

Get ready for the 15th Cosmoprof North America!

Registration recently opened for **Cosmoprof North America** with early-bird rates available through June 9. With the show happening early this year—July 9-11, 2017, with many of us arriving right after the Fourth of July for pre-meetings—you will want to act quickly if you plan to exhibit at or attend the leading B2B beauty trade show at the Mandalay Bay Convention Center in Las Vegas.

To learn about this year's highlights, **Beauty Industry Report** recently checked in with **Daniela Ciocan**, who has served as marketing director for the show since 2005.



Daniela Ciocan, marketing director, Cosmoprof North America

BIR: Welcome, Daniela. This year marks the 15th edition of

Cosmoprof North America. How has the show evolved? What has surprised you?

DC: We continue to expand and follow market trends. Today, Cosmoprof North America is more well-rounded and truly representative of the entire industry than ever before. We feature retail-focused distribution; professional beauty distribution (spa and salon) and suppliers (packaging and contract manufacturing companies).

What has surprised me is the level of interest from the beauty industry about indie beauty brands. They make up the core of what the Cosmoprof North America event has been since it began here in the United States.

BIR: How do you see the show evolving over the next 5 years? 10 years?

DC: We will continue to stay on top of leading trends, especially when it comes to technology and digital integration. We will bring the newest options in technology to our exhibitors and attendees, so they can take advantage of them first. You are already seeing the digital trend evolve in retail settings where technology is enhancing the in-store experience.

BIR: How has your role evolved?

DC: I came into the trade show business with no event experience. I had previously been on the brand side and focused on marketing for the luxury beauty sector. It's been a fun and rewarding evolution over the past 10 years.

BIR: What steps can exhibitors take to have the most successful show possible?

DC: CPNA offers a number of free programs to help exhibitors engage with attendees and potential buyers. Plan ahead so you can take advantage of them.

Pre-event promotion is critical to setting up a successful event. Pre-book appointments using both our 1to1beautymatchmaking.com tool and your own contacts. Invite clients and prospects to your booth. We can provide VIP tickets and discount promotions.

On site, it's important your booth acts as a proper showroom and reflects your brand's image and value proposition. To attract attendees who might not be familiar with your brand, consider building eye-catching displays and hosting unique activities.

BIR: CPNA has grown to the point where there's so much to see, it's impossible to cover it all during three days. What are your suggestions for attendees to maximize their show value and experience and discover the "next big thing?"

DC: I always recommend a visit to all our specially curated areas, including the DISCOVER areas—**Discover Beauty, Discover Green, Discover Leaf, Discover Pack, Discover Scent** and **Discover PRO**, as well as **Tones of Beauty**. Each area provides a carefully crafted showcase of brands that meet the area trend.

To experience products first-hand, I also recommend the **Glamour Me** station. There, attendees can have various services, including blow outs, manicures, makeup application and more, performed by exhibitors' artists using their products.

Another great area to visit is **Boutique**. There, attendees can curate their own beauty boxes in exchange for a small donation that goes to **Look Good Feel Better**, a charitable organization associated with the **Professional Beauty Association Foundation**.

For general information and to stay on top of all show happenings, download the Cosmoprof North America app, which will be available mid June, and use the 1to1beautymatchmaking.com tool, which will be available in early June, to book appointments.

In addition, we always have a great roster of speakers, and I highly recommend taking a look at the conference schedule and classes.

BIR: When Cosmoprof North America first rolled out, there was discussion about having consumers days, similar to Cosmoprof Bologna. Is that still part of the plan?

DC: We have put a great deal of effort into ensuring a qualified B2B attendee base, so we do not plan to have a consumer day at the Las Vegas event.

BIR: Each year, your blogger/influencer program has grown. What are your plans for that this year? They tend to focus on the Discover Beauty brands and those companies they already have relationships with. How can the more mainstream brands or newer brands get some love?

DC: We plan to continue to bring more influencers with high followings to Cosmoprof North America. We work with our influencers a few ways and provide ample opportunity for newer brands to get recognized. For example, our **TRENDSOOTS** program has influencers spread out across the show to see trends and meet with exhibitors outside the specialty areas. We also offer the **Beaut-E Zone** where any exhibitor can approach influencers to introduce their products. Lastly, the **CPNA Beauty Reviews** area is also open to exhibitors to demo their product on camera with one of our influencers. We provide the opportunities, but it's ultimately up to the exhibitors to engage.

Cosmoprof North America is organized by North American Beauty Events LLC, a joint-venture company between the Professional Beauty Association and BolognaFiere Cosmoprof S.p.a.

For more information, reach Daniela at daniela@cosmoprofnorthamerica.com and visit cosmoprofnorthamerica.com. Event information and exhibitor updates are posted on Facebook, Twitter and Instagram @COSMOPROFNA.

In each issue leading up to **Cosmoprof North America** and the **Professional Beauty Association's Beauty Week**, *Beauty Industry Report* will share details on the new programs and opportunities that will be available to our readers and the industry.

