



## **Cosmoprof North America Announces Successful In-Person Return**

The 18th edition of the annual B2B trade show was held August 28-30 in Las Vegas. Following a two-year hiatus due to the Covid pandemic, which canceled virtually all in-person beauty industry trade show events, Cosmoprof North America (CPNA) was the first to bounce back in the U.S. The award-winning event was held live on the show floor August 28-30 at the Mandalay Bay Convention Center in Las Vegas, and once again brought together “the best in beauty for an exceptional showcase of innovation and collaboration.”

Liza Rapay, CPNA show director, told Beauty Packaging, “I’m so proud of what the team has accomplished. It was tough, but it was incredibly rewarding to get the industry back together in person. We far exceeded not only our expectations, but the expectations of our exhibitors, buyers and visitors. We came out of these challenges better than ever and ready for 2022.”

The 18th edition welcomed back retailers, distributors, beauty brands, and suppliers under one roof—with both new and established exhibiting companies enthusiastic to get back to in-person networking with retailers, distributors, suppliers, and other beauty brands to showcase product launches within the three macro-sectors of the show: Cosmetics & Personal Care (finished products for retail), Professional Beauty (finished products for salons and spas), and Cosmopack (solutions for the entire beauty supply chain).

### Special Sections

Popular specialty areas also returned to the show floor, including Discover Beauty, Discover Beauty Spotlights, Discover Green, The Beauty Vanities, and Tones of Beauty. A CBD Beauty area featured beauty brands that have CBD as an essential ingredient, and made its

debut as part of the new larger Green Village, showcasing a select number of green and natural brands.

The Mentorship Program made its debut, offering exhibitors the unique opportunity to have one-on-one mentoring sessions with experts in their fields: retail & distribution, branding, funding, exporting, digital marketing & performance, SEO, social media, press, trends, and the multicultural market.

Also, for the first time this year, the Italian government sponsored 22 companies in the Italian country pavilion to support their presence and export opportunities to the U.S. market.

The show also saw the return of notable programs such as the Buyer Program, connecting exhibitors with top retailers, professional beauty distributors, and brands including Bloomingdale's, Cos Bar, Cult Beauty, Nordstrom, and The Detox Market.

### CosmoTalks

Through CosmoTalks, CPNA's conference format that combines creativity, inspiration and business, the trade show hosted more than 10 seminars both in-person and virtually.

### Next Year's Edition

The 19th edition of CPNA will be held July 12-14, 2022 in a new location—the Las Vegas Convention Center (LVCC).