

**COSMOTALKS 2019 BY
COSMOPROF WORLDWIDE
BOLOGNA PRESENTS THE
LATEST TRENDS AND
INNOVATIVE SOLUTIONS FOR
THE BEAUTY INDUSTRY**

Bologna, December 2018 - **Cosmoprof Worldwide Bologna 2019**, the leading international B2B event for the cosmetics industry, presents an exclusive preview of the latest trends, innovative solutions and technologies for the sector, providing all beauty professionals with an overview of how the industry is evolving in the future.

For its third edition, **CosmoTalks** will present research, new products, consumer trends and digital tools, which experts in the sector, opinion leaders, trend agencies and leading international companies have identified as the basis for the evolution of the sector.

With **CosmoTalks**, Cosmoprof promotes the interaction between exhibitors, professionals, trendsetters and market analysts to encourage the development of products and services matching the needs of consumers worldwide.

More than 30 sessions will take place, with participation from **150 international speakers**. **Two stages will host the panel discussions**, both of which will be located in the Service Center Area, the core of Bologna fair district. At Stage 1, each panel will last up to 45 minutes, providing focused updates on new products, trends, design and technologies. At Stage 2, speakers will have 90 minutes to analyze social and digital communication processes, start-ups and key issues for specific beauty segments. Thanks to the strategic location of the stages, more than 5,000 attendees are expected to take part in the talks.

CosmoTalks will provide further value to Cosmoprof Bologna 2019 in **March, Thursday 14, Friday 15 and Saturday 16**.

THURSDAY 14 MARCH 2019

Sustainability now & next

Stage 1, 10.45 – 11.30

In collaboration with: WGSN

Sustainability and transparency are a must-have for the beauty world. WGSN will analyze the impact of the concept of green cosmetics from both the consumers' point of view and that of cosmetic companies.

Impact & Beauty

Stage 2, 11.15 – 12.45

In collaboration with: Sparknews

Analysis of the results of the "Impact for Beauty" research organized by Cosmoprof and Sparknews to identify the most innovative sustainable projects among 2019 Cosmoprof exhibitors.

The Future of Cosmetic Ingredients – 2019 and beyond

Stage 1, 12.00 – 12.45

In collaboration with: Business Sweden

Consumers are increasingly attentive to the sustainability of raw materials for cosmetic products. This panel will analyze the most suitable ingredients available today for the industry.

Beauty's Digital Era: the power of social media & influencer marketing today

Stage 2, 13.30 – 15.00

In collaboration with: Launchmetrics

In the last 10 years, the cosmetic industry, as well as fashion and luxury, has experienced a radical revolution due to the increase in digital technology. This panel will analyze the challenges and opportunities for the future of the beauty industry.

The Cosmoprof Trends Report: Bologna 2019

Stage 1, 14.30 – 15.15

In collaboration with: Beautystreams

Beautystreams will present their final report of products at Cosmoprof Worldwide Bologna 2019 with the greatest impact on the market.

E x Beauty

Stage 2, 15.30 – 17.00

In collaboration with: Wired

E-commerce is becoming an ever-growing sales channel for the beauty sector. This panel will present its evolution in recent years and the relationship with online brand awareness and social communication of cosmetic brands.

Smart Manufacturing and new technologies

Stage 1, 17.00 – 17.45

In collaboration with: CosmeticsDesign-europe.com

This panel will present S.M.A.R.T., the new Cosmopack area dedicated to solutions for the cosmetic industry of the future, with the most advanced applications of AI, big data and nanotechnologies.

FRIDAY 15 MARCH 2019

From Fashion to Beauty – What challenges lie ahead in order to maintain brand loyalty?

Stage 1, 10.30 – 11.15

In collaboration with: A+A Creative Emotion

There are more and more fashion brands presenting a beauty line, but what are the right strategies to maintain their brand identity? This panel will explain how to maintain your identity while transitioning from fashion to beauty.

Designing the new desirable style of sustainable beauty brands

Stage 1, 12.00 – 12.45

In collaboration with: centdegrés

Today, aesthetics and sustainability seem to be two distinct concepts. This panel will propose a discussion on how to make what is sustainable beautiful, to attract not only the most demanding consumers but also a larger demographic.

Environmental footprint: an opportunity for beauty companies

Stage 1, 13.15 – 14.00

In collaboration with: Cosmetics Italia – Personal Care Association

The speakers will highlight the importance of correct and effective marketing communication on the environmental benefits that Green cosmetics can offer consumers. The environmental footprint will be presented as an opportunity to enhance the awareness of cosmetic companies to the issues of sustainability.

Retail x Beauty

Stage 2, 13.30 – 15.00

In collaboration with: WWD

What is the future of retail? What are the characteristics of the distribution channel of the future and what are the new opportunities for companies? These are the topics that will be analyzed by WWD.

