



COSMOPROF WORLDWIDE BOLOGNA 2022

EVENTS CALENDAR

Updated to March 31, 2022

THURSDAY, APRIL 28

**COSMO
FACTORY**

10:30 – 11:00 am

OPENING CEREMONY COSMOFACTORY

Curated by COSMOPACK

COSMOFACTORY, Hall 19

**COSMO
TALKS**

11:30 am – 12:30 pm

FUTURE VIEW 2022-2027: PIVOTAL BEAUTY INDUSTRY SHIFTS

In collaboration with BEAUTYSTREAMS

Service Centre

As society evolves, it is critical to keep pace as trends and consumer lifestyles are ever-changing. Major changes in technology, social responsibility, and sustainability will continue to reshape our world, with a massive, cascading effect on all industries, including the world of beauty. Join BEAUTYSTREAMS' panel of experts for a strategic roadmap for the beauty industry. BEAUTYSTREAMS analyzes and predicts how these macro trends will influence the beauty sector, serving as a guiding compass for the years to come.

Speakers:

Lan Vu - Founder & CEO, BEAUTYSTREAMS

Michael Nolte - SVP Creative Director, BEAUTYSTREAMS

**COSMO
TALKS**

12:45 – 1:15 pm

STOP AGE ANXIETY: CHALLENGING THE YOUTH-DICTATE

In collaboration with OPENSTREAMS FOUNDATION

Service Centre

Our society creates constant pressure concerning physical appearance. Most beauty ideals are built around concepts of youth and create unrealistic desires to appear and stay young at all costs. The beauty industry plays a powerful role in shaping society's expectations and are encouraged to promote a positive, healthy, and inclusive view towards aging. As part of a non-profit awareness campaign for the Openstreams Foundation, BEAUTYSTREAMS will present their analysis of how brands are addressing aging today, as well as their vision on how to enhance attitudes towards aging and alleviate the pressures created by the beauty dictates of our modern society.

Speakers:

Lan Vu - Founder & CEO, BEAUTYSTREAMS

1:00 – 2:15 pm

NUMBERS, TRENDS, DATA FOR COSMETICS

Curated by COSMETICA ITALIA

Lounge Cosmetica Italia, Sala Notturmo - Service Centre Blocco D, 1st floor

Cosmetica Italia presents the publication "The numbers of cosmetics" which examines the preliminary data for 2021 on the Italian cosmetics sector divided between industry values, turnover and exports, and consumption values. There will also be a further focus on the evolution of online cosmetics purchases.

Speakers:

Gian Andrea Positano – Head of Research Centre, Cosmetica Italia
Giacomo Fusina – Human Highway



2:00 – 3:00 PM

FINDING YOUR BRAND'S PLACE IN THE METAVERSE

In collaboration with MINTEL

Service Centre

Increasingly, beauty consumers expect physical and digital interactions to blend, and many are seeking advanced access to transformative uses of technology. Brands need to keep pace with how consumers' online and offline identities are shifting or differentiating and how they come together to create distinct individualism. By being adventurous with future-forward tools, NFTs and cultivating metaverse experiences, brands can delight buyers, challenge the status quo and pioneer the next frontier of their own industries, whether in product development, service delivery or customer engagement.

Moderator: Kacey Culliney – Editor CosmeticsDesign-Europe

Speakers:

Jane Henderson - Chairman of Beauty & Wellness at Mintel and Executive Board Member at CEW
Robin Raskin – Founder, Virtual Events Group
Sylvain Delteil – SVP Business Development Europe, PERFECT CORP
Kadine James - Creative Technologist at Yahoo | Metaverse Production | Founder Immersive Kind | Digital Art | Digital Fashion | Virtual Reality | Augmented Reality | NFT Creator | DAO | Avatars | Music Industry | Cyberspace Make –
Valerie Vacante - Director of Strategy, Product Experience & Innovation



3:30 – 4:30 pm

TRACK & TRACE IN THE BEAUTY INDUSTRY: HOW BRANDS TAKE CARE OF THEIR CONSUMERS

In collaboration with COSSMA

Service Centre

Ensuring integrity and transparency in every step of the production and distribution chain is possible thanks to data analysis and digital identity technologies. But when the product reaches the markets, keeping control of the supply chain and the route to the shelves can be even more challenging: parallel markets and counterfeits are two major issues affecting the cosmetics sector and jeopardizing revenues and reputation for brand owners. At the same time it negatively impacts consumer confidence and poses risks for user safety. The traceability of a cosmetic product throughout the whole supply chain helps to ensure market surveillance and improves its efficiency. Together with our industry experts, we will analyze the positive implications of an efficient traceability system in terms of brand reputation, environmental preservation, and consumer protection. We will also discuss technical solutions that already exist or are still to be developed. Finally, on a broader perspective, mapping touchpoints, keeping record of processes, and enhancing quality assurance and industry surveillance is essential to offer consumers high level and safe beauty products.

Moderator: Ramona Dreher – Publishing Manager & Senior Editor, COSSMA

Speakers:

Monica Coffano - Business Development Manager, ANTARES VISION SPA
Benedetta Suardi - Technical Director - KIKO MILANO
Lea Saporetti - Regulatory Affairs Manager, ANCOROTTI COSMETICS srl
Massimo Ferronato – Chief Technology Officer, MANGROVIA BLOCKCHAIN SOLUTIONS
Leonardo Ricci - Anti-Counterfeiting and Product Safety Group



5:00 – 6:00 pm

THE COSMOTRENDS REPORT: BOLOGNA 2022

In collaboration with BEAUTYSTREAMS

Service Centre

Every year, Cosmoprof presents the official CosmoTrends Report in order to highlight the exhibitor's most innovative products, serving as a roadmap for the participants of the exhibition. Laura Ziv, Executive Editor and Paulina Szmydke-Cacciapalle, Editor in Chief, will lead us through the news of this year, starting from the emerging brands to the innovations in different beauty categories.

