

•
**COSMOPROF WORLDWIDE
BOLOGNA 2025**

**START YOUR BUYER
JOURNEY**

COSMOPROF
WORLDWIDE BOLOGNA

•
BOLOGNA, ITALY
FAIR DISTRICT

•
20 - 22 MARCH 2025

COSMOPACK COSMO PERFUMERY & COSMETICS

•
20 - 23 MARCH 2025

COSMO HAIR & NAIL & BEAUTY SALON

For further information, please
contact: buyers@cosmoprof.com

An event by



In partnership with



With the support of

madeinitaly.gov.it



Ministry of Foreign Affairs
and International Cooperation



A new world for beauty

Bologna, Hong Kong,
Las Vegas, Mumbai,
Bangkok, Miami

COSMOPROF WORLDWIDE BOLOGNA AT A GLANCE

Cosmoprof Worldwide Bologna is the **leading event dedicated to all sectors of the beauty industry.**

With 55 years of experience in the beauty market, Cosmoprof is globally recognized as the **international stage** where companies do business and present product launches, and the **unmissable event** to source innovative solutions and scout trends.

The event is organized by the **BolognaFiere Group**, one of the top international players in the fairs market, in partnership with **Cosmetica Italia** –the personal care association, and with the support of the **Italian Ministry of Foreign Affairs and ITA, Italian Trade Agency.**

2024 EDITION

55TH

SQM

160,000

2024 VISITS

248,500+

45% FROM ITALY
55% FROM 150+
COUNTRIES

2024 EXHIBITORS

3,012

FROM 69 COUNTRIES



[CLICK HERE
TO WATCH
COSMOPROF 2024
POST SHOW →](#)

WHY COSMOPROF?

1

1 FAIR/3 SHOWS

ALL BEAUTY SECTORS UNDER
ONE ROOF →

3

SPECIAL PROJECTS &
INSIGHTS

KEEP UP-TO-DATE WITH THE
LATEST TRENDS OF THE
INDUSTRY →

5

A TAILOIRED SERVICE
JUST FOR YOU

START YOUR BUYER
JOURNEY AND DISCOVER
HOW TO GET THE MOST OUT
OF YOUR VISIT →

2

THE PREMIER GLOBAL
PLATFORM

MEET THE KEY PLAYERS IN
THE COSMETICS INDUSTRY →

4

BUSINESS & NETWORKING

BUSINESS SERVICES: BUYER
PROGRAM & COSMOPROF MY
MATCH →

6

THE COSMOPROF NETWORK

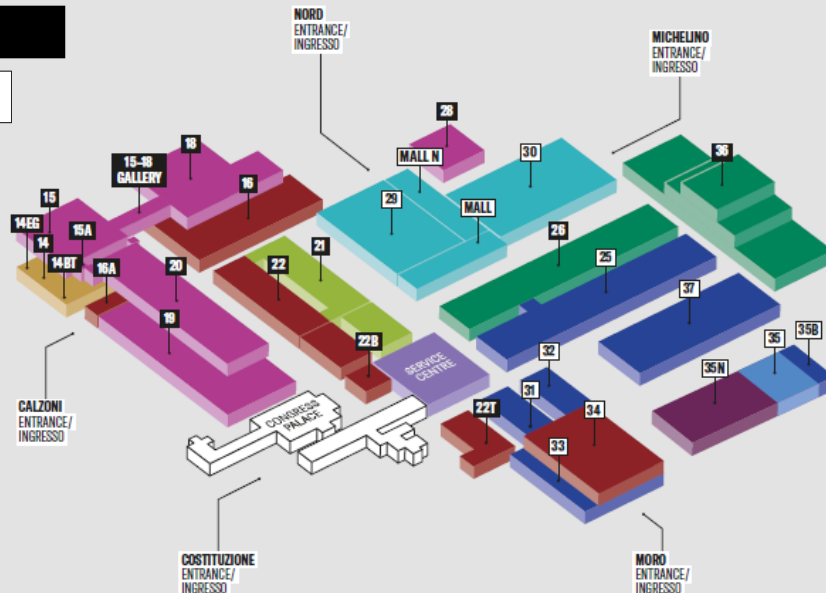
BECOME PART OF THE
COSMOPROF COMMUNITY
WORLDWIDE →

ALL BEAUTY SECTORS UNDER ONE ROOF

Cosmoprof Worldwide Bologna is a **3-show-event**, with each show dedicated to specific industries and distribution channels. **All salons will open simultaneously from Thursday, March 20. Cosmopack and Cosmo Perfumery & Cosmetics will close on Saturday, March 22, while Cosmo Hair, Nail & Beauty Salon, will close on Sunday, March 23.**

