

COSMOPROF WORLDWIDE BOLOGNA 2019

A JOURNEY INTO THE COSMETIC UNIVERSE, BETWEEN PAST TRADITIONS AND THE FUTURE AVANT-GARDE

A time travel into the beauty universe, from the discoveries of the past that laid the foundations of the modern cosmetic industry to the cutting-edge and sustainable technologies used today by leading companies focused on formulations, materials and industrial production: this is **Cosmoprof Worldwide Bologna 2019**, the leading B2B event for the cosmetic industry.

Over 2,900 exhibitors and **250,000 professionals** from over 170 countries are anticipated in Bologna this March. There will be **26 country and group pavilions**, representing Austria, Belgium, California, Chile, China, France, Germany, Greece, Indonesia, Ireland, Israel, Japan, Korea, Latvia, Pakistan, Poland, Romania, Spain, South Africa, Sweden, Switzerland, Taiwan, Turkey, United Arab Emirates, United Kingdom and the United States. **Over 30 sessions have been** scheduled as part of CosmoTalks, with the participation of **150 international speakers**. These are the elements that make Cosmoprof Worldwide Bologna the observatory of the excellence of the beauty universe, the place where the trends of the future take shape, adapting the traditions and discoveries of the past.

To facilitate business opportunities and networking, Cosmoprof 2019 confirms the targeted opening dates and reinforces the distinction of each area according to product sectors, with a new and more functional layout of the halls. **From Thursday 14 to Sunday 17 March 2019, Cosmopack and Cosmo | Perfumery & Cosmetics** will open its doors for producers and specialists of the supply chain, finished product companies, and buyers/retailers, with the latter focusing on the Perfumery and Cosmetics sector, Green & Organic Beauty, and Cosmoprime, the area dedicated to high-end cosmetics. **From Friday 15 to Monday 18 March**, the show opens for the professional distribution channels of **Cosmo | Hair & Nail & Beauty Salon**, with the participation of salon owners and beauty centers, hair stylists, hairdressers, nail technicians, and distributors specialized in these segments. We will introduce more details of each exhibition area as below.

COSMOPACK

Cosmopack has seen an important growth in exhibitors compared to its previous edition: the show will cover the pavilions 20, 15, 15A and 18 and, new for 2019, part of the hall 19. Innovation will be the key theme of **Cosmopack 2019**, occurring Thursday 14 to Sunday 17 March 2019. The show dedicated to contract manufacturing and private label, process and packaging machinery, primary and secondary packaging, applicators ingredients, and raw materials will welcome the management of international cosmetic brands, purchasing managers, marketing and product development, R & D, and retailers interested in the previews of the collections and the latest innovations in technological research in the cosmetic supply chain.

Hall 19 will host the seventh edition of **The Cosmopack Factory** project, which for 2019, will present the production process of **NO.CO. - NO COMPROMISE**, a scalp oil made with the most environmentally-friendly industrial solutions and techniques. Thanks to its innovative formula and the use of ingredients of natural origin, NO.CO. is a water safe product; to remove it, only a third of the amount of water usually used during the rinsing phase is needed. Furthermore, the primary packaging of NO.CO. will be made with 100% recycled PET. The design of the bottle is being developed by the international agency **centdegrés**; the technologies used for the realization of the project are provided by a selection of companies exhibiting at Cosmopack: **Cosmoproject** for the formula, **Omas Tecnosistemi** for the machinery, **Verve** for packaging, and **Aliplast** for the regenerated PET polymer for the production of the bottle.

COSMO | PERFUMERY & COSMETICS

From Thursday 14 to Sunday 17 March, pavilions 16, 22, 26, and 19 will host the companies of Perfumery and Cosmetics, pavilion 21 will show the best of the green universe, and in hall 14, Cosmoprime will take place.

Cosmoprime is dedicated to the future of perfumery, offering Italian and international retailers a vision of the latest trends in the sector, emerging brands and new solutions focusing on shop experience. The special area features high-end cosmetics with a selective distribution.

Cosmoprime will pay special attention to sustainability: from companies with products for the retail channel with natural ingredients of **Green Prime**, to perfumery and prestige cosmetics proposals showcasing in the **Extraordinary Gallery**, with a focus dedicated to the green & organic beauty, the **Extraordinary Green Gallery**. A new area, **Zoom On Emerging Prime**, will host young companies that are first-time exhibitors at Cosmoprof, bringing innovative proposals for the retail channel.

COSMO | HAIR & NAIL & BEAUTY SALON

From Friday 15 to Monday 18 March, beauty professionals can find out what's new for the **Hair** sector in Halls 25, 31, 32, 35 and 37, for the world of **Beauty Salon & Spa**, which at Cosmoprof 2019 will exhibit in the new pavilions 28, 29 and 30, and for the **Nail** world, in pavilion 36. The increase in the exhibition area by 20% represents the growth that is affecting the Beauty Salon and Spa sector. The pavilions dedicated to the sector, thanks to an impressive restoring, will be the best showcase for the most technological machinery and trends.

