

OnBeauty

by COSMOPROF
WORLDWIDE BOLOGNA

SEPTEMBER 9 – 13, 2021

BEAUTY SALON AND NAIL'S PROFESSIONALS TOGETHER AT ONBEAUTY BY COSMOPROF WORLDWIDE BOLOGNA TO REAFFIRM THE IMPORTANCE OF PROFESSIONALISM AND SAFETY OF TREATMENTS

Professional education, innovation and quality will be the core values of **OnBeauty by Cosmoprof Worldwide Bologna**, the first physical event for the cosmetic industry organized by BolognaFiere Cosmoprof in Bologna. **From 9th to 13th September**, companies and operators will be able to re-tie their business relationships, analyze the changes of the sector and discover new products and services. *OnBeauty by Cosmoprof Worldwide Bologna* is a new opportunity to meet international key players, while looking forward to resuming global commercial activities in 2022. As of today, confirmed exhibitors will be representing 14 foreign countries: Croatia, Germany, Israel, Italy, Latvia, Pakistan, Poland, Romania, Republic of San Marino, Spain, Switzerland, Ukraine, United Kingdom and USA.

THE EXHIBITION

OnBeauty by Cosmoprof Worldwide Bologna will gather all industry divisions, with a new, more essential exhibiting format. The entrances and the exhibition areas will be differentiated in order to optimize the business synergies between compatible product segments: retail, mass-market and supply chain on one side, and professional product on the other, in full compliance with the national health and safety regulations.

On Thursday 9th and Friday 10th September market leaders of the **supply chain** will be present, including contractors, suppliers of raw materials, formulation, and packaging solutions, all interested in learning about potential collaborations with retailers and brands. On the same days, the **retail division** will be represented by the most multichannel-oriented brands with their innovative solutions for consumer communication and interest for on and offline combinations. The **green & organic cosmetic** segment will be accommodated inside pavilions 25 and 26, in collaboration with Sana, international exhibition of organic and natural products, **from Thursday 9th to Sunday 12th September**.

Saturday 11th, Sunday 12th and Monday 13th will be dedicated to the professional channel: **beauty salon, spa** and **nail's** suppliers will be presenting their best in pavilion 21, while in pavilion 22 there will be exhibitors of the **hair and accessories compartment**.

For the beauty and spa and nail divisions, the exhibition will be an occasion for analyzing the consequences of the pandemic. The misinformation on the professionalism of operators and safety of beauty salons has caused their forced closure during the lockdown, with inevitable damages to the entire chain. *OnBeauty by Cosmoprof Worldwide Bologna* will therefore be an opportunity for companies, operators, and associations to get together and understand the reasons behind the lack of representation the industry experienced throughout the pandemic, while trying to join forces to rebuild consumers' trust.

Synergies with the medical-scientific division will be essential for the re-evaluation of beauticians' professionalism. The concurrence of *OnBeauty by Cosmoprof Worldwide Bologna* with **SANA, international exhibition of organic and natural products**, and **COSMOFARMA EXHIBITION, the leading event for the Health Care and Beauty Care sectors and all pharmacy-related services**, will encourage the discussion and the collaboration.

"The concurrence of the three events is a direct consequence of the market transformation that we are experiencing: healthcare, sustainability and personal care are more and more linked to each other, making their traditional differentiation almost meaningless", highlights **Gianpiero Calzolari, President of**

BolognaFiere. “We are witnessing a profoundly renewed scenario and we must be ready to develop stronger collaborations to effectively deal with the change.”

“The beauty and spa sector – says **Babila Spagnolo, President of Gruppo Cosmetici per l’Estetica di Cosmetica Italia (Aesthetic division of Cosmetica Italia – Personal Care Association)** – as we all know, has been heavily hit by the consequences of the pandemic, with long times of closure and restrictions. An appointment like OnBeauty, synonym of recovery and revamping of business, is a sign of strong positivity that we must seize and take advantage of. We will do so by renewing the collaborations and synergies that for years have allowed us to maintain the high standards of excellence that identify our industry and that, in difficult times, have proven to be necessary. Together with Cosmoprof and the main players in the cosmetic compartment, we have created a technical committee for the support of our channel’s professionals during the medical emergency. Our commitment will continue, in this new season symbolically rolled out by OnBeauty, with an unprecedented energy that is our desire for a new start”.

INSIGHTS AND ROUND TABLES

From 11th to 13th September, live demos and insights appointments will provide an objective point of view of the industry’s current situation, with the aim of defining a shared path for recovery.

On Saturday 11th September LIFEXCELLENCE, leading service provider for the Spa Business with the support of **CIDESCO ITALIA**, will bring the attention to the world of spas and wellness centers. At the *Open Theatre*, inside the Service Centre, the heart of Bologna’s exhibition center, the entire day will be dedicated to the world of Spa Business. There will be successful case histories of the market’s main protagonists, it will be possible to meet the talents of the Spa Academy International and discover the details of the new edition of SPACE99, the Temporary Spa by Cosmoprof Worldwide Bologna, conceived by LIFEXCELLENCE and designed by Studio Apostoli. LIFEXCELLENCE will welcome operators by the dedicated Spa Lounge in pavilion 21 to share ideas, discuss with the main experts of the sector, taste fragrances, herbal teas, and essential oil-based cocktails.

HIGH EXPECTATIONS AMONG THE EXHIBITORS

The cosmetic industry is animated by a strong optimism: after having demonstrated to be able to withstand the unpredictable scenario of the recent months, entrepreneurs are now ready to collaborate with trade associations and beauty professionals to revamp the quality and the innovation of personal care services.

“Callegari’s presence at *OnBeauty by Cosmoprof Worldwide Bologna* is motivated by the desire for a fresh start for the beauty and skincare sector. For our company, leader in design, production and sale of innovative tools for the pharmaceutical, medical and wellness sectors, this will be the occasion for launching a new concept of beauty, not strictly bound to the appearance but also to the health of the skin. A revolutionary concept, the only one on the market, that will allow operators to grow their professionalism, attract and retain their customers”, says **Renzo Catellani, CEO of Callegari**.

“For us it is important to be able to meet our partners in person here in Bologna”, highlights also **Alberto Lucchini, Business Development Manager of IPS**, long time provider of thermo graphic systems used in the professional beauty sector to analyze cellulite and adiposity. “After a difficult year we are enthusiastic about coming back to *OnBeauty by Cosmoprof Worldwide Bologna*: on our stand all information about our newest products and devices will be available, and it will also be possible to directly test the potential of our technology”.

THE PRESENCE OF QUALIFIED BUSINESS PARTNERS

OnBeauty by Cosmoprof Worldwide Bologna will draw on the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA – Italian Trade Agency**, as part of the special plan for the

promotion of Made in Italy. They will invite top buyers, distributors, and retailers from the main European markets.

The event will be reserved to professional operators and companies will be actively involved in the invitation processes of clients and suppliers. “*OnBeauty by Cosmoprof Worldwide Bologna* will meet the need for resuming business development, networking and educational activities”, says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. – The exhibitors will have the opportunity to invite to Bologna their most important clients and their new strategic partners. This way they will be able to actively participate in the organization of the exhibition and in the profiling of the most suitable target audience for their commercial strategies”.

For more information and updates, please follow <https://www.onbeautybycosmoprof.com/>

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