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PRIZE WINNERS AND MORE

Events | Who were this year's prize winners of Cosmoprof's 4th Cosmopack Wall Awards? What were the most important highlights of the 50th Cosmoprof which took place in March 2017 in Bologna? And what were the most significant trends?

These were the winners of the 4th edition of **Cosmopack* Wall Awards**, an initiative dedicated to the latest technologies of international exhibitors which will build the future of the beauty industry. From the 100 projects presented, **Beautystream**, the international trend agency and strategic partner, selected the winners for eight categories.

This year's contest theme was **Let's get emotional ... urban poetry**. The winner for the category **Formula Make Up** was **Gotha Cosmetics** with their project **Bi-Metallic Eyes & Face Color Veil** – a lightweight and easy-to-apply cream for face and eyes.

Transforming Eye Shadow Kajal, the project of **Myc Packaging Innovation**, won for the category **Packaging**

Make Up, which is a packaging line for eyes and lip products. This portable and practical packaging guarantees a quick change of make-up for consumers who are on-the-go.

The project **Bottle in Bottle Marble Mascara** of **Geka** won the **Technology** award. This is the first mascara with a marble-effect and it is available in three colours in urban poetry style and a silver tap. The marbling effect looks different on each package, making every package unique.

Ancorotti Cosmetics Spa won the **Design** award with their **Extruded Powder**.

This product, with its high concentration of pearls and pigments, is characterised by very precise drawings and reliefs never seen on powder compacts before. Particularly convincing were the brightness of the colours and the precision of the decorative motifs.

For the category of **Formula Skin Care**, the winner was **Pink Frogs Cosmetics** with their **Sleeping Metallic Mask**. This facial mask is rich in ingredients with detoxing, nourishing and anti-age qualities. The product received the award due to the combination of emotion and technology, for its efficiency in taking care of the well-being of the skin.

photos: Geka, Cosmopack

Karza achieved the award for the **Packaging Skin Care** category thanks to **Helium**. This dispenser, with its airless technology, protects the integrity of natural and sustainable products. This modern packaging is particularly suitable for urban on-the-go lifestyles.

O-Pac Societa won the **Inspiration** award with its product **24h Urban Kits in Wipes**, which has an anti-pollution action of micellar water. The 24-hour chrono-targeted solution makes this product a time-efficient ritual for hectic everyday life.

Chromavis won the Special **Avant-Garde Award** with their product **New vision Eyes & Lips**. Its technology combines two different textures for different performances without any physical barriers in a single all-over product.

Cosmoprof Worldwide in a nutshell

More than 250,000 visitors from 150 countries attended the show. This means there was 16 percent more foreign professionals than in 2016. The latest developments in the beauty industry were presented by 2,677 exhibitors from 69 countries.

The Perfume Factory presented a journey into the production process of a fragrance, see box.

Cosmoprime had a new special area which focused on retail channels positioned in a specific market segment, from high-end mass market to prestige and niche perfumery. From its 151 exhibitors, 81 percent came from abroad. The latest trends were presented in the **Extraordinary Gallery**.

The report **Cosmoprof Trends*** – curated by **Beautystreams** – showcases select products exhibited at the show and expands on the latest beauty trends they represent.

Growing segments, such as multi-ethnic beauty, were represented by **Tones of Beauty**. The round tables of **CosmoTalks** presented insights on retail and the future of the beauty market.

This year's show boasted 29 **Country Pavilions**: Australia, Belgium, Brazil, Bulgaria, California, China, South Korea, France, Germany, Great Britain, Greece, Israel, Indonesia, Morocco, Netherlands, Pakistan, Peru, Poland, Spain, United States, Taiwan, Turkey, Hungary and, for the first time, Argentina, Chile, Japan, Latvia and the United Arab Emirates/Dubai.

The show's **International Buyer Program** consolidated the international Cosmoprof network into a tool to facilitate business meetings between companies and buyers and distributors. It managed to generate 9,000 meetings with the help of a match-making software called **You Meet**. □

A video interview with Elie Papiernik, Centdegrés, the report on Cosmoprof Trends and videos on this year's show are available on the Internet – see download panel

► **THE PERFUME FACTORY***

The fragrance created here was blended by Luca Maffei, **AFM's** young "nose," in a special partnership with the **Accademia del Profumo** and all the fragrance houses. Both the bottle produced by **Bormioli Luigi** for this 50th anniversary and the colour of its specially patented contents will be exclusive to this occasion. **Candiani** created a cap and **Aptar** supplied the nozzle. **Pusterla 1880** and **Industrial Box** endowed the protective packaging with its important role in communication. The Perfume Factory carried out carbon footprint certification in partnership with **Certiquality**.



Onsite perfume production was facilitated by a variety of suppliers

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