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Cosmoprof puts multicultural beauty in spotlight

13-Apr-2015

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Cosmoprof North America (CPNA) has announced plans to launch its first ever multicultural programme for its 2015 edition, due to be held on 12-15 July in Las Vegas, US. It is said the programme, Tones of Beauty, will showcase a group of ten multicultural brands across different beauty categories.

CPNA has partnered with renowned global beauty media group love, Aunt Bonnie whose Founder & CEO, Corey Huggins is personally curating the programme. "I'm very excited to introduce a handful of game-changing multicultural beauty brands that have been long deserving of Cosmoprof North America's expansive platform of leading industry players. Polyethnic consumers are eager to embrace beauty brands that recognize their individuality and offer a more customized solution to their range of needs," said Huggins.

In addition, a group of multicultural digital influencers will provide live brand and consumer interactions throughout the course of the event, while love, Aunt Bonnie will utilise its Bonnie Box programme to distribute a special edition beauty sample box comprised of hero products from each of the ten exhibiting brands to its members.



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