



The beauty industry restarts from OnBeauty by Cosmoprof Worldwide Bologna

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OnBeauty by Cosmoprof Worldwide Bologna brings together all sectors of the industry with a very essential exhibition format.

The division of entrances and exhibition areas between supply chain, retail channel and mass market on the one hand, and professional product on the other, allows to optimise business synergies between the most complementary production segments, in compliance with all safety regulations.

On Thursday 9 and Friday 10 September, OnBeauty by Cosmoprof Worldwide Bologna welcomes the leaders of the supply chain in Hall 31, with contractors, process technology and packaging suppliers interested in presenting new projects to indie brands and finished product companies.

On the same days, Hall 32 hosts the retail sector, with brands focusing on the multichannel transformation of the market and new marketing strategies.

In Hall 25, organised in collaboration with SANA, the international exhibition of organic and natural products, the most important brands of green and organic cosmetics are on the show floor, from Thursday 9 to Sunday 12 September.

The professional channel is ready to meet in Bologna on Saturday 11, Sunday 12 and Monday 13 September, with companies producing products and services for beauty salon and nail, spas and hairdressers.

A rich calendar of insights on the most current issues for the evolution of the cosmetics industry is scheduled, too.



"OnBeauty by Cosmoprof Worldwide Bologna meets the need of companies and operators to resume activities related to business development and networking - says Enrico Zannini, General Manager of BolognaFiere Cosmoprof.

"Thanks to the conjunction with SANA, the international exhibition of organic and natural products, and COSMOFARMA EXHIBITION, the Italian leading event for Health Care, Beauty Care and all services related to the world of pharmacy, over 20,000 attendees are expected in Bologna, for five days dedicated to new trends and future prospects for the health, wellness and personal care industry".