

•
LAS VEGAS

MANDALAY BAY CONVENTION
CENTER

•
JULY 23 - 25, 2024

COSMOPROF NORTH
AMERICA

COSMOPACK NORTH
AMERICA

**COSMOPROF
NORTH AMERICA
LAS VEGAS
RETURNS TO
MANDALAY BAY
FOR ITS 21ST
EDITION,
FOLLOWING
SUCCESSFUL
MIAMI DEBUT
AND MILESTONE
20TH
ANNIVERSARY
CELEBRATION**

COSMOPROF

NORTH AMERICA
LAS VEGAS | MIAMI

Las Vegas, Nevada (April 17, 2024) — After a triumphant inaugural edition in Miami and a landmark 20th-anniversary celebration, Cosmoprof North America (CPNA) is thrilled to announce its return to the Mandalay Bay Convention Center in Las Vegas. Scheduled to take place from July 23 – 25, 2024, CPNA promises an unparalleled showcase of innovation, networking opportunities, and educational insights for the beauty industry. The 21st edition arises as the beauty sector rebounds with a notably robust performance in 2023, distinguishing it as the sole U.S. industry within general merchandise retail categories to achieve positive year-over-year unit sales growth, according to Circana.

Following two editions at an alternate venue, CPNA returns to Mandalay Bay Convention Center, a beloved venue known for fostering collaboration and connection. The move, a result of popular demand, allows exhibitors and attendees to network, socialize, and rest all in one place.

Exhibitors

The exhibition hall will feature an extensive array of finished products across skincare, makeup, hair, nails, and fragrance categories, alongside Cosmopack, dedicated to the entire beauty supply chain, showcasing primary and secondary packaging, private label solutions, machinery, ingredients, formulation, and contract manufacturing solutions. Returning favorites include the curated special areas - Discover Beauty, Discover Black-Owned Beauty, Discover Green, and The Beauty Vanities, highlighting emerging brands and industry trends.

Special Programs

Exclusive special programs such as the Buyer Program- hosting retailers such as Bleu Beauty, Bloomingdales, Coupang, D'Mujeres, Ecosmetics, Heinemman, HMart, Holt Renfrew, Icsitum, Macy's, SpaceNK, and Well.Ca, and hosting brands such as Clinique, Jane Iredale, Revlon, Summer Fridays, and Tula - will make a comeback. Also returning are the CosmoTrends and the prestigious Cosmoprof and Cosmopack North America Awards in collaboration with global trend agency BEAUTYSTREAMS, providing unparalleled recognition for innovative brands and products.

Organizer – Usa Beauty LLC

cosmoprofnorthamerica.com

Information Classification: General

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Education

One of the hallmarks of CPNA is its commitment to education, with CosmoTalks and Cosmopack Education offering valuable insights from C-suite executives and industry thought leaders on retail, trends, and the beauty supply chain. This is complemented by the exclusive Entrepreneur Academy, a dynamic one-day conference designed to equip beauty entrepreneurs with essential tools and knowledge to thrive in the industry. Esteemed speakers include Larissa Jensen, Vice President, Beauty Industry Advisor at Circana; Ali Kole, Head of Premium Beauty at Amazon; James Manso, Beauty Market Editor at WWD and Beauty Inc.; and Dr. Luke Maxfield and Dr. Muneeb Shah, Board Certified Dermatologists and Co-Hosts of Doctorly.

Register now at www.cosmoprofnorthamerica.com/las-vegas/ to take advantage of early bird pricing through May 17th.

Plan your visit: <https://cosmoprofnorthamerica.com/las-vegas/plan-your-visit/>.

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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

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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 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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