

BOLOGNA, ITALY
FAIR DISTRICT

10 - 13 MARCH 2022

COSMOPACK

COSMO PERFUMERY &
COSMETICS

11 - 14 MARCH 2022

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

COSMOPROF WORLDWIDE
BOLOGNA 2022:
COSMO | HAIR & NAIL & BEAUTY
SALON PRESENTS THE
INITIATIVES FOR THE
PROFESSIONAL BEAUTY SALON,
SPA AND NAIL SECTOR

December 2021 – From 11 to 14 March, Cosmoprof Worldwide Bologna will open its doors to the professional channel with **COSMO | HAIR & NAIL & BEAUTY SALON**. Halls 28, 29, 30, and 36 will welcome over 450 companies specializing in products and services for professional beauty salons, spas, and nails.

Many initiatives will enrich the event with content. **SPACE99 | The Spa Experience** is an experimental wellness program with an immersive experience of sounds, colors, materials, scents, and flavors. Conceived by Andrea Bovero, designed by Architect Alberto Apostoli and built by LIFEXCELLENCE thanks to the valuable contribution of leading companies in the international wellness market, the project boasts the patronage of the WORLD SPA ORGANIZATION.

Cosmo Onstage, the stage dedicated to novelties in the beauty and hair sectors, will host **Masterclass**, the new project by Cosmoprof Worldwide Bologna dedicated to high professional training. Masterclasses will involve speakers and high-level training bodies such as Iulm, Poliestetico, Ekis, Esthetitaly Educational, which will address and deepen topics with high professional content.

From Friday to Monday, the **World Massage Meeting** will take place: a stage dedicated to the most innovative and current body techniques presented by Master Massagers from all over the world. Prestigious experts' participation will hold demonstrations and training sessions. The event is organized in collaboration with EMA - European Massage Association and CIDESCO INTERNATIONAL.

Beauticians and operators will be able to discover the most innovative products, equipment, and treatments thanks to the **Wunderkammer**: the area will project visitors into the future, with a tight schedule of video contributions from exhibitors. There will be in-depth analyzes of current issues organized with the collaboration of Health & Beauty.

GREAT EXPECTATIONS FROM EXHIBITORS

Cosmoprof Worldwide Bologna is a much-awaited appointment by operators and companies. The return to the face-to-face event is a strategic moment for a sector that thrives on physical contact and emotional experiences. Among the exhibitors of the next edition of Cosmoprof, also Germaine de Capuccini. "We decided to participate in Cosmoprof because, now more than ever, it is important to be present in the event that has always represented a meeting point for all beauty professionals," declares **Valdimara Zecchin** - **Direction Germaine de Capuccini Italy**. "Aestheticians work with their hands. They touch the skin. They need contact. Cosmoprof offers a concrete way to meet, forge bonds and create new connections."

Alessandro De Pedys, **General Manager LPG Italy**, underlines the importance of returning to Cosmoprof: "Cosmoprof is the ideal stage to help the beauty market to adopt a new approach to face the following challenges: an acceleration in the computerization of Beauty Institutes, a more careful search by customers for reliable and solid suppliers, an increase in investments on social networks to be more visible, a redevelopment of their image on the market."

"The fair for Ladybird house has always had a festive flavour," comments **Libera Ciccomascolo**, **President of Ladybird House**. "On the occasion of the 30th anniversary of Ladybird house, we have decided that our presence this year will be stronger than before. 2022 marks a new beginning. We will talk about training, new business ideas, new projects for professionals and SPA centres."

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"Cosmoprof 2022 represents a new beginning for Layla", said **Babila Spagnolo, CEO of Layla Cosmetics**. "Meeting our customers after a long time is not only an emotion but also an opportunity to make ourselves known in our brand-new role. The nail sector has always needed a stage to show our production live. Cosmoprof will help the restart by bringing the public closer to our creations."

For any further updates, please visit www.cosmoprof.com