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COSMOPROF WORLDWIDE BOLOGNA PRESENTS "THE INVISIBLE BEAUTY", THE PROJECT REVEALING WHAT MAKES BEAUTY POSSIBLE

Ahead of its 60th anniversary edition, Cosmoprof launches a new communication project dedicated to the behind-the-scenes world of the cosmetics industry: the people, processes, connections and value that shape the future of beauty every day

Milan, 17 September 2026 – Beauty is not only what we see. It is everything that makes it possible. This is the vision behind **The Invisible Beauty**, the new communication project by **Cosmoprof Worldwide Bologna**, conceived in the lead-up to the 2027 edition, which will celebrate the 60th anniversary of the world's leading event for the cosmetics industry. The project is designed to shed light on what often remains behind the scenes of the final product: the people, expertise, processes, relationships and decisions that contribute every day to shaping the future of beauty.

For sixty years, Cosmoprof Worldwide Bologna has made the evolution of the beauty industry visible. The event has grown alongside the sector, evolving over time from an exhibition into a global platform for business, networking and knowledge. A place where connections become opportunities, ideas turn into products, innovations find their markets, and stakeholders from across the entire supply chain come together to define new paths for growth.

With **The Invisible Beauty**, Cosmoprof shifts the perspective beyond the product, beyond the showcase, beyond what consumers see on the shelf or in an advertising campaign. The project was created to give voice and recognition to everything that makes beauty possible but is rarely told: the work carried out in laboratories, research into formulations, packaging development, suppliers' expertise, brands' vision, the role of buyers, and the ability of markets to interpret and anticipate consumer needs.

Beauty is not simply an industry: it is a system. An interconnected ecosystem built on different yet complementary areas of expertise, where every element exists through its relationship with the others. Every product begins with a connection, every innovation with a conversation, and every success with a journey made up of ideas, attempts, decisions and collaborations that often remain invisible.

In this context, Cosmoprof confirms its role as the global infrastructure connecting the entire cosmetics supply chain: the meeting point where suppliers, brands, distribution channels, markets, institutions, media and professionals come together, creating value for the industry as a whole.

"Cosmoprof Worldwide Bologna's 60th anniversary is not only an important milestone, but above all an opportunity to reflect on what has made this journey possible and on what will continue to drive the evolution of our industry," says **Enrico Zannini, General Manager of**

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BolognaFiere Cosmoprof. “With **The Invisible Beauty**, we want to look beyond what is immediately visible and recognise the value of the people, expertise, relationships and processes that contribute every day to the growth of the sector. This collective dimension is precisely what Cosmoprof has represented for sixty years: a global network where encounters and exchange create new opportunities, innovation and the future.”

Over the coming months, the project will unfold through a storytelling platform structured around **five communication pillars**, each focusing on a key element of the cosmetics industry.

Invisible People will tell the stories of the people who make beauty possible: the faces, skills and professionals working behind the scenes who help shape what the market will see tomorrow.

Invisible Match will explore the power of connection as a catalyst for success: the most groundbreaking discoveries, the boldest creations and the most visionary innovations often begin with an encounter, an exchange of ideas, and a conversation with the right partner.

Invisible Failure will focus on mistakes, attempts, experimentation and resilience: because failure is not the opposite of success, but an essential part of the process that leads to innovation.

Invisible Value will highlight the true value of beauty as a global network of connections, investments, expertise and opportunities, capable of generating economic growth, international development and new prospects for companies.

Invisible Future will look towards the future of the cosmetics industry, exploring the decisions, technologies, visions and transformations that may not yet be fully visible today, but are already helping to shape the sector's tomorrow.

The Invisible Beauty is conceived as a multifaceted narrative designed to evolve over time and engage Cosmoprof's entire international community. Developed together with the industry, the project will accompany the journey towards Cosmoprof Worldwide Bologna 2027 and culminate during the event with a photographic exhibition and an original short film, which will premiere during the Cosmoprof Worldwide Bologna 2027 press conference.

The **photographic exhibition** will feature portraits of Cosmoprof Worldwide Bologna employees: the people who, every day and often away from the spotlight, help make possible the world's leading event for every sector of the beauty industry. Through a series of portraits, the exhibition will bring visibility to the expertise, skills and work behind Cosmoprof, inviting visitors, exhibitors and stakeholders to shift their perspective and discover the more human side of the event: the invisible faces of those who, year after year, contribute to its success.

The project will also come to life through an **original short film**, translating the values of **The Invisible Beauty** into an intimate and evocative story. Through a personal journey, the film will invite viewers to look beyond what is immediately visible and discover the time, attempts, relationships, perseverance and choices behind every path to success. A symbolic narrative intertwining individual experience with the collective memory of the beauty industry, accompanying Cosmoprof towards its 60th anniversary.

The Invisible Beauty thus becomes an invitation to recognise the complexity, richness and collective strength of the beauty sector: **a system that continues to innovate, evolve and shape the future thanks to the contribution of thousands of professionals around the world.**

**Because beauty is not only what we see.
It is what we build together.**

Special thanks to

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