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**BOLOGNA, ITALY**  
FAIR DISTRICT  
•

**20 - 22 MARCH 2025**

**COSMOPACK**

**COSMO** PERFUMERY &  
COSMETICS

•  
**20 - 23 MARCH 2025**

**COSMO** HAIR & NAIL &  
BEAUTY SALON

**COSMOPROF  
WORLDWIDE BOLOGNA  
2025 OPENS ITS DOORS:  
THE LEADER EVENT FOR  
THE COSMETICS  
INDUSTRY**

**Institutions, international  
leaders, and industry  
professionals gather in  
Bologna to inaugurate the  
56th edition of the event,  
focusing on innovation  
and new business  
opportunities.**

**COSMOPROF**  
WORLDWIDE BOLOGNA

March 20, 2025 – The 56th edition of Cosmoprof Worldwide Bologna, the benchmark event for the global cosmetics industry, kicks off with **over 3,000 companies from 65 countries, representing more than 10,000 brands**; the exhibition space exceeds 170,000 square meters, marking a **5.8% increase compared to the previous edition**. Cosmoprof Worldwide Bologna reaffirms its international scope, with **56% of exhibitors coming from Europe, 44% from non-European countries, and 22% from Italy**. A total of **29 national pavilions** are present in Bologna, showcasing the beauty trends and characteristics of countries such as **Australia, Brazil, China, South Korea, Estonia, France, Germany, Japan, Greece, India, Indonesia, Ireland, Latvia, Norway, Pacific Islands, Poland, Czech Republic, Romania, Spain, Sweden, Ukraine, the UK, Taiwan, Turkey, and the USA**. New additions for 2025 include **California and Tunisia**.

Cosmoprof Worldwide Bologna remains a key platform for the launch of new brands and products. This is evident in the particularly high percentage of **new exhibitors compared to 2024, accounting for 35% of the total**. "Cosmoprof Worldwide Bologna continues to be a strategic platform for business and innovation. The number of participating companies and the growing interest from global industry players demonstrate the vitality and resilience of the sector," states **Gianpiero Calzolari, President of BolognaFiere**. "The success of this event is the result of a constant commitment to creating growth opportunities for the cosmetics industry by providing tools that facilitate networking, innovation, and collaboration among key players. Thanks to these characteristics, Cosmoprof remains the most internationally oriented trade fair, a strategic business partner recognized by the Ministry of Foreign Affairs and International Cooperation, ICE – Agency for the Promotion Abroad and the Internationalization of Italian Companies, as well as Cosmetica Italia, the national association of cosmetics companies, and public and private associations from key markets."

The collaboration with the **Ministry of Foreign Affairs and International Cooperation**, as well as **ITA – Italian Trade Agency**, has enabled the participation of **over 80 delegations, including major importers, distributors, and retailers from around the world**, with particular focus on the United States, Africa, and the Gulf and Middle Eastern regions. "Cosmetics continue to be an excellence of Made in Italy, demonstrating dynamism, innovation, and an extraordinary ability to adapt to changes in the global market," stated **Matteo Zoppas, President of ITA Agency**. "In 2024, Italian exports in the sector reached €8.4 billion, marking a growth of over 11% compared to 2023, a year in which the increase over 2022 was as high as 21.9%. These results confirm the leadership of our companies, which are at the forefront of research and innovation, anticipating the needs of the international market. Today, exports account for over 40% of total revenue, with Italy reaffirming its leadership in makeup production: 67% of the products used in Europe and 55% of those worldwide are made in our country. ITA also continues to support the internationalization of the sector by collaborating with Bologna Fiere to bring the Cosmoprof format to key foreign markets, further strengthening the role of Italian cosmetics as an ambassador of Made in Italy worldwide. For the 2025 edition of Cosmoprof, the Agency organized the incoming of more than 220 foreign operators and KOLs (Key Opinion Leaders) from about 80 countries and 3,500 B2B meetings between international buyers and Italian companies. Among the areas with the highest growth potential in the short and medium term, Southeast Asia and Sub-Saharan Africa stand out,

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where ICE has strengthened its presence in line with the Mattei Plan promoted by the Meloni Government, opening new offices in Kenya, Nigeria, and Senegal, bringing the number of direct offices to 12, alongside 8 Economic Observatories."

Supporting the business activities of Cosmoprof Worldwide Bologna is also **Cosmetica Italia – the National Association of Cosmetics Companies**, present at Block D of the Service Center with a dedicated installation. "Cosmetica Italia, through its longstanding alliance with the Cosmoprof trade fair system, enhances the competitiveness and supports the internationalization processes of its member companies," states Benedetto Lavino, President of Cosmetica Italia – the National Association of Cosmetic Companies. "Italian cosmetic production stands out and is unanimously appreciated beyond national borders for its innovation, high quality standards, flexibility, craftsmanship, creativity, and tradition. Italian cosmetic exports, which contribute to a positive trade balance of 4.7 billion euros by the end of 2024 (+12% compared to 2023), represent a key competitive lever, especially in this phase of paradigm shifts in international markets. The latest preliminary data indicate that the total turnover of the Italian cosmetics industry reaches 16.5 billion euros (growing by over 9%), with almost half linked to exports. And 2025 looks promising, with a further positive trend (close to +7%), bringing the turnover to 17.7 billion euros. The cosmetics sector in Italy is capable of generating positive socio-economic impacts for the entire country, contributing almost 1.5% to the national GDP. The all-Italian format of the BolognaFiere Group is a key driver for business growth worldwide for companies in the sector. I am pleased that, in coordination with the government and institutions, a strategic partnership is being implemented, one that showcases the value of a winning combination between two excellences: the world's leading cosmetics trade fair and an industry that benefits the country and works tirelessly for people's well-being."

#### **DYNAMIC AND FUNCTIONAL BUSINESS TOOLS AND NEW SOLUTIONS TO FACILITATE OPERATORS**

Cosmoprof Worldwide Bologna continues to be a strategic event for stakeholders from around the world. "The event remains the only international exhibition offering a comprehensive view of the latest developments in the beauty industry, thanks to the presence of all industry sectors in one location, from the supply chain to the finished product," highlights **Enrico Zannini, General Director of BolognaFiere Cosmoprof**. "The **coordinated opening of all pavilions on the same day, Thursday, March 20**, a formula successfully introduced last year, increases interaction between various channels and sectors. To meet the needs of operators and exhibitors looking for more dynamic and immediate tools to approach the market, this year's edition of Cosmoprof also introduces a **new exhibition layout**. This solution allowed us to expand the exhibition offering to include new product categories particularly influential for the market, adapting to the needs of our community."

Cosmoprof also provides essential business opportunities for the growth of the industry through services such as **Cosmoprof My Match**, an exclusive matchmaking software available to professionals to organize business meetings directly at the fair, and personalized consultancy services backed by the expertise of the Cosmoprof team to address the needs of all distribution

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channels. To optimize the participation of buyers from all major continents, **the Buyer Lounges**, set up in **Pavilions 14 and 36**, catering to the premium and prestige Cosmoprime channel and the mass market Fragrance and Cosmetics sector, play a crucial role by offering a welcoming and functional space for discreet interactions. **Pavilion 37** hosts the **Hair Lounge** for hairstyling professionals. There is also a **lounge curated by the Group of Cosmetics with Natural and Herbal Characteristics of Cosmetica Italia**, located in the mezzanine between Pavilions 21 and 22, dedicated to the herbal sector.

#### THE GROWTH OF THE GLOBAL COSMETIC MARKET

The ongoing development of Cosmoprof is rooted in the growth of the global cosmetic market. According to international agency EUROMONITOR INTERNATIONAL, **projections for 2025 indicate a turnover of over 612.8 billion euros, with an average annual growth rate of around 8% from 2023.**

Looking at the top-performing countries, the USA continues to lead the market: by 2025, the U.S. cosmetic market is expected to reach 120.4 billion euros. Despite a constantly evolving landscape, the beauty sector in the U.S. continues to thrive, mainly due to growing innovation, particularly in organic and natural products.

China remains the second-largest market worldwide, with a forecasted growth rate of 5% by 2025. Despite challenges for international brands, the country is experiencing a significant rise in local products and remains an endless source of new distribution methods, trends, and consumer sales tools that influence the global industry's evolution.

Overall, the Middle East, Africa, and Latin America are showing the highest growth percentages. Particularly noteworthy for analysts is the performance of the beauty sector in Africa, which, due to a strong demographic increase, is positioning itself among the top-ranking global markets.

For more details and to discover the latest updates on Cosmoprof Worldwide Bologna 2025, visit [www.cosmoprof.com](http://www.cosmoprof.com)

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**INNOVATION, NEW  
PRODUCT  
CATEGORIES, AND  
TAILOR-MADE  
PATHWAYS: THE  
SECTORS AND  
EXHIBITION AREAS  
OF COSMOPROF  
WORLDWIDE  
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20 March 2025 – Cosmoprof Worldwide Bologna 2025 once again presents a rich and diversified exhibition offering, designed to highlight the latest innovations, emerging trends, and market excellence. From raw materials to packaging solutions, from established brands to innovative start-ups, Cosmoprof offers a unique opportunity to discover the sector's developments and create new business opportunities. The opening of all sectors on Thursday, March 20, and the segmentation of different product categories into three main halls – **Cosmopack, Cosmo Perfumery & Cosmetics, and Cosmo Hair Nail & Beauty Salon** – solutions that were well-received in past editions, enable companies and stakeholders to optimize networking opportunities and explore the future of the industry through targeted pathways and exclusive initiatives.

