

PRESS RELEASE**Cosmetics in Pharmacies Group (Cosmetica Italia) at 2015 Cosmofarma
18.9% of cosmetics are sold in pharmacies in Italy**

Bologna, 17-19 April 2015 – An institutional booth (pad. 25, A14-B13) divided up into an area for business promotion of the channel, and another for associated companies which exhibit together as a group: with this now well-established formula, the **Cosmetics in Pharmacies Group of Cosmetica Italia (CPG)** will attend the Cosmofarma Exhibition, the most important Italian trade fair in the industry.

«This year's novelty will be the **qualitative research**, in association with New Line, which will directly involve the pharmacists at the trade fair - explains **Stefano Fatelli**, president of the CPG - The outcome of the interviews will let us gauge the current and future sentiment of the pharmacists towards skincare products in the pharmacy».

There will be the usual presentation of the data on the trend **of skincare products in the pharmacy** (by New Line) and the outcome of the research on **consumer expectations** towards the purchase of cosmetics in the pharmacy (sponsored by Cosmetica Italia and performed by Alias), illustrated at the seminar *Supply and Demand at the Pharmacy: the latest trends* (Spazio Farmacia, 17 April 3 PM - 18 April 11 AM - 19 April 11 AM).

Also at the **Spazio Farmacia** (pad. 25, row A-B) interventions on promotion of the channel and seminars by the individual enterprises in the Group trade off. Against this backdrop, for the first time at Cosmofarma there will also be a presentation of **La forza e il sorriso – Look Good...Feel Better Italy** (www.laforzaeilsorriso.it), the social responsibility project supported by various companies from the channel, which translates into the creation of **free beauty labs for the universe of women struck by tumours** (Spazio Farmacia, 18 April from 12 to 1 PM).

There will also be a focus on the technical/scientific and business training of the pharmacist with the **CME course** *Managing the Categories in the Pharmacy with an Outlook to Customer/Patient Loyalty* (Sala Bolero - Services Centre, 17 April from 2 to 5 PM).

Instead, internationalisation will be at the centre of *The Cosmetics Market in Egypt meeting* (Spazio Farmacia, 18 April from 5 to 6 PM) and the roundtable organised in cooperation with Cosmofarma and DE International, *Go International, 4 Strategies for 4 Markets* (Spazio Meeting in Farma pad. 26, 17 April 4:30 PM).

18.9% of the total sales of cosmetics on the national market in 2014 was attributable to the pharmacy, a channel that with a **value of 1,776 million** euros recorded a positive performance, confirming the fact that although the value of purchases dropped, quantities however did not.

«The **consumer confidence** is still strong in this channel, since consumers recognise the pharmacy as having a level of specialisation and care in the service that is superior to that of other distribution areas - points out Fatelli - Compared to other sales channels, pharmacies confirmed investment in the cosmetic products and in the **specialisation of sales personnel**, even if there are still opportunities for increasing the clientele».

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