

# OnBeauty

by COSMOPROF  
WORLDWIDE BOLOGNA

SEPTEMBER 9 – 13, 2021

## OPPORTUNITIES AND CHALLENGES FOR BEAUTY RETAIL AND PERFUMERY & COSMETICS CHANNELS AT ONBEAUTY BY COSMOPROF WORLDWIDE BOLOGNA

For the first time since the outbreak of the Covid-19 pandemic, the beauty community gathers in Bologna for a rebound of business activities: **from 9 to 13 September, OnBeauty by Cosmoprof Worldwide Bologna** will welcome companies, retailers, and operators from the cosmetic channels to rebuild commercial relationships and analyze the changes that the sector is facing.

The event will be the first physical meeting for the sector. It will satisfy the need of a gradual return to normality and a recovery of close relationships with stakeholders, while looking forward to resuming global business activities in 2022. As of today, confirmed exhibitors will be representing 14 foreign countries: Croatia, Germany, Israel, Italy, Latvia, Pakistan, Poland, Romania, Republic of San Marino, Spain, Switzerland, Ukraine, United Kingdom and USA.

### THE EXHIBITION

An innovative and essential format makes up the event that will gather all the divisions of the cosmetic industry. The entrances and the exhibition areas will be differentiated: retail, mass distribution and supply chain on one side, and professional product on the other, so that business synergy can be optimized, in full compliance with the national health and safety regulations.

**Thursday 9<sup>th</sup> and Friday 10<sup>th</sup> September** *OnBeauty by Cosmoprof Worldwide Bologna* will welcome the retail sector, with the most multichannel-oriented brands and their innovative solutions for consumer communication.

On the same days, the market leaders of the **supply chain** will be present, including contractors, suppliers of raw materials, formulation and packaging solutions, all interested in learning about new product and project development options. Among the participating companies, ANCOROTTI COSMETICS, BARALAN INTERNATIONAL, B.KOLORMAKEUP & SKINCARE, INCA COSMETICI, INDUPLAST, ITALCOSMETICI, MARCHESINI GROUP BEAUTY, NEW COSMESY, OSMOS, PHARMA COS, PINK FROGS COSMETICS and SCANDOLARA.

**The green & organic cosmetic** segment will be accommodated inside pavilions 25 and 26, in collaboration with Sana, international exhibition of organic and natural products, **from Thursday 9<sup>th</sup> to Sunday 12<sup>th</sup> September**. Participating, among others, BIOS LINE, CERERIA LUMEN, HELAN COSMESI DI LABORATORIO, LAMAZUNA, LEPO PEDRINI COSMETICI, L'ERBOLARIO, NIVEL – BIOLÙ, OFFICINA NATURAE e ZUCCARI.

The professional channel will be present in Bologna on **Saturday 11<sup>th</sup>, Sunday 12<sup>th</sup> and Monday 13<sup>th</sup> September**, with companies providing products and services for the **professional beauty sector, including spa and nail, and for the hair and salon division**.

*OnBeauty by Cosmoprof Worldwide Bologna* will take place at the same time of **SANA, international exhibition of organic and natural products, and COSMOFARMA EXHIBITION, the leading event for the Health Care and Beauty Care sectors and all pharmacy-related services**, ensuring the interaction between pharmacies, drug stores, mass-market and multi-channel retailers.

“The concurrence of the three events is a direct consequence of the market transformation that we are experiencing: healthcare, sustainability and personal care are more and more linked to each other, making their traditional differentiation almost meaningless”, highlights **Gianpiero Calzolari, President of**

**BolognaFiere.** “We are witnessing a profoundly renewed scenario and we must be ready to develop stronger collaborations to effectively deal with the change.”

*OnBeauty by Cosmoprof Worldwide Bologna* will draw on the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA – Italian Trade Agency**, as part of the special plan for the promotion of Made in Italy. They will invite top buyers and retailers from the main European markets. Key players of the Italian beauty industry will attend as well, all interested in learning about new product propositions and in discussing new digital ways of consumer interaction.

To top up the offering, there will be a dense agenda with numerous appointments providing insights on current topics such as the evolution of the cosmetic industry.

“*OnBeauty by Cosmoprof Worldwide Bologna* will meet companies and operators’ need for **business development, networking and educational activities**”, says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof.** “After months of online contents, we want to go back to sharing and interacting physically when testing new collections and lay the foundation for the rebirth of the industry, in line with the markets’ requirements.”

*OnBeauty by Cosmoprof Worldwide Bologna* will be reserved to operators of the cosmetic industry, with the aim of ensuring high standards of interactions with professional users.

For more information and updates, please follow <https://www.onbeautybycosmoprof.com/>

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the personal care association

**WITH THE SUPPORT OF**  
  
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and International Cooperation  
 **ITA**  
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