



## CPNA Partners with Multicultural Think Tank 'Ready to Beauty'

A new series of economic equity initiatives are aimed at narrating a cross-cultural conversation—and don't miss the Tones of Beauty area.

**Cosmoprof** North America (CPNA) is introducing a series of new initiatives, including a partnership with 'Ready to Beauty'— the industry's first global think tank for multicultural entrepreneurs and brands.

The collaboration will be the first of many, CPNA's organizers say and will lay the foundation for a deeper understanding of the economics of the Black/African American beauty market.

Liza Rapay, head of marketing at CPNA says, "Our team is dedicated to understanding the issues of diversity, inclusion and their cultural impact on economics...to help the beauty industry become more inclusive, diverse and economically equitable."

CPNA's annual Tones of Beauty showcase debuted in 1995 to give niche and emerging brands of color a "show-within-a-show" space, showcasing "black and brown" beauty.

This year, the sixth edition of the Tones of Beauty showcase is curated by Corey Huggins, founder and managing director of Ready to Beauty—so be sure to stop by.

### Related Breaking News

Made from recyclable and biodegradable corrugated material, the box reduces plastic use during production by 70%.

Ulta Beauty's shop-in-shop experience brings prestige brands to Target stores.

Will use TikTok to educate on its ingredient-elimination philosophy, introduce new products and bring together fans.

The organizers cited concerns about Covid-19 variants and travel restrictions.

Consumers can now virtually try on over 400 shades of products across complexion, cheek, eye and lip categories on the brand's website.

Strengthens Westfall's geographic footprint by adding plants in the southeastern United States, as well in Kaiping, China.

Researchers from the Haereticus Environmental Laboratory urge the FDA to remove certain sunscreens from the market.

Wyatt Corp. invested in the K-beauty hair care brand.

The patented 5-in-1 skin care tool is magnetized to invigorate the skin.

Many single-use plastics will be banned starting in 2022.

It's the company's first step in a 5-year plan to roll out refill stations in stores across the globe, with new aluminum bottles.

The brand says it is responding to the increased demand for lip products due to the Covid pandemic

Pro-Change Black Shampoo was jointly developed with Dr. Haeshin Lee to gradually darken gray hair into blackish brown.

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Charles Sternberg, Assistant Editor