

BOLOGNA, ITALY
FAIR DISTRICT

16 - 18 MARCH 2023

COSMOPACK

COSMO PERFUMERY &
COSMETICS

17 - 20 MARCH 2023

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

COSMOPROF WORLDWIDE BOLOGNA IS BACK!

From 16 to 20 March 2023
the 54th edition of the B2B
leading event for the
beauty industry will present
trends, innovation and
avant-garde technologies

November 2022 – **Cosmoprof Worldwide Bologna**, the reference B2B event for the cosmetics industry, is back in Bologna from **16 to 20 March 2023**. The event is one of the most awaited events for operators from all over the world. The exhibition is recognized worldwide for the excellence of its exhibition offer, the unparalleled presence of operators from more than 190 countries, and the exclusive opportunity for attendees to discover trends, innovations, and technologies.

The leading companies in the sector will meet in Bologna with a specially structured calendar to strengthen the synergies between the sectors. The excellence of the supply chain of **Cosmopack** and finished product exhibitors for the retail channel of **Cosmo Perfumery & Cosmetics** will be able to lay the foundations for new projects from Thursday to Saturday for three intense days of business and networking. The appointment for professional operators is at **Cosmo Hair, Nail & Beauty Salon** from Friday to Monday: key companies for beauty salon, hair, and nail sectors will present their novelties to distributors, owners of beauty salons, beauticians, hairdressers, and nail technicians looking for brand-new treatments for its customers. After the excellent results of the 2022 edition, with 220,057 operators from more than 140 countries and over 2,700 exhibiting companies from 70 countries, BolognaFiere Cosmoprof is preparing to offer an edition in line with the expectations and needs of a sector in continuous evolution, thanks to the collaboration with **Cosmetica Italia** and with the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA - Italian Trade Agency**.

COSMOPACK

ANCOROTTI COSMETICS, BERLIN, B.KOLORMAKEUP & SKINCARE, CHROMAVIS, COSMAX, FIABILA, GEKA, HCT, INTERCOS, LUMSON, SCHWAN COSMETICS and **TOLY** are among the leading companies participating in Cosmopack 2023. The show is the only trade fair presenting the entire cosmetic supply chain, from formulation to packaging, from machinery to automation and solutions for industries, from contract manufacturing to private labels. Cosmopack is where new trends are born: the exhibition attracts brand owners and managers of the best-known multinationals and beauty chains interested in enriching their offers with innovative products.

For the 2023 edition, Cosmopack will pay particular attention to the ingredients and raw materials sector, encouraging interaction between suppliers of active ingredients, R&D managers, and contract manufacturers already attending the event. Raw materials and ingredients will also be one of the elements of the **Cosmopack Factory 2023**. The initiative will highlight the importance of track and trace technologies in beauty. The Factory will represent all production phases, from the choice and processing of raw materials to distribution to the consumer, analysing the virtuous connections of the supply chain.

COSMO | PERFUMERY & COSMETICS

New proposals and curiosities for the retail will be the protagonists in the pavilions dedicated to prestige and premium perfumery and green cosmetics. The halls of Cosmo Perfumery and Cosmetics will represent the multichannel evolution of the sector and its adaptability to new purchasing and consumption habits. Among 2023 exhibitors, **AHAVA, AIR-VAL INTERNATIONAL, ALMA K, COLE BEAUTY, DR PAWPAW, EQUILIBRA, FARMACEUTICI DOTT. CICCARELLI, GESKE, GOSH COPENHAGEN, GROUPE BOGART, HAIRBURST, L'ERBOLARIO, MANN & SCHROEDER, ORLY INTERNATIONAL, PEGGY SAGE, PURO BIO, SARBEC, THE AYURVEDA EXPERIENCE**.

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For the exhibitors of the sector, the conjunction with Cosmopack and the growing presence of raw materials suppliers will be a fundamental element facilitating interactions between producers and brands. For the 2023 edition, FENAPRO, the Italian association of perfumeries, and FEDP - European Federation of Perfumers will attend. The two associations will promote the interaction between brands and perfumeries to adapt the offer in-store to new consumption habits.

COSMO | HAIR, NAIL & BEAUTY SALON

The 4 opening days of the pavilions dedicated to beauty salon, spa, hair, and nail will be very intense. **ALFAPARF, BALDAN GROUP, BIOLINE, COMFORTZONE, LPG, NILO, SPORTARREDO,** and **TECNIWORK** for beauty salon, **B.E.B. COSMETICS, KINETICS NAIL SYSTEMS LTD** and **THUYA** for nail, and **BABYLISS PRO, CERIOTTI, COTRIL, DAVINES, ELEY, GAMMA & BROSS SPA, LANDOLL, PARLUX,** and **ROLLAND** for the hair sector are just some of the confirmed exhibitors for 2023.

The rich exhibition offer will be accompanied by a calendar of exclusive insights on professional distribution with **Cosmo Onstage** sessions. Trends, new products, and new ways of interacting between brands, beauty operators, and consumers will be just some of the topics on the agenda. The success of **World Massage Meeting 2022** gave a strong evolutionary push to the format for the next edition. The event will be a highly professional training course focused on innovation for massage techniques. Thanks to the presence of authoritative speakers who will be given the task of making the current market scenario understandable, participants will fully understand the HOW, WHY and WHAT of the challenges and opportunities in this sector. For hairdressers, the appointment is at **ON HAIR**, to witness the most creative and surprising performances of internationally renowned artistic teams and hairstylists: an exclusive and stimulating experience for those who still live their profession with passion and commitment.

SPECIAL PROJECTS FOR THE 2023 EDITION

Cosmoprof Worldwide Bologna is the cradle of innovations and trends: it is in Bologna that companies launch their new collections to operators from all over the world, playing a strategic role in the evolution of the market. The **Cosmoprof & Cosmopack Awards**, among the most coveted awards by brands and players in the supply chain, will reward the most creative and avant-garde proposals. The Awards, organized in partnership with the trend agency BEAUTYSTREAMS, will be the protagonists of an exclusive gala evening on Friday, 17 March, dedicated to exhibitors, delegations of top buyers from all over the world, the press and influencers invited to Bologna. A jury of highly qualified and prestigious experts will select the winners, who will be unveiled during the event.

Next March BEAUTYSTREAMS will present **COSMOVISION**, an exclusive vision of the future of the beauty industry. On the same occasion **COSMOTRENDS**, the report created by BEAUTYSTREAMS, will tell the main actual beauty trends through the analysis of the trend-right products chosen among the Cosmoprof exhibiting companies.

Trends, innovation, new technologies are the key words of **CosmoTalks**, the calendar of in-depth studies entertaining beauty stakeholders from Thursday to Saturday at the Service Centre in the Bologna fair district. CosmoTalks is a moment of unparalleled connection and interaction: speakers of international prestige share suggestions, inspirations, and experiences, giving the audience a unique access to professional updating and new inspirations. The presence of the most recognized trend and market analysis agencies will enrich the panorama of the themes of the 2023 edition with exclusive presentations. For more information on the next edition of Cosmoprof Worldwide Bologna, www.cosmoprof.com