

•
BOLOGNA, ITALY
FAIR DISTRICT
•

20 - 22 MARCH 2025

COSMOPACK

COSMO PERFUMERY &
COSMETICS

•
20 - 23 MARCH 2025

COSMO HAIR & NAIL &
BEAUTY SALON

INSIGHTS, WORKSHOPS, AND TRENDS: THE PROGRAM OF COSMOPROF WORLDWIDE BOLOGNA 2025

COSMOPROF
WORLDWIDE BOLOGNA

March 20, 2025 – **Cosmoprof Worldwide Bologna 2025** confirms itself as a leading event for training and insights for operators from around the world: a guide to discovering not only the trends and innovations presented by exhibiting companies, but also the future developments of the cosmetics industry.

COSMOPROF & COSMOPACK AWARDS

The **Cosmoprof & Cosmopack Awards**, the prestigious awards from Cosmoprof recognizing excellence in the industry, organized in collaboration with the BEAUTYSTREAMS agency, celebrate the most innovative products presented by exhibitors and pioneering solutions implemented by the supply chain. The top 3 proposals in each of the 17 award categories, on display at the Service Center throughout the event, were selected by a technical jury composed of prominent figures in the sector. A multidisciplinary jury of opinion leaders, buyers, brand owners, and media representatives will choose the winners. The award ceremony is scheduled for Friday, March 21, at the Service Center.

In addition, to discover the most innovative products from recent editions of the Cosmoprof network fairs, a corner has been set up with the winners of the Cosmoprof North America Las Vegas, Cosmoprof Asia, and Cosmoprof India 2024 Awards editions.

COSMOTRENDS

For the 2025 edition, the international agency BEAUTYSTREAMS has extracted the most current trends from the Award nominations, represented by the product innovations at Cosmoprof, creating **CosmoTrends**, the report that has become an essential tool for guiding the visit of buyers, experts, trend scouts, international media, influencers, and content creators at the event.

COSMOTALKS

From Thursday to Saturday, the Service Center, the heart of the event, hosts CosmoTalks, the increasingly recognized format among international stakeholders for the excellence of its content and the players involved. Representatives from market analysis and trend agencies, brands, opinion leaders, content creators, and media from around the world will share the state of the art of the industry and its future evolution. Topics for the next edition include 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 the finished product, the value of branding as an element of recognition and consumer interaction, trends from Asia to the Americas affecting consumers with a multigenerational impact, the rise of the longevity and wellness concept in the market, and the growth of cosmetics in Africa. Participants include BEAUTYSTREAMS, Ecovia Intelligence, Euromonitor International, Fashion Snoops, Nelly Rodi, Quantis, Statista, SCS Consulting, Stylus, The Chinese Pulse, The Value of Beauty, Trinny London, and Zest. Moderating the talks will be prestigious international media outlets such as Beauty Matter, Blanc Magazine, Cosmopolitan Middle East, Elle Italia, Vanity Fair Italia, and Women's Wear Daily.

COSMOPACK STAGE

For supply chain stakeholders, don't miss **Cosmopack Stage** in Hall 20. This area hosts presentations from exhibitors with cutting-edge solutions for supply chain stakeholders.

Press Office
BolognaFiere Cosmoprof
Arianna Rizzi
arianna.rizzi@cosmoprof.it
P +39 02 45 47 08 253
press@cosmoprof.it

www.cosmoprof.com
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Every morning, Cosmopack Stage also hosts live recordings of *CosmoFactory - From Ideas to Innovation*, the Cosmoprof podcast that has been offering companies and enthusiasts an international overview of the most disruptive innovations in the market since last June, moderated by cosmetics expert Deanna Utroske and featuring top industry players.

THE COSMO PERFUMERY & COSMETICS APPOINTMENTS

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

Supporting the perfumery sector, which has been experiencing significant global growth in recent months, **Accademia del Profumo** will present a teaser of the exhibition "Iris: the 'root' of beauty," an olfactory exploration of one of Italy's finest raw materials in the world of perfumery. For the 2025 edition, the collaboration with **Fenapro**, the Italian perfumeries association, and **FEDP - the European Federation of Retail Perfumers**, which brings together national federations and international retail groups, continues. The European board will meet in Bologna for the annual summit, while a delegation of Italian perfumeries will be present at the fair to discover the most interesting collections for their product offerings.

Cosmoprof also hosts the third edition of the **Imagine Perfumers Award**, organized by FENAPRO and IMAGINE magazine, scheduled for Thursday, March 20, at the Buyer Lounge in Hall 14.

On Saturday, March 22, the Buyer Lounge in Hall 14 will also host the **B2B BeautyToBusiness Awards 2025**, organized by Edizioni Turbo by Tespi Mediagroup and awarded by the large retail operators to companies that have stood out in creating and implementing the most creative marketing and communication activities.

THE APPOINTMENTS FOR APPLIED AESTHETICS AND THE NAIL AT MALL STAGE

For all operators in applied aesthetics and nails, the appointment is at the Mall Stage in the Beauty Salon halls. From Thursday to Sunday, the area will host the exclusive **World Massage Meeting** program for massage and manual technique operators, with Manuela Ravasio, expert in BIO-Natural disciplines, founder and trainer of Metodo Integro, and Hayley Snishko, Owner of Mind Body Touch Training. Topics include "natural aging," offering the opportunity to explore new perspectives and deepen a concept of beauty that evolves and adopts proactive strategies to promote long-term health and wellness. Within the massage world, many solutions adapted to various needs at all ages will also be offered.

In the afternoon, **Cosmo OnStage**: showcasing the latest from exhibitors and contributions from leading European **Beauty Forum** companies.

For the Nail sector, don't miss the appointment with Isabella Franchi, known on social media as "Unghie della Madonna," to discover opportunities in fashion and entertainment for nail technicians, as well as an in-depth session on the recognition of the nail technician profession in Italy, presented by the magazine Unghie e Bellezza.

A new feature for 2025 is **BEAUTY Stars**, the award for professionals and companies in the beauty sector. The contest highlights the passion, creativity, and professionalism of beauticians, companies, and Spas, giving voice to a sector that has managed to renew itself and continues to

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arianna.rizzi@cosmoprof.it
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play a strategic role in individual wellness. Don't miss the award ceremony on Thursday, March 20, along with the special Lifetime Achievement Award presented to Diego Dalla Palma, an icon in the history of beauty.

SHOWS AND LOOK&LEARN FOR THE HAIR SECTOR

On Sunday, March 23, the creativity and talent of the hair world will take center stage with unmissable artistic shows at **On Hair**, in the arena of Hall 37. Don't miss the performances by Mounir Group, L'Oréal Professionnel, Angelo Seminara x Kemon, Alter Ego Italy, Matrix, Redken, Clorea Hair care by Michele Rinaldi, Fashion Mix / Xenon Group x AP Tricosistem, UpperCut Deluxe, and Scarecrow Pomade.

At the Service Center, a new format awaits hairstylists and hairdressers: **On Hair Education**, the technical training program for hair operators, will feature industry leaders including Farmagan, Philip Martin's Academy, tagliatixilsuccesso, Clorea Hair care by Michele Rinaldi, Angelo Seminara x Kemon, and Mary Rector from Behind The Chair. At the end of the program, all industry professionals can participate in the exclusive Cosmoprof Closing Party.

For more information on all the events at Cosmoprof Worldwide Bologna 2025, visit www.cosmoprof.com.

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