# COSMOPROF WORLDWIDE BOLOGNA 2019: WHAT'S NEW FOR THE PROFESSIONAL DISTRIBUTION CHANNEL AT COSMO|HAIR & NAIL & BEAUTY SALON

February 2019 - From Friday 15 to Monday 18 March, beauty professionals can find out what's new for the **Hair** sector in Halls 25, 31, 32, 35 and 37, for the world of **Beauty Salon & Spa**, which at Cosmoprof 2019 will exhibit in the new pavilions 28, 29 and 30, and for the **Nai**l world, in pavilion 36.

**BEAUTY SALON AND SPA**

The increase in the exhibition area by 21% represents the growth that is affecting the Beauty Salon and Spa sector. The pavilions dedicated to the sector – 28, 29 and 30 - thanks to an impressive restoring, will be the best showcase for the most technological machinery and trends.

Thanks to promotional activities in international markets, requests for participation from companies from Eastern Europe and the Balkans, in particular from Russia, Latvia, and Lithuania are growing. This means that the brand awareness of Cosmoprof is increasing in the world and the event is recognized as a reference point for professionals working in the beauty salon distribution channel to experience a preview of the latest trends.

In Bologna, professionals and distributors will find the most technological machinery; among the most influential trends for the market is permanent make-up, one of the most requested services in professional beauty centers.

**The Beauty Forum Gallery**

After the acquisition by BolognaFiere of the German group **Health and Beauty**, organizer of all the events of the **Beauty Forum** platform, Cosmoprof 2019 will present **The Beauty Forum Gallery**, a new area located in **The Mall** along hall 29. The area will host companies in the Beauty & Spa sector, which are already participating in the Beauty Forum events, and will welcome selected buyers within the International Buyer Program, thus increasing the business and networking opportunities for exhibitors.

There will be 12 companies taking part in this project: **Charme D'orient, Corpderm, Yml Diffusion Sarl, Flexycorp Sa, Dynavita, Aesthetic Modeline, Aesthetic Paris, Purebeau New Cosmetics Gmbh, Ionto Health And Beauty Gmbh, Therapeia Cosmetics Gmbh, Sc Eternal Beauty Srl, Nail Art Studio Srl.**

Furthermore, The Mall will host **SPAce99**: an emotional wellness path that will reproduce the experience of a spa, which will be created by LIFEXCELLENCE (a leading company in the spa sector), designed by architect Simone Micheli, and will feature the valuable contribution of international companies.

**Cosmoprof Beauty Business Coach**

Thanks to the collaboration with **Ekis Small Business**, at Cosmoprof Worldwide Bologna 2019 beauticians, beauty salon owners and operators in the sector will take advantage of the consultancy services of the **Cosmoprof Beauty Business Coach**, a mental coach expert in the beauty sector and specialized in managing business activity. During the show, the Cosmoprof Beauty Business Coach will support beauty professionals by providing them with knowledge and tools to optimize the results of their activities, to increase earnings and achieve greater personal and professional satisfaction.

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In partnership with
COSMETICA ITALIA the personal care association
With the participation of
ITA ITALIAN TRADE AGENCY

**HAIR**

Hairstylists, hairdressers, salon owners and operators, together with hair care distributors will find the best in the Hair sector in halls 25, 31, 32, 35 and, new for the 2019 edition, the 37th. The sector is registering **a total growth up to 4.5%**, with a significant increase in the presence of Italian companies, reflecting an important revival of the domestic market. Companies with a green approach to the world of hair care are growing, too, as well as those specialized in semi-permanent color: a solution with less impact on the hair, which allows you to keep up with fashion trends without undermining the health of the skin.

**UBS-United Barbers Show®**

Among the scheduled events will be the **UBS-United Barbers Show®** in Hall 35, in collaboration with **Sen Martin**, **Barber Mind,** and **Bottega della Barba**.
On March 17th and 18th, more than 5,000 barbers will have the opportunity to take part in the world championship dedicated to the barber world; in addition to a rich program of shows, performances, and workshops, 60 barbers will take part in the competition. Among the expected guests are **HIRO**, founder of Barber Mind and La Barberia of Milan; **Francesco Cirignotta**, famous trico-esthetician; the English group **MENSPIRE** with **Josh La Monaca**; and **MKM ACADEMY** from Amsterdam with **Naydisha Richardson**.

**Hair Ring**

Hair Ring, the initiative aimed at young talents, will be held at the service center, on Sunday 17 and Monday 18 March. Cosmoprof and Camera Italiana dell'Acconciatura renew their collaboration to help new talents to emerge. The mood of the 2019 edition is "Leonardo da Vinci": the participants will have to re-interpret with their own style the styling created by the great Italian genius.

**NAIL**

The Nail world is the absolute protagonist of Pavilion 36, the historical location of the sector. Green is the new buzzword for nail polish and nail treatments, with collections based on vegetal ingredients. Companies specializing in vegan glazes are goring, too, following the latest market trends.

**COSMOPROF ONSTAGE**

On Sunday 17 and Monday 18 March, the stages at the Service Center will be dedicated to live demonstrations, in-depth discussions and updates on the latest news and trends for the Beauty & Spa sector.
On Sunday 17th, spotlights on the spa sector. Andrea Bovero, Cidesco Italia, will present the session **"Spa Symposium: the ritual at 0 kilometer"**: local traditions and attention to the uniqueness of the individual as elements to make the spa treatment a really customized process. **"The scenarios of wellness holidays as depicted by communication, fashion trends and needs"**, by Cinzia Galletto of Blu Communication, will analyze the evolution of the spa concept, which combines the psycho-physical recovery on the one hand with health needs on the other. Next, the market data by Cosmetica Italia – Personal Care Association, and the focus of Isabelle Trombert, founder of the French spa network Ahimsa and expert in customized massage, to create an *ad hoc* massage based on the needs of the client - **"Massage techniques and methods to offer a unique treatment"**. Manuela Ravasio of EKIS, coaching company aimed at improving the daily results of professionals, will present an initial analysis of how everyday attitude can affect premature aging - **"Premature aging: how, where and when the attitude can influence the process"**. At the end of the day, **"At the discovery of dermo-pigmentation, a world in constant evolution"**, curated by Atec

Italia, will present the new technologies that are influencing the profession.
On Monday 18, a focus on the latest trends in the "nail" sector will take place, then Rossano De Cesaris will present examples of environmental sustainability in the use of cosmetics by ancient people - **"The true pioneers of sustainable cosmetics"**. Edoardo Cervi will deal with the theme **"Legs wellbeing for those who work standing the whole day"**, with information and small tricks for professionals. Francesco Franco and Franca Padula of Samadhi will present **"The Gaia massage"**, which allows the body to find its natural harmony with the equilibrium of the universe. Dorina Forti and Andrea Peluzzi, in collaboration with Camera Italiana dell'Acconciatura will focus on looks of the celebrities who, today more than ever, dictate the canons of fashion - **"Lets reveal the beauty looks of the stars"**. Manuela Ravasio of Ekis will return to the stage to tell how to avoid the most common errors related to the ineffective management of a beauty spa - **"Effective management of the beauty center / salon / spa: which organizational inefficiencies cause the economic dissatisfaction of the owners"**. During the two days of the event, the new network of female entrepreneurs in hairdressing will be presented - **"505: hairstyling is female"** - with the collaboration of EsteticaNetwork.

For further information, visit www.cosmoprof.com.

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