

OnBeauty

by COSMOPROF
WORLDWIDE BOLOGNA

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INNOVATION, MULTICHANNEL SOLUTIONS, AND NEW SYNERGIES FOR COMPANIES AND MANUFACTURERS OPERATING IN THE COSMETIC INDUSTRY AT ONBEAUTY BY COSMOPROF WORLDWIDE BOLOGNA

Restart from scientific research, from technologic innovation and from quality: this is the program that Cosmoprof network presents to the cosmetic industry for the future months, inviting manufacturers, companies, and operators in Bologna to attend **OnBeauty by Cosmoprof Worldwide Bologna**. From **9th to 13th September** the exhibition, the first physical meeting for the sector, will offer the opportunity to rebuild commercial relationships and analyze the changes that the industry is facing. Even though current restrictions make it impossible for global commercial activities to restart before 2022, *OnBeauty by Cosmoprof Worldwide Bologna* satisfies the need for a gradual return to normality and a recovery of close relationships with stakeholders. 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 presenting new projects to indie brands and finished product brands. Among the exhibitors in pavilion 31, ANCOROTTI COSMETICS, BARALAN INTERNATIONAL, B.KOLORMAKEUP & SKINCARE, INCA COSMETICI, INDUPLAST, ITALCOSMETICI, MARCHESINI GROUP BEAUTY, NEW COSMESY, OSMOS, PHARMA COS, PINK FROGS COSMETICS and SCANDOLARA.

In order to increase the chances for networking between industry representatives, on the same days the pavilions accommodating the retail and perfumery sector will be open. 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 ensure the interaction between pharmacies, drug stores, mass-market and multi-channel retailers. Among them, the most renowned **green & organic cosmetic** brands, welcomed from 9th to 12th September inside pavilions 25 and 26, in collaboration with Sana. Some of the confirmed exhibitors include BIOS LINE, CERERIA LUMEN, HELAN COSMESI DI LABORATORIO, LAMAZUNA, LEPO PEDRINI COSMETICI, L'ERBOLARIO, NIVEL – BIOLÙ, OFFICINA NATURAE and ZUCCARI.

“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.”

To top up the program of *OnBeauty by Cosmoprof Worldwide Bologna*, the professional channel will be present on **Saturday 11th, Sunday 12th and Monday 13th September** with product and service companies operating in the **professional beauty sector, including spa and nail**, and in the **hair and accessories division**.

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.

"We were looking forward to having the opportunity to meet our colleagues from the beauty industry again! With OnBeauty, BolognaFiere Cosmoprof found the smart formula to gather all the main players of the sector and instill a desire for an enthusiastic recovery", says **Renato Ancorotti, President of Ancorotti Cosmetics and President of Cosmetica Italia**. "We have great expectations: the pandemic hasn't slowed down our thirst for innovation! There is a lot to present, and a lot to discover, we are sure. We hope to see our clients again and explore our strategic partners' new solutions, meet new organizations and expand our network."

"The Induplast Group is enthusiastic about finally being able to communicate their attendance at a physical exhibition after a long absence caused by Covid-19. OnBeauty represents the key networking point to retie the relationship with our clients and at the same time grow our network of contacts", says **Nadege Konyn, Corporate Marketing & Communication Manager – Business Developer E-Commerce of Induplast Packaging Group**.

"OnBeauty by Cosmoprof will be the first opportunity after a long time to meet again and talk about beauty and wellness in person", comments **Valentina Marchesini, Director of the Beauty Division of Marchesini Group**. "The appointment at the Bologna exhibition will be an occasion to present our cosmetic solutions and at the same time discuss the new market trends with other industry players. The medical emergency brought the attention back to the topic of sustainability, health and personal care: the world never needed beauty more than it does now."

"We consider the participation at OnBeauty by Cosmoprof a return to the normality that we lost over a year ago. A real occasion to restart, resume and retie physical clients, suppliers, collaborators and competitors' relationships. We hope that the event will represent an incentive for the cosmetic sector, an outburst of energy and positivity to present new solutions and strengthen companies' presence on the Italian and international markets", says **Gianmaria Gentile, Managing Director of Osmos**.

"When we first received the invitation to participate in this event, we felt it was such an important step for recovery, an opportunity to fulfill the need for an in-person meeting", highlights **Franco Giuliani, President of Pharma Cos**. "We will be able to resume discussion and sharing occasions, which always bring to develop important collaborations. This will potentially boost our Made in Italy and encourage a significant recovery of our businesses".

"After a long time of online events, we are now enthusiastic about finally attending this new physical exhibition. Our growing contribute to sustainability is certainly an interesting topic that we will present to our visitors", says **Andrea Weiss, Export Manager of Scandolara**.

"Our participation in OnBeauty represents the best possible way to welcome the restart of the cosmetic sector. As a result of all the hardships faced in the last two years, our attendance to this wonderful event gains a stronger meaning. We wish to return to meeting our clients in person, and introduce ourselves to prospective ones, telling stories of our changes and successes. We want to instill our interlocutors with our desire to grow and to plan our future", comments **Magdalena Drozda, Director of Suricate**.

Sustainability will be a recurrent topic during *OnBeauty by Cosmoprof Worldwide Bologna*. "Baralan will present a wide range of packaging solutions intended for the main market segments: this will feature completely new products and eco-friendly packaging propositions, linked to the idea of a circular economy,

in line with the new requirements of a more sustainability-oriented market”, highlights **Giovanni Cilento, Corporate Sales Executive of Baralan.**

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, retailers and indie brands 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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