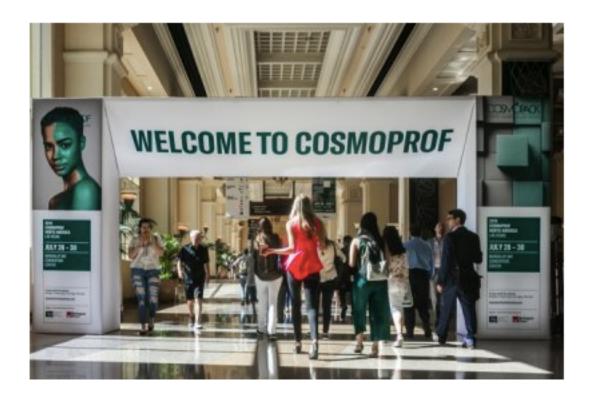


## Cosmoprof North America continues growing

2 August 2019

Held from July 28-30, 2019 at the Mandalay Bay Convention Center in Las Vegas, Nevada, the 17th edition of Cosmoprof North America (CPNA)welcomed over 40,000 visitors - a stable figure compared to the previous year - who engaged with 1,435 exhibitors (compared to 1,415 last year) representing 43 countries. The show floor space covered 312,638 sqf (29,045 sqm) of space (up 3% from 2018).



The event showcased all facets of the beauty industry, presented across three main sections: Cosmetics & Personal Care, with growth in the skin care sector, Professional Beauty and Cosmopack North America.

Held for the first time this year, the third section acting as a "show-within-a-show" was dedicated to the entire supply chain of the cosmetics industry: contract manufacturing and private label, machinery, primary, and secondary packaging, applicators, ingredients, and raw materials.

The <u>launch of Cosmopack</u> was accompanied by initiatives including the special curated area Discover Pack for some brand-new exhibitors, dedicated Buyer Program (featuring R&D, brand executives, and product development), packaging-related conferences, and the <u>Pure Factory</u>, an animation that recreated the entire manufacturing process of a cosmetic product live, thanks to the participation of a selection of Cosmopack exhibitors. In its first edition at CPNA, the Pure Factory produced a clean beauty face highlighter.

CPNA also featured a robust educational program featuring more than twenty-five seminars and workshops.

For the first time this year, the Cosmoprof & Cosmopack North America Awards honoured the most innovative products, formulations, packaging designs and technologies of exhibiting companies.

The jury of the **Cosmoprof Awards** voted the following winners:

- Hair care: Man Made Wash Spiced Vanilla by 18.21 Man Made, a 3-1 body wash, shampoo and conditioner inspired by the spirit of prohibition era bootlegging.
- Make-up: Nutraskin Silk & Smooth Concealer, Nutraskin Super Wear HD Foundation by Nutracosmetic GmbH, a foundation that refines the skin texture for a fresh radiance.
- **Skin care**: Seriously Soothing Serum Stick by Acure. Stick it to dry skin with this nourishing combo of blue tansy oil, grape seed oil, and hyaluronic acid.
- Natural & organic: Bambeautiful Densifying Foam by Creightons PLC / Potter and Moore Innovations Ltd
- **Tools & devices**: PMD Clean Pro RQ by PMD Beauty, a smart facial cleansing device with active warmth and rose quartz massager.

And the jury of the Cosmopack Awards voted the following winners:

- Make-up formula: Time to love, a heart-shaped powder blushby Ancorotti.
- Make-up packaging design: Quick Release Magnetic Closure Vial by Cosmopak USA, LLC. A patent pending magnetic closure vial.
- **Skin care formula**: *Puresun Sun protector Spf 30* by B. Kolormakeup & Skincare S.p.A. A clean two-phase SPF 30 (UVA/UVB) sun care product complying with the main black lists.
- Skin care packaging design: Boost mixer by Toly.
- Sustainability: Refill Collection by Premi spa.

The 18th edition of Cosmoprof North America will be held on June 30-July 2, 2020 in Las Vegas.

## Portfolio

