



PRESS NOTE

1967-2007: COSMETICA ITALIA CELEBRATES ITS 50TH ANNIVERSARY

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In Galleria Cavour, an interactive installation reveals the value of the cosmetics industry to consumers

Bologna, 16-22 March 2017 – Cosmetica Italia is to celebrate the 50th anniversary of its foundation at **Galleria Cavour** in Bologna from 16 to 22 March and is inviting the general public and consumers to join.

The exclusive location in the centre of Bologna is to host an **interactive installation**, consisting of a totem with touch screens and a selfie station, created by the Italian association of cosmetic companies. The idea behind the totem is to illustrate the different facets of the industry to members of the public, and the cultural, social and economic value of this sector.

"Cosmetica Italia's 50-year adventure primarily tells the story of companies - many of them small to medium-sized businesses now in their third or fourth generation - which serve as paradigms of Italian entrepreneurship at its best - explains the President of the association, **Fabio Rossello** - These past five decades have been characterised by a range of significant developments in the context in which we operate, which in turn have brought about changes in terms of product categories, sales channels and trade fairs. Our association has grown over time, and has become a key part of the scene represented by Cosmetics Europe - we have joined the ranks of the ruling class within the economic system of our country. Throughout this half-century of history, we have worked closely with our interlocutors, embracing the need for change - crucial for all trade associations."

The rich calendar of initiatives and activities put together by Cosmetica Italia to celebrate its 50th birthday will be completed by a **communication campaign** designed to convey the value of using cosmetics on a daily basis, as a key component to individual well-being. The five different images selected to mark this celebration will be at the heart of the space dedicated to the association at Cosmoprof (Mezzanine - Hall 21 and 22), and will also serve as the basis for the graphic design of the interactive totem in Galleria Cavour; they will also feature on cards provided for visitors to leave their thoughts on cosmetics, inspired by the **#lasciamoilsegno!** motto.

