

**A NEW JUMP FOR THE BEAUTY
INDUSTRY STARTING FROM
ITS EXCELLENCES:
COSMOTRENDS AND
COSMOPROF AND COSMOPACK
AWARDS 2020 OPEN FOR NEW
ENTRIES**

04 March 2020 – The cosmetic industry is working for a new take-off: the excellence and innovations of the sector are the secret to dealing with today's complicated scenario worldwide. Cosmoprof Worldwide Bologna, the privileged observatory of trends and must-have products for the beauty market, is getting back in the game, giving visibility to the over 3,000 exhibitors who will be in Bologna **from 11 to 15 June** to relaunch the sector.

From 3 March, the companies attending the event will be able to update their applications for **CosmoTrends** and **Cosmoprof & Cosmopack Awards** projects.

CosmoTrends, the report created in collaboration with Beautystreams, offers an exclusive overview of the trends emerging among the Cosmoprof stands. In June, a first preview of the most influential products on the market, on display at the entrance of Cosmoprime - Pav. 14 - will offer suggestions and ideas for exclusive visit routes for buyers, journalists and influencers. The report published at the end of Cosmoprof will collect all the most interesting products and proposals seen during the show. Edition after edition, CosmoTrends has become a highly appreciated tool, not only by marketing and communication professionals, looking for exclusive content, but also by companies, which can align their production strategies with the trends characterizing the market.

Cosmoprof & Cosmopack Awards are the only contest involving all sectors of the cosmetic industry, offering a first preview of the novelties and new technologies for the industry. The contest has become a specific element of the entire Cosmoprof platform, thanks to its international editions, and it is highly recognized in the sector.

From March 3 to May 14, companies will have the opportunity to present their new proposals, on display at the event in June.

Cosmoprof Awards celebrate the best proposals for finished products, according to 5 categories:

- **SKIN SAVIORS**: the most inclusive and performing skincare products for a healthy skin look
- **NEW KID**: beauty devices, furniture and products for Beauty Salon & Spa
- **MAKE-UP AND NAIL GAME-CHANGER OF THE YEAR**: the brand-new make-up proposals to be seen on fashion catwalks
- **HAIR INDUSTRY BREAKTHROUGH**: the best accessories, hair care and styling products
- **NATURAL MIRACLES**: an award to companies investing in research and development for sustainable collections.

The latest technologies and innovations are the main spotlight for **Cosmopack Awards**, according to 5 categories:

- **THE MAKE-UP FORMULA TRANSFORMER**: highly performing formulation for make-up for eyes, lips, face and body.
- **THE FOUNTAIN OF YOUTH: THE AGELESS SKINCARE FORMULA**: new skincare formulas with anti-aging and anti-pollution effects
- **LUMINARY MAKE-UP PACKAGING**: new packaging solutions for make-up products
- **DESIGNER'S DELIGHT IN PACKAGING**: the new proposals for skincare packaging
- **CHAMPION OF SUSTAINABILITY**: solutions for the beauty industry, characterized by natural ingredients and sustainable processes.

From 14 to 27 May, almost 60 key figures - industry experts, Key Opinion Leaders, brand managers, media and influencers - will be invited to express their preferences, led by a chairman partner for each category: centdegrés, Mintel, Beautystreams, Quantis, and Cidesco Italia.

The finalists will be announced on May 28, and among them the jury will have to choose the best products and services of the 2020 edition.

The winners will be announced on Friday, June 12, at 5.00 pm.

On this occasion, the **Life Achievement Award** will also be presented. Every year the award celebrates an eminent personality of the sector, who during his/her career has played a key role in the development of the industry.

For the 2020 edition, the award will be given to **Dario Ferrari**, founder and president of Intercos Group, a group that currently has 15 production sites in three continents, serving over 450 customers and brands with 5,611 employees and a turnover at the end of 2018 of 691.6 million euros. Dario Ferrari is one of the key figures in the cosmetic industry, an example of the genius and excellence of Made in Italy entrepreneurship.

For further information, <https://www.cosmoprofawards.com/en>

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 **Belleza y Salud** in Colombia, in collaboration with Corferias, and **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.

For further information, www.cosmoprof.com