



Cosmoprof North America Is Coming In August 2021



Events by MODERN Staff|

May 13, 2021



Get ready for an exciting summer! **Cosmoprof North America** (CPNA) 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," shares **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."



What's New at Cosmoprof

Cosmoprof 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'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 and emerging Blackbeauty 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.





Cosmoprof North America will also be bringing back its three macro-sector divisions.

- **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.

“We are thrilled to be one of the first major events to bring all sectors of the beauty community back together again,” shares **Steve Sleeper, Executive Director of the Professional Beauty Association**. “The future of beauty is brighter than ever, with strong economic indicators, revolutionary innovations and unprecedented technological advances and we look forward to bringing the industry’s best and brightest back together at **Cosmoprof North America**.”

Registration online is now available.

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