

Beauty Store BUSINESS

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The ABCs
of **B-T-S**
Retailing

25

Online Retailer
Favorites

NEW DISPLAYS LOUNGE, EVENT SLATED FOR CPNA

Cosmopof North America has announced a free educational program geared to beauty retailers from 3 p.m. to 4 p.m. on Sunday, July 31, in a new beauty-products merchandising-displays lounge.

The lounge—the first ever for the annual trade show—will be open during exhibit hours in Pavilion D. In it will be a limited-number collection of new and successful countertop and floor displays from exhibitors, say show officials.

As part of the educational event, Marc Birenbaum, executive editor of *Beauty Store Business*, will explain his favorites in the lounge and lead a Q&A session with attendees.

The lounge and event are open at no charge to all registered show visitors.