

<b>2020 COSMOPROF BOLOGNA, ITALY FAIR DISTRICT</b>	<b>12 - 15 MARCH</b>
	<small>COSMOPACK COSMO PERFUMES &amp; COSMETICS</small>
	<b>13 - 16 MARCH</b>
	<small>COSMO HARMONIA BEAUTY SPA&amp;A</small>



## COSMOPROF WORLDWIDE BOLOGNA 2020

### SPEAKERS

**Ulrika HOONK**  
**Senior Project Manager**  
**Business Sweden**

Ulrika Hoonk has a long experience within business development and management consulting, working with Swedish companies on the Italian market. Over the years Ulrika has developed solid understanding of the Italian business ecosystem, gained experience from a broad spectrum of client situations and built up an extensive network within retail sector, especially in the beauty industry.

Ulrika has worked with several Swedish beauty brands and supported them with international expansion, as well as helping Swedish cosmetics companies finding cosmetics producers on the Italian market. In 2017 Ulrika took the initiative to create a Swedish pavilion at Cosmoprof Bologna, and for two years in a row the project has been very successful.



**Jasmine LUNDQVIST**  
**Founder**  
**Base of Sweden**

Baseofsweden has a strong vision, to create cosmetics with high functionality for an active lifestyle -make up made to perform. The vision is driven by a strong belief in a more equal beauty industry, innovation and transparency. In the 2019 Cosmoprof edition Baseofsweden were awarded for best Makeup product at CosmoAwards with their patent pending The Base foundation. The support in Cosmoprof was a crucial milestone for the start of their global expansion.

The company is led by Jasmine Lundqvist who has accumulated a lot of experience in business development in many challenging markets such as West Africa, Central Asia and the Middle East. Her premium cosmetic experience comes from a strong background with L'Oreal Luxe and the Swedish cosmetic giant Oriflame. With her various entrepreneurial roles for large companies world wide, starting her own company was a natural step in her career.

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**Maria WEIBUST**  
**Sales Manager**  
**Disruptive Materials**

BIO Weibust is a beauty expert with extensive experience within the beauty industry. She has worked with sales for almost twenty years, coming from companies like L'Oréal and FOREO. Having worked with some of the biggest premium beauty brands in the world, Maria provides expertise and industry insights

She has a true passion for beauty in combination with business acumen. Maria Weibust holds international diplomas in Makeup Artistry, Hair Styling, Extensions & Special Effects. She has studied Digital Marketing - University of Illinois and Trade Business Acumen.

Disruptive Materials develops innovative product concepts and tailored solutions, based on advanced materials technologies. Partnering with selectively chosen premium beauty brands all over the world, working together all the way from base formulation to launch of innovative award winning products. Maria Weibust works with the commercial aspect of Disruptive Materials - Cosmetics.