

PRESS RELEASE

Cosmetica Italia at Cosmoprof Bologna 2022

*The voice of Italy's cosmetics industry
showcases one of the nation's key sectors*

Milan, 31 March 2022 – The cosmetic industry's main event, Cosmoprof Bologna, is back and ready to welcome its 53rd edition. **Cosmetica Italia** has confirmed its presence, alongside long-time partner BolognaFiere, with **initiatives and events** that will take visitors on a deeper dive into the beauty sector.

"The partnership with BolognaFiere lets us share the value of our businesses with the world through the Cosmoprof format, and Bologna in particular is a stop that's a must for all sector players. It's also an opportunity to remind the institutions of our industry's exceptional character," says **Renato Ancorotti, president of Cosmetica Italia**. "The cosmetics industry has never stopped. On the contrary, it demonstrated the vital role its products play in our daily lives and the dynamic nature of its companies. The pandemic has brought with it a number of setbacks, and the current geopolitical situation requires us to constantly listen to the needs of companies and the market in response to the international context. A disposition towards investment, research and innovation, as well as safety, quality and creativity are in any case fundamental traits which sustain our sector, and we are confident that they will allow us to show its worth once again. The most recent figures support this: our Statistics Dept. estimates that 2022 will close with a turnover of 12.5 billion euros, higher than the turnover seen by cosmetics businesses in 2019, before the pandemic, when it was just above 12 billion euros."

Cosmetica Italia will host a **lounge** at the Service Centre (block D, first floor) for the entire duration of Cosmoprof Bologna; additional official areas will be present in the Cosmopack area, with a "collettiva" organised by the **Contract Manufacturing Group** (pav. 18, stand A24-B23) and an area dedicated to **Cosmetica Italia Servizi**, a Cosmetica Italia company which provides professional support, training and testing services for businesses (pav. 18, stand A24).

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The **Statistics Dept.** will coordinate financial data on the sector's performance, analyses on main trends and talks by experts during the fair. In particular, on **Thursday, 28 April** (1 p.m. – Cosmetica Italia lounge, Sala Notturmo) the **Numers, Trends and Values in Cosmetics** (*Numeri, trend, valori della cosmetica*) conference will be held, during which the latest findings will be presented to paint a complete picture of the sector.

During the day of the official inauguration of the fair, the **International Conference** coordinated by Cosmetica Italia will be held as usual (**Friday, 29 April**, 10 a.m. – Sala Italia, Volvo Congress Center). **L'industria cosmetica verso il packaging del futuro** (*Moving towards the Packaging of the Future for the Cosmetics Industry*) is the title of the event which will be moderated by journalist Marialuisa Pezzali, who will discuss packaging and sustainability with top experts.

Specific distribution channels will be showcased as well. **Saturday, 30 April**, will be the **Herbalist's Cosmetics Group's** turn to hold a round table which will analyse the world of natural cosmetics, highlighting its various aspects (**Come nasce un cosmetico a connotazione naturale** [*How a Natural Cosmetic Product is Created*] 10.30 a.m., Cosmetica Italia lounge – Sala Notturmo); on **Sunday, 1 May**, the **Cosmetics for Beauty Salons Group** (**La situazione del canale dell'estetica professionale dopo la pandemia: valutazioni e prospettive** [*The Beauty Salons' Post-Pandemic State*] - 11.00 a.m., Cosmetica Italia lounge - Sala Notturmo) will provide an overview of the economic data and information about the channel's state and dynamics.

Some of the habitual activities include a number of events dedicated to the hair channel. Such is the case of **Hair Ring**, which, ten years after its debut, will hold a special edition called "**Selected**". The traditional stage dedicated to young hairdressing talents will host a selection of the 12 best profiles; the collaboration between the **Camera Italiana dell'Acconciatura** and Cosmoprof will also be extended to include the Next Fashion School, the fashion school tasked with identifying the theme of the exhibits.

Monday, 2 May, will see the return of the **round table** coordinated by Camera and the **Professional Products for Hairdressers Group**, with the latest developments for professional salons (**L'evoluzione**



professione acconciatore: la nuova normalità e i saloni green
[The Evolution of the Hairdressing Profession: the New Normal and Green Salons] – 10:30 a.m., Cosmetica Italia lounge – Sala Notturmo).

Where to find Cosmetica Italia at Cosmoprof:

Institutional Lounge

Service Centre – Block D, 1st floor

Collettiva Contract Manufacturing Group

Pad. 18, A24-B23 (Cosmopack)

Cosmetica Italia Servizi

Pavilion 18, stand A24 (Cosmopack)

Cosmetica Italia – The personal care association

Founded in 1967, Cosmetica Italia is the national association of cosmetics companies that brings together over 600 businesses, from SMEs to multinationals, who represent 90% of the sector's turnover of 11.7 billion euros (preliminary results for 2021).

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