

BEST OF 2011

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BY COSMOPROF

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The 2011 edition abounded in award-giving. Cosmoprof's goal was to identify and support new talents, the development of new entrepreneurial ideas and the ability to generate significant positive social, territorial, cultural or environmental impacts and to award those contributing to strongly enhance their profession. A specific, important reason was provided for each award. A concept that evokes the evolution characterizing this exhibition: an increasingly important container of hints and suggestions, dedicated to lifestyle and trends.

- OUR FACE TO SAVE A FACE - *COSMOPROF - VANITY FAIR AND SMILEAGAIN*
- THE IMAGE AWARD
- PACKAGING DESIGN BEAUTY AWARD
- GREEN BEAUTY AWARD
- AESTHETIC CARRIER AWARD
- CONTEMPORARY SPA AWARD
- LOVE NAILS AWARD
- ON HAIR BEST HAIRDRESSER AWARD
- THE NEXT TALENT





Aureliana De Sanctis - CEO So.Ge.Cos,
Clarice Fellice - SmileAgain Onlus Founder and Cristina Lucchini - Vanity Fair Co-editor in chief

COSMOPROF WORLDWIDE BOLOGNA VANITY FAIR smileagain



Cosmoprof Worldwide Bologna, Vanity Fair and SmileAgain together to save the women smiles



"OUR SAVE TO SAVE THE FACE"

project by Cosmoprof Worldwide Bologna, in cooperation with the Condè Nast magazine Vanity Fair and SmileAgain association comes from a

"NEW WILLINGNESS OF BEAUTY" that is not only external beauty but beauty of thought, attitude and desire.

Through fundraising this project supported SmileAgain, an NGO association committed to improving the living conditions of women in Bangladesh, Nepal and Pakistan, victims of injuries caused by the acid.

Friday, March 18, 2011 in an area dedicated to Cosmoprof events, the Cosmoff Privè, Cristina Lucchini co-editor of Vanity Fair and Aureliana De Sanctis, CEO of SoGeCos SpA, handed over the proceeds of the entire initiative, supported by a large participation of the readers of Vanity Fair.it who have uploaded their photos and their comments contributing to the success of the project.

For more info www.smileagain.it.





LPG



Framesi

THE IMAGE AWARD



La Bioesthetiques



Davines



Sportarredo

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Takara



Urban Tribe



- THE BEST ADVANCE TECHNOLOGY awarded to FRAMESI
- THE BEST BRAND IMAGE awarded to TAKARA BELMONT
- THE BEST CLEAN IMPACT awarded to LPG
- THE BEST CONCEPT DESIGN: awarded to DAVINES
- THE BEST FASHION DESIGN awarded to URBAN TRIBE
- THE BEST LUXURY IMAGE awarded to LA BIOESTHETIQUES
- THE BEST WELLNESS AREA awarded to SPORTARREDO



"The jury: Alessandro Ubertazzi, Ettore Mocchetti, Claudia Bonfiglioli, Riccardo Bianchi, Mario Gerosa and Giuseppe Pini"



PACKAGING DESIGN BEAUTY AWARD

COSMOPROF
WORLDWIDE BOLOGNA

AD
ARCHITECTURAL DIGEST

Aureliana De Sanctis - CEO SoGeCos and member of Packaging Design Beauty Award jury with Ettore Mocchetti - Editor in Chief AD



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An award at its second edition, established by SoGeCos together with AD Architectural Digest. An international jury chaired by Ettore Mocchetti, AD Architectural Digest Executive Editor, awarded the following categories during the BOD Business or Dinner on 18 March 2011:

- PHIALS AND BOTTLES CATEGORY
- MAKE UP ACCESSORIES CATEGORY
- MAKE UP CONTRACT MANUFACTURER AND MAKE UP CASES CATEGORY
- PACKAGING, PAPERS AND BOXES CATEGORY
- STRATEGIC PRODUCT CONSISTENCY CATEGORY
- SPECIAL MENTION for the green concept
- SPECIAL COSMOPROF TREND SETTER





PACKAGING DESIGN BEAUTY AWARD

Daria Danelli - PR Manager Puig Italy
Corrado Lusetti - Marketing Director Bormioli Luigi Italy



