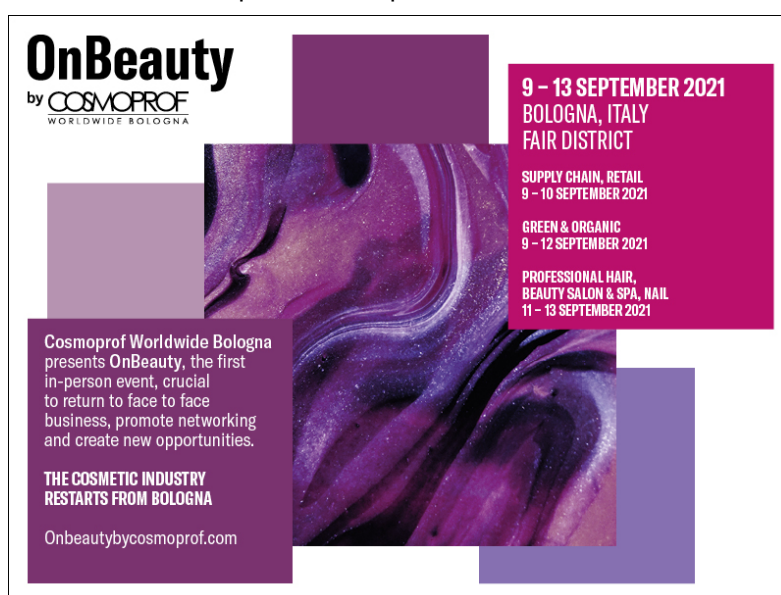




The future of the beauty industry at OnBeauty by Cosmoprof Worldwide Bologna

Marketing | Packaging

The entrances and the exhibition areas will be differentiated: retail, mass distribution and supply chain on one side, and professional product on the other



An innovative and essential format makes up OnBeauty by Cosmoprof Worldwide Bologna, that will gather all the divisions of the cosmetic industry.

The entrances and the exhibition areas will be differentiated: retail, mass distribution and supply chain on one side, and professional product on the other, so that business synergy can be optimised, in full compliance with the national health and safety regulations.

Thursday 9 and Friday 10 September OnBeauty by Cosmoprof Worldwide Bologna will welcome the retail sector, with the most multichannel-oriented brands and their innovative solutions for consumer communication.

On the same days, the market leaders of the supply chain will be present, including contractors, suppliers of raw materials, formulation and packaging solutions, all interested in learning about new product and project development options. The green and organic cosmetic segment will be showcasing from Thursday 9 to Sunday 12 September.

The professional channel will be present in Bologna on Saturday 11, Sunday 12 and Monday 13 September, with companies providing products and services for the professional beauty sector, including spa and nail, and for the hair and salon division.

To increase news synergies and networking opportunities, OnBeauty by Cosmoprof Worldwide Bologna will take place at the same time of the Italian exhibitions SANA, international exhibition of organic and natural products, and COSMOFARMA EXHIBITION, the leading event for the health care and beauty care sectors and all

pharmacy-related services, ensuring the interaction with pharmacies, drug stores, mass-market and multi-channel retailers.

OnBeauty by **Cosmoprof** Worldwide Bologna will draw on the support of the Italian Ministry of Foreign Affairs and International Cooperation and ITA – Italian Trade Agency, as part of the special plan for the promotion of Made in Italy. They will invite top buyers and retailers from the main European markets, thus ensuring qualified professional attendance to the show.



For more information and updates, please follow

www.onbeautybycosmoprof.com .