

## **Cosmoprof North America Hosts ‘Sneak-Peek’ Press Event to Preview What’s to Come at Their July Trade Show!**

**New York, New York (May 15, 2019)** – Cosmoprof North America (CPNA), the largest B2B beauty exhibition in the Americas, hosted a ‘Sneak-Peek’ press event on May 14<sup>th</sup> at The Italian Trade Commission in New York City to preview what’s to come at the CPNA annual trade show in Las Vegas this July.

Editors had the chance to discover the newest beauty trends and products directly from CPNA exhibitors across the globe who were present to highlight the best of their beauty companies. The exhibiting companies represented all of CPNA’s main sections: Cosmetics & Personal Care, Professional Beauty, and Cosmopack (the ‘show-within-a-show’ dedicated for the entire beauty supply chain). Participating companies included 18.21 Man Made (USA), Ancorotti Cosmetics (Italy), Ao Skincare (USA), BondiChic (Australia), D’Alchémy (Poland), DrGL (Singapore), ECooking (Denmark), Intertrade (USA), Fiabila (France), Formawell Beauty x Kendall Jenner (USA), Fusion Naturals (USA), HCT Group (USA), L’Alga Ocean Technology (The Netherlands), La Luer (USA), Miracle 9 (USA), O’o Hawaii (USA), Pennelli Faro (Italy), and Veriphy Skincare (USA).

Introductions presented at the event included a new collection of hair styling products made in the United States with breakthrough technology that combines fashion into beauty, ‘clean beauty’ skincare range from Australia with non-toxic chemicals for women who are looking for a skincare range with no compromise to ingredients or quality, all plant-based formulas from East Asia that nourish your body from the inside out, anti-aging beauty products from Poland that reflect two factors: the skin’s health and a balanced approach to life, a skincare collection from Singapore that infuses science into skincare from medical expertise, new high-performance trio of products powered by nature, backed by science and created in Canada, and Italian-made, eco-friendly, and sustainable cosmetic brushes.

The event welcomed leading North American trade and consumer press editors who received one-on-one product demonstrations and learned about inspirations and new collections directly from company representatives. CPNA had representation of international companies many of which made their USA debut.

CPNA will host its 17<sup>th</sup> edition July 28<sup>th</sup>-30<sup>th</sup> at the Mandalay Bay Convention Center in Las Vegas. The award-winning event offers retailers, distributors, beauty brands and suppliers the unique opportunity to come together, make new relationships, foster collaborations, and get inspired. 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.

**Please visit [cosmoprofnorthamerica.com](http://cosmoprofnorthamerica.com) to register and purchase your ticket.**

For more information, please contact Sarah Gargano at [sarah@sarahgargano.com](mailto: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. For more information, please visit [cosmoprofnorthamerica.com](http://cosmoprofnorthamerica.com).

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