Speakers:

Laura Ziv - Executive Editor, BEAUTYSTREAMS

Paulina Szmydke-Cacciapalle - Editor in Chief, BEAUTYSTREAMS

FRIDAY, APRIL 29



10:00 am – 1:00 pm

International Meeting

COSMETIC INDUSTRY TOWARDS NEW PACKAGING

Materials, studies and strategies to face the challenges of sustainability

Curated by Cosmetica Italia

Sala Italia, Volvo Congress Centre

The combination of packaging and sustainability will be at the centre of the traditional appointment coordinated by Cosmetica Italia. During the event, after the greetings from the presidents of Cosmetica Italia and BolognaFiere, some leading experts will take part with insights about different aspects regarding the congress' topics. A round table will allow further discussion on the contents.

Moderator: Maria Luisa Pezzali – Radio 24

Speakers:

Renato Ancorotti – President of Cosmetica Italia

Gianpiero Calzolari – President of BolognaFiere

Marcello Accorsi – Director of the delegation Federchimica

Paola Fabbri – Professor of Science and Technology of the Materials at Università di Bologna

Gerald Renner – Director Technical Regulatory and International Affairs - Cosmetics Europe

Simona Fontana – Head of Research Centre Conai – Consorzio Nazionale Imballaggi

Matteo Locatelli – Cosmetica Italia- Vice-President with responsibility to sustainability



10:30 – 11:30 am

OPENING CEREMONY COSMOPROF WORLDWIDE BOLOGNA

Organized by COSMOPROF

Service Centre



11:30 am – 12:00 pm

COSMOFORUM

FOCUS ON POLAND: DISCOVER THE NEXT TRENDS IN PROFESSIONAL BEAUTY

Curated by AVANTGRADE in collaboration with Beauty Forum-Health&Beauty

WORLD MASSAGE MEETING - Hall 28

Everything in digital marketing is measurable, even what users are looking for online and how many times. During this talk we will show you which are the trends, techniques, treatments, and products most sought after in Poland by consumers. If you want to know exactly what your clients want, and what professionals need to grow their businesses, this is the place for you!

WORLD MESSAGE MEETING

12:00 – 12:30 pm
INTRO AND 4 - DAY PROGRAMME
Trainer Ivan Conversano, President EMA
WORLD MESSAGE MEETING - Hall 28

Presentation of the event that was missing, the one dedicated to the art of massage. An awaited event, on which EMA, CIDESCO International and Cosmoprof have worked with great passion and extraordinary dedication, so that it may become an unforgettable appointment. Speakers and masseurs will take turns on stage with live demos, training workshops and advanced training sessions, in an open and stimulating debate on the most innovative body techniques.

WORLD MESSAGE MEETING

12:45 – 2:15 pm
THE IMPORTANCE OF SPECIALIZATION
Trainer Consalvo Santilli, Massage Therapist and Marketing Consultant,
and Francesco Saccà, Digital Entrepreneur
WORLD MESSAGE MEETING - Hall 28

Specialization means increasingly qualified, specific and complete expertise. The professional becomes the “Primary Massage Doctor”, with increasingly exclusive skills able to satisfy a more demanding and less loyal client. The current scenario is constantly evolving and, for a professional, specialization is extremely important and must be supported with marketing and sales support, as well as with technical knowledge, with dedicated training and digital tools that are always on the cutting edge.

COSMO TALKS

2:00 – 3:00 pm
CONSUMERS CALL FOR SUSTAINABILITY TRANSFORMATION
In collaboration with QUANTIS
Service Centre

How leading brands are integrating consumers into their sustainability journey? Sustainability is quickly becoming firmly ingrained in the agenda of leading cosmetics and personal care companies as a primary driver for strategic product and business model innovation. This is mostly due to growing consumer demand for beauty transparency and reduced environmental impact. But how can companies engage with their consumers on sustainability and encourage them to make more sustainable choices? In this session, we will introduce new expectations from consumers and discuss how leading brands are moving towards integrating more consumers into their sustainability journey.

Moderator: Eva Lagarde – CEO & Founder, re-sources.co

Speakers:

Emmanuel Hembert - Global Cosmetics & Personal Care Lead, Quantis

WORLD MESSAGE MEETING

2:20 – 2:50
TOUCHED: A MESSAGE STORY –DOCUFILM
WORLD MESSAGE MEETING - Hall 28

Docufilm inspired by the true story of a world famous massage therapist, Jonathan Grassi, which shows the difficulties one has to face to practice this profession. Inspired by his personal journey, from his childhood in Queens to earning

the title at the World Massage Championship, Grassi's experience tells how important it is to pursue your dreams. Through his suggestions, we increase our awareness and appreciate even more the beauty of human relationships.

COSMO FORUM

2:30 – 3:30 pm
COSMOFORUM
BEYOND E-ECOMMERCE
Organized by IMAGINE
BUYER LOUNGE - Hall 14

Consumer and retail: what does the consumer need once entering in the shop? Retail experience or retail of experience? In this semantic exchange lies the consumer's request to be at the centre of the purchase process in a physical place rather than on a digital platform.

