

**COSMOPROF**  
INDIA MUMBAI

PREVIEW

Organised by:



**SEPTEMBER 2018**  
**10<sup>TH</sup> - 11<sup>TH</sup>**  
**MUMBAI**

SAHARA STAR HOTEL  
[www.cosmoprofindia.com](http://www.cosmoprofindia.com)

A NEW WORLD FOR BEAUTY  
BOLOGNA LAS VEGAS HONG KONG MUMBAI

## COSMOPROF INDIA PREVIEW HOSTS KEY INTERNATIONAL PLAYERS OF THE BEAUTY INDUSTRY

Great expectations abound for **Cosmoprof India Preview**, the event scheduled for **10 and 11 September 2018** at the **Sahara Star Hotel in Mumbai**. The event marks a new stage for the international growth of the network of Cosmoprof Worldwide Bologna and stems from the collaboration between BolognaFiere and UBM India, successfully consolidated in the organization of Cosmoprof and Cosmopack Asia in Hong Kong.

At Cosmoprof India Preview, all the sectors of the cosmetic industry will be represented: make up, skincare and body care, hair care, perfumery and cosmetics, beauty salon and spa, nail, accessories, furniture and supplies for salons. **97 companies** – both local and international - will showcase, presenting their products to buyers and distributors in Mumbai. The rich exhibition offer aims at fulfilling the increasing needs of the Indian market and brings a strong impulse for innovation and research to the local industry.

The Cosmoprof India Preview will be studded with a number of captivating presentations and features. For instance, the in-depth sessions and seminars of **Cosmotalks**, scheduled to take place at the Cosmoprof India Preview, will leverage the collaborations of internationally renowned partners. **Beautystreams**, specializing in consulting projects and development of market lines, will present *"Spring/Summer 2019 beauty trend forecast"*: colors, textures and look inspirations for the beauty industry for the next season. **Euromonitor**, a highly referenced market research organization, will organize the session under the title *"New consumer values and novel concepts in beauty"*, highlighting how consumers are turning to meaningful consumption, rewarding values such as quality, transparency, simplicity and customized experience. The seminar on *"The top 10 most important things you need to know to do business in India"*, organized by **ICMAD - Independent Cosmetic Manufacturers and Distributors**, the association of American manufacturing industries, will be dedicated to industry experts interested in the Indian market. **centdegrés**, a design agency boasting of collaborations with the largest global corporations, will analyze the potential influence of Indian brands on global markets during a session called *"Designing the next generation of Indian beauty brands"*. **Kline & Company**, consulting agency for the most important industrial groups, will present *"The challenges and opportunities of the Indian salon hair care market"*, focusing on the professional world, in particular the hair sector, which is one of the most important segments for the development of industry in the country.

**Cosmoprof OnStage** will host the best of innovation and creativity for the cosmetics industry. Live demonstrations, hair shows, spectacular nail art, make-up techniques, cutting-edge beauty treatments and new products presented by exhibiting companies will take centre stage.

Cosmoprof India will also partner with global design agency **centdegrés** to create **#VibrantIndia**, an exclusive experience wall to explore the opportunities of Indian beauty culture. Rich in colors and textures, Indian culture is an endless source of inspiration for beauty professionals.

Furthermore, **Beautystreams** will be on the show floor, looking for trends among the products of the exhibiting companies. After the show, the report **Cosmoprof India Trends** will be delivered and will present the most influential items of Cosmoprof India.

For further information, [www.cosmoprofindia.com](http://www.cosmoprofindia.com)

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