

**PRESS RELEASE**

**Cosmetica Italia at Cosmoprof Bologna 2023**

*Cosmetica Italia, the national association of cosmetic companies in Italy, will be presenting a series of conferences and events at the highly anticipated trade show to shine a light on the ins and outs of an industry that creates huge value for the entire country.*

Milan, 14 February 2023 – **Cosmetica Italia** confirms that it will be joining its historic partner for the 54th edition of Cosmoprof Worldwide Bologna, presenting a number of **events and conferences** that promise to delve into the dynamics, prospects and trends of the cosmetic industry as a whole.

"Our collaboration with BolognaFiere Cosmoprof gives us an opportunity to fully express the value that our cosmetic companies have across the world. The Cosmoprof format, and the Bologna edition in particular, is an essential event for all industry players; in addition it is a chance for us to direct the attention of major institutions towards the exceptional nature of our sector," explains **Benedetto Lavino, president of Cosmetica Italia**. "The importance of our products and businesses from an economic, scientific and social point of view translates into an ability to create value that has an effect on the entire country. In particular, thanks to its resilience and counter-cyclical nature, the Italian cosmetic sector has proven itself to be capable of overcoming huge challenges, resulting both from the pandemic and the complex geopolitical backdrop that followed. The most recent calculations issued by the Cosmetica Italia Statistics Department are a testament to this, according to which overall turnover for the Italian cosmetic industry exceeded 13 billion euros in 2022, and are expected to exceed 14 billion in 2023: more than 2 billion more compared to pre-Covid times."

For the entire duration of Cosmoprof Worldwide Bologna, Cosmetica Italia will have its own **lounge**, located inside the Services Centre (block D, 1st floor). Here, there will also be an area dedicated to **Cosmetica Italia Servizi**, the Cosmetica Italia services company, offering professional support, training and testing to cosmetic companies.

Inside the Services Centre (block D), the **Accademia del Profumo** will be occupying a dedicated area for its **2023 award finalists**, where

**Press Office**

**Benedetta Boni**

(+39) 02.281773.48

(+39) 333.8785084

benedetta.boni@cosmeticaitalia.it

**Francesca Casirati**

(+39) 02.281773.47

(+39) 340.1711105

francesca.casirati@cosmeticaitalia.it

**Federchimica - Confindustria**

20131 **Milano**, via Accademia 33

ph. +39 02 281773 1

www.cosmeticaitalia.it

Fiscal Code 80052390152



attendees will be able to explore the fragrances competing to be crowned "best fragrance of the year", vote directly from their smartphone, and be in with a chance of winning one of 100 fragrances up for grabs. Visitors will also be able to take home a physical memento of their sensory experience, thanks to a selfie box, where they can even personalise their photo with different backgrounds and props to reflect their own olfactory preferences.

Economic data on the industry's performance, analyses of key trends and presentations from experts will be coordinated by the Cosmetica Italia **Statistics Dept.** over the course of the trade show with 10 different conferences. In particular, **on Thursday 16 March** (1 PM – Cosmetica Italia lounge, Sala Notturmo), a conference entitled ***Numbers, trends, and values of the cosmetic industry*** will explore recent findings to provide attendees with an updated snapshot of the sector.

As per tradition, the official inauguration of the trade show will be marked by an **International Conference**, coordinated by the Cosmetica Italia Technical-Regulatory Department, this year entitled ***The effectiveness of cosmetic products: principles, methods and communication*** (**Friday 17 March**, 10 AM – Sala Italia, Volvo Congress Center).

This year's event will also be focusing on matters specifically linked to distribution channels. On **Saturday 18 March** (10:30 AM – Cosmetica Italia lounge, Sala Notturmo) the **Gruppo Cosmetici Erboristeria** (Herbalist's Cosmetics Group) will present a conference entitled *The cosmetics industry's new natural, sustainable identity. From consumer to company to distribution*. Then, on **Sunday 19 March** (11 AM – Cosmetica Italia lounge, Sala Notturmo), the **Gruppo Cosmetici per l'Estetica** (Cosmetics for Beauty Salons Group) will give an in-depth presentation of the economic performance and main trends associated with the professional beauty sector.

Amongst the usual Cosmoprof shows, there will once again be several dedicated to the hair industry, such as **Hair Ring Selected**: a talent show for young hairdressers, presenting the 24 best stylists in the under 25 category. This year, the collaboration between the **Camera Italiana dell'Acconciatura** and Cosmoprof will also be further enriched by a

**Federchimica - Confindustria**

20131 **Milano**, via Accademia 33  
ph. +39 02 281773 1  
[www.cosmeticaitalia.it](http://www.cosmeticaitalia.it)  
Fiscal Code 80052390152



partnership with Next Fashion School, representing the overriding theme of this year's exhibitions.

Finally, on **Monday 20 March** the customary **round table** will take place, coordinated by Camera Italiana dell'Acconciatura and the **Gruppo Prodotti Professionali per Acconciatori** (Professional Products for Hairdressers Group), providing the latest insights into the world of professional salons (***Hairdressing: towards a new resilience*** – 10:30 AM, Cosmetica Italia lounge – Sala Notturmo).

**Where to find Cosmetica Italia and its related entities during  
Cosmoprof Worldwide Bologna:**

**Cosmetica Italia**

Services Centre – Block D, 1st floor

**Accademia del Profumo**

Services Centre – Block D

**Cosmetica Italia Servizi**

Services Centre – Block D, 1st floor

**Gruppo Prodotti Professionali per Acconciatori  
with Camera Italiana dell'Acconciatura**

Pav. 37 – Stand B9

***Cosmetica Italia – The personal care association***

*Founded in 1967, Cosmetica Italia brings together about 640 businesses, from SMEs to multinationals, who represent 90% of the sector's turnover, which, according to preliminary figures, exceeded 13 billion euros in 2022.*

*[www.cosmeticaitalia.it](http://www.cosmeticaitalia.it) | Facebook: [@CosmeticaItaliaAssociazione](https://www.facebook.com/CosmeticaItaliaAssociazione) | Instagram: [@AssociazioneCosmeticaItalia](https://www.instagram.com/AssociazioneCosmeticaItalia) | LinkedIn: [Cosmetica Italia](https://www.linkedin.com/company/cosmetica-italia) | Youtube: [Cosmetica Italia](https://www.youtube.com/channel/UC...)*

**Federchimica - Confindustria**

20131 **Milano**, via Accademia 33  
ph. +39 02 281773 1  
[www.cosmeticaitalia.it](http://www.cosmeticaitalia.it)  
Fiscal Code 80052390152

