

Cosmoprof North America delivers 17th edition of annual July trade show with total immersion into beauty universe and unparalleled business network opportunities

Las Vegas, Nevada (August 1, 2019) Cosmoprof North America (CPNA), the largest B2B beauty exhibition in the Americas, hosted its 17th edition from July 28-30, 2019 at the Mandalay Bay Convention Center in Las Vegas. The exhibition welcomed retailers, distributors, beauty brands, and suppliers, from across the globe, offering unique opportunities to come together, make new relationships, foster collaborations, and get inspired, truly bringing the world of beauty under one roof. Participants fully immersed themselves in all things beauty and walked away with unparalleled business building tools and network connections over the course of the three-day event.

Held annually in Las Vegas, over 40,000 visitors engaged with 1,435 exhibitors representing 43 countries, and were able to see and experience new programs, special areas, conferences, and networking opportunities. The show floor space covered 312,638 sqf (29,045 sqm) of space (up 3% from 2018).

CPNA showcased all facets of the beauty industry, presented across three main sections, two of which were dedicated to Cosmetics & Personal Care, with growth in the skin care sector, and Professional Beauty. Within these larger show sections were specially curated areas that featured the most comprehensive array of cosmetics and personal care products from around the world dedicated to retail, multicultural beauty, and green beauty. Country Pavilions from eight different countries also had a prominent presence on the show floor and featured beauty brands that displayed authentic elements, strong heritage, and innovation from their countries in the beauty industry. The special show floor areas included Discover Beauty, Discover Beauty Spotlights, Discover Green, The Beauty Vanities, and Tones of Beauty.

For the first time, CPNA introduced **Cosmopack North America**, the third section acting as a "show-within-a-show" and dedicated to the entire supply chain of the cosmetics industry: contract manufacturing and private label, machinery, primary, and secondary packaging, applicators, ingredients, and raw materials. The launch of Cosmopack was accompanied by initiatives including the special curated area Discover Pack for some brand-new exhibitors, dedicated Buyer Program (featuring R&D, brand executives, and product development), packaging-related conferences, and the Factory, an activation that recreated the entire manufacturing process of a cosmetic product live, thanks to the participation of a selection of Cosmopack exhibitors. In its first edition at CPNA, Factory produced the Pure Factory clean beauty face highlighter.

To continue its mission of providing unparalleled opportunities for exhibitors and attendees alike, one of the top priorities of the 17th edition was the **Buyer Program**, with additional investments geared toward attracting more prolific and globally inclusive buyers including Alibaba, Blue Mercury, Cos Bar, CVS Health, Macy's, and Space NK. The program connected exhibitors with top buyers consisting of retailers, international buyers, and professional beauty distributors from across the globe.

CPNA also featured robust conferences and diverse topics for the industry's elite movers and shakers. With more than twenty-five seminars and workshops, highlights of this year's **CosmoTalks** included 'The Right Channel' panel hosted by WWD, 'The Beauty of Sustainability' hosted by American market research company, The NPD Group, 'CBD & Beauty: The Next 5 Years' hosted by *Global Cosmetics Industry* magazine, 'Leveraging Facebook & Instagram to Grow Your Brand' hosted by Cosmetic Executive Women, and 'FIT Capstone Research: The New Era of Beauty And Technology' hosted by Stephan Kanlian. Additional speakers included top executives from L'Oréal, Google, Clinique, Facebook, YouTube, Neiman Marcus, and Shiseido among others.

CosmoTrends, new this year, was written by international trend agency BEAUTYSTREAMS, the global beauty industry reference, and featured an annual post-show report on beauty trends, spotlighting the most innovative products from CPNA exhibitors. This exclusive look at everything cutting edge in the cosmetics industry examined the societal and market movements that impact beauty categories and was showcased as an installation during the show and presented at CosmoTalks. Exhibitors and attendees were also able to connect with leading national and international trend and marketing intelligence agencies in the new **Trends Corner**, where they learned about everything from identifying market trends to making smarter business decisions, and more effective strategic development. The following trend and marketing intelligence agencies were represented: Euromonitor International, Kline & Company, The Benchmarking Company, The NPD Group, and WGSN.

Also new this year were the **Cosmoprof & Cosmopack North America Awards**. All participating companies that exhibited at CPNA had the opportunity to present their most innovative products, their most relevant technologies, and their best in beauty formulations and packaging designs to brand executives, retailers, and press. The Cosmoprof North America Awards celebrated the most outstanding finished products while the Cosmopack North America Awards recognized the best in beauty formulation and packaging design. The 'Awards' winners were selected by a jury and announced across ten categories during a ceremony at the show. The winners of the Cosmoprof Awards can be found [here](#) and of the Cosmopack Awards [here](#).

Boutique, a one-of-a-kind beauty sampling bar, featured products from exhibiting companies and provided visitors the opportunity to curate their own customized beauty bag, created in collaboration with HCT Packaging, that they could take home. All donations collected on behalf of this initiative benefited *Look Good Feel Better*, a charitable foundation dedicated to improving the quality of life and self-esteem for people undergoing cancer treatment.

Other highlights at the show included YouCam Makeup unveiling their new AI smart beauty technology and Alibaba Group/ Tmall Global exhibiting at the show for the first time.

The 18th edition of Cosmoprof North America will be held June 30-July 2, 2020.

For more information, please visit the website www.cosmoprofnorthamerica.com or contact Sarah Gargano at sarah@sarahgargano.com.

ABOUT COSMOPROF NORTH AMERICA

Cosmoprof North America (CPNA) is the largest and most awarded B2B beauty trade show in North America and the single most important networking opportunity in the US for all sectors of the global beauty industry. CPNA hosts an annual trade show that encompasses all sectors of the beauty industry under one roof. This year, CPNA will launch Cosmopack North America, the only event in North America encompassing the entire beauty supply chain: contract & private label manufacturing, primary packaging, secondary packaging, applicators, raw materials & ingredients, equipment and machinery and services for the cosmetic industry. CPNA is recognized as the premier launching pad for new beauty brands and introduces revolutionary technologies, product innovations and new channels for distribution, packaging and manufacturing. CPNA is one of the destinations of the Cosmoprof network, today a 360° worldwide platform for the international beauty community, with shows in Bologna, Hong Kong and Mumbai, which all together involve over 370,000 professionals and 7,000 exhibitors from all over the world. For more information, please visit cosmoprofnorthamerica.com.

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