**COSMOPACK AND THE EXCELLENCE OF THE SUPPLY CHAIN**

**Cosmopack**, the leading trade show for the cosmetic supply chain, will welcome industry leaders and players **from Thursday, March 20, to Saturday, March 22, 2025**, for a deep dive into the most innovative technologies and the latest collections across all sectors of the supply chain. For the 2025 edition, Cosmopack will host **600 companies from 36 countries, with an 8% growth rate**. The exhibition spans pavilions 15, 15A, 18, 19, 20, and 28 and is recognized globally as the only B2B event covering all segments of the cosmetic supply chain, including raw materials, ingredients, formulation, private label, processing, packaging, contract manufacturing, and full-service solutions. The event meets the needs of any brand or operator interested in developing a cosmetic product, regardless of the quantity required. The coinciding Cosmoprof Worldwide Bologna provides the perfect networking conditions for suppliers and brands to foster new partnerships. The new exhibition layout offers more functional solutions and increased visibility for supply chain companies, with Pavilion 19 fully dedicated to Cosmopack, expanding the machinery section, which includes over 90 companies and the presence of new players in robotics, digital services, and logistics. In Pavilion 20, the area dedicated to the ingredients sector also includes fragrance houses and creators of fragrances and scents for the environment, fostering an increasingly direct exchange with third-party manufacturers to facilitate the connection between supply and demand.

**COSMO PERFUMERY AND COSMETICS: A GLOBAL SHOWCASE FOR RETAIL**

**Cosmo Perfumery & Cosmetics** will host companies and retail operators in the Perfumery and Cosmetics sector **from Thursday, March 20, to Saturday, March 22**. The event will be spread across pavilions 14, 14EG, 14BT, 16, 16A, 21, 21-22M, 22, 22B, 22T, 26, 26A, 26B, and 36, with more **than 1,300 companies from 57 countries (44% of the total exhibitors for the 2025 edition)**. The new layout offers growth in the mass-market segment, which **has increased by 6% in exhibitors and 18% in exhibition area, with a focus on mass-market fragrances**. The **Cosmetics & Toiletries** sector will see the most significant transformations, with exhibitors **moving to Pavilions 26 and 36**. Pavilion 26 will host skincare and makeup brands, while fragrances and personal care will be in Pavilion 36. The new layout allows for the accommodation of a larger number of fragrances, thus following the growth of the sector in recent months.

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The **Country Pavilions** of Australia, Japan, the UK, the USA, and part of the pavilions dedicated to South Korea and China have been relocated to Pavilion 22, with direct access from the Service Center and connection to the other National Pavilions in Pavilion 16.

Additionally, the **Green & Organic** sector will be represented at Sana Beauty, at the mezzanine between pavilion 21 and 22 and will feature natural and organic product companies, further expanding the herbal sector's exhibition and event content.

In Pavilion 14, **Cosmoprime** will showcase premium and masstige brands with selective distribution in the perfumery, cosmetics, and lifestyle beauty retail segments. This area will also feature the **Extraordinary Gallery**, a platform for well-established and emerging prestige and luxury brands. The **Beauty Tech Area** will present new AI, augmented and virtual reality services, both as sales solutions for brands and as interactive consumer tools. The **Italian Start-Up area**, in collaboration with ITA, hosts emerging players from the Made in Italy industry, highlighting how innovation is the driving force for future development. For this edition, the following companies are present: Acqualaï, Ballangi, Bonnie Beauty, C.I.L. PHARMA SRLS - MARTHA HEALTH CARE, Dermaself, GeneS, Lagalene Milano, Lamares, Natural You, Proke, Skean Beauty, UVIA by Planbio Cosmetics.

**INNOVATIONS FOR THE PROFESSIONAL CHANNEL AT COSMO HAIR NAIL & BEAUTY SALON.** Cosmo Hair, Nail & Beauty Salon will open on Thursday, March 20, and run until Sunday, March 23, 2025, optimizing networking activities and business exchanges for professionals. With over 1,100 companies from 47 countries (35% of the total exhibitors), the salon will cover aesthetics, wellness, spas, and hair salons across pavilions 25, 25B, 29, 29D, 30, 30A, MALL, MALLN, 31, 32, 32A, 33, 33A, 34, 35, 35N, 35B, and 37.

Professional aesthetic sector is located in pavilions 29, 30, and MALL. For this sector, the main innovation involves a portion of nail companies interested in B2B activities, which have been repositioned within a new special area, **Professional Nail Avenue**, in the Mall, next to the Applied Aesthetics pavilions. In addition to a rich exhibition offering, with products, machinery, equipment, furniture, and structures for beauty and wellness centers, pavilions 29 and 30 also host highly qualified training sessions. The special Beauty Forum Gallery, in collaboration with Beauty Forum, an international network of events dedicated to the sector, hosts a representation of the main European players.

The area dedicated to nail companies interested in direct sales, **Nailworld**, is located in pavilion 35, alongside **Cosmoshop**, the area for exhibitors focused on the direct sale of hair and beauty products and equipment, as well as the barber area.

New products and services, live demos with renowned international hairstylists, and workshops are scheduled in pavilions 25, 31, 32, 33, and 37, dedicated to the hair universe. Hub45, the area dedicated to the barber sector in collaboration with YouBarber, presents the latest grooming market trends.

#### SERVICES AND RECEPTION FOR INTERNATIONAL BUYERS AND DISTRIBUTORS

At Cosmoprof Worldwide Bologna 2025, the most prestigious buyers from over 150 countries are present. To facilitate their presence at the event, dedicated lounges are set up in pavilions 14 and 36, referring respectively to the premium and prestige channel of Cosmoprime and the Perfumery

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and Cosmetics sector targeting the mass market. In these areas, retailers and managerial figures from the most recognized brands and major international chains can recharge, network with colleagues from around the world, and organize their meeting schedules with the support of the Cosmoprof incoming team.

On Thursday, March 20th at 5:30 PM, the **Discover and Experience the Italian Beauty** cocktail will take place at the Buyer Lounge in pavilion 36, organized in collaboration with Cosmetica Italia. International buyers attending Cosmoprof Worldwide Bologna 2025 will have the opportunity to meet the member companies of Cosmetica Italia. In **pavilion 37**, the **Hair Lounge** hosts hairdressing professionals, with spaces for business meetings as well as areas for training updates. The Hair Lounge also hosts the **CosmoJobs** recruiting initiative, created in collaboration with Adecco, HR Partner of Cosmoprof 2025. The project aims to connect the demand and supply of jobs across all beauty sectors. For the first time, there will also be a **lounge managed by the Natural and Herbal Cosmetics Group of Cosmetica Italia**, located on the mezzanine between **pavilions 21 and 22**, available for the herbal sector, with a calendar of dedicated in-depth sessions.

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## **INSIGHTS, WORKSHOPS, AND TRENDS: THE PROGRAM OF COSMOPROF WORLDWIDE BOLOGNA 2025**

**COSMOPROF**  
WORLDWIDE BOLOGNA

March 20, 2025 – **Cosmoprof Worldwide Bologna 2025** confirms itself as a leading event for training and insights for operators from around the world: a guide to discovering not only the trends and innovations presented by exhibiting companies, but also the future developments of the cosmetics industry.

### **COSMOPROF & COSMOPACK AWARDS**

The **Cosmoprof & Cosmopack Awards**, the prestigious awards from Cosmoprof recognizing excellence in the industry, organized in collaboration with the BEAUTYSTREAMS agency, celebrate the most innovative products presented by exhibitors and pioneering solutions implemented by the supply chain. The top 3 proposals in each of the 17 award categories, on display at the Service Center throughout the event, were selected by a technical jury composed of prominent figures in the sector. A multidisciplinary jury of opinion leaders, buyers, brand owners, and media representatives will choose the winners. The award ceremony is scheduled for Friday, March 21, at the Service Center.

In addition, to discover the most innovative products from recent editions of the Cosmoprof network fairs, a corner has been set up with the winners of the Cosmoprof North America Las Vegas, Cosmoprof Asia, and Cosmoprof India 2024 Awards editions.

### **COSMOTRENDS**

For the 2025 edition, the international agency BEAUTYSTREAMS has extracted the most current trends from the Award nominations, represented by the product innovations at Cosmoprof, creating **CosmoTrends**, the report that has become an essential tool for guiding the visit of buyers, experts, trend scouts, international media, influencers, and content creators at the event.

### **COSMOTALKS**

From Thursday to Saturday, the Service Center, the heart of the event, hosts CosmoTalks, the increasingly recognized format among international stakeholders for the excellence of its content and the players involved. Representatives from market analysis and trend agencies, brands, opinion leaders, content creators, and media from around the world will share the state of the art of the industry and its future evolution. Topics for the next edition include new sustainable solutions for the sector and the circularity of the cosmetics supply chain, digital evolution and the impact of AI from the supply chain to the finished product, the value of branding as an element of recognition and consumer interaction, trends from Asia to the Americas affecting consumers with a multigenerational impact, the rise of the longevity and wellness concept in the market, and the growth of cosmetics in Africa. Participants include BEAUTYSTREAMS, Ecovia Intelligence, Euromonitor International, Fashion Snoops, Nelly Rodi, Quantis, Statista, SCS Consulting, Stylus, The Chinese Pulse, The Value of Beauty, Trinny London, and Zest. Moderating the talks will be prestigious international media outlets such as Beauty Matter, Blanc Magazine, Cosmopolitan Middle East, Elle Italia, Vanity Fair Italia, and Women's Wear Daily.

### **COSMOPACK STAGE**

For supply chain stakeholders, don't miss **Cosmopack Stage** in Hall 20. This area hosts presentations from exhibitors with cutting-edge solutions for supply chain stakeholders.

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Every morning, Cosmopack Stage also hosts live recordings of *CosmoFactory - From Ideas to Innovation*, the Cosmoprof podcast that has been offering companies and enthusiasts an international overview of the most disruptive innovations in the market since last June, moderated by cosmetics expert Deanna Utroske and featuring top industry players.

#### THE COSMO PERFUMERY & COSMETICS APPOINTMENTS

A new feature of Cosmoprof Worldwide Bologna 2025 is **the Sana Green Lounge**, an area dedicated to companies and operators in the herbal sector, organized by the Natural and Herbal Cosmetics Group of Cosmetica Italia, located in the mezzanine between halls 21 and 22. The program will include in-depth sessions on sustainability, wellness, and health.