N PAVILIONS OPEN FROM 20TH TO 22ND MARCH
PADIGLIONI APERTI DAL 20 AL 22 MARZO

N PAVILIONS OPEN FROM 20TH TO 23RD MARCH
PADIGLIONI APERTI DAL 20 AL 23 MARZO



20 - 22 MARCH
From Thursday to Saturday

COSMOPACK

The leading international event focused on the entire beauty supply chain.

INGREDIENTS & RAW MATERIALS, PRIVATE LABEL & CONTRACT MANUFACTURING, PACKAGING, MACHINERY

20 - 23 MARCH
From Thursday to Sunday

COSMO PERFUMERY & COSMETICS

The show dedicated to Perfumery & Cosmetics products distributed in different retail channels.

COSMOPRIME
A selective pavilion that hosts Premium Perfumery & Cosmetics and the Extraordinary Gallery, the special area dedicated to indie and prestige/luxury brands.

GREEN & ORGANIC
Natural and eco-sustainable green products.

COSMETICS & TOILETRIES
Fragrances, make-up, accessories, skincare and toiletries.

COSMO HAIR & NAIL & BEAUTY SALON

The show hosting exhibitors of finished products ranging from Professional Hair, Beauty & Spa, Nail and accessories.

PROFESSIONAL HAIR
Products, tools, equipment, furnishings and accessories.

BEAUTY & SPA
Cosmetic products, machinery and equipment, decor and fittings for beauty salons and spas, tanning, aesthetic medicine.

NAILWORLD
Nail products, professional nail reconstruction products and treatments for hands and feet, accessories, equipment and services.

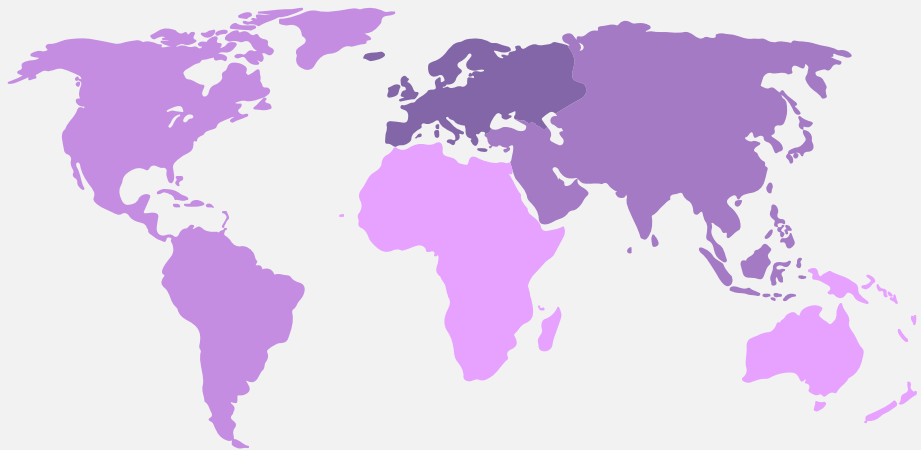
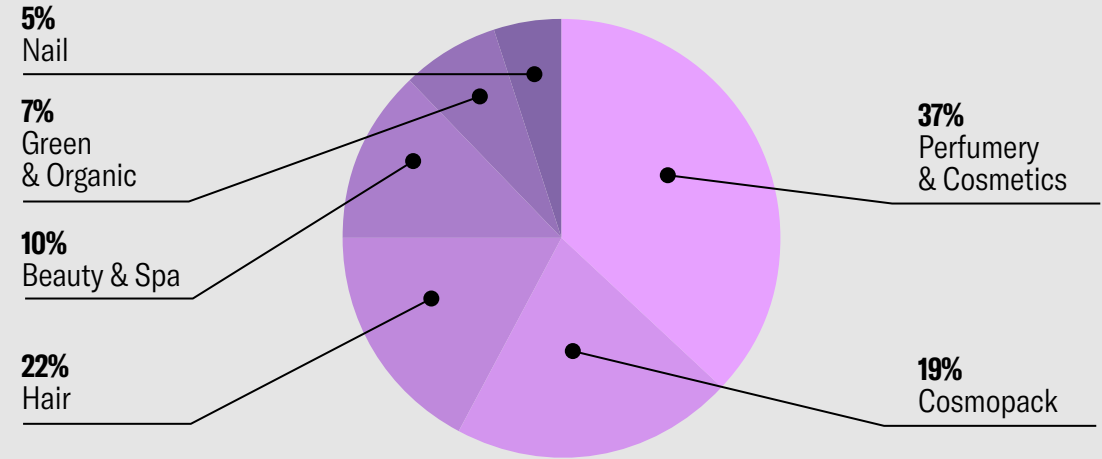
COSMOSHOP
An area for a selection of hair and beauty companies selling directly to professional operators.

