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# ESTETICA

the HairMagazine

USA



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## LET'S RESTART TOGETHER! ARE YOU READY FOR COSMOPROF 2022?

**RESTART:** this will be the keyword for the next edition of Cosmoprof Worldwide Bologna, in Bologna from 10<sup>th</sup> to 14<sup>th</sup> March 2022.

The exhibition, the most representative event for the global cosmetic industry, will welcome again the main players of the industry, from all over the world, offering the traditional itineraries through the different sectors and distribution channels: from Thursday to Sunday, the event will introduce the pavilions dedicated to the production chain of **Cosmopack** and to the retail and perfumery segment of **Cosmo Perfumery and Cosmetics**, while from Friday to Monday Bologna will welcome the professional operators with **Cosmo Hair, Nail and Beauty Salon**.

Cosmoprof Worldwide Bologna 2022 will offer, in one event, all the key figures of the **hair sector**, from companies to distributors, from hairdressers to hair salon owners, from trend experts to international scale hairstylists. An appointment very much anticipated for the hair segment, with stakeholders ready to meet again in person, after months of restrictions and distancing rules, and share experiences and new projects, strengthen commercial relationships and discover the new trends of the sector.

"The world of the hairstyle has been revolutionized by what has happened in the last few months, - highlights Enrico Zannini, General Manager of **Cosmoprof Worldwide Bologna**. - The digitalization and the growth of e-commerce have given a substantial boost to direct sales to consumers, but at the same time, they represent a new important challenge for the professional channel. Today, brands, distributors and operators must join forces to re-establish the quality of the sector and regain consumers' loyalty. **Cosmoprof 2022** will bring the attention back to the relationships between companies and hairdressers, with the objective of encouraging consumers' return to hair salons and re-assert the value of the experience and professionalism of hairstylists."

### THE VOICES OF THE INDUSTRY

The cosmetic industry is animated by a strong optimism: after having demonstrated to be able to withstand the unpredictable scenario of the recent months, entrepreneurs are now ready to meet the market's requirements with innovations, quality and professionalism. **Cosmoprof** is the perfect stage to start a new development path.

"Cosmoprof has its own magic that cannot be substituted by a digital event. Barex Italiana will participate as always, celebrating 53 years of presence at the exhibition and continuing to consider it the **most strategically important exhibition on an international level**," says Carlo Baisesi, founder and Managing Director of Barex Italiana. The return of **Cosmoprof** Bologna symbolizes a new signal of recovery, a step towards a (new) normality. Finally together for a few days, with the desire for direct relationships, paving at the idea of showing to the public what we have been creating. The pandemic will definitely impose new guidelines, but it will not take away our wish to meet and tell."

"Cosmoprof is surely a strategic presence for us to resume conversations with our potential stakeholders and strengthen past relationships after this long pandemic", highlights **Davide Bollati, President of Davines Group**, who pauses on the need of a more sustainable approach for the sector. "It becomes more and more evident that the only way to start and accelerate the necessary transformation of our current social-economic extractive model towards a new regenerative paradigm is to create alliances and multilateral coalition. These would work jointly to achieve the objective. For this reason, we created the **Regenerative Society Foundation**, of which I am the Vice-President, with the aim to promote a dialogue between stakeholders on the topic of regenerative economy, climate change and individual and collective wellness as engine of the economy itself. Moreover, it spreads knowledge and supports regeneration projects in many sectors and geographies. We recently announced the partnership with Rodale Institute in the field of organic regenerative agriculture. The new Davines Group - Rodale Institute European Regenerative Organic Center, starting from next autumn, will include an area of 10 hectares around the Davines Village in Parma and will concentrate its activities on the tight relationship between agriculture and the cosmetic sector".

Many are the companies that at **Cosmoprof Worldwide Bologna** will present new projects and growth plans. "This difficult time represented a **great challenge for everyone**. We took advantage of this forced break to bring forward our corporate and market expansion plans, as well as product development, - highlights Nico Parnazzini, Chief Executive Officer of Nuova Fapam. "We look forward to sharing these while finally participating in person to exhibitions that are fundamental for collaboration and exchange, especially for a dynamic sector such as the beauty and cosmetic one. Our company was recently at the center of a development

project that included a commercial and corporate expansion plan, which saw the involvement of Mandarin Capital Partners fund. An important challenge that aims high. We started and we did it with a broad-spectrum vision."

Oyster Cosmetics too started a transformation process in the last few months, adapting themselves to the new market needs. **Dimitri Markomichelakis, Marketing Director of OYSTER COSMETICS Spa**, offers a detailed picture of the ongoing process: "The company launched a new medium/long-term development plan, both industrial and strategic, aimed to internationalize and boost the 3 main areas of business: Professional, Consumer and Private Label. During these times of cuts and reductions, Oyster Cosmetics implemented the Strategic-Operative Marketing and the Sales Management Italia, with the integration of two new managers with many years of experience in the cosmetic sectors and of 14 agents specialized in the Consumer channel. We will therefore continue to attend international exhibitions to promote our multichannel and multibrand identity".

The return of in-person exhibitions is a key element for companies leaders of the hair segment, to resume normal business relationships. To highlight this aspect is **Daniela Moroni, Export Manager of Pool Service**. "Participating in OnBeauty and in **Cosmoprof 2022** is for us a synonym of optimism and great enthusiasm. It has been a few months since we started feeling the need of our hairstylists to meet again and participate in live shows to develop their creativity. The concept that the Hair Company Professional's stylists will bring on stage refers to the idea of "duality", inspired by the contrasting feelings that we experience on a daily basis, exploding in versatile looks that convey a new self-concept". This event has always been the meeting point for the main players of the professional hair sector and this year more than ever, it symbolizes the beginning of a new birth and a new start."

Keep following us for updates on Cosmoprof Worldwide Bologna!

For more information [www.cosmoprof.com](http://www.cosmoprof.com)