

COSMOPROF

NORTH AMERICA LAS VEGAS



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**THE LEADING B2B BEAUTY EVENT
IN THE AMERICAS, DEDICATED
TO ALL SECTORS OF THE INDUSTRY**

LAS VEGAS
MANDALAY BAY CONVENTION CENTER

JULY 13 – 15, 2026

COSMOPROF NORTH AMERICA
COSMOPACK NORTH AMERICA

[COSMOPROFNORTHAMERICA.COM](https://www.cosmoprofnorthamerica.com)

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 and Bangkok.



**CLICK HERE
TO WATCH
COSMOPROF 2025
POST SHOW →**

WHY COSMOPROF NORTH AMERICA?

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JOIN THE LEADING B2B
BEAUTY TRADE SHOW IN
THE AMERICAS →

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ALL BEAUTY SECTORS
UNDER ONE ROOF →

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NETWORK WITH
PEERS AND DEVELOP
BUSINESS PARTNERSHIPS →

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MAXIMISE YOUR
EXPOSURE THROUGH
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GET INSPIRED BY
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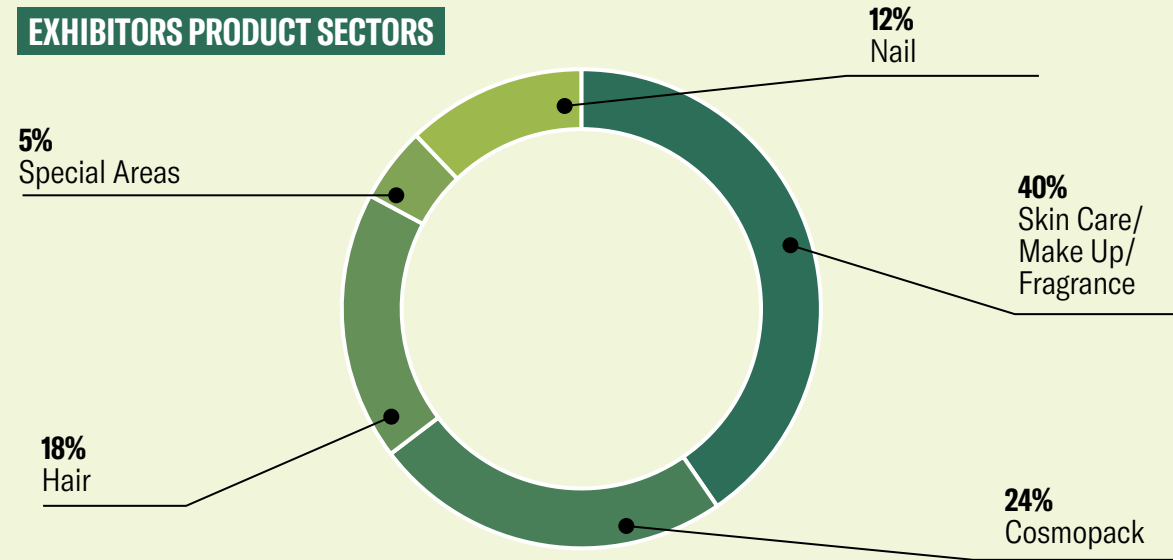
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BENEFIT FROM
THE BRAND AWARENESS
OF COSMOPROF
NETWORK →

COSMOPROF 2025 EXHIBITORS

More than **1,000 exhibitors** representing all the sectors of the cosmetics industry participated at Cosmoprof North America Las Vegas 2025 – highlighting the area as a strategic market for beauty brand business development and a hub of emerging trends and consumer habits.

EXHIBITORS PRODUCT SECTORS



45% DOMESTIC

55% INTERNATIONAL

6 COUNTRY PAVILIONS

Belize, China, Colombia, Fiji, South Africa, South Korea



COSMOPROF BUYERS AND ATTENDEES

In 2025, the three-day event brought together thousands of retailers, e-commerce professionals, distributors, importers, beauty brands, suppliers, and media representatives. Attendees engaged with exhibiting companies to build new partnerships, exchange insights, and discover emerging trends and innovations.

