



**COSMOPROF**  
NORTH AMERICA LAS VEGAS

**JULY 2016**  
**24TH - 26TH**  
**LAS VEGAS**

MANDALAY BAY  
CONVENTION CENTER  
[www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

Organiser - North American Beauty Events LLC



## COSMOPROF NORTH AMERICA PRODUCES RECORD BREAKING NUMBERS AT THEIR 14<sup>TH</sup> ANNUAL SHOW WITH NEW PROJECTS AND PROGRAMS SUPPORTING BEAUTY

*With unique forward thinking programs and strategic partnerships with key influencers this award winning event debuts the most innovative trends to the beauty industry*

**LAS VEGAS, NV (JULY 27, 2016)** – Cosmoprof North America (CPNA), the only all-encompassing, award winning, business-to-business beauty event in North America and the ultimate meeting point for beauty professionals is proud to announce they have done it again by producing record breaking exhibitor attendance and ticket sales. Held, annually at Mandalay Bay Convention Center in Las Vegas, 33,750 attendees (12.5% increase to 2015) engaged with record breaking 1,154 exhibitors representing 38 countries (12% increase from 2015) and were able to see and experience new sections like Discover Green and Glamour Me along with show favorites, Discover Beauty, Tones of Beauty and Discover Scent. The show floor space covered 280,991 sqf (26,105 sqm) of space with an increase of 10% compared to the previous year.

This year was also about igniting the power of some of most influential beauty influencers in the business and giving the exhibitors a chance to be covered on their social media channels. With over 23 million impressions and 400 posts these influencers which included ethnic, multi-cultural, television personalities, vloggers, and bloggers brought the show to a new level and really solidified its title of best in business.

**Below are some of the new and returning programs that took place at Cosmoprof North America 2016:**

### **Discover Green: Going Green**

*Discover Green* was a special area curated with the input from *Insiders Guide to Spa* and dedicated to eco-friendly, clean, organic and/or natural beauty products. Created to mimic the high-end, exclusive feel of Discover Beauty, Spotlights, Discover Scent, and Tones of Beauty, the decision to include a new “green” section came on the heels of increased consumer awareness of the environmental impact and ingredient safety from products purchased.

### **Glamour Me: Experiencing Beauty Innovation Live**

*Glamour Me* was a new beauty lounge that allowed attendees to experience participating exhibitor products first-hand and with close to 200 appointments booked it has exceeded expectations. Attendees were able to select to have their hair, nails, skin or makeup show ready with quick 30 minutes services provided by select exhibitors.

### **Tones of Beauty: Multi-cultural Beauty**

Also returning for the second year is the highly successful *Tones of Beauty*, which showcased a select group of coveted and innovative multicultural brands across every major sector: Skin, Hair and Color. To ensure successful program implementation and brand selection, CPNA repeated its collaboration with renowned global beauty media group love, Aunt Bonnie and added a dedicated educational conference to learn about market specifics.

### **Discover Beauty**

Presenting a line-up of start-up beauty brands, this high-end, curated section combined the best of both worlds: pre-arranged face-to-face meetings with key retail buyers such as Neiman Marcus, Lord & Taylor, Barneys New York, HSN



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and Kohl's as well as a traditional exhibition presentation where all attendees are invited to come and discover these brands. Additionally, this year we are pleased to announce Chaleur Beauty as the winner of the official Discover Beauty 2016 Award.

### **Discover Beauty Spotlights**

Spotlights was an exclusive initiative within the Discover Beauty program. This department store-like presentation serves as a showcase for companies that are big on creativity yet smaller in size but who are a prime fit for high-end retail stores, boutiques, salons and spas.

### **IBFE:**

Returning for the second year, International Business Forum & Exhibition (IBF&E) focused on the Beauty Supply Chain business platform for companies specialized in contract manufacturing, packaging, machinery, OEM and raw materials. The program benefited from key strategic placement on the show floor and a full package that includes buyer meetings.