Supporting the perfumery sector, which has been experiencing significant global growth in recent months, **Accademia del Profumo** will present a teaser of the exhibition "Iris: the 'root' of beauty," an olfactory exploration of one of Italy's finest raw materials in the world of perfumery. For the 2025 edition, the collaboration with **Fenapro**, the Italian perfumeries association, and **FEDP - the European Federation of Retail Perfumers**, which brings together national federations and international retail groups, continues. The European board will meet in Bologna for the annual summit, while a delegation of Italian perfumeries will be present at the fair to discover the most interesting collections for their product offerings.

Cosmoprof also hosts the third edition of the **Imagine Perfumers Award**, organized by FENAPRO and IMAGINE magazine, scheduled for Thursday, March 20, at the Buyer Lounge in Hall 14.

On Saturday, March 22, the Buyer Lounge in Hall 14 will also host the **B2B BeautyToBusiness Awards 2025**, organized by Edizioni Turbo by Tespi Mediagroup and awarded by the large retail operators to companies that have stood out in creating and implementing the most creative marketing and communication activities.

#### THE APPOINTMENTS FOR APPLIED AESTHETICS AND THE NAIL AT MALL STAGE

For all operators in applied aesthetics and nails, the appointment is at the Mall Stage in the Beauty Salon halls. From Thursday to Sunday, the area will host the exclusive **World Massage Meeting** program for massage and manual technique operators, with Manuela Ravasio, expert in BIO-Natural disciplines, founder and trainer of Metodo Integro, and Hayley Snishko, Owner of Mind Body Touch Training. Topics include "natural aging," offering the opportunity to explore new perspectives and deepen a concept of beauty that evolves and adopts proactive strategies to promote long-term health and wellness. Within the massage world, many solutions adapted to various needs at all ages will also be offered.

In the afternoon, **Cosmo OnStage**: showcasing the latest from exhibitors and contributions from leading European **Beauty Forum** companies.

For the Nail sector, don't miss the appointment with Isabella Franchi, known on social media as "Unghie della Madonna," to discover opportunities in fashion and entertainment for nail technicians, as well as an in-depth session on the recognition of the nail technician profession in Italy, presented by the magazine Unghie e Bellezza.

A new feature for 2025 is **BEAUTY Stars**, the award for professionals and companies in the beauty sector. The contest highlights the passion, creativity, and professionalism of beauticians, companies, and Spas, giving voice to a sector that has managed to renew itself and continues to

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play a strategic role in individual wellness. Don't miss the award ceremony on Thursday, March 20, along with the special Lifetime Achievement Award presented to Diego Dalla Palma, an icon in the history of beauty.

#### SHOWS AND LOOK&LEARN FOR THE HAIR SECTOR

On Sunday, March 23, the creativity and talent of the hair world will take center stage with unmissable artistic shows at **On Hair**, in the arena of Hall 37. Don't miss the performances by Mounir Group, L'Oréal Professionnel, Angelo Seminara x Kemon, Alter Ego Italy, Matrix, Redken, Clorea Hair care by Michele Rinaldi, Fashion Mix / Xenon Group x AP Tricosistem, UpperCut Deluxe, and Scarecrow Pomade.

At the Service Center, a new format awaits hairstylists and hairdressers: **On Hair Education**, the technical training program for hair operators, will feature industry leaders including Farmagan, Philip Martin's Academy, tagliatixilsuccesso, Clorea Hair care by Michele Rinaldi, Angelo Seminara x Kemon, and Mary Rector from Behind The Chair. At the end of the program, all industry professionals can participate in the exclusive Cosmoprof Closing Party.

For more information on all the events at Cosmoprof Worldwide Bologna 2025, visit [www.cosmoprof.com](http://www.cosmoprof.com).

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**20 - 22 MARCH 2025**

**COSMOPACK**

**COSMO** PERFUMERY &  
COSMETICS

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**20 - 23 MARCH 2025**

**COSMO** HAIR & NAIL &  
BEAUTY SALON

**COSMOPROF &  
COSMOPACK AWARDS:  
THE AWARD FOR  
EXCELLENCE IN THE  
COSMETICS INDUSTRY**

**COSMOPROF**  
WORLDWIDE BOLOGNA

March 20, 2025 – Reaching its 7th edition, the **Cosmoprof & Cosmopack Awards**, the "Oscars of Beauty" in collaboration with the international agency BEAUTYSTREAMS, continue to be the most coveted recognition among stakeholders of the cosmetics industry. The Awards celebrate the most innovative products and services at Cosmoprof Worldwide Bologna, anticipating the most impactful solutions on the market in the coming months. They are the only contest that involves all sectors of the cosmetics industry, from the supply chain to the finished product, rewarding the results of research and investments made by companies in the sector. Thanks to the commitment of an international jury made up of some of the most qualified and prestigious experts globally and the high standards of the proposals presented, the Awards have gained international prestige year after year and have become a strategic project to discover cosmetic solutions of the future in advance.

**Over 800 products were presented** for the 2025 edition, divided into 17 categories that represent the entire product range of Cosmoprof Worldwide Bologna. A technical jury of prominent industry figures was tasked with selecting three finalists for each category, with a strong focus on the analysis of ingredients, formulation, packaging, circularity, and environmental impact of production processes.

These are the players who collaborated for the technical jury:

- Fernanda Pigatto - Global Partnerships Director, BEAUTYSTREAMS
- Benedetta Suardi - Technical & Scientific Director, Eurocosmetic FineFoods S.p.A.
- Sushil Iyer - Head of Global Packaging, R&D, Kenvue
- Thomas Hammond, MPS - Sr. Director, Package Development and Engineering for Skincare, Fragrance, Promotions, and AP Deo, Revlon
- Jeffrey Rosevear - Head of R&D, Trinny London
- Alain Mavon - VP R&D and Sustainability, LUMENE Group
- Margherita Nicoli - R&D and Innovation Consultant for Hair & Skin Care Products and Projects, NICOLI CONSULTING S.a.S
- Lorne Lucre - Founder, Quiet Coyote Consulting, LLC

The 2025 finalists are on display at the Service Center of the exhibition district throughout the duration of the event, along with the winners of the Cosmoprof North America Las Vegas, Cosmoprof Asia, and Cosmoprof India 2024 Awards editions. The installation allows industry professionals attending Cosmoprof Worldwide Bologna to have an overview of the most innovative and trending products that emerged during the latest editions of the Cosmoprof network trade shows.

Here are the 2025 finalists:

**COSMOPROF AWARDS**

**CATEGORY & PRODUCT NAME: Fragrance: Personal & Home**

Alerasia Scented Candle "Pesca e Cortese" – GEFCOM – Pad. 30 Stand E30 (Italia)

Eau de Parfum Enjoy! – SevenKIDS – Laboratorios Naturomatic – Pad. 16 stand F21a (Spagna)

ROUTINE PARIS GAMES SONG - ROUTINE PARIS – Pad. 16 Stand D14 (Francia)

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**CATEGORY & PRODUCT NAME: Green & Organic**

Aloe vera cubes naturae cosmetic - BIOFACTORIA NATURAE ET SALUS - Pad. 21 Stand H4A (Spagna)  
Fresmy Peach Toothpaste Tablets for Kids - Fresmy - Pad. 16 Stand D18 (Estonia)  
Regenerative Beauty - Microbiota Air Vitality - N&B - Pad. 20 Stand C59-D62 (Italia)

**CATEGORY & PRODUCT NAME: Hair Products**

Águas do Rio Express Straightening - Brazilian Secrets Hair - Pad. 25 Stand C76 (Brasile)  
9.4.1 Exogrow Booster Lotion - DSD DE LUXE - BEAUTE MEDITERRANEA/ROFERSAM - Pad. 14 Stand B12 (Spagna)  
Probio-6 Melanocell Shampoo - SONIMEDI - Pad. 22B Stand 45 (Corea)

**CATEGORY & PRODUCT NAME: Home & Professional Devices & Tools**

AISG (Artificial Intelligence Scalp Grader) - Aramhuvis - Pad. 16A Stand 33 (Corea)  
Duflo Durit - ILLON - Pad. 29 Stand E31b (Corea)  
BoH: Beauty on Home - Natural You - Pad. 14 Stand g24 (Italia)

**CATEGORY & PRODUCT NAME: Make Up Products**

MISTINE SOFT MATTE ESSENCE AIR CUSHION - Better Way (Asia) - Pad. 26 Stand B29-C30 (Cina)  
Glamlashes One Step Lash & Brow Lamination - Glamlac - Pad. 35N Stand c3 (Estonia)  
ELROEL BLANC COVER CREAM STICK - MONOGLT HOLDINGS - Pad. 14 Stand A3 (Corea)

**CATEGORY & PRODUCT NAME: Men's Grooming Products & Accessories**

Captain Fawcett's 'Bianco Classico' Beard Butter - BOTTEGA DELLA BARBA - Pad. 37 Stand B7 (Italia)  
The Razor Starter Set - Lilac - Fler - Pad. 36 Stand A4 (Italia)  
NOBE Cooling Care Awakening Eye Serum - Nordic Beauty Import Oy - Pad. 14 (Finlandia)

**CATEGORY & PRODUCT NAME: Mom & Baby Care Products**

Nourished Mama Crème - Bellabaci International - Pad. 21 Stand H21R12 (Sudafrica)  
Natural anti-stretch mark oil by Natessance - LEA NATURE - Pad. 21 Stand C14 (Francia)  
TOOFRUIT Mousticool - Multi-soothing roll-on Peach & Caper bud - GEFCOM - Pad. 30 Stand E30 (Italia)

**CATEGORY & PRODUCT NAME: Nail Products**

Glamlac Reishi Elixir Cuticle Remover - Glamlac - Pad. 35N Stand c3 (Estonia)  
Mani Bright Nail Scrub - Londontown - Pad. 22 Stand B39 - C40 (USA)  
UPF 50+ PROTECTION GLOVES - Mintree Premier Lifestyle & Beauty - Pad. 29 Stand D28 (India)

