

# Beauty Store BUSINESS



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# WHAT'S REALLY HAPPENING WITH CPNA 2011 ...

There are new dates for Cosmoprof North America 2011 and the 2011 PBA Beauty Week. CPNA at the Mandalay Bay Resort & Convention Center in Las Vegas will now take place on Sunday, July 31 through Tuesday, Aug. 2—one week later than originally announced and promoted. As part of PBA Beauty Week, the 2011 North American Hairstyling Awards is scheduled for Sunday, July 31. The 2011 PBA Symposium is also set for Sunday, July 31 through Tuesday, Aug. 2. Recently, *Beauty Store Business* talked with Daniela Ciocan, CPNA marketing director, about all of this and other new show developments.

## BSB: First off, why did CPNA and the PBA change the dates?

**CIOCAN:** While CPNA gets better every year, our mission remains the same: to seek and bring unsurpassed value to our event participants. The Mandalay Bay Resort & Convention Center approached us about the possibility of moving the event dates later by one week, offering many incentives that can be translated into savings for exhibitors and attendees in the forms of lower hotel-room rates and reduced resort fees. After evaluating it, we decided to adopt the new dates. It's our mission to always maximize return on investment for our participants.

## The City of Hope gala is Saturday, July 30, as is the Get Together Party. How is that going to work?

This year marks a change for the City of Hope, which will host its *Spirit of Life Award* gala recognizing the efforts of Joico's Sara Jones on Saturday. [The event has traditionally been held on Monday.] This will allow more exposure for the City of Hope and we hope, increase on-site charitable contributions. Attendees of the Get Together Party will now be able to view the City of Hope silent-auction items and place bids. The Get Together Party, which is open to all show attendees, will start at 7 p.m. and end at 9 p.m. The City of Hope reception will kick off at 7 p.m., with the dinner starting at 8 p.m. So there will be a one-hour overlap—from 7 p.m. to 8 p.m.—for these two events, which will be held in the same place. It also allows more networking opportunities.

## Any new CPNA educational formats that you'd like to detail?

We're pleased to debut a learning opportunity on Saturday: Las Vegas Retailing In Review. This event will be offered as a tour of unique retail environments. Participants will visit them to observe and identify merchandising trends for beauty retailers, professional-only beauty stores, concept beauty stores and salon/spa retail environments. (BSB executive editor Marc Birenbaum is coordinating the project.)

## Will there be an OTC Program in 2011?

Yes, but we've decided to rename it the Beauty Retail Store Program to encourage more small beauty supplies and other smaller, retail-oriented beauty businesses to



Daniela Ciocan, CPNA marketing director

take advantage of the initiative. This program allows owners, managers and buyers at small independent beauty stores who qualify to receive up to \$150 in travel reimbursements and complimentary show access.

The new Saturday tour will also be of interest to this group, because it will allow participants to compare and contrast different retail environments, such as a beauty retailer, a professional-only beauty store, a concept beauty store and a salon/spa retail area. I strongly feel that participants will greatly benefit from this learning opportunity. It will lead them to make impactful changes in their businesses.

## How about other educational opportunities at the show?

The 2011 show will offer top-notch business education targeted to the specific needs of beauty retailers, distributors and spa business managers as well as business owners seeking an exit strategy and those interested in joining the social-marketing democracy. For specific information about conferences, attendees should keep checking our website ([cosmoprofnorthamerica.com](http://cosmoprofnorthamerica.com)).

## Any specifics on social media?

It continues to remain top of mind for all business leaders and CPNA. We've just unveiled our weekly blog, which will really keep CPNA "live" year-round. This blog will serve as a forum for industry influencers to voice their opinions on current issues and showcase solutions they've identified in their regular business activities. Not only will beauty retailers be able to share trends they see, but product trend forecasts will also be posted by important beauty bloggers. In addition, periodically we will share key points made throughout the conferences held at CPNA 2010 to provide thought-provoking ideas. I would also like to invite the industry at large to participate in this blog. And if anyone has an idea, please share it on the discussion forum at [cpnaneventsflash.com](http://cpnaneventsflash.com).

We're also proud to unveil an initiative that supports new talent coming into our industry. The New York City-based Fashion Institute of Technology is one of the only colleges to offer both a bachelor's and a master's degree in marketing cosmetics and fragrances. This year we're starting a program that allows the top four graduating students to attend the show as Cosmoprof North America Trend Scouts. They'll report on new-product launches and show specials, which they'll post on Twitter and Facebook. We hope this will become an annual initiative that will provide graduating students with hands-on show-floor experience and the opportunity to network with exhibitors/potential employers.

## What's going on with the Discover Beauty Program?

Currently, we're seeking out and reviewing new brands that are looking to launch into high-end beauty retailers. They must have limited or no distribution, and can be from the United States or abroad. Discover Beauty really becomes a launch platform for these select suppliers. Many—such as Kelly Teegarden Organics, barista bath and body, Peter Lamas and Rahua—have enjoyed incredible success.

Beauty Collection and Pure Beauty Salons & Boutiques are just two of the many trendsetting beauty retailers that have participated as attendees via one-on-one scheduled meetings. For more information about being an attendee or a supplier, contact us at [CPNA@sogecosamericas.com](mailto:CPNA@sogecosamericas.com).

## Anything else you want to tell us?

I would also like to remind your readers that Cosmoprof Worldwide Bologna ([cosmoprof.com](http://cosmoprof.com)) is happening in Italy one month earlier this year: March 18-21. The show is primed for another stellar performance, with many new companies exhibiting and online foreign visitor registration up compared to the year before.

## Please tell us about the other 2011 Cosmoprof shows/ SoGeCos events in the world of beauty globally.

Let me start with our last major international event, Cosmoprof Asia ([cosmoprof-asia.com](http://cosmoprof-asia.com)), held in Hong Kong on Nov. 10-12, 2010, which celebrated 15 years of excellence. It is the hub to all countries in Asia. We had 1,633 exhibitors—up 16% from the year before—and a 10% increase in attendees. We had 45,100 visitors during the three show days. About 58%—26,100—were from abroad. There were also 18 country pavilions. The 2011 show is planned for Nov. 9-11.

As far as the international Cosmoprof platform and in addition to Cosmoprof Asia and Cosmoprof Worldwide Bologna, in 2011 we will offer in China the Guangzhou International Beauty Expo ([gzbeautyexpo.com](http://gzbeautyexpo.com)) on March 9-11 and on Sept. 19-21. This year we'll also offer Cosmofarma Bologna ([cosmofarma.com](http://cosmofarma.com)) on May 13-15 in Italy for companies interested in the natural market. And then there will be Beauty Eurasia Powered by Cosmoprof Worldwide Bologna ([beauty-urasia.com](http://beauty-urasia.com)) in Istanbul, Turkey, on June 16-18.