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**BOLOGNA**  
QUARTIERE FIERISTICO

•  
**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 & COSMOPACK AWARDS REVEAL THE FUTURE OF THE BEAUTY INDUSTRY**

**The contest will  
celebrate the most  
cutting-edge solutions  
from the exhibiting  
companies, resulting  
from the research and  
innovation of the  
industry.**

February 13, 2025 – In its 7th edition, the **Cosmoprof & Cosmopack Awards** are one of the most anticipated events of the upcoming Cosmoprof Worldwide Bologna. In collaboration with the international agency BEAUTYSTREAMS, the "Beauty Oscars" will celebrate the most innovative products and services at Cosmoprof Worldwide Bologna 2025, previewing the solutions that will have the greatest impact on the market in the coming months.

The **Cosmoprof & Cosmopack Awards** is the only contest that involves all sectors of the cosmetic industry, from the supply chain to the finished product, and celebrates the results of research and investment from the industry's companies. Thanks to the commitment of a panel of highly qualified and prestigious international experts and the high standards of the submissions, the Awards have earned recognition among stakeholders year after year, offering a unique opportunity to discover the cosmetic solutions of the future in advance.

The application process for exhibitors at Cosmoprof Worldwide Bologna 2025 closed on February 12. All products and services submitted will be judged across 17 categories.

There will be 6 categories for Cosmopack companies:

- Skin-Care Formula
- Make-Up Formula
- Hair-Care Formula
- Packaging: Design & Materials
- Innovation Technology
- Sustainability

For finished product companies, there will be 11 categories to best cover the diverse product offering at Cosmoprof Worldwide Bologna:

- Skin-Care Products
- Make-Up Products
- Hair Products
- Nail Products
- Personal Care & Body Care Products
- Home & Professional Devices and Tools
- Green & Organic
- Fragrance: Personal & Home
- Men's Grooming Products & Accessories
- Mom & Baby Care Products
- Sun-care products

A panel of prominent industry figures will take part in the technical jury and select 3 finalists for each category, with a strong focus on the analysis of ingredients, formulation, packaging, circularity, and the environmental impact of production processes.

The following players will be involved in this process:

- 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 will be announced by the end of February 2025 and will be on display at the Service Center within the exhibition district throughout the event. They will be showcased alongside the winners of the Cosmoprof North America Las Vegas, Cosmoprof Asia, and Cosmoprof India 2024 Awards editions. This will provide an excellent opportunity for industry professionals attending in Bologna to preview the most innovative and trending products that emerged during the latest editions of the Cosmoprof network's trade fairs.

A multidisciplinary jury of opinion leaders, buyers, brand owners, retailers, and media representatives will select the 17 winners. The jury will be able to express their preferences both online and on-site, with a product testing and comparison session organized at the event on Wednesday, March 19.

The winners will be revealed at the awards ceremony on Friday, March 21. This year, the ceremony will return to the Service Center inside the exhibition district, making it easier for all finalists to participate, fostering networking among the operators present in Bologna, and optimizing transportation within the city.

The event will once again be hosted by Livio Beshir, an Italian actor, TV host, and television writer.

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

As every year, Cosmoprof Worldwide Bologna will honor an outstanding personality in the cosmetics industry, someone who has distinguished themselves through visionary leadership, entrepreneurship, and passion. This year, the recipient of the Life Achievement Award will be **Giovanni Sgariboldi, the founder of the perfume and cosmetics licensing company Euroitalia**. Sgariboldi has been considered the true king of Made in Italy fragrances since founding his company in 1978. He is currently leading the revitalization of the fragrance sector in recent months with his foresight and ability to interpret market evolution and changing consumer habits.

#### **FROM THE AWARDS TO THE MOST CURRENT TRENDS**

For the 2025 edition, the international agency BEAUTYSTREAMS will extract the most current trends represented by new products at Cosmoprof from the Awards applications, creating **CosmoTrends**, the report that has become an essential tool for guiding the visit of buyers, experts, trend scouts, international press, influencers, and content creators. "Each year, the applications for the CosmoTrends Report at Cosmoprof Worldwide Bologna reflect the creativity, know-how, and successes of exhibitors in terms of formulation, products, packaging, devices, technology, and sustainability, thus contributing to shaping and advancing the future of the beauty industry," highlights **Fernanda Pigatto, Global Partnerships Director at BEAUTYSTREAMS**. "Among the themes emerging from this year's initial submissions are the continued focus on sustainability in both packaging and formulations, the evolution of the synergy between skincare and makeup, and innovative solutions to combat skin aging. As the official curators of the CosmoTrends Report Bologna, BEAUTYSTREAMS is excited to highlight those cutting-edge brands and manufacturers that are creating the most exciting trends of the moment."

For all updates regarding the Cosmoprof & Cosmopack Awards 2025, <https://www.cosmoprofawards.com>