COUNTRY PAVILIONS A collection of solutions for the beauty industry, retail and professional products from all over the world gathered under their country flag.

COSMOPROF 2024 EXHIBITORS

3,012 exhibitors from 69 countries showcased their innovations at Cosmoprof Worldwide Bologna 2024. With a notable **4% increase in exhibitors** compared to 2023, and an impressive **35% representing new brands**, Cosmoprof solidifies its position as the premier global platform for brands seeking unparalleled visibility and strategic partnerships.

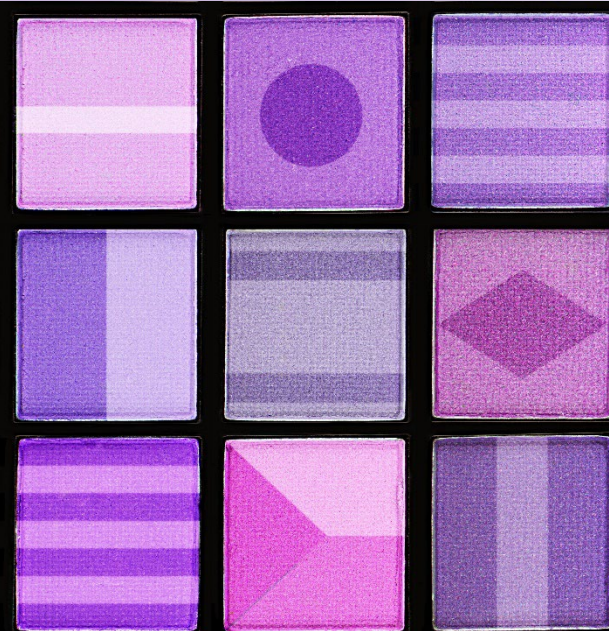
EXHIBITORS PRODUCT SECTORS



6% AMERICAS 58% EUROPE 35% ASIA 1% REST OF THE WORLD

30 COUNTRY PAVILIONS

Australia, Brazil, China, Czech Republic, Estonia, France, Germany, Japan, Greece, India, Indonesia, Ireland, Latvia, Norway, Palestine, Poland, Singapore, South Korea, Spain, Sweden, Turkey, UK, Ukraine, Taiwan Region, The Pacific Islands, USA



