



Cosmoprof North America Returns in August

The event will be the first live B2B exhibition of the **Cosmoprof** international network since the pandemic began. Charles Sternberg, Assistant Editor

Cosmoprof North America (CPNA), the B2B beauty exhibition, will host its 18th edition August 29 - 31 at the Mandalay Bay Convention Center in Las Vegas.

The award-winning event will be the first live B2B exhibition of the **Cosmoprof** international network, offering domestic and international retailers, distributors, beauty brands and suppliers the unique opportunity to come together, make new relationships, foster collaborations, and get inspired.

This year, **Cosmoprof** North America is dedicated to providing a safe environment for attendees. In accordance with government regulations and guidelines, there will be capacity limits, physical distancing, increased sanitation and other safety measures.”

“ **Cosmoprof** North America is proud to be the first **Cosmoprof** event in 2021 which will be held in a physical format,” highlights Enrico Zannini, general manager of BolognaFiere **Cosmoprof**. “We are looking forward to getting back to the show floor and meeting our community in Las Vegas again, all while ensuring a safe experience and following government regulations. New beauty brands will be able to introduce their revolutionary technologies, product innovations, and new channels for distribution, packaging, and manufacturing. With the strong first quarter performance and anticipated continued U.S economic growth projected for 2021, **Cosmoprof** North America is excited to provide exhibitors and operators with an optimistic return to the functional event space.”

What's New?

The 18th edition of **Cosmoprof** North America will be introducing new initiatives including a special area dedicated to CBD Beauty, new partnership with Ready to Beauty and a mentorship program from leading industry experts. The new CBD Beauty sector will be an all-inclusive special area on the show floor curated for beauty brands that have CBD as an essential ingredient in their entire product line and the suppliers that cater to them.

As part of **Cosmoprof** North America's ongoing commitment to help multicultural beauty entrepreneurs and brands, the award-winning event is excited to collaborate with Ready to Beauty on “READINESS is the NEW GREEN: An Economic Data Study on the Business of Multicultural Beauty in America,” a first-of-its-kind economic data study focused on multicultural beauty. As an extension of this data study and a direct result of responses from it, READY to BEAUTY, along with **Cosmoprof** North America, is announcing the formation of a soon-to-launch national #BankBlack banking and finance program to specifically support niche & emerging Black/African American beauty entrepreneurs and brands.

To bridge the gap and establish community within the beauty industry, **Cosmoprof** North America has also created a Mentorship Program to help promising beauty brands' dreams come to fruition. This program offers exhibitors the unique opportunity to have 20-minute one-on-one mentoring sessions with founders, CEOs, and executives bringing with them decades of experience. Mentors will be providing guidance in the following areas, essential to successfully running your beauty business: retail & distribution, branding, funding, exporting, digital marketing & performance, SEO, social media, press,



trends, and the multicultural market.

Returning Attractions

Cosmoprof North America will also be bringing back its three macro-sector divisions to facilitate the visit of qualified attendees:

Cosmetics & Personal Care hosts finished products for skincare, personal care, fragrances, make-up, and organic and natural beauty, presented by the best companies worldwide and focused on the retail channel.

Cosmopack is ready to welcome leading companies for the supply chain, with a wide range of proposals for developers interested in creating their brand or for R&D managers looking for innovative formulas, packaging or solutions.

Professional Beauty is the section dedicated to the professional channel, with hair care, accessories, and furnishings for hair salons, beauty salons and spas, of specific interest for local and international distributors.

The best in beauty will be represented, with leading companies and innovative brands in supply chain, cosmetics, skincare, toiletries, fragrances, organic beauty products, hair, nail and accessories. Attendees will have the ability to network and build new strategic business relationships for future collaborations.

Registration online is now available.