Moderator: Loredana Linati, Director Imagine

Speakers:

Antonella Bona - LIUC Università Carlo Cattaneo

Sylvie Cagnoni – NPD Group

Luca Fois - Politecnico

Michelangelo Liuni - Fenapro, Federazione Italiana Profumieri

Fabrizio Valente - Kiki Lab

WORLD MASSAGE MEETING

3:00 – 3:45 pm
THE GENTLE REVOLUTION
Trainer Annarosa Colonna, Child Neuropsychiatrist, Therapeutic Centre
Antoniano
WORLD MASSAGE MEETING - Hall 28

An act of kindness, a courtesy, a simple smile are very effective remedies that can affect our well-being with powerful benefits on mind and body. Above all, it's the gentle touch that can initiate exclusive emotions and create an empathic relationship between operator and client.

COSMO TALKS

3:30 – 4:30 pm
PACKAGING AND PRODUCT DESIGN 2.0
In collaboration with PANTONE/A+A/STRATASYS/EUROMONITOR
Service Centre

The next generation of beauty products and packaging will have a new relationship with colours, textures, personalization and technology. Executives from Pantone, Euromonitor, A+A and Stratasys are to share thoughts on the upcoming developments.

Moderator: Jennifer Weil - Beauty Editor, WWD

Speakers:

Laurie Pressman - Vice President Pantone Color Institute

Francesco Tomasello - Global VP Sales Pantone

Irina Barbalova - Global Lead Health and Beauty, Euromonitor International

Alejandro Espinosa Caballero -Creative Director of A+A and Cadica Group Spa.

Yariv Sade - Design BU Applications Director, Stratasys GmbH

WORLD MASSAGE MEETING

4:00 – 4:45 pm
THE CRYO-DYNAMIC MASSAGE
Trainer Bruno Carpitelli, Director of TAO - Scuola Nazionale di Massaggio®
WORLD MASSAGE MEETING - Hall 28

An innovative massage that exploits the potential of ice to bring a benefit to both skin and muscles. The treatment involves the use of a special cold sphere called CRYO-BALL.

WORLD MASSAGE MEETING

5:00 – 5:45 pm

BODYFULNESS: THE BODY SAYS A LOT ABOUT OUR EMOTIONS

Trainer Valentina Pellegrino, Psychologist, Psychotherapist

WORLD MASSAGE MEETING - Hall 28

Connecting with one's own body, modifying its posture, allows to transmit one's own suggestions, making the most of their potential, going beyond the limiting models.



5:00 – 6:00 pm

COSMOPROF & COSMOPACK AWARDS CEREMONY

Curated by COSMOPROF and COSMOPACK

Service Centre

SATURDAY, APRIL 30



10:00 – 11:00 am

FUN-CTIONALITY: THE NEW KEY DRIVER FOR BEAUTY SHOPPERS TO PLAY WITH CONSTRAINTS

In collaboration with CARLIN

Service Centre

In our societies driven by the vital need for entertainment, stage of inner expectations in tension, it becomes key for consumers to learn how to play with constraints. Deconstruct to reconstruct in order to fly in the face of uncertainty and the numerous issues at stake to reinvent a better tomorrow. Between pragmatism, clear conscience and the aspiration to happiness, the world sets out to regain pleasure while showing resilience. Reinventing and adapting oneself is the new raison d'être. Individuals seek lucid yet ludic readjustments inspiring a new aesthetic with « fun-ctional » accents. Juiced up basics and smart design for all rebuild a boosted imaginary to make the everyday life easy.

Moderator: Deanna Utroske – beauty industry | thought leadership | business content

Speakers:

Iolanda Thiou Ferreira – Fashion & Beauty Trends Projects, Carlin

Elie Papiernik - Founder & CEO, centdegrés



10:30 am – 12:00 pm

Panel discussion

HOW A COSMETIC WITH A NATURAL CONNOTATION IS BORN

Curated by COSMETICA ITALIA

Lounge Cosmetica Italia, Sala Notturmo - Service Centre Blocco D, 1st floor

An opportunity to analyze the world that revolves around the production of cosmetics with a natural connotation, highlighting the different aspects. At the beginning of the discussion, Cosmetica Italia will propose an analysis of the claims used in the new launches of cosmetics with a natural connotation, highlighting their evolution over the last two years as well as in the period prior to Covid. Two complementary “technical” items will then further explore the theme at the centre of the round table through the point of view of the supplier of raw materials and formulator. Finally, a focus on the market positioning strategy of these products will be proposed.

Moderator: Tommaso Costa – Journalist

Speakers:

Roberto Isolda – Research Centre Cosmetica Italia

Alessandro Filippini – Phenbiox srl

Luigi Miori – Areaderma srl

Antonio Argentieri – Professor of Marketing and Communication at Università di Siena

COSMO FORUM

11:00 – 11:30 am

COSMOFORUM

SMALL COUNTRY, BIG POTENTIAL: INSIGHTS OF THE HUNGARIAN BEAUTY MARKET

Curated by Agnes Balla, General Manager for Health and Beauty Hungary Kft

WORLD MESSAGE MEETING - Hall 28

Women in Hungary are extremely sensitive to the beauty topic. The hours spent in the beauty salons, the use of products for hair and skin care, the application of eyelash extensions and the demand of nail art and permanent makeup are much more than you can expect knowing their average monthly income. This is why the distributors of leading international brands consider Hungary as a seismograph for the professional beauty in Europe. The market numbers show 9.000 aestheticians, 15.000 hairstylists and around 30.000 nail artists. Much of the sector leading brands are already present in the country. 90% of the professional products used in Hungary are imported, especially from Europe. The entering cost of this central Europe market is relatively low, with the advantage of breaking into a really receptive market regarding the new brands and services.

