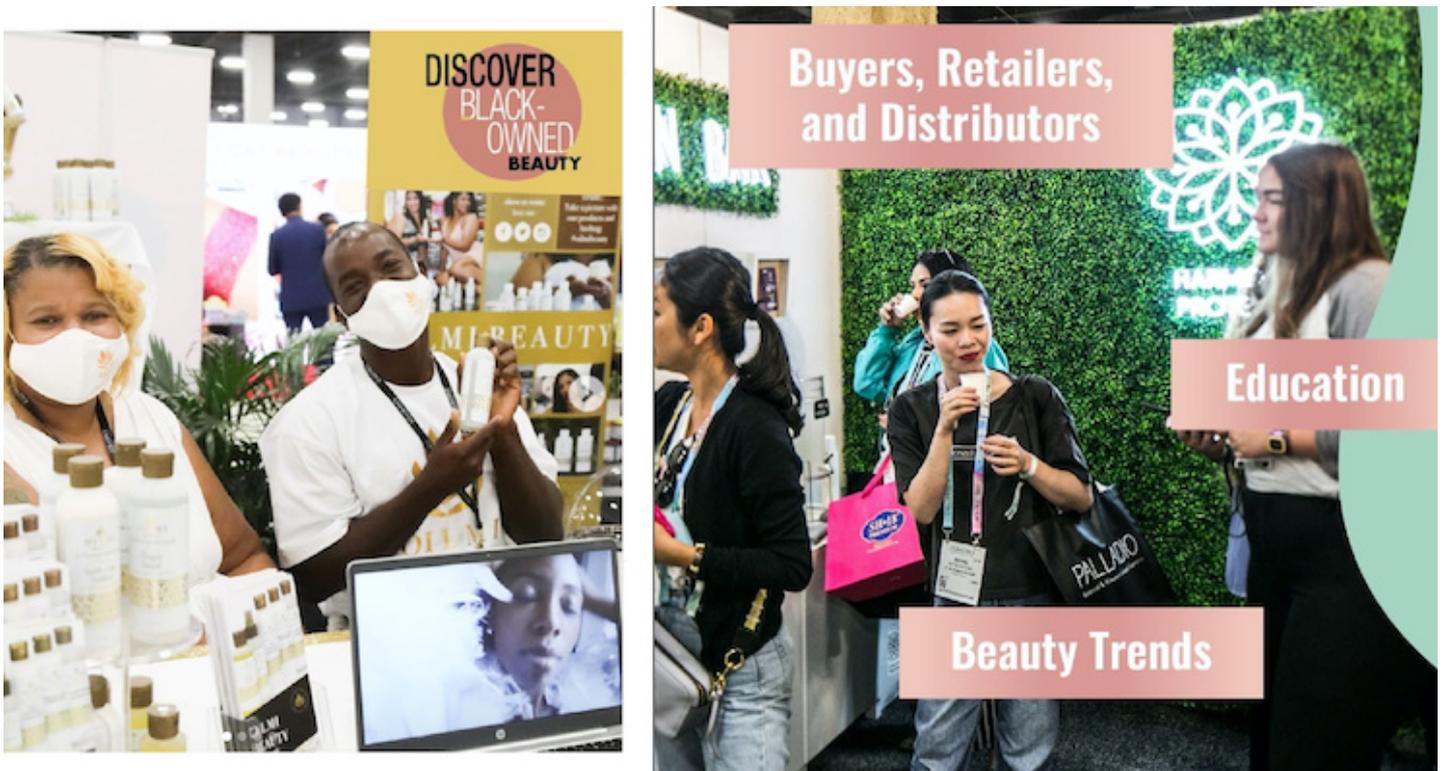


# BEAUTY : PACKAGING

Breaking News

## Latest Updates About Cosmoprof North America

The show opens in Las Vegas on July 12th, 2022—and exhibitors have increased along with first-time pre-registered attendees.



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[Cosmoprof North America is gearing up](#) for an outstanding show, organizers say.

The 19th edition of the annual b2b beauty trade show is on track for success—the number of exhibitors have increased along with first-time pre-registered attendees.

The show takes place July 12th - 14th at the Las Vegas Convention Center in Las Vegas, NV.

Enrico Zannini, General Manager of BolognaFiere Cosmoprof, comments:

"The Americas are a strategic market for business development of beauty brands, being the cradle of new trends and new consumers habits, and international operators are more and more interested in discovering the novelties of Cosmoprof North America."

Nina Daily, Executive Director of the Professional Beauty Association, adds:

"The future of the beauty industry is brighter than ever, and Cosmoprof 19th Edition is a telling indicator. The number of pre-registered quality visitors and new attendees is noteworthy, with 40+% first-time attendees, proving the beauty industry's strong desire to come together in-person to engage and collaborate. Between finished products in the West Hall and beauty supply chain suppliers in the North Hall, Cosmoprof North America is proud to boast over 1,100 exhibiting companies."

*Photos above via Instagram [@cosmoprofna](#)*

**Navigating the Show** Cosmoprof North America at the West Hall will segment exhibitors into four macro categories: Hair Care, Skin Care & Makeup, Nails, and Natural Products with a strong presentation of fragrance brands as well."

Special areas this year include Discover Beauty, Discover Beauty Spotlights, Discover Green, The Beauty Vanities, and the newly launched Discover Black-Owned Beauty.

Discover Black-Owned Beauty will be a resource to Black-owned beauty brands seeking access to market opportunities, educational resources, retail distribution, and brand exposure.

## **The West Hall**

One of the unique features of the West Hall is the Country Pavilions, which showcase authentic elements and innovations from countries recognized for their strong heritage in beauty. Participants include China, Korea, Morocco, Dominican Republic, Spain, Chile, Italy, Colombia, and Argentina.

## **The North Hall**

Cosmopack North America at the North Hall features solutions for the entire beauty supply chain, including packaging, formulation, and machinery. This year, the North Hall includes the new special area Beauty Tech—featuring exhibitors with the latest technological and digital solutions available to help attendees boost their beauty business.

## **The Innovation Studio at Cosmopack**

New this year, the Innovation Studio at Cosmopack will showcase innovation in the beauty supply chain across two activations—"Lifescapes" and "Packaging Power!"

"Lifescapes," conceived by Beautystreams, will explore up-trending formulation and packaging design territories that will define the future of the intra-category beauty industry.

"Packaging Power!" will display strategic and compelling concept brands to compete against the backdrop of the ever-changing and complex marketplace created by undergraduate students from FIT's Packaging Design BFA Program.

## **The Entrepreneur Academy & CosmoTalks**

Returning this year is the Entrepreneur Academy, a one-day intensive hands-on practical workshop for beauty entrepreneurs, and CosmoTalks, one of the widest-ranging series of conferences and in-depth talks in the beauty industry.

Highlights of this year's CosmoTalks include "Racing Ahead: The Next Frontier in Beauty" presented by FIT's CFMM program and featuring speakers from Ulta Beauty, Topicals, BeautyStat Cosmetics, and thirteen Lune.

"A conversation with Grammy Award-Winning singer and Beauty Founder Toni Braxton" will be moderated by Cosmopolitan's Beauty Editor at Large. Braxton will share how she created her new luxury body skincare line, Nude Sugar, which she's showcasing at Discover Black-Owned Beauty.

## **Cosmopack Education Features Free Seminars & Panels**

Cosmopack North

America's new conference format, Cosmopack Education, features free seminars and panels.

Topics include raw materials and ingredients, private label and contract manufacturing, primary and secondary packaging, machinery, beauty tech, and other supply chain solutions in the beauty industry.

[Plan your visit at Cosmoprof North America.](#)