

COSMOPROF WORLDWIDE BOLOGNA, BELOTTI, PHARMACOS AND IMP GRAFICHE TOGETHER FOR THE RACE FOR THE CURE 2020

The Race for the Cure will have a new look this year: the traditional race involving thousands of people, will be replaced by a series of online events taking place in Italy, following safety measures.

Cosmoprof has been supporting this initiative from years, with the awareness that the personal care takes a greater value for the cancer patients: for these women the beauty treatment is a way to regain confidence in their own femininity and to accept the changes of their body, and it also becomes a support to face with more self-awareness the anticancer therapies.

Cosmoprof attendance at Race for the Cure this year involves three partner companies of its international community: **Belotti**, **Pharmacos** and **Grafiche IMP**. Together they will produce a highlighter, in pink color, able to give a radiant finish by a glow effect.

Hold in a modern and sophisticated cosmetic bag, the highlighter will be with no doubt the must have of the 2020 edition. Its impalpable texture will give a bright face and will allow to add a touch of light not only on the face, but also on eyes, lips and décolleté.

Practical, perfect to hold in bag, **the highlighter will make all the women shine!**

Stay tuned: ROMA, BARI, BOLOGNA, BRESCIA, PESCARA, MATERA AND NAPOLI, AS WELL AS EUROPE, ON 25-26-27 SEPTEMBER 2020.

More information on www.komen.it