

BOLOGNA, ITALY
FAIR DISTRICT

COSMOPROF
WORLDWIDE BOLOGNA

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF WORLDWIDE BOLOGNA 2024 UPDATES ITS FORMAT TO FOSTER BUSINESS RELATIONSHIPS

The benchmark trade show for cosmetics industry operators will take place from Thursday, 21 March to Sunday, 24 March 2024, with new opening flows aimed at facilitating business meetings

June 1, 2023 – The 55th edition of **Cosmoprof Worldwide Bologna**, the B2B leading event for companies and operators in the cosmetics industry worldwide, will take place **from Thursday, 21 to Sunday, 24 March 2024**. All salons will open simultaneously from Thursday, 21 March: **Cosmopack**, dedicated to the supply chain, and **Cosmo Perfumery & Cosmetics**, which hosts companies and retail operators for the Perfumery and Cosmetics sector, will run for three days until **Saturday, 23 March**, while **Cosmo Hair, Nail & Beauty Salon**, dedicated to the professional channel, will run for four days and close on **Sunday, 24 March**. The special initiatives and projects of Cosmoprof Worldwide Bologna 2024 will be adapted to the new opening dates, with a rich calendar of events dedicated to exhibitors and visitors until Sunday evening.

“Updating the format of the show, we want to meet the new market needs, following the business modes and activity flows of stakeholders,” said **Gianpiero Calzolari, President of BolognaFiere**. “Cosmoprof Worldwide Bologna is the global reference event for the entire cosmetics industry, and it is therefore in our interest to monitor the transformations taking place both in Italy and internationally, to continue to support companies and operators from all over the world who have been following Cosmoprof for 55 years as a strategic appointment for their business”.

“The revision of the dates of the next edition is the natural consequence of the constant dialogue with our exhibitors and operators, and is a choice aimed at further favouring B2B meetings at the exhibition,” explains **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. “The market shows that it is not only international stakeholders who have changed their approach to visiting trade shows by optimizing attendance on weekdays, but also Italian operators and professionals are asking to anticipate business meetings with suppliers and partners on Thursday and Friday. Furthermore, the concurrent opening of all salons responds to the need to adapt to new market logic and meet the demands of operators. The decision to open all salons as early as Thursday will facilitate beauty centres’ and hair salons’ owners interested in new products from retail and private labels. Our goal is to optimize the presence of professionals on all days of the event, with more representative flows of all types of users.”

“The world of beauty is constantly evolving, as much in its increasingly innovative and high-performance offerings to meet consumer needs as in the distribution methods that exceed and revise the usual formulas,” comments **Benedetto Lavino, President of Cosmetica Italia**. “Cosmoprof once again proves to be an outstanding exhibition format that can interpret the industry’s developments and look to its future. As a historical partner of the event and the voice of the Italian cosmetics industry, we endorse the new scheduling that will accompany us from next year for the Bologna event; a choice in line with the needs of many entrepreneurs, as we were able to detect by interviewing several companies in the professional channels that consider this a strategic novelty with positive spin-offs for their business.”


THE NEW COSMOPROF ADVERTISING CAMPAIGN 2024 – 2025




With the communication of the new dates, Cosmoprof Worldwide Bologna is also launching the UNFILTERED BEAUTY / NATURAL BEAUTY advertising campaign for the 2024 and 2025 editions of the events of the international network. The new image, created by Heads Collective, refers to the common use of increasingly advanced filters available on smartphones and social media. Cosmoprof brings attention back to natural beauty opening a gash in the diaphragm that separates us from reality, ideally and metaphorically represented by a coloured plexiglass plate. The light and

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photography of Giulio Rustichelli pass through the coloured filter to investigate expressions with simplicity, without hiding anything: freckles, small spots, moles and skin texture emerge with extremely scrupulous precision. Beauty is either natural or it does not exist, this is the message that seems to emerge from the image. The truth can only be discovered if we free ourselves from filters and prejudices to get to the essence of the reality surrounding us and ourselves.

For further updates, www.cosmoprof.com

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