THE FUTURE OF THE COSMETIC INDUSTRY AT COSMO|PERFUMERY & COSMETICS

February 2019 - **COSMO | PERFUMERY & COSMETICS** is a telescope that looks to the future of perfumery: new trends, emerging brands, innovative solutions for the consumer of the next generation.
From Thursday 14 to Sunday 17 March, **pavilions 16, 22, 26, and 19** will host the companies of **Perfumery and Cosmetics**, **pavilion 21** will show the best of the **green universe**, and in **hall 14**, **Cosmoprime** will take place.

COSMOPRIME
Cosmoprime is dedicated to the future of perfumery. Hosted in hall 14, it offers Italian and international retailers a vision of the latest trends in the sector, emerging brands and new solutions focusing on shop experience. The special area features high-end cosmetics.
Cosmoprime records a growth of represented brands: a melting pot of suggestions, traditions and new projects.
Cosmoprime will pay special attention to sustainability. **Green Prime** will present companies with eco-friendly products based on natural ingredients; a new area, **Zoom On Emerging Prime**, will host young companies that are first-time exhibitors at Cosmoprof.
The **Extraordinary Gallery**, now in its eighth edition, is the reference area for indie companies and start-ups, selected for their uniqueness. For 2019, the area will host **71 companies - an increase by 4% compared to 2018**, with a focus dedicated to the green & organic beauty, the **Extraordinary Green Gallery**.

Cosmoprime is the ideal observatory where to know the macro-trends of the beauty universe. Exhibiting companies bring new life to the sector, thanks to an innovative use of ingredients and technology. This is the place where international trend-scouters find new formulations, based on the most innovative ingredients. Among them, marine phytoplankton, secret ingredients handed down century after century by the oldest Japanese dynasties, a mix of seeds and flowers typical of Latin America, scorpion venom or volcanic water from the Greek islands. Without forgetting the raw materials used by the food industry, such as vinegar or wine. The use of cannabidiol, an active ingredient in cannabis, is also growing, and it is the main ingredient of skincare and personal care collections. The active ingredients of cannabis have a relaxing and moisturizing effect on skin and hair, improving its appearance and brightness.

Cosmoprime is a trend-setter area. The impact on the cosmetic industry of the new concept of **"Holistic Beauty"** is growing: the effectiveness of a product is linked to the wellness experience that the use of the product itself can give to the customer. This trend originates from oriental philosophies and traditions: every ingredient and every practice has a beneficial effect on the organism. It is a response of the cosmetic industry to the need for psycho-physical well-being of the modern consumer in the face of a highly stressful lifestyle.
Another key theme for the development of the sector, **"Customization"**, meaning the personalization of new collections. The new generations no longer accept to be part of an indistinct mass: they want to be recognized as protagonists, and they want to decide the ingredients, properties and layout of their beauty product.
The success of **"New Technologies"** is facilitating the impact on the market of the most

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With the participation of
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performing devices, with the latest technologies developed by international researchers to offer customers a professional treatment even in the comfort of their homes. These are tools mainly designed for skin care, with anti-aging, moisturizing and nourishing effects.
The new technologies are also protagonists within the same sales point, thanks to the use of augmented and virtual reality, artificial intelligence, IoT and robotics for new digital solutions enriching the consumer's shopping experience with positive emotions.

BUYERS LOUNGE
Cosmoprime will host Cosmoprof **Buyers Lounge**, the area reserved for top buyers who will participate in the Buyers Program. Thanks to the scouting activities of the Cosmoprof network, buyers, importers, distributors and representatives of the most important global retail stores will attend the event, meeting the exhibitors of Cosmoprof Worldwide Bologna 2019 in a business environment created for their exclusive use
Inside the lounge, buyers will have access to the **RelaxZone** services: beauty studios with products and services offered by selected Cosmoprof companies for a free beauty treatment. An area to directly test a product, capturing the characteristics and properties in first person.

PERFUMERY & COSMETICS
AT **COSMO | Perfumery & Cosmetics**, companies, buyers and distributors for perfumery and cosmetics dedicated to gdo can find new trends and updates: from the green proposals of **pavilion 21** for the mass market to international perfumery companies in **Halls 22 and 26**. New brands from all over the world will find space in Hall 26, bringing fresh blood to the sector. Distributors, wholesalers, and sales agents working in the retail sector will be able to appreciate the high-quality standard reached by mass market suppliers.

For further information, visit www.cosmoprof.com.

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