

BOLOGNA, ITALY
FAIR DISTRICT

10 - 13 MARCH 2022

COSMOPACK

COSMO PERFUMERY &
COSMETICS

11 - 14 MARCH 2022

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF WORLDWIDE BOLOGNA 2022 PRESENTS COSMO|PERFUMERY AND COSMETICS

COSMOPROF
WORLDWIDE BOLOGNA

December 2021 – At **Cosmoprof Worldwide Bologna**, halls 14, 16, 16a, 19, 21, 22, and 29b are dedicated to **Cosmo|Perfumery & Cosmetics**. Over 1,100 companies in skincare, fragrances, and proposals for the retail channel, are preparing to welcome buyers, distributors, and retailers interested in the scouting of mass-market, prestige and masstige references, including genderless and inclusive products, designed and created to meet the needs of cosmopolitan and new-generation customers.

Cosmoprime, the pavilion with a selected entrance dedicated to selective and high-end cosmetics, will host numerous premium and luxury brands, icons of trends, and novelties with a strong vocation for sustainability. Within the **Zoom on Emerging Prime** section, 15 selected companies exhibiting for the first time in Bologna will bring new insights into ingredients and formulations, product use, and new consumption features. The **Extraordinary Gallery**, the area that has always been considered the basin of the most exciting news, will welcome companies with innovative concepts in terms of formula and packaging adapting to the consumption habits of the younger generations.

For exhibitors, the return to the event in presence, meeting with professionals, and sharing experiences and new opportunities is essential. "Cosmoprof is the event that expresses all the extraordinary beauty of Made in Italy of which our company N&B is a proud ambassador and promoter in the world," declares **Domenico Scordari, CEO of N&B**. "It is the place to meet new partners and customers, strengthen existing synergies and collaborations. It represents a springboard worldwide for our natural and organic creations that combine innovation and sustainability for an extraordinary impact on People and the Planet."

Evija Collenkopfa, Pretty Woman USA's Brand Project Manager, is also eagerly waiting for the 2022 edition: "The world hopes to leave the worst of the pandemic behind soon and the global cosmetics industry, according to Business of Fashion, is preparing to exceed sales of 2021. We operators, consumers, and those interested in beauty are also ready to participate in face-to-face fairs, sharing experiences and acquiring new knowledge. We need to take advantage of the European Cosmoprof event to reach markets and customers outside the United States."

"It is important for us to participate in Cosmoprof Bologna 2022 in a historical moment like the one we are experiencing because we want to relive the extraordinary and unique atmosphere of the fair and discover the developments in the cosmetics industry. We can't wait to explore new trends and discover new inspirations," says **Danuta Izbaner, Marketing Manager of Floslek Furmanek**.

"Cosmoprof is synonymous with innovation, excellence, and new trends," comments **Manuella Fernandes, Area Export Manager of Laboratoire Gilbert**. "Cosmoprof will be an opportunity to meet potential partners for distribution in European beauty retailers."

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