Daniela Galasso
Brand Manager Fragranze
Ultraprestige Coty Prestige Italy



Chrystal Frenois
Skin Care Product Development Manager
Bulgari Switzerland
and Giuseppe Meana
Ceo Pusterla 1880 Italy



Lady Million - Paco Rabanne PUIG



PHIALS AND BOTTLES CATEGORY

The winner is: **Bormioli Luigi**
Brand: Lady Million - Paco Rabanne - PUIG
For the striking "gem" shape of the bottle with golden consistency

Bang by Marc Jacobs - Coty Prestige



THE CRITICS PRIZE

- **Bang by Marc Jacobs - Coty Prestige**
For its incredible expressive power represented by the crystal distorted prism shape.
- **Voyage d'Hermès - Hermès**
For its ability to evoke the idea of an elegant and exclusive design



Nicholas Thorne
Innovation and Development Director Albea France
Ettore Mocchetti - AD Editor In Chief

MAKE UP ACCESSORIES CATEGORY

The winner is: **Albea**
Brand: Haute & Naughty Lash - MAC
To have included previously divided elements in one product to give volume and definition to lashes.



Christian Laurent - Chief Executive Clarin's Italy

PACKAGING, PAPER AND BOXES

The winner is: **Pusterla 1880**
Brand: Jasmin Noir and Bulgari Man - Bulgari

For the perfection of the closing mechanism, the use of recycled cardboard, the texture multi-sensorial effect of the logo.



Haute & Naughty Lash - MAC

THE CRITICS PRIZE

- The baked item in golden color aluminum (Aluminum meshe decoration) made by **Eurotextile Packaging**
For its ability to give expressive nobility to any kind of bottle by adapting to its shape.



Jasmin Noir and Bulgari Man - BULGARI



Eurotextile Packaging



PACKAGING DESIGN BEAUTY AWARD

Romualdo Priore - Executive Marketing Director Chromavis Italy
Claudia Bonfiglioli - SoGeCos France
Ettore Mocchetti - AD Editor In Chief
Sabine Vic - Prospective R&D LVMH France



Sabine Stadlbauer
Executive Director Marketing
Faber Castell Cosmetics Germany

MAKE UP CONTRACT MANUFACTURER AND MAKE UP CASES CATEGORY

Contract Manufacturer Category
The winner is: **Chromavis**
Brand: Blush Série Noire and Météorites Voyage - Guerlain
For the design purity and for its ergonomic size that makes holding the item in one's hand easy.

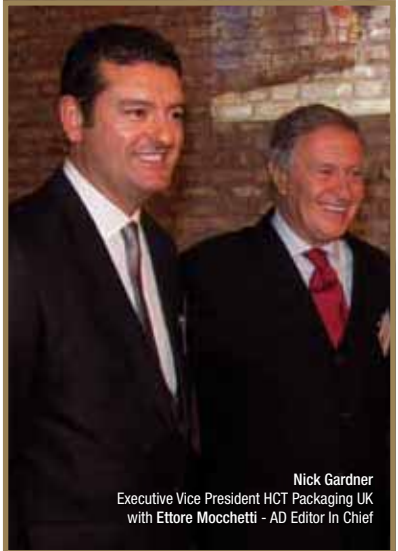
Make Up Cases Category
The winner is: **HCT Packaging**
Brand: Pop Up Light Up Palette Urban Decay
To have transposed the charm of pop up and of a teenager diary into the cosmetics sphere.

THE CRITICS PRIZE

- A compact, still unnamed, made by **Tecnocosmesi** for the use of the cutting edge Gem technology that allows for the insertion of 16 colors in the same case, to keep the same color sampling.
- Organic lip pencils and eyeliners by **Faber-Castell Cosmetics** for using design pencils as makeup tools.



Francesco Fausti - CEO
Tecnocosmesi Italy



Nick Gardner
Executive Vice President HCT Packaging UK
with Ettore Mocchetti - AD Editor In Chief



Ettore Mocchetti - AD Editor In Chief
Claudia Bonfiglioli - SoGeCos France
Christophe Baudry - Sales Director M-Real France
Sophie Fily-Marketing and Communication Director M-Real France
Valérie Jacob -VP Marketing Perfumery Sgd France



Emoi Infini

STRATEGIC PRODUCT CONSISTENCY CATEGORY

The winner is: **Emoi Infini**
Project Partners: **SGD, Strand Cosmetics, Mane, VPI, Wauters, Extrême Paris, Rexam, M-Real**

For the complex and eco-sustainable project of three eco-fragrances and their related packaging.