COSMO FORUM

11:30 am – 12:00 pm

COSMOFORUM

FOCUS ON FRANCE: DISCOVER THE NEXT TRENDS IN PROFESSIONAL BEAUTY DIRECTLY FROM END CONSUMERS

Curated by AVANTGRADE in collaboration with Health and Beauty

WORLD MESSAGE MEETING - Hall 28

Everything in digital marketing is measurable, even what users are looking for online and how many times. During this talk we will show you which are the trends, techniques, treatments, and products most sought after in France by consumers. If you want to know exactly what your clients want, and what professionals need to grow their businesses, this is the place for you!

COSMO TALKS

11:30 am – 12:30 pm

THE REIMAGINED US BEAUTY RETAIL LANDSCAPE

In collaboration with BEAUTY MATTER USA

Service Centre

The delineation between offline and online retailers and prestige and mass are increasingly blurred as consumers expect a new level of convenience, experience, and connection. The unwritten rules that guided distribution decisions have been thrown out the window as DTC brands realize that they need brick-and-mortar partners to achieve scale. Post pandemic beauty retail has emerged reimagined in the US market, where mass retailers compete with prestige outlets to launch buzzy indie brands and Amazon represents one-third of all beauty bought online. We'll dig into market dynamics, top trends, and what it takes to succeed in the US market.

Moderator: Kelly Kovack - Founder & CEO, BeautyMatter

Speakers:

Maggie Ciafardini - CEO, Maggie Ciafardini, Inc

Kim D'Angelo - Buying and Management Executive, Neiman Marcus Group

Noah Rosenblatt - President North America Space NK

WORLD MESSAGE MEETING

12:00 – 12:45 pm

ROUND TABLE: THE CONCEPT OF HOLISM, TODAY

Trainers: Ivan Conversano, EMA President and Bruno Carpitelli, Director

TAO - Scuola Nazionale di Massaggio®

WORLD MESSAGE MEETING - Hall 28

What does it mean today to live and think holistically? How can the world of massage be brought closer to the holistic concept? The word holistic comes from the Greek word olos, which means totality. Why totality? Because holistic treatment considers the person in his or her entirety, according to specific anatomical and tranquillity characteristics: it's aimed at achieving total wellbeing of mind and body, also in relation to the surrounding environment.

WORLD MESSAGE MEETING

1:00 – 1:45 pm

FACIAL MESSAGE TECHNIQUES FOR A TRULY AMAZING "WOW" EFFECT

Trainer Lydia Sarfati, CIDESCO USA President

WORLD MESSAGE MEETING - Hall 28

How to provide a "WOW" experience for each client, creating a strong connection between mind and body. This facial massage technique engages the 5 senses: taste, touch, sight, smell and sound creating an emotional connection that reduces stress and improves immunity. This special massage also affects the release of dopamine, so as to offer an extraordinary WOW EXPERIENCE.

COSMO TALKS

2:00 – 3:00 pm

HOW BIOTECH BECAME THE FUTURE OF SUSTAINABLE BEAUTY

In collaboration with FASHION SNOOPS

Service Centre

Join Fashion Snoops as they explore how biotech beauty advancements have evolved from an emerging concept to become the cutting edge of sustainable beauty. As brands increasingly look for eco-friendly solutions that serve the interests of both the planet and the consumer, we see how science and nature merge into innovative formulations, biodegradable packaging, biotech beauty, and lab-based developments. FS will explore the cultural "why" behind these innovations, and will also speak to industry experts, who will offer their own unique perspective on the future of these key developments.

Moderator: Melissa Hago - Vice President, Beauty - Fashion Snoops

Speakers:

Carlotta Del Canale - Technical Marketing Manager, Comfort Zone & Davines

Hayley Peri – CEO & Founder, Dandi Day

Iva Teixeira - Co-founder and CEO, the Good Face Project

Nicole Acevedo – PhD, Founder & CEO, Elavo Mundi Solutions

WORLD MESSAGE MEETING

2:00 – 2:45 pm

MESSAGE AS A SYNERGISTIC ELEMENT OF SPA DEVELOPMENT

Trainer Simone Ciolli, SPA Development Consultant

WORLD MESSAGE MEETING - Hall 28

The SPA is undoubtedly the fulcrum of holistic wellness: massage therefore becomes a holistic viaticum of well-being. Customer loyalty in the world of wellness and SPAs occurs through two key concepts: education and results. In the SPA world, manual skills are specific for each type of approach: from analysis to check-up, prevention, therapy, up to exchange and "energetic listening contact". Massage is therefore a synergistic element in the development and evolution of a SPA methodology. We will discover together the technical, commercial and managerial results of massage and its use in all wellness facilities.

WORLD MESSAGE MEETING

3:00 – 3:45 pm

THE IMPORTANCE OF 'WELLNESS IN PREGNANCY' AS PROFESSIONAL TRAINING AND BUSINESS GROWTH

**Trainer Catherine McInerney, Founder and Director of Pregnancy
Massage Australia**

WORLD MESSAGE MEETING - Hall 28

Pregnancy Massage Australia® is a method aimed at Spas and therapists, dedicated to the benefits of massage during pregnancy, which is fundamental to well-being and an essential component of training. In this session, we will learn the techniques, with the goal of incorporating "Wellness in Pregnancy" into your massage menu, thus expanding your client group.

COSMO TALKS

3:30 – 4:30 pm

BEAUTY EQUALITY

**In collaboration with FIT's Cosmetics & Fragrance Marketing and
Management Master's Program
Service Centre**

The social movement for racial equality hit a critical moment in the United States with the Black Lives Matter (BLM) protests. The US movement sparked a global awareness and discussion in corporate boardrooms, the media, and in the public sector about how to create equality of access, economic achievement and representation in all forms of both art and commerce. How has this impacted the beauty industry in the US? Has the US industry evolved in terms of equality of representation and access for BIPOC employees, entrepreneurs and consumers? Is there more representation with US brands, retailers and corporations? How might the US market serve as an example or learning opportunity for other global markets?

