

BOLOGNA, ITALY
FAIR DISTRICT

28 APRIL – 1 MAY 2022

COSMOPACK

COSMO PERFUMERY &
COSMETICS

29 APRIL – 2 MAY 2022

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

COSMOPROF WORLDWIDE
BOLOGNA AND
BEAUTYSTREAMS PRESENT A
PREVIEW OF THE MOST
INNOVATIVE PRODUCTS OF
THE 2022 EDITION

March 31, 2022 – Innovation and creativity are the driving forces behind the evolution of the cosmetics industry, constantly able to adapt to market needs and propose new solutions and trends. **Cosmoprof Worldwide Bologna** and **BEAUTYSTREAMS**, a leading international trend agency, renew their collaboration to search for the most exciting proposals among those presented by the exhibitors of the 2022 edition as part of the **COSMOTRENDS** project.

FUTURE VIEW 2022-2027: FROM PRODUCT INNOVATION TO MARKET EVOLUTION

For the next edition, scheduled from 28 April to 2 May 2022 in Bologna, Cosmoprof confirms its role as a trendsetter for the cosmetics industry by exclusively presenting **CosmoTrends / Future View 2022-2027**. Curated by BEAUTYSTREAMS, the initiative, an absolute novelty for this edition, proposes a long-term approach, examining the most impactful trends for the future of the market and consumer habits over the next five years. From the analysis of the transformations in the field of biotechnology, politics, economics, design, art and the food industry, and social aggregation movements linked to issues such as sustainability and inclusiveness, BEAUTYSTREAMS will propose an immersive and emotional journey inside the Service Center, to offer new ideas to the operators attending the 53rd edition of Cosmoprof Worldwide Bologna.

COSMOTRENDS REPORT: A PREVIEW OF INDUSTRY TRENDS

Starting from the launches of the more than 2,700 exhibiting companies of Cosmoprof Worldwide Bologna, the experts of BEAUTYSTREAMS highlighted four trends, to date among the most impactful, presenting the most significant products in the first launch of the **CosmoTrends Report**.

The report, which will be enriched at the fair and relaunched in its final version at the end of Cosmoprof, is an indispensable tool for the press, buyers, trend scouts, and influencers searching for the most exclusive news.

After the difficulties of the past months, the cosmetics industry is restarting, stronger than before, despite a radically different scenario. The preview of CosmoTrends Report reveals the new awareness that has led the consumer to a new approach to beauty. More than just an aesthetic value, beauty can elevate our spirits, instil harmony in our lives and create well-being. The new formulations reassure. The water-conscious solutions make us feel in connection with the planet. Even the eyelashes can convey our desire to return to face everyday life with energy and joy.

The trends and products presented in the report are the synthesis of a careful analysis of the proposals sent by Cosmoprof exhibitors by BEAUTYSTREAMS: new ingredients, cutting-edge formulas, packaging with a revolutionary design that will rapidly change consumption habits. The result is an exclusive guide to interpret the evolution of the beauty market.

The trends identified and the CosmoTrends Report products will be the protagonists of a special installation, **Beauty Avenue**, located between the Service Center and Cosmoprime.

WWW.COSMOPROF.COM
Organized by
BolognaFiere
Cosmoprof S.p.A.

COMPANY OF
 Bologna
Fiere

IN PARTNERSHIP WITH
 COSMETICA ITALIA
the personal care association

WITH THE SUPPORT OF
 Ministry of Foreign Affairs
and International Cooperation

 ITA
ITALIAN TRADE AGENCY

BOLOGNA, ITALY
FAIR DISTRICT

28 APRIL – 1 MAY 2022

COSMOPACK

COSMO PERFUMERY &
COSMETICS

29 APRIL – 2 MAY 2022

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

STOP AGE ANXIETY: Challenging the Youth Dictate

The beauty industry plays a powerful role in shaping society's expectations and self-esteem. People of all ages suffer from age anxiety, and it is becoming a critical issue. We in the beauty industry can help by promoting a positive, healthy, and inclusive perspective towards aging. As part of a non-profit awareness campaign for the **Openstreams Foundation**, **BEAUTYSTREAMS** will launch the "Stop Age Anxiety" initiative. Discover more on this growing movement, including which brands take this positive approach to aging. As our population's life expectancy is extending, it is time to shed light on this vital topic.

NEW IN 2022 – COSMOTRENDS GUIDED TOUR

An exclusive, complimentary guided tour for the press, influencers, and buyers will be available in four sessions on April 28 and 29. **BEAUTYSTREAMS** experts will do a special guided trend walk from the Future View 2022-2027 Installation at the Service Center to the CosmoTrends Installation at the Beauty Avenue.

To book the guided tours and download the first part of CosmoTrends Report, visit <https://www.cosmoprof.com/en/events/special-projects/cosmotrends/>