

COSMOPROF NORTH AMERICA IS READY TO KICK-OFF ON AUGUST 29th-31st

The 18th edition will open its doors to international companies and stakeholders, following all safety regulations

Cosmoprof North America (CPNA), the largest B2B beauty exhibition in the Americas, will host its 18th edition August 29th - 31st 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, 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.

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. 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: 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 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.
- Cosmopack is ready to welcome

leading companies for the supply chain.

- Professional Beauty is the section dedicated to the professional channel, with hair care, accessories, and furnishings for hair salons, beauty salons and spas.

"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, "We are dedicated to providing a compelling, engaging event that allows the industry to reconnect while maintaining 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."

The event, which is recognized worldwide for its dynamic growth and unique programs, will offer stakeholders an opportunity to come together after the pandemic has imposed social distancing and travel restrictions for almost 12 months.