

50th
ANNIVERSARY
COSMOPROF
WORLDWIDE BOLOGNA

COSMOPROF
MARCH 2017
17-20
COSMOPACK 16-19
COSMOPRIME 16-19
BOLOGNA (ITALY)
FAIR DISTRICT
A NEW WORLD FOR BEAUTY
BOLOGNA LAS VEGAS HONG KONG

“Cosmoprof Worldwide Bologna is the premier event for the global beauty industry,” said ISPA Chairman Todd Shaw. “We are thrilled to be collaborating with this prestigious group as we continue to provide education that supports ISPA’s global membership.”

Cosmoprof Worldwide Bologna, the B2B leading international exhibition on trends related to the cosmetics industry organized by Bologna Fiere, celebrates its 50th anniversary from Friday March 17 to Monday March 20, 2017. Cosmoprof Worldwide Bologna is the go-to-event for the global beauty industry, thanks to credibility gained over 50 years. Cosmoprof Worldwide Bologna has events around the world as part of an international network, providing companies with a global presence and expertise.

To celebrate its 50th anniversary, Cosmoprof Worldwide Bologna will present a new area, Cosmoprime, dedicated to retail companies representing a specific market going from high-end mass market to prestige and niche perfumery. Cosmoprime will welcome beauty professionals from March 16 to 19, in conjunction with Cosmopack, the event dedicated to the beauty supply chain, from raw materials to machinery, from counter manufacturing to packaging.

ISPA is recognized worldwide as the leading professional organization and voice of the spa industry that provides invaluable educational and networking opportunities, promotes the value of the spa experience and speaks as the authoritative voice to foster professionalism and growth. Cosmoprof Worldwide Bologna will host a spa symposium in collaboration with ISPA followed by other initiatives designed to support the global spa community. **The SPA SYMPOSIUM in collaboration with ISPA will be a two day conference hosted on Friday, March 17 and Saturday, March 18, 2017.**



GLAMOUR ME!

at Cosmoprof Worldwide Bologna 2017

Cosmoprof Worldwide Bologna, the B2B leading international exhibition on trends related to the cosmetics industry organized by Bologna Fiere, celebrates its 50th anniversary from Friday March 17 to Monday March 20, 2017. The next edition will unveil COSMOPRIME, a new hall devoted to prestige and masstige perfumery open to select attendees only from Thursday March 16th to Sunday March 19th, 2017.

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COSMOPRIME, the new hall devoted to masstige and prestige beauty market will host a variety of projects appealing to this industry segment. A new initiative to be unveiled inside COSMOPRIME at the upcoming 2017 edition is Glamour Me!

Glamour Me! Is an on the floor mini beauty lounge featuring several beauty stations and showcasing several exhibitors who

are previewing their products in this area throughout the 4-days of the show through express services offered to attendees and media. Participating attendees can learn about and test new makeup products, skincare treatments, hair products, the latest in barber news, nail polishes and products and extensions for the eyelashes presented by the exhibiting companies through quick 30-minute or less services. The services are provided free of charge. Visitors will have the opportunity to directly experience the effects and performance of the products demonstrated by exhibiting companies, to assess whether they really suit their business; additionally attendees that get services are encouraged to post their new look on social`

Cosmoprof Worldwide Bologna presents the Spa Symposium 2017 in collaboration with International SPA Association

Cosmoprof Worldwide Bologna and the International SPA Association (ISPA) announced a new collaboration, focusing on leveraging the assets of each organization to help further the reach of ISPA through the COSMOPROF WORLDWIDE network on a global basis.

“ISPA is world-known for its outstanding education and member roster base involving leading key decision makers in the spa community,” said Enrico Zannini, Director of Cosmoprof Worldwide Bologna. “We are pleased to begin our initial collaboration starting with the upcoming COSMOPROF WORLDWIDE BOLOGNA 2017 edition whereby ISPA will collaborate for a two day spa symposium and then continuing to evolve the collaboration into more ways that can be meaningful to the spa industry at a global level.”