TOP EXHIBITORS ATTENDING THE 2024 SHOWS

COSMETICS & TOILETRIES	GREEN & ORGANIC	COSMOPRIME	EXTRAORDINARY GALLERY
<p>957 exhibitors 5% Italy / 95% outside Italy</p> <p>TOP BRANDS Ahava, Airval, Arabian Oud, Armaf, Babaria, Byphasse, , Coscentra, Evian, Evoluderm, Hamidi, Marqlabs, MiiN, Note Cosmetique, Peggy Sage, Zwilling, 7 Days</p>	<p>185 exhibitors 22% Italy / 78% outside Italy</p> <p>TOP BRANDS Ben & Anna, Benecos, Bomb Cosmetics, Equilibra, Frais Monde, L'erbolario, L'erboristica, La Nordica, La Phocéene, Lepo, Maternatura, Natura Siberica, Noah, Pharmalife, Saponificio Artiginale Fiorentino, Tek</p>	<p>105 exhibitors 23% Italy / 77% outside Italy</p> <p>TOP BRANDS Ahava, Alma K, Astra Makeup, Avant Skincare, Beesline, Bellaoggi, Fit by Fede, Geske, Gosh Copenhagen, Groupe Bogart, Korres, Labo Swiss</p>	<p>50 exhibitors 14% Italy / 86% outside Italy</p> <p>TOP BRANDS BeautyLab Compagnia delle Indie, Ecrú, Gerrard International, Gitti, Lord&Berry, Swiss Detox, Urang</p>
COSMOPACK	BEAUTY & SPA	PROFESSIONAL HAIR	NAILWORLD
<p>558 exhibitors 36% Italy / 64% outside Italy</p> <p>TOP BRANDS Ancorotti Cosmetics, B.Kolormakeup & Skincare, Baralan, Bergami, Brivaplast, Chromavis, Citus Calix, Colep, Cosmax, Coven, EPS Fragrances, Fiabila, Geka, HCP, HCT by kdc/one, Heinz Glas, IMA, Intercos, Keystone, Kolmar Korea, Lumson, Marchesini Beauty Group, Schwan Cosmetics, Tecnicosmesi, Toly, Woojung</p>	<p>299 exhibitors 42% Italy / 58% outside Italy</p> <p>TOP BRANDS Baldan, Bioline, Comfort Zone, Ghareni, Golmar, Inglot, Kryolan, LPG, La Truccheria Maison Estetiques, Panestetic, Starpool, Teslamed, Treatwell, Vagheggi, Vismara.</p>	<p>659 exhibitors 30% Italy / 70% outside Italy</p> <p>TOP BRANDS Alfaparf, Babyliss, Bumble&Bun, Ceriotti, Cotril, Depot, Elchim, Fondonatura, Ga.Ma, Gamma & Bross, Gamma più, Hair Company, H.S.A Hairstyling Applications, Itely, Jean Paul Myne', Medavita, Milk Shake, Nashi, Oway, Parlux, Pettenon, Rica, Takara Belmont, Tagliati x il Successo, Valera, Vezzosi, Wahl, Z.One</p>	<p>146 exhibitors 24% Italy / 76% outside Italy</p> <p>TOP BRANDS Clarissa Nail, Claster, Dougel, Exclusive Lash Brow, Grafton Beauty, Glam Lac, Indigo, Kalentin, Kinetics, Kylua, Musa, Passione Beauty, Thuya, Voesh, Wwbd Group</p>

FIND OUT THE BEST IN BEAUTY

Cosmoprof Bologna is the worldwide event where new products and solutions are presented. Digital tools like Cosmoprof Digital Catalogue and our **special projects** allow Buyers to discover the latest trends and innovations.



We select the most innovative products, designs and solutions. Come to celebrate with us! [For more info >](#)



We discover new trends by selecting forward thinking products and solutions. A project in collaboration with BEAUTYSTREAMS.



We showcase the most successful product launches from our exhibitors, connecting buyers with cutting-edge innovations. Over 450 new products debuted in the last edition.



THE BUYER PROGRAM

The Buyer Program is an **invite-only initiative** designed to boost **direct contact between exhibitors and selected international buyers**. The program helps companies to expand their business worldwide through **effective B2B meetings** and support key players' visit with dedicated **services and assistance**.

Become part of our network of excellence and enjoy the exclusive privileges reserved for you.

PARTICIPATION BENEFITS:



- ✓ Buyer Badge – early access to the show and reserved access to the events



- ✓ Dedicated assistance by our Incoming Team



- ✓ Scheduled B2B meetings



- ✓ Hospitality packages*



- ✓ Access to the exclusive Buyer Lounges



- ✓ Light Lunch**

*Hospitality packages are subject to the approval of the organizers according to criteria such as scouting goals, consistency, relevance, and quality among others.

**Restaurant service subject to the organizer approval. Please check your eligibility with the organizer before visiting the restaurant.