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**CATEGORY & PRODUCT NAME: Personal Care & Body Care Products**

Cellulite Be Gone 3-Step Body Ritual - Bellabaci International - Pad. 21 Stand H21R12 (Sudafrica)  
FUOCO SCULPTING HEATING POWDER BODY DIORITI STONE & CAST - Vagheggi - Pad. 30  
Stand D40-E39 (Italia)  
Click Pen - Facial Wax precisión - Viokox - Pad. 26 Stand C24 (Spagna)

**CATEGORY & PRODUCT NAME: Skin Care Products**

Dr.Melaxin MELTING CLEANSER - Dr.Melaxin - Pad. 16A stand 4 (Corea)  
Tripeptide gel cream - COMFORT ZONE DIVISION OF DAVINES - Pad. 30 Stand B28-C27 (Italia)  
The\_Lifter - Forehead and eyelid lifting effect treatment - DERMOSFERA - Pad. 29 Stand A6 - B5  
(Italia)

**CATEGORY & PRODUCT NAME: Sunc Care products**

Magnetize™ - Euracom - Pad. 26 Stand B73 (Italia)  
GOLDEN VIBES - MARZIA CLINIC - Pad. 30 Stand B12-C11 (Italia)  
MANIA HOLIC Sunscreen Pack - Kocostar - Pad. 22 Stand B84-A81 (Corea)

**COSMOPACK AWARDS**

**CATEGORY & PRODUCT NAME: Hair care Formula**

COLORLOCK WAX - ANYA COSMETIQUES - Pad. 20 Stand A37 (Italia)  
Earth Couture AirStyle Hairspray Propelled by Nitrogen Air - Colep Consumer Products - Pad. 18  
Stand C38-D37 (Portogallo)  
Last Minute Dry Shampoo - No white residue - Pink Frogs Cosmetics - Pad. 18 Stand F 34 (Italia)

**CATEGORY & PRODUCT NAME: Innovation Technology**

CAIOME (Cosmetic AI + Microbiome) - Kolmar Korea - Pad. 15 Stand E28-F27 (Corea)  
Aquaglam - OMNICO GROUP - Pad. 15 Stand A16-B15 (Italia)  
Prinker POP - Prinker Korea Inc. - Pad. 14BT Stand B26-C27 (Corea)

**CATEGORY & PRODUCT NAME: Make-up Formula**

SHEER DREAM Vegan Creamy Remover - Chromavis Fareva - Pad. 15 Stand A24- B23 (Italia)  
NAIL'GLOW BRONZER HYBRID - FIABILA - Pad. 15 Stand D2-E1 (Francia)  
LashBloom Mascara - Thépenier Pharma & Cosmetics - Pad. 20 Stand E45 (Francia)

**CATEGORY & PRODUCT NAME: Packaging: Design & Material**

COMPlux - FR & PARTNERS - Pad. 18 Stand A15-A20 (Svizzera)  
Capsule Airless Pump - HCT by kdc/one - Pad. 15 Stand E22-F21 (USA)  
XTAG - LUMSON - Pad. 15 Stand C14 / D13 (Italia)

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**CATEGORY & PRODUCT NAME: Skin Care Formula**

BEAUTY PILLS - ALLEGRIINI - Pad. 20 Stand B37 (Italia)

Innov8 Labs x Aquila Bioscience. Advanced Anti-Blemish Serum - Innov8 Labs - Pad. 20 Stand B52 (Irlanda)

Blue Light AI-ctivated Hand Cream - Passage Cosmetics Laboratory - Pad. 18 Stand A36-B41 (Polonia)

**CATEGORY & PRODUCT NAME: Sustainability**

ECO-PULSE™ Centella - Kolmar Korea - Pad. 15 Stand E28-F27 (Corea)

MEADOW KAPSUL™ - Meadow - Pad. 20 Stand E26 (Svezia)

All in All - OMNICO GROUP - Pad. 15 Stand A16-B15 (Italia)

A multidisciplinary jury of opinion leaders, buyers, brand owners, retailers and members of the press was involved in selecting the 17 winners.

The multidisciplinary jury was able to express their preferences both online and on-site, with a comparison and testing session of the finalist products organized at the event on Wednesday, March 19.

These are the international players who participated in the multidisciplinary jury:

- Ukachi Anonyuo, Global Vice President, Innovation Strategy & Portfolio Management, Value Chain Technical Readiness & New Brand Integration/Empowerment, Estee Lauder, USA
- José Luis Ortega Burstein, Director, Private Labels & International Purchases - Femsa Health, Femsa Salud, Cile
- Marta Caramelli, Beauty Lead, Vanity Fair, Italia
- Agustin Castagnet, Gerente Comercial, Probeco, Uruguay
- Valentina Debernardi, Beauty Editor, Special Projects, Esquire & Harper's Bazaar, Italia
- Mohamad Madi, Group President, Madi International, UAE
- Nicole Musco, Director Global Product Development, Jane Iredale, USA
- Jan Nientiedt, Director Global Partner Program, Parfümerie Douglas Deutschland, Germany
- Valerie Obaze, Founder of R&R Skincare, R&R Skincare, UK
- Richard Purvis, CEO, Skinmoderne, USA
- Mohamed Saleh Hamid/Salwa, CEO, CHERIBE, Chad
- Jayan Sathyan, Group Head-Beauty, Lulu Group, UAE
- Demi Shi, Head of Brand Partnerships-Douyin E-Commerce Global, Bytedance (USA)
- Marina Testino, Director of Strategic Partnerships, Earth Partner, Italia
- Lauren Vanney (known as Lauren O'Connell professionally), Beauty Editor, Cosmopolitan Middle East Magazine, UAE
- Ankit Virmani, Director, Esskay Beauty Resources, India
- Leigh-Anne Wagner, Managing Franchise Executive, The Sorbet Experience, Sud Africa

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To discover the winners, don't miss the award ceremony on Friday, March 21, which this year will return to the Service Center within the exhibition district to facilitate the participation of all nominated companies, promote networking with all the operators present in Bologna, and optimize travel and transport within the city.

#### **LIFE ACHIEVEMENT AWARD 2025: GIOVANNI SGARIBOLDI**

As every year, Cosmoprof Worldwide Bologna will celebrate an individual from the cosmetics industry who has particularly distinguished themselves over the years for their enlightened vision, entrepreneurship, and passion. This year, **Giovanni Sgariboldi, founder of the fragrance and cosmetics company Euroitalia**, will be awarded the Life Achievement Award. Recently named Cavaliere del Lavoro, since 1978, the year of the company's foundation, Sgariboldi is considered the true king of made-in-Italy perfume and has been leading the revamping of the fragrance sector in recent months thanks to his foresight and ability to interpret market evolution and changing consumer habits.

For all updates related to the Cosmoprof & Cosmopack Awards 2025, visit <https://www.cosmoprofawards.com/en>.

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CELEBRATES  
EXCELLENCE IN THE  
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March 22, 2025 – Cosmoprof Worldwide Bologna celebrated the best beauty products of 2025. Yesterday, Friday, March 21, the awards ceremony for the 7th edition of the Cosmoprof & Cosmopack Awards took place—often referred to as the "Oscars of Beauty"—in collaboration with the international agency BEAUTYSTREAMS. This prestigious recognition, increasingly sought after by stakeholders in the cosmetics industry, highlights the most innovative products and services presented at Cosmoprof Worldwide Bologna, forecasting the most impactful market solutions for the coming months across all sectors, from the supply chain to the finished product.

**Among the more than 800 products submitted** for the 2025 edition—divided into 17 categories representing the full range of Cosmoprof Worldwide Bologna's offerings—a panel of industry-leading experts carefully analyzed ingredients, formulation, packaging, circularity, and the environmental impact of production processes. Over the past months, they have worked to select the finalists.

These are the players who collaborated for the technical jury:

- Fernanda Pigatto - Global Partnerships Director, BEAUTYSTREAMS
- Benedetta Suardi - Technical & Scientific Director, Eurocosmetic FineFoods S.p.A.
- Sushil Iyer - Head of Global Packaging, R&D, Kenvue
- Thomas Hammond, MPS - Sr. Director, Package Development and Engineering for Skincare, Fragrance, Promotions, and AP Deo, Revlon
- Jeffrey Rosevear - Head of R&D, Trinny London
- Alain Mavon - VP R&D and Sustainability, LUMENE Group
- Margherita Nicoli - R&D and Innovation Consultant for Hair & Skin Care Products and Projects, NICOLI CONSULTING S.a.S
- Lorne Lucre - Founder, Quiet Coyote Consulting, LLC

A multidisciplinary jury of opinion leaders, buyers, brand owners, retailers, and media representatives selected the 17 winners.

The multidisciplinary jury had the opportunity to cast their votes both online and on-site, with a dedicated session for discussion and testing of the finalist products held during the event on Wednesday, March 19.

