

**PRESS RELEASE****Cosmetics in Pharmacies Group at Cosmofarma Exhibition 2016  
Activities in support of a channel that has recently grown by 1.5%**

*Bologna, 15-17 April 2016* – A value of **1,800 million euro** and a growth rate of **1.5%** compared to the previous year: this is the snapshot of the pharmacy channel in 2015, which is due to see double-digit growth for the current year, thanks to the trust placed in it by consumers, and the level of expertise and service care these retail outlets traditionally offer.

The results of further in-depth analyses and specialised studies will be provided to business leaders and pharmacists from the Cosmetica Italia Cosmetics in Pharmacies Group, who will once again be taking part in the **20th edition of the Cosmofarma Exhibition**.

"We find ourselves faced with an increasingly organised, advanced demand, characterised by a growing propensity for multi-channel consumption. Pharmacies must be ready to face this, and cosmetics companies are looking to gather ideas and pointers on key requirements from pharmacy owners and employees, to help support them in their future development - commented **Stefano Fatelli**, president of the Cosmetics in Pharmacies Group - For this reason, during this year's Cosmofarma event, we will be working **alongside the IMS** to conduct a **qualitative research** study, which will include input from pharmacists, enabling us to delve deeper into the future dynamics and role of cosmetic products in this channel."

The **Spazio Farmacia** (pavilion 25) will host a full program of seminars coordinated by Cosmetica Italia and a number of other Group companies, with a view to measuring and describing the phenomena that characterise the channel. In particular, the conference entitled *The market and the cosmetics industry in the pharmacy channel* (Friday 15 April at 12pm and Sunday 17 April at 11am) will provide greater insight into the scenario currently facing the Italian cosmetics industry and the dynamics of the pharmacy channel, providing a comparison with other channels, the digital ecosystem and the role of social media.

The Group will be present at its **stand** for the duration and supporting the **group participation** of some companies (pavilion 25, stands B22-C21). During Cosmofarma Exhibition 2016, the publication **Professione Farmacista**, developed by Giornalidea publishing house and published in collaboration with Cosmetica Italia Statistics Dept., will also be distributed to visitors.

As usual, Cosmetica Italia will promote and encourage the continuing education of pharmacists with the **CME course** on *Pharmacist consultation in the Digital Age* (Sala Melodia, Saturday 16 April, 2-6pm).

New for this year's edition of the event will be the **Cosmofarma Business Conference** (Magna Hall mezzanine floor, pavilions 25-26, Friday 15 April at 3pm): Cosmetica Italia is co-promoter of this event, which was created by Cosmofarma to provide pharmacists with an opportunity to consider a new approach to the *disruption* of the business model.

For the first time, Cosmofarma will also provide the opportunity to reflect on the delicate issue of the assistance provided to patients with chronic conditions, suffering from autoimmune diseases or undergoing treatment for cancer. As part of the **Oltre la cura** project, on Saturday 16 April (pavilion 25 at 2:30pm), the non-profit organisation **La forza e il sorriso - Look Good...Feel Better Italia** will take the floor. This social responsibility initiative sponsored by Cosmetica Italia is dedicated to putting on free beauty workshops in support of women who have been struck down by cancer, supported by various companies in the channel ([www.laforzaeilsorriso.it](http://www.laforzaeilsorriso.it)). In addition to the participation of Anna Segatti, the president of the organisation, in the talk show, La forza e il sorriso Onlus will also provide a number of beauty bags for the live hair and make-up demo, courtesy of Susan G. Komen Italia, who will close the session.

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