EXCLUSIVELY RESERVED TO:

- ✓ IMPORTERS
- ✓ DISTRIBUTORS
- ✓ WHOLESALERS
- ✓ RETAILER CHAIN / E-COMMERCE
- ✓ BRAND & MANUFACTURING COMPANIES LOOKING FOR THE MOST INNOVATIVE SOLUTIONS IN THE SUPPLY CHAIN
- ✓ SALON CHAIN OWNERS LOOKING FOR NEW PRODUCTS / TOOLS / EQUIPMENT / FURNITURE
- ✓ BUYING OFFICES

**BUYER
PROGRAM**

BUYER LOUNGES

Designed exclusively for our buyers, the **Buyer Lounge** is a place to recharge and relax, as well as a **networking area to plan your day's meetings and meet your peers**. You can always count on the presence of the Buyer Team, ready to answer your questions, support your visit and listen to your feedback.

Buyer Lounges are strategically located throughout the fair district: **hall 14** and **hall 36**, open from the 20th to 22nd of March.

NEW 2025!

Sana Green Lounge, positioned in **mezzanine hall 21/22**, will be open from the 20th to 22nd of March.

Hair Lounge, positioned in **mezzanine hall 37**, will be open from the 20th to 23rd of March.



EXCLUSIVE COMPLIMENTARY SERVICES

- ✓ EXCLUSIVE AREA FOR RELAX
- ✓ LIGHT REFRESHMENT SERVED FROM BREAKFAST TO HAPPY HOUR
- ✓ WI-FI
- ✓ CLOAKROOM
- ✓ ONSITE CONCIERGE

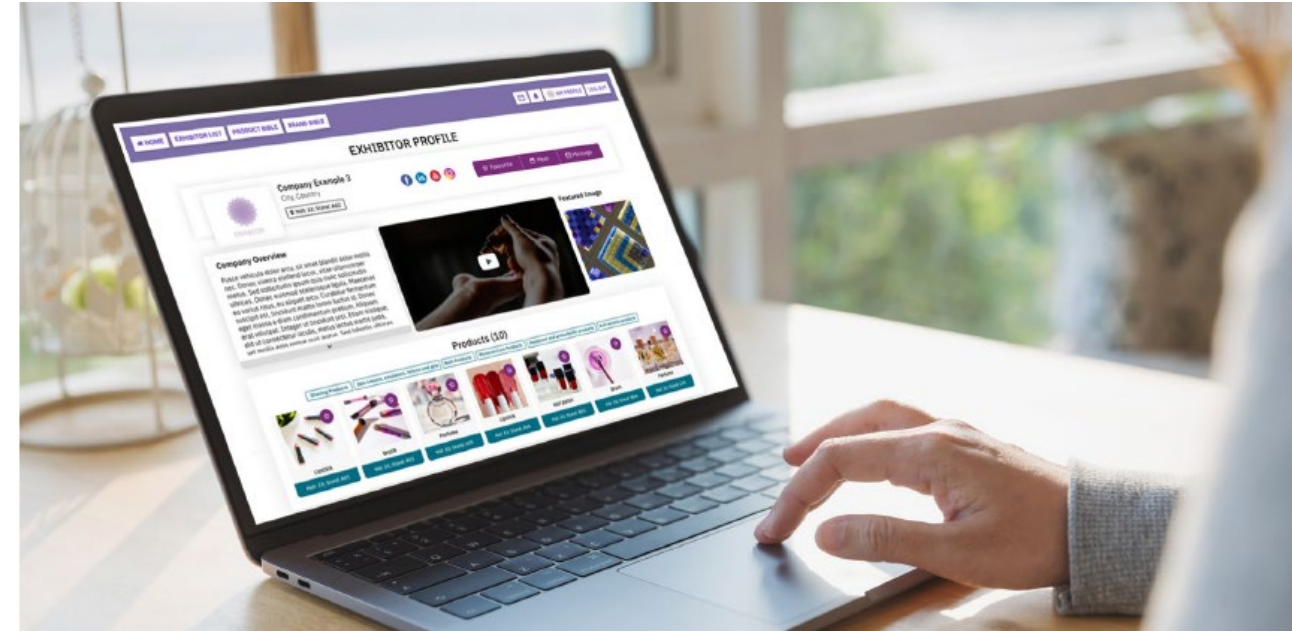


*Please be aware that the services listed above are only present in Buyer Lounges 14 and 36.