Here are the international players who participated in the multidisciplinary jury:

- Lina Alsamkari, CEO, Al Hanan, UAE
- Ukachi Anonyuo, Global Vice President, Innovation Strategy & Portfolio Management, Value Chain Technical Readiness & New Brand Integration/Empowerment, Estee Lauder, USA
- José Luis Ortega Burstein, Director, Private Labels & International Purchases - Femsa Health, Femsa Salud, Chile
- Marta Caramelli, Beauty Lead, Vanity Fair, Italy
- Agustin Castagnet, Gerente Comercial, Probeco, Uruguay
- Valentina Debernardi, Beauty Editor, Special Projects, Esquire & Harper's Bazaar, Italy
- Mohamad Madi, Group President, Madi International, UAE

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- Nicole Musco, Director Global Product Development, Jane Iredale, USA
- Jan Nientiedt, Director Global Partner Program, Parfümerie Douglas Deutschland, Germany
- Valerie Obaze, Founder of R&R Skincare, R&R Skincare, UK
- Richard Purvis, CEO, Skinmoderne, USA
- Mohamed Saleh Hamid/Salwa, CEO, CHERIBE, Chad
- Jayan Sathyan, Group Head-Beauty, Lulu Group, UAE
- Demi Shi, Head of Brand Partnerships-Douyin E-Commerce Global, Bytedance, USA
- Marina Testino, Director of Strategic Partnerships, Earth Partner, Italy
- Lauren Vanney (known as Lauren O'Connell professionally), Beauty Editor, Cosmopolitan Middle East Magazine, UAE
- Ankit Virmani, Director, Esskay Beauty Resources, India
- Leigh-Anne Wagner, Managing Franchise Executive, The Sorbet Experience, South Africa
- Aankith Aroraa, Founder & CEO - STREAMLINE BEAUTY INDIA PVT LTD (India)
- Elena Nunno, Global Strategic Marketing Manager of Cosmetics Segment - Merck KGaA, Darmstadt (Germany)
- Victor Hugo Montalvo Blas, CEO - Montalvo Group (Peru)
- Aik Sargsian, Founder & CEO - Osmotheca GmbH (Austria)
- Dr. Kilala Tilaar, CEO - Martha Tilaar (Indonesia)

During the awards ceremony, Livio Beshir—actor, host, and television author—was joined on stage by Nikkie De Jager, known worldwide as NikkieTutorials. The evening opened with Enrico Zannini, General Manager of BolognaFiere Cosmoprof, presenting the Life Achievement Award, a prestigious recognition given to the most influential figures in the beauty industry, to **Giovanni Sgariboldi, founder of the licensed fragrance and cosmetics company Euroitalia.**

Here are the 2025 winners:

#### **COSMOPROF AWARDS**

##### **CATEGORY & PRODUCT NAME: Fragrance: Personal & Home**

Alerasia Scented Candle "Pesca e Cortese" – GEFCOM – Pad. 30 Stand E30 (Italia)

This scented candle is presented in a vessel crafted from an upcycled wine bottle, drawing on the heritage of the brand's home of Monferrato, Italy, a UNESCO World Heritage Site recognized for its wine-growing landscapes. Fashioned by a master glassmaker, the bottles are shaped with a blowtorch to create the vessels' smooth edges. The candle's scent, meanwhile, Pesca e Cortese, is inspired by the fresh, sparkling notes of Cortese wine and the fruity scent of Volpedo peaches, both native to the Monferrato region. The scent's top notes are grape, neroli, peach, and orange; its heart notes pear, almond, and apple; and its base notes floral notes and acacia. After the candle has finished burning, the vessel can be used as a drinking glass.

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#### CATEGORY & PRODUCT NAME: Green & Organic

Fresmy Peach Toothpaste Tablets for Kids – Fresmy – Pad. 16 Stand D18 (Estonia)

These tablets aim to make toothbrushing fun for kids, thanks to their crunchy texture adding a sensory element to cleaning teeth. The tablets contain hydroxyapatite, a fluoride alternative that strengthens enamel and remineralizes teeth, helps prevent cavities, and reduces sensitivity, and is gentle on young teeth. They also contain probiotics, to support a balanced pH in the mouth and promote beneficial bacteria. The tablets are free from sodium lauryl sulphate, artificial colorings, and preservatives. With a natural peach flavor, the tablets are presented in compostable packaging. To use, the tablets are chewed, and the teeth brushed with a wet toothbrush, before the foam is spat away.

#### CATEGORY & PRODUCT NAME: Hair Products

Probio-6 Melanocell Shampoo – SONIMEDI – Pad. 22B Stand 45 (Corea)

Eliminating the need for conditioner and treating myriad hair and scalp concerns in one step, this anti hair-loss shampoo balances the scalp's microbiome with probiotic ingredients and protects from UV rays. Among its ingredients are Naflex™ 10, a patented herbal complex that shields hair from UV rays and external irritants while supporting scalp health. Caffeine, meanwhile, stimulates circulation to encourage hair growth; niacinamide improves scalp barrier function and reduces irritation; biotin strengthens hair follicles, promoting elasticity and resilience; and Lactobacillus ferment extract helps maintain a balanced scalp microbiome, soothing and nourishing the skin. The shampoo additionally acts to prevent premature graying by supporting melanin synthesis, slowing the appearance of gray hair and enhancing hair color for a brighter, healthier look. The shampoo works to prevent hair loss, improve texture, and restore shine.

#### CATEGORY & PRODUCT NAME: Home & Professional Devices & Tools

AISG (Artificial Intelligence Scalp Grader) – Aramhuvis – Pad. 16A Stand 33 (Corea)

This AI-powered system analyzes scalp conditions and provides personalized care recommendations for targeted treatments. Using big data, the machine assesses scalp conditions and recommends customized shampoos and serums to ensure targeted, care. To develop the AI scalp analysis system, the company worked closely with professors at Seoul National University Bundang Hospital to collect 100,000 data points, analyzing and classifying each image. In total, the company identified 10 scalp conditions: good, dry, oily, sensitive, atopic, seborrheic, troubled, dry-dandruff, oily-dandruff, and hair loss. Following the analysis, the AI system suggests customized shampoo and serum formulas tailored to the scalp condition. According to clinical trials conducted by Seoul National University Hospital, 93 out of 100 participants experienced improved scalp conditions after using the AI-prescribed personalized products. The device is positioned for both home and professional use.

#### CATEGORY & PRODUCT NAME: Make Up Products

MISTINE SOFT MATTE ESSENCE AIR CUSHION - Better Way (Asia) – Pad. 26 Stand B29-C30 (China)

This cushion foundation offers a moist, non-cakey finish that lasts for 12 hours. Its formula includes an avocado essence-wrapped powder technology that promotes soft skin and prevents

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creasing. Alongside this is a fine “polishing beads” powder, for a finish that appears smooth and light; and a light-control film system that adjusts the refractive index of light to create a luster on the skin, hide blemishes, and result in a transparent make-up effect. Within the compact, a mesh layer helps to deliver a soft-mist finish. The formula offers make-up that lasts for 12 hours and resists water, sweat, and friction. The compact’s green tone, meanwhile, is inspired by Thailand’s bright, uplifting colors.

**CATEGORY & PRODUCT NAME: Men's Grooming Products & Accessories**

Captain Fawcett's 'Bianco Classico' Beard Butter - BOTTEGA DELLA BARBA – Pad. 37 Stand B7 (Italia)

This shine-enhancing beard butter has been developed to care for white and gray facial hair, which is often coarse in texture. Non-greasy and deeply conditioning, it is designed for use every day to soften wiry, coarse beards while adding a subtle sheen. Among its ingredients are shea butter, jojoba seed oil, and sweet almond oil. Its delicate scent, meanwhile, combines woody notes of rosemary and star anise with cyclamen, ambergris, cedarwood, and tonka. The butter is presented in an aluminum tin, that’s both recyclable and reusable.

**CATEGORY & PRODUCT NAME: Mom & Baby Care Products**

Nourished Mama Crème - Bellabaci International – Pad. 21 Stand H21R12 (South Africa)

Alongside treating and preventing stretch marks and calming skin irritation, this cream soothes anxiety and tension and eases digestive discomfort. Among its ingredients are fractionated coconut oil, which reinforces the skin’s lipid barrier; hydrogenated vegetable oil, for a silky feel on the skin; sunflower seed oil, to soothe and calm the skin; calendula flower extract, which heals wounds; and vitamin E, which strengthens the skin barrier. The product has been created to support mothers throughout pregnancy, while uplifting the emotions.

**CATEGORY & PRODUCT NAME: Nail Products**

Glamlac Reishi Elixir Cuticle Remover - Glamlac – Pad. 35N Stand c3 (Estonia)

Formulated to remove cuticles without cutting, this enzyme-based remover dissolves excess cuticles in 60 seconds while soothing and hydrating skin. Fusing biotechnology with adaptogens, the formula employs the natural enzymes papain and bromelain and AHAs to dissolve excess skin, while the reishi extract, probiotics, and hyaluronic acid protect and repair the cuticle area. The formula is a lightweight gel that activates upon contact with the skin for a controlled application and is presented in a refillable glass bottle.

**CATEGORY & PRODUCT NAME: Personal Care & Body Care Products**

Cellulite Be Gone 3-Step Body Ritual - Bellabaci International – Pad. 21 Stand H21R12 (South Africa)

Composed of body massage cups, a massage oil, and an exfoliation mitt, this kit acts to combat cellulite and promote skin health. To use, the Cellulite Be Gone Genie Massage Oil, whose essential oils target cellulite, is applied to the skin, followed by the brand’s cupping massage system. The massage improves oxygen delivery to the cells, and assists lymphatic drainage function, expelling toxins while promoting overall wellness. Finally, the copper exfoliation mitt,

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used in the bath or shower, reduces the appearance of uneven skin tone so skin appears smoother and younger looking. The kit acts to detoxify, improve blood circulation, enhance energy, break down lipid pockets, and improve lymphatic drainage, while offering stretch mark reduction and repair.

#### CATEGORY & PRODUCT NAME: Skin Care Products

Dr.Melaxin MELTING CLEANSER - Dr.Melaxin - Pad. 16A stand 4 (Corea)

Combining a make-up remover and cleanser in a single step, this cleanser employs the brand's Air Melting Micellar Bubble technology, which breaks down make-up without oils. The technology uses compressed air in a water micellar bubble that bursts upon contact with make-up ingredients, to "melt" them away, working with the ionic properties of make-up to offer a gentler, physical breakdown. The formula is delivered as a rich foam, which creates soft, ASMR-like sounds when applied to the skin. The formula also contains calamine to soothe skin and niacinamide to improve skin tone and texture. The brand's tests have shown that using the product results in a 154% improvement in sebum removal, a 154% improvement in exfoliation, and a 107% improvement in skin moisturization. It also provides 100% removal of base make-up and lipstick, and 99% removal of sunscreen, mascara, and eyeliner.

