

MIAMI
MIAMI BEACH
CONVENTION CENTER

JANUARY 23 - 25, 2024

COSMOPROF NORTH AMERICA
COSMOPACK NORTH AMERICA

COSMOPROF
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LAS VEGAS | MIAMI

**COSMOPROF
NORTH AMERICA
MIAMI TRIUMPHS
IN ITS INAUGURAL
EDITION'S FIRST
DAY, SETS STAGE
FOR BEAUTY
INDUSTRY
INNOVATION AND
EXPANSION**

Miami, Florida - (January 24, 2024) – **Cosmoprof North America Miami** successfully concluded its first day of the highly-anticipated inaugural edition at the Miami Beach Convention Center on January 23, 2024. The event witnessed robust participation, with thousands of retailers, distributors, and media in attendance, including a special appearance by Shark Tank entrepreneur and investor Daymond John. This expansion into Miami not only signifies the show's commitment to fostering business growth but also emphasizes its dedication to brands aiming to maximize their potential across North, South, and Central America (with double the LATAM participation compared to the Cosmoprof North America Las Vegas edition), with a particular focus on the East Coast of the United States.

The inaugural edition attracted an impressive lineup of retailers, buyers, and distributors, including Belk, C.O. Bigelow, HSN, Macy's, Neiman Marcus, Nordstrom, Olivela, Target, Thirteen Lune, Sally Beauty, as well as new international representation from CVS Puerto Rico, JCPenney Puerto Rico, Walmart Puerto Rico, and El Palacio de Hierro. Renowned brands like The Estée Lauder Companies Inc., L'Oréal, Paula's Choice, Revlon, Tula, Unilever, and first-time participant Rare Beauty along with media Allure, BeautyMatter, The Beauty Industry Report, Elle, Hola TV, NewBeauty, Real Simple, Today.com, and WWD were also in attendance.

Over 700 exhibiting beauty brands, with more than half being first-time exhibitors at Cosmoprof North America, presented their latest offerings across diverse beauty categories. These included hair care, skin care, fragrance, makeup, and nails, in addition to Cosmopack, dedicated to the entire beauty supply chain, of which the machinery sector was a major highlight. The show highlighted exhibitors through curated areas such as the Country Pavilions, introducing emerging global beauty brands to the US market, and Discover Beauty.

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Cosmoprof North America Miami's inaugural showcase kicked off with a ribbon-cutting ceremony featuring local Miami dignitaries and Cosmoprof North America executives. The launch party on the first day provided networking opportunities with industry leaders, influencers, and professionals from around the world, setting the tone for a successful event.

Education remained a key focus, with attendees benefiting from insightful seminars and panels at CosmoTalks and Cosmopack Education, covering topics like "Unpacking Latin American Beauty Markets" and "E2E Integrated Innovation." The Retail Safari®, an innovation-only tour conducted in partnership with WSL Strategic Retail, explored retailers shaping the future of beauty in the Americas. The annual CosmoTrends report, curated by BEAUTYSTREAMS, showcased the latest trends and innovations in beauty, featuring trends like SHIELDS UP, FRIZZ FIGHTERS, KISS & TELL, COLOR GUARDIANS, AND FUNGI-TASTIC.

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Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Boating, Pharmaceuticals, Food, Fashion and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit: WWW.INFORMAMARKETS.COM.

BolognaFiere Group is the world's leading trade show organizer in cosmetics, fashion, architecture, building, art, and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2023 edition, Cosmoprof registered more than 250,000 attendees from 153 countries in the world, and 2,984 exhibitors from 64 countries. Cosmoprof Worldwide Bologna 2024 is scheduled from March 21 to 24, 2024, in Bologna – Italy. Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapting to each

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market. The Cosmoprof platform extends throughout the entire world, with Cosmoprof North America, Cosmoprof CBE ASEAN, Cosmoprof India, and Cosmoprof Asia. In 2024, the Cosmoprof network is landing in Riyadh with Cosmoprof Arabia. For more information, please visit: WWW.COSMOPROF.COM.

The Professional Beauty Association (PBA) is dedicated to advocating and fighting for the rights and professionalism of the beauty industry, and is committed to the long-term success of beauty professionals and the businesses that employ and support them. As the largest and most inclusive trade organization representing the entire beauty industry, PBA advocates for legislation on behalf of the industry, including such things as fighting against deregulation. PBA also provides curated resources to empower members, including education, business tools and resources, curated healthcare and insurance options, exclusive events, charitable initiatives, scholarships, networking opportunities and proprietary reports and data. Members include manufacturers, distributors, salons, spas, schools, independent practitioners, students, and industry suppliers. For more information on membership, please visit: WWW.PROBEAUTY.ORG/JOIN.

For inquiries, please contact:

pr@cosmoprofna.com.