

**COSMOPROF WORLDWIDE
BOLOGNA FOCUSES ON THE
DEVELOPMENT OF ACTIVITIES IN
EUROPE WITH THE
COLLABORATION OF HEALTH AND
BEAUTY**

March 2019 – At **Cosmoprof Worldwide Bologna 2019**, the new business strategy focused on European markets of BolognaFiere Cosmoprof gives birth to its first initiative, after the acquisition, in October 2018, of the German group **Health and Beauty**, specialized in professional publishing and in events dedicated to the professional beauty sector.

Health and Beauty group registered excellent results in 2018, thanks to the success of its **Beauty Forum** platform: in Germany, with the appointments of Munich and Leipzig; in Switzerland, in Zurich; in France with the Paris event; in Poland with three events in Warsaw; in Hungary, in Budapest; in Romania, in Cluj-Napoca; and, thanks to licensing agreements, in Greece (Athens and Thessaloniki), Slovakia (Trencin) and Slovenia (Ljubljana).

Among the professionals in Europe, the reputation of the format is growing, being present in 10 countries, and involving **1,600 companies** and **130,000 professionals**. Beauty Forum is considered the best performing fair to meet new market needs for the professional Beauty Salon, Spa and Nail sectors.

At Cosmoprof Bologna 2019, the group is showcasing in **The Mall**, along the hall 29, with **The Beauty Forum Gallery**. The area, part of the Beauty Salon and Spa sector, hosts Beauty Forum exhibitors from all over Europe, which for the first time attend the Cosmoprof event. In a dedicated lounge inside the Gallery, top buyers specialized in machinery and products for beauty salons and spas are hosted, in order to facilitate business meetings.

There are 11 participating companies: **Charme D'orient, Corpoderm, Estime & Sens Organic Cosmetics, Flexycorp Sa, Aesthetic Modeline, Aesthetic Paris, Purebeau New Cosmetics Gmbh, Ionto Health And Beauty Gmbh, Therapeia Cosmetics Gmbh, Sc Eternal Beauty Srl, Nail Art Studio Srl.**

Health and Beauty brings to Cosmoprof its most important trade magazines: **BEAUTY FORUM**, with 10 editions in Europe focused on the issues of greatest impact for professionals and companies in the beauty salon, spa and nail segments, and **COSSMA**, dedicated to ingredients, packaging and contract manufacturing.

COSSMA collaborates for the realization of a session in the CosmoTalks program of Cosmoprof Worldwide Bologna 2019. Saturday 16 March from 10.15 to 11.00, **Angelika Meiss, Senior Editor** of the magazine, leads the panel "**Sustainable Beauty Sourcing: how beauty companies are creating a positive impact**". The talk analyzes the growing attention of both suppliers and brands towards impact-enhancing ingredients. On the stage, **Johannes Rogaar, Givaudan's Head of Global Procurement Excellence & Responsible Sourcing; Alessandra Pantella, R & D Manager of Oway; Bianca Seelig, Stakeholder Manager and Strategy Implementation & Projects for Oleosurfactants - BASF; Juliette Sicot-Crevet, VP Business Development Naturals & Sustainability of Firmenich Perfumery Division; William Brightman, Co-Founder of UpCircle Beauty.**

For further information, visit www.cosmoprof.com