In our January issue, we introduced the **City of Hope Spirit of Life Award**, which the **National Professional Salon Industry Group** will present to **Mark Spinks**, president of **Beauty Systems Group/CosmoProf**. To sponsor, purchase tickets or make a donation, visit www.cityofhope.org/salon-spirit or contact **Andrea Courtney** at 800-272-2310 or acourtney@coh.org.

In the same issue, we introduced **Discover Pack**, a new area dedicated to novel suppliers of innovative packaging, ingredients and raw materials, novel contract manufacturing, innovative fillers, encapsulation systems, converters, labelers and unique decoration process providers. The area is limited to 12 exhibitors. Contact **Simona Georgescu** at marketing@cosmoprofnorthamerica.com.

Also making its debut is **Discover Pro Beauty**, an area for innovative start-ups in the professional beauty space. The new showcase will host 12 exhibitors in the professional pavilion. The pre-selected exhibitors will be matched with participating buyers, including **BSG CosmoProf, Ulta, JC Penney Salons** and **Armstrong McCall**.



Also new, the **Beauty Innovation & Design Awards (BeautyID Awards)** will recognize creativity in packaging design, material and product formulation. The awards will cover all cosmetic product categories (hair, nail, skin, color, personal care, fragrance and sustainability) across professional, prestige and mass-market segments. In addition, one category is dedicated specifically to cosmetic contract manufacturing. Enrollment opened in early March. Created by Cosmoprof North America and in collaboration with *Beauty Packaging Magazine*, the awards honor suppliers in the beauty industry.

The BeautyID Award submissions will be

reviewed by an esteemed panel of judges that includes representatives from **Aware Products, Badger Winters, Barney's, Clemson University, Estee Lauder, Fashion Institute of Technology, Hatch Beauty, Mary Kay, Mintel, MSLK, Stylus, ThisThatBeauty** and **Walsh House**. The judges will be looking for that unique combination of distinctive design and user functionality. Design, branding and PR agencies, as well as suppliers and product manufacturers, can all apply. The package and/or formulation must have launched between April 1, 2016 and March 1, 2017.

The judging panel will select one winner from each of the 11 categories, as well as one Grand Award winner. In addition, an Audience Choice winner will be selected through public online voting, which will open in late April. The winners will be announced at the show.

Winners will receive a trophy and exposure, plus prizes to be announced shortly. *To learn more or enter, email info@beautyidawards.com and visit beautyidawards.com.*



Discover Green Leaf is a new curated area dedicated to green, eco-friendly, clean, organic and natural products. The area will showcase just 10 pre-selected brands, including **Hawaiian Body Products, Plantlife Natural Body Care, Nairian USA** and **Balanced Guru**, to name a few. Each will receive a beautifully furnished 12-square-meter ready booth and benefit from guaranteed meetings with buyers. The success of special areas has attracted spa buyers representing multiple locations and specialty retail buyers such as **American Leisure, Destination Hotels, The Detox Market, Milk & Honey Spa, Pharmaca, Sego Lily Spa, Sprouts** and **Universal Companies**. One-on-one meetings will take place between those buyers and featured brands during the show.

"Discover Green Leaf offers exhibiting companies the ability to cross over into two different yet complementary market segments—spa and specialty retail," says Daniela.



Due to increasing demand for perceived clean products, **Discover Green** returns to the show. The special area has grown to include more than 30 beautiful stands, featuring international indie brands covering both the retail and spa distribution markets. Discover Green does not make a distinction in terms of a brand's "green appeal," and will embrace all degrees of green, natural and wellness.

The 2017 Discover Green lineup includes **Abeauty, ADORA Therapy, Ayres Beauty, The Better Skin, BioRepublic Skincare, Blue Beautifly, CoCo Bee Naturals, Daily Concepts, Dr. Brite, Emani Vegan Cosmetics, Feather & Bone, Good Clean Love, HAN Skincare, Intelligent Nutrients, Kavella, Little Green Cares, LVX International, MyChelle, Mullein & Sparrow, Orgaid Inc., Organic to Green, Piggy Paint, Pure Mana Hawaii, Skinyoga, Sonage Skincare, True Moringa** and **VashSpa**. For more information and to see the full lineup, visit <http://cosmoprofnorthamerica.com/exhibition/special-areas/discover-green/>

Strategically located to allow best visibility and foot traffic, each special area includes tastefully designed and fully furnished exhibit spaces that distinguish the area from the rest of the show floor. To ensure only the most innovative products are included, the show will be curating Discover Green and Discover Green Leaf with *Insider's Guide to Spas'* founder and editorial director, **Mary Bemis**.

Says Mary, "Our market is growing up so fast, and our consumers are becoming so sophisticated, that it's really important to be able to gather the cutting-edge companies in the very best venue."

To further support the market segment, the organizers are also hosting conference sessions, moderated by Mary at the show. These sessions will delve into both professional and retail green business models and provide attendees with insights from leading experts.

Visit cosmoprofnorthamerica.com.