

**INTERNATIONAL PARTNERS
AND OPINION LEADERS AT
COSMOPROF WORLDWIDE
BOLOGNA 2020 TO CREATE THE
COSMETIC INDUSTRY OF THE
FUTURE**

Bologna (Italy), October 2019 – Equipped with a state-of-the-art training and testing lab, the most cited trend agencies and the most important R&D experts, **Cosmoprof Worldwide Bologna**, the leading B2B event for the cosmetic industry, will lead operators and professionals in their discovery of the future evolution of the sector.

The Cosmoprof format, established 53 years ago in Bologna to give a voice to an industrial sector that was already important for the Italian and international economy, remains faithful to its tradition. In Bologna, with **Cosmopack** and **Cosmo | Perfumery & Cosmetics from the 12th to the 15th March** and **Cosmo | Hair Nail & Beauty Salon from the 13th to 16th March**, companies and experts from over 150 countries will analyze current trends in key markets. They will have the opportunity to discuss the future evolution of the industry and outline a common vision of the evolution of the beauty universe in 10 years' time.

On the threshold of a new decade, Cosmoprof Worldwide Bologna 2020 will propose a vision of the cosmetics sector in 2030 to the more than 265,000 anticipated attendees. More specifically, it will examine what consumers will need in the next 10 years, which technologies will characterize the development of the sector, and what challenges companies will likely face.

Training, sharing, and discovery will be keywords present throughout the show through innovative gardens, as a stage for new social relationships and a forge for new projects. These areas will set the stage for new business relationships while exposing attendees to new perspectives and innovative solutions. Inputs and updates will be provided by trend agencies serving as the reference for international cosmetic brands.

THE GARDEN OF INNOVATION

Cosmoprof, together with the trend agency **BEAUTYSTREAMS**, will report the "megatrends" set to influence the evolution of international markets over the next 10 years. Within the **Garden of Innovation**, three thematic stations will offer a vision of trends, looks and the beauty routine of the near future, and the changes that are already visible in our society: biotechnology and technical revolution, the evolution of the relationship between man and environmental and nutritional resources, and new forms of art and design.

In order to understand what tomorrow has in store, it is necessary to understand what has been built up to this point. **"The Big Picture"** will offer a look at the main factors that characterized the last decade and will present the "megatrends" that will change the beauty industry in the next decade. The installation **"A Day in the Life: 2030"** will take operators through a typical day in 2030, foreshadowing what will be the daily rituals guiding consumers will be drawing inspiration from innovations proposed on the market today. Last stop, the beauty looks of 2030 will be presented with the color trends of **"Faces of the Future."**

Furthermore, an area will be dedicated to beauty tech start-ups, in collaboration with partners across the globe. Over 30 start-ups will make the *Garden of Innovation* a place to scout out the proposals, many of which will change the beauty industry in the coming years.

THE GARDEN OF TRENDS

BEAUTYSTREAMS experts will animate Cosmoprof Worldwide Bologna 2020, highlighting the key trends for the beauty sector. The **Garden of Trends** will be the name of the installation dedicated to the fifth edition of **CosmoTrends**, the project showcasing trends from newly-launched products of exhibiting companies. The initiative will equip operators, trend scouters, opinion leaders, and R&D managers with the tools to evaluate the most suitable strategy for the development of their business.

The area will host a preview of the most interesting proposals of the next edition of Cosmoprof. After the exhibition, a complete report of the trends emerged during the event will be released, with insight on which trends will be impactful to international markets.

THE GARDEN OF DIVERSITY

The eighth edition of **The Factory**, an initiative created within **Cosmopack** (the show dedicated to the production chain) will give life to an experimental lab. The first step of the project will be located in Pavilion 19, with a live production of a cosmetic product thanks to the innovative technologies provided by select Cosmopack exhibitors. The main focus of the initiative will be "**Foundation for all**" - an emulsion crossing skincare and color, produced in 6 nuances. The foundation can be tested directly inside **The Mall** in Pavilion 29, dedicated to Beauty Salon and Spa, with guidance from professional make-up artists hosted in the area. Furthermore, in **Cosmoprime**, located in Hall 14, buyers, distributors, and retailers will be able to visit **The Shop**, which mimics the buying experience within a brick-and-mortar. These three areas will be curated in collaboration with centdegrés design agency and will all be part of the **Garden of Diversity**.

