COSMOPROF WORLDWIDE BOLOGNA CELEBRATES INNOVATION AND EXCELLENCE OF THE COSMETIC INDUSTRY

February 2019 - **Cosmoprof Worldwide Bologna**, the hub where to discover a preview of trends, innovations and cutting-edge technologies for the cosmetic industry, celebrates the innovation and excellence of the beauty sector.

Cosmopof and Cosmopack Awards reward the most innovative projects presented by the 2,947 exhibitors at Cosmoprof Worldwide Bologna 2019: an important recognition by the only fair in the world that involves the entire beauty industry. The award allows companies to match their brand with the quality seal of Cosmoprof Worldwide Bologna. The initiative also makes use of the contribution of two major international agencies, Beautystreams and centdegrés.

For the 2019 edition, the project becomes interactive, involving professionals and buyers attending the show in Bologna. From 14 to 18 March at the Service Center, **The Store**, designed in collaboration with the design agency **centdegrès**, will propose an interactive customer experience, with the projects of leading companies in the beauty-tech sector (Signify, Elsecorp, Holofil, Viewtoo and Reveive) to allow visitors to test products and discover exclusive materials and information.

The winners of the Awards, selected by a panel of experts coordinated by **Beautystreams**, will be announced on Friday, March 15. For the first time, visitors will also be able to vote for their favorite products, using the tools available inside The Store.

COSMOPROF AWARDS

Cosmoprof Awards celebrates the most interesting new products presented by companies of finished product, for the hair, nail, skincare and beauty salon sectors, according to 6 categories: **Hair Product**, **Make-Up Product**, **Nail Product**, **Natural & Organic**, **Personal Care Product** and **Visitors' Choice**.

The proposals of the companies will be selected based on innovation, marketability, brand communication, impact on social media and web strategy.

To select the best products, a jury composed of top retailers, journalists, influencers and opinion leaders in the sector:

- **Nicky Kinnaird, Founder, Space NK (UK)**
- **Sandra De Bailliencourt, Managing Director, Sparknews (FRANCE)**
- **Jeb Gleason-Allured, Editor in Chief, Global Cosmetic Industry magazine (USA)**
- **Carlotta Jacobson, President, Cosmetic Executive Women (USA)**
- **Susanne Jentsch, Head of Consumer Trends, Beiersdorf (GERMANY)**
- **Jane Jin, Executive Vice President, CJO Shopping (KOREA)**
- **Alison Levy Bringé, Chief Marketing Officer, Launchmetrics (USA)**
- **Vincent Longo, Celebrity Makeup Artist & Cosmetics Entrepreneur (AUSTRALIA)**
- **Michael Nolte, Creative Director, BEAUTYSTREAMS (USA)**
- **Karine Ohana, Co-Managing Partner, OHANA & CO (FRANCE)**
- **Renee Parker, Head of Luxury Beauty, Amazon (UK)**
- **Philip Russo, Editor and Publisher, Global Retail Brands Magazine (USA)**
- **Glenn Silburn, Publisher & Commercial Manager, Professional Beauty (AUSTRALIA)**
- **Jennifer Weil, European Beauty Editor, WWD (FRANCE)**

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ITA ITALIAN TRADE AGENCY

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COSMOPACK AWARDS

Cosmopack Awards recognizes the role of formula, technologies and packaging design for the success of a cosmetic product and it celebrates the excellence of the beauty supply chain exhibiting in Cosmopack. There are 6 categories: **Make-Up Formula**, **Make-Up Packaging Technology**, **Packaging Design**, **Skin Care Formula**, **Skin Care Packaging Technology**, **Visitors' Choice**.

The contest celebrates innovation, creativity, sustainability and research at the base of the processes of creation and realization of a product.
To select the best projects, a jury with the leaders of international brands, market leaders, designers, R & D experts and trade press:

- **Stephanie Bertand, Senior Manager Skin R&D Trends & Prospective Innovation, Coty (FRANCE)**
- **Nadia Calafati, Color Specialist, Kiko Milano (ITALY)**
- **Cornelia Greko, Design Director, Oriflame (SWEDEN)**
- **Louis Houdart, CEO & VP French Chamber of Commerce, Creative Capital (CHINA)**
- **Elie Papiernik, Founder & CEO, Centdegres (FRANCE)**
- **Vasiliki Petrou, Executive Vice President, Unilever Prestige (UK)**
- **Oonagh Phillips, Editor in Chief, BW Confidential (FRANCE)**
- **Laurie Pressman, Vice President, Pantone (USA)**
- **Jill Scalamandre, President, Bareminerals, Buxom, Global Development Shiseido Makeup (USA)**
- **Tim Sykes, Head of Content, Packaging Europe (UK)**
- **Kilala Tilaar, Deputy Marketing Director, Martha Tilaar Group (INDONESIA)**
- **Lan Vu, Founder & CEO, BEAUTYSTREAMS (USA)**
- **Eva Yean, Senior Vice President, Global Product Development, NYX Professional Makeup (USA)**
- **Angelika Meiss, Senior editor, COSSMA (GERMANY)**

THE LIFE ACHIEVEMENT AWARD

Cosmoprof Worldwide Bologna celebrates an entrepreneur, who has stood out for his talent in renewing the cosmetic industry.
The Life Achievement Award 2019 will recognize **Frédéric Fekkai** as one of the most important international players in the world of beauty for over 30 years.
Born in Aix-en-Provence, France, Frédéric has quickly reached success in the hair universe. In 1989, Frédéric's modern cuts caught the attention of Bergdorf Goodman, who invited him to open a salon in his famous department store. Frédéric Fekkai Beauty Center immediately became a beauty mecca, as well as the first beauty day spa in the USA.
In 1995, Frédéric Fekkai became a stylist and founder of his own luxury collection.
The brand was purchased in 2008 by Procter & Gamble, and then again in 2015 by Fekkai Brands LLC. During this timeframe, Frédéric Fekkai worked as a consultant, playing a strategic role in bringing the brand name to the top. Frédéric and his wife Shirin launched Bastide in 2017, drawing inspiration from the light and vivacity of Frédéric's birthplace, Aix-en-Provence. The collection is the key product of a boutique in Aix-en-Provence and top retailers in North America, Europe and Australia.
In 2018, Frédéric Fekkai bought his brand again, and he currently works in his salons in major cities, including New York City, Greenwich, Dallas and Palm Beach.

For further information, visit www.cosmoprof.com

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