



COSMOPROF
MARZO 2017
17-20
COSMOPACK 16-19
COSMOPRIME 16-19 NEW 2017
BOLOGNA
QUARTIERE FIERISTICO
WWW.COSMOPROF.COM
UN NUOVO MONDO PER LA BELLEZZA
BOLOGNA LAS VEGAS HONG KONG

GLAMOUR ME! at Cosmoprof Worldwide Bologna 2017

Cosmoprof Worldwide Bologna, the B2B leading international exhibition on trends related to the cosmetics industry organized by Bologna Fiere, celebrates its 50th anniversary from Friday March 17 to Monday March 20, 2017. The next edition will unveil COSMOPRIME, a new hall devoted to prestige and masstige perfumery open to select attendees only from Thursday March 16th to Sunday March 19th, 2017.

Cosmoprof Worldwide Bologna is the go-to-event for the global beauty industry, thanks to credibility gained over 50 years. Cosmoprof Worldwide Bologna has events around the world as part of an international network, providing companies with a global presence and expertise.

COSMOPRIME, the new hall devoted to masstige and prestige beauty market will host a variety of projects appealing to this industry segment. A new initiative to be unveiled inside COSMOPRIME at the upcoming 2017 edition is **Glamour Me!**

Glamour Me! Is an on the floor mini beauty lounge featuring several beauty stations and showcasing several exhibitors who are previewing their products in this area throughout the 4-days of the show through express services offered to attendees and media. Participating attendees can learn about and test new makeup products, skincare treatments, hair products, the latest in barber news, nail polishes and products and extensions for the eyelashes presented by the exhibiting companies through quick 30-minute or less services. The services are provided free of charge. Visitors will have the opportunity to directly experience the effects and performance of the products demonstrated by exhibiting companies, to assess whether they really suit their business; additionally attendees that get services are encouraged to post their new look on social media and share with their online community.

Exhibiting companies participating in the initiative will not only be able to connect with professionals, buyers and distributors attending Cosmoprof Worldwide Bologna, but at the same time their new products will benefit from an international digital visibility.

The 2016 edition of Cosmoprof Worldwide Bologna recorded record numbers, with **over 200,000 visitors**. Confirming the international leadership of the event, 2,510 exhibitors attended the show, of which 73% came from abroad, and 25 Country Pavilions.

The B2B event organized by BolognaFiere Group, is present in Bologna, in Las Vegas with Cosmoprof North America and in Hong Kong with Cosmoprof Asia and involves a total of **6,400 exhibitors** and **over 350,000 visitors from more than 150 countries worldwide**.

For further information, www.cosmoprof.com

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