

COSMOPROF NORTH AMERICA RESCHEDULED TO AUGUST 29-31, 2021

December 2020 – The 18th edition of **Cosmoprof North America**, the leading event for the cosmetic industry in the Americas, will take place **from August 29-31, 2021** at the **Mandalay Bay Convention Center in Las Vegas**. The show is organized by NABE, a joint-venture between BolognaFiere and the Professional Beauty Association (PBA).

The event, previously scheduled for next June, has been further postponed to ensure a business experience in line with the participants' expectations. Cosmoprof North America is a reference event for attendees from the West and East Coast of the United States, Canada, and Central America. 40,000 professionals and more than 1,400 companies from 43 countries reach Las Vegas every year to discover new launches, emerging brands, technologies, and innovations proposed by indie brands, many of which have their roots on the West Coast.

"Cosmoprof North America has recorded constant growth from edition to edition: for this reason, we must evaluate all possible solutions to offer a quality event," said **Enrico Zannini, General Manager of BolognaFiere Cosmoprof SpA**. "The Cosmoprof format has adapted over the years to the needs of the North American market, with dynamic and creative initiatives specific to the new communication and distribution channels that find fertile ground in the United States. Therefore, it is necessary to ensure all attendees the best conditions for a professional experience in total serenity and safety, in line with the peculiarities of the exhibition." **Steve Sleeper, Executive Director of the Professional Beauty Association**, added, "As with BolognaFiere Cosmoprof SpA's position, it's imperative to the Professional Beauty Association that the best — and safest — experience is provided at Cosmoprof North America. We are dedicated to producing a compelling, engaging event worth waiting for in the safest environment possible that mirrors government recommendations."

Cosmoprof North America will bring back its three macro-sector division to facilitate the visit of qualified attendees.

Cosmetics & Personal Care will host finished products for skincare, personal care, fragrances, and organic & natural beauty, presented by the best companies worldwide and focused on the retail channel.

Cosmopack will welcome leading companies for the supply chain, with solutions for developers interested in creating their brand or for R&D managers looking for innovative packaging formulas or solutions.

Professional Beauty is the section dedicated to the professional channel, with hair care, accessories, and furnishings for hair salons and spas, of specific interest for local and international distributors.

For further information, please visit cosmoprofnorthamerica.com.

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