Simon Chidgey
Sales and Marketing Director
M&H Plastics UK

THE CRITICS PRIZE

- **M & H Plastics for Miss N Cleansing Body Wash - Next Retailer's.**

For inventing new technology able to obtain photo-realistic images directly onto the dispenser tube.



Aureliana De Sanctis - CEO SoGeCos
and Nancy Rappaport - Director Product Development Sephora Usa

SPECIAL MENTION for the green concept

The winner is: **HCT Packaging Brand: Femme Rouge Lipstick - Hourglass Cosmetics**

For the "green" commitment in developing new product concepts that use refillable technology.



Miss N Cleansing Body Wash



Femme Rouge Lipstick
Hourglass Cosmetics

SPECIAL COSMOPROF TREND SETTER

The winner is: **Tokidoki collection - Sephora - US**

Producer: **HCT Packaging**

For their ability to creatively re-interpret the Makeup and Accessory Universe.



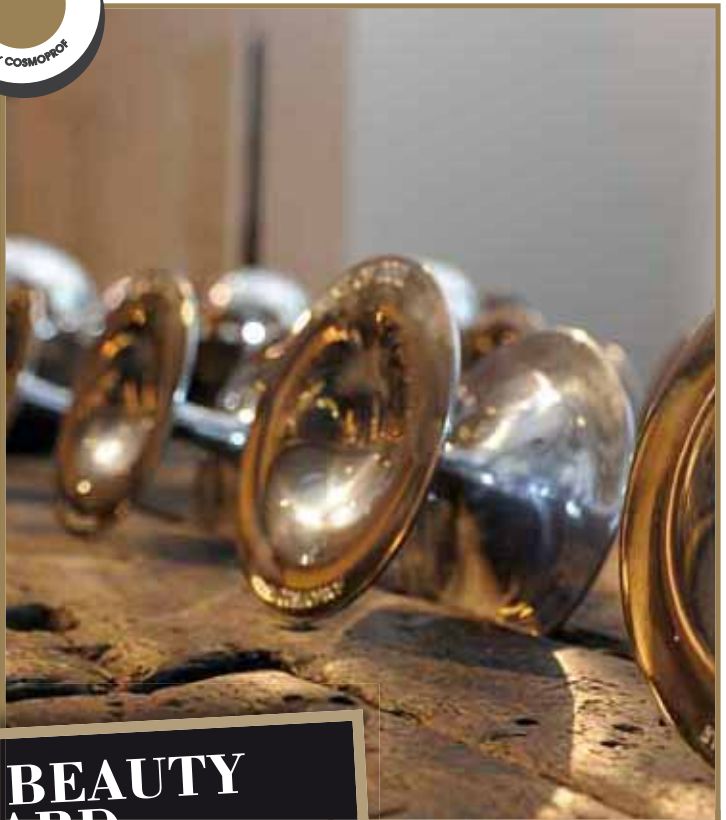
Tokidoki Collection - Sephora US



Nick Gardner
Executive Vice President HCT Packaging UK
with Ettore Mocchetti - AD Editor In Chief



Jorgen Mortensen
Owner Unique Beauty



GREEN BEAUTY AWARD

COSMOPROF WORLDWIDE BOLOGNA ERBORISTERIA domani
Organic Monitor



Romain Ruth
Managing Director Florame

Innovation and formulations, communication and experience. Not only country life but a real concept with its excellence: and to such excellence that Cosmoprof Worldwide Bologna 2011 dedicated the "Green Beauty Award". To go beyond... simply natural.

SOCIAL COMMITMENT CATEGORY: FAIR TRADE PROJECT

The winner is: **Florame - France**
Since 2008, this company has been developing the Madagascar Project combining ethical commitment and production of high-quality essential oils. This new business style promotes social commitment to fair trade projects.

ENVIRONMENTAL CATEGORY: AN ECO-SUSTAINABLE PRODUCTION

The winner is: **Unique Beauty - Denmark**
This Danish company aims at achieving the highest eco-level by using organic ingredients derived from other processes such as the production of juices or bio-cheese with procedures that do not require the use of soil or large amounts of water.