#### CATEGORY & PRODUCT NAME: Sun Care products

GOLDEN VIBES - MARZIA CLINIC - Pad. 30 Stand B12-C11 (Italia)

Neuro Sun is among this self-tanner's ingredients, which stimulates the release of melanin, oxytocin, beta-endorphins, and vitamin D production in the skin "mimicking the psychological and physiological benefits of sun exposure without its harmful effects." Neuro Sun is derived from *Persicaria tinctoria*, or Japanese indigo, sustainably cultivated in Provence. The plant-based extract enhances melanin production, protects DNA, and reduces skin inflammation, while its optimized cultivation process means the ingredient complies with organic and COSMOS standards. As the formula activates melanin production, it creates a tanned effect without sun exposure. Additionally, the formula protects skin against environmental stressors, reducing UV and heat-induced inflammation, and raises vitamin D levels, enhancing skin resilience and vitality. And its mood-boosting properties stimulate beta endorphin release for a feeling of well-being. The AI-developed formula also contains botanical oils such as sweet almond, moringa, carrot, and watermelon seed oil for deep hydration and antioxidant protection.

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##### CATEGORY & PRODUCT NAME: Hair care Formula

Earth Couture AirStyle Hairspray Propelled by Nitrogen Air - Colep Consumer Products - Pad. 18 Stand C38-D37 (Portugal)

This nitrogen-propelled aerosol hairspray offers styling without using silicones, microplastics, or traditional propellants. The formula employs plant-derived and advanced styling agents, biodegradable polymers, bio-based fixatives, and an eco-conscious propellant system to offer 24-hour curl retention and frizz control. The formula is presented in a 100% PCR aluminum can and is designed for precise, even, and fine misting while minimizing environmental impact. The spray leaves hair with a soft, touchable finish with no sticky residue, and the hair can be re-

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styled after it's applied, allowing for touch-ups and easy washout. The spray is designed for all hair types, as it volumizes fine strands and nourishes curls alike.

#### CATEGORY & PRODUCT NAME: Innovation Technology

CAIOME (Cosmetic AI + Microbiome) - Kolmar Korea - Pad. 15 Stand E28-F27 (Corea)

This AI-powered skin diagnostic device uses bio-optical technology alongside AI algorithms to analyze the skin's microbiome, to provide individualized skin care recommendations. With its analysis performed in five minutes, the device employs UV and cross-polarized light imaging to analyze the skin's microbiome, with the skin tested using both a swab and the pen device, which connects to the CAIOME platform. The pen device "visualizes" the diagnosis kit and analyzes the data. The analysis also takes into account skin type and a person's environment and lifestyle for optimal skin care product selection. Based on the analysis, the device's AI's real-time biomarker data processing can then create a customized skin care formulation. To do this, the system is integrated with Kolmar's skin care ingredient and formulation database to create formulations based on an individual's microbiome profile.

#### CATEGORY & PRODUCT NAME: Make-up Formula

SHEER DREAM Vegan Creamy Remover - Chromavis Fareva - Pad. 15 Stand A24- B23 (Italia)

In this formula, the nail polish remover is reimagined as a solid-to-balm product, whose semi-solid texture melts upon contact with the nail, to dissolve polish while nourishing and protecting nails. Its ingredients include a network of natural waxes, which gradually release a 100% natural solvent, to offer deep yet gentle nail polish removal without weakening the nail structure. Also among the balm's ingredients are avocado oil and vitamin E to hydrate, repair, and strengthen nails. The formula is non-flammable and low in volatile organic compounds, while its anhydrous, hot-poured formula allows for a controlled release of active ingredients for effective, non-damaging nail polish removal. The stylo format, meanwhile, makes the concept ideal for traveling and convenient to use.

#### CATEGORY & PRODUCT NAME: Packaging: Design & Material

COMPlux - FR & PARTNERS - Pad. 18 Stand A15-A20 (Switzerland)

Spotlighting a self-sanitizing technology, this powder compact uses UVC, or short-wave ultra-violet light, to sanitize the sponge within the compact. The compact's action eliminates bacteria from the sponge, which is kept in a sanitization chamber that's separate to the product. And when the compact is opened, the UVC exposure automatically shuts off, to guarantee the product's safety. The make-up pan within the compact is refillable, to promote sustainability. Additionally, the product is made with recyclable materials and a low-energy UVC module. Between use, the compact can be charged using a USB cable.

#### CATEGORY & PRODUCT NAME: Skin Care Formula

Blue Light AI-ctivated Hand Cream - Passage Cosmetics Laboratory - Pad. 18 Stand A36-B41 (Polonia)

In this formula, blue light is transformed from a skin foe into a conduit for DNA repair. The hand cream contains microalgae, whose enzymes are activated by blue light, thus initiating the skin's

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DNA repair process. The enzymes within the microalgae are photolyase CPD, which is activated by blue light to repair cellular DNA; and phycocyanin, a blue pigment that acts as an antioxidant. Alongside this is an extract of polysaccharides derived from quinoa seeds, for anti-aging and lifting benefits, whose 3D structure molds to the skin's surface. The cream's fragrance, meanwhile, has been created by AI, with top notes of limoncello and black pepper; heart notes of aloe, cucumber, and "kaleidosmoke" – an ingredient embodying "the complexity and depth of AI"; and base notes of blue vetiver and gray sand. After use, the skin is left rejuvenated and nourished.

**CATEGORY & PRODUCT NAME: Sustainability**

ECO-PULSE™ Centella - Kolmar Korea – Pad. 15 Stand E28-F27 (Corea)

This formula transforms blue light from a skin foe into a conduit for DNA repair. The hand cream contains microalgae, whose enzymes are activated by blue light, thus initiating the skin's DNA repair process. The enzymes within the microalgae are photolyase CPD, which is activated by blue light to repair cellular DNA; and phycocyanin, a blue pigment that acts as an antioxidant. Alongside this is an extract of polysaccharides derived from quinoa seeds, for anti-aging and lifting benefits, whose 3D structure molds to the skin's surface. The cream's fragrance, meanwhile, has been created by AI, with top notes of limoncello and black pepper; heart notes of aloe, cucumber, and "kaleidosmoke" – an ingredient embodying "the complexity and depth of AI"; and base notes of blue vetiver and gray sand. After use, the skin is left rejuvenated and nourished.

For all updates related to the Cosmoprof & Cosmopack Awards 2025, visit <https://www.cosmoprofawards.com/en>

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2025 PRESENTS THE  
BEAUTY STARS AWARD,  
THE CONTEST THAT  
CELEBRATES THE  
EXCELLENCE OF  
PROFESSIONAL  
AESTHETICS.**

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March 20, 2025 - Among the main innovations of the 2025 edition of Cosmoprof Worldwide Bologna, the **Beauty Stars Award** is designed to reward excellence, innovation, and creativity that drive the professional beauty industry every day. With this recognition, Cosmoprof Worldwide Bologna aims to highlight the contributions of professionals and companies in the applied aesthetics, Spa, and Hotellerie sectors.

The award ceremony will take place on Thursday, March 20, starting at 4:30 PM at the stage in MALL.

There are 5 categories in the first edition of Beauty Stars. **ETHICAL AND SOCIAL COMMITMENT** celebrates the beautician who stands out for initiatives dedicated to the environment and citizenship, for the benefit of community well-being. **NEVERENDING DREAM** is the category dedicated to those who, despite difficulties and challenges, have managed to resist and dare without ever giving up. The **SPA & RITUALS** category rewards excellence in the art of hospitality, welcoming, and attention to detail, while with the **RESORT, SPA & DESTINATION** category, the most distinctive and defining resorts are celebrated, those able to offer guests memorable care, treatments, and experiences. The **BEST STAND** award recognizes the company with the best stand at the fair.

A jury of experts, journalists, and professionals from the sector selected three finalists for each category:

- Alberto Apostoli – Architect
- Cristina Scurtu – Vice President of National Aesthetics, CONFARTIGIANATO
- Umberto Borellini – Cosmetologist
- Alessandra Magliaro – Head of the Culture Desk, ANSA agency
- Gian Andrea Positano – Director, COSMETICA ITALIA Study Center
- Dina Ravera – Executive President, Destination Italia
- Perlita Vallasciani – National President, Aesthetics CNA

Here are the finalists for the first edition of the Beauty Stars Award:

#### **ETHICAL AND SOCIAL COMMITMENT**

ERIKA CALCATERRA – She collaborated with the Psicosocial Center of Magenta, offering basic aesthetic treatments to people with psychosocial difficulties who attend the center. She also supported the R.A.I.A. academy with a donation, helping autistic children and their families improve personal social skills.


LORENA FERRAZZA – She pays great attention to adolescents, helping them minimize skin imperfections, enhance their appearance through makeup, facial treatments, and teaching them the correct beauty routine. She collaborates with medical specialists and Anlaids Lazio. She also supports oncology patients, caregivers, women in menopause, and those who are pregnant. Her pharmacy is also a "purple point," the first support point in the area for women victims of violence.

CARMEN DI CONDIO – After meeting Angela Noviello in 2018, who introduced her to the world of Oncological Aesthetics, she attended a specialization course at Oncology Training International.

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Since then, she has supported people undergoing cancer therapy through volunteering, helping them remember their beauty, no matter what.

#### NEVERENDING DREAM

ELENA FARIELLO – She created the Polo Sensoriale, a large virtual bubble capable of transmitting energy and positivity, never forgetting that science and the senses are the keys to influencing the state of mind. The structure, conceived with eco-sustainable criteria using natural materials, offers pathways through "Oasis" to engage with professionals who discuss topics related to aesthetics, holistic practices, nutrition, image psychology, hair care, and personal enhancement through olfactory immersion.

FIORELLA IANNELLI – She represents her region in the aesthetics sector for Confartigianato and has been a technical teacher at a vocational institute for 4 years. A survivor of cancer, she offers a space where listening to her clients' aesthetic needs turns into a true physical and psychological restoration session.

