

# 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 23 - 25, 2024

COSMOPROF NORTH  
AMERICA

COSMOPACK NORTH  
AMERICA

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## COSMOPROF NORTH AMERICA LAS VEGAS AT A GLANCE

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

Cosmoprof North America is recognized for its dynamic growth and unique programs, and it is a powerful platform that has the continuous **support and presence of key industry players and leading beauty associations.**

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

2024 EDITION

21<sup>ST</sup>

SQ FT

240,000+

2023 ATTENDANCE

25,000 +

VISITS FROM 99  
COUNTRIES OF ORIGIN

2023 EXHIBITORS

1,100+

[CLICK HERE  
TO WATCH  
COSMOPROF 2023  
POST SHOW →](#)



**- WHY COSMOPROF NORTH AMERICA LAS VEGAS? -**

**1** JOIN THE LEADING B2B BEAUTY  
TRADE SHOW IN THE AMERICAS →

**2** ALL BEAUTY SECTORS  
UNDER ONE ROOF →

**3** NETWORK WITH PEERS  
AND MAKE BUSINESS →

**4** MAXIMIZE YOUR EXPOSURE  
THROUGH OUR SPECIAL PROJECTS →

**5** GET INSPIRED BY COSMOPROF  
INSIGHTS & EVENTS →

**6** BENEFIT FROM THE  
BRAND AWARENESS  
OF COSMOPROF  
NETWORK →



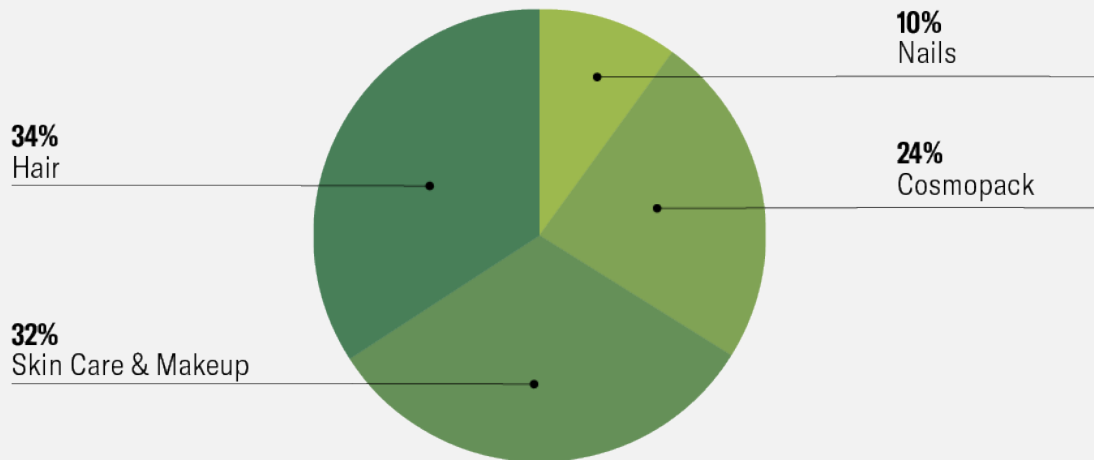
**COSMOPROF NORTH AMERICA LAS VEGAS 2023 EXHIBITORS**

More than **1,100 exhibitors** representing all the sectors of the cosmetics industry participated at Cosmoprof North America 2023 – confirming the area as a strategic market for business development of beauty brands, being the cradle of new trends and new consumers habits.



● **DOMESTIC 56%** ● **INTERNATIONAL 44%**

**EXHIBITORS PRODUCT SECTORS**



**10 COUNTRY PAVILIONS**

Argentina, China, Colombia, Dominican Republic, Haiti, Italy, South Africa, South Korea, Spain, and Turkey

## COSMOPROF BUYERS AND ATTENDEES

In 2023, throughout the three-day event, thousands of **retailers, e-commerce, distributors, importers, beauty brands, suppliers, and press** connected with exhibiting companies to discover new product launches and develop new business opportunities.

