

BEAUTY : PACKAGING



Cosmoprof North America will host its 19th edition from July 12 to 14 at the Las Vegas Convention Center.

04.13.22
Cosmoprof North America (CPNA), the B2B beauty exhibition, will host its 19th edition from July 12 to 14 at the Las Vegas Convention Center (LVCC) in Las Vegas, NV, and is now [open for registration](#).

"Cosmoprof North America is excited to continue its tradition of hosting a powerful, world class platform for domestic and international retailers, distributors, beauty brands and suppliers to network, share their visionary ideas and foster relationships in an exceptional new arena, now held in a convenient mid-week format," said Enrico Zannini, general manager of BolognaFiere Cosmoprof. "The newly designed Two-Hall format will provide attendees with an increased focus on their specific needs to make the most of their time at the show, as well as newly designed features to ignite inspiration."

"Cosmoprof North America continues to be a driver for growth, innovation, trends, and thought leadership in the beauty industry," shared Nina Daily, executive director of the Professional Beauty Association. "Reconnection with partners and creating new relationships is more important than ever, and we are confident the new format and venue will lead to a successful Cosmoprof North America 2022 and allow attendees to facilitate valuable connections."

Cosmopack Gets a Dedicated Hall For the first time, Cosmopack North America, the event fully dedicated to the entire beauty supply chain, will have its own dedicated North Hall.

At Cosmopack, buyers can discover innovative ingredients, raw materials, packaging, cutting-edge components, technological advances and more to take brands from concept to creation. Having its own location will make it easier to find supply chain solutions.

Also featured is a dedicated Cosmopack Buyer Lounge, special activations, and on the floor education complimentary to exhibitors and attendees. Dedicated to finished products, The Cosmoprof North America West Hall will feature four macro sectors including Hair Care, Skin Care & Makeup, Nails, and Natural Products. Country Pavilions will showcase authentic elements and innovations from countries recognized for their strong heritage in beauty.

New 2022 Initiatives New CPNA initiatives this year include **Discover Black-Owned Beauty**. This personalized curated display area is specially created for Black-owned beauty brands seeking access to market opportunities, educational resources, retail distribution, and brand exposure. Curators Adrienne Mason and Maria Torres created the Beauty International Group with the intention to ensure Black-owned beauty brands have access to investment capital, retail distribution, logistics, and valuable industry know-how. This area facilitates retailers' commitment to the "fifteen percent pledge," which asks businesses to dedicate 15% of their shelf space to Black-owned brands.

Returning Initiatives Returning this year are special areas dedicated to curated exhibitors including Discover Beauty, Discover Beauty Spotlights, Discover Green, and The Beauty Vanities. Also returning are CPNA special projects including Boutique, a one-of-a-kind beauty sampling bar, the Buyer Program, which encourages networking between exhibitors and top buyers, Cosmoprof & Cosmopack North America Awards, CosmoTrends, Mentorship Program, and Press Zone. CosmoTalks' wide-ranging seminars and workshops that combine creativity, inspiration and business will be hosted by powerhouses such as NPD, FIT, Spate, Insider's Guide to Spas, and BEAUTYSTREAMS, amongst others.

With more than 20 seminars and workshops, it aims to be the widest ranging series of conferences and in-depth talks in the beauty industry.