

BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

**COSMOPROF &
COSMOPACK AWARDS
2026: THE INNOVATIONS
DRIVING THE BEAUTY
MARKET**

COSMOPROF
WORLDWIDE BOLOGNA

Milan, 18 February 2026 – Now in their **8th edition**, the **Cosmoprof & Cosmopack Awards**, considered the *“Oscars of Beauty”*, are among the most anticipated events of the upcoming edition of **Cosmoprof Worldwide Bologna**. Organized in collaboration with the international agency **BEAUTYSTREAMS**, the awards celebrate the most innovative products and services presented at Cosmoprof Worldwide Bologna 2026, offering a preview of the solutions expected to have the greatest impact on the market in the coming months.

The **Cosmoprof & Cosmopack Awards** represent the only contest involving all sectors of the cosmetics industry, from the supply chain to finished products, and highlight the results of research and investment by companies in the sector. Thanks to the contribution of a highly qualified international jury of experts and the high standards of the submissions, the Awards have established strong recognition among stakeholders over the years and offer industry professionals a unique opportunity to discover the cosmetic trends of the future. Applications from exhibiting companies of Cosmoprof Worldwide Bologna 2026 closed in February 2026. The products and services submitted will be evaluated across 16 categories.

For Cosmopack companies (supply chain):

- Hair-Care Formula
- Innovation Technology
- Make-Up Formula
- Packaging: Design & Materials
- Skin-Care Formula
- Sustainability

For finished product companies, the categories are:

- Fragrance: Personal & Home
- Green & Organic
- Hair Products
- Home & Professional Devices & Tools
- Make-Up Products
- Men's Grooming Products & Accessories
- Nail Products
- Personal & Body Care Products
- Skin-Care Products
- Sun-Care Products

TECHNICAL JURY 2026

A technical jury composed of leading industry figures, with a strong focus on the analysis of ingredients, formulation, packaging, circularity and environmental impact, will select **three finalists for each category**. Confirmed members include:

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www.cosmoprof.com
Organized by
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In partnership with
 COSMETICA ITALIA
the personal care association

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- **Beatrice Balzarotti** – Partnership Coordinator & Cultural Project, Esxence The Art Perfumery Event (Italy)
- **Nicola Barbini** – R&I Manager, AS BEAUTY (Italy)
- **Mario de Luigi** – Beauty Strategist & Creative Consultant (Italy)
- **Kristal Goodman** – Head of Product Innovation, THG Labs (UK)
- **Thomas Hammond** – Sr. Director Package Development & Engineering, Revlon (USA)
- **Lorne Lucree** – Founder, Quiet Coyote Consulting (USA)
- **Fernanda Pigatto** – Global Partnerships Director, BEAUTYSTREAMS (Brazil)

Finalists in each category will be announced in March 2026, and their products will be **showcased at the Service Centre of the exhibition venue** throughout the duration of Cosmoprof Worldwide Bologna, alongside the award-winning innovations from recent editions of the Cosmoprof Awards in North America, Asia and India.

A multidisciplinary jury composed of opinion leaders, buyers, brand owners, retailers and representatives of the press will select the **16 final winners** from among the shortlisted products. Voting will take place both online and on-site, with a dedicated product evaluation session organized during the exhibition.

The **award ceremony** will be held on **March 27, 2026**, at the Service Centre of the exhibition venue, allowing participating companies to attend conveniently while also fostering networking opportunities with all professionals present in Bologna.

LIFE ACHIEVEMENT AWARD 2026

As every year, Cosmoprof Worldwide Bologna will present the prestigious **Life Achievement Award** to a personality who has significantly influenced the evolution of the cosmetics industry through vision, entrepreneurship and passion. For the 2026 edition, the award will be presented to **Anastasia Soare**, founder and CEO of **Anastasia Beverly Hills**, a global beauty icon and leading entrepreneur in the cosmetics sector.

Born in Romania and relocated to the United States in the late 1980s, Anastasia Soare transformed the approach to eyebrow aesthetics by introducing her innovative **Golden Ratio® Eyebrow Shaping Method®**, which established new global beauty standards.

With her brand, now present in more than 2,000 retail locations worldwide and a leader in eyebrow products and make-up, Soare has built a beauty empire recognized for creativity, performance and cultural influence.

THE LATEST TRENDS EMERGING FROM THE AWARDS

Also for the 2026 edition, the international agency **BEAUTYSTREAMS** will extract the most relevant trends represented by new product launches from the Awards submissions, producing the **CosmoTrends report**. This document is an established tool guiding buyers,

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experts, trend scouts, international press, influencers and content creators in navigating the exhibition.

Each year, the submissions for the CosmoTrends Report reflect the creativity, know-how and success of exhibitors in terms of formulation, products, packaging, devices, technology and sustainability, thereby contributing to shaping and advancing the future of the beauty industry.

For more information www.cosmoprofawards.com/en

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