

BREAKING NEWS

## A Chat With Cosmoprof North America's Liza Rapay

*Rapay speaks about the changes at the show this year -- and planning the North American debut of 'CosmoFactory.'*



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Beauty Packaging's editor-in-chief Jamie Matusow sat down with Liza Rapay, head of marketing, Cosmoprof North America, at the show in Las Vegas last weekend.

Rapay spoke about the changes implemented at the show this year, including the debut of the Cosmopack Awards -- and the **'Pure Factory.'**

The Pure Factory showcased all the production steps during the manufacturing of the facial highlighter, which was a weightless pressed powder with a 'clean' formula and refillable packaging.

In deciding on this type of product, and packaging, Rapay says, "I wanted to make sure it was reflective of the American market...and I wanted it to be fun and lively. I wanted the product to be 'clean' and also address the issue of sustainability," she explains.

Watch the discussion in the 5-minute video here: **[On the Cosmoprof NA Show Floor with Liza Rapay](#)**