

BOLOGNA, ITALY  
FAIR DISTRICT

28 APRIL – 1 MAY 2022

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

29 APRIL – 2 MAY 2022

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF  
WORLDWIDE BOLOGNA

## COSMOPROF WORLDWIDE BOLOGNA 2022: EVENTS AND SPECIAL INITIATIVES

March 31, 2022 – Meeting, discovery, updating, knowledge: these are the experiences that only an in-person trade show can offer. **Cosmoprof Worldwide Bologna 2022** presents a rich program of exclusive events and initiatives to support exhibitors and operators, to provide inspiration and suggestions for future projects.

### SPECIAL PROJECTS 2022

In addition to a top-quality exhibition offer, with the world's leading market players, Cosmoprof offers a rich content calendar built with trend agencies and consumer behaviour analysts. From Thursday to Saturday, operators and professionals will access **CosmoTalks**, with its exclusive and current contents. Cosmoprof Worldwide Bologna confirms its role as the ideal observatory to learn about the situation in the beauty market and predict its evolution, thanks to the contribution of experts from all over the world.

The usual appointment with **CosmoTrends**, the report exclusively curated by the internationally renowned trend agency BEAUTYSTREAMS, finally returns. Starting from the future trends that are already transforming our daily lives, the BEAUTYSTREAMS experts will analyse the proposals of the Cosmoprof exhibitors, highlighting the most impacting topics to date and what will be the developments in the coming months. The report will be a strategic tool for the press, buyers, trend scouts, and influencers to discover the most innovative proposals.

BEAUTYSTREAMS will also curate the **Cosmoprof & Cosmopack Awards** project, celebrating the most innovative proposals, the best performing services, and the beauty products with the most significant impact on consumers. The Cosmoprof & Cosmopack Awards are a highly coveted recognition in a field that involves all sectors of the cosmetics industry. After two years of virtual product launches, the Awards are the best showcase to highlight the industry's research, innovation, and creativity. The Cosmoprof Awards will give recognition to the best proposals for the finished product; the innovations of the production chain will be the protagonists of the Cosmopack Awards.

**CosmoFactory**, the initiative born within Cosmopack, represents the true essence of the event. It brings the entire production process of a cosmetic product into a physical set-up: from the creation and development phase to the formulation, from the filling solutions to the new packaging proposals, up to the selling process in retail and the consumer experience. The eighth edition of the project will develop the concept of diversity, a characterizing element of the evolution of society in a multi-ethnic and multicultural key. The protagonist of the 2022 initiative is **"Six4all"** - a foundation that combines a neutral base with six shades of colours. A skilful mix allows you to create a specific product for each skin type.

The **centdegrés** design agency will curate the installation. A unique example of a fully functional production chain recreated within an exhibition space, CosmoFactory is a hymn to know-how and the technological revolution. To date, the confirmed partners are Pink Frogs Cosmetics for the formula of the base and the six shades of colours, Marchesini Group Beauty for the machinery, PennelliFaro with a brush designed specifically for the drafting of the product, Scandolara for the primary packaging, an exclusive aluminium tube, Seriplast A.T. Packaging for the sample size and Gatto Astucci for secondary packaging - a clutch

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designed to highlight the quality of the product. The project will involve also Stratasys with its 3D industrial technologies.

"Six4all" will also be the protagonist in the Service Centre of the Bologna fair district. From April 28 to May 2 at the I LOVE SIX4ALL installation, choosing your nuance against a recommended donation will be possible. The proceeds from the initiative will be donated to the *Fondazione Policlinico Sant'Orsola* and *Ageop Ricerca*.

