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BOLOGNA
QUARTIERE FIERISTICO

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20 - 22 MARZO 2025

COSMOPACK

COSMO PERFUMERY &
COSMETICS

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20 - 23 MARZO 2025

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

COSMOPROF WORLDWIDE BOLOGNA 2025: EVENTS AND INITIATIVES FOR AN EXCLUSIVE LOOK AT THE EVOLUTION OF THE BEAUTY INDUSTRY

**From March 20 to 23,
roundtables,
presentations,
demonstrations, and
exclusive shows will
take place to meet the
training and updating
needs of stakeholders.**

February 13, 2025 – From March 20 to 23, **Cosmoprof Worldwide Bologna** will welcome professionals from all over the world with an exclusive program of content and initiatives, guiding them to discover not only the trends and novelties presented by exhibiting companies but also the future developments of the cosmetics industry.

COSMOPROF & COSMOPACK AWARDS

The **Cosmoprof & Cosmopack Awards**, recognizing the excellence in the industry and organized in collaboration with the agency BEAUTYSTREAMS, are among the most anticipated events of Cosmoprof Worldwide Bologna 2025. The most innovative products presented by exhibitors at the upcoming edition and the groundbreaking solutions introduced by the supply chain will be analyzed and evaluated by a technical jury, composed of leading figures in the sector. The top 3 proposals will be selected in 17 award categories and displayed at the Service Center of the exhibition hall throughout the event. A multidisciplinary jury of opinion leaders, buyers, brand owners, and media representatives will choose the winners, who will be announced at the awards ceremony at the Service Center on Friday, March 21.

Additionally, to discover the most innovative products from the latest editions of the Cosmoprof network fairs, a special corner will be set up with the winners of the Cosmoprof North America Las Vegas, Cosmoprof Asia, and Cosmoprof India 2024 Awards.

COSMOTRENDS

For the 2025 edition, the international agency BEAUTYSTREAMS will extract the most current trends from the awards' submissions, creating **CosmoTrends**, a report that has become an essential tool for guiding buyers, experts, trend spotters, international media, influencers, and content creators in their visit to the event.

COSMOTALKS

From Thursday to Saturday, the Service Center, the beating heart of the event, will host **CosmoTalks**, the format increasingly recognized by international stakeholders for its excellence in content and participants. 15 sessions are scheduled with representatives from market and trend analysis agencies, brands, opinion leaders, content creators, and media from around the world. These sessions will discuss the state of the industry and its future evolution. Among the themes for the next edition are 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 finished products, the value of the brand as an element of recognition and consumer interaction, trends influencing consumers from Asia to the Americas with a multigenerational impact, the rise of longevity and wellness concepts in the market, and the growth of cosmetics in Africa. Participants in the next edition include BEAUTYSTREAMS, Ecovia Intelligence, Euromonitor International, Fashion Snoops, Nelly Rodi, Statista, SCS Consulting, The Chinese Pulse, The Value of Beauty, and Trinny London. Moderating the sessions will be prestigious international publications such as Beauty Matter, Blanc Magazine, Cosmopolitan Middle East, Elle Italia, Vanity Fair Italia, and Women's Wear Daily.

COSMOPACK STAGE

For stakeholders in the production supply chain, **Cosmopack Stage** at Pavilion 20 is a must-see. This area will host presentations from exhibiting companies showcasing cutting-edge solutions for supply chain stakeholders.

Each morning, Cosmopack Stage will also host live recordings of **CosmoFactory – From Ideas to Innovation**, the podcast curated by Cosmoprof, which has been offering companies and enthusiasts an international overview of the most disruptive innovations for the market since last June. The podcast is moderated by cosmetics expert Deanna Utroske and features top industry players.

COSMO PERFUMERY & COSMETICS EVENTS

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

To support the growing perfumery sector, which has seen significant global growth in recent months, **Accademia del Profumo** will present a teaser of the exhibition “Iris: at the “root” of beauty”, a fascinating olfactory insight into one of Italy’s finest raw materials for the perfume industry. The collaboration with **Fenapro**, the association of Italian perfumeries, and **FEDP – the European Federation of Perfumers**, which gathers national federations and international retail groups, will continue. The European board will meet in Bologna for the annual summit, while a delegation of Italian perfumeries will discover the most interesting collections for their product offerings.

Cosmoprof will also host the third edition of the **Imagine Award for Perfumers**, organized by FENAPRO and the magazine IMAGINE. The event, scheduled for Thursday, March 20, at the Buyer Lounge in Pavilion 14, will highlight the role of perfumery owners and staff as cultural mediators of beauty, experts who not only present the product but also share its story and offer the consumer an experience.

On Saturday, March 22, the Buyer Lounge in Pavilion 14 will also host the **B2B BeautyToBusiness Awards 2025**, organized by Edizioni Turbo by Tespi Mediagroup. The awards will be presented by mass market distribution operators to companies that have stood out for their creative marketing and communication activities.

BEAUTY SALON AND NAILS AT MALL STAGE

For all professionals in beauty salon and nails, the appointment is at the Mall Stage, located in the Beauty Salon sector halls. From Thursday to Sunday, the area will host the exclusive **World Massage Meeting** for massage and manual technique professionals, with Manuela Ravasio, expert in BIO-Natural disciplines, founder and trainer of Metodo Integro, and Hayley Snishko, Owner of Mind Body Touch Training. Topics covered will include natural aging, offering an opportunity to explore new perspectives and delve into an evolving beauty concept that embraces proactive strategies for long-term health and well-being. Within the massage world, many opportunities will be presented to offer solutions tailored to various age-related needs.

In the afternoon, **Cosmo OnStage** will feature updates and product launches from exhibitors, along with contributions from leading European companies in **Beauty Forum**.

For the Nail sector, don’t miss the session with Isabella Franchi, known on social media as “Unghie della Madonna,” to explore opportunities in the fashion and entertainment industries for nail technicians, and an in-depth discussion about the recognition of the nail technician profession in Italy, hosted by Unghie e Bellezza magazine.

A new feature for 2025 is **BEAUTY Stars**, a beauty award dedicated to professionals and companies in the beauty industry. This contest will highlight the passion, creativity, and professionalism of beauticians, companies, and spas, giving a voice to a sector that has continuously evolved and plays a strategic role in individual well-being. On Thursday, March 20, don’t miss the award ceremony and the Lifetime Achievement Award presented to Diego Dalla Palma, an icon in the beauty industry.

SHOWS AND LOOK&LEARN FOR THE HAIR SECTOR

On Sunday, March 23, don’t miss the creativity and talent of the hair world, with the unmissable **On Hair** artistic shows at the arena in Hall 37. There is great anticipation for performances by Mounir, L’Oréal Professionnel, Angelo Seminara for Kemon, Alter Ego Italy, Matrix, Redken, Clorea Hair Care by Michele Rinaldi, Fashion Mix / Xenon Group, Uppercut Deluxe, and Scarecrow.

At the Service Center, a new format will await hairstylists and barbers: **On Hair Education**, the technical training program for hair professionals, will feature industry leaders such as Farmagan, Philip Martin’s Academy, tagliatixilsuccesso, Clorea Hair Care by Michele Rinaldi, Angelo Seminara for Kemon, and Mary Rector of Behind The Chair. At the end of the program, all industry professionals are invited to attend the exclusive Cosmoprof Closing Party.

Stay tuned for all the exciting initiatives at Cosmoprof Worldwide Bologna 2025, www.cosmoprof.com