

COSMOPROF WORLDWIDE BOLOGNA 2023

The Bologna Worldwide event promises a line-up of everything new and excellent

A GLOBAL OBSERVATORY

Cosmoprof Worldwide will be held in Bologna from 16th to 20th March 2023. It will be a journey in time, between the present and the future of the cosmetics industry, a unique experience for professionals and companies from all over the world who meet in the Italian city for the event. All the most innovative products and excellences of the sector will be on display, focusing on the current trends of the market and outlining the future evolution of beauty. Alongside the rich and unrivalled offer on display, Cosmoprof is confirmed as the global observatory of the evolution of the cosmetic sector, thanks to its consolidated projects and initiatives aimed at offering updates and new inspiration for all the sector's professionals.

COSMOPROF AND COSMOPACK AWARDS: WHERE BEAUTY EXCELS

Known as the "Oscars of Beauty", the excellence and quality of the beauty industry are rewarded by the Cosmoprof and Cosmopack Awards, which have become one of the most prestigious celebrations and acknowledgements for brands and suppliers. Curated by the international trend agency Beautystreams, the awards celebrate the results of research and investments by the sector's companies, rewarding the most innovative products, formulations, packaging, design, technology, materials and ingredients, which are meeting the needs of an increasingly sustainable industry and at the same time anticipating consumer needs.

Open to all exhibiting companies, the Cosmoprof Awards reward the most avant-garde finished product brands, and the Cosmopack Awards celebrate the most futuristic supply chain solutions. In 2023, there will now be seven categories for finished product brands: skin care products, make-up products, hair products, nail products, personal care & body care products, home and professional devices and tools, and green and organic.

The companies in the supply chain can enter their products in the categories

of skin care formula, make-up formula, hair care formula, nail formula, packaging: design and materials, innovation technology: raw materials, machinery, solutions and Sustainability: ingredients, formula, packaging and production process. Three finalists for each category will be chosen by Beautystreams, which will publish the results on their Premium platform, to be judged by an international jury of industry experts, entrepreneurs, the trade press and buyers from international and multinational brands.



The announcement of the winners will be made at the Cosmoprof Worldwide Bologna gala evening, The One and Only Event, on Friday March 17th at Palazzo Re Enzo in the city centre. The Life Achievement Award will also be presented on the same occasions to a highly representative figure of the creativity and entrepreneurial spirit of the cosmetics industry.

COSMOTRENDS AND COSMOVISION: THE PRESENT AND FUTURE OF BEAUTY

Thanks to the Cosmotrend reports, in collaboration with Beautystreams, Cosmoprof presents the main trends of the beauty market.



ON HAIR BY COSMOPROF

Sunday 19th and March 20th are the dates for On Hair by Cosmoprof, with 18 teams performing in the arena in



pavilion 37. The best international talents will present the most sought-after new colours, the most original cuts and the most amazing hairstyles.

The Beautystreams staff will highlight current purchasing habits, offering visitors a tour through the pavilions of the show to discover the most influential themes for the market today. Beautystreams will also present CosmoVision, a vision of the values and elements that will influence the future of the cosmetics industry. Through a multi-sensory installation, visitors will be able to preview the transformations and the new needs of tomorrow's consumers.

COSMOTALKS

A regular feature at Cosmoprof, CosmoTalks is the in-depth programme which is particularly appreciated by companies and operators as a moment of connection and interaction. From 16th to 18th March, market analysis agencies, companies and prestigious speakers will share their experiences and studies.

COSMO ONSTAGE AND WORLD MESSAGE MEETING

Cosmoprof Worldwide Bologna is also an important rendezvous

for owners of beauty and wellness centres, professionals and nail artists. Trends, new products and new ways of interaction between brands, beauty professionals and consumers will be just some of the topics of Cosmo Onstage. The second World Massage Meeting is also on the calendar, with a path of higher professional training focused on innovation, change and excellence for the massage world. This meeting will allow participants to understand the challenges and the opportunities of this sector.

