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**BOLOGNA, ITALY**  
FAIR DISTRICT  
•

**20 - 22 MARCH 2025**

**COSMOPACK**

**COSMO** PERFUMERY &  
COSMETICS

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**20 - 23 MARCH 2025**

**COSMO** HAIR & NAIL &  
BEAUTY SALON

**COSMOFACTORY, FROM  
IDEAS TO INNOVATION:  
THE COSMOPROF  
PODCAST EXPLORES  
INNOVATION IN THE  
BEAUTY INDUSTRY**

**COSMOPROF**  
WORLDWIDE BOLOGNA

20 March 20, 2025 – Cosmoprof Worldwide Bologna, the leading international network for the cosmetics industry, continues to serve as a key reference point for stakeholders—not only through its global events but also by offering exclusive content.

Its first **podcast series, CosmoFactory – From Ideas to Innovation**, is a dedicated platform for professionals, brands, and innovators. Each episode explores emerging trends, sustainability, cutting-edge technological discoveries, and the latest challenges shaping the beauty sector.

Created in collaboration with **Deanna Utroske, a renowned expert in the beauty supply chain**, the podcast highlights the industry's ongoing evolution. CosmoFactory is a true “factory of ideas”, bringing together top industry players and influential voices from around the world to share experiences and initiatives that are transforming the sector.

Launched in June last year, CosmoFactory has released over 40 episodes, published every Tuesday. The series has become a key resource for the Cosmoprof community, featuring world-renowned experts, CEOs of leading companies, trend forecasters, beauty editors, and researchers. Among the topics covered: the evolution of sustainable cosmetics, with cutting-edge solutions in ingredients, packaging, production processes, and product circularity; the development of neuro-cosmetics; the impact of artificial intelligence and new technologies in the beauty industry; new consumer engagement and loyalty strategies in retail; the growing demand for hyper-personalized products; and much more.

Among the featured brands: **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 beauty professionals, we see it as our responsibility to amplify the innovations and experiences that are reshaping the industry daily,” says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. “With the CosmoFactory podcast, we have created a platform where our community can exchange expertise, discover cutting-edge research, and find inspiration for the future.”

“Cosmoprof Worldwide Bologna is the leading event for the cosmetics industry, and CosmoFactory complements it by sharing key insights and innovations with top executives from the world's most recognized companies. The podcast allows listeners to discover the industry's key players 365 days a year, beyond the business days of the fair,” says **Deanna Utroske, host of CosmoFactory**.

In just over seven months, the podcast has reached over 4,500 downloads and is available on major streaming platforms:

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

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

Spotify - <https://open.spotify.com/show/0sWooyMqkfDRrGRgnDSVkh>

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BolognaFiere  
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Amazon music and Audible - <https://music.amazon.com/podcasts/beabbbd9-d289-40bf-b5b1-70e2478188ab>

Pocket Casts - <https://pca.st/6daazaul>

Podcast Addict - <https://podcastaddict.com/podcast/cosmofactory/5122140>

Deezer - <https://www.deezer.com/show/1000937902>

Player FM - <https://player.fm/series/series-3574576>

Podchaser - <https://www.podchaser.com/podcasts/cosmofactory-5729976>

Listen Notes - <https://www.listennotes.com/podcasts/cosmofactory-cosmoprof-PCvGtuTdU8E/>

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iheart radio - <https://iheart.com/podcast/180885284/>

#### THE VOICE OF COSMOFACTORY: DEANNA UTROSKE

Deanna Utroske is one of the most respected critics in the cosmetics industry. She is the Editor of the Beauty Insights newsletter and a brand consultant. Deanna also writes the Global Perspectives column for EuroCosmetics magazine and previously served as Editor of the CosmeticsDesign news site. Her writings and commentary have been featured 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). Her insights have also been cited on Wikipedia, in scientific journals, and in various treatises on cosmetics, personal care, wellness, and business. Deanna has been invited as a keynote speaker at the 30th anniversary event of Mibelle Biochemistry, the Retail Reimagined series by Avery Dennison, and as a moderator for Covalo's online programs. She frequently serves as a judge for beauty and media industry awards and is regularly invited to share her observations with market research and intelligence firms.

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

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