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LAS VEGAS

MANDALAY BAY CONVENTION
CENTER

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JULY 15 – 17, 2025

COSMOPROF NORTH
AMERICA

COSMOPACK NORTH
AMERICA

COSMOPROF
NORTH AMERICA
LAS VEGAS | MIAMI

COSMOPROF NORTH AMERICA LAS VEGAS RETURNS FOR ITS 22ND EDITION – A LOOK AHEAD AT THE EVOLVING U.S. BEAUTY LANDSCAPE

Las Vegas, NV – April 24, 2025 – As the beauty industry continues to navigate shifting market dynamics and evolving consumer expectations, Cosmoprof North America Las Vegas (CPNA) returns for its 22nd edition from July 15–17, 2025 at the Mandalay Bay Convention Center — offering a timely platform for connection, education, and new opportunity.

After a successful 21st edition that welcomed 26,000 attendee visits from 113 countries and over 1,100 exhibitors from 45 nations, CPNA remains a strategic hub for companies looking to engage with the largest and most complex beauty market in the world.

A Platform for what's Next

The 2025 edition of Cosmoprof North America will feature a thoughtfully expanded show floor, including a new hall designed to meet increased demand across categories. **Cosmopack**, representing the full beauty supply chain, will also return with greater scale — reinforcing the show's end-to-end value across innovation, manufacturing, and sustainability.

A dedicated **Korean Beauty** area will highlight one of the most consistent growth drivers in the U.S. market, giving attendees access to leading-edge Korean skincare, cosmetics, and haircare brands that continue to shape global trends.

Spotlighting Diverse Innovation

CPNA's returning curated areas reflect the breadth and resilience of today's beauty community:

- **Discover Beauty** will elevate brands led by AAPI, Latinx, Indigenous, and women entrepreneurs, along with those championing conscious beauty.
- **Discover Black-Owned Beauty** will continue to amplify founders driving meaningful representation and product innovation.
- **The Beauty Vanities** returns as a space for showcasing breakthrough and innovative brands new to the market.

Organizer – USA Beauty LLC

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PBA Professional
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Insight-Driven Programming

Education remains a cornerstone of the CPNA experience:

- **CosmoTalks** and the **Entrepreneur Academy** will bring together voices from across the industry to explore strategy, innovation, and practical pathways forward.
- **Cosmopack Education**, embedded directly on the show floor, will dive into key topics including ingredient trends, packaging innovation, and sustainable beauty practices.

Strategic Networking & Industry Highlights

- **The Buyer Program** continues to foster targeted connections between exhibitors and top retailers, distributors, and decision-makers — helping drive smart growth in a measured environment.
- **CosmoTrends**, the bi-annual trends report curated by BEAUTYSTREAMS, will offer timely insights into product innovation and emerging shifts.
- The newly expanded **Cosmoprof & Cosmopack North America Awards** will recognize brands from both Las Vegas and Miami editions, honoring excellence across innovation, sustainability, and execution.

Looking Ahead with Purpose

As the 22nd edition of Cosmoprof North America Las Vegas approaches and the U.S. beauty market continues to evolve, the event will offer a high-value industry platform for networking, education, and identifying growth opportunities. With new features, expanded categories, and more opportunities for collaboration, Cosmoprof North America Las Vegas 2025 is an unmissable experience for industry professionals.

To learn more and register, visit www.cosmoprofnorthamerica.com. Early bird pricing ends May 7th.

Cosmoprof North America is organized by USA Beauty LLC, a joint venture between Informa Markets, BolognaFiere and the Professional Beauty Association.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Boating, Pharmaceuticals, Food, Fashion and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit: WWW.INFORMAMARKETS.COM.

BolognaFiere Group is the world's leading trade show organizer in cosmetics, fashion, architecture, building, art, and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2025 edition, Cosmoprof registered 255,000 attendees from 150 countries in the world and 3,128 exhibitors from 65 countries, representing over 10,000

brands. The 2026 edition is scheduled from March 26 to 29, with new and unmissable initiatives for business and networking. Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapted to each market. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Miami, Mumbai, Hong Kong and Bangkok (with Cosmoprof Worldwide Bologna, Cosmoprof North America Las Vegas and Miami, Cosmoprof India, Cosmoprof Asia, and Cosmoprof CBE ASEAN, in Thailand). For more information, please visit: WWW.COSMOPROF.COM.

The Professional Beauty Association (PBA) is the leading membership organization uniting beauty professionals to shape the future of the industry. We keep professional beauty professional—championing policies that protect the industry, providing trusted resources, and fostering a powerful community built on connection, creativity, and growth. We serve licensed professionals, salon and spa owners, independent stylists, students, distributors, and manufacturers—providing the education, resources, and advocacy they need to succeed today and thrive tomorrow. We are the platform for excellence—home to North American Hairstyling Awards, Beacon Student Program, and Executive Summit—and the catalyst for change, strengthening businesses and supporting beauty professionals in times of crisis through the PBA Disaster Relief Fund and other charitable programs. When beauty thrives, we all do. Become a member and be part of the movement defining what's next in beauty. Join us at probeauty.org.