Moderator: Professor Stephan Kanlian - Chairperson, Master's Degree Program: Cosmetics & Fragrance Marketing and Management, School of Graduate Studies, Fashion Institute of Technology (FIT)

Speakers:

Jessica Cruel - Editor in Chief, Allure Magazine

Nyakio (Kamoche) Grieco - Co-Founder of thirteen lune and Founder of nyakio beauty

Diarrha N'Diaye - CEO / Founder, Ami Colé

WORLD MESSAGE MEETING

4:00 – 4:45 pm

"RISK AWARENESS" IS ALREADY AN EXCELLENT PREVENTION TOOL

Trainer Biagio Pedalino, Epidemiologist and Holistic operator

WORLD MESSAGE MEETING - Hall 28

The pandemic we are experiencing requires further moments of reflection on our work as massage operators. The moment of the massage, in fact, must remain a moment of well-being for oneself and for our customers. Let's explore it together to find out how to keep the environment and the moment safe, and how we can continue to instil calm and serenity. We will evaluate together the various moments of a session, from the welcome to the massage session, to the post-session cleaning, which allow us to minimize the risk of contagion for ourselves and for our customers and above all to maintain an atmosphere of cordiality, dialogue, and serenity with our customers.

WORLD MESSAGE MEETING

5:00 – 5:45 pm

PHENOMENAL TOUCH MASSAGE

Trainer Leslie Bruder, Founder of PTM

WORLD MESSAGE MEETING - Hall 28

Imagine having a massage that enlightens you, revives your passion and brings so much joy to you and the person receiving it. Your depth and pressure, contact and speed are perfectly balanced. Your hands move so skilfully that they are invisible. Your movements from one side of your body to the other are so fluid that they seem like a dream. Your hands overlap, dancing over your body, creating a personal rhythm that comes from deep listening.



From 9:00 pm
LIVE IT UP! THE COSMOPROF SHOW
Curated by Cosmoprof – By invitation only

SUNDAY, MAY 1



10:30 – 10:45 am
ON HAIR BY COSMOPROF
MY.TEAM Academy x MY.ORGANICS presents: "MY. beauty IS GOLD"
On Hair Arena – HALL 37



10:30 – 11:30 am
COMMUNICATE TO ATTRACT: THE OPPORTUNITIES OFFERED BY DIGITAL MEDIA
Trainer Guido Di Fraia, Ceo IULM AI Lab and Vice-Chancellor for innovation and artificial intelligence, IULM University Milan
Service Centre

Communicating well the activities of your Centre to the "probable" customer, even before they cross the threshold, is extremely important. In such a competitive environment, with multiple offers on the market, it's essential to present yourself in the best possible way, creating interest in the customer with proper digital communication and successful marketing strategies. The digital presence must be able to anticipate to the customer what he will find once he crosses the doors of the beauty Centre.



10:55 – 11:25 am
ON HAIR BY COSMOPROF
WELLA PROFESSIONAL with EGIDIO BORRI and MARIO FIRRIOLO TEAM
presents: "xxx"
On Hair Arena – HALL 37



11:00 – 11:45 am
THE SITUATION OF BEAUTY SALON AFTER THE PANDEMIC: ASSESSMENTS AND PERSPECTIVES
Curated by COSMETICA ITALIA
Lounge Cosmetica Italia, Sala Notturmo - Service Centre Blocco D, 1st floor

In-depth study of the various dynamics concerning beauty salon: from economic data to the analysis of the current situation up to possible evolutions and opportunities.

Speakers:

Babila Spagnolo –President Gruppo Cosmetici per l'Estetica Cosmetica Italia
Gian Andrea Positano –Head of Research Centre Cosmetica Italia
GianPaolo Macario - MeTMI



11:30 am – 12:00 pm

COSMOFORUM

FOCUS ON GERMANY: DISCOVER THE NEXT TRENDS IN PROFESSIONAL BEAUTY DIRECTLY FROM END CONSUMERS

Curated by di AVANTGRADE in collaboration with Health and Beauty Beauty Forum-Health&Beauty

WORLD MASSAGE MEETING - Hall 28

Everything in digital marketing is measurable, even what users are looking for online and how many times. During this talk we will show you which are the trends, techniques, treatments, and products most sought after in Germany by consumers. If you want to know exactly what your clients want, and what professionals need to grow their businesses, this is the place for you!



MASTERCLASS

11:30 am – 12:30 pm

NEUROSELLING FOR AN INNOVATIVE SALES PERSPECTIVE

Trainer Vincenzo Russo, Consumer Psychology and Neuromarketing

Professor, IULM University Milan

Service Centre

Neuroscientific techniques make it possible to analyse emotional dynamics and can be applied to different fields, allowing to understand what happens to the brain in response to stimulus, in order to understand which strategy should lead to a decision. These techniques, focused on the perception of reality based on cognitive schemas and experienced emotions, can also be applied to sales.



11:35 am – 12:05 pm

ON HAIR BY COSMOPROF

NOW PROGRESSIONAL TEAM in collaboration with ALFAPARF MILANO presents: "SENSORY"

On Hair Arena – HALL 37



12:00 – 12:45 pm

METODO INTEGRO®: THE FIRST AND ONLY METHOD IN ITALY OF "HAUTE COUTURE" MANUAL TECHNIQUES

Trainer Manuela Ravasio, Creator and Trainer of Metodo Integro®

WORLD MASSAGE MEETING - Hall 28

The world and the beauty and wellness market are constantly evolving. It's therefore necessary to evolve the offer and positioning of the centre so as not to find oneself "out of the game". The Integro® Method is a set of unique and exclusive beauty and wellness projects, capable of accompanying both professional and client on a journey of mind-body transformation. It's time to evolve: it's time for the Haute Couture of manual techniques.



