



News

FASHION

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Cosmoprof North America returns to Las Vegas for 21st edition

Cosmoprof North America (CPNA) has announced its return to the Mandalay Bay Convention Center in Las Vegas.



Scheduled July 23 – 25, 2024, CPNA will showcase innovation, networking opportunities, and educational insights for the entire beauty industry.

Following two editions at alternate venues, CPNA's comeback to the Mandalay Bay Convention Center responds to overwhelming demand, offering exhibitors and attendees a centralized hub for networking, socializing, and relaxation.

The exhibition hall will showcase a diverse range of finished products spanning skincare, makeup, haircare, nail care, and fragrances, alongside the Cosmopack segment dedicated to the entire beauty supply chain.

Cosmopack will feature primary and secondary packaging, private label solutions, machinery, ingredients, formulation, and contract manufacturing solutions. Returning favorites include curated areas like Discover Beauty, Discover Black-Owned Beauty, Discover Green, and The Beauty Vanities, spotlighting emerging brands and industry trends.

Exclusive programs such as the Buyer Program, boasting participation from retail giants like Bleu Beauty, Bloomingdales, Coupang, and Macy's, alongside brands such as Clinique, Revlon, and Summer Fridays, are set to make a return.

Additionally, CosmoTrends and the Cosmoprof and Cosmopack North America Awards, in partnership with global trend agency BeautyStreams, will recognize innovative brands and products.

Education remains a cornerstone of the event, with CosmoTalks and Cosmopack Education delivering insights from industry leaders on retail, trends, and the beauty supply chain. Meanwhile, the exclusive Entrepreneur Academy, a dynamic one-day conference, will equip beauty entrepreneurs with essential tools and knowledge to thrive in the industry.

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 dermatologists Dr. Luke Maxfield and Dr. Muneeb Shah, co-hosts of Doctorly.