### VISITOR PROFILE

**39%** BUYERS, DISTRIBUTORS & IMPORTERS/EXPORTERS

**26%** MANUFACTURES / BRAND OWNER

**21%** CORPORATE: MARKETING, CREATIVE R&D, PRODUCT & PACKAGE DEVELOPMENT, INVESTMENT/FINANCE

**4%** MANUFACTURER REP

**4%** BEAUTY PROFESSIONAL

**8%** PRESS/OTHER



### TOP 5 US STATE AND INTERNATIONAL COUNTRIES IN ATTENDANCE

<b>UNITED STATES</b>	<b>1</b> CALIFORNIA	<b>2</b> FLORIDA	<b>3</b> NEW YORK	<b>4</b> TEXAS	<b>5</b> NEVADA
<b>INTERNATIONAL COUNTRIES</b>	<b>1</b> CANADA	<b>2</b> MEXICO	<b>3</b> SOUTH KOREA	<b>4</b> CHINA	<b>5</b> UK

**ALL BEAUTY SECTORS UNDER ONE ROOF**

After two years at the Las Vegas Convention Center, Cosmoprof North America Las Vegas will be returning to the Mandalay Bay Convention Center in 2024.



**FINISHED PRODUCTS**

This section showcases finished cosmetics and personal care items from around the world.

**HAIR CARE**

Products, equipment, furnishings, attire and services dedicated to hair. It is ideal for distributors, retailers, and professionals from beauty centers, wellness centers, spas, hair salons, and hotels.

**SKINCARE & MAKEUP**

In this section, distributors, retailers, and wholesalers will be able to discover the most comprehensive array of new and established skincare, makeup, and fragrance brands from across the globe.

**NAILS**

A wide selection of nail products, equipment, furnishings, and services for retail and professional channels.

**SUPPLY CHAIN - COSMOPACK**

Cosmopack North America is the only event in the Americas fully dedicated to the entire beauty supply chain.

**RAW MATERIALS AND INGREDIENTS**

Raw & semi-processed materials for cosmetic products, formulation, testing and regulation.

**PRIVATE LABEL AND CONTRACT MANUFACTURING**

Contract Manufacturing / OEM / ODM / Private Label and Manufacturing for third party.

**PACKAGING**

Primary & Secondary Packaging.

**MACHINERY SOLUTIONS FOR THE BEAUTY INDUSTRY**

Processing and packaging machineries for cosmetics products.

**COUNTRY PAVILIONS**

Country pavilions showcase authentic elements and innovation from countries recognized for strong heritage in beauty, represented as part of cohesive national presentations.

**SPECIAL AREAS**

Explore innovation and new-to-market beauty and personal care products from around the world within carefully curated sections, offering the most extensive collection of cosmetics and personal care items.



A high-end curated section that includes hidden gems from across the globe, each one adding value and a unique point of view to distinguish the retailer's merchandise mix and ultimately delight customers.



The area showcasing Black-owned and founded beauty companies created as a resource to provide them access to market opportunities, educational resources, retail distribution, and brand exposure.



The dedicated area focused on green, eco-friendly, clean, organic, and/or natural products, showcasing novel ideas from beauty marketers from the globe.



An exclusive all-inclusive program specifically created to provide some extra TLC for smaller brands with a limited number of products.



## CONNECT WITH BUYERS FROM AROUND THE GLOBE

The **Buyer Program** caters to beauty industry professionals from around the world and encourages networking in pre-arranged face-to-face meetings between exhibitors and top buyers such as retailers, e-commerce, distributors, importers, and wholesalers.

