

BEAUTY RESTARTS FROM ONBEAUTY BY COSMOPROF

13 September 2021 - **OnBeauty by Cosmoprof Worldwide Bologna** has come to an end. From 9 to 13 September, the event brought companies, operators, buyers, distributors, and retailers to Bologna for the first physical exhibition dedicated to the cosmetics industry after the pandemic.

The synergy with **Cosmofarma ReAzione**, leading event in the healthcare, beauty care and all services related to the world of pharmacy, and **Sana**, the international exhibition of organic and natural products, has facilitated contacts and new projects between different channels. **The platform involved 1.150 brands and 50,000 operators**.

OnBeauty by Cosmoprof highlighted the optimism and resourcefulness of the sector, which after difficult months has demonstrated its potential to return to pre-covid economic values, thanks above all to the innovation and creativity that continue to move suppliers, brands and operators. The presence of international players from over 20 countries further demonstrated the prestige of the Cosmoprof brand in the main markets.

"It was exciting to see the Bologna exhibition centre again open to operators and companies, - said **Gianpiero Calzolari, President of BolognaFiere**. - In these days, professionals have been able to resume traditional business relationships and discover news and trends in person in complete safety. A goal achieved thanks also to the support of the institutions. The **Municipality of Bologna**, the **Emilia-Romagna Region**, the **Italian Ministry of Foreign Affairs and International Cooperation** and the **ICE-Agency for the promotion abroad and the internationalization of Italian companies** in these days have visited the exhibitions, thus showing their closeness to the fair".

"We are really satisfied of the results of this first physical event. The necessarily resized version in terms of the number of exhibitors and visitors to the event did not prevent companies from registering excellent attendance of qualified operators and concrete business opportunities thanks to strategic and targeted contacts. This - comments **Renato Ancorotti, president of Cosmetica Italia – Personal Care Association** - is an important signal, projected towards a complete restart next year, with the 2022 edition of Cosmoprof Worldwide Bologna. The attention that the government and the institutions have paid to the requests of the national cosmetic industry and its reference fair has resulted in the presence, among the pavilions, of local and national politicians, who have come to get to know the peculiarities and needs of a strategic sector for the recovery of the country. A dialogue that does not stop and continues with the aim of permanently protecting and accrediting cosmetics among the excellence of Made in Italy."

"OnBeauty by Cosmoprof is proof that the cosmetics industry has gone beyond the difficulties of the last months: brands and attendees finally returned to talk about new products, trends, and the future, - underlines **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. - Special thanks to our exhibitors, who believed in us and participated in the event, to our partners and trade associations, who have created the contents of this edition with us, and to all the operators who have chosen to return to Bologna to give new impetus to their activities. *OnBeauty by Cosmoprof* was the rebirth event for our industry, providing enthusiasm to face the challenges of tomorrow. The appointment is now **from 10 to 14 March 2022**, with the **53rd edition of Cosmoprof Worldwide Bologna**."

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