



COSMOPROF Worldwide Bologna Celebrates Its 50Th Edition With COSMOPRIME

Cosmoprof Worldwide Bologna, the leading international hub for the latest trends in the beauty industry, will celebrate its 50th anniversary from March 16th to 20th, 2017: an important anniversary for a trade fair which is recognized worldwide as the not-to-be-missed event for companies, professionals and distributors of the beauty sector. Over its long history Cosmoprof Worldwide Bologna has been playing the role of mediator between beauty companies and new markets, thanks to its international profile and its reliability. To celebrate its 50th edition, Cosmoprof Worldwide

Bologna presents a brand new project: COSMOPRIME, a special area in pavilion 19 which will be open to visitors from March 16th to 19th, 2017, together with Cosmopack – the international trade fair dedicated to the beauty supply chain. COSMOPRIME is a preview to Cosmoprof Worldwide Bologna 2017, a new exhibition area dedicated to retail companies from the high-end mass market to prestige and niche perfumery, chosen through a careful scouting activity searching for new products that follow the new trends.

Buyers and distributors attending COSMOPRIME in pavilion 19 will have the chance to visit the

Extraordinary Gallery, Cosmoprof exclusive area where all trends of the beauty universe are on show, with the most innovative companies and brands.

In the Premium Perfumery mass-tige exhibitors will be on stage.

As one of the main initiatives, the first edition of Tones of Beauty, a multicultural beauty showcase, will be held inside COSMOPRIME and it will take to Italy for the first time ever the brands of “Black & Brown” beauty products, involving all the sectors of the industry and continuing a project which began two years ago at Cosmoprof North America.

Another special area which will be presented for the first time at COSMOPRIME is BeOrganic, completely dedicated to companies producing organic beauty products. Professionals, buyers and distributors visiting the exhibition will have the chance to meet the companies with a certification of their organic products.

COSMOPRIME will host the only International Buyer Lounge of Cosmoprof Worldwide Bologna 2017, becoming a space with a strong “B2B mood”. The International Buyer Lounge will welcome top buyers coming from all over the world, selected as part of the International Buyer Program,