

COSMO | HAIR NAIL & BEAUTY SALON PRESENTS WHAT'S NEW FOR THE PROFESSIONAL MARKET

The best performing treatments and skills to meet the needs of the 2030 consumer

Milan, February 5, 2020 – Cosmoprof Worldwide Bologna has always attracted distributors, companies and operators of the professional channel, in search of how to retain the consumer with quality services and treatments.

COSMO | Hair, Nail & Beauty Salon represents the perfect combination of training, updating and networking. It is the cradle of trends for wellness and body care, with international experts anticipating the evolution of the market for the professional channel, which after difficult years has finally registered signs of recovery. For the next edition, **from Friday 13 to Monday 16 March**, the salon will host **50,9% of all exhibitors**, with initiatives and live demonstrations dedicated to owners and operators of beauty centers and hair salons. Particular attention will be paid to buyers and distributors specialized in the professional channel, who will have an exclusive Buyer Lounge at The Mall to meet exhibiting companies and develop new projects.

THE NEW FRONTIERS OF WELLNESS FOR THE BEAUTY & SPA SECTOR

In **pavilions 28, 29 and 30**, companies for the Beauty & Spa sector will present the most innovative products and machinery, in a modern and functional space, thanks to its recently renovated exhibition spaces. Owners and operators of beauty centers will discover the most functional anti-aging treatments, the products with anti-pollution effect that best adapt to the needs of today's consumer, and the most advanced machinery, to offer increasingly performing and effective services.

The transformation of the sector in the recent years has forced professionals to pay greater attention to issues such as training, team management, digital media and customer service. In the next future, professionals will need to face new challenges: the increase in stress and pollution in our cities, the reduction of environmental resources, the hyper-digitization of the new generations require a new approach from operators, who must be able to deal with these new issues with professional commitment. In 2030, the beauty center will become a place where you can find some relief from the difficulties of everyday life, in harmony with your body, thanks to beauticians who know how to take care of your well-being.

The next edition of Cosmoprof will offer suggestions and contents which could be useful to fulfil the needs of new customers, drawing inspiration from the evolution of the market today. New massage techniques, wellness treatments with innovative technologies such as "sound therapy", the evolution of skin-pigmentation techniques, the make-up trends of the moment will enrich the calendar of shows at **CosmoOnstage**, the area dedicated to performances and workshops with leading companies, professional academies, associations and international experts.

The area will be located within the **Beauty Forum Gallery**, the exhibition space organized by Beauty Forum, the European network which has joined the large Cosmoprof family since last year.

In The Mall, Cosmoprof and Lifexcellence, a leading company in SPA business services, will present **SPAcE 99 | The Spa Experience**: a temporary spa, designed by Andrea Bovero and created thanks to the contribution of leading companies in the international wellness market and with the patronage of the International Aesthetics and Cosmetology Committee (CIDESCO). The area set up with the support of Sainte Claire, a leading company in the sector of design and construction of luxury spas, will reproduce an emotional experience inside a wellness center, with a look towards treatments, perfumes, sounds, colours and materials of the spa of the future. Lifexcellence will also collaborate in the Buyer Lounge in The Mall. The Essential Bar will offer unprecedented taste experiences, bringing the world of wellness closer to food and wine. In addition, thanks to the contribution of QC TERME, the most important and innovative reality in the wellness, spa and hotel hospitality sector, buyers will have exclusive relaxing corners at their disposal, where to test products and treatments of selected exhibitors, in their free breaks from B2B meetings.

The Mall will also host the area dedicated to **"Six4all"**, the foundation presented at the **Garden of Diversity**. Thanks to the presence of professional make-up artists, visitors will

discover the best shades for their skin tone among the 6 proposals in the CosmoFactory, the production chain set up inside Cosmopack. Touches of brush from Six4all colour palette will highlight the unique characteristics of each individual.

THE HAIR SECTOR AT COSMOPROF: TRENDS, TALENTS AND TRAINING TO CONQUER THE MARKET

The Hair sector will be host in **halls 25, 31, 32, 33 and 35**. For the 2020 edition, the exhibition area is affected by the renovations undertaken by BolognaFiere Group, but in 2021 exhibitors in the sector will make the most of the new and functional structures which are under construction.

Hair is experiencing positivity and resourcefulness. The colour sector is still one of the excellences of *Made in Italy*; hair companies are launching multifunctional products, to meet the needs of customers who want to combine time and quality to high-level performance.

Not to forget a third, basic value: sustainability. Products based on natural ingredients are increasing, together with those fighting damages caused by air pollution. Healthy and bright hair: this is what consumers want today, at any age.

It is up to the hairdresser to find the perfect combination of well-groomed hair and the latest fashion look. Training and talent increasingly play a key role for hairstylists. For women's hairstyles, the new trends are inspired by volumes and colours of nature, with soft waves, which seem to be constantly caressed by a sea breeze, or hairstyles with tribal references. The warm tones of brown go hand in hand with the constant passion for blonde, even if the last one is less icy than in the past. And for the younger ones, the colours of the rainbow, with the constant pink, alongside with the classic blue, the nuance of 2020.

Men's hairstyling also follows its rules, and today the market is looking for professional figures dedicated to the needs of this important sector. On Sunday 15 and Monday 16, male cosmetics will be the protagonist at **Hair & Barber Forum by Cosmoprof**. From the most suitable treatments for skin care to the trends for hairstyle and beard care, from the training needed nowadays to successfully undertake the career of hairstylist and barber to the characteristics for salons dedicated to men's grooming: these will be the themes shared with hairdressers and internationally renowned professionals. Look & Learn sessions will host live demonstrations, showing the most innovative and trendy techniques.

In Hall 35, **United Barber Show** will host the best Barber companies in an exclusive area, completely dedicated to the sector.

Hair Ring, with the collaboration of the Italian Hairstyle Association, will present the best young talents in Italy, thus enriching the exhibition offer of **JOY - for jewellery lovers 2020**, the event dedicated to the fashion jewel, taking place at the Volvo Congress Center, in Piazza Costituzione. Hairstyles will be the result of combination with professional creativity and jewellery.

NAIL TRENDS IN PAVILION 36

Hall 36 has been the domain of nail technicians and professionals for the nail world for years. Visitors are waiting for the exciting demos with the trendiest nail art: bright colours and lurex for the most extreme decorations, tones inspired by nature for a more bon-ton look. At the basis of a perfect decoration there is always a well-groomed and healthy nail: at Cosmoprof there will be many proposals based on natural ingredients, with anti-aging effects, for both hands and feet.

For further information, www.cosmoprof.com