

# Cosmoprof Bologna reigns supreme

By Mike Nave

**Cosmoprof Bologna** continues to raise the bar with its annual event. No matter what your position is in the professional beauty field (marketer, salon owner, salon professional, distributor, consultant, sales rep), you owe it to yourself and to your career development to attend at least one Cosmoprof Bologna in order to experience a much larger picture of the beauty industry and your role in it.

The 47th annual Cosmoprof Bologna took place April 4-7, 2014. With its humongous size, you need every bit of the four days to cover the major pavilions. The major product sections included nails, beauty & spa, perfumery and cosmetics and hair. In addition, there were 21 country pavilions, including California, "The State of Beauty."

Taking place concurrently is **Cosmopack**, a show-within-a-show that's dedicated to the entire supply chain of the cosmetics industry. Exhibitors specialize in wrapping and packaging, packaging furniture and accessories, contract and private label manufacturing, testing/analytical services, packaging equipment and machinery, promotional materials, point-of-sale materials, services for the cosmetic industry and raw materials.

Cosmopack provides a huge opportunity for all the major players of the beauty industry to develop new products, do business internationally and network with peers. However, even if you are not into product development, just taking a fast visit through the hall gives you a clearer perspective on what goes into the final products you are buying distributing or retailing.

Note: The full 2014 Cosmoprof Directory is 1 inch thick, 8 inches wide and 9 inches long and weighs four pounds! It is available for 40 Euros plus shipping (about \$55.00 U.S.) and well worth the investment for a U.S. distributor or store operator wanting to expand its product selection by exclusively importing products. It includes complete information on every exhibitor. To order your copy, contact **Raffaella Giudice** at [raffaella.giudice@cosmoprof.it](mailto:raffaella.giudice@cosmoprof.it).

Cosmoprof Bologna also offers special events, including Cosmoprof's Vision and Entertainment from the Hair Sector. This year the fifth edition of "On Hair" featured London's

## Cosmoprof Bologna

**Attendance:** 207,238, a 7% increase compared with 2013. Foreign visitors: 59,319 (21% increase over 2013: 46,862) plus 1,031 accredited journalists, including 620 from abroad.

**Exhibitor count:** 2,450 exhibitors from 69 countries in 900,000 square feet. 24 national groups (with new entries Japan, Singapore, Malaysia, Indonesia, Thailand, Bulgaria and Peru).

**Doing business:** 2,000 meetings organized by Cosmoprof with more than 400 top buyers from Europe, Southeast Asia, South America, the United States, Canada, the United Arab Emirates, Iraq, Russia and South Africa.

**The main attractions:** More than 250,000 hair, nails, skin care, fragrances and green (natural) products, exhibited in 23 pads, plus packaging and supply chain resources exhibited in 4 additional pads as part of **CosmoPack**.

**TRENDS:** Nail products, styling tools, natural/organic products, lash products.

**HOT LINES:** Keune, Evo, Gamma Piu.

**WATCH LIST:** NAK hair care from Australia.

**Off the floor:** BIR's Mike and Susan Silo Nave attend Cosmoprof Bologna almost every year. Here are their favorite restaurants:

- **Teresina:** Father and son chefs' establishment with a homey atmosphere serving the freshest local Tuscan food! A **Lydia Sarfati** personal favorite.
- **Batti Becco:** Marvelous food in a beautiful, warm and contemporary setting! Erica is your host (owner) and is always so welcoming. Nice little wine tasting bar (**Divinis**) next door for a pre-dinner aperitif!
- **Osteria Dei Poeti:** Cabaret-like trattoria with an earthy feel serving hearty food and downstairs local performers...lots of fun! Great for after dinner parties, too!
- **Diana:** Located in the center of town on Via Indipendenza, this restaurant is a must! Exquisite gourmet food with a special carving service executed by your servers with great skill!!! Great location for business lunch or dinner...or both. A real treat!

**Show Hob Salons** showcasing **Professional By Fama** products, **Keune's** artistic team presented hair fashion ideas, **Toni & Guy** presented Essentials to showcase its new line, **ghd**, **BaByliss Pro** and **Rusk** also made special presentations.

