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COSMOPROF
A NEW WORLD FOR BEAUTY

THE COSMETIC INDUSTRY IS READY TO FLOURISH AGAIN WITH THE EVENTS OF THE COSMOPROF NETWORK

The new Cosmoprof 2021 advertising campaign is a message of rebirth for the international beauty community

December 2020 – The cosmetics industry is ready to blossom again: this is the message that the **international Cosmoprof network** wants to give to launch the next appointments in 2021. The format of b2b events dedicated to the beauty sector, reference of **a community of over 600,000 operators and more than 10,000 companies from all over the world** presents "**Blooming Beauty**", the new advertising campaign created by the Italian agency Heads Collective.

In the foreground, the flowers: a symbol of purity, perfume, color, and harmonious diversity. They match with multi-ethnic faces, made even more fascinating by the lights and shots of the photographer Giulio Rustichelli, to express the different souls of the Cosmoprof network. Flowers are also a representation of the strength of nature and of a strong desire to restart as a reaction to the current difficulties.

Flowers and colors also characterize the **Cosmopack** campaign, the "fair within the fair" dedicated to the supply chain. In the launch images of Cosmopack Bologna, Cosmopack North America, and Cosmopack Asia, the protagonists are the industry's raw materials and tools, representing the innovation and the research that suppliers propose to develop new solutions for the market.

The new advertising campaign will promote the Cosmoprof network events - **Cosmoprof Worldwide Bologna, Cosmoprof Asia, Cosmoprof North America, Cosmoprof India, and Cosmoprof CBE Asean Bangkok** - in the primary international media (digital, trade and consumer press, billboards, TV).

Look at the backstage video of "Blooming Beauty": https://youtu.be/Hn_4ttj9s-s

For further information, please visit www.cosmoprof.com