

**COSMOPROF
NORTH AMERICA
LAS VEGAS
2025**

COSMOPROF
NORTH AMERICA **LAS VEGAS**

• **THE LEADING B2B BEAUTY EVENT IN
THE AMERICAS, DEDICATED TO ALL
SECTORS OF THE INDUSTRY**

• **LAS VEGAS**

MANDALAY BAY CONVENTION CENTER

• **JULY 15 - 17, 2025**

• **COSMOPROF** NORTH AMERICA

COSMOPACK NORTH AMERICA

• **COSMOPROFNORTHAMERICA.COM**

**DISCOVER
BLACK-
OWNED
BEAUTY**

powered by COSMOPROF

Organizer - USA Beauty LLC

informa markets



A new world for beauty

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

COSMOPROF NORTH AMERICA LAS VEGAS AT A GLANCE

Cosmoprof North America is the leading B2B beauty event in the Americas that encompasses all sectors of the beauty industry: from ingredients and raw materials to finished products.

With its prime location, the Las Vegas edition is strategically positioned to attract attendees from the West Coast and Asia, with **over 20% of international participants coming from the Asian market**, underscoring its global appeal.

The exhibition is one of the destination in the Cosmoprof network, a 360°worldwide platform which involves over 500,000 professionals and 10,000 exhibitors from all over the world, with shows in Bologna, Hong Kong, Mumbai, Bangkok, and Miami.



2025
EDITION

22ND

SQM

240,000

2024
VISITORS

26,000+

FROM 105 COUNTRIES

2024
EXHIBITORS

1,100+

FROM 45 COUNTRIES

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

COSMOPROF BUYERS AND ATTENDEES

In 2024, the three-day event brought together thousands of **retailers, e-commerce professionals, distributors, importers, beauty brands, suppliers, and members of the press.** Participants connected with exhibiting companies to explore new product launches and create business opportunities.

TOP 5 STATES AND COUNTRIES IN ATTENDANCE

UNITED STATES

- | | | | | |
|------------|---------|-------|----------|--------|
| 1 | 2 | 3 | 4 | 5 |
| CALIFORNIA | FLORIDA | TEXAS | NEW YORK | NEVADA |

INTERNATIONAL COUNTRIES

- | | | | | |
|--------|--------|-------|-------------|----------------|
| 1 | 2 | 3 | 4 | 5 |
| CANADA | MEXICO | CHINA | SOUTH KOREA | UNITED KINGDOM |



PRIMARY BUSINESS NATURE

35%

RETAIL BUYERS, DISTRIBUTORS & IMPORTERS/ EXPORTERS

28%

MANUFACTURERS/ BRAND OWNERS

18%

CORPORATE: MARKETING, CREATIVE R&D, PRODUCT AND PACKAGE DEVELOPMENT, CONSULTANCY, INVESTMENT & FINANCE

9%

PRESS/OTHERS

6%

BEAUTY PROFESSIONALS

4%

MANUFACTURER REPS

DISCOVER BLACK-OWNED BEAUTY



Discover Black-Owned Beauty is a special area within Cosmoprof North America showcasing Black-owned and founded beauty companies.

This area was created as a resource for **Black-owned beauty brands seeking access to market opportunities, educational resources, retail distribution, and brand exposure.** This area will also support retailers looking to execute their commitment to the “fifteen percent pledge” call to action.

FEATURES:

- Black-owned beauty brands
- Access to retailers and buyers
- Brand awareness and promotion
- Domestic and international brand exposure
- Industry education and tips
- Financial education and advice



Discover Black Owned Beauty will be curated by **Maria Torres** , a highly respected beauty expert within several facets of the beauty world which includes fragrance, skincare and makeup.

As a Latina entrepreneur, Ms. Torres’ company represented and distributed such brands as Gianni Versace, Dolce & Gabbana, Moschino, Loewe, Blumarine, Dsquared , Pink Sugar, ALOF and Swiss Bellefontaine. Ms. Torres’ work ethic and passion for all things “Beauty” has given her an unparalleled track record in all areas of developing brands for the US market as well as maintaining.

PROMOTIONAL PACKAGE



Participating companies in Discover Black-Owned Beauty benefit from additional **brand exposure to buyers and press** through a series of dedicated PR and communication programs.

PRESHOW PROMOTION:

- Special area mention in the **pre-show brochure** sent to previous attendees
- A dedicated section on the **Cosmoprof North America website**
- **Social media** promotion on Cosmoprof North America's official accounts

SHOWTIME PROMOTION:

- **Customized exhibit space**
- **Signage and special floor markers** on the show floor to draw attendees to the area, allowing maximum visibility and footprint
- Dedicated **Discover Black-Owned Beauty page** in the show directory
- Promotion on the official **Cosmoprof North America mobile app**



HOW IS IT IMPLEMENTED?



It all starts out with a special **dedicated show floor area** strategically located to allow maximum visibility and foot traffic.

Each stand is **tastefully designed and fully furnished** to distinguish the area from the rest of the show floor.

Signage and special floor markers are posted to draw visitors to this area.

PACKAGE COST
\$5,400*

NOTE: Limited space availability. Official space assignment is done by the organizers one month prior to event date. All space assignments provided beforehand are subject to change. Discover Black-Owned Beauty rental items are subject to applicable sales tax.



THE DISCOVER BLACK-OWNED BEAUTY SPACE INCLUDES:

- ✓ EXHIBIT SPACE (10X10 OR 9 SQM)
- ✓ 100 LBS OF COMPLIMENTARY DRAYAGE
- ✓ 3M GEM BACK/SIDE WALL
- ✓ 1 36" X 36" LOGO GRAPHIC* FOR EXHIBITOR LOGO
- ✓ 30" L X 16" D X 85" H GEO SHELF
- ✓ 20-26" L X 20-26" D GEO END TABLE
- ✓ 36" LOCKABLE PEDESTAL
- ✓ 2 WAGNER CHAIRS
- ✓ ELECTRIC OUTLET / CONSUMPTION INCLUDED

2025 booth design may change from above. Please note that removal / addition of furniture is not permitted, and the use of displays or props is limited, and major displays must be authorized prior to event. Electricity is not allowed in the area. Special set-up and tear-down hours for this area. Please consult with your sales manager for dates and times.

HOW TO QUALIFY?



Participating companies in Discover Black-Owned Beauty benefit from exposure in this show-within-a-show area and **receive prime real estate placement** on the show floor.

To qualify, a brand must be:

- At least 51% Black-owned (proof of ownership of must be provided)
- New to the US market or have a limited retail footprint
- Financially secure to ensure distribution rollout costs
- Sophisticated, unique, and innovative
- Ready for distribution



REASONS FOR PARTICIPATION



Participation in Discover Black Owned Beauty enables you to tune into many unique value-added programs:

- Buyer Program
- Coaching Program
- Cosmoprof & Cosmopack North America Awards
- CosmoTrends
- Press Zone
- Marketing campaign – preshow & onsite
- Special directory and website listing
- Vip Goodie Bags

RESERVE YOUR SPOT TODAY!

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