

PRESS RELEASE

COSMETICA ITALIA AT COSMOFARMA 2018

Bologna, 20-22 April 2018 – With growth rates that have expanded progressively over the last forty years to cover **18.5%** of total cosmetic consumption, in 2017, the pharmacy channel recorded a sales value of over **1.8 billion euro** (a 2% increase over the previous year). Confirming its presence at the Cosmofarma Exhibition 2018 (**Hall 25 - stand C2**), Cosmetica Italia (with the **Cosmetics in Pharmacies Group**) has reiterated the importance of this channel, which is set apart by the service and the degree of specialisation it offers.

*"Pharmacies are increasingly investing in cosmetic products and in the specialist training of sales staff - comments **President of Cosmetica Italia's Cosmetics in Pharmacies Group, Stefano Fatelli** - For the cosmetics sector, the value of an event like the Cosmofarma Exhibition lies in the fact that it represents a unique opportunity for meeting other operators, strengthening the relationship between pharmacists and cosmetic companies: a fundamental partnership for the channel".*

For the first time this year, the **Contract Manufacturing Group** will be joining the Cosmetics in Pharmacies Group during Cosmofarma. Indeed, Cosmetica Italia and BolognaFiere Cosmoprof have decided to create an area dedicated to contract manufacturers in **Hall 32 (stands B15/C16 and A17/B18)**.

On **Friday 20 April**, Cosmetica Italia will be supporting numerous seminars and in-depth analyses at the **Spazio Innovazione** in Hall 25, with a view to fully illustrating the relationship between the cosmetics and pharmacy sectors: during these events, a wealth of information will be shared, from channel data and digital communications strategies to details regarding the scientific value of cosmetics and market analyses.

PROGRAMME

10.30-10.50

Cosmetics data and trends in the pharmacy channel: the recent evolution in the short term

Gian Andrea Positano | Head of the Cosmetica Italia Statistics Dept.

10.50-11.15

Places, Perceptions and Emotions: a language of feelings on digital platforms for cosmetics

Enrico Giubertoni | Cosmetica Marketing - Digital Marketing and digital transformation processes for cosmetics companies

2.00 pm - 2.30 pm

"The science behind beauty": presentation of the publication on the scientific value of cosmetics by Cosmetica Italia

Carlo Baiesi | Cosmetica Italia advisor and head of the *Progetto Università*

Stefano Manfredini | Professor of Pharmaceutical and Toxicological Chemistry, Director of the Masters in Cosmetic Science and Technology at the University of Ferrara

Federica Borsa | Head of the Cosmetica Italia Education Project

Maurizio Crippa | Project Manager for Cosmetica Italia

2.30 pm - 3.00 pm

Analysis of the dermocosmetic market from the perspective of its relationship with the pharmacy sector

Elena Folpini | New Line

Saturday 21 April (2.15 pm - Spazio Innovazione) Anna Segatti, President of **La forza e il sorriso Onlus** takes part in the forum chaired by Cosmofarma and iFarma, on *Make-up in pharmacies: a resource in which to invest*, describing the goals achieved by the social responsibility project sponsored by Cosmetica Italia.

Finally, during the event, the **Cosmetica Italia Statistics Dept.** will be conducting its traditional **qualitative research with IQVIA** involving the pharmacists present at the event, with a view to analysing the future dynamics and the role of cosmetics within the channel, in consideration of the needs of the workforce.

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