



## JOIN THE FUTURE OF KOREAN BEAUTY AT COSMOPROF NORTH AMERICA LAS VEGAS

### WHY EXHIBIT IN THE KOREAN BEAUTY SPECIAL AREA?

As the U.S. beauty market continues to embrace the latest in Korean innovation, Cosmoprof North America presents a unique opportunity for Korean beauty brands to gain unparalleled exposure and grow within the U.S. market. The U.S. Korean Beauty market is on the rise, projected to grow at a 10.68% CAGR, fueled by product awareness and social media influence. At Cosmoprof North America Las Vegas, we're bringing the immersive Korean Beauty experience directly to beauty professionals, retailers, and distributors.

### WHAT'S NEW FOR 2025:

#### KOREAN BEAUTY SPECIAL AREA

A dedicated space showcasing the most innovative skincare, cosmetics, haircare, and wellness brands from Korea. Korean Beauty has an identity of its own, bringing extra visibility with floor graphics and hanging décor. Your brand will shine with modern pastel tones, chic displays, and powerful visibility.

#### EXHIBIT WITH US FOR UNMATCHED BENEFITS:

- **Unparalleled Exposure**

Connect with top U.S. retailers, distributors, and beauty professionals actively searching for the latest Korean Beauty trends.

- **Strategic Grouping**

Be positioned with other Korean Beauty brands in a cohesive, impactful way—whether your brand is based in Korea or the U.S.

- **Marketing Support**

Enjoy a comprehensive marketing campaign that includes:

- Featured promotions in newsletters.
- Social media highlights and shout-outs.
- Exclusive on-site signage for heightened visibility.





## EXPLORE THE THREE KEY SECTIONS OF THE KOREAN BEAUTY SPECIAL AREA:

### 1. Country Pavilions (KOBITA/KOECO/IBITA)

While the pavilions will remain unchanged, a custom-designed hanging sign will seamlessly tie it to the new Korean Beauty space, creating a unified presence..

### 2. Discover Korean Beauty

A vibrant space for skincare, makeup, and wellness brands—bringing the latest Korean Beauty trends to life. Booths come in varying sizes, designed to fit your brand's unique style.

### 3. Korean Hair & Nails

Celebrate the booming sectors of Korean haircare and nail innovations. This dedicated area reinforces the holistic Korean Beauty lifestyle.



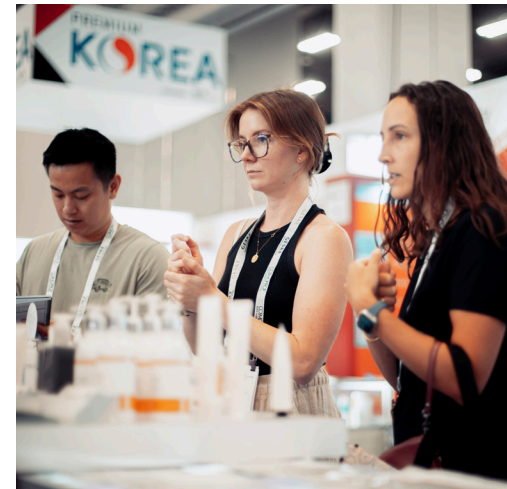
## VISUAL CONCEPT & BRANDING ELEMENTS:

### • Enhanced Visibility

Eye-catching hanging banners, signage, and strategic design elements ensure high visibility for the Korean Beauty sections and tie together all exhibitors under one cohesive look.

### • Marketing Activation

Gain digital and on-site exposure through targeted email campaigns, social media promotions, and on-site show-floor banners to drive engagement.



## READY TO ELEVATE YOUR BRAND AT COSMOPROF NORTH AMERICA?

Secure your spot in the Korean Beauty Special Area today and be part of the next big wave in global beauty!

## CONTACT US FOR DETAILS AND PRICING:

### US:

**Trisha Thiede – Hair Section, Nail (A – M)**

trisha.thiede@informa.com

**Toni Davis – Skincare/Makeup Sections, Nail (N – Z)**

toni.davis@informa.com

### Outside of the US:

**Alessandra Allegri**

alessandra.allegri@cosmoprof.it

