

BOLOGNA, ITALY  
FAIR DISTRICT

16 - 18 MARCH 2023

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

17 - 20 MARCH 2023

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF  
WORLDWIDE BOLOGNA

## FROM CURRENT TRENDS TO MACRO MOVEMENTS: COSMOTRENDS AND COSMOVISION 2023-2028

February 14, 2023 – Cosmoprof Worldwide Bologna is a privileged stage to find out how the cosmetic industry is changing. From March 16 to 20, 2023, the Service Centre of the fair district will become a time machine at the disposal of the professionals coming from all over the world and attending Cosmoprof Worldwide Bologna. It will be an exclusive journey, from the present to the future of the cosmetic sector, thanks to the collaboration with the Global Trends Agency BEAUTYSTREAMS.

The starting point is the **COSMOTRENDS** report, solely written and designed by BEAUTYSTREAMS. The report presents today's key trends in the beauty industry based on innovations from Cosmoprof Worldwide Bologna exhibitors. The trends and products highlighted are the synthesis of a deep analyses of submissions from Cosmoprof companies: revolutionary packaging, futuristic formulas, or solutions that will drive the market. The result is a pivotal guide that sets the tone for the beauty industry, a real must-read for all professionals working in the beauty sector.

A first selection will be presented during the event inside the Cosmotalks schedule, on Thursday, March 16, starting from the applications of the exhibiting companies through [www.cosmoprof.com](http://www.cosmoprof.com) site. A dedicated installation will be set-up in the Service Centre, too. From this first release, the professionals will have the opportunity to take some hints in order to enrich their visit at Cosmoprof, thanks also to the guided tours organized by the BEAUTYSTREAM team.

**Fernanda Pigatto, the Global Partnerships Director of BEAUTYSTREAMS** comments: "We can anticipate three overarching directions of COSMOTRENDS Report 2023. The first one is **Science-backed innovation**: the next generation of skincare features exciting scientific innovations, underlined by clinical studies and collaboration with research institutions. This is a trend that has been gaining momentum ever since the pandemic, with the newest launches inspiring trust thanks to a focus on medical authority and trusted experts. The second direction I would name is **Holistic Health**: the "inside out" approach to beauty is more than a trend, it is redefining beauty wellness. To that end, we are seeing the continued rise of ingestibles that facilitate radiance from within, in addition to products that focus on the gut/skin axis (gut health). Finally, **Next-Generation Sustainability**: brands are ever more mindful of the imperative to preserve the planet, beyond our quest to look good and feel good. From concentrated waterless formulations, harvesting techniques, and manufacturing methods to biodegradable, zero-waste packaging, the future looks bright regarding climate-positive, earth-friendly, sustainable beauty."

During the exhibition, BEAUTYSTREAMS' editorial and beauty product experts' team will collect new data, with the aim of elaborate a more comprehensive report at the end of the 2023 edition.

In Cosmoprof Worldwide Bologna 2023, BEAUTYSTREAMS will also present the revolutionary project **COSMOVISION**, an overview of the values and elements that will influence the future of the cosmetic industry in the next 5 years, in order to understand the challenges and the opportunities that lie ahead.

BOLOGNA, ITALY  
FAIR DISTRICT

16 - 18 MARCH 2023

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

17 - 20 MARCH 2023

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF  
WORLDWIDE BOLOGNA

For this unique analysis, the *BEAUTYSTREAMS Future Collective*, an outstanding team, composed by renowned international professionals, experts in socio-politics, digital innovation, medicine, technologies, art, sociology, and sustainability, has realized an overview about macro-trends and the peculiarities of the contemporary society, to release a complete vision of the future that is coming. To this analysis the experts of BEAUTYSTREAMS have integrated their knowledge and experience in the sector. Through *BEAUTYSTREAMS Trend Funnel*, the team has therefore defined how the changes of society and, more in general, of lifestyle will influence the cosmetic sector for the years to come.

CosmoVision will be promoted through a multisensorial installation placed in the Service Centre. Buyers, press, trend scouters and professionals will live the transformations of the day-to-day life and the new necessities of the consumers of tomorrow.

A panel will be held as part of the Cosmotalks calendar, on Thursday, March 16, with the presence of Lan Vu, Founder & CEO of BEAUTYSTREAMS, Sam Cheow, SVP, Global Head of Makeup Innovation, Portfolio & Product Development of The Estée Lauder Companies, and Michele Vershoore, Scientific Director of L'Oréal Research and Innovation. The moderator will be Micheal Nolte, SVP and Creative Director of BEAUTYSTREAMS.

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

\*\*\*

### BEAUTYSTREAMS

BEAUTYSTREAMS is the global beauty industry reference. Made for the beauty sector by industry insiders, the BEAUTYSTREAMS platform is an indispensable daily tool for strategy, innovation, marketing, and product development teams worldwide.