

26 - 28 MARCH 2026

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COSMO PERFUMERY & COSMETICS

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COSMO HAIR&NAIL & BEAUTY SALON

**COSMO HAIR & NAIL & BEAUTY SALON 2026:
EDUCATION, TALENT AND INNOVATION AT THE HEART OF PROFESSIONAL BEAUTY**

COSMOPROF
WORLDWIDE BOLOGNA

Milan, 9 February 2025 - **From Thursday 26 to Sunday 29 March 2026**, Cosmoprof Worldwide Bologna returns to BolognaFiere with an edition that places the evolution of professional beauty and the needs of the international community at its core. In this context, **Cosmo Hair & Nail & Beauty Salon reaffirms its role as the benchmark exhibition for the sector**, thanks to a comprehensive exhibition journey designed to meet the needs of distributors, owners and operators of hair salons, beauty centres, spas, barber shops, nail salons and the hospitality industry. Alongside the exhibition offering, a **rich programme of special initiatives and educational content** supports technical upskilling, creative inspiration and tangible business opportunities.

In synergy with the other areas of the event, the exhibition presents the most advanced solutions dedicated to professionals: from hi-tech equipment to specialised skincare and haircare products, from furnishings and accessories to training and consultancy services. An integrated ecosystem designed to enhance every segment and guide the market towards new standards of quality, performance and personalised experiences.

BEAUTY & SPA: A HOLISTIC VISION OF PROFESSIONAL WELLNESS

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In Halls 29, 30 and the **Mall**, the **Beauty & Spa** sector showcases a comprehensive offering of **products, tools, technologies and services** for beauty and wellness professionals. The **Mall Stage** once again stands as the **beating heart of educational content for professional beauty** and a hub of holistic innovation. In the mornings, the stage hosts the **World Massage Meeting**, an event **dedicated to massage and manual wellness** that explores the dialogue between body, mind and emotion through contributions from leading international speakers and trainers. Among the most anticipated sessions, Filippo Ongaro's talk on Neurocoaching and Longevity Science examines the connection between neuroscience and long-lasting wellbeing, Kristen Grove guides an exploration of energetic awareness and somatic listening. Julien Elis and Marius Malarme delve into empathy, intention and the quality of touch in massage practice. The programme also embraces approaches such as empathetic massage with Hayley Snishko, manual lymphatic drainage with Flavia Morellato, energy balance according to Traditional Chinese Medicine with Doris Seau, and paths that intertwine innovation and methodology, including skin biohacking with Massimo Filippi, Alessandra Scatà and Gianmarco Alfonso.

Closing the programme, Emiliano Toso's music at 432 Hz transforms sound into the language of the body, supporting processes of harmonisation. A schedule that restores massage to its contemporary role: technique, relationship and an integrated vision of wellbeing.

In the afternoons, the **Mall Stage** becomes **Cosmo OnStage**, the format dedicated to exhibitors wishing to present innovations, treatments and technologies in a dynamic and highly educational setting. Hosted by the journalists of Radio Mabella, the programme alternates **company pitches, workshops and live demonstrations**, with content ranging

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from regenerative treatments to non-invasive technologies, as well as insights into communication and marketing for professionals. Highlights include, on Thursday 26 March, an in-depth session on the evolution of podiatry in Europe and worldwide with Podoland, a focus on tailor-made protocols for problematic skin by Nanili Professional, and a demonstration of the Dermo_Booster treatment by Sothys Paris, presented by Sothys Italia. On Friday 27 March, the spotlight turns to the value of "before and after" imagery in beauty video communication, followed by an exploration of AWT acoustic waves for deep regeneration. On Saturday 28 March, key moments include the live experience by Kryolan Professional Make-Up, a focus on regenerative cosmetics for skin longevity, the presentation of face and body devices, and a round table on regulatory developments in the nail sector. On Sunday 29 March, the programme concludes with a session dedicated to La Forza e il Sorriso ETS, highlighting the social and relational value of beauty care as a tool for support and renewal.

