



The Beauty Industry Report Visit bironline.com

What to know about Cosmoprof North America

Cosmoprof North America returns to the Mandalay Bay Convention Center in Las Vegas on August 29-31, 2021. Here's some information you need to know:

CPNA offers domestic and international retailers, distributors, beauty brands and suppliers the opportunity to come together, make new relationships, foster collaborations, and get inspired. This year, CPNA 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 (see sidebar).

Says **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, CPNA is excited to provide exhibitors and operators with an optimistic return to the functional event space."

The 18th edition of CPNA 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 a 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.

To bridge the gap and establish community within the beauty industry, CPNA has created a **Mentorship Program** to help promising beauty brands' dreams come to fruition. This program offers exhibitors the opportunity to have 20-minute one-on-one mentoring sessions with founders, CEOs and executives who have decades of experience. Mentors will provide guidance in the following areas,

essential to running your beauty business successfully: retail and distribution, branding, funding, exporting, digital marketing and 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, makeup, and organic and natural beauty, presented by top 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 haircare, accessories, and furnishings for hair salons, beauty salons and spas—of specific interest for local and international distributors.

Special areas include **Discover Beauty**, **Discover Beauty Spotlights**, **Discover Green**, **Tones of Beauty** and the new **CBD Beauty**. There's also a new **Green Village** that features **Discover Green**, **CBD Beauty** exhibitors and other green exhibitors.

"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**, past 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, and we look forward to bringing the industry's best and brightest back together at Cosmoprof North America."

CPNA supports multicultural entrepreneurs

As part of CPNA's ongoing commitment to help multicultural beauty entrepreneurs and brands, the event is collaborating with **Ready to Beauty**, the industry's First Global Think Tank for Multicultural Entrepreneurs and Brands, 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. This initial collaboration lays the foundation for a deeper understanding of economics of the Black/African-American beauty market. As an extension of this data study and a direct result of responses from it, Ready to Beauty, along with CPNA, is forming a national **#BankBlack** banking and finance program to support niche and emerging Black/African-American beauty entrepreneurs and brands.

Set to debut in the Fall of 2021, this nationwide initiative is designed to work in tandem with Ready to Beauty's multi-million, multi-expert capital growth fund, **Ready to Invest**, which addresses the three major pain points facing multicultural entrepreneurs and brands today: 1. purchase order financing, 2. acquiring distribution and 3. direct equity investment.

Liza Rapay, head of marketing at CPNA, shares, "Our team is dedicated to understanding the issues of diversity and inclusion, and their cultural impact on economics within the beauty industry. We are thrilled to partner with Ready to Beauty on a series of initiatives that will help the beauty industry become more inclusive, diverse and economically equitable."

The annual **Tones of Beauty** showcase was revolutionary in its debut of a dedicated footprint in 1995, specifically focused on Black and Brown brands. This endeavor provides niche and emerging brands of color a "show-within-show" concept for spotlight and shine. The sixth edition of the Tones of Beauty will be curated by **Corey Huggins**, founder and managing director of Ready to Beauty.

This year's **Tones of Beauty** theme rallies



around economic recompense.

Corey shares, "From curating and hosting the Tones of Beauty showcase for Cosmoprof North America, I knew in regular order Black/African-American brands were characteristically economically sensitive. Moreover, I know real economic change can only be achieved on a base of real economic data. Consequently, I decided to draw that baseline in the sand and have my think tank field the foundational economic research for multicultural beauty with CPNA as the national strategic partner."

Want to know more? Request the complete Readiness is the New Green: An Economic Data Study on the Business of Multicultural Beauty at stayready@readytobeauty.com or visit <https://readytobeauty.com/datastudy/get-assessment>.

Education at CPNA: CPNA offers a full schedule of classes on topics ranging from trends and the green space to distribution, marketing and social media marketing to help you stay on top of topics that are important to your business.

Entrepreneur Academy: Once again moderated by **The Young Group's Karen Young**, this one-day intensive conference offers beauty entrepreneurs a hands-on, practical workshop that will provide them with many of the tools necessary to help them succeed. Entrepreneur Academy classes will show attendees how to turn ideas into action, build a brand and manage financials and more. Each class features an interactive lecture from an expert on the topic, followed by an interactive Q&A session.

