



## OnBeauty by Cosmoprof gets set for September in-person event

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OnBeauty by Cosmoprof, a trade event slated for September 9-13, 2021 in Bologna Italy, is set to unite supply chain, retail and professional product stakeholders from Italy and Europe as the industry welcomes the return of in-person events. The show is being held concurrently with organic and natural products exhibition SANA, and pharmacy health and beauty care event Cosmofarma Exhibition.

The pandemic may have put a brake on physical trade shows, but it hasn't tempered the cosmetics industry's thirst for innovation. BolognaFiere, organizers of new capsule event OnBeauty by Cosmoprof, hope that this exhibition will provide an opportunity to rebuild commercial relationships and take stock of industry challenges when it opens its doors next month.

"OnBeauty is dedicated exclusively to Italian and European companies and operators: with the current restrictions still in place in some countries, it is the only way to restart physical trade shows," a spokesperson for OnBeauty explains.

Taking place on September 9<sup>th</sup>-13<sup>th</sup>, 2021, OnBeauty by Cosmoprof is running concurrently with organic and natural products exhibition SANA and the pharmacy sector's event for health and beauty care, Cosmofarma Exhibition.

"The concurrence of the three events is a direct consequence of the current market transformation: healthcare, sustainability and personal care are increasingly linked, making their traditional differentiation almost meaningless," Gianpiero Calzolari, President of organizer BolognaFiere, said in a statement.



The event will have what the organizers call a “new, more essential exhibiting format” designed to optimize business synergies, with retail, mass market and supply chain sharing one portion of the exhibition area, and professional products in another space.

OnBeauty is set to host European exhibitors representing 17 markets, including the US, UK, Israel, Spain and Switzerland.

On September 9<sup>th</sup> and 10<sup>th</sup>, supply chain specialists - raw materials, formulation and packaging players -will exhibit in Hall 31, with confirmed exhibitors including Baralan, B.Kolormakeup & Skincare and Induplast. On those two days, brands linked to the retail channel, including importers will exhibit in Hall 32. And in partnership with SANA, green and organic brands will be a focus from September 9<sup>th</sup>-11<sup>th</sup>. The professional channel including salon, spa and nail will exhibit at the show from September 11<sup>th</sup> to 13<sup>th</sup>.

“With OnBeauty, BolognaFiere Cosmoprof has found the smart formula to gather all the main players of the sector and instill a desire for an enthusiastic recovery,” comments Renato Ancorotti, President of Ancorotti Cosmetics and President of Italian cosmetics association Cosmetica Italia.

Depending on show feedback, a similar event could be held next September. Cosmoprof Worldwide Bologna, meanwhile, is returning to its March dates next year, scheduled for March 10-13, 2022.