#### BEAUTY TECH

At the Service Center, an ad hoc area will be dedicated to BeautyTech companies, with the most revolutionary innovations, technologies, and apps for the beauty sector. 15 exhibitors will be able to present new product solutions and new generation marketing and sales tools in line with growing digitalization and new consumption habits. FOOD AND FLAVORS (Italy) proposes a study for the marketing of aromatic essences applied to the food and cosmetic industry. HOORO (Italy) presents an app that tracks consumer habits through the IoT (Internet of things). MAMA SCIENCE (Italy) develops active ingredients, additives, and bio-based materials studied and usable for applications in beauty formulations. LAMACOPPA (Italy) produces and markets hemp-based raw materials. E-GROUND (Italy) is a natural agro-cosmetics laboratory specializing in the eco-sustainable cultivation of natural elements for creams and body care products. INGENO (Italy) provides solutions to health, beauty, and well-being problems through the study of DNA. PRINKER (South Korea) presents an app to "print" previously personalized temporary tattoos directly onto the body. ICON.AI (South Korea) provides software and hardware solutions to develop, thanks to AI, additional and improved functionalities for products and services in the medical and fitness fields. The PERFECT CORP (Taiwan) app analyzes the result of a make-up product in advance in augmented reality. MAD FOR NAILS (India) is a revolutionary platform that has redefined the world of nail art by using AI and Deep Learning to deliver customized nails with the perfect fit. KAIOSID (Switzerland) presents an app that connects the consumer with the brand to monitor customer feedback. WILD BEAUTY (Germany) is a platform supporting partner salons to promote, trade, and sell products. VISAGE TECHNOLOGIE (Croatia) is a facial recognition software that allows users to "try" make-up through augmented reality. GLOSSWIRE (USA) is a brand amplification platform with social media integrations to provide brands with accurate data analysis.

#### BUSINESS SOLUTIONS VILLAGE

The new area of Cosmoprof Worldwide Bologna, located in hall 26, hosts companies specialized in new solutions to support the business: consultancy, marketing services, market research, digital services, new media, financial and insurance services, logistics services, payment, sanitation systems, and professional training solutions.

#### INITIATIVES FOR INCOMING BUYERS

To encourage the presence of strategic operators from the main international markets, Cosmoprof and the ITA agencies have worked on a program of exclusive invitations and hospitality services.

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Delegations of buyers, retailers, and distributors from North and Eastern Europe, as well as from Angola, Cameroon, Canada, Korea, Kuwait, India, Indonesia, Latin America, Malaysia, Myanmar, North and South Africa, Oman, Philippines, Qatar, Republic of Congo, Saudi Arabia, Singapore, Thailand, UAE, USA, and Vietnam, will be able to meet Cosmoprof 2022 exhibitors and find new proposals and distribution solutions. Thanks to the **Cosmoprof My Match** digital platform, the operators of the Buyer Program 2022 will be able to optimize the experience at Cosmoprof and organize meetings during the event, selecting the most suitable brands and suppliers for their business.

Particular attention is paid to the European market. In collaboration with media partners and trade associations, Cosmoprof will invite the main Italian and European perfumeries and chains to the event with a dedicated program of visits to discover the main news from all over the world, from the most well-known and consolidated brands to the new brands that have recently are facing the market.

Even during the pre-pandemic editions, the perfumery sector was at the centre of new development projects at Cosmoprof. In recent years, efforts have been made to enrich the offer linked to this segment, covering all distribution channels, from the mass market to the prestige channel and e-commerce. This year, Cosmoprof will host the delegates of the FEDP - European Federation of Retail Perfumers, the association that brings together international retail groups in Europe, together with the key players of FENAPRO, the Italian retailers association, for a first but fundamental step to get the most important players back to Cosmoprof.

Mass-market and drugstore operators will also be the protagonists of a dedicated visit program. For several years, the channel has gained more and more market shares. Therefore, Cosmoprof will welcome mass-market distribution buyers to offer them the opportunity to discover the latest news in all sectors and get to know suppliers for the private label. All in total autonomy, scouting and differentiating their shelf according to specific strategies.

