

MIAMI
MIAMI BEACH
CONVENTION CENTER

JANUARY 23 - 25, 2024

COSMOPROF NORTH AMERICA
COSMOPACK NORTH AMERICA

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**REGISTRATION FOR
THE NEW COSMOPROF
NORTH AMERICA
MIAMI SHOW IS NOW
OPEN**

**The leading B2B
Beauty Trade
Show in the
Americas adds
Miami to its
portfolio of events
as it leans into
new markets and
customers**

Miami, Florida - (October 18, 2023) - Cosmoprof North America, the award-winning leading B2B trade show in the Americas, opens registration for its new exhibition in Miami at the Miami Beach Convention Center, scheduled for January 23-25, 2024. This new location will serve as the ideal destination for brands seeking to maximize their business potential in North, South, and Central America, focusing above all on the East Coast of the United States.

Cosmoprof North America Miami will present itself as a 360-degree worldwide showcase for thousands of professionals and exhibitors looking to expand their reach in the beauty sector. Setting the beauty industry up for further growth and success, Cosmoprof North America Miami aims to create new synergies within the booming beauty market.

All under one roof, potential buyers will have the opportunity to immerse themselves in both 'finished product' exhibitors looking to discover the latest beauty products and technologies in the ever-growing hair, spa, fragrance, and multicultural sectors, as well as 'Cosmopack' exhibitors showcasing raw materials, ingredients, machinery, packaging, and other beauty solutions. Cosmoprof North America Miami will host beauty products and novelties from every angle in the world, thanks to Country Pavilions representing Argentina, Brazil, China, Colombia, France, Germany, South Africa, South Korea, Spain, and Turkey. Cosmopack North America is the only event in the Americas fully dedicated to the entire beauty supply chain. Select exhibitors in attendance of Miami include finished products brands such as Aprés Nails, Betty Dain Creations, Gelish/Morgan Taylor, GESKE, L3VEL3, Nicky Clarke London, Rude Cosmetics, StyleCraft/GAMMA+, Tyrrel Cosmetics, and Voesh New York and beauty supply chain providers Allta, BellatRX, Caribbean Natural Products, Coverpla, FusionPKG, and Marchesini Group among others.

For the past two decades, Cosmoprof North America has meticulously crafted pioneering initiatives, serving as the go-to platform for new product innovations and solutions that are

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molding the industry. This January, during the highly anticipated Cosmoprof North America Miami event, the organization is set to unveil fresh projects and partnerships, further reinforcing its mission of connecting buyers, retailers, manufacturers, and press with a specific eye on the needs of the East Coast of the United States, to explore these groundbreaking innovations and solutions. Additionally, the event promises to offer invaluable industry insights and abundant networking opportunities to increase business networking among local stakeholders.

Attendees can also find inspiration from educational offerings (in English and Spanish) as part of CosmoTalks, a conference format that combines creativity, inspiration, and business. With more than 10 seminars and workshops, it aims to be the widest-ranging series of conferences and in-depth talks in the beauty industry. Our acclaimed CosmoTalks and Cosmopack Education (dedicated to the entire beauty supply chain) will feature leading industry experts, including first-timers at Cosmoprof North America: Susan Akkad (The Estée Lauder Companies), Scott Miselnicky (Clinique), Daniel Morimoto (Circana), and Janet Pardo (Clinique).

Newly launching at Cosmoprof North America Miami will be a joint venture in partnership with WSL Strategic Retail to launch a specially curated, innovation-only Retail Safari®, where attendees will have the opportunity to visit retailers that offer unique experiences, products, and services that are shaping the future of beauty in the Americas (north and south). Additionally, in collaboration with Scent Marketing Inc., the exhibition is proud to announce the unveiling of a signature ambient scent that you can experience at Cosmoprof Miami this January. The scent will capture the essence of Cosmoprof Miami: exciting, vibrant, and timeless.

Cosmoprof North America's decision to expand the leading B2B trade show to Greater Miami and Miami Beach represents a pivotal moment in creating new partnerships within the beauty sector. The Miami showcase will recognize new products and exhibitors while continuing to strengthen relationships with historically acclaimed exhibitors in an effort to uphold the high standards and expectations that the Cosmoprof network is renowned for.

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Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Boating, Pharmaceuticals, Food, Fashion and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit: WWW.INFORMAMARKETS.COM.

BolognaFiere Group is the world's leading trade show organizer in cosmetics, fashion, architecture, building, art, and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2023 edition, Cosmoprof registered more than 250,000 attendees from 153 countries in the world, and 2,984 exhibitors from 64 countries. Cosmoprof Worldwide Bologna 2024 is scheduled from March 21 to 24, 2024, in Bologna – Italy. Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapting to each market. The Cosmoprof platform extends throughout the entire world, with Cosmoprof North America, Cosmoprof CBE ASEAN, Cosmoprof India, and Cosmoprof Asia. In 2024, the Cosmoprof network is landing in Riyadh with Cosmoprof Arabia. For more information, please visit: WWW.COSMOPROF.COM.

The Professional Beauty Association (PBA) is dedicated to advocating and fighting for the rights and professionalism of the beauty industry, and is committed to the long-term success of beauty professionals and the businesses that employ and support them. As the largest and most inclusive trade organization representing the entire beauty industry, PBA advocates for legislation on behalf of the industry, including such things as fighting against deregulation. PBA also provides curated resources to empower members, including education, business tools and resources, curated healthcare and insurance options, exclusive events, charitable initiatives, scholarships, networking opportunities and proprietary reports and data. Members include

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manufacturers, distributors, salons, spas, schools, independent practitioners, students, and industry suppliers. For more information on membership, please visit: WWW.PROBEAUTY.ORG/JOIN.

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