Mirja Kloss - Head International Marketing Weleda



Moritz Aabersold, Mirja Kloss, Stefano Riva, Weleda



Daniela Villa
R&D Director and Co-Founder L'Erbolario

GREEN CULTIVATION CATEGORY: BIODIVERSITY, BIODYNAMISM AND 0 PRODUCT-MILES

The winner is: **Weleda - Switzerland**

Agriculture follows the natural cycles of the sun, the moon and of the planets as a guideline for sowing, crop rotations, and harvesting. Local production reduces the carbon footprint and creates a business model that is clear throughout its steps.



BEST SUCCESS STORY MODEL CATEGORY

The winner is: **L'Erbolario - Italy**

This has always been a family-run entrepreneurial reality, a magic combination of their production and customers who keep choosing them. A strong international icon with a recognizable distribution at product and retail store levels, a trustworthy value that has permitted the brand to be alongside different generations.



THE INTERNATIONAL BUYERS' CHOICE CATEGORY

The winners are:

Novexpert - France

Science must be "extremely technological" and clean is the motto of this French company. To be able to combine nature and progress, high technology and respect for the environment, ecology and economy leads to natural efficiency.



Cyrille Telling - Founder Novexpert

Ecokid - Australia

Ecology and ethical values form the DNA of this Australian company which is eco-responsible and eco-sustainable thanks to processes that select bio-degradable raw materials and green-oriented procedures in the manufacturing of the cosmetic product.



Peter Francis - Product Development Director Ecokid
with Claudia Bonfiglioli - SoGeCos France



Nennella Santelli - Editor in Chief Les Nouvelles Esthétiques Italy



Stella Maris Sironi
Kinesiology and University
of Buenos Aires Teacher



Itala Romano - Director Nouvelle
Esthétique Academie - Bari



Goretta Schiavoni
Beauty Center Valentino



Grazia Carlot
Beauty Center Grazia



AESTHETICS CAREER AWARD

COSMOPROF
WORLDWIDE BOLOGNA

*les nouvelles
esthétiques*

Cosmoprof gave the first career award to 5 beauticians who stood out for their professional merits. An important recognition to consecrate the human and professional value of the beautician profession. The award was given during the convention on Sunday 20 March, in the Esthetiland area.

The Beauticians awarded were:

- **Delia Di Ciocco**
Beauty Center Benessere Bellezza- Rome
- **Itala Romano**
Director Nouvelle Esthétique Academie - Bari
- **Grazia Carlot**
Beauty Center Grazia - Treviso
- **Goretta Schiavoni**
Beauty Center Valentino - Cagliari
- **Anna Baiamonte**
Beauty Center Anna - Ribera (Ag)
- **Stella Maris Sironi**
Kinesiology and University of Buenos Aires Teacher (Argentina)

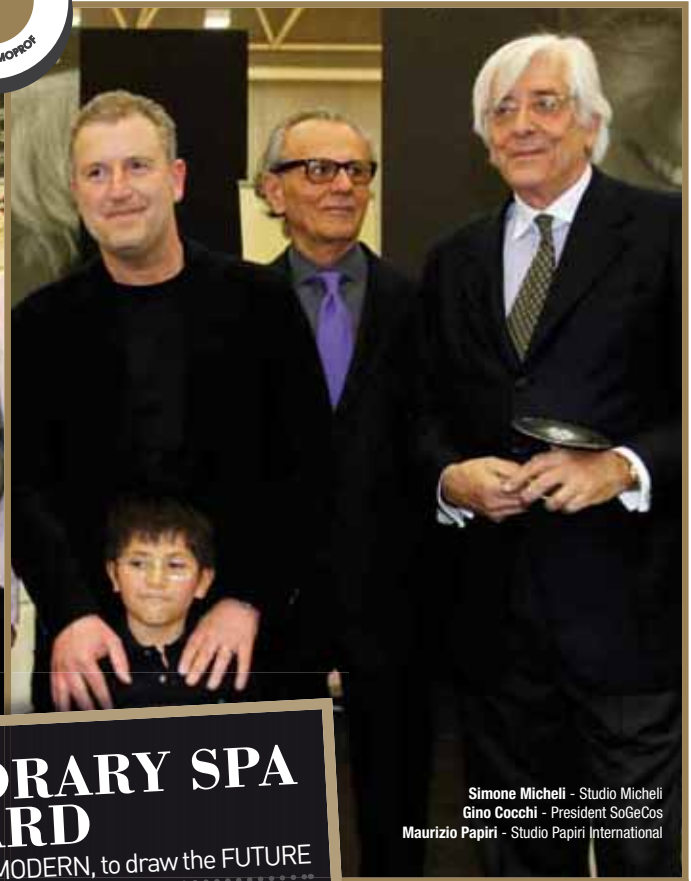
Delia Di Ciocco
Beauty Center Benessere Bellezza



