

**Cosmopack North America presents first Factory activation  
showcasing the production steps of  
The Pure Factory's 100% clean beauty highlighter**

**CPNA trade show: July 28-30, 2019**

**New York, New York (June 24, 2019)** Cosmoprof North America (CPNA), the largest B2B beauty exposition in the Americas, is pleased to present the **Factory** during Cosmopack North America at this year's show from July 28-30, 2019. Cosmopack is an exhibition within CPNA dedicated to contract manufacturing and private label, machinery, primary and secondary packaging, applicators, ingredients and raw materials. With the Factory, Cosmopack is the only trade show that recreates 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, the Factory will be producing The Pure Factory face highlighter.

Featuring the best of technological innovation in the supply chain, The Pure Factory will showcase all of the production steps to produce the facial highlighter, a weightless pressed powder that will give attendees' complexion a delicate, smooth and sophisticated glow. Its creamy and blendable texture is perfect to draw the light on face and body, creating the perception of depth and angles. A soft veil which reflects the light amplify the natural radiance of your skin.

The highlighter is made up of a clean formula, free of toxic ingredients, making it safer for you and the environment. Moreover, the formula has been created without using any animal-derived ingredients and contains a high percentage of vegetal derived raw materials. To eliminate waste, the highlighter will be packaged in a timeless, personal, and refillable compact. This product is designed by international brand intelligence, design, and architecture firm, centdegrés. The Pure Factory's participating companies include formula by *Ancorotti*, primary packaging by *Toly*, brushes and pouches by *Pennelli Faro*, machinery by *Co.Pack*, and ribbon by *Nastritex*.

The Factory activation will also feature international make-up artist Celeste Duquesne, who will perform makeovers on guests Sunday, July 28<sup>th</sup> and Monday, July 29<sup>th</sup> and use make-up and tools from participating Cosmopack and Cosmoprof exhibitors.

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### **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. For more information, please visit [cosmoprofnorthamerica.com](http://cosmoprofnorthamerica.com)

### **ABOUT COSMOPACK NORTH AMERICA**

In 2019, the 17th edition of Cosmoprof North America will draw attention to the cosmetics supply chain with the debut of Cosmopack North America, mirroring Cosmopack, held in Bologna, Italy, alongside Cosmoprof Worldwide. Cosmopack North America will host companies representing the entire cosmetics supply chain: raw materials and ingredients, contract manufacturing and private label, machinery and equipment providers, packaging companies and service suppliers.

Organizer - North American Beauty Events LLC.



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