



OnBeauty by COSMOPROF

WHERE BEAUTY RESTARTED



The first physical exhibition for the cosmetics industry since the pandemic

OnBeauty by Cosmoprof Worldwide was held in Bologna from 9 to 13 September, bringing together companies, operators, buyers, distributors and retailers for the first physical exhibition dedicated to the cosmetics industry after the pandemic. Thanks to the synergy with Cosmofarma ReAzione, the leading event in the healthcare, beauty care and all services related to the world of pharmacy, and Sana, the international exhibition of organic and natural products, contacts and new projects between different channels were facilitated. The platform involved 1,150

brands and 50,000 operators. OnBeauty by Cosmoprof emphasized the optimism and resourcefulness of the sector which after a difficult period has shown its potential to return to pre-Covid economic values, thanks in particular to the innovation and creativity that continue to move suppliers, brands and professionals. The presence of international players from over 20 countries also showed the prestige of the Cosmoprof brand in the main markets. Necessarily resized in terms of the number of exhibitors and visitors, this did not prevent companies from registering excellent attendance of qualified operators and concrete business opportunities, thanks to strategic and targeted contacts. Renato Ancorotti, President of Cosmetica Italia – Personal Care Association, commented that “This is an important signal, projected towards a complete restart next year, with the 202 edition of Cosmoprof Worldwide Bologna.” The presence of both local and national politicians creates, he continued, “a dialogue that does not stop and continues with the aim of permanently protecting and accrediting cosmetics among the excellence of Made in Italy.”

As Enrico Zannini, General Manager of BolognaFiere Cosmoprof stressed, “OnBeauty by Cosmoprof is proof that the cosmetics industry has gone beyond the difficulties of the last months: brands and attendees finally returned to talk about new products, trends and the future. [...] OnBeauty by Cosmoprof was the rebirth event for our industry, providing enthusiasm to face the challenges of tomorrow.”

Cosmoprof Worldwide Bologna will be held in Bologna for the 53rd time from 10 to 14 March 2022: save the date!

