

# BEAUTYSTREAMS

PRESS RELEASE

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## **BEAUTYSTREAMS Brings Trend Expertise to Cosmoprof North America Las Vegas 2023**

Paris, July 6, 2023 - BEAUTYSTREAMS, the global beauty industry reference platform, is pleased to continue its collaboration with Cosmoprof North America, the leading B2B beauty exhibition in the Americas, held at the Las Vegas Convention Center from July 11 through July 13, 2023.

As with other Cosmoprof shows globally, BEAUTYSTREAMS brings its trend expertise to Cosmoprof North America Las Vegas 2023 with projects that underline the importance of trends. Timely trend information helps brands accurately respond to consumer needs and identify opportunities in the current market climate. With so much on display at trade shows, an expert curation becomes a vital roadmap for attendees, highlighting noteworthy products across all beauty categories.

BEAUTYSTREAMS exclusively curates several special projects for this year's edition of Cosmoprof North America Las Vegas. The highly anticipated CosmoTrends project comes in three formats including a special report, live seminar, and on-site installation. The CosmoTrends North America Las Vegas Report 2023 will give a curated look into what is happening now on the beauty landscape, from evolving consumer expectations to striking products. The report will be presented live at CosmoTalks (Tuesday, July 11, 2023 / 9:30 a.m. to 10:30 a.m. / Room W222-W225) by BEAUTYSTREAMS experts Michael Nolte, BEAUTYSTREAMS SVP Creative Director and Fernanda Pigatto, BEAUTYSTREAMS Global Partnerships Director. They will introduce the CosmoTrends North America Las Vegas Report 2023, linking it to a future perspective of societal evolutions over the next five years and underline emerging opportunities within the beauty industry. The CosmoTrends products will also be on display at a dedicated on-site installation in the West Hall Lobby of the Las Vegas Exhibition Center.

In addition, BEAUTYSTREAMS will curate the Cosmoprof and Cosmopack North America Awards Las Vegas 2023 which recognize the best in beauty and packaging across all categories of the beauty supply chain. BEAUTYSTREAMS' team of analysts — experienced product developers and marketing specialists from the beauty industry — evaluates hundreds of submissions across each award category. A prestigious jury then selects the final winners.

The Cosmoprof North America Las Vegas Awards recognize outstanding finished products in the following five categories: Make-up and Nail Products, Green and Organic, Skin and Body Care Products, Home and Professional Devices and Tools, and Hair Products. The Cosmopack North America Awards recognize the most innovative solutions in the following two categories: Formulation and Packaging: Design and Materials. The Cosmoprof and Cosmopack Awards finalists' products will also be on display at a dedicated on-site installation in the West Hall Lobby of the Las Vegas Exhibition Center.

BEAUTYSTREAMS is delighted to once again bring their deep industry knowledge and trends expertise as an official partner of Cosmoprof North America Las Vegas 2023.

For any further information or press inquiries, please contact us at:

[press@beautystreams.com](mailto:press@beautystreams.com), or meet the BEAUTYSTREAMS team at Booth #2239.

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#### About BEAUTYSTREAMS

BEAUTYSTREAMS is the global beauty industry reference and an indispensable resource for beauty industry professionals. Catering to industry insiders across the full beauty supply chain, BEAUTYSTREAMS provides future insights, product forecasts, consumer analyses, and market intelligence on a global level as well as on a local scale across six continents.

#### About Cosmoprof North America

Cosmoprof North America (CPNA) is the leading business-to-business beauty exhibition in the Americas. Recognized for its dynamic growth and unique programs, the event offers the entire beauty industry an opportunity to come together to make new relationships and foster collaborations.

## About Cosmoprof & Cosmopack North America Awards

Cosmoprof & Cosmopack North America Awards celebrates the greatest innovations in the beauty industry, recognizing outstanding products, beauty formulations, and packaging designs among exhibiting companies, across the full beauty supply chain, from raw materials to formulation, packaging, manufacturing, machinery to finished products.