PRIMARY BUSINESS NATURE



RETAIL BUYERS,
DISTRIBUTORS & IMPORTERS/
EXPORTERS



MANUFACTURES/ BRAND
OWNERS



CORPORATE: MARKETING,
CREATIVE R&D, PRODUCT AND
PACKAGE DEVELOPMENT,
INVESTMENT & FINANCE



OTHER: LOGISTICS, SALES, TECH,
PHARMA, INSTRUCTORS/
STUDENTS



BEAUTY PROFESSIONALS



PRESS & CONSULTANTS



MANUFACTURER REPS

TOP 5 US STATE AND COUNTRIES IN ATTENDANCE

UNITED STATES

- | | | | | |
|------------|----------|----------|----------|----------|
| 1 | 2 | 3 | 4 | 5 |
| CALIFORNIA | FLORIDA | TEXAS | NEW YORK | NEVADA |

INTERNATIONAL COUNTRIES

- | | | | | |
|----------|----------|-------------|----------|----------|
| 1 | 2 | 3 | 4 | 5 |
| CANADA | MEXICO | SOUTH KOREA | UK | JAPAN |



ALL BEAUTY SECTORS UNDER ONE ROOF

Cosmoprof North America brings together the entire beauty industry, showcasing a diverse array of products and innovations across skin care, hair care, the beauty supply chain, and more, all under one roof.



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.

SKIN CARE, MAKEUP & FRAGRANCE

In this section, distributors, retailers, and wholesalers will be able to discover the most comprehensive array of new and established skin care, 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

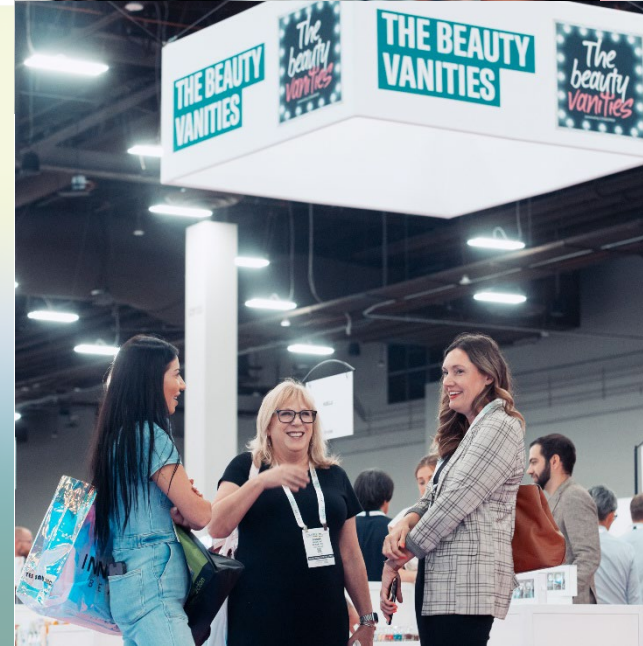
Explore innovation and new-to-market beauty and personal care products from around the world within carefully curated sections, offering the most extensive collection of cosmetics and personal care items.



Discover Beauty showcases a curated selection of hidden gems from around the world, each offering unique value, innovative solutions, and a sense of excitement. This high-end special area highlights cutting-edge and trendsetting prestige beauty brands across skincare, makeup, hair care, and fragrance.



The Beauty Vanities highlight outstanding startups that have a limited range of products across all categories and are still under the radar as an opportunity to stand out.



CONNECT WITH BUYERS FROM AROUND THE GLOBE



The **Buyer Program** is designed for beauty industry professionals worldwide, promoting networking through pre-arranged face-to-face meetings between exhibitors and top buyers via our AI-powered matchmaking platform, My Match.

Exhibitors of finished products have the opportunity to **connect with a selection of preapproved domestic and international retailers, distributors, importers, wholesalers, spa buyers, and brands.** Additionally, Cosmopack exhibitors can benefit from engaging with domestic and international brands seeking supply chain solutions.



