

# OnBeauty

by COSMOPROF  
WORLDWIDE BOLOGNA

SEPTEMBER 9 – 13, 2021

## THE HAIR AND ACCESSORY SECTORS ARE READY TO FACE FUTURE CHALLENGES AT ONBEAUTY BY COSMOPROF WORLDWIDE BOLOGNA

From 9<sup>th</sup> to 13<sup>th</sup> September, **OnBeauty by Cosmoprof Worldwide Bologna** will welcome the cosmetic industry with a physical event as a first step towards the return of normal business relationships.

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. All the sectors will be present at Bologna's exhibition center to introduce new solutions and innovations for the requirements of today's consumers, while looking forward to resuming global commercial activities in 2022, with the return of Cosmoprof Worldwide Bologna.

### THE EXHIBITION

*OnBeauty by Cosmoprof Worldwide Bologna* will present a more essential 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 9<sup>th</sup> and Friday 10<sup>th</sup> 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 9<sup>th</sup> to Sunday 12<sup>th</sup> September**.

**Saturday 11<sup>th</sup>, Sunday 12<sup>th</sup> and Monday 13<sup>th</sup>** 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 segments**.

The conjunction 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 facilitate the discussion and the collaboration, creating new connections between distribution channels. "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."

"On the occasion of OnBeauty – describes **Antonio Stocchi, President of Camera Italiana dell'Acconciatura (hair division of Cosmetica Italia – Personal Care Association)** – our historic collaboration with Cosmoprof will continue with the organization of a special edition of Hair Ring, on Sunday 12<sup>th</sup> September 2021. It is an important opportunity to launch a new season of physical exhibitions that will see us together again next March for Cosmoprof Worldwide Bologna 2022. Join forces and renew our bonds is more important than ever while we head towards the recovery, after a particularly difficult year for the hair division. We all hope that OnBeauty will be the first step towards a stable and long-lasting rebound".

## MULTICHANNEL NATURE AND THE NEW FUTURE TRENDS FOR THE HAIR AND ACCESSORIES COMPARTMENT

The haircare compartment has withstood the economic impact of the recent medical emergency thanks to companies and manufacturers' ability to adapt to new consumers' requirements and variety of distribution channels. Recent studies by NPD Group, market analysis agency, highlighted the increase of hair product sales favored by e-commerce and mass-market, the two most-used distribution channels during the Covid-19 pandemic. On the other hand, the professional channel is still suffering because of the extended closure of hair salons, which led many consumers to purchase products for at-home hair treatments.

This is the starting scenario for companies and hair professionals that while at *OnBeauty by Cosmoprof Worldwide Bologna* will have to join forces to find common solutions and be able to satisfy new market needs: sustainability, effectiveness, a high degree of professionalism, and propositions that are in line with the latest trends. The brands and hairstylists that are more aware of the evolution of the sector will be able to present their ideas during the *look&learn* lessons of **One Shot by On Hair**, a schedule of educational workshops, held on Sunday 12 and Monday 13, dedicated to salon operators. Among the confirmed exhibitors, ALFAPARF, DAVINES, FRAMESI, HAIR COMPANY PROFESSIONAL, HIPERTIN, EFORM, and GEA ACADEMY.

## 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 meet the market's requirements with innovations, quality and professionalism.

"Barex Italiana has been participating in Cosmoprof Bologna for 53 years and we keep considering it the most strategically important exhibition on an international level. We were extremely pleased to receive the opportunity to attend this "intermediate" edition, which represents for us the first real trading occasion after the forced stop caused by the pandemic", says **Carlo Baiesi, founder and Managing Director of BAREX ITALIANA**. "September is always the perfect month for launches, and we will take advantage of this opportunity to present new lines and products that are more and more sustainable, in line with market requirements".

"For us *OnBeauty by Cosmoprof Worldwide Bologna* represents the first step towards the recovery. It is a way to restart living the contact, the affection and the conversation with the people, the professionals of the sector and the clients", highlights **Valter Sartori, Salon Owner and Chief Sales Officer of Gamma Più**. "We expect to meet many people, in compliance with the Government regulations, in order to present our newest solutions for which we worked hard in this difficult time, and to start stronger than before".

"When Cosmoprof contacted us asking to participate in *OnBeauty*, we decided to accept with great enthusiasm", says the **Hair Company Professional** group. "It has been a few months since we started feeling the need of our hairstylists to meet again and participate in live shows to develop their creativity. The concept that the Hair Company Professional's stylists will bring on stage refers to the idea of "duality", inspired by the contrasting feelings that we experience on a daily basis, exploding in versatile looks that convey a new self-concept".

## 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.

*“OnBeauty by Cosmoprof Worldwide Bologna will meet the need for resuming business development and networking 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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