

THE BEAUTY INDUSTRY OF THE FUTURE AT COSMOPROF WORLDWIDE BOLOGNA 2019

Bologna, December 2018 - **Cosmoprof Worldwide Bologna**, the leading B2B exhibition in the world for the beauty industry, announces a new look for the 2019 edition.

Over 250,000 professionals from all corners of the globe come to Bologna to discover cutting-edge technologies, innovative products, and eco-friendly proposals of the future. To facilitate their visit, business opportunities, and networking with over 2,800 exhibitors, Cosmoprof 2019 confirms the targeted opening dates and reinforces the distinction of each area according to product sectors, with a new and more functional layout of the halls.

From Thursday 14 to Sunday 17 March 2019, Cosmopack and Cosmo | Perfumery & Cosmetics will open its doors for producers and specialists of the supply chain, finished product companies, and buyers/retailers, with the latter focusing on the Perfumery and Cosmetics sector, Green & Organic Beauty, and Cosmoprime, the area dedicated to high-end cosmetics. **From Friday 15 to Monday 18 March**, the show opens for the professional distribution channels of **Cosmo | Hair & Nail & Beauty Salon**, with the participation of salon owners and beauty centers, hair stylists, hairdressers, nail technicians, and distributors specialized in these segments.

The international **Country Halls**, featuring small and medium-sized beauty companies from all over the world, will also follow a division by sector to increase networking opportunities of attendees.

The focus of the 2019 edition will be on sustainability and the circular economy; the cosmetics industry is called upon to find new production solutions to reduce the environmental impact of production processes using renewable energy sources.

COSMOPACK

This exhibition, dedicated to contract manufacturing and private label, machinery, primary and secondary packaging, applicators, ingredients, and raw materials, displays continual growth. In addition to the **halls 20, 15, 15A and 18**, in 2019, Cosmopack will occupy part of the **hall 19**.

Automation and technology will be the key words for the 2019 edition, with "smart" solutions presented by companies representing both the excellence of "Made in Italy" and international. Contract manufacturing in Halls 15, 15 A and 20 will also have the most innovative materials and formulations present.

Inside Hall 20, an installation will be dedicated to the colors of sustainability in 2020, with a study on the most innovative materials and nuances for the future of the cosmetics industry.

With the main concern for Cosmopack 2019 being the circular economy: **The Factory** project will explore the most eco-friendly industrial solutions, showing the entire circularity of plastic recovery. The reproduction of the supply chain set up in hall 19 will lead to the creation of a natural hair product, 100% "no compromise", with a formula completely free of micro-plastics and a bottle with regenerated polymers, obtained with an innovative technology and "Carbon footprint" certificates. **The Cosmopack Factory** explores the future of sustainability in the cosmetics industry: a future that is already present, because thanks to the research and investments of the companies at

Cosmopack, it is now possible to produce beauty products that respect the environment and are in with accordance to the principles of circular economy.

The last edition of Cosmopack saw the participation of 464 exhibiting companies and over 23,000 professionals, most of whom came from abroad. Management of cosmetic brands, purchasing managers, R & D, and retailers interested in collections and technologies proposed as a preview in Bologna by the leading international suppliers. The Cosmopack format is currently replicated in Hong Kong with **Cosmopack Asia**, with an entire exhibition center dedicated to companies of the supply chain, and in 2019, the first edition of **Cosmopack North America** will be inaugurated.

COSMO | PERFUMERY & COSMETICS

From Thursday 14 to Sunday 17 March, the exhibition will open its doors for **hall 14 for Cosmoprime**, **hall 21** dedicated to the **green** universe, and **halls 16, 22, 26, and 19** for **Perfumery and Cosmetics** companies.

Cosmoprime, dedicated to high-end cosmetics with a selective distribution, specifically in luxury concept stores, collects the latest trends in the sector in a new hall, Hall 14. The area will offer Italian and international retailers a preview of the perfumery of the future: emerging brands, suggestions from around the world, trends, and innovations that will shape the concept of retail for tomorrow.

Cosmoprime is a must-see as it features macro-trends of the beauty universe. Among the trends for 2019 is the concept of "holistic beauty", which links the effectiveness of a product to the wellbeing experience that the use of the product itself can give to the customer. The increasingly extreme customization of the new collections, not only for the fragrance and skincare sectors, but also for the make-up segment; specific proposals follow the peculiarities of the client, with ad hoc ingredients and formulations.

