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4 – 6 DECEMBER 2025

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COSMOPROF INDIA AND PJC
FOUNDATION LAUNCH *COSMO
ACADEMY – EMPOWHER IN
BEAUTY*, A NEW SOCIAL
INITIATIVE TO FOSTER SKILLS,
EMPLOYABILITY AND INCLUSION

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Mumbai, Dec 2025/Mar 2026 – Cosmoprof India, in collaboration with the PJC Foundation, announces the official launch of **Cosmo Academy – EmpowHER in Beauty**, a social initiative developed with the objective of creating real life and career opportunities through professional training in the beauty sector. The project was officially unveiled on 4th December during the Cosmoprof and Cosmopack India Awards Ceremony, marking a significant step in Cosmoprof's commitment to social impact and sustainable industry development.

India is home to one of the world's youngest and largest workforces, yet access to vocational education remains limited. **Today, only 3.7% of workers in the country have received formal vocational training**, a gap that contributes to uneven development and restricts access to stable employment. This mismatch between workforce skills and market needs is particularly evident in high-growth industries such as beauty and wellness, which have expanded rapidly in recent years.

The beauty sector in India currently employs approximately 12.3 million people, yet only 28.8% have a technical or vocational background, and just 7.4% hold a university degree. **These figures highlight how skill-based education represents the primary gateway into beauty professions, while also underscoring the urgent need for structured, certified training pathways.** As the industry continues its transition from an informal ecosystem to a more organised and professionalised market, employers are increasingly seeking certified, multi-skilled professionals rather than relying on untrained labour. Cosmo Academy – EmpowHER in Beauty was conceived to respond directly to this challenge.

The initiative embodies the belief that business can be a powerful driver of social transformation. **Through Cosmo Academy, young people from underprivileged areas of Mumbai and from fragile family backgrounds are given access to professional training programmes designed to equip them with practical, job-ready skills.** Each training cycle lasts four months and focuses on key disciplines within the beauty industry, including aesthetics, hairstyling and bridal makeup. The impact of this approach is already tangible: to date, **more than 95% of the students trained by the PJC Foundation have successfully secured employment**, demonstrating the effectiveness of education rooted in real market needs.

“At PJC Foundation, we believe every woman deserves the opportunity to build her own destiny. We are not just teaching skills, we are transforming lives,” stated **Mrs. Alisha Chauhan, Head, PJC Foundation.** *“Our partnership with Cosmoprof Academy represents more than a collaboration, it's a movement. What we can accomplish*

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alone is meaningful, but what we achieve together is limitless. When global beauty industry leaders unite to empower underprivileged women through skills and resources, we create a ripple effect of hope, independence, and dignity. Together, we're proving that when opportunity meets determination, anything is possible. "

Within the framework of the partnership, the **Cosmoprof brand plays an active role in supporting the Academy's development.** Its contribution includes the provision of high-quality professional products, featuring both local and international brands, as well as the involvement of specialised trainers and global experts to ensure that the educational programmes align with international standards. **Cosmoprof also supports the initiative through educational content, mentorship and activities dedicated to both personal and professional growth,** empowering students to enter the market with confidence, competence and long-term career prospects.

"With Cosmo Academy – EmpowHER in Beauty, the Cosmoprof brand reaffirms its commitment to generating long-term value for the beauty industry by investing in people and skills," said Enrico Zannini, General Manager, BolognaFiere Cosmoprof. "As a global platform serving the entire beauty ecosystem, we believe it is our responsibility to contribute to the professional growth and inclusion of the next generation. Through this initiative, we aim to support access to high-quality training, international expertise and concrete career opportunities, empowering young women to build sustainable futures while strengthening the foundations of a more skilled, organised and responsible beauty industry."

Highlighting Cosmoprof India's commitment to long-term industry development, **Mr Yogesh Mudras, Managing Director, Informa Markets in India,** said: "At Cosmoprof India, our purpose goes beyond convening business; *it is about strengthening the foundations that enable long-term industry progress. Cosmo Academy – EmpowHER in Beauty reflects our belief that industry growth must be inclusive, skills-led and future-facing. By creating pathways from training to employability, we are not only nurturing talent, but also contributing to a more organised, resilient and responsible beauty sector in India. We are proud to be part of an initiative that translates purpose into measurable impact for the industry and the communities it serves.*"

The journey offered by Cosmo Academy – EmpowHER in Beauty extends well beyond the classroom. **In addition to training and certification, the Academy actively accompanies students into the workforce through collaborations with**

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companies, beauty salons and retailers that choose to support the project by offering entry-level positions and structured opportunities for professional growth. This integrated approach ensures continuity between education and employment, transforming skills into sustainable livelihoods.

More than a training program, Cosmo Academy – EmpowHER in Beauty represents an investment in people, in youth and in talent, as well as in the future of the Indian beauty industry. It is a bridge between potential and opportunity, built through shared values and concrete action. **Through this initiative, Cosmoprof India and the PJC Foundation reaffirm their joint commitment to empowering the next generation and creating lasting social impact through education, inclusion and professional excellence.**

To discover more about the Prakash Jayantilal Chauhan Foundation, <https://pjcfoundation.in/>

To discover more about Cosmoprof India, www.cosmoprofindia.com

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