

PRESS RELEASE

Cosmetica Italia at Cosmoprof Bologna 2024

A series of conferences and events organised by the national association of cosmetic companies to highlight the Italian beauty industry's value whose turnover reached 15 billion euros in 2023.

Milan, 14th February 2024 – **Cosmetica Italia** confirms that it will be joining its historic **partner BolognaFiere Cosmoprof** for the 55th edition of Cosmoprof Worldwide Bologna. On the occasion of today's Cosmoprof press conference in Milan, the national association of cosmetic companies underlined the **most important data describing the Italian beauty industry** and introduced the **main initiatives** planned during the fair.

"According to preliminary data, the overall turnover for the Italian cosmetic industry reached 15 billion euros in 2023. Exports play an important role since they accounted for 7 billion euros, +19.5% compared to 2022: a positive trend due to which Italy ranks first in comparison with other Made in Italy sectors" explained **Benedetto Lavino, president of Cosmetica Italia**. "Cosmoprof Worldwide Bologna remains the main trade fair for the beauty industry, a unique opportunity to meet experts and professionals as well as to show to stakeholders and institutions the economic, scientific and social value of the Italian beauty industry. Thanks to a 50-year-old partnership, Cosmetica Italia and BolognaFiere Cosmoprof cooperate to support and enhance our industry".

For the entire duration of Cosmoprof Worldwide Bologna, Cosmetica Italia will have its own **lounge**, located inside the Services Centre (block D, 1st floor), where an area dedicated to **Cosmetica Italia Servizi** (the Cosmetica Italia services company) will be arranged, in order to offer professional support, training and testing to cosmetic companies.

Inside Cosmetica Italia lounge and over the course of the trade show, a specific area will host **several conferences** aimed at delving into relevant topics for the beauty industry.

Among these, on Thursday 21st March (1p.m. – Cosmetica Italia lounge, Sala Notturmo) **Numbers, trends, and values of the cosmetic**

Press Office

Benedetta Boni

(+39) 02.281773.48

(+39) 333.8785084

benedetta.boni@cosmeticaitalia.it

Francesca Casirati

(+39) 02.281773.47

(+39) 340.1711105

francesca.casirati@cosmeticaitalia.it

Federchimica - Confindustria

20131 **Milano**, via Accademia 33

ph. +39 02 281773 1

www.cosmeticaitalia.it

Fiscal Code 80052390152



industry, the traditional event during which Cosmetica Italia Statistics Dept. will explore recent findings to provide attendees with an updated snapshot of the sector.

The conferences coordinated by Cosmetica Italia will include specific events dedicated to distribution channels, too. On Saturday 23rd March (10:30 a.m. – Lounge Cosmetica Italia, Sala Notturmo) the Natural and Herbalistic Connotation Cosmetic Products Group will organize the meeting **Market and consumers' dynamics towards natural, green and environmental topics. The companies' answer.**

As per tradition, the International Conference will be held on Friday (22nd March – Bologna Congress Center, Sala Italia); coordinated by the Cosmetica Italia Technical-Regulatory Department, this awaited event will be entitled **Green cosmetics: Designing and communicating sustainability.**

Together with Cosmetica Italia, its related bodies will be present at Cosmoprof Worldwide Bologna with special initiatives, too.

At the Services Centre (block D), on Thursday 21st March – the Perfume National Day - **Accademia del Profumo** will launch the exhibition **The Bergamot of Reggio Calabria. A sensorial journey in the olfactory treasure of Made in Italy** in cooperation with the Chamber of Commerce of Reggio Calabria and Capua1880. Thanks to this exhibition, visitors will experience several aspects of the Bergamot, discovering the history of its plantation and extraction techniques, smelling different varieties of essential oil.

During the same day (21st March – 12:30 p.m.), within the CosmoTalks program at the Services Center, Accademia will organize **Bergamot of Reggio Calabria. The Made in Italy olfactory treasure**, a conference dedicated to the prince of citrus fruits with the presence of renowned speakers.

Camera Italiana dell'Acconciatura, with the support of the Professional Products for Hairdressers Group, will organize the conference **The evolution of the hairdressing profession: from education to sustainability** (Sunday 24th March, 11 a.m. – Lounge Cosmetica Italia, Sala Notturmo). On the same day (2:30 p.m. – Lounge

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Cosmetica Italia), the **Hair Ring Selected** will take place: a talent show for young hairdressers, presenting the 15 best stylists in the under 25 category. The collaboration between the Camera Italiana dell'Acconciatura and Cosmoprof will also be further enriched by a partnership with Next Fashion School, representing the overriding theme of this year's exhibitions.

**Where to find Cosmetica Italia and its related entities during
Cosmoprof Worldwide Bologna:**

Cosmetica Italia

Services Centre – Block D, 1st floor

Accademia del Profumo

Services Centre – Block D

Cosmetica Italia Servizi

Services Centre – Block D, 1st floor

**Gruppo Prodotti Professionali per Acconciatori
with Camera Italiana dell'Acconciatura**

Pav. 37 – Stand A15

Cosmetica Italia – The personal care association

Founded in 1967, Cosmetica Italia brings together about 640 businesses, from SMEs to multinationals, who represent 90% of the sector's turnover, which, according to preliminary figures, reached 15 billion euros in 2023.

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