

**HEALTH AND BEAUTY GROUP
PRESENTS ITS LATEST
INITIATIVES TO SUPPORT THE
BEAUTY & SPA SECTOR IN
EUROPE**

March 2021 – New digital initiatives and acquisitions of strategic publishing platforms will characterize the future strategy of **Health and Beauty**, the German publisher and events' organizer aimed at the professional aesthetics sector. Adapting to the restrictions that still limit trade and relations within the European Union, the group will rely on digital tools to promote the professional sector's excellence and strengthen the business.

"The postponement of all the events of the Beauty Forum platform last year, due to the international health emergency, did not stop our brand consolidation in Europe, which began in 2018 after the acquisition of the company by BolognaFiere Cosmoprof, - declared **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. - Today, thanks to our in-depth knowledge of the sector, we can propose new solutions to support professional beauty companies in line with operators' needs in each market."

The acquisition of the online portal **Balance Beauty Time** for beauty, health, and lifestyle, was recently completed to strengthen the group's publishing activity. "The portal perfectly integrates our portfolio, becoming a new, fundamental support for our companies, interested in the consumer target", declares **Roberto Valente, Managing Director of Health and Beauty**.

Balance Beauty Time is a b2C web magazine, which follows a customer-oriented multichannel marketing strategy. It ensures contact with a consolidated database of operators and users interested in the beauty universe for maximizing the brand awareness of advertising investors. In addition to articles and updates in the areas of Beauty & Personal Care, Health & Fitness, and Lifestyle, Balance Beauty Time also offers a series of podcasts: interviews with beauty professionals, doctors, therapists, and top coaches, as well as interesting information, advice and knowledge of first hand on the topic of health.

To complete the digital offer, Health and Beauty will organize **BEAUTY FORUM Xperience**, the digital event scheduled for **8 and 9 May** dedicated to the DACH region (Germany, Austria, Switzerland). BEAUTY FORUM Xperience will facilitate the virtual meeting among the professional aesthetics community by offering training and education, infotainment, innovative shopping experiences, and a complete overview of the latest product innovations. A rich calendar of contents and updates is also scheduled in the presence of the leading international experts in anti-aging, podiatry, aesthetic medicine. Special sessions will be dedicated to beauty trends in the region and live demos with the most exclusive news from the Beauty Forum network companies.

BEAUTY FORUM Xperience will allow exhibitors, buyers, distributors, and professional operators to reconnect business relationships and work on new projects while waiting to participate in physical Beauty Forum events in France, Germany, Greece, Italy, Poland, Czech Republic, Slovak Republic, Slovenia, Switzerland, and Hungary.

Health and Beauty Germany GmbH, based in Ettlingen (Germany), publishes specialized cross-media media with the BEAUTY FORUM brand, one of the most popular trade cosmetics magazines in Europe. The company has been part of the international network of Cosmoprof Worldwide Bologna since 2018, following the acquisition by BolognaFiere Group. Health and Beauty also organizes trade fairs in the main European markets: the BEAUTY FORUM appointments attract beauty institutes, spas and wellness facilities, nail care and reconstruction centers, foot care clinics, hairdressing salons, pharmacies, specialized retailers, and operators of the hotel industry.

The latest edition of **Cosmoprof Worldwide Bologna** was attended by 3,033 exhibitors from 70 countries and more than 260,000 visitors from 154 countries in Bologna. From Italy, the format was exported worldwide with the appointments of Cosmoprof Asia, Cosmoprof North America, Cosmoprof India, and Cosmoprof CBE Asean, at the first edition in Thailand in 2021. Since the first moments of the pandemic outbreak, the events that have supported the global cosmetics industry have further increased the Cosmoprof community, which today has over 600,000 operators and more than 10,000 companies all over the world.

For further information, please visit www.cosmoprof.com