

COSMOPROF NORTH AMERICA POSTPONES ITS 18TH EDITION TO JUNE 2021

To ensure the safety of our exhibitors, attendees, staff, and event vendors, the show will take place June 27-29, 2021.

June 1, 2020 – Due to the rapidly evolving circumstances domestically and globally concerning COVID-19, event organizers BolognaFiere and the Professional Beauty Association have postponed the 18th edition of Cosmoprof North America from September 2020 to June 27-29, 2021.

“We have been actively monitoring ongoing developments regarding this global health emergency and have decided that rescheduling the show to 2021 is necessary to ensure the health and safety of our exhibitors, attendees, and partners,” says Enrico Zannini, General Manager of BolognaFiere Cosmoprof SpA. “The well-being of the Cosmoprof community remains our top priority as we eagerly await the opportunity to connect the beauty industry face-to-face again.”

“Our commitment remains to providing a show environment that is both productive and safe, and postponing will allow us to meet our community’s expectations,” says Steve Sleeper, Executive Director of the Professional Beauty Association. “We are thankful for the patience and overwhelming support we have received from our exhibitors, attendees, and partners in navigating this unprecedented situation.”

In the coming months, Cosmoprof North America will be working diligently on launching a virtual trade show in the fall to connect current exhibitors with buyers, distributors, retailers, and press from the Cosmoprof community to encourage networking and business opportunities. Meanwhile, the entire team will remain devoted to ensuring the 18th edition operates at the level of prestige the show has been recognized for the past 17 years.

About Cosmoprof North America: Cosmoprof North America is recognized for its dynamic growth and unique programs. The event offers the entire industry an opportunity to come together, make new relationships, and foster collaborations. Cosmoprof North America serves as the premier launching pad for new beauty brands, introducing revolutionary technologies, product innovations, and new channels for distribution, packaging, and manufacturing. The show is a powerful platform that has the ongoing support and presence of leading beauty associations and key industry entities. Cosmoprof North America is one of the destinations of the Cosmoprof network, today a 360° worldwide platform for the international beauty community, with shows in Bologna, Hong Kong, Mumbai, and Bangkok, which all together involve over 500,000 professionals and 10,000 exhibitors from all over the world.

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