

BOLOGNA, ITALY  
FAIR DISTRICT

COSMOPROF  
WORLDWIDE BOLOGNA

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAILS &  
BEAUTY SALON

## THE EVENTS AND INSIGHTS OF COSMOPROF WORLDWIDE BOLOGNA 2024

Not just an exhibition area:  
Cosmoprof confirms itself as  
an opportunity for  
updating, inspiration, and  
training for industry  
professionals.

February 14th, 2024 – The Cosmoprof 2024 edition is expected to boast great contents and insights, which will be specially designed to meet the needs of all operators, enabling them to fully grasp the richness of the exhibition offer and immerse themselves in the suggestions and new trends from around the world.

### COSMOTALKS

At the Service Centre, the heart of the exhibition, **CosmoTalks returns from Thursday, March 21, to Saturday, March 23**, to share insights, inspirations and future strategies to address the most current issues for the cosmetics industry. The schedule will offer stakeholders three days of roundtables with more than 70 speakers, representatives of market and trend analysis agencies, brands and media worldwide, who will discuss the state of the art of the industry and its future evolution. Topics for the 2024 edition include. Confirmed to date are **Aliplast, Bakel, Beauty Insights, BEAUTYSTREAMS, Centdegrés China, Caire Beauty, Coffeeco. Coty, Dentsu, Ecovia Intelligence, Euromonitor International, Fashion Snoops, Front Row, Heb, Hormoon, Kiko Cosmetics, L'Oréal, Macro Oceans, Merck, Nelly Rodi, Nielsen IQ, Rossmann, RUVI Beauty, Shiseido, Statista, Sulapac, SuperCosmetics, Suzie Wokabi®, Syntheon, The Beauty Biologist, Thorne HealthTech, Uncover Skincare, VEG – Virtual Events Group**. Prestigious international media such as **Beauty Matter, Beauty South Africa, Jing Daily, Vanity Fair Italy and Wallpaper** will moderate the speeches.

### TAILOR-MADE EDUCATIONAL SESSIONS FOR EACH SECTOR

Among the Cosmoprof educational schedule, specific insights for each industry sector will enhance the exhibition offer. At Cosmopack, technical meetings will permit companies to exhibit their research results to a specialized public. **Cosmopack Stage**, a dedicated space for exhibitors to present their technologies and innovations, is strategically placed near the Ingredients Zone, a special area that for the second year will highlight novelties in the ingredients sector.

As in previous editions, the perfumery sector is at the centre of dedicated initiatives, aiming to facilitate a dialogue between demand and supply and to support a sector particularly referred to new trends and new consumption habits. At the Service Centre, there will be **Accademia del Profumo** with an installation dedicated to the excellency of bergamot, one of the most iconic scent notes in the fragrances sector.

For the 2024 edition, Cosmoprof's collaboration with **Fenapro, the Italian perfumery association**, and with **FEDP – European Federation of Retail Perfumers**, are renewed. The European Steering Committee of FEDP will meet in Bologna for the annual summit, whereas an Italian delegation will participate in guided tours to discover the most interesting collections for their products offer. Moreover, Cosmoprof will host specific events for the target audience. On Thursday, March 21st, the second edition of **IMAGINE Perfumers Awards**, organized by FENAPRO and by the newspaper IMAGINE, will be held in the Buyer Lounge at Pavillion 14. Friday, March 22nd, stakeholders will have the chance to attend an insight talk organized by IMAGINE: an occasion to share channel-gaining experiences and new challenges.

Thursday, March 21st, on the World Massage Meeting stage, a **CosmoForum** dedicated to Egypt's entrepreneurial perspectives will be held by **ITA agency in Cairo**: market analysis, export, and contract manufacturing will be analysed.

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Additionally, on Thursday, March 23rd, the Buyer Lounge at Pavillion 14 will host the **B2B Beauty2 Business Awards 2024**, organized by Edizioni Turbo by Tespi Mediagroup and assigned from the mass-market stakeholders to the companies that developed and realized creative and innovative marketing and communication activities.

On Saturday, March 23rd, and Sunday, March 24th, **CosmoForum sessions dedicated to the Nail sector** will be presented in the Nail Gallery, inside the Buyer Lounge at Pavillion 36.