12:15 – 12:45 pm

ON HAIR BY COSMOPROF

MAURO GALZIGNATO W/KEMON CREW X KEMON presents: "CANDY SHOP"

On Hair Arena – HALL 37



MASTERCLASS

12:45 – 1:45 pm

MICROBLADING IS ONE OF THE MOST POPULAR TREATMENTS IN RECENT YEARS

**Trainer Rossano De Cesaris, Make up & microblading artist
Service Centre**

With nearly 22,000,000 posts on Instagram, microblading is undoubtedly leading the list of the most popular aesthetic treatments to achieve flawless eyebrows, restoring shape and thickness according to the current golden rules and aesthetic standards. Especially with regard to the "hair to hair" technique, its naturalness is nothing short of incomparable. In this lecture we will analyse all possible aspects of the use of microblading, giving prestige to a method often unjustly relegated to a second-class category by veterans of dermo-pigmentation.



12:55 – 1:25 pm

ON HAIR BY COSMOPROF

HAIR COMPANY PROFESSIONAL presents: "TOUCH"

On Hair Arena – HALL 37

WORLD MESSAGE MEETING

1:00 – 1:45 pm

ASIAN INSPIRED FACE MASSAGE

Trainer Alexandre Thang, fondatore di EGK - L'Ecole du Guasha-Kobido de Paris

WORLD MESSAGE MEETING - Hall 28

Advanced facial massage technique, a mix of methods including traditional Chinese medicine, Kobido and Gua Sha. A comprehensive treatment not only for beauty, but also for psychophysical rebalancing through energy channels and reflex points.



1:35 – 2:05 pm

ON HAIR BY COSMOPROF

MEDAVITA ARTISTIC TEAM presents: "TOUCH THE SKY"

On Hair Arena – HALL 37



MASTERCLASS

2:00 – 2:30 pm

EXPOSOMIAL BEAUTY

Trainer Umberto Borellini, Cosmetologist

Service Centre

Cosmetology is a science that draws from the most advanced areas of medical and scientific research. Many studies are analysing the multiplicity of factors related to aging skin and, in this context, the concept of Esposome was born, that is the set of external and metabolic factors that influence and damage tissues and organs. In our lecture we will analyse the main "esposomal factors", indicating the strategies - cosmetic and lifestyle - aimed at contrasting the negative effects.

WORLD MESSAGE MEETING

2:00 – 2:45

REBALANCING BODY&MIND

Trainer Francesco Franco and Franca Padula, Samadhi Academy

WORLD MESSAGE MEETING - Hall 28

The massage technique that explores and relates the mind and body using touch and listening. The work starts from the base of the skull to create a situation in which the client can express their emotions and those that had been held

back in the body. It's a real rebalancing of body and mind.



2:15 – 2:45 pm

ON HAIR BY COSMOPROF

Z.ONE CONCEPT™ presents: "HAIRMONY COLLECTION" by ANDREW SMITH & INTERNATIONAL ARTISTIC TEAM

On Hair Arena – HALL 37



MASTERCLASS

2:30 – 3:00 pm

POWER TO THE WORDS

Trainer Caterina Panzeri, Founder of KP Communication Service Centre

"In the beginning words and magic were the same thing..." said Dumbledore in the last chapter of the Harry Potter saga. Even today, words preserve much of their ancient power. Every word we pronounce is connected to an image in the brain and this image can trigger an infinite series of reactions. We will talk about this during the session, discovering which words to use and which ones to absolutely avoid with a single aim: to communicate with ourselves and with others in the most effective way possible.

WORLD MESSAGE MEETING

2:45 – 3:00 pm

TOUCHED: A MESSAGE STORY – DOCUFILM

WORLD MESSAGE MEETING - Hall 28

Docufilm inspired by the true story of a world famous massage therapist, Jonathan Grassi, which shows the difficulties to practice this profession. Inspired by his personal journey, from his childhood in Queens to earning the title at the World Massage Championship, Grassi's experience tells how important it is to pursue your dreams. Through his suggestions, we increase our awareness and appreciate even more the beauty of human relationships.



2:55 – 3:25 pm

ON HAIR BY COSMOPROF

RUDY MOSTARDA X EXTREMA HAIR presents: "MODERN ECCENTRIC"

On Hair Arena – HALL 37



MASTERCLASS

3:00 – 3:30 pm

NUTRITION AND COSMETICS: A VERY IMPORTANT SYNERGY

Trainer Daniela Morandi, PNL Coach e nutritionist and naturopath Service Centre

In the world of aesthetics today, treatments of the highest level are carried out, but they are not supported by a nutritional strategy. The benefits of these treatments would be even more powerful if a proper diet that is sustainable over time is associated with them. For aestheticians, knowing the basics of anti-inflammatory and anti-aging nutrition and being able to transmit the importance of proper nutrition not only for the aesthetic result but also for the well-being of the person, is an increasingly necessary skill and can become a means of customer loyalty. In addition to nutrition, in this session, we will also discuss the fundamentals of Coaching, which allows aestheticians to talk about these sensitive topics in a relevant and empathetic way.

WORLD MESSAGE MEETING

3:00 – 3:45 pm

ONCOLOGICAL MESSAGE

Trainer Helen Beckman, Physiotherapist Senior specialized in Oncology and Palliative Care
WORLD MASSAGE MEETING - Hall 28

Every masseur should know the risks and benefits of massage for cancer patients. In this session, we will increase this knowledge by also debunking some myths regarding the treatment of cancer patients.



