



Cosmoprof North America continues to unite buyers and sellers from around the world.

Cosmoprof NA 2009 Fires Up Attendees and Exhibitors

More than 620 exhibitors and 22,500 attendees rallied to beat both the heat of the Las Vegas desert and the embroiling economic climate as they filled the show floor July 19-21 at Cosmoprof North America at the Mandalay Bay Convention Center in Las Vegas. The business-to-business beauty event, which encompasses all sectors of the industry in one venue, attracted many new and innovative brands in addition to industry leaders.

This year's show welcomed PBA Beauty Week, North America's largest, most inclusive beauty event, in addition to The North American Hairstyling Awards, held annually in conjunction with the event.

For countries seeking to expand their foreign trade in beauty, Cosmoprof NA dedicated special sections on the show floor to distinct International Country Pavilions, in which small- and medium-sized companies from select markets could obtain direct "face time" with distributors and retailers to secure U.S. distribution.

The International Buyer Program, a Cosmoprof exclusive, continued to unite buyers and sellers around the world via one-on-one pre-scheduled appointments with a group of selected importers and distributors. Discover Beauty, another Cosmoprof North America exclusive, assisted newly emerging brands in finding the proper



Alcan Packaging's Pixel Graphics technology proved to be a winner in the ETMA awards.

market, while spotlighting the newest trends for influential retail buyers—also through one-on-one meetings with buyers from prestigious retailers. This year's show also continued the Discover Beauty-Spa program through a collaboration with the Las Vegas Spa Association.

The educational portion of the annual event featured a number of seminars, focusing on topics such as green packaging materials, developing private label brands, increasing sales in beauty stores and a panel on new retail strategies organized in conjunction with *Women's Wear Daily*.

Cosmoprof North America 2010 is planned for July 18-20 at the same venue. More info: www.cosmoprofnorthamerica.com

Alcan Packaging Wins Award

Alcan Packaging won the award for Best Packaging Design in the Europe & Africa region (ETMA) for Nivea's latest product. Alcan Packaging's Pixel Graphics technology, which gives the tube a subtle, pixelated effect, won the award.

beauty packaging
September 2009

Got to Have It!
Fragrance Packaging that Wows:
The Cure for an Ailing Industry?

Lula Derrand
Color Cosmetics
Packaging
HBA 2009 Preview

HBA International Packaging Design Awards