



### **COSMOPROF AND REUSE WITH LOVE TOGETHER FOR A NEW CHARITY INITIATIVE**

October 2020 - **Cosmoprof Worldwide Bologna** promotes a solidarity initiative in support of the community. Thanks to the collaboration with selected exhibiting companies, over 1,500 cosmetic products will be donated to **REUSE WITH LOVE**. Based in Bologna, the association deals with the recovery and conscious reuse of clothes and objects to help those in financially difficult situations or hospitalized people.

The products will be part of the charity fundraising initiative in favour of the University of Bologna's research project on the biomechanical optimization of extensive paediatric scoliosis, which will be held from 20 to 25 October in Bologna. The research project was born from a more than twenty-year cooperation between the Department of Industrial Engineering of the University of Bologna and the Rizzoli Orthopaedic Institute. The goal is to equip the surgeon with an incredibly advanced software tool to study and model each young patient's situation, simulating the effect of different surgical treatments and thus being of generous support for treating the disease.

With this initiative, *Cosmoprof* and *Reuse With Love* return to collaborate, thanks to the synergy with the 13 exhibiting companies that have agreed to allocate the products initially aimed as gift for international buyers and special guests of the 2020 edition of *Cosmoprof*.

Once again, a choral project to support the community because beauty is beautiful only if shared.

For further information, [REUSEWITHLOVE.ORG](https://reusewithlove.org)

# THANKS TO



**Press Office BolognaFiere Cosmoprof**

Paolo Landi | Image & Communication

[paolo.landi@cosmoprof.it](mailto:paolo.landi@cosmoprof.it)

Arianna Rizzi | Press Office

[arianna.rizzi@cosmoprof.it](mailto:arianna.rizzi@cosmoprof.it)

+39 02 454708253

Martina Lea | Press Office

[Martina.lea@cosmoprof.it](mailto:Martina.lea@cosmoprof.it)

+39 02 454708272

**Press Office Reuse With Love**

Veronica Veronesi | President

[reuse.with.love@gmail.com](mailto:reuse.with.love@gmail.com)

+393391505749

Leopolda Sassoli dè Bianchi | Vice President

[reuse.with.love@gmail.com](mailto:reuse.with.love@gmail.com)

+ 39335398839