 January 2027.
€4,000, invoiced after 29 January 2027. Not selected? Nothing further to pay, and your Directory listing runs the full 12 months.
- 4 Compete for both titles in Cannes.
Innovation Lab Prize on Day 3, Industry Awards ceremony on 1 April 2027.

€9,000 in total: entering both brings the Stage fee down from €4,500 to €4,000.

Start the Ultimate Innovation Path

All fees in euros, excluding VAT. Entry fees are non-refundable. Places not confirmed by 15 January 2027 may be reassigned. Interested? **Contact us.**