The **Independent Cosmetic Manufacturers and Distributors (ICMAD)** hosted a panel presentation, "Considerations to Entering the U.S. Market: What You Should Know." **Pam Busiek**, ICMAD president/CEO, moderated a panel that included **Sharon Blinkoff**, ICMAD chair, Government Regulations Committee; **Ian Ginsberg**, **C.O. Bigelow Apothecaries** and ICMAD COB; **Ronnie Schmetz**, partner, **Edwards Wildman Palmer LLP**; and **Craig Weiss**, president, **Consumer Testing Co.** and ICMAD chair, Technical/Regulatory Committee.

The panel covered U.S. Rules, How Are They Different: Ways to Protect Your Name and Brands; Claims: What Can You Say About Your Products How Do You Prove it; Best Practices for Avoiding U.S. Litigation and Regulatory Scrutiny; Working with U.S. Distributors: Who, What and Where; and Advertising Opportunities and Pitfalls. To learn about these important topics, visit [icmad.org](http://icmad.org).

ICMAD also hosted a welcoming party at Ristorante NeoClassico in the Royal Carlton Hotel. Pam told **BIR**, "It is our intent to provide a lovely evening for guests to bring friends and colleagues, make new friends while enjoying the cuisine of Italy. We thank our sponsors, **East Hill Industries** and **Biorius**, for supporting our largest cocktail reception in Bologna, just shy of 200 attendees. What a great benchmark for 2015!" Reach Pam at [pbusiek@icmad.org](mailto:pbusiek@icmad.org).



From left: BIR's Mike Nave, ICMAD's Pam Busiek, BIR's Susan Silo Nave and Pepechages Lydia Sarfati network at the annual ICMAD reception.

This year I focused the majority of my attention on the 85 companies exhibiting between the U.S. and California Pavilions.

**Richie Rubin**, the director of innovation for **Garcoa** and the son of Garcoa owner/president **Greg Rubin**, attended his first Cosmoprof Bologna this year. He told **BIR**, "I was most impressed by the organizations that attempted to bring a variation on the 'farm-to-table' concept into the cosmetic industry. Those companies

promoted their abilities to source locally grown/synthesized raw materials and components. This will become an increasingly common theme in the industry, as firms move to increase efficiency and reduce

their carbon footprints. It was inspiring to see many organizations made a concerted effort to improve sustainability. This is extremely important as the overall health of the environment has a significant impact on our industry." Reach Richie at 818-225-0375, ext. 325, or richie@garcoa.com. Visit garcoa.com.

While visiting at the California Pavilion, I met with **Amy Burke**, an attorney with **Conkle, Kremer & Engel (CK&E), PLC**, a California law firm that focuses on brand protection, regulatory compliance and business litigation. Amy and fellow CK&E attorney **Mark Kremer** work with the **Center for International Trade Development's** educational program, **Beauty Industry Market Access (BIMA)**. Amy attended Cosmoprof as part of the delegation from BIMA, a program that introduces U.S. entrepreneurs to international markets. Amy and Mark have assisted graduates of the BIMA program, as they put into practice the concepts that they had learned during the five-week course with directors **Patty Schmucker** and **Cesar Arellanes**, and other beauty industry experts. Amy and the delegation participated in the California Pavilion, sponsored by the **California Trade Alliance (CTA)** to promote international beauty industry trade with California businesses. She offered practical guidance in the negotiation of international

distribution agreements and the nuances of brand protection under U.S. and international trademark laws.

The California Pavilion, organized by the CTA in 1993, supports beauty industry manufacturers based in California and promotes their entry into international markets. The philosophy of CTA is that California is a global brand and California beauty businesses are global tastemakers. Amy said, "For small entrepreneurs,

**Corrective Makeup**, which can make a tattoo vanish or conceal imperfections and soften the look of wrinkles for flawless, photo-ready skin.

The California Pavilion's exhibitor lounge served as a hub for international distributors, industry advisers and fellow exhibitors, with afternoon wine and cheese receptions. Amy added, "The camaraderie among members of the California Pavilion created a welcoming environment. Exhibitors joined CTA organizers

**Cesar Arellanes** (Center for International Trade Development), **Jake Rubenstein** and advisor **Patty Schmucker** from **Performance Brand Services** and me, to promote CTA's goal of supporting each other to help California firms in the international market. Reach Amy at [a.burke@conklelaw.com](mailto:a.burke@conklelaw.com). Visit [conklelaw.com](http://conklelaw.com).



