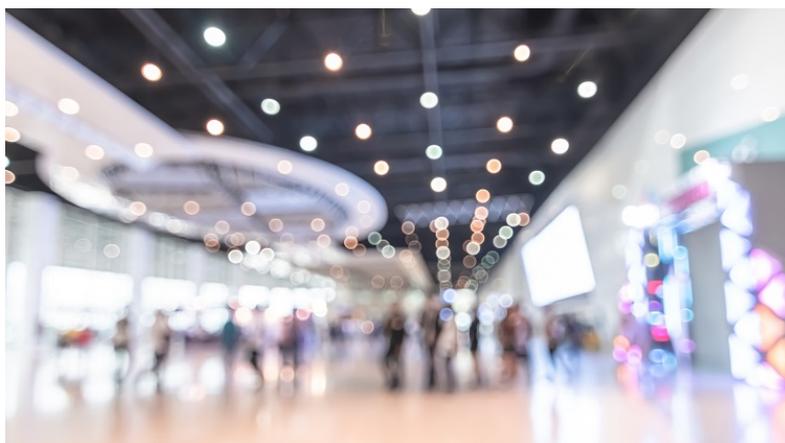


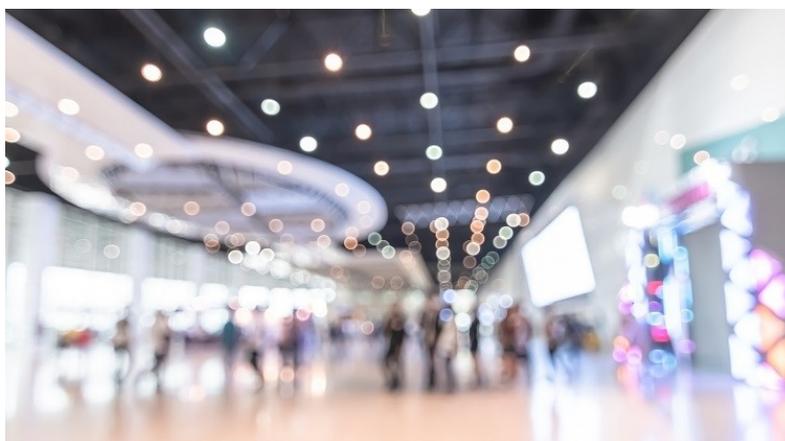


CPNA Returns: the largest B2B beauty event in the region opens registration for August 2021 tradeshow



By Deanna Utroske

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For nearly two decades now, [Cosmoprof](#) North America has been one of the most expansive and well-attended cosmetics and personal care industry events in the US. Now, BolognaFiere [Cosmoprof](#) (the organization behind the tradeshow) prepares for a safety-first, limited capacity 18th edition of CPNA.

As the country and the industry adjust to the realities of 2021, B2B beauty events are showing up on the calendar. It's a simple fact of business that serves as a subtle reminder of just how important human interaction is.



“We are looking forward to getting back to the show floor and meeting our community again,” says Enrico Zannini, General Manager of BolognaFiere Cosmoprof, in a press release circulated by the global exhibition company.

“With the strong first quarter performance and anticipated continued US economic growth projected for 2021, Cosmoprof North America is excited to provide exhibitors and operators with an optimistic return to the functional event space,” adds Zannini. Cosmoprof NA heads back to Las Vegas for 2021 beauty tradeshow

As in years past, CPNA 2021 will be held at the Mandalay Bay Convention Center in Las Vegas, Nevada. The dates for this year’s show are August 29 – 31. Attendee registration is open now; and through July 30, registration for Cosmoprof North America is available at a 25% discount. Hotel blocks are also available for booking now.

In addition to the Mandalay Bay/MGM Resorts safety protocols—which includes outside air circulation and air filtration measures—the Cosmoprof North America team is taking steps for safety that include hand sanitization stations, contactless registration, and plexi guards at high-interaction spots. Plus, attendees should plan to wear face coverings (which are currently required by local ordinance). Find the full CPNA safety plan online [here](#).

Cosmoprof NA 2021 builds upon the past and looks to the future

This year’s CPNA tradeshow will be divided in familiar ways with a section for finished goods from an array of Cosmetics & Personal Care categories (skin care, color cosmetics, etc.) as well as finished goods that fall under the organic and natural beauty designations. The Cosmopack section will, as usual, feature suppliers offering ingredients, manufacturing, packaging, and related goods and services to beauty makers. And the Professional Beauty section will showcase products and services expressly for the spa and salon side of the industry.

Steve Sleeper, Executive Director of the Professional Beauty Association (PBA), tells the press that he and his team “are dedicated to providing a compelling, engaging event that allows the industry to reconnect in the safest environment possible for our exhibitors, attendees and partners.”

“The future of beauty is brighter than ever, with strong economic indicators, revolutionary innovations and unprecedented technological advances,” says Sleeper. “And we look forward to bringing the industry’s best and brightest back together at Cosmoprof North America.”

New for the 2021 CPNA event: an area all about CBD Beauty (as products made using hemp and/or cannabinoids is often called). The event also has a new partnership with the Ready to Beauty think tank. And, there’s a new expert mentorship program coming from CPNA this year. Find more information about the in-person Cosmoprof NA 2021 beauty industry tradeshow and a link to register [here](#).

