



COSMOPROF
MARZO 2017
17-20
COSMOPACK 16-19
COSMOPRIME 16-19 
B O L O G N A
QUARTIERE FIERISTICO
WWW.COSMOPROF.COM
UN NUOVO MONDO PER LA BELLEZZA
BOLOGNA LAS VEGAS HONG KONG

BeOrganic! BEAUTY IS GREEN AT COSMOPROF WORLDWIDE BOLOGNA 2017

Cosmoprof Worldwide Bologna, the leading international hub focused on beauty trends and organized by Bologna Fiere Group, is celebrating from 17 to 20 March 2017 its 50th anniversary. For this occasion a special area will be presented for the first time, **BeOrganic**, completely dedicated to companies producing organic beauty products.

The area will enliven COSMOPRIME, the preview of Cosmoprof Worldwide Bologna 2017 which will host international retail companies from 16 to 19 March, in conjunction with Cosmopack.

Cosmoprof Worldwide Bologna, thanks to its 50 years history, confirms its role as reference meeting for trendscouting in the beauty sector, and the most important companies specialized in organic beauty exhibiting in **BeOrganic** will meet buyers and distributors at the International Buyer Lounge in COSMOPRIME, to facilitate new business opportunities.

In order to increase the "green" mood of Cosmoprof Worldwide Bologna 2017, all the exhibitors presenting certified organic beauty products will have the possibility to show the "BeOrganic" label. Professionals, buyers and distributors visiting the exhibition will recognize in a easier way the companies with a certification of their organic products.

"Green" beauty is a market which is growing constantly, since consumers pay more and more attention to health and sustainability. Organic products are made of ingredients coming from bio-agriculture and beekeeping, without pesticides and insecticides. Differing from natural products, which contain just ingredients without phthalates and parabens but without a specific certification, organic beauty products must respect the European Regulation 1223/2009, the USDA ORGANIC (US DEPARTMENT OF AGRICOLTURE) and the California Organic Products Act of 2003 (COPA 2003). The attention to purity and the high quality of organic products is helping the development of the "green" beauty market, with an annual growth of 1 billion dollars and a total value of 10 billion dollars, as confirmed by the most important societies for economic research.

The 2016 edition of Cosmoprof Worldwide Bologna has been characterized by record numbers, with more than **200,000 visitors**, **2,510 exhibitors** attended the show, **73% of them coming from abroad**, and **25 Country Pavilions** were present, confirming the international leadership of the exhibition.

Cosmoprof Worldwide Bologna plays the role of mediator between beauty companies and new markets, thanks to its international profile. The event can rely on the collaboration of the **Italian Ministry of Economic Development** and **ITA – Italian Trade Agency** for all its promotional activities abroad. Cosmoprof can count as well on the partnership with **Cosmetica Italia – Personal Care Association**.

Cosmoprof, organized by BolognaFiere Group, is present in Bologna, in Las Vegas with Cosmoprof North America and in Hong Kong with Cosmoprof Asia, and it involves a total of **6,400 exhibitors** and more than **350,000 visitors coming from more than 150 countries** in the world.

For further information, www.cosmoprof.com

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