COSMOPROF MY MATCH

Cosmoprof My Match is the **B2B digital platform** developed by Cosmoprof Worldwide Bologna with the aim of:

- ✓ Facilitating **networking** between buyers and exhibitors
- ✓ Optimizing the **business partners selection** process
- ✓ **Prescheduling meetings** before the show
- ✓ **Keeping track** of suppliers, brands, products, solutions
- ✓ **Improving the user experience** during the exhibition
- ✓ Enhancing the **Beauty community** worldwide



COSMOPROF MY MATCH MAIN FEATURES:

- ✓ **CREATE A PERSONALISED ONLINE PROFILE**
- ✓ **SELECT COMPANY PROFILES OF INTEREST**
- ✓ **ADVANCED SEARCH FILTERS**
- ✓ **DISPLAY PARTNERS BY NEEDS**
- ✓ **ADD TO "FAVORITES" THE MOST INTERESTING PROFILES**
- ✓ **SEND MEETING REQUESTS AND MESSAGES**
- ✓ **SUGGESTED MATCHING PROVIDED BY THE PLATFORM**

...AND MANY MORE TO BE DISCOVERED



INCOMING BUYER TEAM SUPPORT

As a member of the Buyer Program, you can take advantage of the **support of the Incoming Buyer Team**, who can assist you in your business activity, specifically:

- Guiding you in the use of the **digital tools** (digital catalogue and Cosmoprof My Match)
- Assisting you in advance in **selecting specific products, brands and/or exhibitors** (if your search has not been effective)
- Helping you on site to find **new business opportunities** and to suggest you how to **better navigate the showfloor** (the Incoming Buyer Team is always present at the Buyer Lounges)

RETAIL SECTOR

If you are a distributor or importer looking for new products to import and resell to retailers, pharmacies and/or FMGC.
If you are a retailer, luxury department store, large scale distribution channel or e-commerce looking for new products to resell.

Please contact:

Patrizia Necchi

patrizia.necchi@cosmoprof.it

PROFESSIONAL SECTOR

If you are a distributor or importer looking for new products to import and resell to beauty professionals.
If you are a Hair, Beauty or Nail Salon, Spa, Resort or Medical Clinic looking for new products to add to your portfolio or looking for furnitures and tools to renovate their salons.

Please contact:

Agnese Petrone

agnese.petrone@cosmoprof.it

NATURAL & ORGANIC SECTOR

If you are a distributor or importer looking for new products to import and resell to shops specialized in organic products, herbalist shops.
If you are a specialized retailer or retail chain, herbalist shop and e-commerce looking for new natural & organic products to resell.

Please contact:

Giorgia Marziali

giorgia.marziali@cosmoprof.it

COSMOPACK

If you are a brand owner company or manufacturing company looking for new suppliers and solutions to create your own brand.

Please contact:

Giorgia Marziali

giorgia.marziali@cosmoprof.it

Need information about **accomodation and logistics?**

Please reach out to: **Teresa Centofante** – teresa.centofante@cosmoprof.it | **Erica Beolchi** – erica.beolchi@cosmoprof.it

START YOUR BUYER JOURNEY



- ✓ Register or log in on www.cosmoprof.com and complete your profile to join the biggest beauty community in the world.



- ✓ Apply to the Buyer Program in the dedicated section, in your reserved area.



- ✓ Use Cosmoprof My Match to select your favourite business partners.



- ✓ Plan your Buyer Experience in advance by pre-scheduling your meetings.