### **TV Shopping Channel Auditions**

Making a return were the live auditions for major US TV shopping channels QVC, HSN and Evine Live whereby exhibitors were able to pitch products live to the merchants. New this year exhibitors were also able to audition with international TV shopping channels including The Shopping Channel (Canada), HSE (Germany), and GS Shop (Korea). Also new this year, CPNA created a new collaboration with EVINE Live, an omnichannel retail experience whereby the organizers provided the opportunity for key buyers from the network to meet with exhibitors inside a dedicated space on the show floor; select exhibitors will be featured in a dedicated inner segment featuring products discovered at CPNA 2016.

### **Boutique**

BOUTIQUE, buzzing with activity, was set up as a sampling bar showcasing deluxe premium-size samples from twenty exhibiting brands. For a donation of \$10, attendees chose seven samples out of twenty-featured products and this year CPNA raised over \$13,000 to be given to *Look Good, Feel Better*.

### **Discover Scent: The Smell of Success in the Air**

Scent was also in the air this year - literally. Air Aroma, a leading scent branding agency that designs custom fragrances for luxury brands around the world, returned again to scent main show areas through its patented diffusion technology but this year custom formulated a signature CPNA fragrance. An area on the show floor dedicated exclusively to fragrance, Discover Scent featured 13 niche fragrance brands curated with the assistance of *Sniffapalooza*

### **CPNA hosts PBA Beauty Week**

Cosmoprof North America not only celebrates the beauty industry but also entrepreneurship evidenced this year at the second annual *Beauty Pitch™* which was co-hosted by PBA on Saturday, July 23<sup>rd</sup>. This one-of-a-kind beauty competition showcased six innovative beauty companies, in two separate categories – Startup and Established. Over one thousand attendees gathered to watch these companies pitch their products to a panel of celebrity judges including John Paul DeJoria, Kevin Harrington, *ELLE* Beauty Director Emily Dougherty; Executive Editor at *InStyle Digital Innovation* of *Time Inc.* Deanne Kaczerski, and Mark Spinks, President of BSG CosmoProf and Armstrong



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McCall, Sally Beauty Holdings. The winners of this esteemed event include: Sunlights Balayage, Inc., P3 Pure both recipients of cash prizes, and O.R.G Skincare chosen by the merchants of BSG to gain distribution into all 1,200 nationwide stores and online. Additionally, all semi-finalists received an invitation to be featured in an online exclusive boutique on Amazon Launchpad. The 2016 North American Hairstyling Award (NAHA) winners were recognized during a star-studded awards ceremony on July 24, 2016 at Mandalay Bay Resort & Casino in Las Vegas. Held during PBA Beauty Week, North America's largest, most inclusive beauty event, NAHA was hosted by Alan Cumming, Tony award winning actor, author and activist. This year's Hairstylist of the Year, was presented to Matt Swinney of Evolution in Minneapolis, MI. This is Swinney's first NAHA Hairstylist of the Year honor. The event drew more than 3,000 attendees, while thousands tuned in to watch PBA's live streaming broadcast online at Nahalive.com.

Cosmoprof North America will return to Mandalay Bay Convention Center July 9th to 11th, 2017. Stay tuned to [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com) for information and updates. For photos from this year's event, please visit the photo gallery on [http://cosmoprofnorthamerica.com/news\\_press/PhotoGallery.aspx](http://cosmoprofnorthamerica.com/news_press/PhotoGallery.aspx)

For more information on the show please visit [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com). Event information and exhibitor updates are also posted on Facebook, Twitter and Instagram (@COSMOPROFNA | COSMOPROFLV).

#### **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.

**Organizer:** Cosmoprof North America is organized by North American Beauty Events 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). Please visit [bolognafiere.com](http://bolognafiere.com).

The Professional Beauty Association (PBA) advances the professional beauty industry by providing 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](http://probeauty.org) or call [800.468.2274](tel:800.468.2274) ([480.281.0424](tel:480.281.0424)) to learn more. [probeauty.org](http://probeauty.org)

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