



COSMOPROF
NORTH AMERICA LAS VEGAS
JULY 2018
29TH - 31ST
LAS VEGAS
MANDALAY BAY
CONVENTION CENTER

COSMOPROF NORTH AMERICA GEARING UP FOR ANOTHER SUCCESSFUL SHOW
--PACKAGING, CONTRACT MANUFACTURING AND FORMULATION
ONCE AGAIN TAKE CENTER STAGE AT THE ANNUAL EVENT--

Cosmoprof North America is gearing up for its **16th edition**, to be held again this year at **Mandalay Bay Convention Center in Las Vegas from July 29-July 31**. Registration is now open for the all-encompassing, award-winning, b2b beauty exhibition. The event covers all facets of the industry, offering retailers, distributors, beauty brands and suppliers alike the unique opportunity to discover trend-directional solutions to meet their needs from the acclaimed packaging, cosmetic & personal care and professional beauty pavilions.

The event also provides ample opportunity for attendees to grow their business through its robust educational programs which are now also open for registration. Programs are being offered in cooperation with many leading associations and publications including; Women's Wear Daily (WWD), Entrepreneur Magazine, Buzzfeed, Insider's Guide to Spas, CEW, The Brain Trust-CAA, FIDM, Beauty Packaging, BXP Magazine, Fat Mascara, Cosmetics Design, Professional Beauty Association (PBA).

Cosmoprof North America (CPNA) is a celebration of beauty that provides key executives from around the world with the opportunity to discover new partnerships for growth and innovative solutions for evolving brands.

Significant growth is expected in the packaging and manufacturing area for 2018, due in part to the special area **DISCOVER PACK**, which for the second year in a row spotlights the packaging industry and reinforces the importance packaging plays in the beauty industry. The area is exclusive to first-time CPNA exhibitors and returning DISCOVER PACK participants. All participants benefit from prime placement on the show floor and unsurpassed exposure. First-time exhibitors further benefit from face-to-face meetings with key U.S. and international buyers in addition to receiving prime placement on the show floor and unsurpassed exposure.

Due to the unique format of CPNA, which gathers the beauty industry under one roof, companies specializing in contract manufacturing, packaging and solutions for the beauty industry can take advantage of the fact CPNA features over 1,000 finished goods companies. In addition, CPNA welcomes a large number of visitors from prime beauty hub, California - giving exhibitors a built-in client base and direct access to up and-coming indie beauty brands seeking innovation.

The intersection between branded finished products and the supply chain is the main strength of the Cosmoprof Worldwide platform, which saw tremendous success at Cosmopack events in Bologna and Hong Kong. To support its packaging efforts further, CPNA will expand its robust conference schedule to include sessions specifically focused on packaging and product development.

CPNA will also debut a new collaboration with the **FIDM/Fashion Institute of Design & Merchandising** that reinforces innovation and continuous education in the ever-evolving world of beauty. Through mid-June 2018, FIDM undergraduate students will be challenged to create a connected beauty concept for 2050. Finalists concepts will be



featured exclusively at CPNA. Besides creating some new concepts, the collaboration between CPNA and FIDM gives students first-hand experience with international companies and provides an engaging way for them to build key business skills. Five teams, each focused on one beauty category and consisting of one graphic design and one beauty marketing student, will be asked to consider what smart packaging might look like in 30 years, as well as what kind of formulation or delivery system products will have. Students will be required to answer these questions as well as how the product will ultimately look and be displayed.

Bringing 'implementable innovation' from around the globe and from diverse industries, **Material ConneXion** will display an example of its **Innovation Wall** featuring unique materials and technologies for beauty packaging. The installation will be located in Bayside A for attendees to touch, learn and explore the latest possibilities in sustainable, functional and interactive materials.

CPNA will also hold **The Beauty Innovation & Design Awards (BeautyID Awards)**, which recognizes creativity in packaging design, material and product formulation in the ever-growing beauty segment at this year's show. The Awards cover all cosmetic product categories (hair, nail, skin, color, personal care, fragrance and sustainability) across professional, prestige and mass market segments. In addition, one category is dedicated specifically to cosmetic contract manufacturing.

To learn more about exhibiting or becoming a qualified buyer to the area, please contact Simona Georgescu at marketing@cosmoprofnorthamerica.com.

To learn more about the Beauty ID Awards please visit www.beautyidawards.com

For general information, visit: www.cosmoprofnorthamerica.com Event information and exhibitor updates are also posted on Facebook, Twitter and Instagram (@COSMOPROFNA).

ABOUT COSMOPROF NORTH AMERICA

Cosmoprof North America (CPNA) is the award winning premier international B2B beauty trade show covering all facets of the industry under one roof and the largest event of its kind in the Americas. For more information, please visit www.cosmoprofnorthamerica.com. Event information and exhibitor updates are also posted on Facebook, Twitter (@cosmoproflv) and Instagram (@cosmoprofna).

Organizer: Cosmoprof North America is organized by North American Beauty Events LLC, a joint-venture company between the Professional Beauty Association and BolognaFiere Cosmoprof S.p.a.

BolognaFiere Cosmoprof S.p.a., the world's leading trade show organizer in the cosmetics, fashion, architecture, building, art and culture sectors, features in its portfolio more than 80 exhibitions, both domestic and international, among which Cosmoprof, an international platform with events in Bologna (established 1967), Hong Kong (established 1996) and Las Vegas (established 2003). www.bolognafiere.it

The Professional Beauty Association (PBA) advances the professional beauty industry by providing our members with education, charitable outreach, government advocacy, events and more. PBA is the largest organization of industry professionals with members representing salons and spas, distributors, manufacturers, and beauty professionals/NCA. Visit probeauty.org or call 800.468.2274 (480.281.0424) to learn more. www.probeauty.org

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