

# webpackaging

## OnBeauty by Cosmoprof Worldwide Bologna

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SEPTEMBER 9 – 13, 2021

INNOVATION, MULTICHANNEL SOLUTIONS, AND NEW SYNERGIES FOR COMPANIES AND MANUFACTURERS OPERATING IN THE COSMETIC INDUSTRY AT ONBEAUTY BY COSMOPROF WORLDWIDE BOLOGNA

Restart from scientific research, from technologic innovation and from quality: this is the program that Cosmoprof network presents to the cosmetic industry for the future months, inviting manufacturers, companies, and operators in Bologna to attend **OnBeauty by Cosmoprof Worldwide Bologna**. From 9<sup>th</sup> to 13<sup>th</sup> September the exhibition, the first physical meeting for the sector, will offer the opportunity to rebuild commercial relationships and analyze the changes that the industry is facing. Even though current restrictions make it impossible for global commercial activities to restart before 2022, *OnBeauty by Cosmoprof Worldwide Bologna* satisfies the need for a gradual return to normality and a recovery of close relationships with stakeholders. As of today, confirmed exhibitors will be representing 14 foreign countries: Croatia, Germany, Israel, Italy, Latvia, Pakistan, Poland, Romania, Republic of San Marino, Spain, Switzerland, Ukraine, United Kingdom and USA.

### THE EXHIBITION

*OnBeauty by Cosmoprof Worldwide Bologna* will gather all industry divisions, with a new, more essential exhibiting format. The entrances and the exhibition areas will be differentiated in order to optimize the business synergies between compatible product segments: retail, mass-market and supply chain on one side, and professional product on the other, in full compliance with the national health and safety regulations.

On Thursday 9<sup>th</sup> and Friday 10<sup>th</sup> September market leaders of the **supply chain** will be present, including contractors, suppliers of raw materials, formulation, and packaging solutions, all interested in presenting new projects to indie brands and finished product brands. Among the exhibitors in pavilion 31, ANCOROTTI



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COSMETICS, BARALAN INTERNATIONAL, B.KOLORMAKEUP & SKINCARE, INCA COSMETICI, INDUPLAST, ITALCOSMETICI, MARCHESINI GROUP BEAUTY, NEW COSMESY, OSMOS, PHARMA COS, PINK FROGS COSMETICS and SCANDOLARA.

In order to increase the chances for networking between industry representatives, on the same days the pavilions accommodating the retail and perfumery sector will be open. The concurrence of *OnBeauty by Cosmoprof Worldwide Bologna* with **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**, will ensure the interaction between pharmacies, drug stores, mass-market and multi-channel retailers. Among them, the most renowned **green & organic cosmetic** brands, welcomed from 9<sup>th</sup> to 12<sup>th</sup> September inside pavilions 25 and 26, in collaboration with Sana. Some of the confirmed exhibitors include BIOS LINE, CERERIA LUMEN, HELAN COSMESI DI LABORATORIO, LAMAZUNA, LEPO PEDRINI COSMETICI, L'ERBOLARIO, NIVEL – BIOLÙ, OFFICINA NATURAE and ZUCCARI.

“The concurrence of the three events is a direct consequence of the market transformation that we are experiencing: healthcare, sustainability and personal care are more and more linked to each other, making their traditional differentiation almost meaningless”, highlights **Gianpiero Calzolari, President of BolognaFiere**. “We are witnessing a profoundly renewed scenario and we must be ready to develop stronger collaborations to effectively deal with the change.”

To top up the program of *OnBeauty by Cosmoprof Worldwide Bologna*, the professional channel will be present on **Saturday 11<sup>th</sup>, Sunday 12<sup>th</sup> and Monday 13<sup>th</sup> September** with product and service companies operating in the **professional beauty sector, including spa and nail**, and in **the hair and accessories division**.