Cosmoprof North America's AI-powered business matchmaking platform, makes it easy to discover the right connections and schedule meetings with exhibitors before, during, and after the show. It's your tool to maximize opportunities and make every moment at the event count.



SELECT RETAILERS, DISTRIBUTORS, AND BRANDS IN ATTENDANCE

1HOTELS • 7 VIRTUES • ALGENIST • AMINCO GROUP • BELK • BLOOMINGDALES • BORGHESE • C.O. BIGELOW • CLINIQUE • COMTD • COUPANG • COSTCO • D'MUJERES ECOSMETICS • DEPRATI • DERMALOGICA • DERMSTORE • DILLARDS • DR. FEW SKINCARE • DROGUERIAMONTALVO • DRYBAR • EACH AND EVERY • ESTÉE LAUDER • FARMACIAS DEL AHORRO • HEB MEXICO • HEINEMMAN • H MART • HOLT RENFREW • ICSITUM • JANE IREDALE • JCP • KATE SOMERVILLE • KOHL'S • L'ORÉAL • MACY'S • MARIO BADESCU • MARRIOTT • MSC CRUISES • NEIMAN MARCUS • NORDSTROM • ODARA • OHLOLLY • PIXI • PROBECO • QVC/HSN • RENNAI • REVLON • ROSSBRIDGE • SALLY'S MEXICO • SALONCENTRIC • SHISEIDO • SHOPPERS DRUGMART • SOKO GLAM • SPACENK • TARGET • TATCHA • THIRTEEN LUNE • TULA • URBAN OUTFITTERS • URBAN OUTFITTERS UK • VERSED SKIN • VON MAUR • WALGREENS • WELL.CA



“Overall experience with Cosmoprof was extremely positive. The Nordstrom marketplace team came to the show to discover new brands in the beauty space to launch on our online platform, and we absolutely did that. We felt that there were high quality brands at the show who met all our criteria and were very interested in coming onto Nordstrom’s platform.”

Katie Petroskey, Senior Manager of Brand Acquisition for Nordstrom Marketplace

“Cosmoprof Las Vegas provided an excellent opportunity to update our existing partners on the latest innovations across our skincare and haircare categories. It also served as a strategic platform to explore new business opportunities and reinforce our presence in the North American market. What sets Cosmoprof apart is its ability to gather the entire beauty supply ecosystem under one roof. It’s an essential stage to showcase innovation, exchange ideas, and affirm our role in driving the trends that shape the future of beauty”

Luisella Bovera, Colep Consumer Products, Senior Vice President

MAXIMIZE YOUR EXPOSURE THROUGH OUR DIGITAL TOOLS AND SPECIAL PROJECTS

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



The Cosmoprof North America Awards and Cosmopack North America Awards, in partnership with international trend agency BEAUTYSTREAMS, formally recognize the absolute best in beauty products, celebrate innovation, and honor excellence in packaging design and formulation among exhibitors. [DISCOVER THE 2025 WINNERS>>](#)



CosmoTrends is an annual report that highlights beauty trends, showcasing the most innovative products from exhibitors. Written by international trend agency BEAUTYSTREAMS, the report explores advancements in the beauty market and solutions provided by high-tech, high-performance products. This initiative is complemented by a CosmoTalks presentation and a prominent onsite installation. [LEARN MORE>>](#)



The Press Zone is a designated area where influencers and beauty editors from both consumer and trade publications gather for select hours on the show floor. This allows exhibitors to interact with select media representatives, allowing brands to share their stories directly. This engagement can help generate post-show coverage and feature the brands to a global audience. [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 designed to provide insights into the latest trends, innovations, and challenges in the beauty industry. It includes expert panels, discussions, and presentations from industry leaders addressing topics ranging from retail and consumer behavior to the beauty supply chain.

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.

ENTREPRENEUR ACADEMY

This one-day intensive conference provides beauty entrepreneurs with a hands-on, practical workshop that offers tools for success. Entrepreneur Academy classes will demonstrate to attendees how to turn ideas into action, build a brand, manage finances, and more. Each class features an interactive lecture from an expert on the topic, followed by an interactive Q&A session.



