

COSMOPROF NORTH AMERICA WILL KICK-OFF ON AUGUST 29th-31st

In less than two weeks, the 18th edition of the biggest show in beauty will bring together the best in the industry for the first time in over a year

Las Vegas, Nevada (August 18, 2021) - Cosmoprof North America, the leading B2B beauty trade show in the Americas, will host its 18th edition **August 29th - 31st** at the **Mandalay Bay Convention Center in Las Vegas**. Recognized for its dynamic growth and unique programs, this award-winning event serves as the premier launching pad to inspire cross-industry collaboration, introduce new beauty brands, and showcase new product innovations and trends. As the first live B2B event this year within the Cosmoprof international network, Cosmoprof North America is dedicated to providing a safe environment for attendees. In accordance with government regulations and guidelines, there will be capacity limits, physical distancing, increased sanitation, and other safety measures.

The 18th edition of Cosmoprof North America will bring back three macro-sector divisions to facilitate the visit of qualified attendees:

- **Cosmetics & Personal Care** hosts finished products for skincare, personal care, fragrances, make-up, and organic and natural beauty, presented by the best companies worldwide and focused on the retail channel.
- **Cosmopack** is ready to welcome leading companies for the supply chain, with a wide range of proposals for developers interested in creating their brand or for R&D managers looking for innovative formulas, packaging or solutions.
- **Professional Beauty** is the section dedicated to the professional channel, with hair care, accessories, and furnishings for hair salons, beauty salons and spas, of specific interest for local and international distributors.

This year, Cosmoprof North America is launching a special area dedicated to trending CBD Beauty and a larger Green Village area. The new CBD Beauty sector will be an all-inclusive special area on the show floor curated for beauty brands that have CBD as an essential ingredient in their entire product line and the suppliers that cater to them. Additionally, Cosmoprof North America will introduce exciting new initiatives including a partnership with **READY to BEAUTY**, and a mentorship program from leading industry experts

The award-winning event collaborated with Ready to Beauty on **READINESS** is the **NEW GREEN: An Economic Data Study on the Business of Multicultural Beauty in America**, a first-of-its-kind economic data study focused on multicultural beauty. As an extension of this data study and a direct result of responses from it, **READY to BEAUTY**, along with Cosmoprof North America, is announcing the formation of a soon-to-launch national **#BankBlack** banking and finance program to specifically support niche & emerging Black/African American beauty entrepreneurs and brands. Additionally, Founder & Managing Director of **READY to BEAUTY**, **Corey Huggins**, will curate the sixth edition of the **Tones of Beauty** showcase, with a focus on Black and Brown brands to continue Cosmoprof's ongoing commitment to multicultural beauty entrepreneurs and brands.

The Buyer Program, connecting exhibitors and top buyers consisting of retailers, international buyers, and professional beauty distributors, marks its return with participation from **Bloomingdales**, **Nordstrom**, **Cos Bar**, **Cult Beauty**, **Showfields**, **Verishop**, and **1 Hotels** among others. For the first time ever, buyer meetings with exhibitors will continue after the show in October for those buyers who were unable to attend the 18th edition in person.

To bridge the gap and establish community further within the beauty industry, Cosmoprof North America has also created a Mentorship Program to equip brands with the tools they need to succeed. This program offers exhibitors the unique opportunity to have 20-minute one-on-one mentoring sessions with founders, CEOs, and executives bringing with them decades of experience. Mentors will be providing guidance in the following areas, essential to

successfully running your beauty business: retail & distribution, branding, funding, exporting, digital marketing & performance, SEO, social media, press, trends, and the multicultural market.

CosmoTrends, the annual report on beauty trends written by international trend agency BEAUTYSTREAMS, returns featuring the most innovative products from Cosmoprof North America exhibitors. This is an exclusive look at everything that is cutting edge in the cosmetics industry. A pre-trend report will be showcased as an installation during the show and presented at CosmoTalks.

Please register online at: <https://registration.experientevent.com/ShowPBA213/Flow/ATT?#!/registrant/Welcome/>

About Cosmoprof North America: Cosmoprof North America (CPNA) is the largest and most awarded B2B beauty trade show in North America and the single most important networking opportunity in the US for all sectors of the global beauty industry. CPNA hosts an annual trade show that encompasses all sectors of the beauty industry under one roof. Cosmoprof North America is one of the destinations of the Cosmoprof network, today a 360° worldwide platform for the international beauty community, with shows in Bologna, Hong Kong, Mumbai, and Bangkok, which all together involve over 500,000 professionals and 10,000 exhibitors from all over the world. For more information, please visit www.cosmoprofnorthamerica.com

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