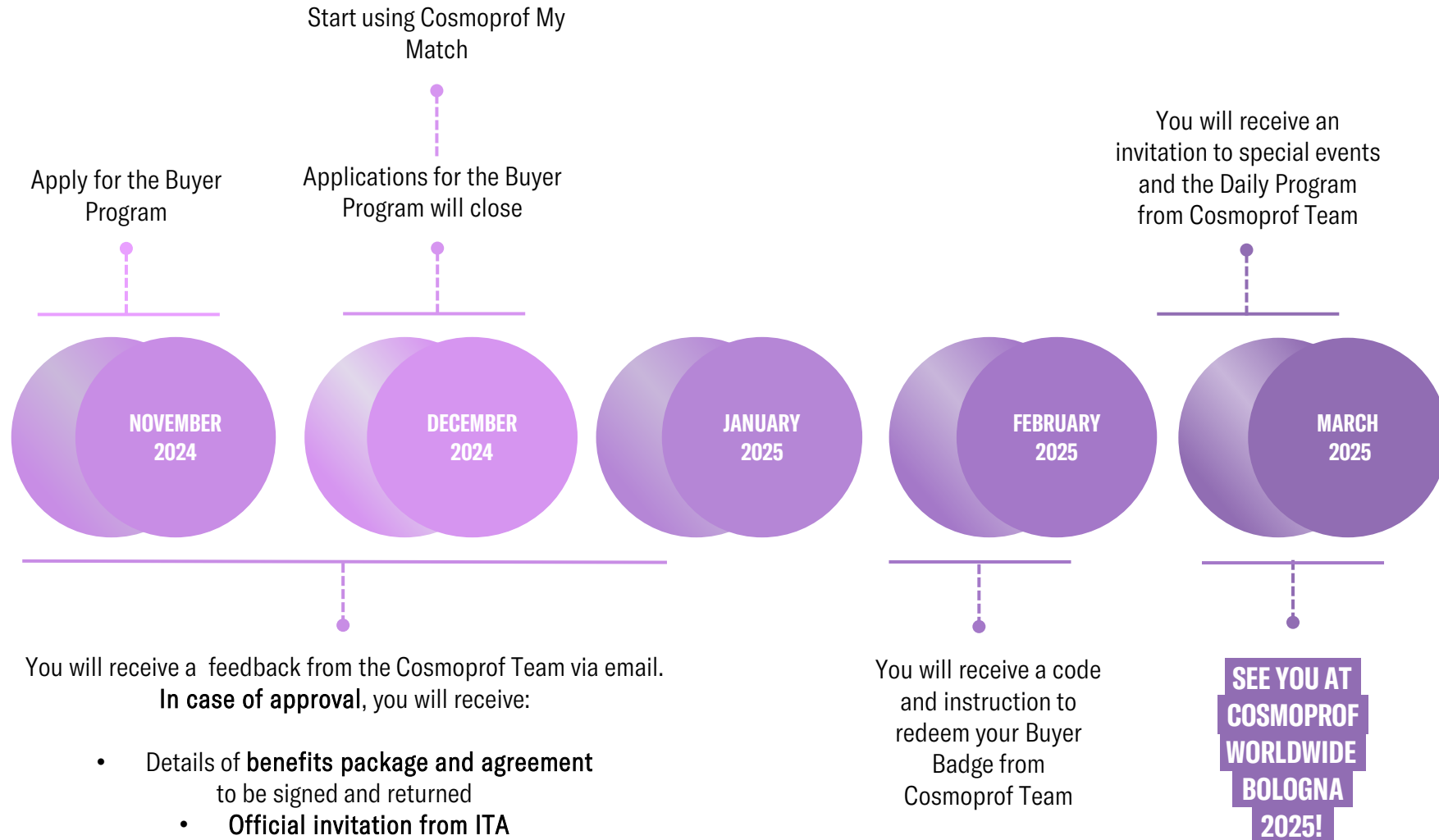
- ✓ Make the most of your time at the show, enjoy free services and meet your peers at the Buyers Lounges.



- ✓ Discover the latest trends and market insights by attending CosmoTalks, Cosmoprof Awards and CosmoTrends guided tours.



BUYER JOURNEY TIMELINE



Any doubts? Please remember that the Buyer Team is always available to help you. You can contact us at buyers@cosmoprof.it

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ORGANISER - COSMOPROF ASIA LTD



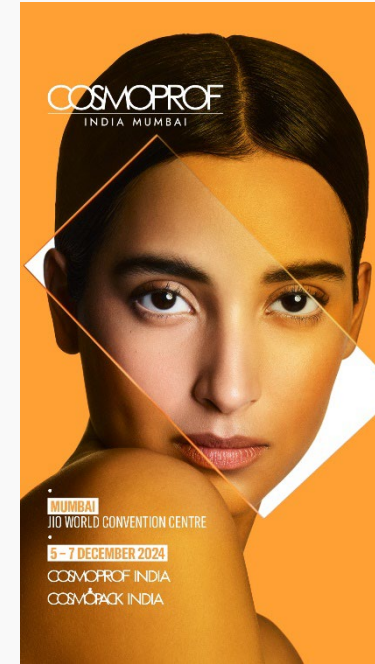
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