The most innovative devices are also on display, with the latest technologies developed by international researchers. Companies specialized in products derived from cannabis are growing in response to a growing interest in the positive effects of this ingredient.

The men's world plays a key role at Cosmoprime; in the luxury concept store of the future, not only will skincare proposals made specifically for men increase, but make-up collections geared toward a male audience take centre stage, as a consequence of a greater attention to aesthetics which is characterizing men all over the world.

Sustainability and green beauty are the common themes for many of the companies exhibiting. The **Green Prime** area features exhibitors containing products with a low environmental impact specific to retail, with ingredients of natural origin.

A new area, **Zoom On Emerging Prime**, will be dedicated to young companies that are first-time exhibitors at Cosmoprof and are looking to meet buyers, distributors, and retailers of the most important cosmetics companies in the world. These emerging companies bring innovative retail proposals to the market.

Selected companies in the **Extraordinary Gallery**, an area dedicated to prestige perfumery and cosmetics, will have an opportunity to participate in B2B meetings with highly qualified buyers. Within the area will be a showcase of companies dedicated to the green & organic beauty called the **Extraordinary Green Gallery**.

From Thursday 14 to Sunday 17 March, there will be space for companies, buyers, and distributors for mass market perfumery and cosmetics. **Hall 21** hosts exhibitors with green proposals, while in **halls 22 and 26**, international perfumery companies will showcase. Hall 26 presents new emerging brands from all over the world, thus renewing the brand list available to distributors, wholesalers, and sales agents

specialised in mass market. Thanks to the research and the investments imposed by market developments, the quality standard of mass-market product continues to grow, maintaining a functional quality-price ratio.

A significant role is played by small and medium-sized international companies, which thanks to the activities of the local industry associations, can network with buyers from all over the world. Most of the new proposals come from the Asian continent, with an increase in companies representing Japan and specific areas dedicated to exhibitors from China and Korea. Significant interest in exhibiting at Cosmoprof has been shown by companies in Northern Europe and Scandinavia, ready to evaluate the opportunity at the event to present their beauty products outside their national borders.

COSMO | HAIR & NAIL & BEAUTY SALON

In accordance with the professional distribution channel, exhibitors in **Beauty Salon & Spa** can be found in the new halls **28, 29, and 30**, the best in the **Hair sector** will be showcased in **halls 25, 31, 32, 35, and 37**, and beauty salon professionals looking for brand-new products in the **Nail sector** should visit **hall 36**.

The **Beauty Salon and Spa** sector is recording an important growth, with the exhibition area growing by 20%. The three halls dedicated to the sector, which are the result of an impressive restructuring, will host ad hoc projects, in collaboration with leading companies in the sector. Thanks to promotional activities in international markets, requests for participation from companies from Eastern Europe and the Balkans, in particular from Russia, Latvia, and Lithuania are growing. This means that the brand awareness of Cosmoprof is increasing in the world and the event is recognized as a reference point for professionals working in the beauty salon distribution channel to experience a preview of the latest trends. In halls 28, 29, and 30, professionals and distributors will find the most technological machinery; among the most influential trends for the market is permanent make-up, one of the most requested services in professional beauty centers. A special area inside hall 28 will be dedicated to international companies approaching the world of Italian beauticians and distributors.

The **Hair** sector has registered a significant growth of Italian companies, reflecting an important revival of the domestic market. Companies with a green approach to the world of hair care are increasing as well, as those focusing on semi-permanent color. Among the events for the sector, the **United Barber Show**, in collaboration with **Sen Martin**, will be placed in a new location, Hall 35, to give more space to companies and professionals involved.

The **Nail** world will serve as the focal point of **hall 36**, the historical location of the sector. As a consequence of a strong interest of the market for the vegan universe, companies are specializing in vegan lacquers and lines based on vegetable ingredients.

BolognaFiere Group has brought the Cosmoprof platform all over the world. In addition to Cosmoprof events in Bologna, Las Vegas, Mumbai, and Hong Kong (with Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia), the group acts as an international sales agent in organizing events dedicated to the beauty world in strategic markets for the growth of the sector: Belleza y Salud in Bogotá, Colombia and in 2018, in Southeast Asia with BeautyExpo (Malaysia), AseanBeauty (Thailand), PhilBeauty (Philippines), and VietBeauty (Vietnam).

For further information, www.cosmoprof.com