

COSMOFACTORY – FROM IDEAS TO INNOVATION: THE COSMOPROF PODCAST CELEBRATES 12 MONTHS OF INSPIRING INTERVIEWS

This month, *CosmoFactory – from ideas to innovation*, the weekly podcast produced by Cosmoprof Worldwide Bologna and hosted by beauty industry expert Deanna Utroske, turns 1 year old.

Voices from Across the Industry and Straight from the Show Floor

CosmoFactory – from ideas to innovation launched on June 6, 2024. And in the first 12 months, 55 episodes have been released, featuring guests from global brands including L'Oréal, Revlon, Shiseido's Gallinée Microbiome Skincare, Anastasia Beverly Hills, and goop; from change-making indie brands such as Nopalera, Small Wonder, and Beauty Kitchen; from industry leading manufacturers like Ancorotti Cosmetics, Intercos Group, Colep, Martha Tilaar Group, and O-PAC; from packaging supplier Aptar and brush producer Anisa International; from fragrance makers including Arabian Oud, Scentmate by dsm-firmenich, and BellaVita; from ingredient innovators such as P2 Science, Organic Bioactives, Avant, and Cambrium; from beauty tech leaders, sustainability experts, trend forecasting firms, and more.

Cosmoprof Worldwide Bologna has for over 50 years been the only tradeshow dedicated to all sectors of the cosmetics, personal care, and fragrance industry and is now the only beauty industry tradeshow to host a weekly podcast that keeps our global industry informed, inspired, and connected throughout the entire year.

CosmoFactory – from ideas to innovation is a dynamic part of the prestigious tradeshow. The first episodes were recorded live in the *CosmoFactory* recording booth at Cosmopack 2024; and again this year, Utroske interviewed nearly 10 industry experts live on the Cosmopack show floor. Cosmopack, the supply-side tradeshow co-located with Cosmoprof Worldwide Bologna, is where attendees discover the best and latest in formulation, contract and private label manufacturing, packaging, ingredients, raw materials, fragrance inputs and fragrance houses, as well as the most comprehensive showcase of beauty industry manufacturing and packaging machinery.

“Cosmopack exhibitors and delegates drive the industry forward,” says, Antonia Benvegnù, Head of Sales Cosmopack at BolognaFiere Cosmoprof. “Cosmopack is the place where ideas turn into reality, the cradle of innovation and creativity in beauty. If you are looking for what's next in the cosmetics industry, Cosmopack is the place to be”. And she describes “the *CosmoFactory – from ideas to innovation* podcast [as] a platform where our community, including pros who haven't yet been to the show, can engage and stay informed, discover the latest technologies and avant-garde solutions, and get inspired by engaging experiences –no matter where they are.”

Connection and Inspiration from Around the World

The team at Cosmoprof Worldwide Bologna developed *CosmoFactory* (in partnership with Utroske) as an opportunity for the industry to stay connected all year round, coming together to hear thought-provoking conversations and discover how ideas become beauty industry – changing innovations.

Listeners have downloaded *CosmoFactory – from ideas to innovation* from more than 100 countries around the world. While guests represent companies based in North and South America, Asia, Oceania, the Middle East, Africa, and in countries all across Europe.

CosmoFactory guests are industry experts, leaders, and executives from a wide spectrum of roles, such as New Product Development, Package Engineering, Brands Distribution, R&D, Formulation Chemist, Perfumer, Fragrance Developer, Chief Innovation Officer, Sustainable Innovation Lead, as well as over 15 CEO's to date. Many voices featured in year one had never been heard on a podcast before, a fact that underscores the originality of *CosmoFactory* content.

CosmoFactory podcast interviews have explored topics spanning Packaging, Manufacturing & Formulation Innovation; Sustainability & Circularity; AI & Beauty Tech; Brand Development, NPD, and R&D; Business Strategy & Trend Intelligence; and Fragrance & Ingredients.

"I would like to think that my work, over the years and here hosting the *CosmoFactory* podcast, creates space for more peoples' voices, for a richer dialogue, for a fuller, more informative, more transparent, more inclusive conversation in our industry," says *CosmoFactory* Host Deanna Utroske, adding, "It has been my honor to learn from each and every one of our guests; I'm proud of the library of episodes we've created; and I am very much looking forward to another year of wonderful interviews."

***CosmoFactory* Podcast Conversations Continue**

As the podcast moves into a second year, *CosmoFactory – from ideas to innovation* is making space for more voices. New episodes include an interview with Kalindi Mehta about augmented intelligence (AI) and consumer insights. Kalindi is the Global Vice President of Consumer Foresight & Predictive Analytics at The Estée Lauder Companies; and she is so genuinely enthusiastic about her work.

Utroske will also be speaking with the very creative Anna Blasco Salvat of Germany-based ARTDECO Cosmetics about brand artistry, neuromarketing, and so much more.

And there's an episode with both Perfumer Arnaud Winter and Fragrance Chemist Pedro da Costa from the US-based fragrance house Cosmo International. This interview will focus on the growing demand for water-based fragrance and how companies like Cosmo International have developed new fragrance-carrier technologies to accommodate shifting industry priorities.

And many more great episodes are coming in the months ahead. A new episode of the weekly *CosmoFactory – from ideas to innovation* podcast is available every Tuesday on Apple Podcasts, Spotify, and wherever you listen to podcasts.

For more information, <https://www.cosmoprof.com/en/events/special-projects/cosmofactory/>