



Cosmoprof returns, flying the flag for waterless beauty

By **Rosie Greenaway** - May 9, 2022

Visitors from more than 140 countries travelled to Italy in late April for the return of Cosmoprof Worldwide Bologna.

"We waited a long time for this," says Renato Ancorotti, president of personal care association Cosmetica Italia, calling the 53rd edition of Cosmoprof 'a relaunch that rests on solid foundations'. "To finally find (*sic*) ourselves in the halls of the Bologna exhibition centre was undoubtedly an important moment for our sector, which highlighted the desire to restart."

Ancorotti says that in 2021 the Italian cosmetics sector demonstrated its 'ability to react' and now, in 2022, it is predicted to 'return to pre-crisis levels' with a turnover exceeding €12 billion, despite 'the uncertainties of the international scenario'.

"This edition of Cosmoprof was extremely positive. Our exhibitors have finally met buyers and distributors from all over the world in person. We are aware that many companies had to give up their presence due to the restrictions related to the pandemic and the war between Russia and Ukraine. For this reason, our match-making system, Cosmoprof My Match, will remain available to our operators also in [the] next days. We want to guarantee the visibility and quality of Cosmoprof business opportunities even beyond the days of the fair. Cosmoprof Worldwide Bologna has strengthened its role as business partner for professionals, and our goal is to guarantee a continuous and performing networking platform," comments Enrico Zannini, general manager of BolognaFiere Cosmoprof.

WATER-CONSCIOUS BEAUTY CONTINUES TO BE A SUSTAINABLE CHOICE THAT SUPPORTS THE PLANET

In the Cosmo Trends report – an annual feature of the show, curated by BEAUTYSTREAMS – it was stated that in the new normal ‘product innovation is evermore indispensable’. Its trends overview highlighted the buoyancy and resilience of the beauty sector. “We have learned – perhaps what we knew all along – that beauty is so much more than just skin deep. It has the capacity to elevate our spirits, instill harmony in our lives and create deep-seated joy. As we anticipate and plan for continued acceleration of change in our post-pandemic world, beauty will accompany us as a trusted friend, sharing moments of happiness and wellbeing.”

The report highlights water-conscious formulations as a ‘win-win for self and the planet’ – calling the trend ‘No to H2O’. “By 2025 two thirds of the world’s population may be affected by water shortages,” the report states. “Water-conscious beauty continues to be a sustainable choice that supports the planet, in addition to offering concentrate products that dispense with the need for preservatives to extend their shelf life. Instead of water as a filler, anhydrous (or water-free) formulations frequently contain natural oils and botanical ingredients as a base, rendering the product more potent and economical to use. The less water used, the more concentrated the active ingredients. In addition, water-free products are more compact, leaving less waste behind, as well as lighter to transport.”

Rosie Greenaway

Having spent the early part of career putting her BA (Hons) in Media Writing to use as a freelancer writer across a number of industries – from wellbeing, food and travel to design and events – Rosie Greenaway’s post as editor of Natural Products News and Natural Beauty News began in 2017. In 2018 she co-launched NPN’s 30 under 30 initiative, is a regular presenter and speaker on industry panels, is a judge of several awards schemes in food and beauty (from the Soil Association’s BOOM Awards to the Who’s Who in Green Beauty Scandinavia) and acts as an Advisory Board Member for the Sustainable Beauty Coalition.