Now in its second edition, **Beauty Stars by Cosmoprof** returns, the award dedicated to Italian beauticians who stand out for professional excellence, specialisation, entrepreneurial vision and ethical and social commitment. A recognition that celebrates the identity of a profession in constant evolution and offers finalists the opportunity to be showcased within a qualified international context.

NAIL & LASHES: BUSINESS AND NETWORKING AT THE CORE

At the heart of the **Mall**, the **Nail & Lashes** world once again proves to be one of the most vibrant and innovative sectors of the exhibition. Cosmo Hair & Nail & Beauty Salon further strengthens its business vocation with the second edition of **Professional Nail Avenue**, located **between Halls 29 and 30**, a destination designed to foster networking and connections between brands, buyers and professional operators. With a strictly B2B focus and no direct sales, the area responds to the needs of companies and professionals seeking to expand commercial relationships and build strategic partnerships, while staying up to date with the latest industry trends and identifying new market opportunities. **In outdoor areas 44, 45 and 47**, the **Nailworld** area instead hosts brands dedicated to direct sales and live demonstrations.

HAIR: TALENT, SHOWS AND AUTHORITATIVE EDUCATION

In **Halls 25, 31, 32, 37 and 37B**, the **Professional Hair** sector brings together leading Italian and international brands of products and accessories for **haircare, hairstyling and men's grooming**. Hair remains among the most anticipated highlights of the 2026 edition, with a programme celebrating technique, creativity and a contemporary vision. **On Sunday 29 March, in Hall 37, On Hair Show** returns—an event tailored for hairstylists and haircare professionals eager to anticipate trends, refine their skills and connect with industry leaders.

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In a single day, the most spectacular hair shows of Cosmoprof come together in a crescendo of performances, where cutting-edge collections come to life through light, colour and fashion inspirations. On stage, artistic teams and internationally renowned brands with strong contemporary appeal will alternate, including **Alfaparf Milano, Alter Ego Italy, Babyliss Pro, Beconcept, Gamma+, Pixelc3 – Talos, Scarecrow Pomade and Wella Professionals**.

Beyond the shows, education confirms its strategic role with the second edition of **On Hair Education**, hosted at the Main Stage of the Service Centre. The **Look&Learn format** features in-depth sessions dedicated to new cutting methodologies, the evolution of colour techniques and live demonstrations led by international Hair Masters, who share know-how, approaches and tools to respond to market transformations. Educational content will involve **Alfaparf Milano, Alter Ego Italy, Framesi, Intercosmetics Milano, Philip Martin's and Wella Professionals**, with a programme designed to deliver practical, immediately applicable knowledge for salon work.

Within the hair segment, Cosmoprof also renews its focus on **men's grooming** with the fifth edition of **Hub45**, the barber event created in collaboration with YouBarber, based on an idea by Marco Zucchini. With over 1,000 sqm dedicated to shows, meetings and training courses, Hub45 confirms its status as a reference point for key industry players, at a time when barbers and bespoke services continue to grow in relevance and specialisation. The space is designed to create connections between professionals and operators, fostering sharing, dialogue and growth through targeted content and a dedicated offering for men's grooming.

Finally, in **Hall 33**, Made in Italy design and functionality, alongside international proposals, find their fullest expression in the area dedicated to **professional furnishings and equipment for hair salons**. The offering includes **workstations, mirrors, wash units, hood dryers, scissors, professional hairdryers and straighteners**.

From Thursday 26 to Sunday 29 March 2026, at Cosmoprof Worldwide Bologna, **Cosmo Hair & Nail & Beauty Salon** once again confirms itself as a strategic hub where business, education and inspiration converge to shape the future of professional beauty, through an ongoing dialogue between innovation, creativity and growth.

For updates on events, special initiatives and educational programmes:
www.cosmoprof.com