

New at Cosmoprof Worldwide Bologna 2016: **the Halal Cosmetics**

Cosmoprof Worldwide Bologna, the leading international beauty event - and the observatory for all the trends related to the cosmetics sector - announces its 49th edition, which will be held in Bologna from 18th to 21st March 2016, together with Cosmopack, (from 17th to 20th March 2016).

The 2016 edition will host for the first time ever the project "the HALAL COSMETICS: from production to sales", a world preview of an exhibition area (which will be part of the pavilion dedicated to Natural Cosmetics) completely dedicated to national and international companies producing or distributing

beauty products with HALAL certification logo ("lawful" for Muslim consumers).

The format has been developed in partnership and under the supervision of the Italian halal certification body WHAD - World Halal Development, which will also provide a support on Islamic marketing.

"Halal Cosmetic is mainly requested from South Asian and Middle Eastern consumers - says Dino Tavazzi, Chief Executive Officer of Cosmoprof - but it influences as well Italian and European companies, due to the fact that 80% of the beauty products sold in GCC countries is produced in Europe,

above all in Italy and France" (according to WHAD Italy).

"Halal beauty products are more and more appreciated also from non-Muslim consumers, thanks to the great attention paid on natural ingredients, on the production process, on fair trade and on eco-sustainability; the marketing of those products is similar to bio, vegan and to organic products", says Annamaria Aisha Tiozzo, President of WHAD. With an annual growth of 12% worldwide (and up to 19% in GCC markets) and potential customers reaching the numbers of 1/3 of the world population, the "lawful" beauty products represent a booming trend, supported from

the latest international regulations concerning halal cosmetics, as for example the Malaysian standards and the most recent ones adopted by ESMA (United Arab Emirates).

COSMOPROF Worldwide Bologna 2015 has ended his last edition with record numbers: 248,000 visitors attended the exhibition (+20% compared to 2014); 79,000 of them came from foreign Countries (+30% compared to 2014), to symbolize the international leadership of the event, which with its 2,493 exhibitors (70% of which coming from abroad) represents a unique business opportunity for Companies and for beauty professionals.



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