WE ARE COSMOPROF NORTH AMERICA

With only 5% of attendees overlapping between Miami and Vegas, participating in both events offers a unique opportunity to connect with distinct audiences and maximize your business potential.



LAS VEGAS 2025 TOP 3 REGIONS REPRESENTED

- #1 North America (primarily Western U.S.)
- #2 APAC (Asia/Pacific)
- #3 EMEA



MIAMI 2025 TOP 3 REGIONS REPRESENTED

- #1 North America (primarily Eastern U.S.)
- #2 LATAM
- #3 EMEA

WE ARE COSMOPROF



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AN EVENT BY



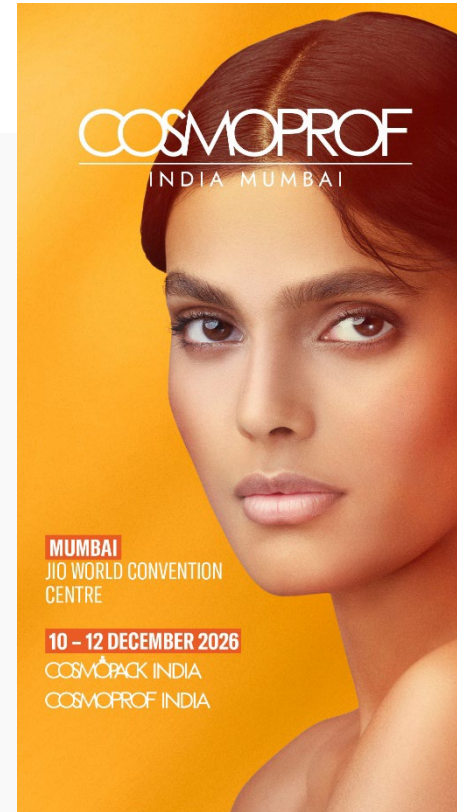
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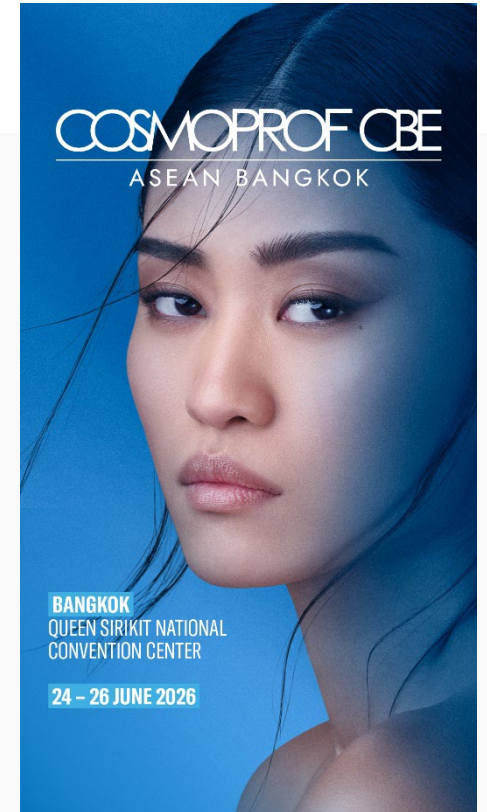
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OFFICIAL HOTEL PROGRAM – PREFERRED RATES AT MGM RESORTS

Through our official housing partner **OnPeak**, exhibitors gain access to exclusive discounted rates at select **MGM Resorts** properties. A curated hotel program designed to ensure:

- Preferred pricing
- Premium accommodations
- Seamless access to the show
- Optimal positioning for your team and clients

Why book within the official block?

- \$ Access to negotiated rates
- 📍 Proximity to the venue and key industry events
- 📅 Flexible booking terms designed for business travel
- ★ Priority access during peak demand dates
- 🛡️ Protection from unauthorized housing solicitations

* Rooms are limited and available on a first-come, first-served basis. Early booking is strongly recommended.



Featured MGM Properties:

- Mandalay Bay Resort & Casino,
- W Las Vegas,
- Park MGM,
- The Reserve at Park MGM,
- Luxor Hotel & Casino.

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