

BEAUTY DOES GOOD
Cosmoprof, Cosmopack and companies of The Pure Factory
join for a humanitarian purpose

Cosmoprof Worldwide Bologna has promoted a new charity initiative: a project created with REUSE WITH LOVE, an association based in Bologna, Italy, dealing with conscious reuse. Raising awareness of social solidarity, the association takes care not only of the donation of proceeds from temporary stores, but also of free distribution of garments to the poor.

The protagonist of the initiative is THE PURE FACTORY. The lightening powder was created last year at Cosmoprof North America as part of the Factory project, representing all the stages of the production process. The powder is characterized by an innovative formula, free from toxic ingredients, safe for both the skin and the environment, and with a high percentage of raw materials of vegetable origin. Furthermore, to eliminate waste, the powder was packed in a personal and refillable packaging.

THE PURE FACTORY will not only make people beautiful, but good as well. The product was designed by centdegrés and created in collaboration with a selection of Cosmopack exhibitors: Ancorotti for the formula, Toly for primary packaging, Pennelli Faro for the brushes and sachets, Co.Pack for the machinery, and Nastritex for the tape. The samples donated to Reuse with Love will support G.O. FOR LIFE ONLUS, an association supporting any activity aimed at improving the living conditions of the patients of the Oncological Gynecology of the Sant'Orsola Hospital in Bologna (Italy).

A Temporary Store will be open in Bologna from June 16 to 21, following safety regulations.