Anna Baiamonte
Aesthetics Anna



Aureliana De Sanctis - CEO SoGeCos Spa
Luca Colombo - Matteo Thun & Partners



Simone Micheli - Studio Micheli
Gino Cocchi - President SoGeCos
Maurizio Papiri - Studio Papiri International

CONTEMPORARY SPA AWARD

to tell the CLASSIC, to write the MODERN, to draw the FUTURE



Prince Spa - Studio Papiri International

Beauty, uniqueness, refinement, and perfection for spa environments and wellness spaces, recognizable through a temporal articulation through diverse architectural expressions. An important international prize for three realizations by as many visionary interpreters, who can transfer and commit thought in time as well as to give time an incredible corporeity. Cosmoprof Worldwide paid a tribute to these exceptional creators with this prize, who have defined and are defining new possible repertoires and new content themes for those places dedicated to psycho-physical regeneration. The prize giving took place Saturday 19th March in the area placed in the center of Hall 15.

- **BEST CLASSIC SPA**
Architects Massimo and Maurizio Papiri for PRINCE SPA
- **BEST MODERN SPA**
Architect Matteo Thun for TERME MERANO
- **BEST FUTURE SPA**
Architect Simone Micheli for MARINA VERDE



Terme di Merano - Matteo Thun & Partners



Marina Verde - Architect Simone Micheli



LOVE NAILS AWARD

COSMOPROF NAILS LOVE
WORLDWIDE BOLOGNA



Liberia and Cinzia Ciccomascolo - Ladybird House
with Silvia Fossati - Editor In Chief Esthetitaly



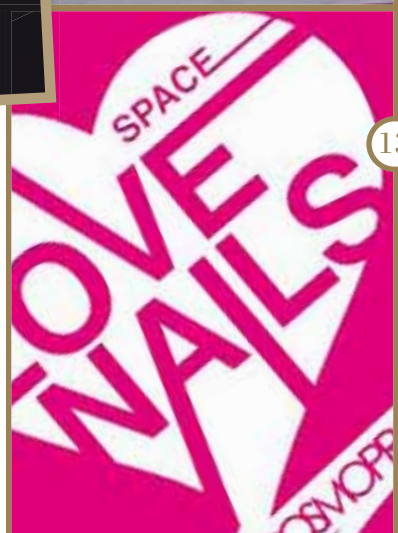
Clarissa Ciaccio - General Manager Clarissa Nails
with Aureliana De Sanctis - CEO SoGeCos

Love for colors, shapes, art in beauty: at Cosmoprof Worldwide Bologna 2011 the first "Love Nails Award" was created. This award is dedicated to anything that is top in the magic world of nails. Categories awarding subjects and concepts that are the protagonists of the nail style in their different ways. The following were awarded on Monday 21 March

Top Nail Art: CLARISSA NAILS
Clarissa Ciaccio (General Manager)
A thirty-year long activity, characterized by a steady and devoted work to obtain very high-quality products and to suggest evocative looks.

Top Salon Success: KYLUA
Kycca Carbonara (Creative Director)
A 100% Made in Italy manufacturer with a widespread distribution network that support 3000 centers across Italy.

