

BOLOGNA, ITALY  
FAIR DISTRICT

16 - 18 MARCH 2023

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

17 - 20 MARCH 2023

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF  
WORLDWIDE BOLOGNA

**THE BENEFITS OF  
TECHNOLOGICAL  
INNOVATION FOR THE  
COSMETIC INDUSTRY ON  
SHOW AT COSMOFACTORY  
2023**

February 14, 2023 – **CosmoFactory**, one of the most evocative initiatives for international stakeholders at Cosmopack, will be back with its 9th edition. For 2023 the project will be completely renewed, and from representation of the industrial production of a product it will transform into a conceptual installation aimed at replicating new ways of *user experience*.

From 16 to 18 March in Hall 20, trade operators will be able to access **CosmoFactory - Encoding Beauty**, an area set up by Studio Ricciardi together with **N&B - Natural is Better**, **Induplast Packaging Group** and **Antares Vision Group**, leading international companies and ambassadors of the excellence of Made in Italy worldwide. CosmoFactory - Encoding Beauty aims at stimulating debate among operators on the need to introduce track&trace technologies. The installation will turn the spotlight on the "behind the scenes" of a beauty product: the supply chain processes, the research and development of new techniques for processing and sourcing of raw materials, the understanding of how a company's values can be translated into a product of excellence. The last link in the chain is the consumers experience, who must be fully aware of the life cycle of the product to understand its value and uniqueness.

The subject of Encoding Beauty's storytelling will be the exclusive **Regenerative - Aloe Face Cream**, a moisturizing cream that contains the miraculous properties of Martano aloe, the result of research by N&B - Natural Is Better. The packaging chosen is **Libra**, Airless refillable, an exclusive innovation by **Induplast Packaging Group**, which is 100% sustainable and refillable. Documenting the innovation behind the product is the **digital product identity** developed by **Antares Vision Group**.

**N&B NATURAL IS BETTER – A WINNING COMBINATION BETWEEN R&D, KM 0 PRODUCTION CHAIN AND SUSTAINABILITY**

One of the partners of the Cosmofactory – Encoding Beauty project is N&B Natural Is Better, the company that directly follows all the steps of the production cycle "from the plant to the finished product": organic cultivation, cold extraction, Research & Development, production, and quality check are the main activities. The 100% Made in Salento supply chain, which is certified at all levels, determines the maximum quality and sustainability of the finished cosmetic product.

**Regenerative - Aloe Face Cream** was born from N&B's vision of regenerative beauty and represents an innovative skincare solution that respects the diversity of everyone's skin, protecting and enhancing the vitality of the skin microbiota - the ecosystem responsible for health, beauty, and balance of the skin. The protagonist of the project is the **Aloe Vera of Salento**, a plant with extraordinary properties which, thanks to N&B, found a home in Salento over 20 years ago. The process innovation lies precisely in the unique characteristics of Aloe Vera from Salento, a fresh biological extract, cold stabilized within 2 hours of harvesting, which reaches a concentration of active ingredients (native polysaccharides) 4.5 times higher than the average of the products on the market. **Regenerative - Aloe Face Cream** is a pure concentrate of well-being and a new slow aging skincare vision which, in addition to an important moisturizing and rebalancing action, carries out an important microbiota-friendly action, adapting to the skin of each individual person.

**NEW COSMETIC PACKAGING FRONTIERS PRESENTED BY INDUPLAST PACKAGING GROUP**

The packaging solutions of Induplast Packaging Group arise from the ten-year history of design development, advanced technology and research into materials that come together in a

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harmonious creative experience, in which industrial strength and artisanal attention effectively coexist. The Group has four production sites, three of which in Italy - Induplast, Vexel 74, Verve - and one in Spain, Petroplast, with a catalog of over 3000 references, 3 internal decorative departments and 80 production lines.

The range of **Libra refillable airless** samples represents the most recent novelty of the Group and is the result of the combination of technology, research, quality and innovation. Enriching the galaxy of Induplast products, the new Libra range recalls the balance of a packaging where the consumer experience is balanced with the needs of producers, brands, and fillers, creating a unique harmony between design, innovation, and ease of use. Libra is capable of stimulating the marketing departments of leading international brands and operators in the cosmetics sector, always searching for new solutions.

Airless technology reduces the risk of product contamination from external factors such as air, human contact, or bacterial agents, thus allowing for less use of preservatives and better protection of the active ingredients of the final products. At the same time, airless solutions allow for full product use reducing waste and providing precise dosing. Libra, the refillable version that Induplast Packaging Group will present at Cosmofactory - Encoding Beauty, further implements the sustainability of airless technology thanks to its innovative structure which, in addition to refilling, provides for easier disposal.

#### INDUSTRIAL TRACK & TRACE TECHNOLOGIES DEVELOPED BY ANTARES VISION GROUP

At the heart of the CosmoFactory 2023 project is the enhancement of the digital product identity, enabling a new connection between consumers, products and brands through messages and content that can be customized according to the role of each user.

For the Antares Vision Group, the future of the cosmetics industry lies in the development of track and trace technologies, which are already highly utilized in other fields such as pharmaceuticals. Supply chain transparency is today the most effective tool to help companies mitigate the impact on finances and brand reputation of counterfeiting and parallel markets. By associating unique identifiers with each product unit, and thus capturing real-time data at each node of the chain, it is possible to guarantee an authentic and safe product for the consumer. By connecting the physical and digital worlds, track&trace makes it possible to collect and associate an extremely large amount of data with each individual unit: from the raw materials and ingredients used for formulation to production processes and quality controls, from the integrity of packaging to stock management. Through a simple scan, information is made available at different levels and to different types of users, depending on their role in the supply chain.

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Inside Cosmofactory - Encoding Beauty, visitors to Cosmoprof and Cosmopack will be able to experience the personalization and modularity of the contents guaranteed by track&trace software, in line with the business needs of each operator in the chain. Three case histories will be performed for the live demonstration. The profile created for the brand owner will show how digital identity makes it possible to monitor production status, guarantee quality and integrity for the safety of the individual unit, optimize stock and minimize waste, protecting not only the authenticity of the product on the market but also the brand's reputation and consumer confidence. For operators such as beauty salon owners or hairstylists, track&trace will allow access to loyalty programs and customized content, but also open a channel of communication with the brand owner to better

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understand the effectiveness of the product. Inside Cosmofactory - Encoding Beauty it will also be possible to experience the functionality of track&trace technologies from the consumer's point of view. The digital identity will tell in total transparency the brand values and production processes and give indications on how to refill and recycle packaging materials.

The multiple digital identity experiences will offer stakeholders in Bologna all the elements to assess the importance of transparency and conscious sharing of production processes to promote quality, efficiency, and sustainability, to better communicate brand values and to nurture the trust and support of a new generation of responsible consumers.

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