COSMOPROF WORLDWIDE BOLOGNA 2019 PRESENTS COSMOTALKS: MORE THAN 30 SEMINARS DEDICATED TO THE LATEST TRENDS AND INNOVATIVE SOLUTIONS FOR THE BEAUTY INDUSTRY

February 2019 - **Cosmoprof Worldwide Bologna 2019**, the leading international B2B event for the cosmetic industry, presents an exclusive preview of the latest trends, innovative solutions and technologies for the sector, providing all beauty professionals with an overview of how the industry is evolving in the future.

For its third edition, **CosmoTalks** will present research, new products, consumer trends and digital tools, which experts in the sector, opinion leaders, trend agencies and leading international companies have identified as the basis for the evolution of the sector.
With CosmoTalks, Cosmoprof promotes the interaction between exhibitors, professionals, trendsetters and market analysts to encourage the development of products and services matching the needs of consumers worldwide.

More than 30 sessions will take place, with the participation of **150 international speakers**. **Two stages will host the panel discussions,** both of which will be located in the Service Center Area, the core of Bologna fair district. Thanks to this strategic location, more than 5,000 attendees are expected to take part in the talks.
CosmoTalks will provide further value to Cosmoprof Worldwide Bologna 2019 in **March, Thursday 14**, **Friday 15** and **Saturday 16**.

THURSDAY 14 MARCH 2019

Sustainability now & next
Stage 1, 10.45 am – 11.30 am
In collaboration with: WGSN
Sustainability becomes increasingly crucial for consumers, and for companies it is no longer a possibility, but an essential element in the process of creating, producing and distributing a product. WGSN will analyze the impact of the concept of green cosmetics from the perspective of both consumers and companies.

Impact & Beauty
Stage 2, 11.15 am – 12.45 pm
In collaboration with: Sparknews
After involving Cosmoprof exhibitors in a contest to reward the most sustainable case histories, "Impact for Beauty", organized by Cosmoprof and Sparknews, will present the 6 most innovative projects, analyzing their environmental, social and economic impact: Naifcare, Le Parfum Citoyen, Madara Cosmetics, O'Right, Davines Group and IMA SpA.

The Scandinavian Trend: innovations, technologies and new cosmetic ingredients
Stage 1, 12.00 pm - 12.45 pm
In collaboration with: Business Sweden
Thanks to the use of quality ingredients and the search for innovative packaging solutions, the Swedish cosmetics industry enjoys excellent global recognition. In general, Scandinavian companies influence trends in the sector, and they play a key role in the development of the concept of sustainable cosmetics, thanks to the attention paid to raw materials and formulations. The panel analyzes the most suitable *green* ingredients available today for the cosmetics industry.

Ecological Natives: redefining sustainability for the future of your brand, from key trends to creative concepts
Stage 1, 1.15 pm - 2.00 pm
In collaboration with: Peclers Paris
The attention that young generations pay to sustainability is influencing research, production and distribution of the beauty industry. The trend agency Peclers Paris will illustrate concrete projects that even today have a significant impact on the strategies of the supply chain.

Image & communication
Paolo Landi
paolo.landi@cosmoprof.it
Arianna Rizzi
arianna.rizzi@cosmoprof.it
T. 02 46 47 08 253

Press Office BolognaFiere
Isabella Bonvicini
isabella.bonvicini@bolognafiere.it
T. (+39) 051 28 29 20
T. (+39) 335 79 95 370

www.cosmoprof.com
Organizer
BolognaFiere
Cosmoprof S.p.a.

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

Beauty's Digital Era: the power of social media & influencer marketing today
Stage 2, 1.30 pm – 3.00 pm
In collaboration with: Launchmetrics
In the last 10 years, the cosmetic industry, as well as fashion and luxury, has experienced a radical revolution due to the increase in digital technology and the new role of Influencers. For companies it is important to learn how to analyze the data generated by digital communication, to understand what the consumer is interested in and define an *ad hoc* loyalty strategy. The panel will analyze how the beauty industry can make the most of the opportunities available to increase its community, in terms of both quality and quantity.