After the acquisition by BolognaFiere of the German group **Health and Beauty**, organizer of all the events of the **Beauty Forum** platform, Cosmoprof 2019 will present **The Beauty Forum Gallery**, a new area located in **The Mall** along hall 29. The area will host companies in the Beauty & Spa sector, which are already participating in the Beauty Forum events, and will welcome selected buyers within the International Buyer Program, thus increasing the business and networking opportunities for exhibitors.

Hairstylists, hairdressers, salon owners and operators, together with hair care distributors will find the best in the Hair sector in halls 25, 31, 32, 35 and, new for the 2019 edition, the 37th.

Among the scheduled events will be the **UBS-United Barbers Show®** in Hall 35, in collaboration with **Sen Martin**, **Barber Mind**, and **Bottega della Barba**. On March 17th and 18th, more than 5,000 barbers will have the opportunity to take part in the world championship dedicated to the barber world; in addition to a rich program of shows, performances, and workshops, 60 barbers will take part in the competition.

Other unique **programs** in 2019 Cosmoprof Worldwide Bologna are as below.

LEONARDO DA VINCI - GENIUS AND BEAUTY

From 14 to 18 March, at the Service Center, there will be an exclusive exhibition dedicated to the innovations brought by the genius of Leonardo da Vinci in the cosmetic field. The installation was born from the collaboration between Cosmoprof, Cosmetica Italia – Personal Care Association, and Accademia del Profumo, on the occasion of the 500th anniversary of the artist's death. On display will be a selection of reproductions of the codes with the studies of Leonardo da Vinci on the most advanced extraction techniques- still used today in the fragrance sector- on the most suitable plants and flowers for hair coloring, and on the most original hairstyles recommended for Renaissance women and visible in many of his paintings.

COSMOPROF AND COSMOPACK AWARDS

Cosmoprof and Cosmopack Awards reward the most innovative projects presented by 2,947 exhibitors at Cosmoprof Worldwide Bologna 2019. The initiative is getting more and more recognition from operators and opinion leaders in the sector, because it is the first contest that involves all the sectors of the cosmetic industry. Thanks to the installation The Store at the service center, the 2019 project becomes more dynamic and more engaging. The area, designed in collaboration with the design agency centdegrès, will offer an interactive customer experience, thanks to the innovations presented by important international companies in the beauty-tech sector, which will allow visitors to test products, discover materials and access exclusive contents and information.

COSMOTALKS

For the third consecutive edition, CosmoTalks will offer to professionals, marketing and communication managers, R & D and brand managers of beauty multinationals an exclusive look at the evolution of the cosmetic industry of the future. There will be over 30 sessions scheduled, on Thursday 14, Friday 15 and Saturday 16 March, with the participation of 200 international speakers. 2 stages will be reserved for the initiative, both located within the Service Center. Thanks to the strategic location, more than 5,000 participants are expected for the 2019 edition. Among the topics covered, market research, new products, market trends and digital tools that opinion leaders, trend agencies and leading international companies have identified as the basis for the evolution of the sector. Common issue for all the panels, sustainability.

COSMOTRENDS

Thanks to the prestige acquired in over 50 years of history, Cosmoprof is the trendsetter event for the beauty sector. It is at Cosmoprof Worldwide Bologna that leading companies in the sector present their new products and the latest innovations, which will influence market trends. CosmoTrends offers an exclusive preview of the future must-haves for the industry. Thanks to the contribution of Beautystreams, an internationally renowned trend agency, 40 products will be presented before the event as those that will dictate the development of the market in the coming months. At the entrance of Hall 14 - Cosmoprime, an installation will give visibility to this first selection, allowing visitors to discover more about future products and trends. During Cosmoprof, the Beautystreams team of experts will walk the corridors of the fairground, looking for the most original novelties, to prepare an overall report at the end of the 2019 edition with the trendiest products of the entire show. An important guide for the press, buyers and R & D managers to find out what really works for the global market.

Thanks to **BolognaFiere Group**, the Cosmoprof platform extends throughout the entire world. Together with the events in Bologna, Las Vegas, Mumbai, and Hong Kong (with **Cosmoprof Worldwide Bologna**, **Cosmoprof North America**, **Cosmoprof India**, and **Cosmoprof Asia**), the group participates as an international sales agent for events dedicated to the beauty world in strategic markets for the sector: **Belleza y Salud** in Bogotá, Colombia and **AseanBeauty** (Thailand), **PhilBeauty** (Philippines), **VietBeauty** (Vietnam), and **BeautyExpo** (Malaysia) in Southeast Asia. From 2019, the Cosmoprof platform in South America will reinforce its influence, thanks to the collaboration with **Beauty Fair - Feira Internacional De Beleza Profissional**, the event in Sao Paulo, Brazil, for local beauty professionals and distributors.

For further information, visit www.cosmoprof.com.