

BOLOGNA, ITALY  
FAIR DISTRICT

10 - 13 MARCH 2022

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

11 - 14 MARCH 2022

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF WORLDWIDE  
BOLOGNA 2022:  
COSMO | HAIR & NAIL & BEAUTY  
SALON PRESENTS THE  
INITIATIVES FOR THE HAIR  
SECTOR

COSMOPROF  
WORLDWIDE BOLOGNA

December 2021 – From 11 to 14 March, Cosmoprof Worldwide Bologna will open its doors to the professional channel with **COSMO | HAIR & NAIL & BEAUTY SALON**. Companies specializing in hairdressing salons' products, accessories, and furnishings will showcase in halls 25, 31, 32, 33, 35, and 37. More than 650 companies have been confirmed to date.

For the 2022 edition, Cosmoprof Worldwide Bologna will host **On Hair** in Hall 37, the recently inaugurated new space of BolognaFiere. Sunday 13 and Monday 14, an arena with over 8,000 seats will host the most engaging hair shows of the artistic teams My Organics, Kemon, Hair Company, Medavita, Z.One, Alfaparf Milano, Vitality's - Paul Gehring, Alterego Italy, Xenon Group, Gamma Più - Josh La Monaca, Poker - Graham Hill.

In hall 35, **UNITED BARBERS SHOW** will bring the best companies in the barber sector to the stage, with training and demonstration performances. A contest will reward the most talented barbers.

At Cosmoprof Worldwide Bologna 2022, the stage dedicated to young talents, **HAIR RING**, celebrates 10 years! The event, organized with Camera Italiana dell'Acconciatura, will become "Selected" and acquire an increasingly professional value: only the best creatives will show the Cosmoprof public the creations inspired by the identified themes by NEXT FASHION SCHOOL, the famous fashion academy.

#### GREAT EXPECTATIONS FROM EXHIBITORS

Cosmoprof Worldwide Bologna is a much-awaited appointment by operators and companies. The return to the face-to-face event is a strategic moment for a sector that thrives on colour, texture, and creativity. "Cosmoprof has its own magic that can only be partially replaced by the virtual one", declares **Carlo Baiesi, CEO of Barex Italia**. "Barex Italia will participate as always, celebrating 53 years of presence at the fair and continuing to consider the event as the most strategically important event of the year worldwide. The fair is, and remains, essential for contacts and relationships: a unique opportunity to open new markets, to learn about the latest trends, but above all to present new projects."

"Our sector has suffered from the difficulties of the past months, and the market is also changing, but we are ready to project our work towards the future", underlines **Alessandro Lievore, CEO of MyOrganics**. "The last two years have taught us that digitalization certainly accelerates and simplifies some processes, but that face-to-face events are much more effective, especially for creating new synergies."

**Dimitri Markomichelakis, Marketing Director of OYSTER COSMETICS Spa**, has great expectations for Cosmoprof 2022. "At Cosmoprof 2022, we will continue to implement our development plans to promote our multi-channel and multi-brand identity based on innovation, internationalization, digitalization, training, and diversification."

**Mimmo La Serra, Hairstylist & Special Ambassador for Hair Ring Selected**, is waiting for Cosmoprof 2022 to start: "The most prominent appointment ever, COSMOPROF, gives each edition a charge of positive energy. In Bologna, news and comparison take shape."

For any further updates, please visit [www.cosmoprof.com](http://www.cosmoprof.com)