3:30 – 4:30 pm

HOW ENTREPRENEURIAL THINKING INCREASES TURNOVER AND PROFITS WHILE GENERATING MORE SATISFIED CUSTOMERS

Trainer Manuela Ravasio, Head of Beauty&Wellness Coaching Academy & Ekis Small Business Service Centre

Many Hair & Beauty Professionals believe that the only way to increase turnover is to increase the number of treatments they provide. It's a pity that this assumption leads the Professional into a vicious circle where he is constantly locked to his workstation for an insane number of hours and finds himself caught up in the logic of the price battle. We will explain the basics of the Entrepreneurial mindset to understand HOW best to manage your business and obtain better results aimed at satisfying the needs of the client but also those of the turnover. Changing the way you think about your business changes the way you choose your strategies, so your results change.



3:35 – 4:05 pm

ON HAIR BY COSMOPROF

MIMMO LASERRA X MALETTI GROUP presents: "EDEN"

On Hair Arena – HALL 37



4:00 – 4:45 pm

THE ETERNAL YOUTH OF KOBIDO MASSAGEWORLD MASSAGE MEETING

Trainer Bruno Carpitelli, Director TAO - Scuola Nazionale di Massaggio® Hall 28

From the ancient Japanese tradition, the Kobido massage is a very up-to-date treatment focused on the face, whose shaping and firming functions provide brightness, vigour and harmony to the face. It's an entirely manual face lift, natural and with immediate effect.



4:15 – 4:45 pm

ON HAIR BY COSMOPROF

VITALITY'S with PAUL GEHRING and VITALITY'S with PAUL GEHRING & ENCARNACIÓN PACHÓN and VITALITY'S TEAM present "LOS AGELESS"

On Hair Arena – HALL 37



4:30 – 5:30 pm

NO GENDER HAIRCUT

**Trainer Cesare Morabito, Antonio Esposito e Emanuele Esposito,
SPAGHETTI'S
Service Centre**

A moment of analysis and training on the deep change in styles required by customers. A more conscious choice, dictated by the fact that there are now fewer rules on what should be considered male or female. Today more than ever, a must for the world of beauty is the concept of gender-free: the hair world has embraced what is more than just a trend, proposing original looks in which the cut, mixed with styling and colour, makes it possible to achieve decidedly cool results. For him and for her, without definitions and limits.

WORLD MESSAGE MEETING

**5:00 – 5:45 pm
APQU = QUANTUM POSTURAL HARMONIZER
WORLD MESSAGE MEETING - Hall 28**

A massage technique that starts from the diagnosis and where the imperfections represent the clue through which to offer functional solutions to customers. It starts from giving centrality to the postural structure by harmonizing the distribution of energies, improving the flow of frequencies of the nervous system and rebalancing the paravertebral neuromuscular lateralities; all in conjunction with functional treatments to offer even more optimal solutions: holistic aesthetics is the art of well-being.

MONDAY, MAY 2

COSMO ONSTAGE

MASTERCLASS

**10:30 – 10:45 am
POLIESTETICO OF MILAN AS A NEW FRONTIER OF TRAINING IN WELLNESS
Trainer Michele Scisci, Director Poliestetico of Milan
Trainer Giannantonio Negretti, founder Poliestetico of Milan
HUMANISTIC COSMETICS
Service Centre**

Humanistic Cosmetics is a cultural movement that invokes authentic beauty, dissolving the prejudices and paradigms of the sector. It is a new Renaissance of beauty that places mankind with his real needs at the centre while respecting ethical and social values, while preserving individual integrity.



**10:30 am – 12:00 pm
Panel discussion
THE EVOLUTION OF THE HAIRDRESSER PROFESSION: THE NEW
NORMALITY AND SUSTAINABLE SALONS
Curated by CAMERA ITALIANA DELL'ACCONCIATURA
Lounge Cosmetica Italia, Sala Notturmo - Service Centre Blocco D, 1st floor**

COSMO ONSTAGE

MASTERCLASS

**10:45 – 11:30 am
HAIR COLOUR: HOW DIFFICULT IS TO HARMONISE SCIENCE AND**

MARKETING?

**Trainer Alessandro Rizzi, Full Professor IT department Università degli Studi di Milano
Service Centre**

Which are the anomalies that are highlighted when science meets marketing, in the market of hair colouring? The basic difficulties are intrinsic in the hair finishing process, which doesn't lend itself to be controlled and measured; added to this are the objective difficulties of communication and reproduction of colour among the many media involved, starting from the colour catalogue to the Web. From these considerations emerges the need for a change in the training model of new generations of professionals and in the tools supporting the production of the next generation of hair colour.



**11:00 – 11:30 am
ON HAIR BY COSMOPROF
ALTER EGO ITALY presents: " I, HUMAN"
On Hair Arena – HALL 37**

WORLD MESSAGE MEETING

**11:00 – 11:45 am
TELLING AND HAVING THE BODY TOLD
WORLD MESSAGE MEETING - Hall 28**

How to create a perfect relationship with your customer.



**11:40 am – 12:10 pm
ON HAIR BY COSMOPROF
GEA HAIR ACADEMY X SHOT present: "RINASCITA/REBIRTH"
On Hair Arena – HALL 37**



**11:45 am – 12:30 pm
MAKE-UP AS EMOTIONAL CALLIGRAPHY: THE POWER OF COLOUR IN
MAKE-UP**

**Trainer Alessandra Barlaam, Beauty Expert, Make-up Artist, Aesthetician,
Facialist, Naturopath, Poliestetico
Service Centre**

Make-up is not a simple decorative cosmetic but plays a social, psychological and anthropological role in the relationship with the other. Make-up can be a mask or reveal the identity of the wearer, in art, life and entertainment in an endless game.

