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COSMOFACTORY, FROM IDEAS TO INNOVATION: THE COSMOPROF PODCAST TELLS THE STORY OF INNOVATION IN THE BEAUTY INDUSTRY

February 13, 2025 – Cosmoprof Worldwide Bologna, the global cosmetics industry's defining network, continues to be a key resource for stakeholders, not only through its international events but also thanks to exclusive content.

The network's first **podcast series, CosmoFactory – From Ideas to Innovation**, serves as an insights platform for professionals, brands, and innovators, with episodes dedicated to emerging trends, environmental sustainability, the latest technologies, and new challenges in the beauty sector.

Produced in collaboration with **Deanna Utroske, an expert in the workings of the beauty supply chain**, the podcast aims to highlight the evolution of the industry. CosmoFactory engages prestigious players and voices from around the world, sharing experiences and initiatives that are revolutionizing the sector.

Launched in June of last year with a new episode published every Tuesday, over the course of 40 episodes, CosmoFactory has already become a regular feature for the Cosmoprof community thanks to the participation of world-renowned experts, CEOs of leading companies, trend forecasters, beauty editors, and researchers.

Among the topics discussed are the evolution of sustainable cosmetics, with cutting-edge solutions related to ingredients, packaging, production processes, and product circularity; the development of neurocosmetics; the impact of artificial intelligence and new technologies in beauty; new consumer touchpoints and loyalty methods in retail; the search for hyper-personalized offerings; and much more.

Among the brands and companies involved to date are **Anastasia Beverly Hills, Ancorotti Cosmetics, Anisa International, Aptar Beauty, Goop, Intercos, L'Oréal, Revlon, SEA Vision, Sweet Chemistry**, and many others.

"Cosmetics play a crucial role in the research and development of new solutions, technologies, and sustainable strategies. As organizers of Cosmoprof Worldwide Bologna, the leading B2B event for international industry professionals, it is our duty to give voice to the innovations and experiences that are transforming the sector day by day," says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "With the CosmoFactory podcast, we have created a platform where our community shares cutting-edge expertise and research, and draws inspiration for the future."

"Cosmoprof Worldwide Bologna is the cosmetics industry's leading event; and CosmoFactory complements the trade fair seamlessly, allowing us to share innovations and insights from the most creative and well-recognized companies in the market. Plus, it's available 365 days a year! Beyond the business days of the fair, the CosmoFactory podcast is where cosmetics, personal care, and fragrance insiders around the world can discover, learn from, and be inspired by key players across our industry's entire supply chain." says **Deanna Utroske, host of CosmoFactory**.

In just over 7 months, the podcast has reached over 4,000 downloads. CosmoFactory is available on all major streaming platforms:

Transistor - <https://cosmofactory.transistor.fm/>

Apple - <https://podcasts.apple.com/us/podcast/cosmofactory/id1746714633?uo=4>

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Cosmoprof S.p.a.

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THE VOICE OF COSMOFACTORY: DEANNA UTROSKE

Deanna Utroske develops and hosts each episode of the CosmoFactory podcast and is one of the most respected critics on the supply side of the cosmetics industry. She is Editor of the Beauty Insights newsletter and a consultant for ingredient suppliers. Deanna also writes the Global Perspectives column for EuroCosmetics magazine and was previously Editor of the CosmeticsDesign news site. Her writings and commentary have been published in Cosmetics & Toiletries, Luxe Packaging Insight, BeautyMatter, NewBeauty Magazine, Beauty Store Business Magazine, Natural Beauty News, Beauty Industry Report, Beauty Independent, CEW, Stylist France, Yahoo! Finance, The Huffington Post, PBS Media Shift, and AdWeek (Publishing Executive), as well as cited on Wikipedia, in scientific journals, and in various books on cosmetics, personal care, wellness, and business.

Deanna has been invited as a speaker at Mibelle Biochemistry's 30th-anniversary event, Avery Dennison's Retail Reimagined series, and as a moderator of online programs for Covalo. Deanna frequently participates as a judge for cosmetic and media industry awards and is invited to share her insights with market research and intelligence companies.

For more information on CosmoFactory - <https://www.cosmoprof.com/eventi/progetti-speciali/cosmofactory/>

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