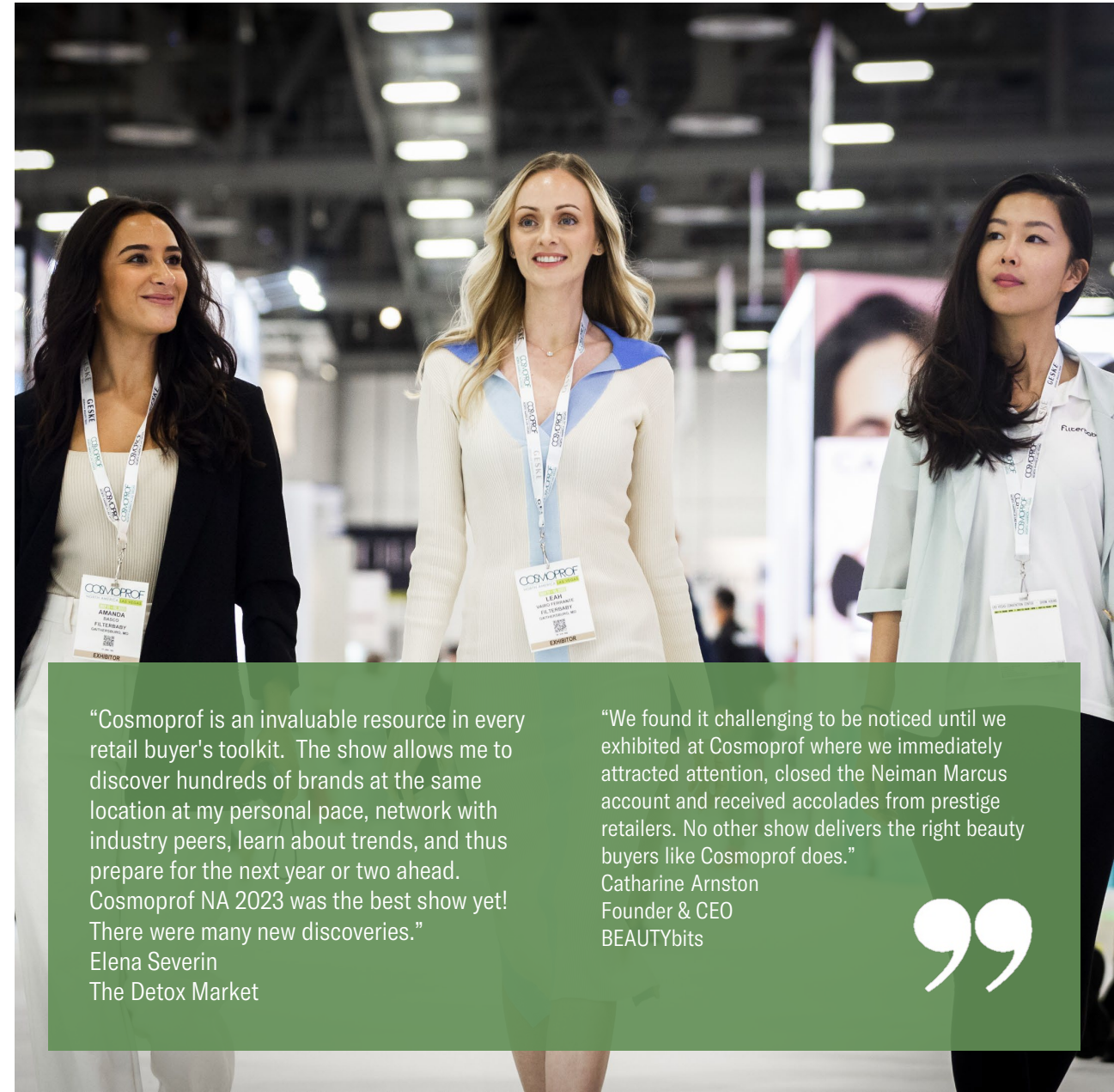
A dedicated **Cosmopack Buyer Program** was established to facilitate the intersection between supply and demand and make Cosmopack exhibitors networking with Decision Makers for the Beauty Industry (Supply Chain, Procurement / Sourcing / Purchase, Product Development, Plant / Operations, Private Label, Packaging Solutions, R&D).





