Cosmoprof Worldwide Bologna 2020 Offers An Exclusive Preview Of The Future Of The Cosmetic Industry

The travel through time of Cosmoprof Worldwide Bologna continues

The 2020 edition of the leading B2B exhibition dedicated to the beauty industry marks an important milestone: a decade full of social, economic and geographical transformations ends, and a new era steps in. What about the world in 2030? What will the future look like? What are the challenges and changes we will be called to face?

These questions are impacting on the evolution of the cosmetic industry, which inevitably reflects the global social and economic scenario. Cosmoprof Worldwide Bologna 2020, for 53 years the privileged observatory of "megatrends" in the world of beauty and personal care, will offer an exclusive preview of the technologies and treatments in vogue in the next 10 years.

An itinerary involving all sectors, and providing international operators and companies with suggestions and contents to better face the challenges of the future. Cosmoprof once again confirms itself as the ideal partner to tackle new projects in strategic markets and to present new products and innovative solutions to industry key players.

Cosmoprof 2020 confirms a strategic schedule of the opening dates according to each target of attendees, as already done during the last editions, facilitating the visit of international operators.

From Thursday 12 to Sunday 15 March 2020, Cosmopack and Cosmo | Perfumery & Cosmetics will open, to encourage meetings between producers and supply chain specialists, finished product companies, buyers and retailers for Perfumery and Cosmetics, Green & Organic and Cosmoprime, the area dedicated to high-end perfumery. From Friday 13 to Monday 16 March, spotlights on professional beauty, with Cosmo | Hair & Nail & Beauty Salon, with the presence of salon owners and beauticians, hairstylists, hairdressers, nail technicians and distributors specialized in these segments. The Country Pavilions will bring beauty companies from all over the world to Bologna.

"Cosmoprof Worldwide Bologna is most important annual event for the entire cosmetics industry - says Gianpiero Calzolari, President of BolognaFiere. - The record results of last year, with 3,033 exhibiting companies and over 265,000 visitors from all over the world, well represent the importance of the stage of Bologna as a place of updating and business for the sector. Cosmoprof Worldwide Bologna is an opportunity to discover the latest products, news and trends that most influence the market, in a continuous comparison among the main players in the sector, coming from over 150 countries."

COSMOPACK

The attention of international operators for the cosmetics supply chain keeps growing. Cosmopack 2020, the show dedicated to contract manufacturing and private labels, process and packaging machinery, primary and secondary packaging, applicators, ingredients and raw materials, it's the place where to discover the latest production technologies. Industry leaders are paying more and more attention to sustainability, both in terms of formulation and research of natural ingredients, and to packaging, focusing on recycling solutions and the use of biodegradable materials.

In addition to pavilions 20, 15, 15A and 18, Cosmopack expands its presence in 19PK, part of hall 19.

Companies specialized in machinery and production solutions will be on show in pavilions 19PK and 20; the latter will also host the constantly expanding formulation and packaging segments. To optimize the visit routes, the development of Cosmopack foresees an increasingly marked

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division between the different specialties of the supply chain, and in 2021 an entire pavilion will be dedicated exclusively to machinery.

Hall 15 will host international manufacturers specialized in full services for the industry. Focus of the hall 18 will once again be the OEM and packaging companies.

A consolidated initiative of Cosmopack, the 2020 edition of The Factory will present a multi-stage journey, in halls 14 and 29, to show a preview of new industrial solutions which can be integrated by new instruments and trends of the retail channel. This year The Factory will

present a face-foundation suitable for multiple skin tones, thus answering to a new approach focused on diversity and multicultural society.

The Cosmopack format has reached an international echo: in addition to Hong Kong, with Cosmopack Asia, with an entire fair district dedicated to companies of the supply chain, the first edition of Cosmopack North America is being inaugurated this year in Las Vegas.

COSMO | PERFUMERY & COSMETICS

From Thursday 12 to Sunday 15 March, pavilions 16, 22, 26, 22T - dedicated to Taiwanese companies - 19 for Perfumery and Cosmetics companies, pavilion 21 dedicated to green beauty and Cosmoprime, in hall 14, will open.

In constant growth during the last editions, Cosmoprime is the mirror of the future of cosmetics and the retail channel, the ideal showcase for trend scouters, who come from all over the world to Bologna, in search of the latest trends.

The area well represents the transformation affecting the beauty universe. Today personal care and physical appearance are part of our lifestyle, and what consumers choose for their beauty routine reflects their way of dealing with everyday life. Treatments providing a wellness experience both for the body and for the mind, time-saving formulas and devices dedicated to modern, busy citizens, sustainable products and packaging solutions specifically conceived as a consequence of the environmental emergency that our society is facing: our beauty routine expresses our lifestyle and our values. Cosmoprime 2020 is where Lifestyle Beauty is developing: a vision of the cosmetic product focused on the person and his/her values, in a unique relationship between customers and their needs on the one side, and suppliers who adapt their product to market needs on the other.

In this scenario, sustainability has become a "state of mind", rather than a trend. Today all the sectors are called upon to present solutions with reduced impact on the environment, with a view to recycling and circularity in the use of beauty product. At Cosmoprime, the green vocation of the exhibiting companies will be marked with a sticker, "The Green Selection", to indicate a path starting in pavilion 14 and moving to all other sectors in the next editions.

The Extraordinary Gallery, the area with the most innovative Indie Beauty brand proposals, will have a more central positioning this year, to facilitate the visit of distributors, buyers and representatives of the most important international retail chains.

Zoom On Emerging Prime will host young companies entering the international business of Cosmoprof for the first time. The area is an important launch pad for meeting distributors from all over the world.

COSMO | HAIR & NAIL & BEAUTY SALON

COSMO|Hair & Nail & Beauty Salon presents the best for the Hair sector, in pavilions 25, 31, 32, 33 and 35, for the world of Aesthetics & Spa, in pavilions 28, 29 and 30, and for the Nail, with the professionals of the beauty centers in search of the new products in Hall 36. There is also a dedicated hall – Hall 34 - showcasing innovation and news from China.

Ingredients, effective benefits and quality are the key factors for the development of professional channels. It becomes increasingly important for companies to communicate clearly and transparently with the consumer: it is the concept of Clean Beauty that prevails in the market today. Beauty professionals - owners of beauty and hair salons, hairdressers, beauticians, nail technicians – play a fundamental role: they are the intermediaries between companies and customers, and they act as testimonials to communicate the values of the brand.

For further information, www.cosmoprof.com

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