LUCIA GAZZURELLI – In 2017, she rose from the ashes after a terrible fire and reopened her shop in 15 days, just in time for Christmas. What keeps her in the cabin, in contact with her clients, is her passion for being of service to others and sharing her love for this profession.

#### SPA AND RITUALS

ELENA SANNA – She loves to take care of every detail that can make someone feel good, create a journey for the soul, and leave an emotion. Each ritual begins with a relaxing and detoxifying path, accompanied by lavender and lemon balm essences, because with nature and its flowers, a bond between body and spirit is created, leading to true and unique beauty.

SIMONA FERLAZZO – The wellness center and SPA Settimo Senso, in Riccione since 2014, was designed to offer clients a space where they can take care of themselves with specific treatments for facial and body care. A reality that goes beyond the traditional concept of SPA associated with hospitality structures, where the large number of visitors and large spaces can make the environment less relaxing. Settimo Senso, on the other hand, offers an intimate and carefully curated atmosphere, with a Spa area featuring chromo-, aroma-, and music therapy, designed to offer a sensory experience for a maximum of 2 people.

TIZIANA GARGIULO – Her fibromyalgia led her to develop techniques that help clients quickly relieve muscle, joint, and psycho-emotional tension using objects that enhance manual techniques, avoiding strain on her joints and back. She created the TIGENERA method to help colleagues perform more effective massages while protecting their joints.

#### RESORT, SPA & DESTINATION

LEFAY RESORTS

QUELLENHOF RESORTS

PALAZZO FIUGGI

During the award ceremony, a career award will also be presented to Diego Dalla Palma, who, with his innovative vision, transformed the concept of beauty, making it accessible, authentic, and deeply personal. For more information, visit <https://www.cosmoprofawards.com/en>

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**COSMOPROF  
WORLDWIDE BOLOGNA:  
A CONCRETE  
COMMITMENT TO A  
MORE SUSTAINABLE  
COSMETIC INDUSTRY**

**COSMOPROF**  
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March 20, 2025 – Cosmoprof Worldwide Bologna is not only a benchmark for the beauty industry but also a promoter of sustainable and responsible practices. The social value of cosmetics is at the heart of numerous initiatives that Cosmoprof Worldwide Bologna has introduced and pursued over the years as part of its collective social responsibility efforts.

The proposed projects focus on the impact on society and people's well-being, environmental protection, the elimination of inequalities, as well as the safety and well-being of employees. The goal is to strengthen the bond between the industry and the community, creating a positive impact through a long-term vision.

**BOUTIQUE BY COSMOPROF, THE CHARITY INITIATIVE IN SUPPORT OF AGEOP**

Once again this year, Cosmoprof Worldwide Bologna renews its commitment to charitable initiatives that benefit the community. A must-visit during the event is Boutique, the charity bar at the Service Center, where beauty and generosity come together to support AGEOP RICERCA ODV, an organization dedicated to caring for children and young people affected by cancer.

With a minimum donation, visitors to the upcoming edition will have the opportunity to purchase products provided by partner companies of the initiative, as well as exclusive Cosmoprof-branded products created specifically for the occasion.

This year, the companies participating in the initiative are:


- AGRADO COSMETIC
- ASTRA MAKE-UP
- BEE FACTOR NATURAL COSMETICS
- BIOLINE JATO
- CLEYS
- CLOREA HAIR CARE
- COSMETEC/GRAFICHE IMP/LUMSON
- DUDÙ SWITCH ON POWER EOOD
- IMEI DIVISION
- JEAN PAUL MYNÈ
- L'ERBOLARIO
- MEI
- NASHI ARGAN – LANDOLL
- PASTA ARMANDO
- PETTENON COSMETICS - ALTER EGO
- PINK FROGS/EUROVETROCAP/ARCA ETICHETTE
- PONZINI
- SCANDOLARA
- SODICO
- THE GOOD IDEA
- VAGHEGGI
- ZIGNAGO VETRO

Cosmoprof's charitable commitment extends beyond the days of the event. In the coming months, support will continue for **La Forza e Il Sorriso Onlus**, a project by Cosmetica Italia that helps

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women facing cancer regain well-being and self-esteem through free beauty workshops across Italy. Additionally, Cosmoprof will continue to support **Race for the Cure**, the flagship event of **Komen Italia**, dedicated to the fight against breast cancer in Italy and worldwide.

#### ENVIRONMENTAL SUSTAINABILITY AND CIRCULAR ECONOMY, FROM INDUSTRY TO THE FAIR

Cosmoprof actively promotes **sustainability within the beauty supply chain** by encouraging the use of recycled and biodegradable materials, eco-friendly packaging, and low-impact production processes. Thanks to collaborations with leading industry players, the event serves as a platform to showcase innovative solutions in **green beauty, clean ingredients, and sustainable beauty tech**. Moreover, the fair highlights **economic, environmental, and social sustainability** topics through educational programs, roundtables, and in-depth discussions that promote **best practices, research and development initiatives**, as well as **challenges and opportunities** related to the **green transition**.

Cosmoprof has long been committed to **minimizing the environmental impact** of its trade shows—reducing **printed materials** in favor of digital solutions, utilizing renewable energy and innovative technologies, and carefully selecting **suppliers and partners who share the same environmental values and goals**. The event also champions sustainable mobility, encouraging the use of electric and hybrid vehicles, car-sharing, public transport, and bicycles. Additionally, group shuttle services are organized to bring visitors to the fair, reducing its impact on city infrastructure.

#### INCLUSION, DIVERSITY, AND GENDER EQUALITY

The beauty industry is increasingly embracing an inclusive approach, and Cosmoprof supports this transformation by **endorsing female empowerment initiatives and brands that create products for all skin types, ages, and gender identities**.

This commitment to inclusivity is also reflected in corporate policies. BolognaFiere Cosmoprof, the organizer of Cosmoprof Worldwide Bologna, is working towards **gender equality certification** under the guidance of the BolognaFiere Group. The company has also implemented dedicated maternity and paternity policies, along with measures to ensure a healthy work-life balance—an approach that aligns with its ongoing dedication to employee well-being.

For all updates on Cosmoprof's CSR initiatives, visit: <https://www.cosmoprof.com/la-fiera/corporate-responsibility/>

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**COSMOFACTORY, FROM  
IDEAS TO INNOVATION:  
THE COSMOPROF  
PODCAST EXPLORES  
INNOVATION IN THE  
BEAUTY INDUSTRY**

**COSMOPROF**  
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20 March 20, 2025 – Cosmoprof Worldwide Bologna, the leading international network for the cosmetics industry, continues to serve as a key reference point for stakeholders—not only through its global events but also by offering exclusive content.

Its first **podcast series, CosmoFactory – From Ideas to Innovation**, is a dedicated platform for professionals, brands, and innovators. Each episode explores emerging trends, sustainability, cutting-edge technological discoveries, and the latest challenges shaping the beauty sector.

Created in collaboration with **Deanna Utroske, a renowned expert in the beauty supply chain**, the podcast highlights the industry's ongoing evolution. CosmoFactory is a true “factory of ideas”, bringing together top industry players and influential voices from around the world to share experiences and initiatives that are transforming the sector.

Launched in June last year, CosmoFactory has released over 40 episodes, published every Tuesday. The series has become a key resource for the Cosmoprof community, featuring world-renowned experts, CEOs of leading companies, trend forecasters, beauty editors, and researchers. Among the topics covered: the evolution of sustainable cosmetics, with cutting-edge solutions in ingredients, packaging, production processes, and product circularity; the development of neuro-cosmetics; the impact of artificial intelligence and new technologies in the beauty industry; new consumer engagement and loyalty strategies in retail; the growing demand for hyper-personalized products; and much more.

Among the featured brands: **Anastasia Beverly Hills, Ancorotti Cosmetics, Anisa International, Aptar Beauty, Goop, Intercos, L'Oréal, Revlon, SEA Vision, Sweet Chemistry**, and many others.

“Cosmetics play a crucial role in the research and development of new solutions, technologies, and sustainable strategies. As organizers of Cosmoprof Worldwide Bologna, the leading B2B event for international beauty professionals, we see it as our responsibility to amplify the innovations and experiences that are reshaping the industry daily,” says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. “With the CosmoFactory podcast, we have created a platform where our community can exchange expertise, discover cutting-edge research, and find inspiration for the future.”

“Cosmoprof Worldwide Bologna is the leading event for the cosmetics industry, and CosmoFactory complements it by sharing key insights and innovations with top executives from the world's most recognized companies. The podcast allows listeners to discover the industry's key players 365 days a year, beyond the business days of the fair,” says **Deanna Utroske, host of CosmoFactory**.

In just over seven months, the podcast has reached over 4,500 downloads and is available on major streaming platforms:

Transistor - <https://cosmofactory.transistor.fm/>

Apple - <https://podcasts.apple.com/us/podcast/cosmofactory/id1746714633?uo=4>

Spotify - <https://open.spotify.com/show/0sWooyMqkfDRrGRgnDSVkh>

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#### THE VOICE OF COSMOFACTORY: DEANNA UTROSKE

Deanna Utroske is one of the most respected critics in the cosmetics industry. She is the Editor of the Beauty Insights newsletter and a brand consultant. Deanna also writes the Global Perspectives column for EuroCosmetics magazine and previously served as Editor of the CosmeticsDesign news site. Her writings and commentary have been featured in Cosmetics & Toiletries, Luxe Packaging Insight, BeautyMatter, NewBeauty Magazine, Beauty Store Business Magazine, Natural Beauty News, Beauty Industry Report, Beauty Independent, CEW, Stylist France, Yahoo! Finance, The Huffington Post, PBS Media Shift, and AdWeek (Publishing Executive). Her insights have also been cited on Wikipedia, in scientific journals, and in various treatises on cosmetics, personal care, wellness, and business. Deanna has been invited as a keynote speaker at the 30th anniversary event of Mibelle Biochemistry, the Retail Reimagined series by Avery Dennison, and as a moderator for Covalo's online programs. She frequently serves as a judge for beauty and media industry awards and is regularly invited to share her observations with market research and intelligence firms.