The concept of diversity drives the entire initiative, as a starting point for a transformation to inclusive beauty. Today, even the relationship between beauty products and consumers is changing - as consumers no longer have to adapt to the products available, but rather products are designed specifically for the unique needs of consumers. The Factory project will also focus on the importance of the wellness experience of a product, as the foundation will be versatile, performing, glamorous, and light for the skin. Packaging of the product was also given much attention, providing greater precision in the technique of use. Lastly, the project will place great importance to the environmental footprint of the product.

THE GARDEN OF COLORS AND MATERIALS

Between Pavilions 15 and 20 inside Cosmopack, there will be a preview of the colors and materials of cosmetic products in 2030.

For the second consecutive year, thanks to a multi-sectorial vision and the study of the developments already taking place in the industry, attendees will be able to preview the nuances that will characterize the color segment and the materials that will most influence packaging.

THE GARDEN OF FRAGRANCES

"The Garden of Fragrances" will focus on the transformation of the fragrance world in partnership with **NEZ - The Olfactory Movement**, the observatory of perfumery trends and transformations. NEZ will turn its attention to 10 years into the future, bringing personal insight on the evolution of perfume in 2030 to Bologna. An innovative sensory experience will be created that will take place in three phases from the collaboration with the *Grand Musée du Parfum*, the discussions of writers and journalists about the possible scenarios of fragrances in the future, and through exclusive olfactory paths.

In addition to the Garden activations, there will be initiatives dedicated to the theme of sustainability, no longer just a trend, but the foundation of everyday life for today's consumer. The entire cosmetic industry is called upon to implement practices that respect the environment and enhance resources for mankind. **Quantis**, an agency of experts in sustainability, will participate in projects dedicated to the reduction of the environmental impact for the cosmetic industry.

Cosmoprof partner **Sparknews**, an agency specializing in green projects for beauty companies, will give visibility to the activities of exhibitors that have effectively implemented practices that promote sustainability and the circular economy. Through these initiatives, Cosmoprof Worldwide Bologna 2020 promotes an ethical concept of beauty: innovations and technologies have to be dedicated to reducing the environmental impact of the entire production process. In 2030, waste in cosmetic production will disappear, instead becoming resources. No longer will anything be created or destroyed, but rather transformed.

BolognaFiere Cosmoprof, company of BolognaFiere Group, has brought the Cosmoprof format to the whole world. In addition to the Cosmoprof brand events in Bologna, Las Vegas, Mumbai, and Hong Kong (with **Cosmoprof Worldwide Bologna**, **Cosmoprof North**

America, Cosmoprof India, and Cosmoprof Asia), the group has recently announced the first edition of **Cosmoprof CBE ASEAN**, to debut in 2020 in Bangkok, Thailand, with a focus on the cosmetic industry of South-East Asia. In 2020, **South China Beauty Expo** will also debut, focusing on the professional sector in China.

BolognaFiere Cosmoprof participates as an international sales agent in the organization of events dedicated to the beauty world in strategic markets for the growth of the sector, with a specific focus in South America and Asia. Among them, Cosmoprof collaborates with **Beauty Fair - Feira Internacional de Beleza Profissional** in Sao Paulo, Brazil, dedicated to professional operators and local distributors in the hair sector. New projects are being scheduled for the upcoming months with particular attention to emerging markets.

Cosmoprof Worldwide Bologna is back in 2015 in the project for the enhancement of Made in Italy in the world by the Ministry of Economic Development in Italy and ITA - Italian Trade Agency, with the collaboration of Cosmetica Italia.

For more information, visit www.cosmoprof.com.