#### THE COLLABORATION WITH FIT - FASHION INSTITUTE OF TECHNOLOGY

Over the last few months, the Cosmoprof international network has strengthened its collaboration with the FIT - Fashion Institute of Technology, with initiatives and programs related to the Master in Cosmetics & Fragrance Marketing and Management, a program known as the Beauty Industry's Think Tank, dedicated to training leaders in the beauty sector. Thanks to this collaboration, Cosmoprof Worldwide Bologna 2022 will host a delegation of professionals who are completing the master's degree and already occupy leading positions in multinationals such as Coty, Firmenich L'Oréal, Estée Lauder, Chanel Beauty, Covergirl, Shiseido, Givaudan, IFF, Mane and Unilever. "We look forward to returning to accompany our graduate students to Cosmoprof Worldwide Bologna," says **Prof. Stephan Kanlian, Chairperson and Founder of the FIT Master's Degree Program**. "As an industry think tank, we greatly appreciate our global partnership with Cosmoprof and the opportunity to work with the team to build international leaders for the future of the industry."

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## EVENTS FOR THE BEAUTY SALONS AND SPA SECTOR

From Friday 29 April to Monday 2 May, a full calendar of initiatives will involve beauticians and nail technicians.

At Cosmoprof Worldwide Bologna 2022, massage will be the protagonist of **World Massage Meeting by Cosmoprof**, the event dedicated to the most innovative and current body techniques presented by international master masseurs and leading exponents. Now more than ever, massage is among the most popular treatments in beauty centers and spas all over the world: it is a moment of great well-being and balance, achieved with the help of the expert hands of professionals. The initiative, organized in collaboration with EMA - European Massage Association and CIDESCO International, will be an opportunity to learn the secrets of the trade directly from the most qualified operators and experts.

Cosmo Onstage, the stage dedicated to the novelties of the beauty salons and hair sectors, will welcome the new **Masterclass** project, a high-level training course curated by universities and high-caliber training figures, which will address and analyze the issues which the profession is currently facing. Consumers are asking for increasingly safe, high-performing, and personalized services and treatments, and cutting-edge, quality centers. Cosmoprof is organizing lectures dedicated to the management, communication, and professional growth, as well as updates on techniques and services suited to customer needs.

## EVENTS FOR THE HAIR SECTOR

Companies specializing in products, accessories and furnishings for hairdressing salons will be on display in halls 25, 31, 32, 33, 35 and 37. **On 1 and 2 May, On Hair** returns on the stage of Cosmoprof Worldwide Bologna in pavilion 37, the new hall in BolognaFiere. The theater will host over 8,000 people for 2 days with the most engaging hair shows. Teams and masters known all over the world will bring their novelties and creativity. On Sunday, May 1, the stage will welcome My.Team Academy x My.Organics, Rudy Mostarda x Extrema Hair, Wella Professionals with Egidio Borri and Firriolo Team, Mauro Galzignato W/Kemon Crew x Kemon, Hair Company Professional, Medavita Artistic Team, Z.One Concept™ International Artistic Team & Andrew Smith, Now Progressional Team in collaboration with Alfaparf Milano, Mimmo Laserra x Maletti Group and Paul Gehring x Vitality's. Monday, May 2, spotlights on Alter Ego Italy, Gea Hair Academy x Shot, Fashion Mix & Xenon Group, Gianni Rando in collaboration with Alfaparf Milano, Gamma Più and Josh Lamonaca, Graham Hill, Luxina Academy x Edelstein, and Spaghetti's.

At Cosmoprof Worldwide Bologna 2022 the stage dedicated to young talents, HAIR RING, celebrates 10 years. The event, which for the occasion will become "Selected", will have an increasingly professional nature, and will focus on the excellence of the most creative talents by selecting the 12 best contestants, who will be on stage showing their creations inspired by NEXT FASHION SCHOOL fashion academy.

For any further information, please visit [www.cosmoprof.com](http://www.cosmoprof.com)

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