Top Educational: LADYBIRD HOUSE
Liberia Ciccomascolo (President)
A company established by Cinzia, Liberia and Alberto Ciccomascolo, Ladybird house proposes an articulated Training Program geared to the continual professional growth of the nail



Kycca Carbonara - Art Director Kylua



LOVE NAILS AWARD



Fabiana and Piermarco Viale - O.P.I.
With Silvia Fossati - Director Manager EsthetItaly (central),
Laura Leggeri - External Relations Manager Fabyline
and Aureliana De Sanctis - CEO So.Ge.Cos



Alberto Nano - External Relations Manager Nailevo
between Silvia Fossati - Director Manager EsthetItaly
and Aureliana De Sanctis - CEO SoGeCos



Florencia Perujo - Marketing Manager TNS-Tecniwork
with Aureliana De Sanctis - CEO SoGeCos

reconstruction operators.
Top Collection: LCN-WILDE
Rolando Casaroli (Italian Manager)
e Sonia Fedeli (Training Director)
The creators of the first photo hardening gel for nail reconstruction twenty years ago, resulting from their expertise in the worldwide dental resin market since 1914.



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Top Event: NAILEVO - Alberto Nano
(External Relations Manager)
The importers of well-known American and European brands since 2006 Nailevo was the first in Italy to propose a format existing in the USA for 15 years: Nailcruise - Beauty Seminars, a training program for professionals from the aesthetics, nails and spa land onboard the exclusive Costa Luminosa cruise ship.



Rolando Casaroli - Manager Italia LCN Wilde
with Aureliana De Sanctis - CEO So.Ge.Cos

Top Trend: OPI-FABY LINE
Fabiana Viale (Vice-president)
Faby Line, a company in the beauty world for 30 years and in the specific nail sector for 11, is the exclusive distributor of the OPI brand: nail lacquers and colors that transform into real fashion accessories, thanks to their link with the celebrity world and Hollywood.



Top Advertising: TNS-TECNIWORK
Florencia Perujo
(Marketing Manager)
The company celebrates their 30 years in business in 2011. In 1999, TNS was established, which is the company division dedicated to the hand wellness: not only technical skills but also total look proposals, with continual launches of new formulas, nail lacquers and colors.





Aldo Coppola with Aureliana De Sanctis - CEO SoGeCos



Show On Hair Industry
Aldo Coppola Hair Therapy



Monica Coppola,
Adalberto Vanoni - Art Director Accademia Aldo Coppola,
Aldo Coppola,
Stefano Lorenzi - Technical Director Accademia Aldo Coppola

ON HAIR INDUSTRY BEST HAIRDRESSER AWARD



Mark Hayes
Art Director Sassoon Academy
with Aureliana De Sanctis - CEO SoGeCos

Ideas for the head, genius, skill, and inspiration transform a hair stylist into an international reference in terms of fashion trends. Cosmoprof Worldwide Bologna 2011 has singled out the best hairdressers and it awards their daily innovation and creativity. The award giving took place at the end of each show on Sunday 20 March, on the On Hair Industry catwalk.

- Aldo Coppola – The Patriot
- Angelo Seminara – Future Concept Lab
- Anthony Mascolo – The Masterpiece
- Mark Hayes – The Master



Angelo Seminara - Art Director Davines
with Aureliana De Sanctis - CEO SoGeCos



Anthony Mascolo - Art Director Tigi

Valerio Moggiani - Bunny Sun - Roma (on the right), a model and Silvio Luciani, 2010 The Next Talent winner



Mary Rector Gable (central)
Founder and President di behindthechair.com



ON
HAIR
THE
NEXT
TALENT

THE NEXT TALENT AWARD



Pasquale Peluso - Pasquale Peluso Parrucchiere - Benevento with the winner of the 2010 The Next Talent edition Christophe Chevillard



High emotional impact for this edition, beyond traditional standards. An innovative choice, in tune with the exhibition philosophy that this year has emphasized the BEAUTY GENERATION. The event was organized with a new, exciting and passionate format. In fact, Christophe Chevillard and Silvio Luciani, two young talents from the past edition of "The Next Talent 2010", were in the spotlight with this year's winners. They presented the show and supported the 4 talents together with Mary Rector Gable from Behind The Chair, a great international expert of the "Hair" world. On 21 March, the 4 emerging hairstylists exhibited within the Cosmoff Privé, the most glamorous location of the show, in a room crammed with people.

On the catwalk, strong proactive vibes were perceived.

The 4 creative hairstylists winning the award were:

Valerio Moggiani, Paolo Libero, François Evéquoz and Pasquale Peluso.



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Paolo Libero - Salone Severina - Abano Terme



François Evéquoz
Les Mots Delle - Conthey (CH)

