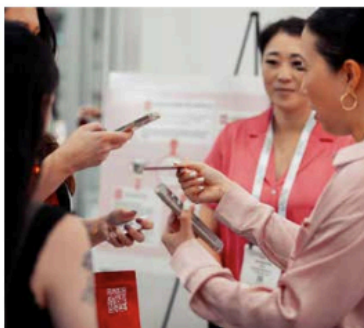


industry NEWS

COSMOPROF NORTH AMERICA LAS VEGAS RETURNS FOR ITS 22ND EDITION – A LOOK AHEAD AT THE EVOLVING U.S. BEAUTY LANDSCAPE



Photos from last year's event.



As the beauty industry continues to navigate shifting market dynamics and evolving consumer expectations, Cosmoprof North America Las Vegas (CPNA) returns for its 22nd edition from July 15–17, 2025 at the Mandalay Bay Convention Center — offering a timely platform for connection, education, and new opportunity. After a successful 21st edition that welcomed 26,000 attendee visits from 113 countries and over 1,100 exhibitors from 45 nations, CPNA remains a strategic hub for companies looking to engage with the largest and most complex beauty market in the world.

A Platform for what's Next

The 2025 edition of Cosmoprof North America will feature a thoughtfully expanded show floor, including a new hall designed to meet increased demand across categories. Cosmopack, representing the full beauty supply chain, will also return with greater scale — reinforcing the show's end-to-end value across innovation, manufacturing, and sustainability. A dedicated Korean Beauty area will highlight one of the most consistent growth drivers in the U.S. market, giving attendees access to leading-edge Korean skincare, cosmetics, and

haircare brands that continue to shape global trends.

Spotlighting Diverse Innovation

CPNA's returning curated areas reflect the breadth and resilience of today's beauty community:

- Discover Beauty will elevate brands led by AAPI, Latinx,

Indigenous, and women entrepreneurs, along with those championing conscious beauty.

- Discover Black-Owned Beauty will continue to amplify founders driving meaningful representation and product innovation.
- The Beauty Vanities returns as a space for showcasing breakthrough and innovative brands new to the market.

Insight-Driven Programming

Education remains a cornerstone of the CPNA experience:

- CosmoTalks and Entrepreneur Academy will bring together voices from across the



industry to explore strategy, innovation, and practical pathways forward.

- Cosmopack Education, embedded directly on the show floor, will dive into key topics including ingredient trends, packaging innovation, and sustainable beauty practices.

Strategic Networking & Industry Highlights

- The Buyer Program continues to foster targeted connections between exhibitors and top retailers, distributors, and decision-makers — helping drive smart growth in a measured environment.
- CosmoTrends, the bi-annual trends report curated by BEAUTYSTREAMS, will offer timely insights into product innovation and emerging shifts.
- The newly expanded Cosmoprof &

Cosmopack North America Awards will recognize brands from both Las Vegas and Miami editions, honoring excellence across innovation, sustainability, and execution.

Looking Ahead with Purpose

As the 22nd edition of Cosmoprof North America Las Vegas approaches and the U.S. beauty market continues to evolve, the event will offer a high-value industry platform for networking, education, and identifying growth opportunities. With new features, expanded categories, and more opportunities for collaboration, Cosmoprof North America Las Vegas 2025 is an unmissable experience for industry professionals.

Cosmoprof North America is organized by USA Beauty LLC, a joint venture between Informa Markets, BolognaFiere and the Professional Beauty Association.



OTC BEAUTY

May 2025 | \$6.00

General Merchandise Edition



SCAN ME

Miracle Drops
#1 Growth System on the Market
REAL GROWTH. REAL RESULTS.

*"Clinically proven to
Work!"*

Judy
CEO of Kaleidoscope
and President of Edges

LEVEL UP:
10 WAYS TO THRIVE
AND SCALE IN THE
BEAUTY INDUSTRY

**MAXIMIZE
SALES WITH A
TOP-TIER SHELF
STRATEGY**

HOW TO USE
VIRTUAL REALITY TO
ELEVATE THE *IN-STORE
EXPERIENCE*



THE **GROWTH** IS
UNDENIABLE

KALEIDOSCOPE