



The excellence and the latest novelties in beauty at Cosmoprof Worldwide Bologna

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Marketing

An exclusive journey through time, between the present and the future of the cosmetics industry, will involve operators and companies from all over the world at Cosmoprof Worldwide Bologna



From 16 to 20 March 2023, the reference event for the global beauty industry will host the best products and the most innovative innovations in Bologna, highlighting current market trends and outlining the future evolution of beauty.

Alongside a rich and incomparable exhibition offer, Cosmoprof confirms itself as the global observatory of the evolution of the cosmetic sector, thanks to consolidated projects and initiatives aimed at offering updates and new inspirations to stakeholders.

COSMOPROF & COSMOPACK AWARDS: THE EXCELLENCE OF BEAUTY

The excellence and quality of the beauty industry are the protagonists of Cosmoprof & Cosmopack Awards, the "Oscars of Beauty", which over the years have become one of the most prestigious celebrations for brands and suppliers and which characterise all the Cosmoprof events in the world. The Awards, curated by the international trend agency BEAUTYSTREAMS, celebrate the results of research and investments by companies in the sector, rewarding the most innovative products, formulations, packaging, design, technology, materials and ingredients, which are responding at best to the needs of an increasingly sustainable industry and at the same time anticipating consumer needs.

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All exhibiting companies can apply for the Cosmoprof & Cosmopack Awards. The Cosmoprof Awards will reward the most avant-garde finished product brands, while the Cosmopack Awards will celebrate the most futuristic supply chain solutions. For the 2023 edition, the categories have been increased from 5 to 7 in order to allow all exhibiting companies to find the most representative segment. Categories for finished product brands will be the following:

- Skin-Care Products
- Make-Up Products
- Hair Products
- Nail Products
- Personal Care & Body Care Products
- Home & Professional Devices and Tools
- Green & Organic

Companies of the supply chain can present their products and services according to the categories here below:

- Skin-Care Formula
- Make-Up Formula
- Hair-Care Formula
- Nail Formula
- Packaging: Design & Materials
- Innovation Technology: Raw Materials, Machinery, Solutions
- Sustainability: Ingredients, Formula, Packaging, Production Process

The BEAUTYSTREAMS team will choose the three finalists for each category. The selection of finalist products will be published in the TradeShows Reports and Product Bank sessions of the BEAUTYSTREAMS Premium platform, a source of original and cutting-edge market and trend analysis and a reference tool for product development and marketing teams worldwide.

The best products will be selected by an international jury of industry experts, entrepreneurs, specialised press and buyers from international and multinational brands. The winners will be announced during the Cosmoprof Worldwide Bologna gala evening, The One and Only Event, which will take place on Friday, March 17, at Palazzo Re Enzo, in the heart of the historic centre of Bologna. The invitation-only event will be the key appointment organised by Cosmoprof for the 2023 edition and will bring together exhibitors, top buyers from the main markets and prestigious press for an exclusive networking moment. During the evening, the LIFE ACHIEVEMENT AWARD will also be awarded as a recognition to a highly representative figure of the creativity and entrepreneurial spirit that animates the cosmetics industry.

COSMOTRENDS AND COSMOVISION: THE PRESENT AND THE FUTURE OF BEAUTY

Cosmoprof has been the ideal observatory for the evolution of beauty trends for more than 50 years. The 2023 edition will once again offer operators the opportunity to





experience a journey through time, from present trends to future transformations.

The starting point for this enthralling adventure will be the service centre, the beating heart of the exhibition centre. Thanks to the collaboration with BEAUTYSTREAMS, [Cosmoprof Worldwide Bologna](#) will tell the main trends of the beauty market with the COSMOTRENDS report. Starting from the products presented on the show floor, the BEAUTYSTREAMS staff will highlight the current purchasing habits of consumers, offering visitors a tour through the pavilions of the fair to discover the most influential themes for the market today.

In parallel, 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, buyers, journalists, trend scouts and professionals will be able to preview the transformations and the new needs of tomorrow's consumers.

UPDATES AND INSPIRATIONS AT COSMOTALKS

Innovation, new technologies, futuristic sustainable solutions are some of the topics on the 2023 CosmoTalks calendar, the in-depth program that will entertain stakeholders from Thursday to Saturday at the Service Centre in the Bologna fair district. CosmoTalks is a consolidated format of the [Cosmoprof](#) international network, particularly appreciated by companies and operators as a moment of connection and interaction on the most current topics for the industry. From 16 to 18 March market analysis agencies and companies, entrepreneurs and speakers of international prestige will share their experiences and their most recent studies, giving the audience a strategic key to understanding the state of the art and new stimuli to adapt to the next challenges.

CREATIVITY AND TALENT AT ON HAIR BY [COSMOPROF](#)

For hairstylists and companies in the hair sector, the not-to-be-missed initiative will be ON HAIR BY [COSMOPROF](#). On Sunday 19 and Monday 20 there will be 18 teams performing in the arena in pavilion 37. From the most prestigious catwalks in the world, the best well-known international talent will present the most sought-after colours, the most original cuts and the most amazing hairstyles.

UPDATES FOR BEAUTY SALON AND SPA: COSMO ONSTAGE AND WORLD MASSAGE MEETING

For owners of beauty centres, professionals and nail artists [Cosmoprof Worldwide Bologna](#) will offer an outstanding opportunity for updating and training thanks to the presence of the most renowned experts in the sector. Trends, new products, and new ways of interacting between brands, beauty professionals and consumers will be just some of the topics of Cosmo Onstage. On Sunday and Monday, the most illustrious personalities of the professional beauty scenario will be on the stage. Among the main guests, Bernardo Franco Cerisola, President of FAPIB, will present the latest regular aspects on the most current technologies for beauty centres. Gisberto Caccia, Cosmetologist and Pharmaceutical Chemist, will analyse the secrets of the skin as a





true barrier to preserve our health. Livio Sgarbi, Trainer and Mental Coach, will held a session to understand how personal balance, self-esteem, and awareness of our own abilities can help achieving success. The program includes a focus on make-up, on the discovery of the latest colour trends, and an analysis of the most current topics of comparison for the nail sector.

After the positive response recorded last April at the first edition, World Massage Meeting will offer a path of higher professional training focused on innovation, change and a propensity for excellence for the massage world. Personal well-being treatments and massages are services that are increasingly in demand by consumers, but they are also a strategic ally to connect with clients, help them get rid of stress and increase the positive effects of simpler treatments. World Massage Meeting will allow participants to fully understand the HOW, WHY and WHAT of the challenges and opportunities of this sector.



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