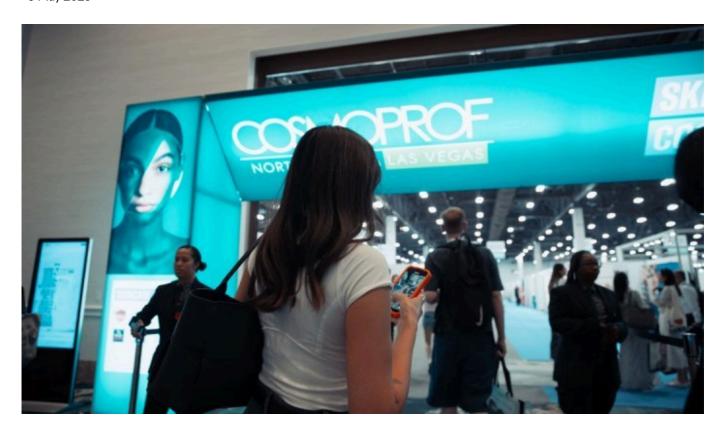


World class news for the beauty and cosmetics industries

What to expect as Cosmoprof North America returns to Las Vegas in July?

Premium Beauty News (Photo: Cosmoprof North America Las Vegas)

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As the beauty industry continues to navigate shifting market dynamics and evolving consumer expectations, Cosmoprof North America Las Vegas (CPNA) returns for its 22nd edition from July 15-17, 2025 at the Mandalay Bay Convention Center.

After a successful 21st edition that welcomed 26,000 attendee visits from 113 countries and over 1,100 exhibitors from 45 nations, Cosmoprof North America Las Vegas remains a strategic hub for companies looking to engage with the largest and most complex beauty market in the world.

A platform for what's next

The 2025 edition of Cosmoprof North America will feature an **expanded show floor**, including a new hall designed to meet increased demand across categories. **Cosmopack**, representing the full beauty supply chain, will also return with greater scale — reinforcing the show's end-to-end value across innovation, manufacturing, and sustainability.

A dedicated **Korean Beauty area** will highlight one of the most consistent growth drivers in the U.S. market, giving attendees access to leading-edge Korean skincare, cosmetics, and haircare brands that continue to shape global trends.

Spotlighting diverse innovation

The three day event will also bring back its curated areas dedicated to indie and emerging beauty brands:

- **Discover Beauty** will elevate brands led by AAPI, Latinx, Indigenous, and women entrepreneurs, along with those championing conscious beauty.
- Discover Black-Owned **Beauty** will continue to amplify founders driving meaningful representation and product innovation.
- The Beauty Vanities returns as a space for showcasing breakthrough and innovative brands new to the market.

Insight-driven programming

Education remains a cornerstone of the CPNA experience, with this year's show featuring a robust lineup of seminars and expert-led talks:

- **CosmoTalks** and the **Entrepreneur Academy** will bring together voices from across the industry to explore strategy, innovation, and practical pathways forward.
- **Cosmopack Education**, embedded directly on the show floor, will dive into key topics including ingredient trends, packaging innovation, and sustainable beauty practices.

Strategic Networking & Industry Highlights.

- The Buyer Program continues to foster targeted connections between exhibitors and top retailers, distributors, and decision-makers helping drive smart growth in a measured environment.
- **CosmoTrends**, the bi-annual trends report curated by Beautystreams, will offer timely insights into product innovation and emerging shifts.
- The newly expanded **Cosmoprof & Cosmopack North America Awards** will recognize brands from both Las Vegas and Miami editions, honoring excellence across innovation, sustainability, and execution.

To learn more and register, visit www.cosmoprofnorthamerica.com