The California Pavilion hosted buyers from around the globe.

CTA provides an opportunity to share the resources and costs of expanding into international markets."

**Nola Industries'** booth resembled a stylish living room with plush chairs, colorful artwork, an ivory leather display panel and warmly fragrances **Free Your Soul** candles. Brand director and stylist **DeDe Ford** styled the locks of visitors with products from the **Free Your Mane** line.

**Chella** featured expert eyebrow shaping and cosmetic styling services with Chella brow kits, and the collagen-activated **Chella Anti-Fatigue Eye Mask Kit** visibly refreshed jet-lagged travelers.

**Danica Aromatics** founder **Danica Siegel** guided visitors through her **I Am** fragrance line, accompanied by affirmations tailored to each scent. **InfiniteAloe** offered luxurious hand massages with **InfiniteAloe Advanced**

**Formula** skin care cream. **Danné Montague-King Co.'s** booth, lined in crisp forest green and white boutique bags, featured its **DMK** line of skin products, as well as **DMK Cosmetics**

For the **Center for International Trade**

**Development (CITD)** creating and supporting California: State of Beauty shows has been an outstanding success. The results of the first show at Cosmoprof Bologna in 2012 generated \$13 million in export sales from the 10 exhibiting companies. That figure has grown to \$89 million in export sales for the 30 companies in 2013. Since 2012, CITD has organized/managed three trade missions. Next up are 2014 **Beautyworld Dubai**, 2015 **Cosmoprof Hong Kong** and 2016 **Beauty Fair Brazil**. Reach Cesar at 714-417-2699 or [citd@lbcc.edu](mailto:citd@lbcc.edu).

**Emilio Smeke**, creator and owner of **Daily Concepts**, exhibited for the second time in the California Pavilion. He told **BIR**, "We offered three new bath tools including a **facial puff** (SRP \$8.00), **Konjac Sponges** (SRP \$18.00) and a **back scrubber/lotion applicator** (SRP \$24.00) in our **Daily Concepts** line. We received lots of interest from the Middle East and the United Kingdom, where we will start distributing by 2015."

The company also soft-launched the **Skin D/TOX Five** line, which includes **Cleansing Wash, Hydrating Lotion, Exfoliating Scrub, Purging Mask** and **Renewal Oil**. They are made with sachu inchi, quinoa and lucuma, which are native to Peru, rich in Omega 3, 6 and 9 and



Daily Concepts launched Skin D/ TOX Five.

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becoming known, as "fruits of youth" in the super-food world. Sacha inchi revitalizes the skin, while quinoa moisturizes the skin (SRP range from \$40.00 to \$50.00). The line is available through prestige retailers. Reach Emilio at 323-938-8886 or [esmeke@dailyconcepts.com](mailto:esmeke@dailyconcepts.com). Visit [dailyconcepts.com](http://dailyconcepts.com).

**Noubar Abrahamian**, founder and president of **Nubar Cosmetics**, has a thriving international business with distributors in 43 countries. The company featured its summer collection called Social Butterfly, which is available in both nail polish (SRP \$8.00) and soak off LED/UV gel polish versions (SRP \$24.00).

Nubar also launched the **Gelicure Matte Finish Gel Polish Top Coat** (½ oz./SRP \$24.00) and the **Air Dry UV Top Coat**, which has UV-curing capabilities that can be used with any nail polish. It dries by air in less than 2 minutes, but continues to cure and strengthen under natural sunlight. No UV or LED light is required. It will last 7 to 13 days. Reach Nubar at [noubar@bynubar.com](mailto:noubar@bynubar.com) or his vice president of sales, **Shawn Sellers**, at [shawn@bynubar.com](mailto:shawn@bynubar.com). Visit [bynubar.com](http://bynubar.com).

