

Cosmoprof Worldwide Bologna

50 shades of beauty

Seen and heard at the 50th edition of Cosmoprof Worldwide Bologna and Cosmopack, held from March 16-20

This year marked the 50th anniversary of the Cosmoprof Worldwide Bologna show. The event welcomed what the organizers called a record number of international attendees, with a 16% increase in foreign visitors compared with last year.

Overall, the show recorded more than 250,000 visitors from 150 countries and 2,677 exhibitors from 69 countries, around the same number as in 2016. This year, there were 29 country pavilions. For the first time, Argentina, Chile, Japan, Latvia and the United Arab Emirates were included.

This year saw the launch of a new area, Cosmoprime, a hall combining key features of the Cosmoprof show, including The Extraordinary Gallery, dedicated to niche and high-end brands; the international buyers lounge; Be Organic, devoted to organic beauty products, and Premium Perfumery showcasing masstige and prestige brands. The hall was also home to the Perfume Factory, a special event for the show's 50th anniversary. The idea of the Perfume Factory was to shed light on the industrial process of making a fragrance. Industrie Cosmetiche Riunite (ICR), an Italy-based company specialized in the creation and production of fine fragrances and cosmetics, displayed the steps in the supply chain production process. An exclusive anniversary fragrance was created by perfumer Luca Maffei of fragrance house Atelier Fragranze Milano (AFM). The bottle was produced by glassmaker Bormioli Luigi, the cap by Candiani and the nozzle by Aptar.

To mark the event's 50th birthday, the organizers held an exhibition called Cosmoprof 50 Anni Belli, which featured images from both Italian and foreign magazines, highlighting the changes in cosmetics, make-up and hairstyles from the 1960s to today.

Key trends at the show included stick formats, products with multi-step applications, vegan beauty and kitchen-fresh cosmetics. Metallic and glitter finishes, matte lips, inclusive beauty (with more skin tones offered in foundations and powders) and brow products were also popular. Playful textures such as those similar to modeling clay and chalk were also spotted. In addition, there was an emphasis on atypical product uses and application. An example was Italy-based manufacturing company pinkfrogs' Sleeping Metallic Mask, a sleeping mask that does not need to be removed after use. ■■■



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Took place: March 16-20, 2017 in Bologna, Italy

(Cosmopack, dedicated to packaging, took place from March 16-19, while Cosmoprof took place from March 17-20)

Exhibitors: 2,677, +6.6% vs 2016

Visitors: more than 250,000, flat vs 2016

Cosmoprof's international ambitions

As previously announced, Cosmoprof Bologna has partnered with Iran Beauty & Clean, and will be the exclusive international agent of the 24th edition of the show which is to be held at the Tehran International Fairground from April 24-27. "In September, BolognaFiere Cosmoprof will start working with beauty and health trade show Belleza y Salud in Bogotá, Colombia, opening up interesting perspectives for Latin America. And then we are working to develop a project that in 2019 will cover India," said Franco Boni, president of BolognaFiere, the organizer of Cosmoprof.

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■ ■ ■ Seen in show

UK-based **Dr Russo**, which was founded by cosmetic and dermatologic surgeon Dr Luca Russo, showed monodose versions of its suncare (cleanser and moisturizer). The brand aims to help its consumers integrate suncare into their daily skincare routines. The product is presented in small packets that open when snapped in half and are said to contain just the right amount for one application. The consumer can buy either seven or 28 mini doses of day moisturizer. The monodose products are said to be ideal for testing products and traveling. They will launch in Harrods in London in May. The brand also plans to launch a foundation primer and three tinted moisturizers in the second half of this year.

Genie-S presented its new launch for its fragrance spray brand Travalo, called Perphone. Perphone is an iPhone case that holds perfume and which is refillable. A cartridge on the back of the case can be snapped off and filled with the user's fragrance. Once it is attached to the back of the phone, it can be twisted upwards to spray the scent. The cartridge has a capacity of around 5ml (about 65 sprays). The company is targeting distribution channels including luggage stores and perfumery chains. The case will launch this summer.



