

COSMOPACK 2020: THE CRADLE OF THE MOST INNOVATIVE SOLUTIONS FOR THE BEAUTY INDUSTRY

Milan, February 5, 2020 – At Cosmoprof Worldwide Bologna there is an area that more than the others is invested by the stream of innovations and new technological solutions: it is **Cosmopack**, the only exhibition that hosts the whole supply chain - contract manufacturing and private label, process and packaging, primary and secondary packaging, applicators, ingredients and raw materials. If Cosmoprof Worldwide Bologna represents the universe of distribution and the main novelties for all its sales channels, Cosmopack is the production core of the cosmetic industry.

This year, Cosmopack hosts **22,9% of all 2020 exhibitors**.

The **19PK area** is growing, with leading companies specialized in machinery and production solutions. For this edition, the segment will be on display as well in part of the hall 20, but in 2021 an entire pavilion will be dedicated exclusively to machinery, which is a peculiar sector of Cosmopack in comparison to other trade shows.

This year 50 machinery and process packing providers are showcasing in Bologna. Just in Italy, the sector has over 8 billion euros in turnover (+ 1.8% on 2018), as recently communicated by the Ucima Studies Office (Union of Italian Manufacturers, Automatic machines for wrapping and packing). It is considered an Italian excellence, with successful business in Asia, the EU and Africa / Oceania. However, many challenges are looming on the horizon, due to the unstable international geo-political balances. At Cosmopack, operators in the sector will build a common strategy to face the future scenario.

Hall 15 is confirmed as the reference area for international manufacturers specializing in full services for the industry. **Hall 18** will host OEM and packaging sectors. In **hall 20**, together with the machinery sector, there will be space for companies specializing in packaging, with the most performing proposals following market needs and trends.

Cosmopack is an event highly appreciated not only by operators and buyers specialized in contract manufacturing, but also by influencers and trend scouts, who can have a preview of brand-new collections, before their launch on the market by multinational big brands.

COSMOFACTORY

The eighth edition of **CosmoFactory**, the initiative born within Cosmopack, will be one of the three steps of **THE GARDEN OF DIVERSITY**, the installation of Cosmoprof Worldwide Bologna 2020 which will focus on the concept of diversity, a characteristic element of the evolution of society in the next 10 years in a multi-ethnic and multi-cultural key.

The installation will represent the production, the shopping experience and the testing of a product. The first step is the Factory in Hall 19PK, the only example of a fully functional production chain recreated within a trade show, as an ode to the know-how of manufacturers and to technological revolution.

The protagonist of the initiative is "**Six4all**" - a foundation that combines a neutral base with 6 shades of colours. A skilful mix allows you to create a specific product for each skin tone. The installation, curated by the design agency **centdegrés**, will produce the neutral base, a highly performing product with anti-aging effects for a trendy bonne-mine look.

Pink Frogs Cosmetics will patent the base formula, **Marchesini Group Beauty** will provide the machines, **PennelliFaro** will offer the most performing brush, **Scandolara** will take care of the primary packaging, an exclusive aluminium tube, and secondary packaging will be by **Gatto Astucci** - a clutch designed to highlight the quality of the product.

The project is inspired by the strong relationship between make-up and art: the 6 shades of "**Six4all**" become a palette of colours available to the artistic talent of the make-up artists, and each individual becomes a canvas with unique peculiarities, to be exalted and proudly displayed. "**Six4all**" is made according to ISO GMP 22716, respecting and promoting the values of the circular economy.

From production to purchasing experience: in Cosmoprime - pad. 14, a test with a skin diagnostic device, **Delfin**, made available by **For lab Italia** will guide visitors to discover the specific characteristics of their skin type, and consequently the most suitable nuances of "**Six4all**" to obtain the best shade.

In the Mall - pav. 29, a team of make-up artists will help attendees in testing the foundation directly on their skin.

THE SUPPLY CHAIN LOOKS TO THE FUTURE: COSMOPACK 2020 TRENDS

It is not only technological innovation that guides the development of the production chain. Companies specializing in solutions for the cosmetic industry are the first division called to face the needs of consumers. Sustainability, resource management, recycling and 0 - waste, big-data management are already some of the most important challenges for manufacturers. These issues are leading to patents for manufacturing with 3D printing technologies, or to the research of new raw materials for primary packaging, in order to replace traditional plastics. Customization is not just a trend among consumers, but it is influencing the business relationship with brands of finished product. Every industrial solution, from machinery to formulation, from applicator to packaging, must adapt to the specific needs of the brands, who are constantly in search of exclusive innovations that will satisfy the new generations of consumers. There are many unknown challenges to face in the future, and Cosmopack 2020 is the opportunity to find the most suitable solutions.

For further information, www.cosmoprof.com