COSMOPROF WORLDWIDE BOLOGNA 2019: A JOURNEY INTO THE COSMETIC UNIVERSE, BETWEEN PAST TRADITIONS AND FUTURE AVANT-GARDE

February 2019 - A time travel into the beauty universe, from the discoveries of the past that laid the foundations of the modern cosmetic industry to the cutting-edge and sustainable technologies used today by leading companies focused on formulations, materials and industrial production: this is **Cosmoprof Worldwide Bologna 2019**, the leading B2B event for the cosmetic industry.

To facilitate business opportunities and networking, Cosmoprof 2019 confirms the targeted opening dates and reinforces the distinction of each area according to product sectors, with a new and more functional layout of the halls.
From Thursday 14 to Sunday 17 March 2019, Cosmopack and **Cosmo | Perfumery & Cosmetics** will open its doors for producers and specialists of the supply chain, finished product companies, and buyers/retailers, with the latter focusing on the Perfumery and Cosmetics sector, Green & Organic Beauty, and Cosmoprime, the area dedicated to high-end cosmetics. **From Friday 15 to Monday 18 March**, the show opens for the professional distribution channels of **Cosmo | Hair & Nail & Beauty Salon**, with the participation of salon owners and beauty centers, hair stylists, hairdressers, nail technicians, and distributors specialized in these segments.
There will be **26 country and group pavilions**, representing Austria, Belgium, California, Chile, China, France, Germany, Greece, Indonesia, Ireland, Israel, Japan, Korea, Latvia, Pakistan, Poland, Romania, Spain, South Africa, Sweden, Switzerland, Taiwan, Turkey, United Arab Emirates, United Kingdom and the United States.

"Cosmoprof Worldwide Bologna, one of the most important events of BolognaFiere group, is registering even for 2019 growing results - says **Gianpiero Calzolari, President of BolognaFiere** - With **2,947 exhibitors coming from over 70 countries** - and **a general growth of the event of 8.2%** - and more than 250.000 professionals from 150 countries, the event confirms its role as the key appointment for the entire cosmetic industry. After the show in Bologna, which brings the culture and excellence of our city in the world, the Cosmoprof network organizes important events in the main international markets. Thanks to the consolidated presence in all the five continents (Europe, Asia, North and South America, India) with the acquisition of the German group Health and Beauty, which was confirmed in October 2018, Cosmoprof turned its attention to further development in Europe. This will be the scenario for the growth of our platform ".

"The Italian cosmetics industry is an excellence both for the manufacturing quality of its products and for its technological innovation. Thanks to the historical partnership with BolognaFiere Cosmoprof, on the 2019 edition of the reference event for our sector, we will enhance the sector, consisting of companies oriented towards continuous improvement - commented **Renato Ancorotti, president of Cosmetica Italia – Personal Care Association** - The solidity of our industry is represented by market analysis. In 2018, even in the face of a contraction in GDP, the global turnover of the sector maintained a positive trend (+ 2%) approaching 11.2 billion euro; overseas, *made in Italy* cosmetics are more and more successful, with exports up by 3.5% with a value of 4,800 million euros. Cosmoprof Worldwide Bologna will confirm, once again, the competitiveness of the Italian cosmetics system, which should receive right recognition by institutions ".

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COSMOPROF WORLDWIDE BOLOGNA 2019 IS GROWING

Thanks to a more functional layout of the pavilions, Cosmoprof Worldwide Bologna 2019 records an important growth in some key sectors. In particular, the area reserved for **Cosmopack**, the exhibition dedicated to contract manufacturing and private label, process and packaging machinery, primary and secondary packaging, applicators, ingredients and raw materials, is growing. In addition to the pavilions 20, 15, 15A and 18, for 2019 Cosmopack will occupy part of the hall 19, with **an overall growth by 9%**.

Cosmoprime, the area dedicated to high-end cosmetics with a selective distribution, will be located in Hall 14. In its special areas, represented brands are increasing; in particular, the **Extraordinary Gallery** is growing, with **71 companies (+ 4% compared to 2018)**.

The pavilions dedicated to the professional distribution channels are growing, too. **Beauty Salon and Spa** records a **growth by 21%** in the exhibition area, thanks to the location inside the new pavilions 28, 29 and 30, renovated last year. In addition to a greater usability and exploitation of the exhibition area, thanks to a modular architectural structure, the new pavilions present innovative technologies and solutions that allow greater use of natural light, reducing energy impact.

The growth of the **Hair** sector is very important, with a greater presence of Italian companies, reflecting a recovery in the domestic market. The sector records a **growth by 4.5% compared to 2018**, with the acquisition, in addition to the pavilions 25, 31, 32 and 35, of pavilion 37.

Country pavilions are also registering a **3.5% increase** compared to the previous edition.

Among the novelties for the 2019 edition, for the first time will be Il Tarì, the production and exhibition center with 400 companies of jewelery, goldsmithery, corals and cameos, watchmaking and fashion accessories, located in Marcianise, near Caserta (South Italy). At Cosmoprof Worldwide Bologna there will be a lounge dedicated to jewelery for perfumery, with the best proposals from the companies of the sector, located between pavilions 21 and 22.

THE SERVICE CENTER: THE HEART OF COSMOPROF WORLDWIDE BOLOGNA

It is the service center, the beating heart of the event, the stage of Cosmoprof Worldwide Bologna initiatives involving the entire cosmetic industry.

The area will become a real time machine for a journey within the beauty universe. From the discoveries of the past that laid the foundations for the birth of modern industry, to the cutting-edge technologies for the most innovative formulations, materials, production processes and devices, which nowadays enrich the experience of use and purchase of the product in the most advanced retail.

