REVISTA IDE Información del Envase y Embalaje

The winners of Cosmoprof & Cosmopack Awards 2019 have been announced

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The winners of Cosmoprof and Cosmopack Awards 2019 have been announced, the initiative of Cosmoprof Worldwide Bologna curated in partnership with Beautystreams, which celebrates innovation and research in the entire cosmetics industry.

In fact, the contest involves all the beauty sectors, and is increasingly gaining recognition among opinion leaders and key players in the world of cosmetics.

Among the 608 proposals, 5 winning companies were for finished product have received the Cosmoprof Awards, on display at Cosmo | Perfumery & Cosmetics and Cosmo | Hair & Nail & Beauty Salon, based on the innovation of their brands, communication projects, marketability and marketing impact. 5 exhibitors for Cosmopack are the winners of the Cosmopack Awards, rewarding innovation, creativity and attention to sustainability. 28 international experts took part in the jury, among the leading exponents of the sector, who were able to cast their vote.

Even the visitors can touch the finalist products. At the Service Center the installation The Store, designed in collaboration with the design agency centdegrès, proposed new beautytech technologies, created by Signify, Elsecorp, Holofil, Viewtoo and Reveive, which allowed the creation of an interactive customer experience, allowing the visitors to test the products and discover materials and exclusive information on the proposals.

www.cosmoprofawards.com/en

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