The CosmoTrendsReport: Bologna 2019
Stage 1, 2.30 pm - 3.15 pm
In collaboration with: Beautystreams
Beautystreams will present the report with the products presented at Cosmoprof Worldwide Bologna 2019 with the greatest impact on the market: color make-up, skin care, personal care, nail, hair, packaging, perfumery and cosmetics. It will analyze the marketing and product placement strategies, by evaluating their impact in each category.

E x Beauty
Stage 1, 3.30 pm - 5.00 pm
In collaboration with: Wired
E-commerce is becoming a more and more performing distribution channel for the beauty sector: today brands are called upon to increase their investments focused on e-commerce platforms and online reputation. The panel will present the evolution of online retail in recent years and its relationship with social communication.

CBD-based cosmetics consumer and legal challenges
Stage 2, 3.45 pm - 4.30 pm
In collaboration with: ICMAD
Cannabidiol - CBD - is back, and even the cosmetic industry today makes extensive use of it. This new segment must find a balance with the legal limitations on the one hand and the effective knowledge of the properties of this ingredient on the other. ICMAD will involve experts in this field, analyzing the best solutions to develop, produce, distribute and sell CBD products.

Smart Manufacturing and new technologies
Stage 2, 5.00 pm - 5.45 pm
In collaboration with: CosmeticsDesign-europe.com and Pharmintech Exhibition
The panel will be the kick-off event of *S.M.A.R.T. - Solution, Manufacturing, Automation, Research & Technology*, the new Cosmopack area dedicated to solutions for the cosmetic industry, with the most advanced applications of AI, big data and nanotechnology. Preparing the industry for a digital future means finding the right balance between the human factor and the machine. The conference will explore the latest technologies that redefine the production chain.

FRIDAY 15 MARCH 2019

From Fashion to Beauty - What challenges lie ahead in order to maintain brand loyalty
Stage 1, 10.30 am - 11.15 am
In collaboration with: A + A Creative Emotion
There are more and more fashion brands presenting a beauty line, but what are the right precautions to maintain their brand identity in the transition from fashion to beauty, thus differentiating their product? This will be the theme of the talk, moderated by A + A Creative Emotion, a multi-sector design agency.

Designing the new style of sustainable beauty brands
Stage 1, 12.00 pm - 12.45 pm
In collaboration with: centdegrés
Today, aesthetics and sustainability seem to be two distinct concepts. The panel, moderated by Elie Papiernik, proposes a discussion on how to make beautiful what is sustainable, to attract not only the most demanding consumers, but also a larger pool of users.

Environmental footprint: an opportunity for beauty companies
Stage 1, 1.15 pm - 2.00 pm
In collaboration with: Cosmetica Italia
The speakers will underline the importance of a correct and effective marketing communication on the benefits that *green* cosmetic products can offer to consumers. The environmental footprint can become an opportunity to enhance the scientific and competent approach of companies to the issue of sustainability.

Retail x Beauty
Stage 2, 1.30 pm - 3.00 pm
In collaboration with: WWD
What is the future of retail? What are the characteristics of the distribution channel of the future and what are the development opportunities for companies? WWD will focus on how flexibility and digital analytics have become strategic factors for brands to strengthen the loyalty of their consumers.

Commitment, new aspiration value for brands
Stage 1, 2.30 pm - 3.15 pm
In collaboration with: Carlin Creative Trend Bureau
The new digital media have increased consumer awareness of the consequences of their actions; this is why the purchase of a cosmetic product acquires an ethical and social meaning. Beauty companies are called to a greater ethical and social commitment to follow the request for transparency of their consumers.

How to be successful in the Spa industry
Stage 2, 3.30 pm - 5.00 pm
In collaboration with: ISPA
The seminar will analyze trends for the spa sector, consumer expectations, what are the products and services most requested by luxury hotels, resorts, and day spas, and which strategy must the companies follow to introduce their brand into the most valuable structures.

Chinese beauty brands going to the west for expansion or acquisitions
Stage 1, 3.45 pm - 4.30 pm
In collaboration with: Creative Capital
In China, high quality companies and brands are growing, and many Chinese entrepreneurs are evaluating acquisitions of European brands to diversify their portfolio and increase business opportunities in the West. The talk will present some case histories of brands and online platforms of "made in China" niche products that are entering the western market.