## SELECT RETAILERS, DISTRIBUTORS, AND BRANDS IN ATTENDANCE

1 Hotels • America Eagle Outfitters • Aminco Group • Amika • AmorePacific • Artcrime • Beautylish • Belk • Belleza Activa • Benefit Cosmetics • Blistex • Bluemercury • Brookstone • Bumble and Bumble • Burlington • Burts Bees • C.O. Bigelow Apothecaries • Cartim • Cititrends • Claire's • Colgate • Conair • Coola • CosmoProf Beauty • Coty • CVS Health • Dateline Imports • Dermalogica • Leopharma Distributors • Distribution Iris • Duke Cannon Supply Co. • E.L.F. Beauty • Ecosmetics • Empress Beauty Distributor • The Estée Lauder Companies • FabFitFun • Five Below • Freeman Salon Systems • FUR • Glossier • Grupo Exporta • Grupo Moreno • Henkel • Hero Cosmetics • HeyDay • Holt Renfrew • Hot Topic • HSN • Humanrace • Hydrafacial • Icsitum • iHerb • IPSY • Jinny Beauty Supply • Jocott Brands • John Paul Mitchell • K18 • Kendo Brands • Kopari Beauty • Life of Riley • L'Oréal • Macy's • Maesa • Malin and Goetz • Mane • Manscaped • Mario Badescu • Mielle • Milani Cosmetics • Modern Salon Services • MSC Cruises • National Salon Resources • Nationwide Nail Supply • Nordstrom • Ohlolly • Paula's Choice • Peace Out Skincare • Premier Beauty Supply • Pure Beauty • QVC • Revlon • Rizos Curls • Ross Stores • Sally Beauty • SalonCentric • Sephora • Shein • Shoppers Drug Mart • Smashbox • Sol De Janeiro • Song of Skin • Spa & Beyond Beauty Supplies • SpaceNK • SuperGoop • Sweis Inc. • Target • Tarte • Tatcha • Von Maur • Zulily



“Cosmoprof is an invaluable resource in every retail buyer’s toolkit. The show allows me to discover hundreds of brands at the same location at my personal pace, network with industry peers, learn about trends, and thus prepare for the next year or two ahead. Cosmoprof NA 2023 was the best show yet! There were many new discoveries.”  
Elena Severin  
The Detox Market

“We found it challenging to be noticed until we exhibited at Cosmoprof where we immediately attracted attention, closed the Neiman Marcus account and received accolades from prestige retailers. No other show delivers the right beauty buyers like Cosmoprof does.”  
Catharine Arnston  
Founder & CEO  
BEAUTYbits



**MAXIMIZE YOUR EXPOSURE THROUGH OUR  
DIGITAL TOOLS AND SPECIAL PROJECTS**

Cosmoprof North America serves as a launchpad for new products and solutions. Thanks to digital tools such as the Online Directory, Mobile App, and our marketing projects, exhibitors can present their major breakthroughs, and benefit of a multichannel online and offline program of promotion.



Cosmoprof & Cosmopack North America Awards recognize the absolute best in beauty products, celebrate innovation, and honor excellence in packaging design and formulation among exhibitors. [LEARN MORE >>](#)



CosmoTrends is the annual report on beauty trends, featuring the most innovative products from the exhibitors written by an international trend agency. [LEARN MORE >>](#)



The Press Zone houses influencers and beauty editors from consumer and trade publications for select hours on the show floor. Exhibitors have the exclusive opportunity to interact with select media one-on-one, allowing brands to tell their stories directly to generate post-show coverage or get featured to their global community of followers. [LEARN MORE >>](#)



**GET INSPIRED**

Find inspiration in special projects organized in partnerships with global trend agencies, industry associations, organizations, leaders and executives.

**COSMO  
TALKS**

CosmoTalks is Cosmoprof North America's 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.