**Chella** president **Chris Kolodziejski** participated at his third Cosmoprof Bologna, exhibiting in the California Pavilion. He reported, "As a result of the demand by international buyers for demonstrable products, our exhibit was overwhelmed with visitors who received a free brow makeover while learning how the more than 40 demonstrable products in the **Chella Brow & Eye Collection** are guaranteed to increase retail sales. Chella's philosophy of putting a woman in a chair and making her more beautiful to increase sales was understood in any language, and we opened many international accounts as a result. We showed

buyers from around the globe how to install a **Chella Brow Bar.**" Reach Chris at [chris@chella.com](mailto:chris@chella.com). Visit [chella.com](http://chella.com).

**Israel Segal**, president of Los Angeles-based **Nola Industries**, was a first-time exhibitor at Cosmoprof Bologna, where he showed is baobab-rich hair care line, **Free Your Mane**. Israel told **BIR**, "Our designer booth

attracted significant international interest and pending foreign distribution agreements are underway. The results were so positive that we plan to exhibit in the BeautyWorld Middle East conference in Dubai later this month."

Nola Industries also previewed the **Free Your Body** skin care line, which is scheduled for launch this summer. Explained Israel, "After we demonstrated the hydrating powers of baobab oil for hair, our

customers started asking for the same combination of baobab and botanical hydration in body products."

The body line includes cleansing **Baobab Brilliant Yuzu Wash**, regenerating **Baobab Brilliant Sheer Body Oil**, hydrating **Baobab Brilliant Body Lotion**, moisturizing **Baobab Brilliant**

**Body Butter** and a softening **Baobab Brilliant Hand Lotion** (SRPs range from \$12.00 to \$40.00).

Israel added, "From attendees' feedback, we will be adding appliances to our line that work in tandem with Baobab Brilliant Restorative Hair Oil." Israel's product line is represented in the U.S. professional beauty market by **Jay Halaby & Associates**. Reach

Israel at 323-899-4451 or [israel@freeyourmane.com](mailto:israel@freeyourmane.com). Visit [freeyourmane.com](http://freeyourmane.com).

At **Glimmer Body Art**, **Lindsay Stockel** provided non-stop demos and showed the new G kits "Flower Child," "Backstage" and "Pretty Things," which give shoppers everything they need to create glitter body art at home.

She told **BIR**, "This year, we encountered more retail inquiries from perfumeries, beauty supply stores and other venues looking to supply their customers with instant gratification. Shoppers are certainly more educated about brands and with social media and bloggers' reviews on YouTube being a primary resource, we are noticing that consumers are needing less of a service item and more of something they can take home and do themselves." The G retail kits are sold to distributors for \$8.00 each with an SRP of \$19.99. Reach Lindsay at 310-787-8700 or [lindsay@gbodyartpro.com](mailto:lindsay@gbodyartpro.com). Visit [gbodyartpro.com](http://gbodyartpro.com).

**George Schaeffer's Aloxxi Hair Care** debuted colorful new packaging, two retail products—**Styling Cream** and **Reparative Treatment Masque**—plus a 2-in-1 **Consultation Swatch Book** designed to create a unique experience for clients and a communication tool for hairdressers. Styling Cream delivers hydration and shine to dry, damaged hair, controls frizz and fly-aways with light style control and protects hair color from fading (3.4 oz./SRP \$18.00; 1 oz./SRP \$6.00). Reparative Treatment Masque with ColourCare Complex revitalizes damaged, protein-depleted, dull hair by fortifying strands with multi-weight plant proteins (16.9 oz./SRP \$25.00; 1 oz./SRP \$6.00).

The front half of the swatch book features vibrant imagery, along with hair swatches that allow clients to experience Aloxxi's color personalities. After consulting with their clients, colorists can flip to the back of the book for removable broom swatches along with mixing instructions. Reach **Kim**

**Donovan**, director of marketing at [kimd@aloxxi.com](mailto:kimd@aloxxi.com). Visit [aloxxi.com](http://aloxxi.com).



Nail polish by Nubar is available in more than 40 countries.



Israel Segal, president of Nola Industries, designed his booth as a warm and inviting oasis for showcasing Free Your Mane for hair and the new Free Your Body care for the body's skin.



Aloxxi's new look debuted at Cosmoprof.