Get the full line-up here: <https://cosmoprofnorthamerica.com/entrepreneur-academy/>

Cosmotalks is CPNA's conference format that combines creativity, inspiration and business. With more than 15 seminars and workshops, it aims to be the widest ranging series of conferences and in-depth talks in the beauty industry.

Safety First

Cosmoprof North America is dedicated to providing a safe environment for attendees. In accordance with government guidelines and local mandates, CPNA will follow recommendations for capacity limits, physical distancing, increased sanitization and other safety protocols.

MASKS: Masks are required for all people, regardless of vaccination status, while indoors at any establishment in Las Vegas. This is mandated by the State of Nevada. CPNA will follow state and local recommendations and mandates and continue to update accordingly.

SANITIZER STATIONS: There will be hand sanitization stations on the exhibit floor for your convenience.

TOUCHLESS CHECK-IN: Skip the lines! The new registration system allows you to complete everything online and print your badge ahead of time. You can also reprint your badge on-site at new self-service kiosks.

PLEXI GUARDS IN HIGH INTERACTION AREAS: See them as you are scanned into the event or in other high-interaction areas.

ENHANCED SANITATION: Mandalay Bay has increased cleaning, with a focus on high-touch surfaces and common areas, using cleaning products that meet EPA guidelines.

HVAC AND AIR QUALITY: Rigorous measures have been taken to provide as much outside air circulation throughout buildings with air filters that meet or exceed standards.

SPREADING SAFETY MESSAGES: Health and safety messages can quickly be shared digitally to all attendees through the Cosmoprof mobile app.

PHYSICAL DISTANCING: There will be plenty of space to distance at the show. Classroom capacities will be limited to allow for more distance between seats.

MEDICAL PERSONNEL ON-SITE: In addition to Mandalay Bay's increased medical personnel, CPNA will have additional medical staff to assist with anyone feeling ill.

MORE ABOUT MANDALAY BAY/MGM RESORTS SAFETY:
<https://www.mgmresorts.com/en/covid-19/health-and-safety-commitment.html>

Topics include:

• **The CosmoTrends Report (Sunday, 9:30-10:30 a.m.)** highlights products from exhibitors with commentary by **BeautyStreams'** Executive Editor **Laura Ziv**.

• **CBD: The Beauty Ingredient Trend that Keeps Growing: (Sunday, 10:30-11:45 a.m.)**, moderated by **HAPPI Magazine's** Vice President/Editorial Director **Tom Branna**, explores CBD's journey in the marketplace.

• **Beauty After Lockdown: Changes in Consumer Demand (Sunday, 11:45 a.m.-12:45 p.m.)**, presented by **Spate's Co-Founder Yarden Horwitz**, will cover what's changed since lockdown restrictions lifted and the implications of these new behaviors for beauty brands' product development and marketing strategies.

• **Green Topic 2021: Multigenerational Clean Beauty (Sunday, 2:15 to 3:30 p.m.)**, moderated by **Insider's Guide to Spas' Mary Bemis**, explores how Gen Z, Millennials, Gen X and Baby Boomers purchase and use green, clean beauty.

• **The Digital Beauty Consumer (Monday, 10:30 to 11:30 a.m.)**, presented by **Euromonitor's** Research Analyst **Irene Chang**, will discuss the characteristics that define digital beauty consumers, how they evolved and how beauty players can best navigate long-term, digitally driven shifts in the retail and consumer engagement.

• **FIT Capstone: The Future of Consumerism (Monday, 10 to 1:15 p.m.)** from the **Beauty Industry's Think Tank at FIT**, will share consumer research on global shifts in consumers' lifestyles and the impact on brand and retail strategies due to the COVID-19 pandemic.

This is just a sampling of the topics you won't want to miss. For more, visit <https://cosmoprofnorthamerica.com/cosmotalks/>

For more information about the show and to register for classes and programs, visit www.cosmoprofnorthamerica.com.