Commitment, new aspiration value for brands

Stage 1, 14.30 – 15.15

In collaboration with: Carlin Creative Trend Bureau

New digital media have increased consumer awareness of the consequences of their daily acts; even the purchase of a cosmetic product acquires an ethical and social meaning. Beauty companies are called to a greater ethical and social commitment to fulfill consumer needs.

How to be successful in the Spa industry

Stage 2, 15.30 – 17.00

In collaboration with: ISPA

This seminar will analyze the latest trends for the spa sector, consumer expectations, and what are the most requested products and services by luxury hotels, resorts, and day spas.

Chinese beauty brands going to the west for expansion or acquisitions

Stage 1, 15.45 – 16.30

In collaboration with: Creative Capital

In China, high-quality companies and brands are growing and many Chinese entrepreneurs are proceeding with the acquisitions of European brands in order to diversify their portfolio and increase business opportunities in the West. This talk will present some case studies.

SATURDAY 16 MARCH 2019

Beauty through the lens of holistic wellness

Stage 1, 10.45 – 11.30

In collaboration with: Euromonitor International

Among the most impactful trends for the beauty industry, holistic wellness is becoming a key focus for the development of new beauty product lines. Euromonitor International will analyze this trend and the effects on the market.

The future of Perfumery: evolution or revolution

Stage 1, 12.00 – 12.45

In collaboration with: International Perfume Foundation

The perfumery sector is undergoing important changes. Consumers pay more and more attention to ingredients, and they are looking for sustainable and customized fragrances. At the same time, the number of companies producing fragrances has increased exponentially. This talk will analyze how to adapt to consumers needs.

Bespoke beauty is set to be the biggest beauty trend of 2020

Stage 1, 13.15 – 14.00

In collaboration with: Mintel

Personalization is one of the macro-trends for the beauty sector and involves all the segments. During this talk, two different types of customization available to the professional channel will be presented: selling a customized product and working with a consultant who will suggest the product that best fits the specific needs of each customer.

Gentz: shaping the future of male beauty

Stage 1, 14.30 – 15.15

In collaboration with: Beautystreams

The concept of masculinity is evolving and new values are affecting beauty products for men. Among the most impactful trends is Radical Dandysm; Beautystreams will analyze its impact on skincare, hair, perfumery and colour industry proposals.

Next x Beauty

Stage 2, 15.30 – 17.00

In collaboration with: Founders Factory

New beauty platforms: from online booking services of beauty treatments to websites providing dental treatments to be carried out directly at home.

Greening of the cosmetics industry. Focusing on the distribution channels

Stage 2, 13.30– 15.00

In collaboration with: Ecovia Intelligence

Market experts will analyze new opportunities for natural and organic brands in various distribution channels.

Artketing for China: the art infusion effect for beauty brands equities

Stage 1, 15.45 – 16.30

In collaboration with: Somexing

Art is an important marketing element for the storytelling of a brand. The concept of "Artketing", **that will be analyzed during the talk, allows companies to communicate to their customers that they are not only a brand that sells beauty products, but also a provider of culture and craftsmanship.**

COSMOPROF WORLDWIDE BOLOGNA 2019

Over 250,000 professionals from all corners of the globe come to Bologna to discover cutting-edge technologies, innovative products, and eco-friendly proposals of the future. To facilitate

their visit, business opportunities and networking with over 2,800 exhibitors, Cosmoprof 2019 confirms the targeted opening dates and reinforces the distinction of each area according to product sectors, with a new and more functional layout of the halls. **From Thursday 14 to Sunday 17 March 2019, Cosmopack and Cosmo | Perfumery & Cosmetics** will open its doors for producers and specialists of the supply chain, finished product companies and buyers/retailers, with the latter focusing on the Perfumery and Cosmetics sector, Green & Organic Beauty and Cosmoprime, the area dedicated to high-end cosmetics. **From Friday 15 to Monday 18 March**, the show opens for the professional distribution channels of **Cosmo | Hair & Nail & Beauty Salon**, with the participation of salon owners and beauty centres, hair stylists, hairdressers, nail technicians and distributors specialized in these segments.

BolognaFiere Group has brought the Cosmoprof platform all over the world. In addition to Cosmoprof events in Bologna, Las Vegas, Mumbai, and Hong Kong (with Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia), the group acts as an international sales agent in organizing events dedicated to the beauty world in strategic markets for the growth of the sector: **Belleza y Salud** in Bogotá, **Colombia**, **BeautyExpo (Malaysia)**, **AseanBeauty (Thailand)**, **PhilBeauty (Philippines)**, and **VietBeauty (Vietnam)** in Southeast Asia and, beginning in September 2019, **Beauty Fair** in São Paulo, **Brazil**.

For further information, visit www.cosmoprof.com.