Trait d'union between past and future is the attention to environmental sustainability and circular economy. Cosmoprof has always given visibility to *green beauty*, and for the 2019 edition, the event wants to go a step further, in a social and geo-political scenario that requires a greater attention to the health of our world.

The cosmetics industry is called upon to find new production solutions to reduce the environmental impact of processing processes, using renewable energy sources and avoiding production waste. Cosmoprof writes a first, important chapter to start a new story on the sensitization of companies to environmental protection.

In addition to specific initiatives dedicated to this topic, other important measures will be taken during the event. Sustainable settings will be introduced, with recyclable materials and diminishing the use of dyes and varnishes. Furthermore, the restoring of the exhibition center, with the new construction of new pavilions 28, 29 and 30, will allow a better use of energy resources: thanks to cutting-edge architectural solutions it will be possible to optimize the use of natural light. Without forgetting the strong

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influence of BolognaFiere activities on the territory: the company is strongly rooted in the territory, and it creates a positive impact on local related industries as well as on the social context, following criteria, which are part of the circular economy.

LEONARDO DA VINCI - GENIUS AND BEAUTY

From 14 to 18 March, at the Service Center, there will be an exclusive exhibition dedicated to the innovations brought by the genius of Leonardo da Vinci in the cosmetic field. The installation was born from the collaboration between **Cosmoprof**, **Cosmetica Italia – Personal Care Association**, and **Accademia del Profumo**, on the occasion of the 500th anniversary of the artist's death. On display will be a selection of reproductions of the codes with the studies of Leonardo da Vinci on the most advanced extraction techniques- still used today in the fragrance sector- on the most suitable plants and flowers for hair coloring, and on the most original hairstyles recommended for Renaissance women and visible in many of his paintings.

NO.CO.: NO COMPROMISE

A multi-sector installation, with all the production processes of a scalp-oil: this is **NO.CO. - NO COMPROMISE**.

The area, presented in Hall 19 for the seventh edition of **The Cosmopack Factory**, will show the technological cycle that leads to sustainable industrial production.

Object of the initiative is a personal care product, NO.CO., which, thanks to a natural formulation resulting from the most advanced research, can be classified as "water-safe": to eliminate it, a third of the normal amount of water used during the rinsing of a common shampoo is sufficient. Furthermore, the primary packaging is completely made of recycled PET, derived directly from the plastic containers collected during Cosmoprof inside the fairground.

The design agency **centdegrès**, who made the packaging layout, and some exhibiting companies of Cosmopack contributed to the realization of the project: **Cosmoproject** for the formula, **Omas Tecnosistemi** for machinery, **Verve** for packaging and **Aliplast** for the regenerated PET polymer used for bottles.

COSMOPROF AND COSMOPACK AWARDS

Cosmoprof and Cosmopack Awards reward the most innovative projects presented by 2,947 exhibitors at Cosmoprof Worldwide Bologna 2019. The initiative is getting more and more recognition from operators and opinion leaders in the sector, because it is the first contest that involves all the sectors of the cosmetic industry.

Thanks to the installation The Store at the service center, the 2019 project becomes more dynamic and more engaging. The area, designed in collaboration with the design agency centdegrès, will offer an interactive customer experience, thanks to the innovations presented by important international companies in the beauty-tech sector, which will allow visitors to test products, discover materials and access exclusive contents and information.

COSMOTALKS

For the third consecutive edition, **CosmoTalks** will offer to professionals, marketing and communication managers, R & D and brand managers of beauty multinationals an exclusive look at the evolution of the cosmetic industry of the future.

There will be over 30 sessions scheduled, on Thursday 14, Friday 15 and Saturday 16 March, with the participation of 150 international speakers. 2 stages will be reserved for the initiative, both located within the Service Center. Thanks to the strategic location, more than 5,000 participants are expected for the 2019 edition.

Among the topics covered, market research, new products, market trends and digital tools that opinion leaders, trend agencies and leading international companies have

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identified as the basis for the evolution of the sector. Common issue for all the panels, sustainability.

COSMOTRENDS

Thanks to the prestige acquired in over 50 years of history, Cosmoprof is the trendsetter event for the beauty sector. It is at Cosmoprof Wordlwide Bologna that leading companies in the sector present their new products and the latest innovations, which will influence market trends.

CosmoTrends offers an exclusive preview of the future must-haves for the industry. Thanks to the contribution of Beautystreams, an internationally renowned trend agency, 40 products will be presented before the event as those that will dictate the development of the market in the coming months. At the entrance of Hall 14 - Cosmoprime, an installation will give visibility to this first selection, allowing visitors to discover more about future products and trends.

During Cosmoprof, the Beautystreams team of experts will walk the corridors of the fairground, looking for the most original novelties, to prepare an overall report at the end of the 2019 edition with the trendiest products of the entire show.

An important guide for the press, buyers and R & D managers to find out what really works for the global market.

BEAUTY GIVES BACK HOSTED BY BOUTIQUE

The charity initiative of Cosmoprof is back, which for the 2019 edition will go to support **La forza e il sorriso**, the social responsibility project sponsored by Cosmetica Italia – Personal care Association. The project helps women who face cancer to see themselves beautiful thanks to beauty workshops. For a donation, visitors will receive a complimentary assortment of products on display at the installation in the Service Center.

COSMOPROF SOCIAL AREA

"What is sustainability for you?" This will be the question that Cosmoprof Worldwide Bologna 2019 will ask its visitors. Inside the Cosmoprof Social Area, attendees can interact with the fair and live it in a more personal and engaging way, with technologies and installations that will allow them to share their experience at Cosmoprof on the social pages of the event.

For further information, visit www.cosmoprof.com.

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