#### WORLD MESSAGE MEETING

At its third edition, the World Massage Meeting confirms itself as a must-attend event for beauticians and holistic operators. A four days long event, treatments, and novelties with international top experts in manual techniques. Discussions will revolve around topics such as controlling emotions, supporting and guiding young professionals to achieve their goals, and emphasizing the importance of massage for health and wellness.

On Sunday, March 24th, the stage will host the greatest professionals for a journey around the world through massages. Guided by the educational guides **Manuela Ravasio, Creator and Trainer of the Integro Method**, and **Ivan Conversano, Founder and President of EMA-European Massage Association**, among the participants stand out the names of **Richard Romagnoli, Coach and Mentor**; **Riccardo Marco Scognamiglio, Psychologist Psychotherapist, Psychosomatologist, and Psychoanalyst**; **Phadcha Bamrungwong, President of the German Association Nuad Thai & Spa**; **Gligoris Voltis, Massage Therapist**, in addition to the **participation of Lefay Resorts and CIDESCO International**. The schedule of the World Massage Meeting will also welcome some of the most important leading companies in the sector, which, thanks to their know-how, will present innovative treatments and methods. The presence of **cellula+, Cohort, Comfort Zone and Freddy, Dermosfera, Physio Natura, Revivre, Storz Medical Italia-Awt®, Vagheggi, Gianluca Mech** has been confirmed.

#### COSMO ONSTAGE

A series of exclusive in-depth sessions will be dedicated to Beauty Salon **on Sunday, March 24th: Cosmo Onstage**, the stage dedicated to the latest developments in the professional beauty landscape, will host the most renowned experts in the field, in the special role of GURUs, who will delve into specific themes and trends. During the 2024 edition, one session will be dedicated to skin wellness, aiming to understand how to treat and defeat blemishes definitively, delving into the biochemical and physiopathological mechanisms underlying them. The customization of one's own beauty center and treatments and communication strategy and as a tool to stand out from the crowd, will be another central theme of Cosmo Onstage, along with specific focuses on hyper-realistic dermopigmentation and new makeup trends. Among the experts who will be present on the stage of Cosmo Onstage on Sunday, March 24th, are **Gisberto Caccia, Pharmaceutical Chemist**; **Adele Sparavigna, Specialist Dermatologist**; **Francesca Chiappelli, Manual Therapist, Reflexologist, Beauty Therapist**; **Salvatore Russo, Brand Builder, Event Manager, and Founder of &Love**; **Manuela Ravasio, Founder and trainer of the INTEGRO® METHOD**; **Katalin Bizinger, PMU Artist and Trainer**; **Judith Ardelean, Beautician, Cosmetologist, PMU Artist**; **Rossano De Cesaris, Make-up & Microblading Artist**; **Sarah Lamoureux, Make-up Artist**.

There will also be some in-depth sessions for professionals in the hair sector, including the first one with **Hair Fashionists** Carlo Di Donato, Stefano Bugada, Stefano Conte, Toni Pellegrino, Mirko Schioppa, and Pino Troncone, who will unveil the styles, colors, and shapes of the upcoming looks.

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The event continues with the **Hair Business Forum**, featuring gurus and coaches from the hairstyling sector. This is a new format that brings together prominent figures and acclaimed experts in management and professional sector management. The themes will include self-leadership, marketing as added value to talent, certified enterprises, the four engines of customer experience, artificial intelligence, corporate culture, and the new generations. Access is reserved for subscribers of EsteticaHair or by invitation only.

### ON HAIR

The Cosmoprof Worldwide Bologna event dedicated to hair fashion generates great expectations among hairstylists worldwide. For the 2024 edition, ON HAIR proposes a calendar of shows on a single day, **Sunday, March 24th**, that will astonish the entire hair community with a crescendo of colors, lights, and trends. In the OnHair Arena theater, there will be performances by companies and the most important artistic teams in the world: **L'Oréal Professionnel, Matrix by Urban, Redken, Gamma Più, My.Organics, FARMACA with Genny D'Auria and Mimmo Laserra, Gea Academy x Shot, Fashion Mix/Xenon Group, Revlon Professional, and American Crew.**

The schedule of events and initiatives for Cosmoprof Worldwide Bologna 2024 is available on the website [www.cosmoprof.com](http://www.cosmoprof.com)

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