German shoe retailer **Birkenstock**, which recently expanded into beauty, used the show to present its new cosmetics line called Birkenstock Natural Care. The certified natural line is composed of 28 products, split into five series: Naturally Pure, Naturally Ageless, Naturally Fresh, Natural Man and Natural Footcare. Cork (the material used in the footbed of Birkenstock shoes) is a key ingredient of the line. According to Birkenstock, cork oak extract has anti-aging properties.



Cosmeceutical brand **Vitabrid C12** (owned by Korea biotech firm Hyundai IBT) presented its new anti-acne topical skincare products featuring vitamin C. Called AC Control (a powder) and AC Control Essence, they aim to deliver stabilized vitamin C deep into the skin for 12 hours and can be used either one after the other or mixed together. They are also said to have anti-inflammatory properties and are claimed to strengthen the skin barrier as well as ease skin redness. The Vitabrid C12 products are currently sold in Korea, Japan, China and the US.

MiLi, a technology firm owned by China-based company Hali Power Co, debuted the MiLi Pure line. The MiLi Pure device tests the user's skin moisture levels before and after the use of skincare products to assess their efficacy. The accompanying MiLi Pure app helps the user to track their moisture level statistics throughout the year. Brands can customize the app to send push notifications—for example, after a period of two months to remind the consumer to buy the product again. MiLi also offers a smart bottle that uses bluetooth to detect how much of the product the consumer is using. The third product in the line is the MiLi Pure Spray (pictured), which features sensors that detect skin moisture levels, and is designed to deliver a fine mist to the skin. ■ ■ ■



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■ ■ ■ US-based **Anisa International** highlighted its latest synthetic alternatives to animal hair brushes. Its new, patent-pending SQ Plus collection is designed to mirror Japanese-inspired brushes, as well as the delicate fibers and quality associated with squirrel hair. Anisa International says that it will no longer use animal hair in its brushes by the end of 2017.



France-based **Albéa** showed a new three-step way of applying mascara to create a voluminous, false lash effect. Called Excess Lashes, it consists of applying mascara with the Excess brush. The user then applies loose fibers using either the company's Ecstasy or Spice brush. According to Albéa, these fibers stick to the lashes without irritating the eyes. Another coat of mascara is applied over the fibers to fix them in place.



German group **Geka** presented its new sweetCANDY collection, which comes in a pouch with five products. They include a dual-ended lipgloss, which is designed to provide a matte texture for the top lip and a glossy formulation for the lower lip (an on-trend look, according to Geka). The classicLIPS applicator claims to adapt to all shapes of lips, while the flexiKISS is said to help create streak-free results. The outer packaging of flexiKISS features a marble effect.



Italy-based **Chromavis** (Fareva group) showed its products in an off-site, dream-like exhibition space. There, the company presented New Vision Eyes & Lips, a new round palette with a circle of lip color in the center, surrounded by an outer ring of face or eye powder. The palette's design means there is no physical barrier between the lip color and the powder, which is intended to cut down on packaging waste.



France-based **Alkos** presented a travel-friendly make-up removing stick called Stick With Me Travel Cleanser. Also shown was Sundrops Tinted Lotion (pictured), a lotion designed to create a glow without streaks. This can be worn alone or blended with moisturizer or foundation.



Subcontracting company **IL Cosmetics** showed its Meringa line, nail polish designed to give a crackled texture like a meringue or macaroon. A matte color is first applied, followed by a top coat, which creates the cracked effect. The company says that the nail polish market is recovering, and that high-color products are in demand.



Germany-based **Faber-Castell Cosmetics** showed its Magic Lips crayon. The crayon looks blue, but is pink when applied and changes shade according to the user's skin pH level. The company also added two new textures in its Slim Plastic Pencil range: matte in the form of the True Velvet eyeliner, and metallic with the Metallic Bling eyeliner and lipliner. ■

