

BOLOGNA, ITALY  
FAIR DISTRICT

20 - 22 MARCH 2025

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

20 - 23 MARCH 2025

COSMO HAIR & NAIL &  
BEAUTY SALON

**COSMOPROF  
WORLDWIDE BOLOGNA  
2025 PRESENTS THE  
BEAUTY STARS AWARD,  
THE CONTEST THAT  
CELEBRATES THE  
EXCELLENCE OF  
PROFESSIONAL  
AESTHETICS.**

**COSMOPROF**  
WORLDWIDE BOLOGNA

March 20, 2025 - Among the main innovations of the 2025 edition of Cosmoprof Worldwide Bologna, the **Beauty Stars Award** is designed to reward excellence, innovation, and creativity that drive the professional beauty industry every day. With this recognition, Cosmoprof Worldwide Bologna aims to highlight the contributions of professionals and companies in the applied aesthetics, Spa, and Hotellerie sectors.

The award ceremony will take place on Thursday, March 20, starting at 4:30 PM at the stage in MALL.

There are 5 categories in the first edition of Beauty Stars. **ETHICAL AND SOCIAL COMMITMENT** celebrates the beautician who stands out for initiatives dedicated to the environment and citizenship, for the benefit of community well-being. **NEVERENDING DREAM** is the category dedicated to those who, despite difficulties and challenges, have managed to resist and dare without ever giving up. The **SPA & RITUALS** category rewards excellence in the art of hospitality, welcoming, and attention to detail, while with the **RESORT, SPA & DESTINATION** category, the most distinctive and defining resorts are celebrated, those able to offer guests memorable care, treatments, and experiences. The **BEST STAND** award recognizes the company with the best stand at the fair.

A jury of experts, journalists, and professionals from the sector selected three finalists for each category:

- Alberto Apostoli – Architect
- Cristina Scurtu – Vice President of National Aesthetics, CONFARTIGIANATO
- Umberto Borellini – Cosmetologist
- Alessandra Magliaro – Head of the Culture Desk, ANSA agency
- Gian Andrea Positano – Director, COSMETICA ITALIA Study Center
- Dina Ravera – Executive President, Destination Italia
- Perlita Vallasciani – National President, Aesthetics CNA

Here are the finalists for the first edition of the Beauty Stars Award:

#### **ETHICAL AND SOCIAL COMMITMENT**

ERIKA CALCATERRA – She collaborated with the Psicosocial Center of Magenta, offering basic aesthetic treatments to people with psychosocial difficulties who attend the center. She also supported the R.A.I.A. academy with a donation, helping autistic children and their families improve personal social skills.


LORENA FERRAZZA – She pays great attention to adolescents, helping them minimize skin imperfections, enhance their appearance through makeup, facial treatments, and teaching them the correct beauty routine. She collaborates with medical specialists and Anlaids Lazio. She also supports oncology patients, caregivers, women in menopause, and those who are pregnant. Her pharmacy is also a "purple point," the first support point in the area for women victims of violence.

CARMEN DI CONDIO – After meeting Angela Noviello in 2018, who introduced her to the world of Oncological Aesthetics, she attended a specialization course at Oncology Training International.

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Since then, she has supported people undergoing cancer therapy through volunteering, helping them remember their beauty, no matter what.

#### NEVERENDING DREAM

ELENA FARIELLO – She created the Polo Sensoriale, a large virtual bubble capable of transmitting energy and positivity, never forgetting that science and the senses are the keys to influencing the state of mind. The structure, conceived with eco-sustainable criteria using natural materials, offers pathways through "Oasis" to engage with professionals who discuss topics related to aesthetics, holistic practices, nutrition, image psychology, hair care, and personal enhancement through olfactory immersion.

FIORELLA IANNELLI – She represents her region in the aesthetics sector for Confartigianato and has been a technical teacher at a vocational institute for 4 years. A survivor of cancer, she offers a space where listening to her clients' aesthetic needs turns into a true physical and psychological restoration session.

LUCIA GAZZURELLI – In 2017, she rose from the ashes after a terrible fire and reopened her shop in 15 days, just in time for Christmas. What keeps her in the cabin, in contact with her clients, is her passion for being of service to others and sharing her love for this profession.

#### SPA AND RITUALS

ELENA SANNA – She loves to take care of every detail that can make someone feel good, create a journey for the soul, and leave an emotion. Each ritual begins with a relaxing and detoxifying path, accompanied by lavender and lemon balm essences, because with nature and its flowers, a bond between body and spirit is created, leading to true and unique beauty.

SIMONA FERLAZZO – The wellness center and SPA Settimo Senso, in Riccione since 2014, was designed to offer clients a space where they can take care of themselves with specific treatments for facial and body care. A reality that goes beyond the traditional concept of SPA associated with hospitality structures, where the large number of visitors and large spaces can make the environment less relaxing. Settimo Senso, on the other hand, offers an intimate and carefully curated atmosphere, with a Spa area featuring chromo-, aroma-, and music therapy, designed to offer a sensory experience for a maximum of 2 people.

TIZIANA GARGIULO – Her fibromyalgia led her to develop techniques that help clients quickly relieve muscle, joint, and psycho-emotional tension using objects that enhance manual techniques, avoiding strain on her joints and back. She created the TIGENERA method to help colleagues perform more effective massages while protecting their joints.

#### RESORT, SPA & DESTINATION

LEFAY RESORTS

QUELLENHOF RESORTS

PALAZZO FIUGGI

During the award ceremony, a career award will also be presented to Diego Dalla Palma, who, with his innovative vision, transformed the concept of beauty, making it accessible, authentic, and deeply personal. For more information, visit <https://www.cosmoprofawards.com/en>

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