



# Cosmoprof North America

A NEW VENUE IN LAS VEGAS FOR THE US SHOW



From Tuesday July 12 to Thursday July 14 inclusive, the largest B2B beauty exhibition in the Americas will be hosted at the Las Vegas Convention Center (LVCC) in Las Vegas, Nevada. With the return to business, the beauty industry is adopting and advancing to support the newfound optimism and opportunities for growth in the United States. Cosmoprof North America will be once again opening its doors and providing attendees with an exhilarating show experience to learn and share the most important new developments in the industry. This year, the show has a new two hall format. For the first time Cosmopack North America, the only event in the Americas fully dedicated to the entire beauty supply chain, will have its own dedicated North Hall. At Cosmopack, visitors can discover innovative ingredients, raw materials, packaging, cutting-edge components, technological advances and more to take brands from concept to creation. Also featured is a dedicated Cosmopack Buyer Lounge, special activations, and

on the floor education complementary to exhibitors and attendees. Dedicated to finished products, the Cosmoprof North America West Hall will feature four macro sectors of Hair Care, Skin Care & Make-up, Nails, and Natural Products. Country Pavilions will showcase authentic elements and innovations from countries recognized for their strong heritage in beauty.

#### FEATURING THE RETURNS...

Returning this year are special areas dedicated to curated exhibitors including Discover Beauty, Discover Beauty Spotlights, Discover Green and The Beauty Vanities. Also returning are Cosmoprof North America special projects, including Boutique, a one-of-a-kind beauty sampling bar, the Buyer Program, which encourages networking between exhibitors and top buyers, Cosmoprof and Cosmopack North America Awards, CosmoTrends, Mentorship Program, and Press Zone. Cosmo Talks' wide-ranging seminars and workshops that combine creativity, inspiration and business will be hosted by powerhouses such as NPD, FIT, Spate, Insider's Guide to Spas, and BEAUTYSTREAMS amongst others. With more than 20 seminars and workshops, it aims to be the widest ranging series of conferences and in-depth talks in the beauty industry.



#### NEW INITIATIVES

Several initiatives are new in 2022, starting with Discover Black-Owned Beauty. This personalized curated display area is specially created for Black-owned beauty brands seeking access to market opportunities, educational resources, retail distribution and brand exposure. Curators Adrienne Mason and Maria Torres created the Beauty International Group with the intention of ensuring Black-owned beauty brands have access to investment capital, retail distribution, logistics and valuable industry know-how. This area facilitates retailers' commitment to the "15% pledge" which asks businesses to dedicate 15% of their shelf space to Black-owned brands.

