



COSMOPROF
NORTH AMERICA LAS VEGAS

JULY 2015
12TH - 14TH
LAS VEGAS
MANDALAY BAY
CONVENTION CENTER

Organizer - North American Beauty Events LLC.

the professional beauty association

Bologna Fiere

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COSMOPROF NORTH AMERICA INAUGURATES ITS 13TH EDITION

NEW YORK, NY (July 2015) – Cosmoprof North America (CPNA), the leading B2B beauty trade show, inaugurates its 13th edition, held July 12-14, 2015 at Mandalay Bay Convention Center in Las Vegas. This year's CPNA event expects **more than 27,000 attendees from 100 countries worldwide** and it hosts **1,070 exhibitors from 39 countries**, with a growing percentage of +6% compared to last year. **The international exhibiting companies are 356**, 35% of the total number, with a +5% respect to last edition. In addition to its renowned **show pavilions of 21,649 sqm** (+5% compared to 2014) and heavy schedule of industry-relevant conferences, CPNA presents multiple new programs on the forefront of innovation, as well as strategic partnerships with social media leaders that will increase awareness of the exhibiting brands among beauty's top online influencers.

This year's CPNA event has three show sections including *Cosmetics and Personal Care; Packaging, Contract Manufacturing, and Private Label; and Professional Beauty*. The *Cosmetics and Personal Care* section highlights finished products including skincare, hair care, nails, and tools for retail distribution. The *Packaging, Contract Manufacturing, and Private Label* section is dedicated solely to the suppliers serving the beauty industry production supply chain, from raw materials to machinery and formulation to packaging. Lastly, the *Professional Beauty* section is devoted to the salon and spa world and showcases professional products, accessories, implements, tools, equipment, furniture, and even attire.

In addition to the three main sections, the show contains several special areas: *Boutique, Country Pavilions, Discover Beauty, Discover Beauty Spotlights, Emerging Beauty, Interactive Experience* – a multisensorial area, *Interactive Technology* as well as three new areas: *International Business Forum and Exhibition- Focus on the Beauty Supply Chain, Discover Scent, and Tones of Beauty*. The 2015 Country Pavilions include Australia, Brazil, China/Taiwan, Ecuador, Italy, Pakistan, Peru, South Korea and Spain.

The *International Business Forum & Exhibition (IBF&E) – Focus on the Beauty Supply Chain* is a business platform unveiled at this year's event created specifically for companies specialized in packaging, machinery, OEM and raw materials, which will have the opportunity to present to beauty professionals innovative technologies and new projects.

Discover Scent, is a new-curated area dedicated to artisanal niche fragrances housed in one of the main areas of the show. The debut of this area marks an opportunity for the world of high end perfumery to connect with international distributors, thousands of emerging brands and possible new avenues of distribution deals like high end salon and spas. The twelve selected brands were picked with the help, insight and expertise of *Sniffapalooza* founder Mr. Karen Dubin.

Tones of Beauty marks its debut as a premium showcase featuring an upscale array of products geared to the polyethnic consumers. The high-end presentation will elevate the appeal of the eleven beautiful brands culled and identified by the creator of the platform *love, Aunt Bonnie* Mr. Corey Huggins.

CPNA has scheduled twelve conferences throughout the 3-day event ranging in topic from entrepreneurship and engaging investors to marketing and social media communication. The conferences are held and organized with the support of industry publications – *Beauty Packaging, Beauty Store Business Magazine, Cosmetic Design, WWD*; industry associations and organizations – *CEW, FIT, ICMAD* and *PBA*. Guest speakers include Anastasia Soare, CEO *Anastasia Beverly Hills*; Nonie Crème, Creator, *Butter London*; Mike Indursky, CEO, *Bliss Cosmetics*; Corey Moran, Director of U.S. Marketing, *Marc Jacobs Coty*; Thomas A. Reedman, Global Marketing Director, *Kiehl's*; and many more including a handful of leading digital beauty influencers.



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Also new to this year's CPNA / PBA Beauty Week event is *Beauty Pitch*, in partnership with The Professional Beauty Association (PBA), the industry's largest nonprofit organization of salon professionals. A first of its kind, the *Beauty Pitch* offers five up-and-coming and established companies the unique opportunity to present their company and products to a panel of top sharks: renowned entrepreneurs Mark Cuban and John Paul DeJoria. Several top private equity groups – *TSG Consumer*, *North Castle* and *CircleUp* – had the opportunity to assess *all Beauty Pitch* applicants for possible fit for investment beyond the competition. One winner will receive a one-year mentorship from Mark Cuban while one could receive possible funding from a reputable private equity firm. PBA's Business Forum and BEAUTY PITCH competition is scheduled for Sunday July 12, 2015, at the Mandalay Bay Convention Center; tickets for Beauty Pitch can be purchased separately and are available at www.beautypitch.com.

"Cosmoprof North America is a celebration of beauty that provides key executives from around the world with the opportunity to discover new partnerships for growth and innovative solutions for evolving brands," said Daniela Ciocan, CPNA Marketing Director. "This year's unique exhibitors and debut programs, coupled with the high caliber of our attendees, guarantees yet another successful event that will exceed expectations."

For more information on the show and a complete list of exhibitors, please visit www.cosmoprofnorthamerica.com. Event information and exhibitor updates are also posted on Facebook, Twitter and Instagram (@COSMOPROFNA).

ABOUT COSMOPROF NORTH AMERICA

Cosmoprof North America (CPNA) is the award winning premier international B2B beauty trade show covering all facets of the industry under one roof. With close to 1,000 exhibiting companies from 35+ countries and over 27,000 attendees from 100 countries worldwide, CPNA is the largest event of its kind in the Americas. The next edition will be held Sunday July 12th to Tuesday July 14th, 2015 at Mandalay Bay Convention Center in Las Vegas, NV. For more information, please visit www.cosmoprofnorthamerica.com. Event information and exhibitor updates are also posted on Facebook, Twitter and Instagram (@COSMOPROFNA).

Organizer: Cosmoprof North America is organized by North American BeautyEvents LLC, a joint-venture company between BolognaFiere Group and the Professional Beauty Association.

BolognaFiere Group, the world's leading trade show organizer in the cosmetics, fashion, architecture, building, art and culture sectors, features in its portfolio more than 80 exhibitions, both domestic and international. BolognaFiere Cosmoprof S.p.a., a company of BolognaFiere Group, is the organizer of Cosmoprof, an international platform, with events in Bologna (established 1967), Hong Kong (established 1996) and Las Vegas (established 2003).

The Professional Beauty Association (PBA) advances the professional beauty industry by providing our members with education, charitable outreach, government advocacy, events and more. PBA is the largest organization of industry professionals with members representing salons and spas, distributors, manufacturers, and beauty professionals/NCA. Visit probeauty.org or call 800.468.2274 (480.281.0424) to learn more.

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