

THE NEW FRONTIERS OF THE COSMETIC INDUSTRY AT COSMOPROF WORLDWIDE BOLOGNA 2020

December 2019 – Innovations, technologies and brand-new projects for the cosmetic industry will be presented at **Cosmoprof Worldwide Bologna 2020**. From **12 to 15 March** with **Cosmopack** and **Cosmo | Perfumery & Cosmetics** and from **13 to 16 March** with **Cosmo | Hair, Nail & Beauty Salon**, the leading B2B event in the world dedicated to cosmetics will host experts, opinion leaders, agencies and trend scouts, to share the possible factors that, from now until 2030, will characterize the evolution of beauty worldwide.

"Cosmoprof Worldwide Bologna is a unique event of its kind, because it offers a complete overview of the beauty sector - says **Gianpiero Calzolari, President of BolognaFiere**. - With over 150 countries represented, more than 3,000 exhibiting companies and over 265,000 operators, the event hosts the traditions of every corner of the world, presents the excellence of each country and offers a projection of trends for the next 10 years. At its 53rd edition, Cosmoprof is still the most up-to-date format, following current market needs."

Cosmoprof Worldwide Bologna 2020 will welcome professionals and experts from all over the world in thematic garden specific to each sector: from the roots of today's cosmetic industry, the vision of cosmetics in 2030 will take shape on the show floor. The experts will be able to evaluate how their activity will have to adapt to phenomena such as the digital revolution, new forms of socialization, attention to sustainability and environmental resources, and the multicultural evolution of our society.

THE NEXT FRONTIER OF INNOVATION: BEAUTYTECH START-UPS

Research and Development is one of the driving forces of today's cosmetic industry: it is thanks in part to the study of new technologies, new ingredients, and interaction between brand and customer that leading international companies have been able to establish themselves in the sector.

On the threshold of a new decade, the new frontier of innovation is *beauty tech*: beauty becomes digital, and Artificial Intelligence, Virtual Reality and Augmented Reality become key elements for taking care of one's self.

At Cosmoprof Worldwide Bologna 2020, the Service Center will host **32 start-ups** specialized in online platforms, digital solutions, virtual apps for product testing, e-make-up and 3D make-up services, software and services for customization, new solutions for retail stores, and interactive digital platforms. The area will be located within the **Garden of Innovation**, managed by the trend agency Beautystreams, and will be dedicated to the megatrends that will influence our society in the future and to the innovations that will characterize the beauty sector in the next 10 years.

Thanks to the support of the Italian Ministry of Economic Development and ITA - Italian Trade Agency, the start-ups will participate in **Cosmoprof Next**: a pitch competition that will promote the best projects by venture capitalists, investors and institutions.

The initiative is organized in collaboration with **Cariplo Factory**, **FaB - Fashion and Beautytech**, **FoundersFactory**, **Living in Digital Times**, and **Unicredit Start Lab**.

COSMOPROF & COSMOPACK AWARDS

Cosmoprof keeps on selecting the best products and services for the beauty sector. Starting from December 12, 2019, exhibiting companies will have the possibility to send their best projects and participate in the **Cosmoprof & Cosmopack Awards 2020**. A jury made of 50 opinion leaders, representing trend experts, managers and R&D, designers, journalists and influencers, will select the most innovative entries.

For **Cosmoprof Awards**, there are 5 categories dedicated to the best proposals in finished product: *Skin Saviors*, *New Kid*, *Hair Industry breakthrough*, *Make-up and Nail game-changer of the year*, *Nature Miracles*.

The **Cosmopack Awards** will celebrate the excellence in the supply chain, following 5 categories: *The Fountain of Youth: the ageless Skincare formula*, *Luminary make-up packaging*, *Designers' delight in packaging*, *The make-up formula transformer*, *Champion of sustainability*.

Winners will be announced on March, Friday 13, at the Service Center.

COSMOTALKS

The most qualified international experts and opinion leaders will participate in CosmoTalks, the educational section of Cosmoprof Worldwide Bologna 2020, to share their vision of the future of the industry and analyze the trends, new media, digital innovations, and the social and economic changes that will most influence the beauty industry.

At the Service Center, from **Thursday 12 to Saturday 14 March**, **10 panels** will focus on key issues for operators and companies in the sector: the future, trends, new markets, digital, and sustainability. International journalists, managers of multinational companies, influencers, and experts from the fashion, art and lifestyle sectors will offer an innovative and disruptive approach to the evolution taking place in the beauty sector.

THE INITIATIVES FOR THE HAIR SECTOR

On **Sunday 15 and Monday 16**, the Service Center will be transformed into a stage dedicated to men's cosmetics. **Hair & Barber Forum** will discuss the characteristics of this continuously growing segment. Internationally renowned hairstylists and professionals will discuss themes from personal care to barber trends and from training to hair salons' future innovations. Further to that, live demonstrations and Look & Learn sessions will be scheduled. In Hall 35, **United Barber Show** will host the best barber companies in an exclusive area totally dedicated to the sector.

Another highlight of the show will be **Hair Ring**, the platform dedicated to young talents, with the collaboration of *Camera Italiana dell'Acconciatura*. On **Sunday 15 and Monday 16 March**, the creativity and enthusiasm of the young hairdressers will enrich the exhibition offering of **JOY-for jewelry lovers 2020**, the event dedicated to fashion jewelry. On stage, glamorous hairstyles will be created from the combination of talent and jewelry.

THE INITIATIVES FOR THE BEAUTY SALON AND SPA SECTOR

The trends and innovations for the beauty salon and spa sector will be the focal points of **OnStage**. For the 2020 edition, Cosmoprof proposes an innovative approach: within the Beauty Forum Gallery, **from Friday 13 to Monday 16**, the newest and best performing massage techniques, the latest news concerning dermo-pigmentation, "sound therapy", and SPA treatments will be the subject of live demonstrations with international experts, who will help beauty professionals to rediscover the centrality of their professionalism and training. Sales and management techniques of the beauty sector and the latest trends in make-up will also be showcased. With the innovations and technologies in the industry, beauticians today have a unique role in the care and well-being of customers.

BolognaFiere Cosmoprof, company of BolognaFiere group, has brought the Cosmoprof format to the whole world. In addition to the Cosmoprof brand events in Bologna, Las Vegas, Mumbai, and Hong Kong (with **Cosmoprof Worldwide Bologna**, **Cosmoprof North America**, **Cosmoprof India**, and **Cosmoprof Asia**), the group has recently announced the first edition of **Cosmoprof CBE ASEAN**, to debut in 2020 in Bangkok, Thailand, with a focus on the cosmetic industry of South-East Asia. In 2020, **South China Beauty Expo** will also debut, focusing on the professional sector in China.

BolognaFiere Cosmoprof participates as an international sales agent in the organization of events dedicated to the beauty world in strategic markets for the growth of the sector, with a specific focus in South America and Asia. Among them, Cosmoprof collaborates with **Beauty Fair - Feira Internacional de Beleza Profissional** in Sao Paulo, Brazil, dedicated to professional operators and local distributors in the hair sector.

New projects are being scheduled for the upcoming months with particular attention to emerging markets.

For more information, visit www.cosmoprof.com