



## **COSMOPROF NORTH AMERICA IS READY TO KICK-OFF ON AUGUST 29th-31st** **The 18th edition will open its doors to international companies and stakeholders, following all safety regulations**

**Las Vegas, Nevada (May 12, 2021) - Cosmoprof North America (CPNA)**, the largest B2B beauty exhibition in the Americas, will host its 18th edition **August 29<sup>th</sup> - 31<sup>st</sup>** at the **Mandalay Bay Convention Center in Las Vegas**. The award-winning event will be the first live b2b exhibition of the Cosmoprof international network, offering domestic and international retailers, distributors, beauty brands and suppliers the unique opportunity to come together, make new relationships, foster collaborations, and get inspired. This year, Cosmoprof North America is dedicated to providing a safe environment for attendees. In accordance with government regulations and guidelines, there will be capacity limits, physical distancing, increased sanitation and other safety measures.

"Cosmoprof North America is proud to be the first Cosmoprof event in 2021 which will be held in a physical format" highlights **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "We are looking forward to getting back to the show floor and meeting our community in Las Vegas again, all while ensuring a safe experience and following government regulations. New beauty brands and multinationals will be able to introduce their revolutionary technologies, product innovations, and new channels for distribution, packaging, and manufacturing. With the strong first quarter performance and anticipated continued U.S. economic growth projected for 2021, specifically within the beauty industry, Cosmoprof North America is excited to provide exhibitors and operators with an optimistic return to the functional event space."

The 18th edition of Cosmoprof North America will be introducing new initiatives including a special area dedicated to CBD Beauty, new partnership with Ready to Beauty and a mentorship program from leading industry experts. The new CBD Beauty sector will be an all-inclusive special area on the show floor curated for beauty brands that have CBD as an essential ingredient in their entire product line and the suppliers that cater to them.

As part of Cosmoprof North America's ongoing commitment to help multicultural beauty entrepreneurs and brands, the award-winning event is excited to collaborate with Ready to Beauty on READINESS is the NEW GREEN: An Economic Data Study on the Business of Multicultural Beauty in America, a first-of-its-kind economic data study focused on multicultural beauty. As an extension of this data study and a direct result of responses from it, READY to BEAUTY, along with Cosmoprof North America, is announcing the formation of a soon-to-launch national #BankBlack banking and finance program to specifically support niche & emerging Black/African American beauty entrepreneurs and brands.

To bridge the gap and establish community within the beauty industry, Cosmoprof North America has also created a Mentorship Program to help promising beauty brands' dreams come to fruition. This program offers exhibitors the unique opportunity to have 20-minute one-on-one mentoring sessions with founders, CEOs, and executives bringing with them decades of experience. Mentors will be providing guidance in the following areas, essential to successfully running your beauty business: retail & distribution, branding, funding, exporting, digital marketing & performance, SEO, social media, press, trends, and the multicultural market.

Cosmoprof North America will also be bringing back its three macro-sector divisions to facilitate the visit of qualified attendees.

- **Cosmetics & Personal Care** hosts finished products for skincare, personal care, fragrances, make-up, and organic and natural beauty, presented by the best companies worldwide and focused on the retail channel.
- **Cosmopack** is ready to welcome leading companies for the supply chain, with a wide range of proposals for developers interested in creating their brand or for R&D managers looking for innovative formulas, packaging or solutions.
- **Professional Beauty** is the section dedicated to the professional channel, with hair care, accessories, and furnishings for hair salons, beauty salons and spas, of specific interest for local and international distributors.

“We are thrilled to be one of the first major events to bring all sectors of the beauty community back together again,” shares **Steve Sleeper, Executive Director of the Professional Beauty Association**, “We are dedicated to providing a compelling, engaging event that allows the industry to reconnect while maintaining the safest environment possible for our exhibitors, attendees and partners. The future of beauty is brighter than ever, with strong economic indicators, revolutionary innovations and unprecedented technological advances and we look forward to bringing the industry’s best and brightest back together at Cosmoprof North America.”

The event, which is recognized worldwide for its dynamic growth and unique programs, will offer stakeholders an opportunity to come together after the pandemic has imposed social distancing and travel restrictions for almost 12 months. The best in beauty will be represented, with leading companies and innovative brands in supply chain, cosmetics, skincare, toiletries, fragrances, organic beauty products, hair, nail and accessories. Attendees will have the ability to network and build new strategic business relationships for future collaborations. Registration online is now available at <https://registration.experiencevent.com/ShowPBA213/Flow/ATT?#!/registrant//Welcome/>

**About Cosmoprof North America:** Cosmoprof North America (CPNA) is the largest and most awarded B2B beauty trade show in North America and the single most important networking opportunity in the US for all sectors of the global beauty industry. CPNA hosts an annual trade show that encompasses all sectors of the beauty industry under one roof. Cosmoprof North America is one of the destinations of the Cosmoprof network, today a 360° worldwide platform for the international beauty community, with shows in Bologna, Hong Kong, Mumbai, and Bangkok, which all together involve over 500,000 professionals and 10,000 exhibitors from all over the world. For more information, please visit [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

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