



PRESS NOTE

THE COSMETICS IN PHARMACIES GROUP ATTENDS COSMOFARMA

The initiatives being carried out in support of a channel that accounts for 18.5% of cosmetics sales

Milan, 29 March 2017 – The Cosmetics in Pharmacies Group will be present at **Cosmofarma Exhibition 2017**, taking place from 5 to 7 May in Bologna for a series of in-depth discussions and meetings aimed at further strengthening the already close partnership between cosmetics companies and pharmacists.

"Cosmofarma Exhibition is first and foremost a sterling occasion for pharmacists and companies to meet and reaffirms a partnership that is key for this channel" says **Stefano Fatelli**, President of Cosmetica Italia's Cosmetics in Pharmacies Group "Although pharmacy is going through a period of significant change that has the potential to redefine its competitiveness and margins, cosmetics remain a guarantee for pharmacists: they can rely on cosmetics advice as a quick, easy and efficient way of approaching consumers."

One of the main events being organised by the Group during the exhibition is an important training session led by social media marketing expert Enrico Giubertoni, titled: **"Digital transformation in your pharmacy: 7 practical tips"** (Cosmetics in Pharmacies Group stand, Friday 5 May, 4 pm - Saturday 6 May, 11 am and 2.30 pm). During the session, Enrico Giubertoni will provide some key digital marketing tips that can be applied quickly in any pharmacy.

Cosmetica Italia will also be placing an emphasis on the **Cosmofarma Business Conference**, scheduled for Friday 5 May. In addition, other seminars organised by the Association will be organised at **Spazio Farmacia**, where each company pertaining to the Group will have the chance to organise events aimed at boosting pharmacists' knowledge of cosmetics.

The **qualitative research** traditionally carried out by Cosmetica Italia's Statistics Dept. will involve pharmacy owners and employees alike, asking them to reflect on the future dynamics and role of cosmetic products in pharmacies.

Visitors to the **Cosmetics in Pharmacies Group stand (pavilion 25, stand B2/C1)** - which will be comprised of an institutional space and a space set aside as a collective exhibition area for a few companies - will find copies of the **volume Professione farmacista**. This year, the volume will also be sent out to 16,000 pharmacies across Italy, before the exhibition, as a supplement to the *Panorama Cosmetico* magazine.

In 2016, pharmacies' cosmetics sales exceeded **1,800 million euros**, accounting for 18.5% of total spending on cosmetic products: This accounts for a growing market share, surpassed only by mass market sales and perfume shops. Confirming the previous year's figures, consumers once again proved their loyalty to the pharmacy channel, showing their appreciation for its high standard of service and expertise.

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