WORLD MESSAGE MEETING

**12:00 – 12:45 pm
SWEDISH MASSAGE
Trainer Anna-Cari Gund, Honorary President CIDESCO International
WORLD MESSAGE MEETING - Hall 28**

Swedish massage is one of the most commonly offered massage techniques and it's performed to energise the body and improve the client's health. Starting with the history of this important technique, we will learn about its benefits and why this massage is one of the most popular treatment in the world.

ON HAIR

12:20 – 12:50 pm

ON HAIR BY COSMOPROF

FASHION MIX & XENON GROUP present: "T.A.G. – TUTTO ALTRO
GENERE/A WHOLE ANOTHER GENDER"

On Hair Arena – HALL 37

COSMO
ONSTAGE

MASTERCLASS

12:45 – 1:45 pm

CHOOSE TO BE CHOSEN

Trainer Mauro Galzignato, Hairstylist, Artistic Director Kemon and
Mimmo Laserra, Celebrity Hairstylist and Entrepreneur
Service Centre

The power to be leading players in our professional lives is ours alone. But we must choose the proposals that can make our future great. We must be stimulated by creative, educational and professional courses. We need to be constantly confronted with colleagues, with the industry, with innovations. And that is why we constantly need to learn: important, new and up-to-date topics, increasingly geared towards the daily management of our profession. Because the hairdressing profession must go beyond the shop doors. The profession must rhyme with vision. That's why we want to tell our story and tell your story. Because there is nothing more important than looking to the future, with the enthusiasm and passion of two hairdressers. In continuous evolution.

ON HAIR

1:00 – 1:15 pm

ON HAIR BY COSMOPROF

GIANNI RANDO in collaboration with ALFAPARF MILANO presents:
"BOULEVARD COLLECTION"

On Hair Arena – HALL 37

WORLD
MESSAGE
MEETING

1:00 – 1:45 pm

PERSONAL GROWTH FOR THE PROFESSIONAL

Trainer Ivan Conversano, Presidente EMA, Valentina Pellegrino,
Psychologist and Psychoterapist
WORLD MESSAGE MEETING - Hall 28

Personal growth is very important for a massage practitioner. Knowing who you are and your path to improving the quality of your lifestyle, your well-being and your inner beauty is vital, as body techniques place the person, their lifestyle, their experience and their future goals at the centre. An evolutionary path to be in full harmony with your inner self.

ON HAIR

1:25 – 1:55 pm

ON HAIR BY COSMOPROF

GAMMA PIU' and JOSH LAMONACA presents: "WHEN PASSION MEETS
PURPOSE"

On Hair Arena – HALL 37

WORLD
MESSAGE
MEETING

2:00 – 2:45 pm

LYMPHATIC DRAINAGE: MUCH MORE THAN A MASSAGE AQVA PROTOCOL
DEMONSTRATION BY EMA

Trainer Ivan Conversano, EMA President
WORLD MESSAGE MEETING - Hall 28

Lymphatic drainage is the best way to stimulate the lymphatic system and have several positive effects on the whole body. But it's really necessary to know how to do it in the right way. The Aqva ritual of the Protocol GAIA by EMA is an advanced treatment that goes beyond the simple technique of lymphatic drainage, giving effective results from the first session and a sense of dynamism, energy and vitality for those who receive it. From essential oils to enveloping and innovative manual techniques, Aqva is an indispensable ritual for cellulite and post-competition care.



2:00 – 3:15 pm

DEVELOP SOFT SKILLS TO BE MORE SUCCESSFUL IN YOUR JOB

Trainer Lorenzo Morelli, Executive Manager Scuola SEM Pescara Service Centre

The role of soft skills is crucial for the success of the beautician in the job market. The importance of soft skills - now widely recognized for all workers - suggests some reflections on the training path: which subjects play a decisive role? Which teaching approaches are most effective? What contribution can come from the teaching of General Culture?



2:05 – 2:35 pm

ON HAIR BY COSMOPROF

GRAHAM HILL presents: "THE NEW GENTLEMAN'S HAIR"

On Hair Arena – HALL 37



2:45 – 3:15 pm

ON HAIR BY COSMOPROF

LUXINA ACADEMY X EDELSTEIN presents: "LUXINA ACADEMY ON STAGE"

On Hair Arena – HALL 37



3:00 – 3:45 pm

THANKS AND FINAL GREETINGS - CLOSING OF THE WORKS

Curated by EMA and CIDESCO International

WORLD MASSAGE MEETING - Hall 28



3:25 – 3:45 pm

ON HAIR BY COSMOPROF

SPAGHETTI'S presents: "I LOVE HUMANITY"

On Hair Arena – HALL 37



15:30 – 16:30

HAIR RING SELECTED: PROUD TO SUPPORT YOUNG TALENTS

Organized by Cosmoprof in collaboration with CAMERA ITALIANA

DELL'ACCONCIATURA e NEXT FASHION SCHOOL

Service Centre

Har Ring stage celebrates its tenth birthday. For 2022 it becomes HAIR RING SELECTED. A selection of the best 12 young talents in the hairstyle sector will have the opportunity to perform in front of the Cosmoprof audience to present their skills and creativity. The collaboration between the Italian Association of Hairstyle and Cosmoprof for the realization of the event will be enriched by the partnership with Next Fashion School, a famous fashion school, which will identify the theme of the contest.