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BOLOGNA, ITALY
FAIR DISTRICT
•

20 - 22 MARCH 2025

COSMOPACK

COSMO PERFUMERY &
COSMETICS

•
20 - 23 MARCH 2025

COSMO HAIR & NAIL &
BEAUTY SALON

**COSMOPROF
WORLDWIDE BOLOGNA:
A CONCRETE
COMMITMENT TO A
MORE SUSTAINABLE
COSMETIC INDUSTRY**

COSMOPROF
WORLDWIDE BOLOGNA

March 20, 2025 – Cosmoprof Worldwide Bologna is not only a benchmark for the beauty industry but also a promoter of sustainable and responsible practices. The social value of cosmetics is at the heart of numerous initiatives that Cosmoprof Worldwide Bologna has introduced and pursued over the years as part of its collective social responsibility efforts.

The proposed projects focus on the impact on society and people's well-being, environmental protection, the elimination of inequalities, as well as the safety and well-being of employees. The goal is to strengthen the bond between the industry and the community, creating a positive impact through a long-term vision.

BOUTIQUE BY COSMOPROF, THE CHARITY INITIATIVE IN SUPPORT OF AGEOP

Once again this year, Cosmoprof Worldwide Bologna renews its commitment to charitable initiatives that benefit the community. A must-visit during the event is Boutique, the charity bar at the Service Center, where beauty and generosity come together to support AGEOP RICERCA ODV, an organization dedicated to caring for children and young people affected by cancer.

With a minimum donation, visitors to the upcoming edition will have the opportunity to purchase products provided by partner companies of the initiative, as well as exclusive Cosmoprof-branded products created specifically for the occasion.

This year, the companies participating in the initiative are:


- AGRADO COSMETIC
- ASTRA MAKE-UP
- BEE FACTOR NATURAL COSMETICS
- BIOLINE JATÒ
- CLEYS
- CLOREA HAIR CARE
- COSMETEC/GRAFICHE IMP/LUMSON
- DUDÙU SWITCH ON POWER EOOD
- IMEI DIVISION
- JEAN PAUL MYNÈ
- L'ERBOLARIO
- MEI
- NASHI ARGAN – LANDOLL
- PASTA ARMANDO
- PETTENON COSMETICS - ALTER EGO
- PINK FROGS/EUROVETROCAP/ARCA ETICHETTE
- PONZINI
- SCANDOLARA
- SODICO
- THE GOOD IDEA
- VAGHEGGI
- ZIGNAGO VETRO

Cosmoprof's charitable commitment extends beyond the days of the event. In the coming months, support will continue for **La Forza e Il Sorriso Onlus**, a project by Cosmetica Italia that helps

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Organized by
BolognaFiere
Cosmoprof S.p.a.

Company of
 **Bologna Fiere**

In partnership with
 **COSMETICA ITALIA**
the personal care association

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women facing cancer regain well-being and self-esteem through free beauty workshops across Italy. Additionally, Cosmoprof will continue to support **Race for the Cure**, the flagship event of **Komen Italia**, dedicated to the fight against breast cancer in Italy and worldwide.

ENVIRONMENTAL SUSTAINABILITY AND CIRCULAR ECONOMY, FROM INDUSTRY TO THE FAIR

Cosmoprof actively promotes **sustainability within the beauty supply chain** by encouraging the use of recycled and biodegradable materials, eco-friendly packaging, and low-impact production processes. Thanks to collaborations with leading industry players, the event serves as a platform to showcase innovative solutions in **green beauty, clean ingredients, and sustainable beauty tech**. Moreover, the fair highlights **economic, environmental, and social sustainability** topics through educational programs, roundtables, and in-depth discussions that promote **best practices, research and development initiatives**, as well as **challenges and opportunities** related to the **green transition**.

Cosmoprof has long been committed to **minimizing the environmental impact** of its trade shows—reducing **printed materials** in favor of digital solutions, utilizing renewable energy and innovative technologies, and carefully selecting **suppliers and partners who share the same environmental values and goals**. The event also champions sustainable mobility, encouraging the use of electric and hybrid vehicles, car-sharing, public transport, and bicycles. Additionally, group shuttle services are organized to bring visitors to the fair, reducing its impact on city infrastructure.

INCLUSION, DIVERSITY, AND GENDER EQUALITY

The beauty industry is increasingly embracing an inclusive approach, and Cosmoprof supports this transformation by **endorsing female empowerment initiatives and brands that create products for all skin types, ages, and gender identities**.

This commitment to inclusivity is also reflected in corporate policies. BolognaFiere Cosmoprof, the organizer of Cosmoprof Worldwide Bologna, is working towards **gender equality certification** under the guidance of the BolognaFiere Group. The company has also implemented dedicated maternity and paternity policies, along with measures to ensure a healthy work-life balance—an approach that aligns with its ongoing dedication to employee well-being.

For all updates on Cosmoprof's CSR initiatives, visit: <https://www.cosmoprof.com/la-fiera/corporate-responsibility/>

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