For more information - <https://www.cosmoprof.com/eventi/progetti-speciali/cosmofactory/>

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## THE INTERNATIONAL NETWORK OF COSMOPROF: THE GLOBAL PLATFORM SUPPORTING THE GROWTH OF THE BEAUTY INDUSTRY

The Cosmoprof international network remains a strategic business partner for professionals and companies looking for new opportunities in the world's key markets

March 20, 2025 – The Cosmoprof network confirms itself as a strategic business partner for stakeholders from around the world: the events in Bologna, Hong Kong, Las Vegas, Mumbai, Bangkok, and Miami continue to achieve excellent results, welcoming companies and professionals with functional and high-performance business services.

"The strong international focus and the ability to adapt the format to different markets are the key factors that make Cosmoprof Worldwide Bologna a reference platform for **over 10,000 companies and more than 500,000 professionals across five continents**," says **Gianpiero Calzolari, President of BolognaFiere**. "The network is evolving to meet the needs of this constantly changing sector, developing innovative digital projects and services that support industry professionals by anticipating trends and industrial solutions. Thanks to our international partnerships and the support of the **Ministry of Foreign Affairs and International Cooperation, ITA – Italian Trade Agency, and our partner Cosmetica Italia, Cosmoprof has become a globally recognized brand, allowing us to continue offering advanced business solutions to support the industry's growth.**"

Cosmoprof-branded events stand out for their ability to combine a rich exhibition offering, cutting-edge innovations from around the world, and high-quality educational opportunities, thanks to the contributions of prestigious experts and opinion leaders. Additionally, tailored digital services and the expertise of a highly qualified team help stakeholders expand their business relationships, making Cosmoprof events an increasingly strategic experience for suppliers, manufacturers, brand owners, buyers, distributors, retailers, and operators seeking new solutions to grow their business.

### THE INTERNATIONAL SCENARIO

At the heart of Cosmoprof's continuous development is the growth of the cosmetics market. The international agency EUROMONITOR INTERNATIONAL forecasts a total industry value of over €612.8 billion by 2025, with an average annual growth rate of approximately 8% since 2023.

The United States remains the most dynamic market, with projected revenues of €120.4 billion in 2025. China's annual growth rates continue to be lower than in previous years; however, the country remains the second-largest global market, with an estimated total value of €75.2 billion in 2024 (+5% compared to 2023). The expected growth rate for 2025 is 5%. Despite access challenges for international brands, China is experiencing a significant increase in local products and remains an endless source of new distribution methods, trends, and consumer sales tools that influence the industry's global evolution. The Southeast Asian region and India are also on the rise, showing significant industrial and infrastructural development. "With our international network, we aim to follow market trends, developing strategies suited to the global scenario," highlights **Antonio Bruzzone, CEO of BolognaFiere**. "Since January 2024, we have launched a second event in the USA, in Miami, to support companies seeking new opportunities in what is today the key market for business. We are also continuing to invest in China with our event in Hong Kong, to maintain a presence in a region that is a hotbed of innovation. Our fair in Mumbai, India, is experiencing the highest growth rates, thanks to the development of local infrastructures and production networks. Our event in Thailand, serving the entire Southeast Asian region, is also growing rapidly, with excellent prospects." The Middle East and Africa are registering the highest growth rates. "In these areas, we are working on tailored projects and initiatives for our community to offer new business solutions and growth opportunities," Bruzzone adds.

### UPCOMING COSMOPROF NETWORK EVENTS AROUND THE WORLD

Expectations are high for the fourth edition of **Cosmoprof CBE ASEAN**, organized by BolognaFiere Cosmoprof, Informa Markets, and Shanghai Baiwen Exhibition Co. Ltd., with the goal of engaging professionals from Southeast Asia. Over 2,000 exhibitors and brands and more than 17,000 visitors are expected from June 25 to 27, 2025, at the Queen Sirikit National Convention Center (QSNCC) in Bangkok, Thailand.



Also taking place in the summer is **Cosmoprof North America - Las Vegas**, the premier event for beauty industry professionals in the Americas, with a special focus on Indie Brands from the West Coast and North American markets. The 22nd edition is scheduled from July 15 to 17, 2025, at the Mandalay Bay Convention Centre.

With over 70,000 participants and more than 2,800 exhibitors expected from around the world, the 28th edition of **Cosmoprof Asia**, taking place from November 12 to 15, 2025, is shaping up to be very promising. Among the novelties, the launch of **Beauty Ingredients & Formulation Asia (BIFA)**, which will be held on November 11-12, 2025, at AsiaWorld-Expo in Hong Kong, organized by Cosmoprof Asia Ltd in co-organization with the Hong Kong Society of Cosmetic Chemists (HKSCC), and supported by the China Society of Cosmetic Chemists (China SCC) and the International Federation of Societies of Cosmetic Chemists (IFSCC). Held alongside Cosmopack Asia, BIFA will bring together beauty and cosmetics professionals to explore the most innovative ingredients.

Closing the 2025 event calendar will be **Cosmoprof India**, taking place from December 4 to 6, 2025, at the Jio World Convention Centre in Mumbai. Cosmoprof and Cosmopack India reflect the dynamism and growth of the Indian beauty market, offering international players access to the local market and neighboring countries such as Sri Lanka, Bangladesh, Nepal, and the Maldives. The upcoming edition expects over 800 exhibitors and brands and more than 14,000 stakeholders.

The third edition of **Cosmoprof North America Miami** will take place from January 27 to 29, 2026. With 900 exhibitors from 43 countries (+23% compared to the 2024 edition), the 2025 edition confirmed the event's relevance as a strategic gateway for LATAM and East Coast operators.

#### EXCLUSIVE COLLABORATION WITH NIKKIE TUTORIALS, CONTENT CREATOR & ENTREPRENEUR

In recent months, the Cosmoprof international platform has signed an exclusive collaboration with Nikkie de Jager-Drossaers, known online as **NikkieTutorials**. With over 19.4 million followers on Instagram, more than 14.6 million YouTube subscribers, and over 8.7 million followers on TikTok, NikkieTutorials is a Dutch content creator and entrepreneur who launched her brand Nimya in 2021, offering skincare and makeup products for beauty lovers worldwide. Participating in the most strategic events of the Cosmoprof network, NikkieTutorials is demonstrating how the platform and its business tools are essential for brand owners.

After attending Cosmoprof Asia 2024 with the goal of discovering the most cutting-edge products and solutions shaping the Asian market, in January 2025, the content creator took part in Cosmoprof North America Miami to meet buyers, retailers, and distributors from the United States.

Nikkie also participates in Bologna for Cosmoprof Worldwide Bologna to present her brand to prestigious stakeholders from over 150 countries, expanding her business on a global scale, and to finalize new collaborations with the leading players in the global cosmetics industry.

#### INTERNATIONAL PARTNERSHIPS

Cosmoprof partners with numerous beauty industry events to create synergies that benefit professionals and their businesses. In Europe, following the acquisition of the German group Health and Beauty in 2018, BolognaFiere Cosmoprof has strengthened its leadership by directly managing the **Beauty Forum** network, with over 20 established events dedicated to the professional beauty sector in Austria, France, Germany, Greece, Poland, Slovakia, Slovenia, Switzerland, and Hungary.

In the United States, thanks to a collaboration with **Informa Markets**, Cosmoprof is a partner of the **Premiere Show Group** network, which organizes events dedicated to the professional beauty industry in Anaheim, Orlando, San Antonio, and Columbus. Premiere Shows is one of the leading organizers of trade fairs for the cosmetics industry in the USA, with an international network that connects professionals, students, educators, and top brands in the sector.

In Asia, BolognaFiere Cosmoprof is a partner of Informa Markets for events in the **Philippines, Indonesia, Malaysia, and Vietnam.**

#### THE DEVELOPMENT OF BOLOGNAFIERE COSMOPROF

Building on the success of the Cosmoprof network worldwide, BolognaFiere Cosmoprof continues its growth path, leveraging nearly 60 years of experience in major international markets. The collaboration with **Esxence**, the leading global event for Artistic Perfumery, is strengthening. This partnership will lead to new initiatives in the coming months aimed at promoting excellence in this sector and fostering global relationships with the industry's key players. Additional projects dedicated to strategic markets for the cosmetics industry are already planned for the coming months. Meanwhile, BolognaFiere Cosmoprof is expanding its range of services to other sectors. Starting this year, it will manage the organization of **Zoomark**, the B2B event dedicated to the pet industry, supporting its growth and internationalization.

#### NEW FOR 2026: COSMOPROF CONNECT DUBAI

The international Cosmoprof network strengthens its role as a global business partner for industry stakeholders with the announcement of a new B2B event in the Middle East. **Cosmoprof Connect Dubai**, organized by Cosmoprof Asia Ltd—a joint venture between BolognaFiere and Informa Markets—will take place in Dubai on April 14-15, 2026.

This initiative will facilitate networking among buyers from the Middle East, North Africa, and Central Asia seeking innovative products and new business collaborations, and international suppliers. Rather than a traditional trade show, the event will be an exclusive B2B matchmaking platform, meticulously designed to foster high-value connections between top-tier buyers and cutting-edge beauty companies from around the world.

"Cosmoprof Connect Dubai represents a new growth opportunity for the Cosmoprof network. With this format specifically dedicated to networking, Cosmoprof contributes to the creation of high-performance platforms for industry development, offering top-quality business tools to strengthen new global collaborations," explains Antonio Bruzzone, CEO of BolognaFiere Group. "We are confident that this event will offer undeniable opportunities for stakeholders interested in the MENA region."

For more information, visit [www.cosmoprof.com](http://www.cosmoprof.com)