



Beauty Tradeshow Info: Previewing Cosmoprof NA 2021



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This year's CPNA tradeshow opens August 29 in Las Vegas, Nevada, and will (as usual) feature exhibitors from all sectors of the beauty industry: cosmetics and personal care consumer brands; supply side companies offering ingredients, product dev solutions, packaging, contract manufacturing, and more; as well as brands and suppliers catering to the professional beauty channel.

Large-scale beauty industry events have been few and far between since the pandemic hit. And while the industry has moved forward and made do with digital alternatives and remote networking tools, many beauty insiders and observers, brand leaders, and suppliers are very much looking forward to this month's event—the first full-size beauty business tradeshow to take place in North America in well over a year.

CPNA 2021 will be smaller than in years past; but the show will be no less critical for attendees and exhibitors. This year's event promises to be an opportunity to discover trends and new technologies; network with buyers, media, customers, and build new client relationships; and to access educational programming from top experts and leaders in the industry (such as Yarden Horwitz of SPATE, Melissa Hago of Fashion Snoops, Nyakio Grieco of Thirteen Lune, Sarah Jindal of Mintel, Laura Ziv of BeautyStreams, Annie Jackson of Credeo, and more).

Cosmetics and personal care brands to look for at [Cosmoprof](#) North America 2021

CPNA is a place where brand leaders connect with buyers and media. In the Cosmetics & Personal Care section of the show, special areas will help guide attendees to the brands that meet their business needs.

Tones of Beauty is dedicated to next-gen brands in what has long been known as the multicultural beauty space.

Here attendees can find brands like Olimi Beauty (founded by Tiffany Jones in 2016) that specializes in hair care and styling products. Joban Beauty, an innovative clean deodorant brand that makes a multifunctional deo and concealer in one will be in this section. Notably, the Joban underarm complexion product comes in 5 shades. And Ceylon will be in the Tones of Beauty section too. The brand founded by Patrick Boateng II specializes in skin care for “men with melanin.”

CBD Beauty is a new section for the 2021 show that will highlight brands that center Hemp, CBD, or other cannabinoids in their formulation and marketing strategy.

The hemp seed oil brand Vido's Health and Beauty (based in Bulgaria and distributed here in the States by EuroPhoric Cosmetics) will be there. This brand works with hemp seed oil and blends it in to skin care formulations with other oils such as jojoba, macadamia, and argan. Hälsa Botanicals (founded by Catherine Bander) will be at CPNA this year too. This brand creates luxury CBD skin care, CBD body care, and CBD sublingual drops as well. Hälsa Botanicals product formulations bring CBD together with proven skin hydrating ingredients like hyaluronic acid, squalane, or shea butter. And of course, the brand formulates with enchanting botanicals too, e.g. elderflower, chamomile, black currant, eucalyptus, and aloe.

Discover Beauty will showcase brands that promise to delight and surprise consumers.

The multifunctional device brand La Luer will be here. The hair brand MASAMI, developed around the benefits of Mekabu (an ocean botanical found and cultivated near Japan) will be in the Discover Beauty section. AromaWorks London (founded by Jane Hibbert) will be in this section too. The brand brings natural fragrance and the benefits of aroma therapy to bath and body products, skin care, and home fragrance items.

Discover Green is all about natural, organic, clean, and of course green cosmetics and personal care brands.

In this section, attendees will discover brands like Los Angeles, California – based SWAY, a skin care and personal care brand known for body oils and thoughtful underarm care products. The L'Oréal brand Seed Phytonutrients will be in this section. The lip care and color brand noyah will be exhibiting in the Discover Green section at this year's show. And pureness health (a Taiwan-based brand) with a portfolio of facial cleansers and skin care products will be in this section too. The pureness health brand is based on fermented brown rice technology, borrowed from food science. Rice Kasu is a key ingredient in all the pureness health products; and the brand even sells an aged brown rice vinegar as a beverage and cooking ingredient.

The Beauty Vanities spotlights brands with small product portfolios.

Three separate sections on the Cosmoprof North America show floor will host The Beauty Vanities. Among them will be brands like Cutie Oils, founded by nail tech Erika

Berthelot. This Winnipeg, Canada – based brand makes fragranced cuticle oils from a blend of coconut oil, macadamia oil, meadowfoam oil, and jojoba oil. The luxury hair care essentials brand May 11 will be in the Beauty Vanities section of the show. Founded by Romina Manenti, this brand's hair and scalp oils leverage a patented formula that Manenti developed after decades working in the global hair and salon industry. The May 11 product portfolio also includes a collection of brushes and other hair styling accessories. And Miranda Wilson's innovative dry-apply shave brand H2No will be there too. H2No Shave Co makes a line of shave gels that can be used completely without water. The no-later, no-rinse gels promise to help consumers conserve water and make leg shaving safer (than it is in the shower) and more convenient on-the-go. Ingredient suppliers, packaging companies, product development specialists, and more can be found in the Cosmopack section of the show.

Beauty packaging from companies like Yonwoo (airless, jars, bottles, tubes, pumps, and more), Zacros America (which makes among other things flexible pouches, increasingly popular for liquid personal care product refills), and the Pro'Luxe Group (known for not only beauty packaging but also point-of-sale displays) will be in the Cosmopack section at this year's CPNA.

Ingredient makers such as Disruptive Materials from Sweden will be on hand as well. Disruptive Materials will be showcasing its cosmetic-grade Upsalite at the show. Upsalite is a patented mesoporous magnesium carbonate recommended for use in color cosmetic formulations. The ingredient is semitranslucent, purportedly absorbs significantly more oil than talc, and also promises to encapsulate oil and other moisture.

The private label nail polish manufacturer Cosmetic Industries Inc will be at the show. And several multi-service contract manufacturers will be there as well: Cosmopak USA, Bell International Laboratories, Gordon Labs, NF Beauty Group, and more. The Professional section at Cosmoprof North America will feature beauty brands and companies catering to salons and service providers.

GVA Hair will be at the show with hair extensions and related products. The nail care brand LeChat Nail Products will be at CPNA this year with lacquers, gels, powders, and other manicure tools and equipment. Several brands represented by the Italian Trade Commission will be featured in the Professional section. And the Eva NYC hair brand Amika will be there too.

And this is just a preview.

Many more brands and suppliers will be exhibiting at the show. Plus, nearly 75 retailers and distributors will be in attendance (The Detox Market, Showfields, Bloomingdale's, The Vitamin Shoppe, Walmart, etc.); and numerous non-exhibiting brands will be walking the show as well.

CPNA runs August 29 – 31. And will be held at the Mandalay Bay Convention Center in Las Vegas, Nevada. More information on Cosmoprof North America 2021 and links to be a part of this year's show can be found [here](#).