

MIAMI
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JANUARY 23 - 25, 2024

COSMOPROF NORTH AMERICA
COSMOPACK NORTH AMERICA

THE FIRST EDITION OF
COSMOPROF NORTH
AMERICA MIAMI HAS
BEEN INAUGURATED
The Leading B2B Beauty
Trade Show has landed
in Miami with more than
700 exhibiting
companies

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Miami, Florida - (January 23) – The first edition of **Cosmoprof North America Miami** has officially inaugurated today at the **Miami Beach Convention Centre**, heralding a new chapter in the beauty industry. Following the resounding success of more than 20 editions held in Las Vegas, Cosmoprof North America brings its signature mix of innovation, collaboration, and global networking to the dynamic city of Miami.

Cosmoprof North America Miami is poised to deliver an unparalleled experience, with **over 700 exhibiting brands**, most of them making their debut at this event, having never exhibited before at Cosmoprof North America Las Vegas. The exhibition is a not-to-be-missed appointment for retailers, buyers, importers, exporters, and all discerning attendees seeking to explore the latest trends and innovations shaping the beauty industry landscape, with a special focus on the evolution of LATAM markets.

“The launch of Cosmoprof North America Miami is a significant step in the evolution of our trade show, and it is the consequence of a strong synergy with our partners, Informa Markets and PBA – Professional Beauty Association. US cosmetics market is the biggest market and a reference target for stakeholders all over the world, as well as a cradle for new trends and the most influential consumers’ habits. In such a scenario, offering multiple occasions to stakeholders to meet and discuss new potential opportunities is a unique privilege for our beauty community”, said **Antonio Bruzzone, CEO of BolognaFiere**, on the occasion of the ribbon-cut ceremony today.

Following the format of the Las Vegas event, Cosmoprof North America Miami showcases the latest novelties presented by finished product brands, as well as the avant-garde solution launched by the leading players in the beauty supply chain.

Education

Cosmoprof North America Miami is offering inspirational contents and updates with **CosmoTalks** and **Cosmopack Education**. Thanks to the participation of international experts in the sector, attendees can discover what’s new in the market, with specific attention on LATAM

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trends and regulations. Among the partners and speakers involved, WWD, The Estée Lauder Companies, Shiseido, Clinique.

Unique to the Miami edition is the first-ever collaboration with retail strategy and innovation expert WSL Strategic Retail for a meticulously curated, innovation-only Retail Safari®. Attendees can visit retailers at the forefront of shaping the future of beauty in the Americas.

Dynamic Partnerships

Cosmoprof North America Miami Edition solidifies strategic partnerships with Beauty Fair and US Commercial Service (USCS), offering support to Brazilian and other LATAM industries and providing overseas market counseling for US exhibiting exporters, respectively. USCS has invited to the show a delegation of buyers and distributors, both domestic and international.

The collaboration with BEAUTYSTREAMS continues with CosmoTrends, spotlighting the latest trends in the beauty market among exhibiting companies for a preshow trend report. A CosmoTalks panel and a dedicated installation are accompanying the report.

To discover more about the exhibition, <https://cosmoprofnorthamerica.com/miami/>

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Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Boating, Pharmaceuticals, Food, Fashion and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit: WWW.INFORMAMARKETS.COM.

BolognaFiere Group is the world's leading trade show organizer in cosmetics, fashion, architecture, building, art, and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2023 edition, Cosmoprof registered more than 250,000

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attendees from 153 countries in the world, and 2,984 exhibitors from 64 countries. Cosmoprof Worldwide Bologna 2024 is scheduled from March 21 to 24, 2024, in Bologna – Italy. Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapting to each market. The Cosmoprof platform extends throughout the entire world, with Cosmoprof North America, Cosmoprof CBE ASEAN, Cosmoprof India, and Cosmoprof Asia. In 2024, the Cosmoprof network is landing in Riyadh with Cosmoprof Arabia. For more information, please visit: WWW.COSMOPROF.COM.

The Professional Beauty Association (PBA) is dedicated to advocating and fighting for the rights and professionalism of the beauty industry, and is committed to the long-term success of beauty professionals and the businesses that employ and support them. As the largest and most inclusive trade organization representing the entire beauty industry, PBA advocates for legislation on behalf of the industry, including such things as fighting against deregulation. PBA also provides curated resources to empower members, including education, business tools and resources, curated healthcare and insurance options, exclusive events, charitable initiatives, scholarships, networking opportunities and proprietary reports and data. Members include manufacturers, distributors, salons, spas, schools, independent practitioners, students, and industry suppliers. For more information on membership, please visit: WWW.PROBEAUTY.ORG/JOIN.