

COSMOPROF WORLDWIDE BOLOGNA 2020 CELEBRATES THE BEAUTY BEST-SELLERS OF TOMORROW WITH COSMOPROF & COSMOPACK AWARDS

February 10, 2020 - The appointment with **Cosmoprof Worldwide Bologna 2020** is approaching, and expectations are growing to find out which will be the most innovative proposals among the 3,000 exhibitors at the event, celebrated with the **Cosmoprof & Cosmopack Awards**.

Thanks to the credibility and recognition obtained with its international editions at the events of the Cosmoprof platform, the Awards are the only contest involving all sectors of the cosmetic industry, offering a first preview of new technologies and innovations for the industry.

By **February 14**, 2020 exhibitors will have the opportunity to present their products and services.

Cosmoprof Awards celebrate the best proposals for finished products, according to 5 categories:

- **SKIN SAVIORS:** the most inclusive and performing skincare products for a healthy skin look
- **NEW KID:** beauty devices, furniture and products for Beauty Salon & Spa
- **MAKE-UP AND NAIL GAME-CHANGER OF THE YEAR:** the brand-new make-up proposals to be seen on fashion catwalks
- **HAIR INDUSTRY BREAKTHROUGH:** the best accessories, hair care and styling products
- **NATURAL MIRACLES:** an award to companies investing in research and development for sustainable collections.

The latest technologies and innovations are the main spotlight for **Cosmopack Awards**, according to 5 categories:

- **THE MAKE-UP FORMULA TRANSFORMER:** highly performing formulation for make-up for eyes, lips, face and body.
- **THE FOUNTAIN OF YOUTH: THE AGELESS SKINCARE FORMULA:** new skincare formulas with anti-aging and anti-pollution effects
- **LUMINARY MAKE-UP PACKAGING:** new packaging solutions for make-up products
- **DESIGNER'S DELIGHT IN PACKAGING:** the new proposals for skincare packaging
- **CHAMPION OF SUSTAINABILITY:** solutions for the beauty industry, characterized by natural ingredients and sustainable processes.

From 14 to 28 February, 60 key figures - industry experts, Key Opinion Leaders, brand managers, media and influencers - will be invited to express their preferences, led by a chairman partner for each category: centdegrés, Mintel, Beautystreams, Quantis, and Cidesco Italia.

The finalists will be announced on March 2, and among them the jury will have to choose the best products and services of the 2020 edition.

The winners will be announced on Friday 13 March at 5.00 pm.

On this occasion, the **Life Achievement Award** will also be presented. Every year the award celebrates an eminent personality of the sector, who during his/her career has played a key role in the development of the industry.

For the 2020 edition, the award will be given to **Dario Ferrari**, founder and president of Intercos Group, a group that currently has 15 production sites in three continents, serving over 450 customers and brands with 5,611 employees and a turnover at the end of 2018 of 691.6 million euros. Dario Ferrari is one of the key figures in the cosmetic industry, an example of the genius and excellence of Made in Italy entrepreneurship.

For further information, www.cosmoprof.com

BolognaFiere Cosmoprof, company of BolognaFiere group, has brought the Cosmoprof format to the whole world. In addition to the Cosmoprof brand events in Bologna, Las Vegas, Mumbai, and Hong Kong (with **Cosmoprof Worldwide Bologna**, **Cosmoprof North America**, **Cosmoprof India**, and **Cosmoprof Asia**), the group has recently announced the first edition of **Cosmoprof CBE ASEAN**, to debut in 2020 in Bangkok, Thailand, with a focus on the cosmetic industry of South-East Asia. In 2020, **South China Beauty Expo** will also debut, focusing on the professional sector in China.

BolognaFiere Cosmoprof participates as an international sales agent in the organization of events dedicated to the beauty world in strategic markets for the growth of the sector, with a specific focus in South America and Asia. Among them, Cosmoprof collaborates with **Beauty Fair - Feira International de Beleza Profissional** in São Paulo, Brazil, dedicated to professional operators and local distributors in the hair sector. New projects are being scheduled for the upcoming months with particular attention to emerging markets.

For more information, visit www.cosmoprof.com