SATURDAY 16 MARCH 2019

Beauty through the lens of holistic wellness
Stage 1, 10.45 am - 11.30 am
In collaboration with: Euromonitor International
Among the trends of greatest impact for the beauty industry, the holistic trend and the attention paid to wellness as an integral part of a beauty treatment is becoming a fundamental focus for the development of new collections. Euromonitor International, a company specialized in market research, analyzes how this trend is affecting the evolution of the industry of the future.

Digital innovation to create the future of beauty
Stage 2, 11.15 am - 12.15 pm
In collaboration with: Living in Digital Times
Technological innovation radically influences the evolution of the cosmetic industry. New technologies help the development of customized and performing products, which not only adapt to different types of skin and hair, but also allow us to diagnose any disorders or diseases. Further to that, augmented and virtual reality installations, which make the shopping experience more exciting, are increasingly common in major retail stores.

J-Beauty: Made in Japan at Cosmoprof
Stage 2, 12.30 pm - 1.15 pm
In collaboration with: Chimar
Japan is one of the market leaders for the Personal Care industry. There is a growing interest

in the traditional beauty treatments that make the skin of Japanese women bright, compact and immune to the damage caused by aging. Yet, only recently have cosmetic brands emerged from national borders to open up to new markets. This is the first step in the market for a new trend: the J-Beauty.

The future of Perfumery: evolution or revolution
Stage 1, 12.00 pm - 12.45 pm
In collaboration with: International Perfume Foundation
The perfumery sector is undergoing big changes. The consumer is more and more attentive to the ingredients and to sustainable and personalized fragrances; at the same time, the number of companies producing fragrances has increased exponentially. The sector must forcibly evolve to recover the ancestral concept of fragrance: a precious mix of flowers and plants, with a minimum part of alcohol base. Consumers are demanding for a return to natural formulas.

Bespoke beauty is set to be the biggest beauty trend of 2020
Stage 1, 1.15 pm - 2.00 pm
In collaboration with: Mintel
Customized cosmetic product is one of the macro-trends for the sector, especially among the most digitized consumers: the younger generations no longer accept to be a passive element in the relationship between company and product, but they want to play a decision role in the process of creation and design. To make a beauty product actually "customized", the dialogue between the company and the consumer must evolve throughout the entire evolution of the product.

Green Cosmetics: a focus on distribution channels
Stage 2, 1.30 pm - 3.00 pm
In collaboration with: Ecovia Intelligence
Introduced initially in sporadic points of sale of organic food products, natural-derived cosmetics are highly successful in supermarkets, drugstores, department stores, retail stores, pharmacies, professional salons and spa centers. Without forgetting online sales, particularly common among young people. The participants in the round table will analyze the evolution of the distribution for green cosmetics.

Gentz: shaping the future of male beauty
Stage 1, 2.30 pm - 3.15 pm
In collaboration with: Beautystreams
The concept of masculinity is evolving: new generations no longer recognize the old stereotypes and new values are affecting society. Among the most impactful trends, *Radical Dandysm*: Beautystreams will analyze its impact on the cosmetic industry, above all on skincare, hair, perfumery and color industry proposals dedicated to today's male audience.

Next x Beauty
Stage 2, 3.30 pm - 4.15 pm
In collaboration with: Founders Factory
The big multinationals have long understood that revolutionary ideas are not always born within a company. On the contrary, the investment and support projects of new start-ups and beauty platforms are growing: thanks to the use of new technologies and a less systematic approach to the market, they can lead to revolutionary products and services. Founders Factory, a start-up accelerator, will present the most innovative and brand-new industrial companies of today.

Artketing for China: the art infusion effect for beauty brands equities
Stage 1, 3.45 pm - 4.30 pm
In collaboration with: Somexing
Art is an important marketing element for the storytelling of a brand. The concept of "Artketing", analyzed during the talk, allows companies to communicate to their customers a more complete and engaging image and to present themselves not only as a brand that sells beauty products, but as a communicator for local culture and artisanship as well.

For further information, visit www.cosmoprof.com.

Image & communication
Paolo Landi
paolo.landi@cosmoprof.it
Arianna Rizzi
arianna.rizzi@cosmoprof.it
T. 02 45 47 08 253

Press Office BolognaFiere
Isabella Bonvicini
isabella.bonvicini@bolognafiere.it
T. (+39) 051 28 29 20
T. (+39) 335 79 95 370