[CLICK HERE TO VIEW THE 2023 LINE-UP >>](#)

**COSMOPACK  
EDUCATION**

Cosmopack North America's conference format features seminars and panels on raw materials and ingredients, private label and contract manufacturing, primary and secondary packaging, machinery, and other supply chain solutions in the beauty industry. [CLICK HERE TO VIEW THE 2023 LINE-UP >>](#)

**ENTREPRENEUR  
ACADEMY**

This unique, one-day intensive conference was created to provide beauty entrepreneurs with a hands-on practical workshop that will provide them with many of the tools necessary to help them succeed. Entrepreneur Academy classes show attendees how to turn ideas into action, build a brand, manage financials, and more. [CLICK HERE TO VIEW THE 2023 LINE-UP >>](#)



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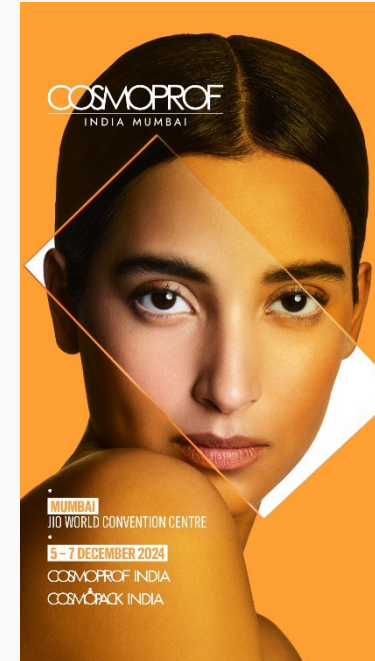
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International agent

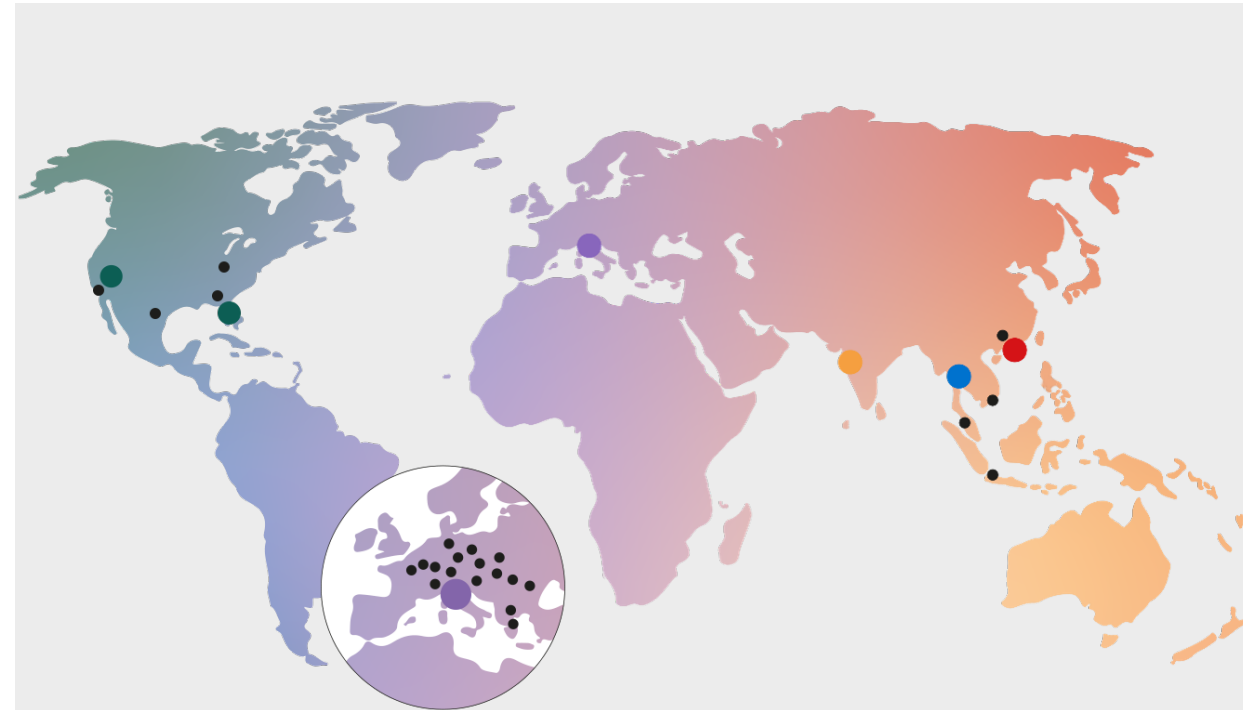


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